WESTMINSTER

International University in Tashkent

An Accredited Institution of
the University of Westminster (UK)

Corporate Identity Guidelines

Tashkent 2022

Corporate Identity Guidelines

The purpose of these guidelines is to define the rules of using the visual identity system of the Westminster International University in Tashkent (WIUT) and to demonstrate possible ways of using the corporate identity.

It is recommended to follow the described rules in further work with the corporate identity in order the brand to be focused and consistent.

The project is created
by MA'NO Branding.
www.manobranding.uz

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Design System

CHAPTER I.
DESIGN SYSTEM

Design System
Logo
Colour
Typeface
Iconography
Graphic System
Photography Style

Design System

The Design System consists of six (6) entities that collectively create WIUT's corporate identity. It is essential that the entities are used together and consistently in order to achieve and maintain a uniform brand image.

Logo

WESTMINSTER
International University in Tashkent
An Accredited Institution of the University of Westminster (UK)

WESTMINSTER
International University in Tashkent

WESTMINSTER
International University in Tashkent

WIUT WIUT
WIUT WIUT
WIUT WIUT

Graphic System

Wellington
Regular **Bold**
1234567890
§→ʃkcŧ₴№

Iconography

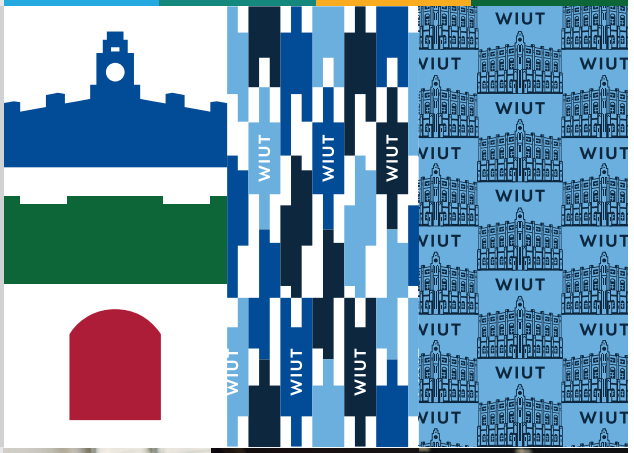
PhD
POST
UNDER
FOUND
PRE

Career Center
Career
Social Engagement
Student Exchange Programme
Social Clubs
Open Days
Research
Learning Resource Center
Scholarship
Accomodation (Dormitories)

Color



Typography



Photography style



...WIUT Master Files / Design System

Logo

ALL VERSIONS

The logo consists of the logotype, the symbol and the descriptors.

There are four (4) versions of the logo for use in different circumstances:
1. Full logo consists of logotype, symbol and two descriptors. It is used on layouts with no other or minimum graphic elements such as the University's official documentation.
2. Full logo without the accreditation descriptor. It is used on items that don't need information about the accreditation.
3. Abbreviated logo with minimized symbol. It is used on layouts where it is difficult to produce the full logo.
4. Abbreviation for items with minimum space for logo. It is used on communicational layouts with students and where it is impossible to produce the full logo.

1



WESTMINSTER
International University in Tashkent

An Accredited Institution of
the University of Westminster (UK)

2



WESTMINSTER
International University in Tashkent

3



WESTMINSTER
International University in Tashkent

4

WIUT WIUT
WIUT WIUT
WIUT WIUT

...WIUT Master Files / Design System / Logoblock

Logo

1. FULL LOGO

Full logo consists of logo, symbol and 2 descriptors.

There exist 2 versions of full logo: main and inversion, for use on colored backgrounds. The logo may be used in 2 main corporate colors (blue and burgundy) and 4 additional corporate colors (green, yellow, light blue and the color of the sea wave).

Minimum size of the full logo is 35 mm/100 px in height.







...WIUT Master Files / Design System / Logoblock

Logo

2. FULL LOGO WITHOUT THE ACCREDITATION DESCRIPTOR

Full logo without the accreditation descriptor consists of the logotype, symbol and descriptor with the full name of the university.

There exist 2 versions of full logo without a descriptor: main and inversion, for use on colored backgrounds.

The logo may be used in 2 main corporate colors (blue and burgundy) and 4 additional corporate colors (green, yellow, light blue and the color of the sea wave).

Minimum size of the full logo without a descriptor is 30 mm/85 px in height.











...WIUT Master Files / Design System / Logoblock

Logo

3. ABBREVIATED LOGO WITH MINIMISED SYMBOL.

The Abbreviated Logo with Minimised Symbol consists of the logotype, minimised symbol and descriptor with the full name of the University.

There exist 2 versions of abbreviated logo: main and inversion, for use on colored backgrounds.

The logo may be used in 2 main corporate colors (blue and burgundy) and 4 additional corporate colors (green, yellow, light blue and the color of the sea wave).

Minimum size of the abbreviated logo is 30 mm/85 px in height.







...WIUT Master Files / Design System / Logoblock

Logo

4. ABBREVIATED LOGO - WIUT

Logotype - abbreviation consists of the first 4 letters of the full name of the university.

Logotype - abbreviation may be used in 2 main corporate colors (blue and burgundy) and 4 additional corporate colors (green, yellow, light blue and the color of the sea wave).

Minimum size of the logo is 5 mm/15 px in height.



...WIUT Master Files / Design System / Logoblock

Logo

EXCLUSION ZONE

The clear space (called exclusion zone) defines the minimum area in which no other graphic or text elements are permitted.

This ensures that the logo is still appropriately prominent even in very compact layouts. The exclusion zone is defined by the width of the letter «W».

The minimum boundaries of the clear space are given on this page.









...WIUT Master Files / Design System / Logoblock

Logo

INVALID OPTIONS OF USAGE

In order for the logo to
be read correctly and look good on any
media, there are some restrictions:

1. Do not change the layout of the logo;
2. Do not change the proportions of the elements of logo;
3. Use only branded colours;
4. Do not stretch or compress;
5. Do not use effects (shadow, glow, gradient, transparency, stroke);
6. Do not rotate or reflect;
7. Do not use as a container;
8. Do not overlay on other objects.

1



2



3



4



5



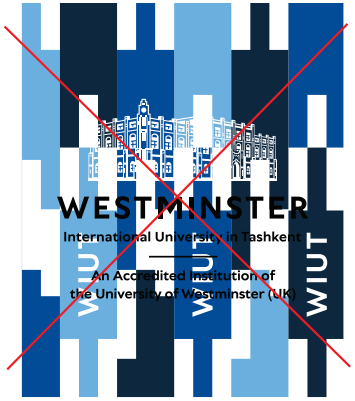
6



7



8



...WIUT Master Files / Design System / Logoblock

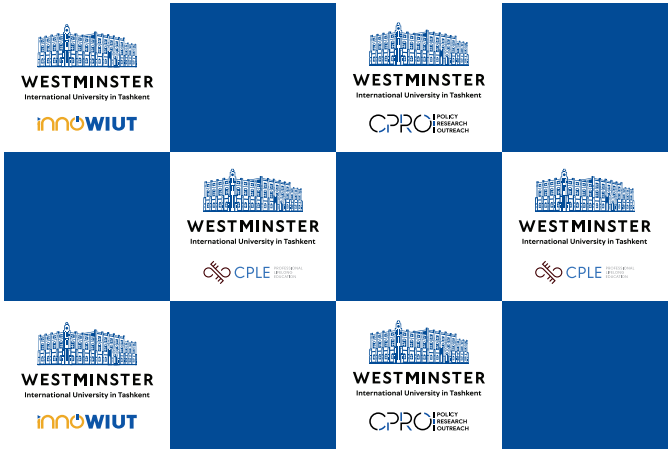
Logo

CO-BRANDING & PARTNERSHIP ON VERTICAL LAYOUTS

In co-branded situations the full logo without the accreditation descriptor should be used.

In order to ensure readability of both brands, it is necessary to take into account the exclusion zone of the main logo.
The width of the partner's logo should be equal to the width of the symbol of the university.

It is important to follow the basic rules of the logo (see page 8).

















...WIUT Master Files / Design System / Logoblock

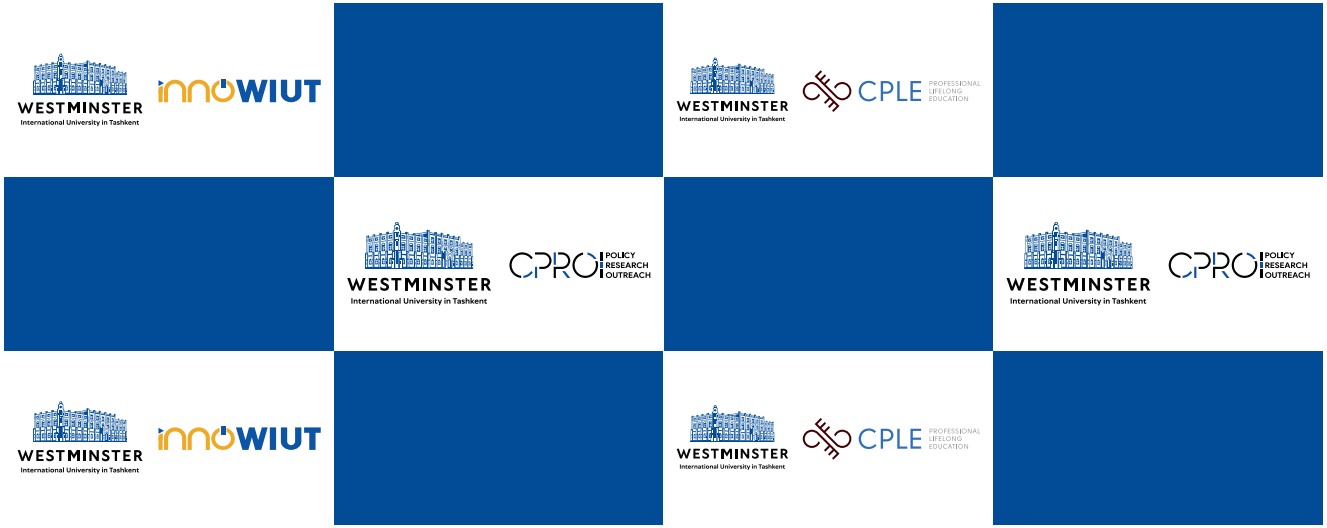
Logo

CO-BRANDING & PARTNERSHIP HORIZONTAL LAYOUTS

In co-branded situations the full logo without the accreditation descriptor should be used.

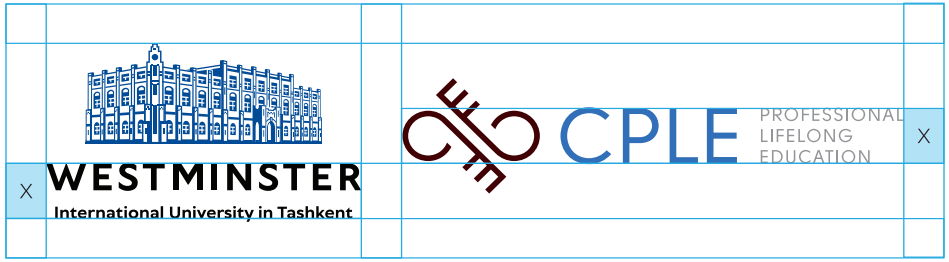
In order to ensure readability of both brands, it is necessary to take into account the exclusion zone of the main logo.
The width of the partner's logo should be equal to the width of the symbol of the university.

