FAST NUCES Brand Identity Guideline

Drafted by Askolay

Table of Contents

Introduction

Purpose

These Brand Identity Guidelines aim to establish a cohesive and recognisable visual and verbal identity for FAST NUCES. These guidelines are designed to ensure consistency in the presentation of the university's brand across all platforms and communications. By adhering to these standards, we aim to strengthen our brand's image, enhance its visibility, and build a unified and professional presence that reflects our commitment to excellence in education and research.

Scope

These guidelines apply to all internal and external communications, including but not limited to print materials, digital media, advertising, promotional items, and official correspondence. They are intended for use by all staff, faculty, students, and external partners who represent FAST NUCES. The guidelines cover key elements such as logo usage, colour palette, typography, imagery, and brand voice, providing a comprehensive framework for maintaining brand integrity and consistency.

Brand Overview

Vision

To produce world-class professionals, who are responsible citizens and good human beings.

Mission

1. To identify and attract the most promising students from diverse communities, to shape them into visionary leaders and world-class professionals.
2. To impart quality education to students, irrespective of their financial background, ethnicity, gender or religion to create an inclusive society.
3. To promote research and scholarly activities to generate knowledge.

Authorized Use of Logos and Identity

Who Can Use the Logos

The NUCES and FAST logos, including campus-specific and event-specific variations, are the property of the university. The following entities are authorized to use the logos, subject to approval:

- University administration
- Faculty and staff
- Official student bodies and societies (with prior approval)
- University-approved vendors and partners

Student Bodies: No student body or society may use the university logos on publicity materials, such as posters or social media content for events, workshops, or other activities, without prior approval from the university administration.

Third-party use, including external partners, media, or sponsors, also requires explicit permission from the university's branding or communications office.

When and How to Use the Logos

Logos may be used in the following contexts:

- **Official Documents:** Including letterheads, certificates, reports, and other formal university correspondence.
- **Marketing Materials:** Such as brochures, banners, posters, and flyers for university events or promotional purposes.
- **Digital Platforms:** Including social media posts, official websites, and email signatures.
- **Merchandise:** University-branded products, such as apparel and stationery, only with prior approval from the branding office.
- **Event-Specific Logos:** Logos created for specific university events are also the property of the university. These may only be used in connection with the event by authorized individuals or entities and must follow the same approval process as other logos.

Restrictions on Commercial Use

No one, including university members or external entities, may use NUCES or FAST logos (including campus and event-specific logos) on any merchandise, products, or

materials intended for sale without express written permission from the university. Unauthorized commercial use or use for personal gain is strictly prohibited.

Note: All logos must be used per the guidelines outlined in this document. Unauthorized use, modification, or reproduction is prohibited and may result in disciplinary action or legal consequences.

NUCES Logo

History

The NUCES logo, created in 2004, features an ayat proposed by Dr. Aftab Ahmed Maroof, emphasizing the institution's commitment to knowledge and education. The "NU" design was crafted by Rana Ghulam Shabbir, while the star and crescent at the top of the logo were proposed by General Rafaqat, a former pro-rector, symbolizing the university's Islamic heritage. Additionally, the insignia was designed by Mr Awais Suhrawardī (late), a former publisher of NUCES from Lahore, further adding to the emblem's historical significance. Together, these elements reflect the university's mission to advance science and technology while honouring its cultural roots.

Ayat

The ayat featured in the NUCES logo is from Surah Al-Alaq (96:1-5), which is significant as it encompasses the first revelation received by the Prophet Muhammad (ﷺ). The verses state:

"الَّذِىْ عَلَّمَ بِالْقَلَمِ" (He who taught by the pen)
"عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ" (Taught man that which he knew not)
These verses highlight the importance of knowledge and education, emphasizing the transformative power of the written word. They underline that all knowledge comes from God, and the ability to learn and understand is a divine gift. The focus on the pen symbolizes the significance of literacy and education in fostering human development and enlightenment. By incorporating this ayat into the NUCES logo, the university reinforces its commitment to academic excellence and the pursuit of knowledge as foundational principles of its mission.