In horizontal layouts, height of the co-brand should strictly be the same with height of the logotype and descriptor.
And baseline of the co-brand stands in the descender line of the logotype.









...WIUT Master Files / Design System / Logoblock

Logo

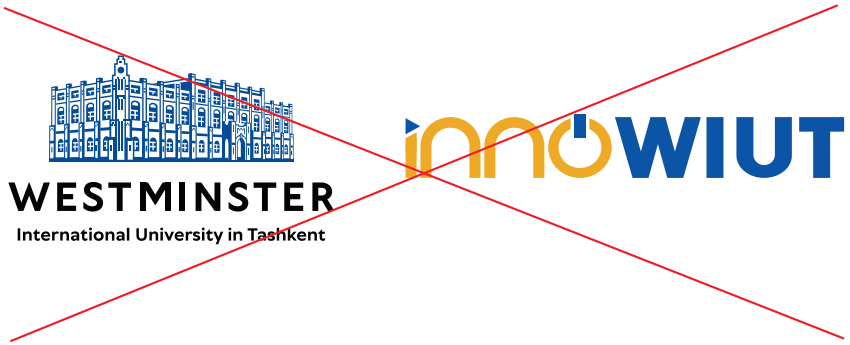
CO-BRANDING & PARTNERSHIP

In order for the combined logo to be read correctly and look good on any media, there are some restrictions:

1. Do not change the layout of logos;
2. Use only branded colors;
3. Use only the logo without descriptor.

1





2







3







...WIUT Master Files / Design System / Logoblock

Colour System

The colour palette of the brand consists of 2 main corporate colors and 8 additional corporate colors.

Primary Colors: blue, burgundy.
Shades of primary colors: light blue and dark blue, light burgundy and dark burgundy.

Secondary Colors: light blue, the color of the sea wave, yellow and green.

Primary colors may be used on any items, secondary colors preferably to use in communications and items for students.

Primary colours

R11 G69 B159 C100 M76 Y0 K0 Pantone 293 C #264F9D	R196 G14 B38 C22 M100 Y77 K0 Pantone 193 C #C7293F
R128 G179 B224 C54 M18 Y0 K0 Pantone 292 C #80B3E0	R237 G171 B186 C3 M42 Y13 K0 Pantone 508 C #EDABBA
R22 G32 B56 C96 M79 Y48 K52 Pantone 2767 C #303644	R69 G12 B12 C44 M86 Y78 K70 Pantone 504 C #4E2C2C
R254 G254 B254 C0 M0 Y0 K0 Pantone Trans. White #FFFFFF	

Secondary colours

R65 G173 B232 C70 M15 Y0 K0 Pantone 299 C #4DACE1	R16 G135 B119 C84 M25 Y54 K9 Pantone 569 C #358A7C	R245 G169 B5 C0 M37 Y97 K0 Pantone 137 C #F6AC10	R12 G99 B38 C90 M30 Y95 K30 Pantone 349 C #26693A

...WIUT Master Files / Design System / Logoblock

Typography

Corporate font is an open grotesque, humanistic, and geometric typeface used on all brand applications. We use four fonts:
Regular, Medium, Bold, and Italic.

The usage of typography is divided into two parts.

For documentation:

Headlines - TT Wellington Regular 24 pt;
Subheadings - TT Wellington Medium 10 pt, a set of capitals;
The main text - TT Wellington Regular 12 pt.
For communications:

Headlines - TT Wellington Bold 24 pt, a set of capitals;
Subheadings - TT Wellington Medium 16 pt;
The main text - TT Wellington Regular 16 pt.

General rule: To apply corporate typography to applications that are not presented in the guideline, it is important to use the rule of 3 font sizes on 1 layout. The first size is the headline, the second size is the subheadline, and the third size is the paragraph.

Regular is used for a large amount of text, paragraphs.
Medium is used for subheadlines and job positions.
Bold is used for headlines, full names, event names on certificates, and others where they should stand out from other texts.
Italic is used for websites, scientific documentations, dissertations, terminologies in magazines, as this is the more correct use of Italic.

...WIUT Master Files / Design System / Typography

ABOUT US

Subheading
TT Wellington Bold 10 pt

Westminster University

Headlines
TT Wellington Medium 24 pt

About WIUT Westminster International University in Tashkent (WIUT) is the first international university located in the heart of Central Asia to offer a Western-style education with UK qualifications. WIUT offers a wide range of programs, academic and research activities, as well as social events. Independent learning is an essential part of the UK education system, and WIUT is no exception.

Main text
TT Wellington Regular 12 pt

NEW UZBEKISTAN
NEW YOUTH

Headlines
TT Wellington Bold 24 pt

We are hiring!

Subheading
TT Wellington Medium 16 pt

Commercial law
Computing
Economics
Finance
Marketing

Main text
TT Wellington Regular 16 pt

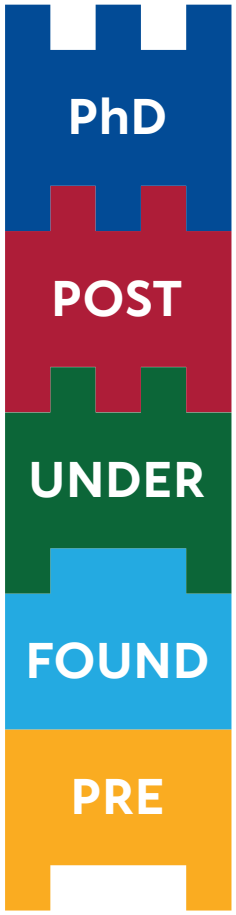
Iconography

Iconography is based on the same principles as graphic elements: there are used the geometric forms that are used, refer to the architecture of the University's building.

To define gradation degrees, the principle of levels that interconnect has been used.

Icons may be used both in colour and monochrome. Elements of icons can be painted in other corporate colors.

Icons that indicate the degree can be used independently in navigation, digital, website and printed materials.





Career Center



Career



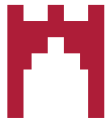
Social Engagement



Student Exchange Programme



Social Clubs



Open Days



Research



Learning Resource Center



Scholarship



Accommodation (Dormitories)





...WIUT Master Files / Design System / Icons

Graphics

GRAPHIC ELEMENTS

Corporate graphics consist of geometric elements that refer to the architecture of the University's building such as windows, clock tower, brick ledges.

Graphic elements may be used in the form of dies, containers, background elements.









...WIUT Master Files / Design System / Graphic Elements / Graphic Elements

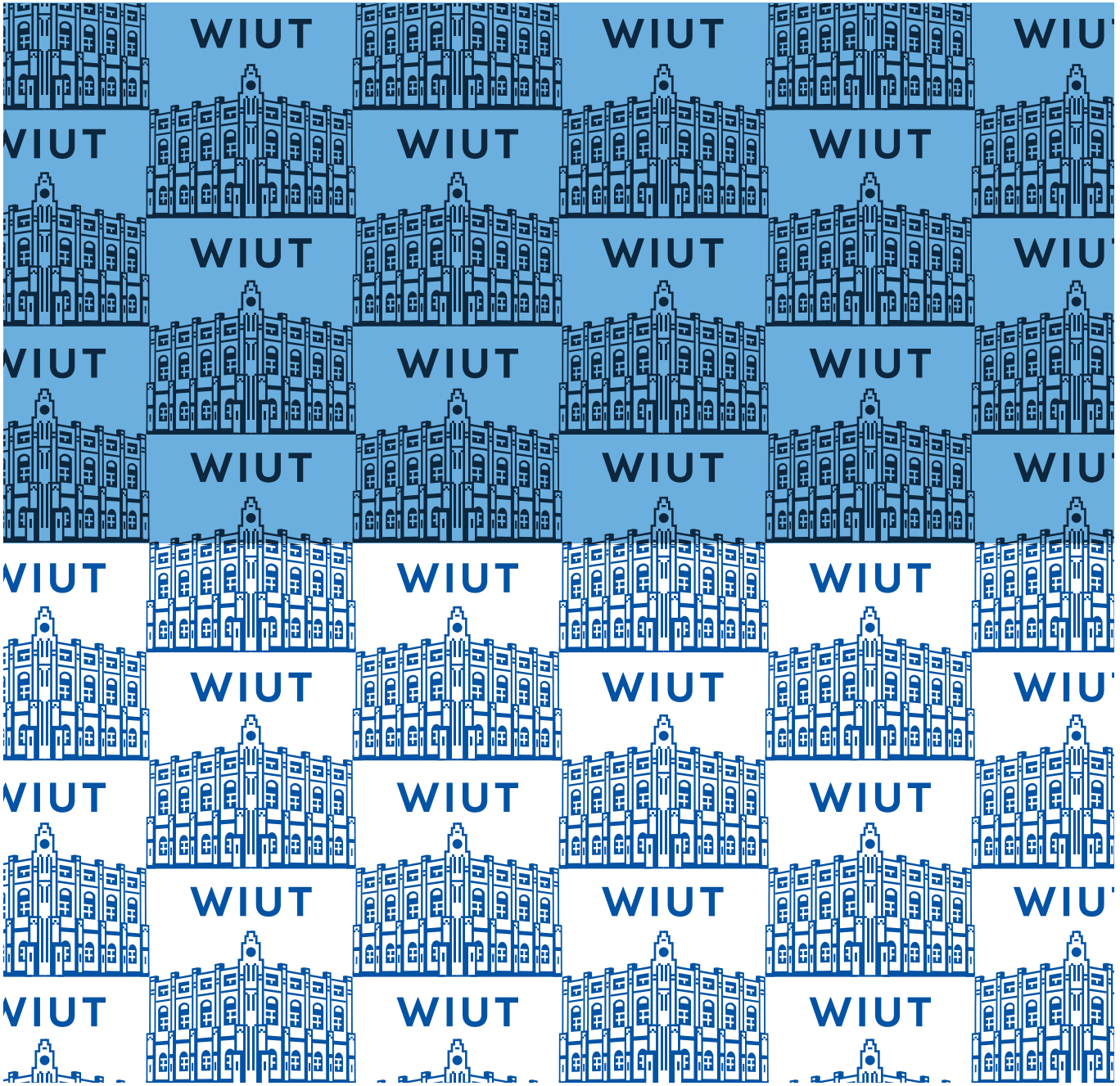
Graphics

CORPORATE PATTERN

Corporate pattern may be applied to the official items as documentations, folders, envelopes, packaging and other items.

Pattern may be applied on the inner or side parts of the items, such as: inner part of the folder, side part of the badge or postcard, side parts of the packages.

The size of the building inside the pattern should not be bigger than the size of the logo on the item.



...WIUT Master Files / Design System / Graphic Elements / Corporate Pattern

Graphics

ALTERNATIVE PATTERN

Alternative corporate pattern is used as a decorative graphic element on items that are for students: gifts and other souvenirs.

The pattern is applied to the entire area of the item.

Other graphic elements cannot be placed on the pattern.

The pattern is not used in dies or containers.



...WIUT Master Files / Design System / Graphic Elements / Alternative Pattern

Photography Style

The photostyle of the brand should support the values of the university.

Photos should share a friendly atmosphere, a favorable environment for education, attributes of an educational institution.

Warm light indoors, shooting should preferably take place during the day.

People in photos should be neat, natural, without heavy makeup, in everyday clothes. The facial expression should be emotional.

Standard composition without lots of free space. Natural angles, without usage of wide-angle lenses or macro photography. Exclude a large amount of filters, retouching, distorting effects.













...WIUT Master Files / Design System / Photography Style

Stationery & Promotional Items

CHAPTER II. STATIONERY & PROMOTIONAL ITEMS

Corporate items
Business card
Document template
Envelope
Folder
Package
Notebook
Pen
Pencil
Badge
Notepad
T-shirt
Polo
Hoodie
Shopper
Cap
Thermocup
Presentation template



Before opening, editing and launching branded materials into production, make sure that the files are edited using branded typography, according to the all rules for indentation and other characteristics and settings given in this document.

Business Card

CORPORATE BUSINESS CARD

Corporate business cards include the full logo with a blue background on one side, and information about faculty and university with QR code to the website on the other.

Business card is designed for communication of the university with applicants.



...WIUT Master Files / Print & Layouts / Business Card

Business Card

CORPORATE BUSINESS CARD

1. Inversion of full logo.

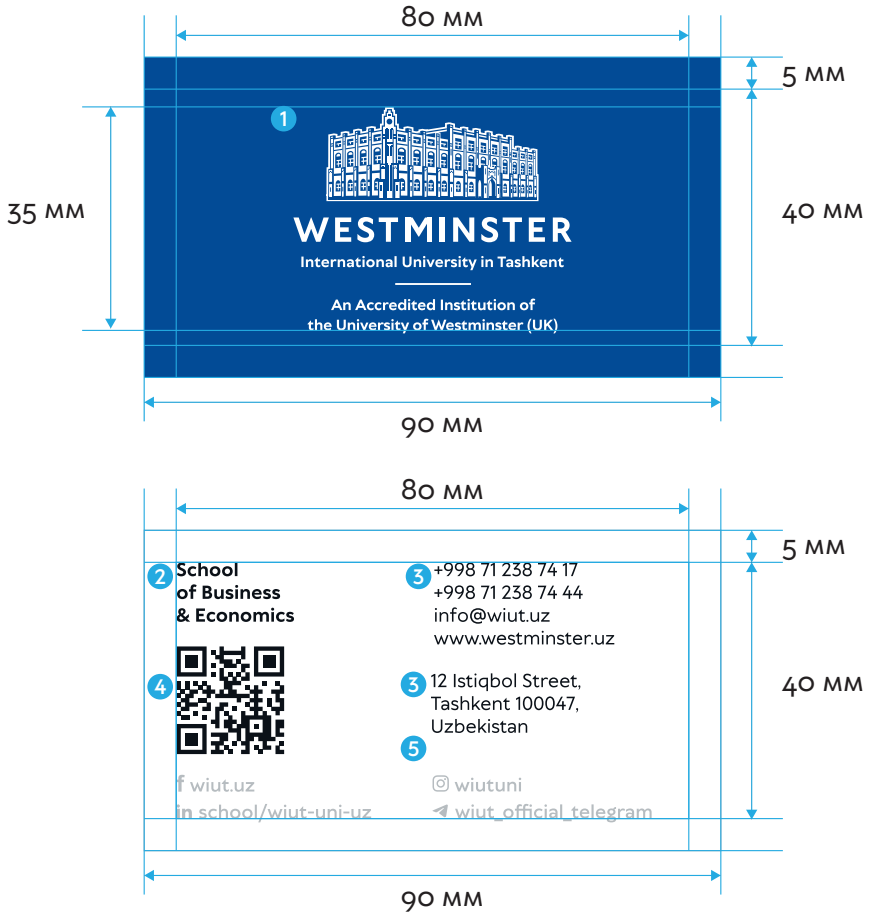
2. Name of the faculty. Fonts - TT Wellington Bold 8 pt.

3. Contacts, e-mail, website and address. Font - TT Wellington Medium 8 pt.

4. QR to the website. Size - 20,4x20,4.

5. Links to social media pages - TT Wellington Medium - 7 pt.

Material: white, matte paper with a density of 300-350 g/m2.



...WIUT Master Files / Print & Layouts / Business Card

Personal Card

PERSONAL BUSINESS CARD WITH LONG INFORMATION

Personal business cards include the full logo with a blue background on one side, and information about personality on the other.

Personal business card is designed for personal communications between employees of the organization and customers or partners.



...WIUT Master Files / Print & Layouts / Business Card

Personal Card

PERSONAL BUSINESS CARD WITH LONG INFORMATION

Full name is written on top, job position in the middle and faculty on the bottom of the layout so that long information fits well keeping readibilty and hierarchy.

1. Inversion of full logo.

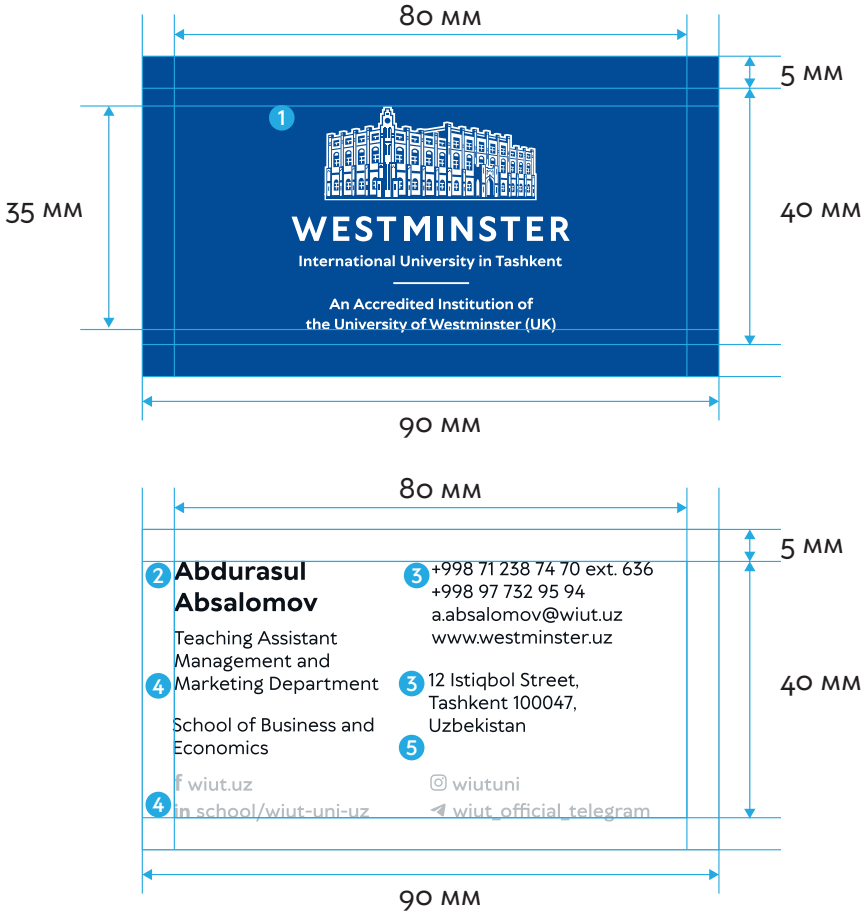
2. Name and surname. Fonts - TT Wellington Bold 8 pt.

3. Contacts, e-mail, website and address. Font - TT Wellington Medium 8 pt.

4. The position and faculty of the cardholder - TT Wellington Medium - 8 pt.

5. Links to social media pages - TT Wellington Medium - 7 pt.

Material: white, matte paper with a density of 300-350 g/m2.



...WIUT Master Files / Print & Layouts / Business Card

Personal Card

PERSONAL BUSINESS CARD WITH MEDIUM INFORMATION

Personal business cards include the full logo with a blue background on one side, and information about personality on the other.

Personal business card is designed for personal communications between employees of the organization and customers or partners.



...WIUT Master Files / Print & Layouts / Business Card

Personal Card

PERSONAL BUSINESS CARD WITH MEDIUM INFORMATION

Full name is written on top, job position in the middle and faculty on the bottom of the layout so that medium information fits well keeping readibilty and hierarchy.

1. Inversion of full logo.

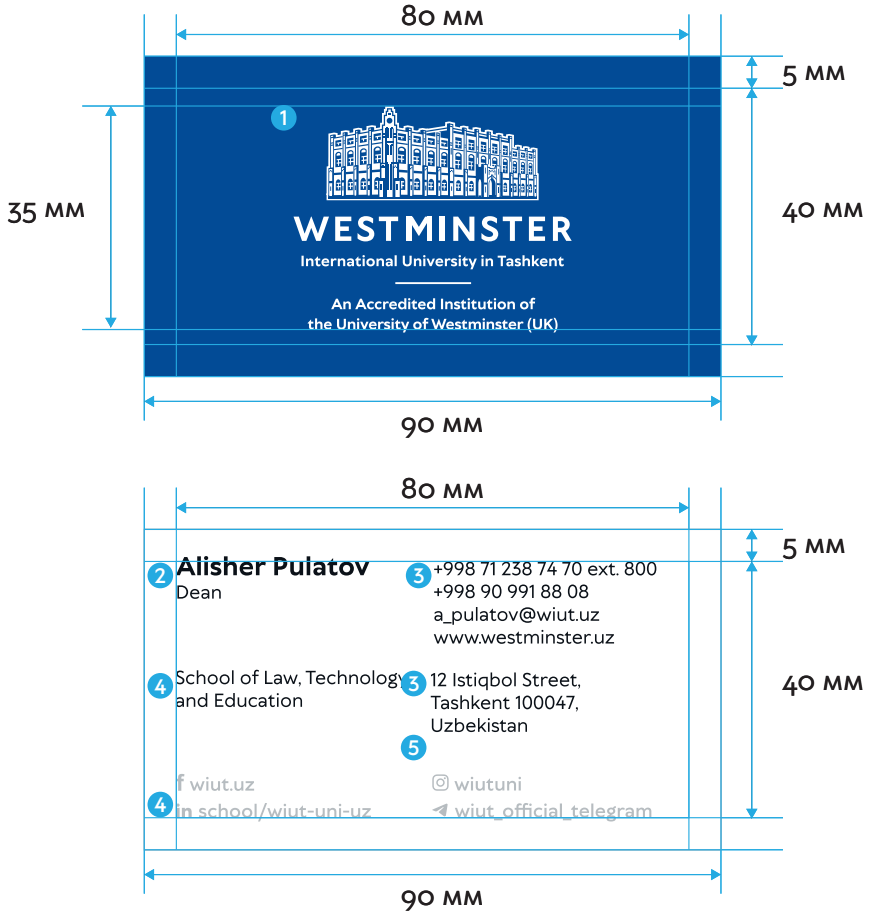
2. Name and surname. Fonts - TT Wellington Bold 8 pt.

3. Contacts, e-mail, website and address. Font - TT Wellington Medium 8 pt.

4. The position and faculty of the cardholder - TT Wellington Medium - 8 pt.

5. Links to social media pages - TT Wellington Medium - 7 pt.

Material: white, matte paper with a density of 300-350 g/m2.