NUCES Logo Variations

Logo Type	Image
### Primary Logo The primary logo of NUCES represents the core visual identity of the university and should be used in its true form to maintain brand consistency and integrity. This logo features a distinct and recognizable design that encapsulates the university's values and mission.	
### Print Variant 1 The logo variant of NUCES, which omits the Qur'anic verse (Ayat), is specifically designed for use in print materials that may be exposed to situations where respect for sacred texts could be compromised, such as potential exposure to the ground. This variant ensures adherence to cultural and religious sensitivities while maintaining the integrity of the university's brand.	
### Print Variant 2 This variant has a transparent background which can be used on lighter backgrounds.	

NUCES Logo with Complete Name

Vertical Variants

National University
of Computer & Emerging Sciences

Variant 1

National University
of Computer & Emerging Sciences

Variant 2

Horizontal Variants

National University
of Computer & Emerging Sciences

Variant 1

National University
of Computer & Emerging Sciences

Variant 2

Color Palette

#16498C	#0093DD	#048C34	#F2B705

FAST Logo History
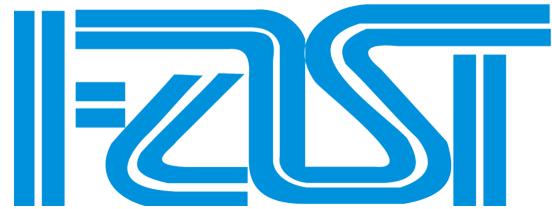
The primary FAST logo represents the foundation that established NUCES and reflects its legacy and role in the university's creation. This logo is used in formal contexts where it's important to highlight the connection between FAST and NUCES.

History

The sponsoring body of the University – the Foundation for Advancement of Science and Technology (FAST) was established in 1980. The logo was made by **Mr Nayyar Ali Dada**, a renowned Pakistani architect in the 1980s and then later on a digital version of it was created by **Mr Mughees Ismail** in 2024.
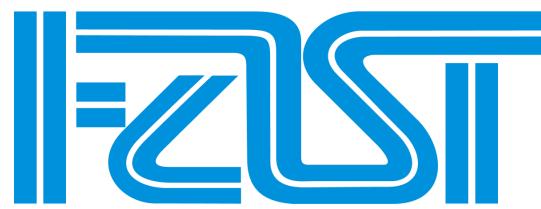
Original Handmade Logo

The original FAST logo, designed by the esteemed Pakistani architect and artist Nayyar Ali Dada, has been preserved and used in its original form.
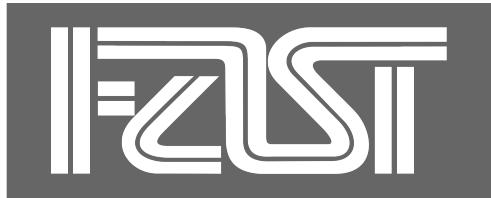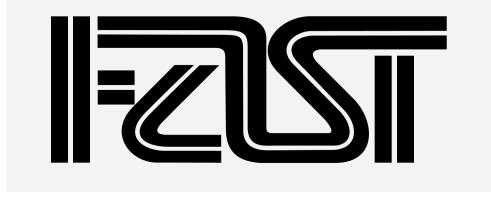
New Digital Logo

In 2024, the logo was digitally recreated while retaining its original essence, ensuring its historical significance and artistic integrity while adapting to the modern needs by Mr. Mughees Ismail.

Logo Variations

Logo Type	Image
Primary Logo It can be used on different backgrounds but doesn't mix with the background.	

Logo Type	Image
Variant 1 The logo variant of FAST is to be used on dark backgrounds.	
Variant 2 The logo variant of FAST is to be used on light backgrounds.	

University Name and Campus Names

Accurate representation of the university's name and acronyms is crucial for maintaining brand integrity and ensuring clear communication. This section outlines the correct and incorrect uses of FAST NUCES and its related acronyms to prevent misrepresentation and confusion. Adhering to these guidelines will help preserve the university's identity and ensure consistent branding across all materials and communications.