...WIUT Master Files / Print & Layouts / Business Card

Personal Card

PERSONAL BUSINESS CARD WITH SHORT INFORMATION

Personal business cards include the full logo with a blue background on one side, and information about personality on the other.

Personal business card is designed for personal communications between employees of the organization and customers or partners.



...WIUT Master Files / Print & Layouts / Business Card

Personal Card

PERSONAL BUSINESS CARD WITH SHORT INFORMATION

Full name is written on top, job position in the middle and faculty on the bottom of the layout so that short information fits well keeping readibilty and hierarchy.

1. Inversion of full logo.

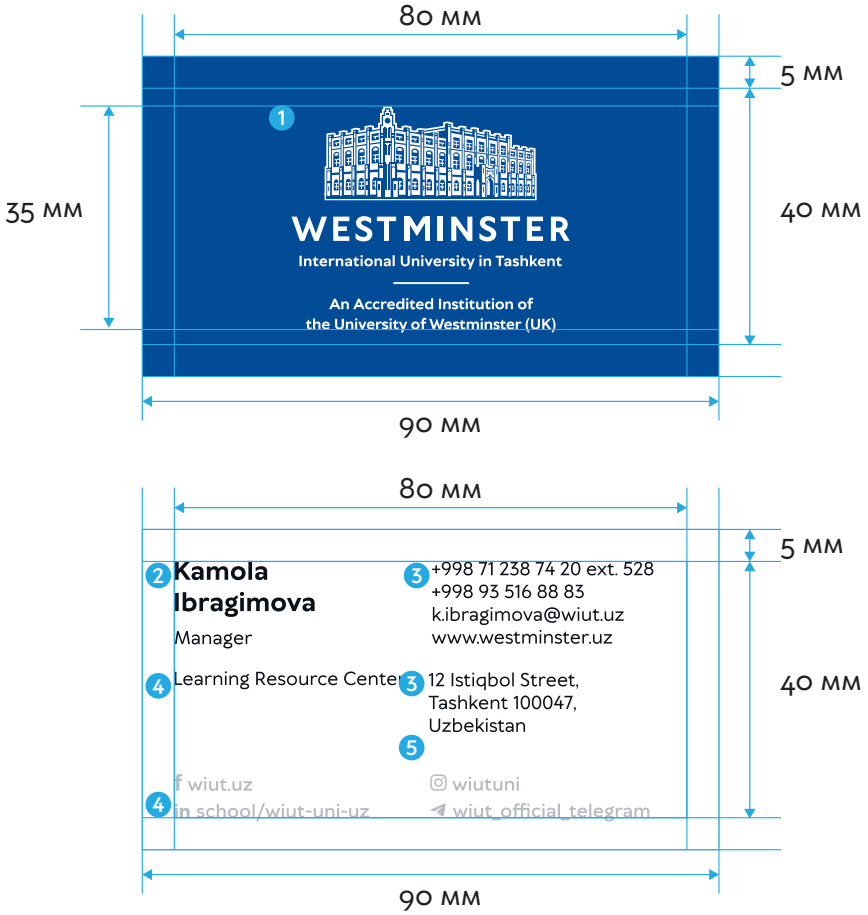
2. Name and surname. Fonts - TT Wellington Bold 8 pt.

3. Contacts, e-mail, website and address. Font - TT Wellington Medium 8 pt.

4. The position and faculty of the cardholder - TT Wellington Medium - 8 pt.

5. Links to social media pages - TT Wellington Medium - 7 pt.

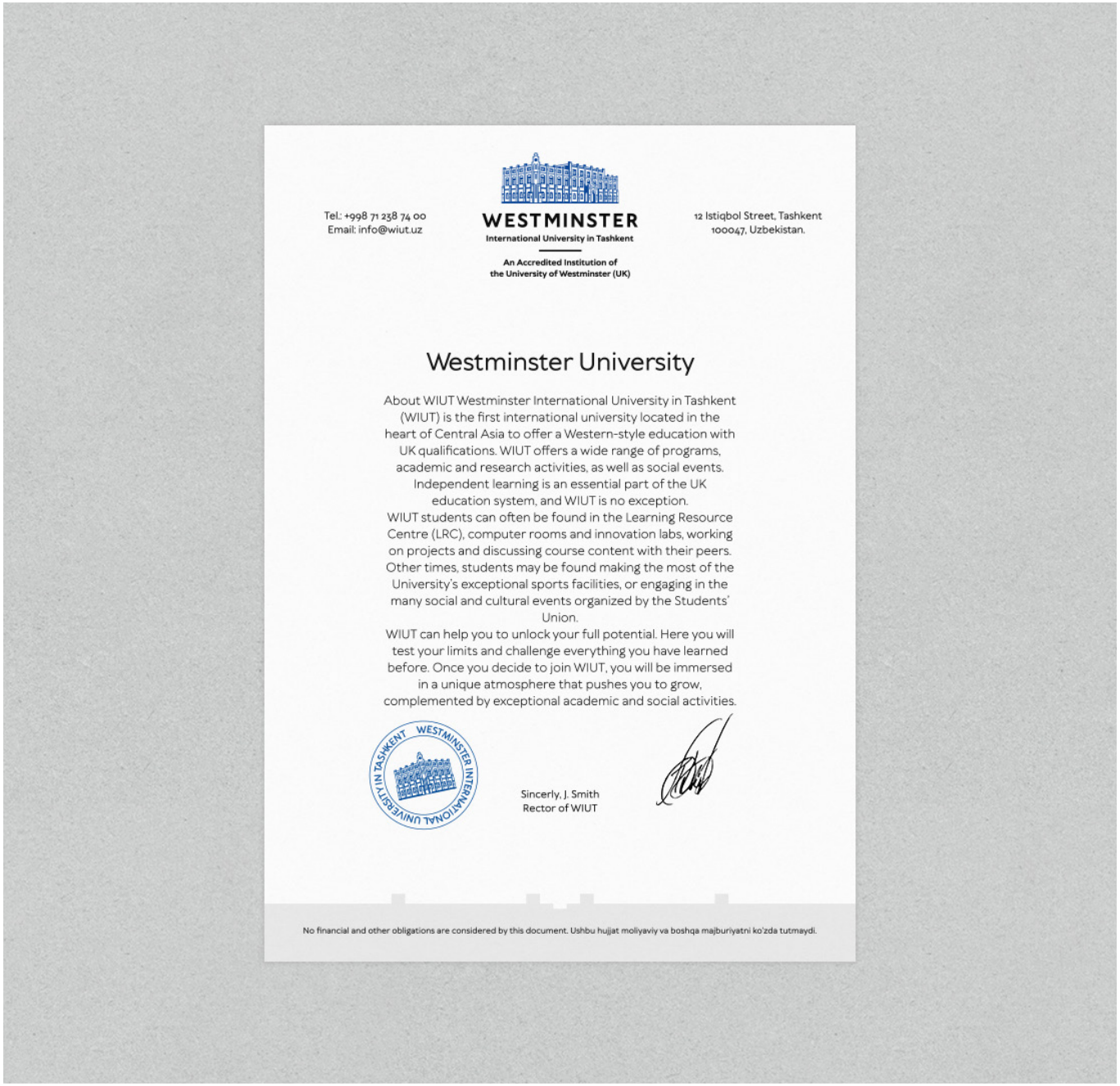
Material: white, matte paper with a density of 300-350 g/m2.



...WIUT Master Files / Print & Layouts / Business Card

Document template

This template is used for correspondence with students, applicants, partners and any other external audiences.



...WIUT Master Files / Print & Layouts / Blank

Document template

1. Full logo.

2. Telephone and email of sender.
Font - TT Wellington Medium 10 pt.

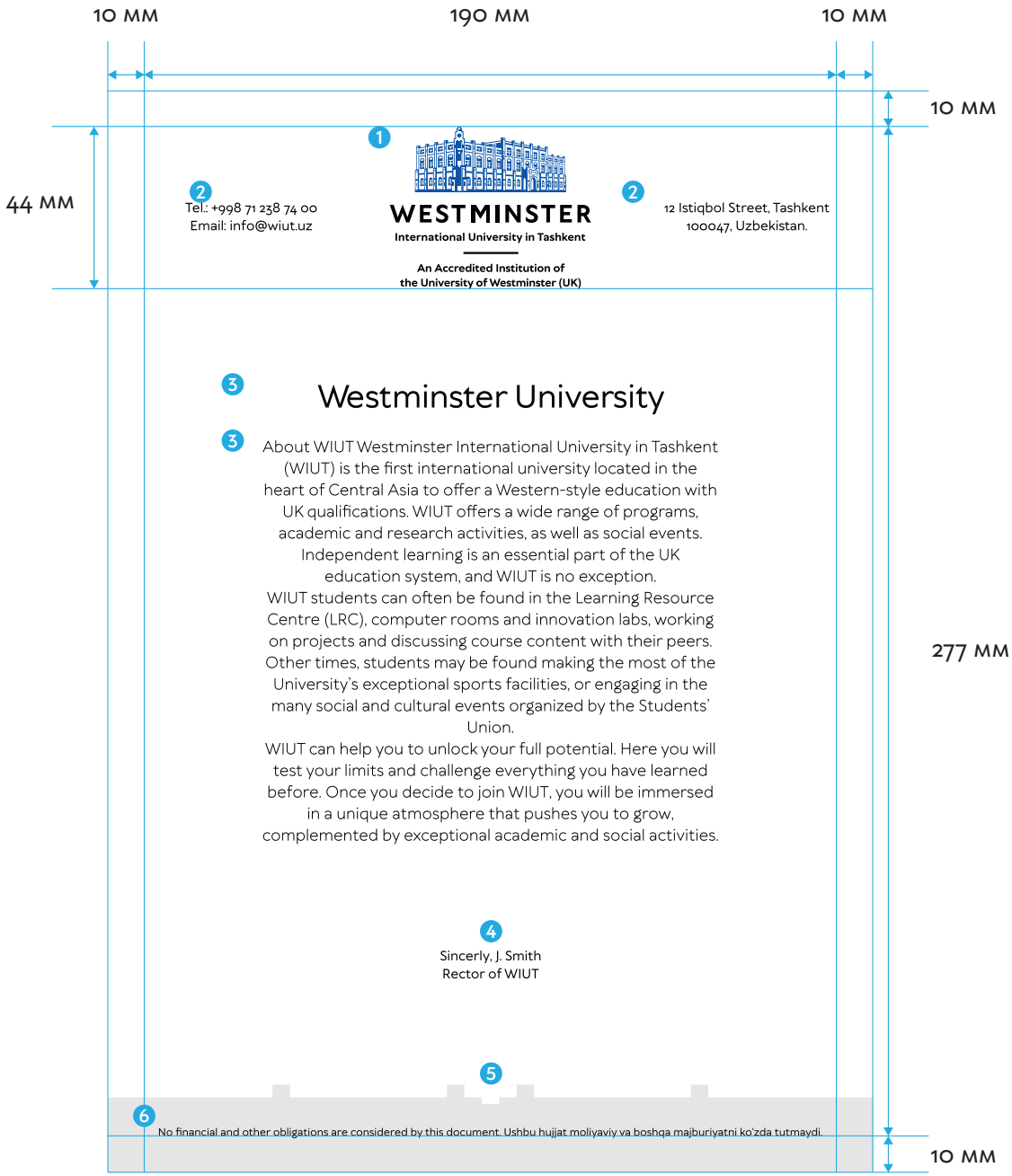
3. Headline: TT Wellington Medium 24 pt.
Text: TT Wellington Regular 12 pt.

4. Sender's position and name - TT Wellington Medium 10 pt.

5. Branded die.

6. Notes to the document, address and contacts.
Font - TT Wellington Medium - 8 pt.

Material: white, matte paper with a density of 80-100 g/m2.



...WIUT Master Files / Print & Layouts / Blank

Envelopes

Formats of envelopes A4, A5, 220x110 mm, 162x113 mm, 160x160 mm.

They include the full logo and address.



...WIUT Master Files / Print & Layouts / Envelope

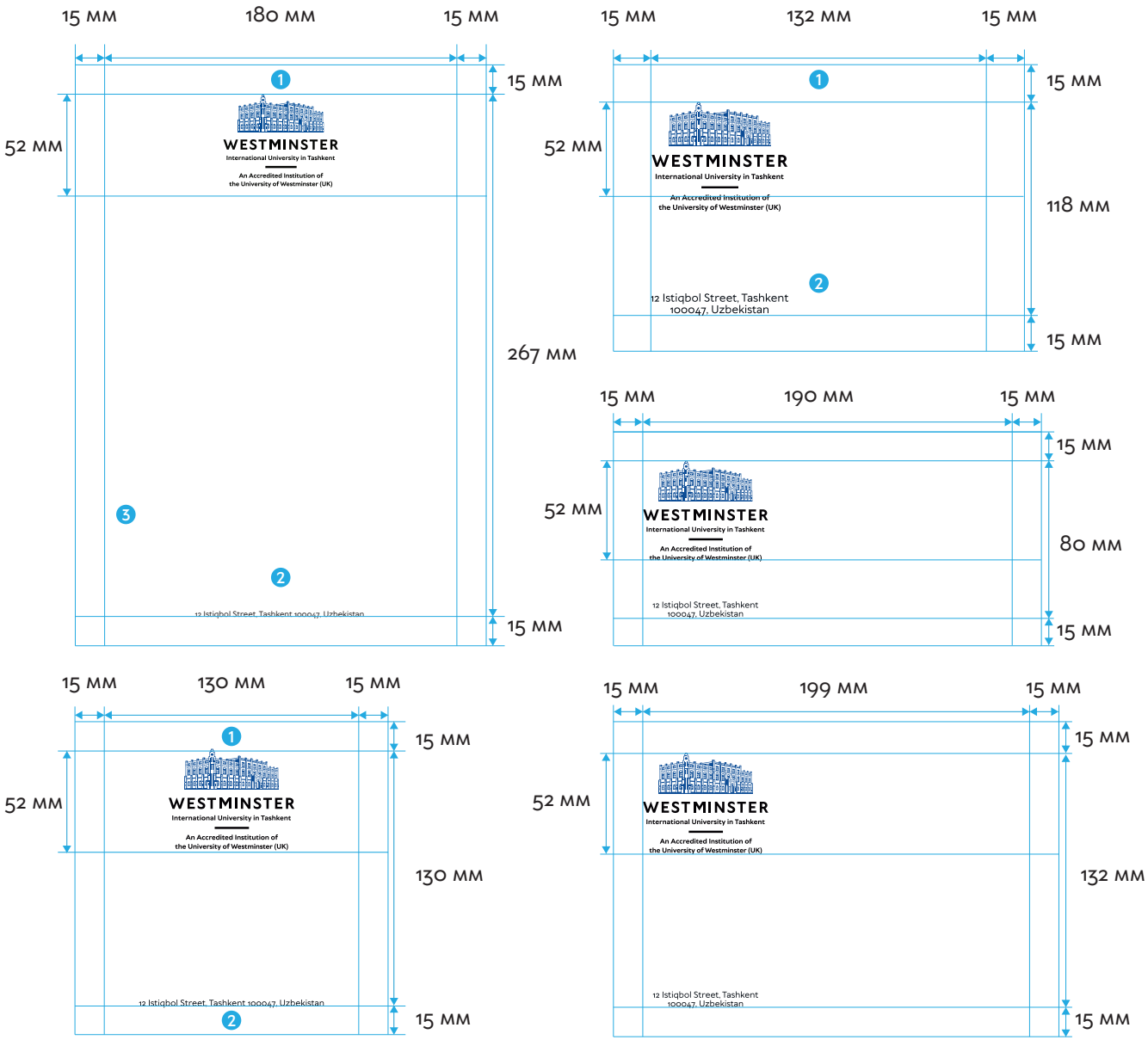
Envelopes

1. Full logo.

2. Address of the University - TT Wellington Medium - 12 pt.

3. The height of the place where recipient's name is written should not be less than 6 mm.

Material: white, matte paper
with a density of 100-120 g/m2.



...WIUT Master Files / Print & Layouts / Envelope

Folder

Folder includes the full logo, corporate pattern in the inner part and contacts of the university in the other.



...WIUT Master Files / Print & Layouts / Folder

Folder

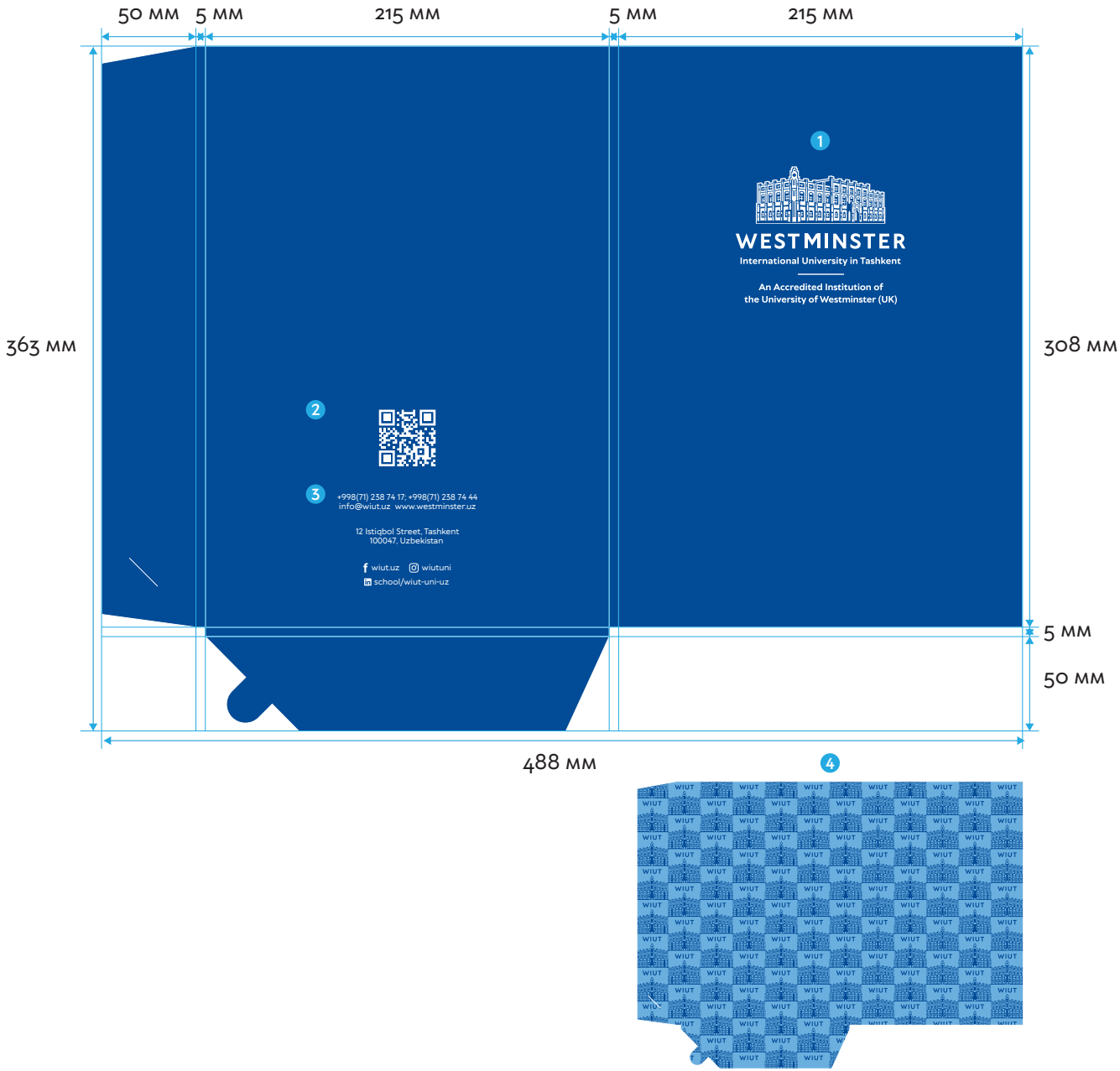
1. Inversion of the full logo.

2. QR to the website. Size - 30x30 mm.

3. Contacts.
Font - TT Wellington Medium - 12 pt.

4. Corporate pattern in the inner part of the folder.

Material: cardboard, density
250-300 g/m2, matte lamination.



...WIUT Master Files / Print & Layouts / Folder

Package

Packages include the full logo and corporate pattern on the sides.