Correct Uses ✅

National University of Computer & Emerging Sciences
National University of Computer & Emerging Sciences (NUCES)
FAST National University of Computer & Emerging Sciences (NUCES)
NUCES
FAST NUCES

Incorrect Uses ❌

National University
National University (NUCES)
NU
FAST-NU
FAST

Guidelines for Campus Names

Campus names are to be used as follows:
FAST-NUCES, [City] Campus
NUCES, [City] Campus

Additionally, the city's abbreviations can be used in capital letters.

Correct Uses ✅

FAST-NUCES, Islamabad Campus
FAST-NUCES, ISB Campus
NUCES, Islamabad Campus
NUCES, ISB Campus

Incorrect Uses ❌

FAST Lahore Campus
Lahore Campus
NU Lahore Campus

Campus Name Logo

Campus logos should be used on all campus-specific materials, including letterheads, official correspondence, and social media. For instance, "Lahore" is used here as an example, but each campus should use its full name and avoid abbreviations like "LHR."

The logos are available in horizontal and vertical formats, and the appropriate version should be chosen based on the design context. All campus logo variants can be downloaded from the NUCES main website.

The NUCES logo can be changed to print variant 1 or 2 for print media where media might come into contact with ground e.g. standees etc.

> Variants 1 and 3 use the "Times New Roman" font, a serif typeface that is more readable for printed materials.
> Variants 2 and 4 use the "Roboto" font, a sans-serif typeface recommended for digital content like social media.

Variants

Variant 1

Variant

National University
of Computer & Emerging Sciences
Chiniot-Faisalabad Campus

Variant 3

NATIONAL UNIVERSITY
OF COMPUTER & EMERGING SCIENCES
LAHORE CAMPUS

Variant 4

Official Addresses

These addresses are to be used on official correspondence of the respective campuses.

Chiniot-Faisalabad Campus

FAST NUCES, Chiniot-Faisalabad Campus, FAST Square, 9 Km from Faisalabad Motorway Interchange towards Chiniot
Chiniot
Punjab, Pakistan

Islamabad Campus

FAST NUCES Islamabad Campus, 3 A.K. Brohi Road, H-11/4,
Islamabad Capital Territory
Pakistan

Karachi Campus

Main Campus

FAST NUCES, Karachi Main Campus, St-4 Sector 17-D On National Highway Karachi,
Karachi
Sindh, Pakistan
(+92-213) 410-0541-6

City Campus

FAST NUCES, Karachi City Campus, 22-G, Block-6, PECHS,
Karachi
Sindh, Pakistan
(+92-213) 439 0941-5

Lahore Campus

FAST NUCES Lahore Campus, 852-B Milaad St, Block B Faisal Town,
Lahore
Punjab, Pakistan

Multan Campus

FAST NUCES Multan Campus, Plot E-01, Jinnah Ave, DHA Multan,
Multan

Punjab, Pakistan

Peshawar Campus

FAST NUCES Peshawar Campus, Jamrud Road 160 Industrial Estate Road, Phase 1
Hayatabad,
Peshawar
Khyber Pakhtunkhwa, Pakistan

Social Media Guidelines

Watermark Placement

The NUCES logo can be used as a watermark on photos and videos for social media platforms to reinforce brand identity. The following guidelines should be followed to ensure proper usage:

When using the primary NUCES logo as a watermark, it must be placed at the top of the image or content. This placement ensures the logo is visible and effectively communicates the brand without interfering with the main content.

Logo Variant Without Ayat: In scenarios where the content is at risk of compromise or where cultural sensitivity is required, the NUCES logo variant without the Qur'anic verse (Ayat) may be used. This variant can be placed at the bottom of the image or content.

Usage Guidelines:

Placement:

Top Placement: To maintain visibility and consistency in branding, use the primary NUCES logo at the top (left or right) of the content.
Bottom Placement: Use the variant without Ayat at the bottom when necessary for cultural sensitivity or practical reasons.
Size and Clear Space: Ensure the watermark is appropriately sized and maintain clear space around it to prevent visual clutter and maintain brand integrity.
Backgrounds: Choose backgrounds that provide adequate contrast for the watermark to ensure it remains legible and prominent.

Other logos

International Office

Office of Research, Innovation and Commercialization (ORIC)

Quality Enhancement Cell