...WIUT Master Files / Print & Layouts / Paper Bag

Package

1. The full logo.

2. Side part of the package has a corporate pattern.

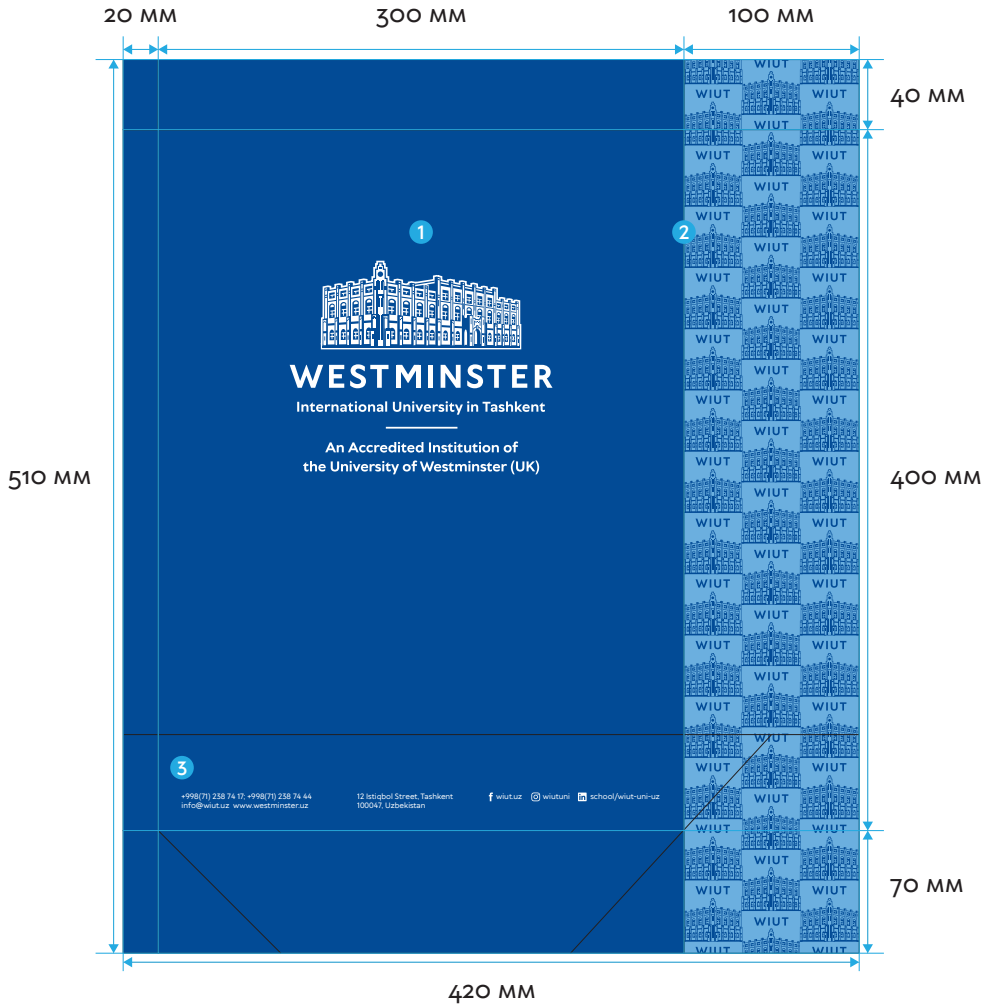
3. Contacts: TT Wellington Medium- 12 pt.

4. Package with corporate pattern.
White background version.

5. Package with alternative pattern.
Blue version.

6. Package with alternative pattern. White version.

Material: cardboard, density
250-300 g/m2, matte lamination.



...WIUT Master Files / Print & Layouts / Paper Bag

Notebook

The cover consists of the corporate graphics, logo with descriptor and space for information about students.



...WIUT Master Files / Print & Layouts / Note

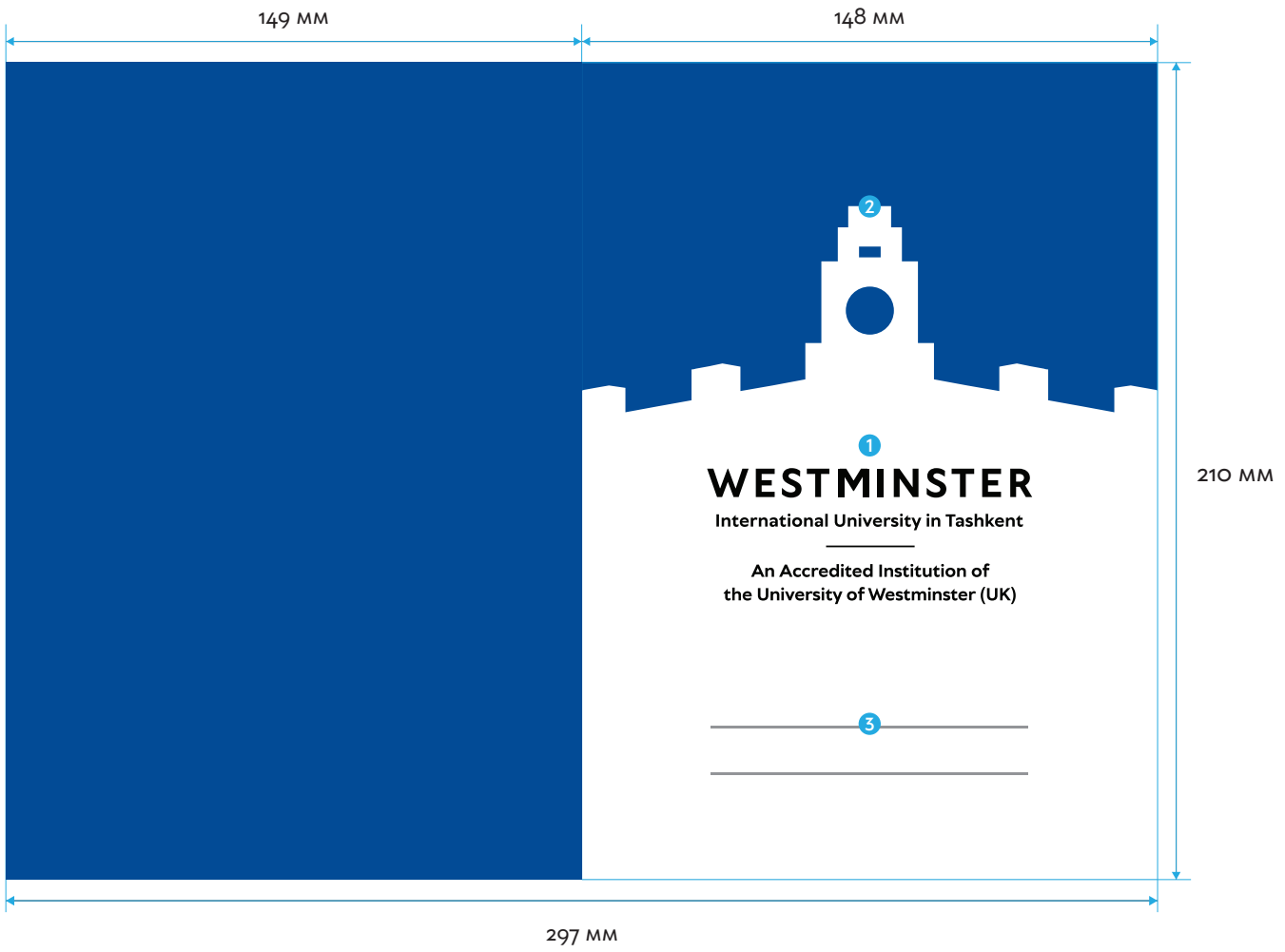
Notebook

1. Logo with descriptor.

2. Graphics.

3. Space for information about a student.

Material: white, matte paper
with a density of 300-350 g/m2



...WIUT Master Files / Print & Layouts / Note

Pen

Pen includes logo-abbreviation and website address.
It may be used in any corporate colour..



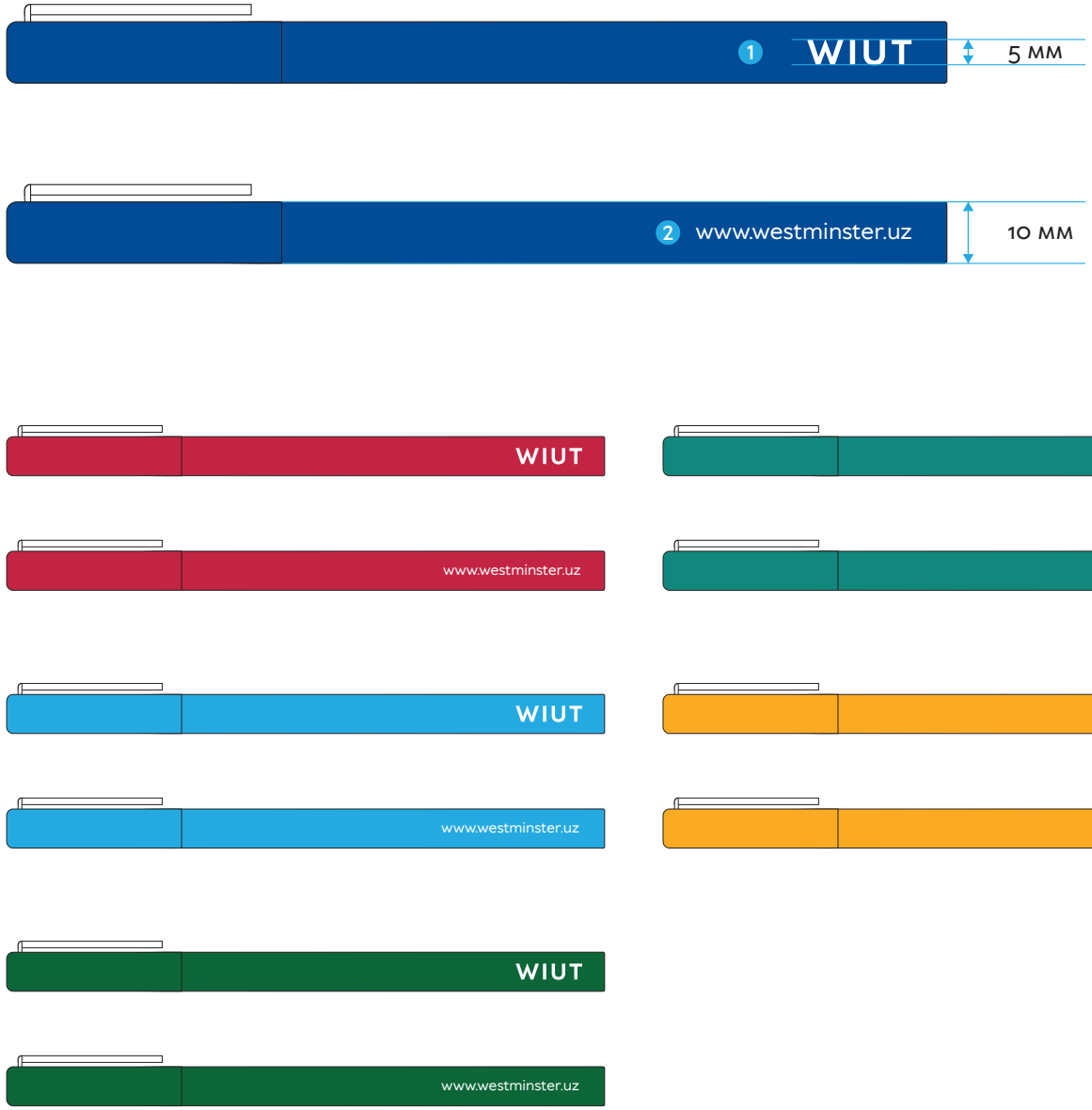
...WIUT Master Files / Print & Layouts / Pen

Pen

1. Abbreviated logo

2. Website address.

Production: pad printing.



...WIUT Master Files / Print & Layouts / Pen

Pencil

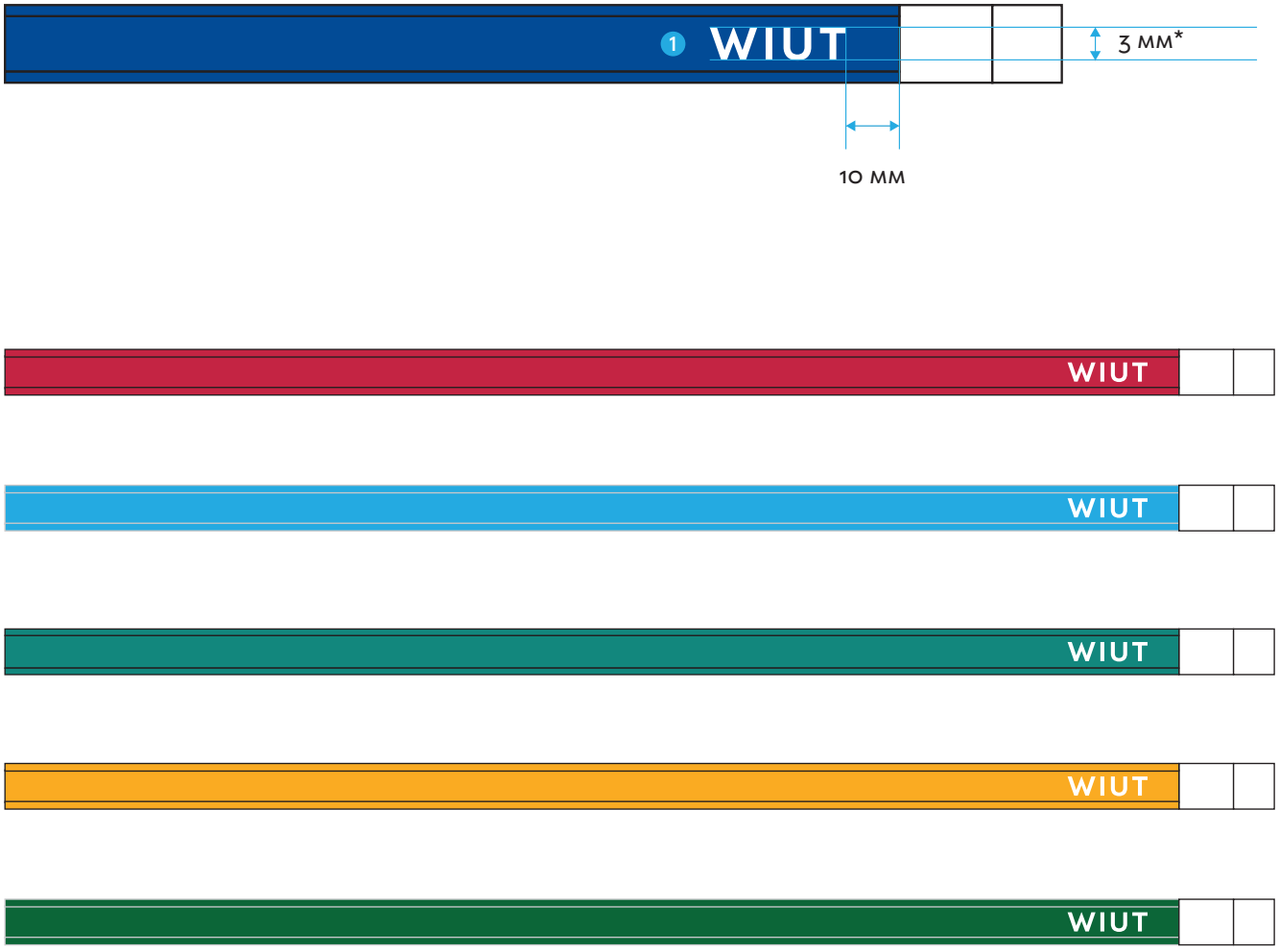
Pencil has the logo-abbreviation on the side.

It may be in any corporate colour.



...WIUT Master Files / Print & Layouts / Pencil

Pencil



1. Abbreviated logo

*Size of the logo less than allowed (the rules for using logo-abbreviation are given in page 10) as an exception.
Production: Pad printing

...WIUT Master Files / Print & Layouts / Pencil

Badge

Badges are created for guests of the university.
The badges have branded graphics and the logo with descriptors.



...WIUT Master Files / Print & Layouts / Badge

Badge

1. Logo with descriptor.

2. Graphics.

3. The status of the badge owner.
Font - TT Wellington Bold.
Size - 18 pt. A set of capitals.

Material: Paper with lamination or acrylic.



...WIUT Master Files / Print & Layouts / Badge

Medal

The symbol or logotype can engraved seperately in medals.



...WIUT Master Files / Print & Layouts / Badge

Medal

Radius of the medal: 41 mm.
Thickness: 4 mm.

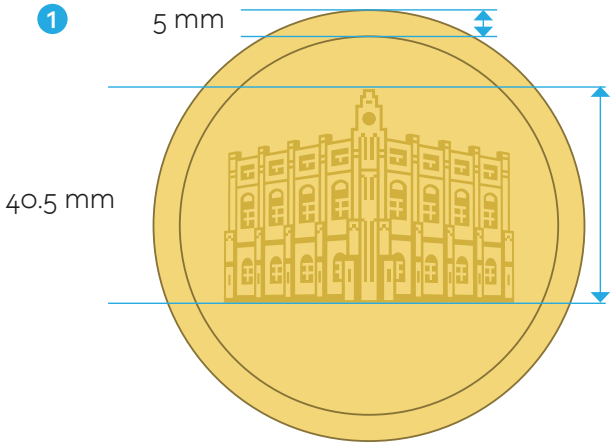
1. Medal with engraved symbol.

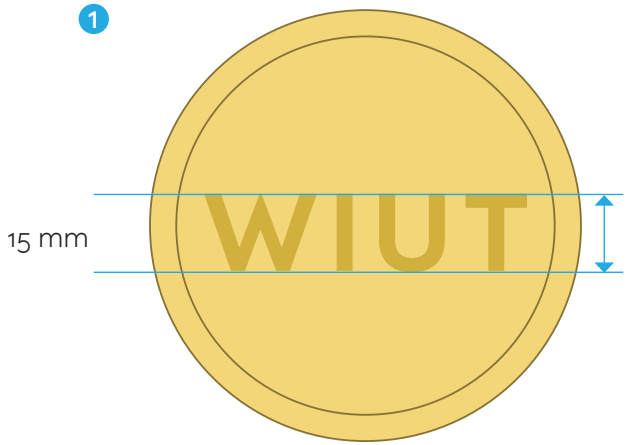
2. Medal with engraved logotype.

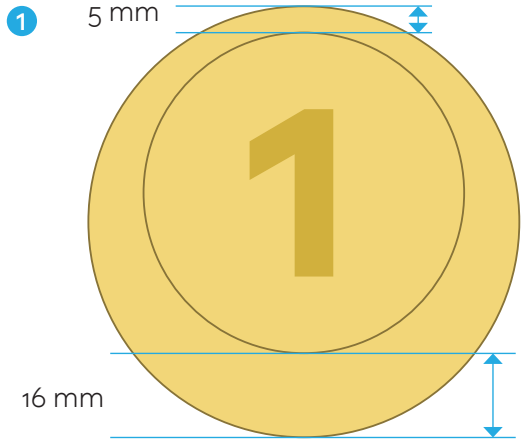
3. Back side of the medal.

Since full logo is not readble when it's engraved, we exceptionally recommend using the symbol or logotype seperately in medals only depending on the situation.

If it is not technically difficult to engrave the symbol, we recommend using the symbol. Otherwise, the logotype itself can be used as an alternative option.







...WIUT Master Files / Print & Layouts / Badge

Notepad

The cover of the notepad consists of the alternative corporate pattern and contacts of the university on the other side.



...WIUT Master Files / Print & Layouts / Notebook

Notepad

1. The front part of the cover consists of the alternative pattern.

2. Internal sheets. Linovka is a cage.

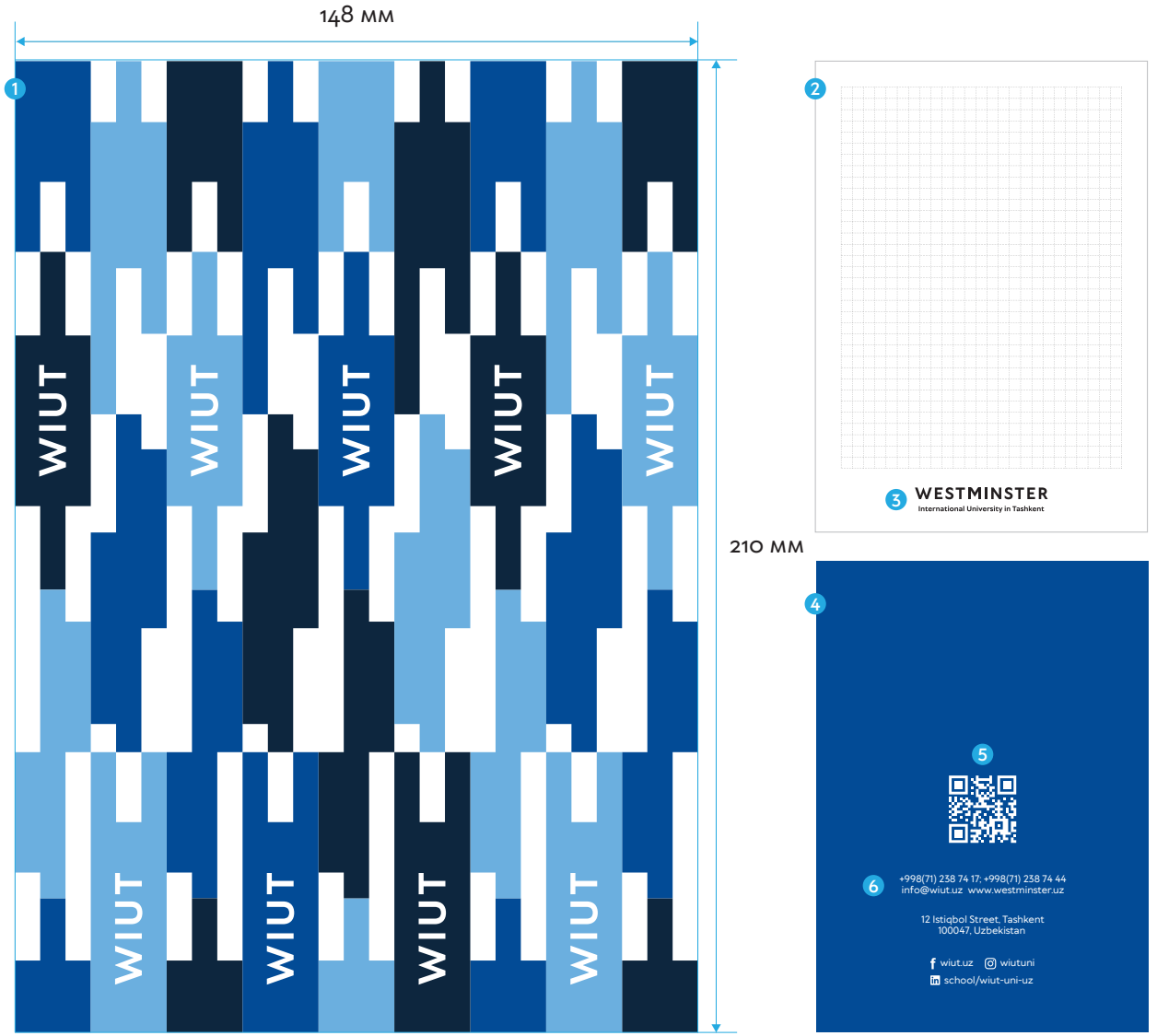
3. Logo with the descriptor.

4. Back cover.

5. QR code leading to the website.
The size is 30x30 mm.

6. Contacts.
Font - TT Wellington Medium.
Size - 12 pt.

Material: cardboard, density 250-300 g/m2, matt lamination.



...WIUT Master Files / Print & Layouts / Notebook

T-shirt

UNISEX

T-shirts are created for students and university's employees.
The T-shirts have the logo without an accreditation descriptor and graphic elements.







T-shirt

UNISEX

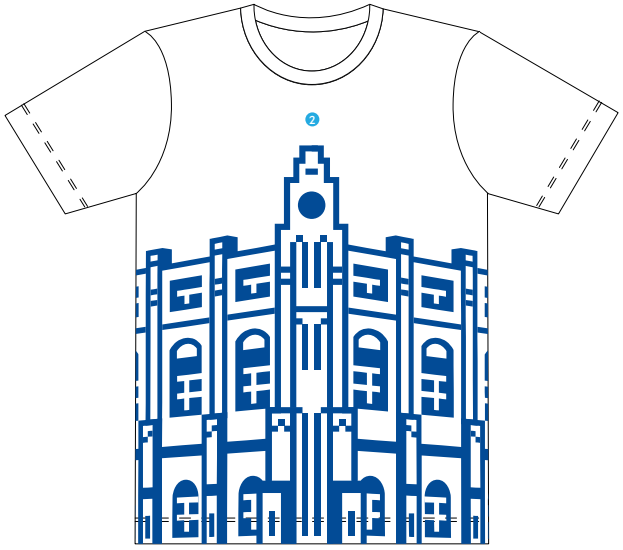
1. The full logo without the accreditation descriptor.

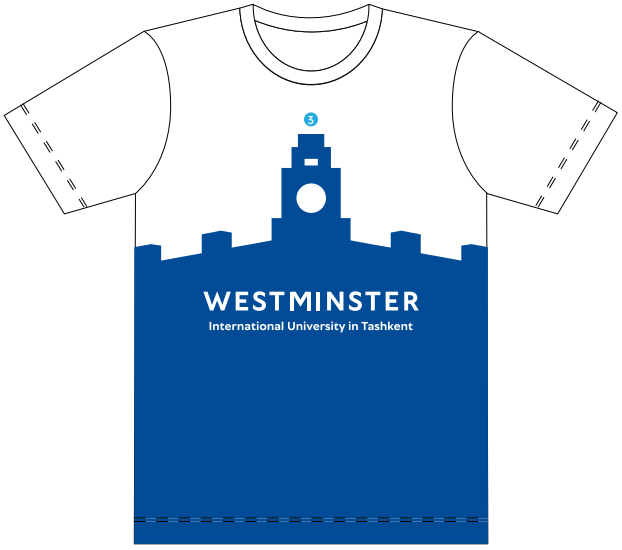
2. Graphic element.

2. Graphic element and logotype.

Material: cotton.
Application: silkscreen printing.







...WIUT Master Files / Print & Layouts / T-shirt

T-shirt

UNISEX

T-shirts are created for students and university's employees.
The T-shirts have the logo without an accreditation descriptor.



...WIUT Master Files / Print & Layouts / T-shirt

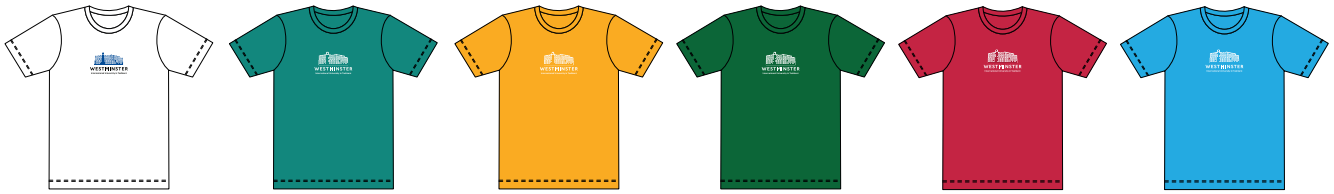
T-shirt

UNISEX

1. The full logo.

Material: cotton.
Application: silkscreen printing.





...WIUT Master Files / Print & Layouts / T-shirt

Polo

POLO FOR WOMEN

Polos are created for students and university's employees.

They have the logo without an accreditation descriptor.















...WIUT Master Files / Print & Layouts / Polo / Women

Polo

POLO FOR MEN

Polos are created for students and university's employees.

They have the logo without an accreditation descriptor.















...WIUT Master Files / Print & Layouts / Polo / Men

Polo

1. The full logo.

Material: cotton.
Application: silkscreen printing.





...WIUT Master Files / Print & Layouts / Polo / Women

Hoodie

UNISEX

Hoodies are created for students and university's employees.

They have the logo without an accreditation descriptor.















...WIUT Master Files / Print & Layouts / Hoodie

Hoodie

UNISEX

1. The full logo.

Material: cotton.
Application: silkscreen printing.





...WIUT Master Files / Print & Layouts / Hoodie

Shopper

Shoppers are created for students and university's employees.

They have the logo, an abbreviated symbol and alternative corporate pattern.



...WIUT Master Files / Print & Layouts / Tote Bag

Shopper

1. Simplified symbol.

2. Logo with descriptor.

3. Alternative pattern.

Material: cotton.
Application: silkscreen printing.





...WIUT Master Files / Print & Layouts / Tote Bag

Cap

UNISEX

Caps are created for students and university's employees.

They have the logo without an accreditation descriptor or logo-abbreviation.









Cap

UNISEX

1. Logo-abbreviation.

Application: embroidery.



...WIUT Master Files / Print & Layouts / Cap

Thermocup

Thermocups are created for students and university's employees.

They may have corporate graphics, the alternative pattern or logo with the descriptor.



...WIUT Master Files / Print & Layouts / Thermo cup

Thermocup

1. Corporate pattern and logo-abbreviation.

2. Alternative pattern and logo-abbreviation.

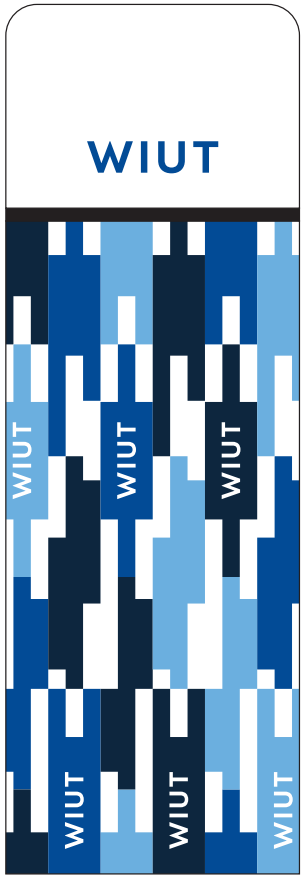
3. Logo with the descriptor.

Recommendations:
choose a model with a vertically flat surface, the surface should be smooth without protrusions and engraving.

1



2



3



...WIUT Master Files / Print & Layouts / Thermo cup

Mug

Cup has the alternative corporate pattern on it.



...WIUT Master Files / Print & Layouts / Mug

Mug

Cup has the full logo version on the blue background.



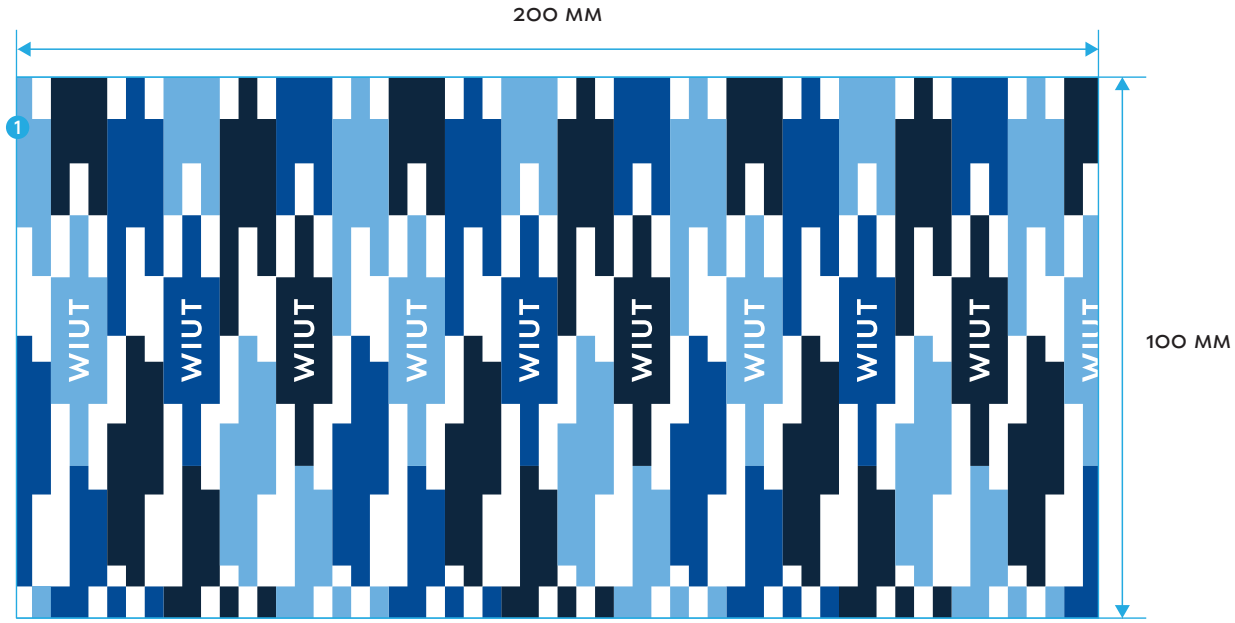
...WIUT Master Files / Print & Layouts / Mug

Mug

1. Alternative pattern.

2.The full logo without the accreditation descriptor.

Application: silkscreen printing.





...WIUT Master Files / Print & Layouts / Mug

Presentation template

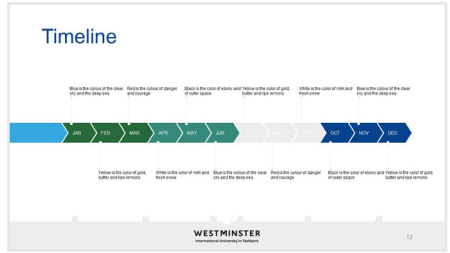
Presentation template is created for use by students and university's employees.

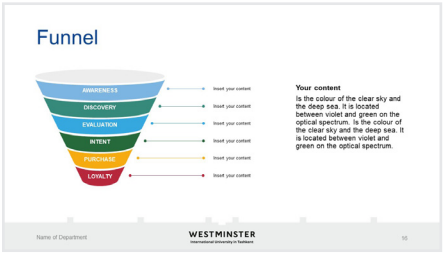
It consists of different samples of slides with different content and layout.

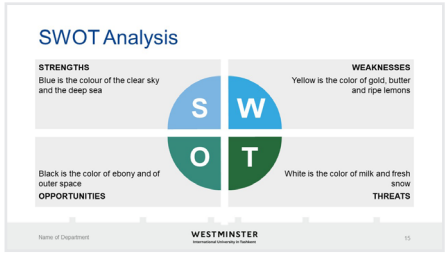














...WIUT Master Files / Print & Layouts / Presentation Template

The project is created by MA'NO Branding.
www.manobranding.uz

In case of any questions please do not hesitate to call us:
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