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BRANDBOOK



BRAND

## 1.1 ABOUT THE BRAND

French University in Armenia (UFAR) is a higher educational establishment which was created by the governments of Armenia and France in 1995 in the context of cultural, scientific and technical cooperation.

The University is committed to preparing top-ranked specialists in line with the Armenian labour market demands who invest their international experience, knowledge and skills for the benefit of the economic development of Armenia, as well as the development of relations between Armenia, France and Europe.





## 1.2 BRAND PROMISE \

The UFAR ideology is woven of ideas of integrity, differentiation, upscaling and feminization.

“INTEGRITY, DIFFERENTIATION,  
UPSCALING, FEMINIZATION”





## 1.3 POSITIONING

The University has continuously advocated the principles of these ideas aiming not merely to educate students and prepare specialists with profound knowledge but individuals who step into the world with exact set of values.



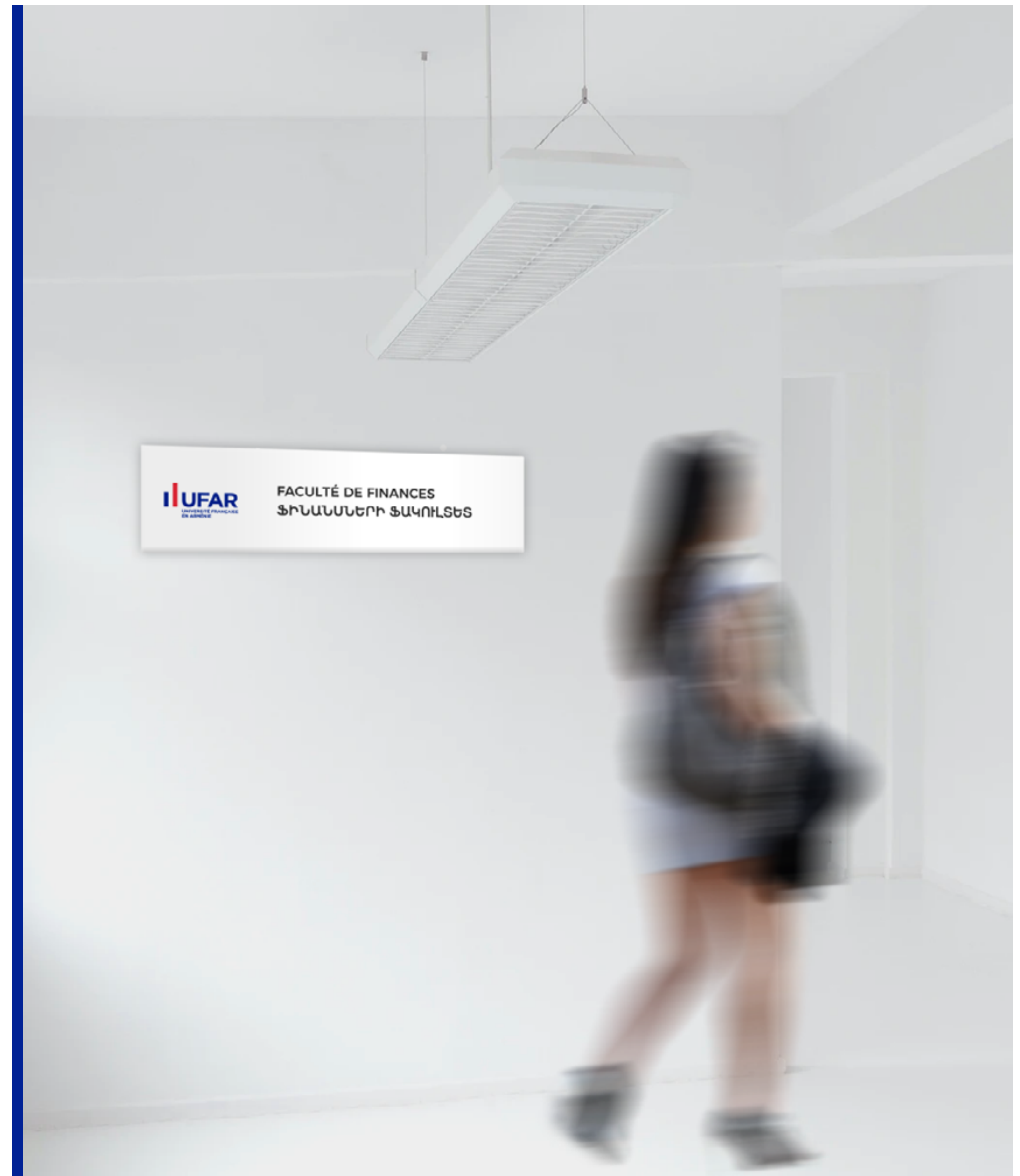
## 1.4 TONE OF VOICE

Principles , Honesty, Friendship, Knowledge,  
Growth, Profound, Evolution, Rights.

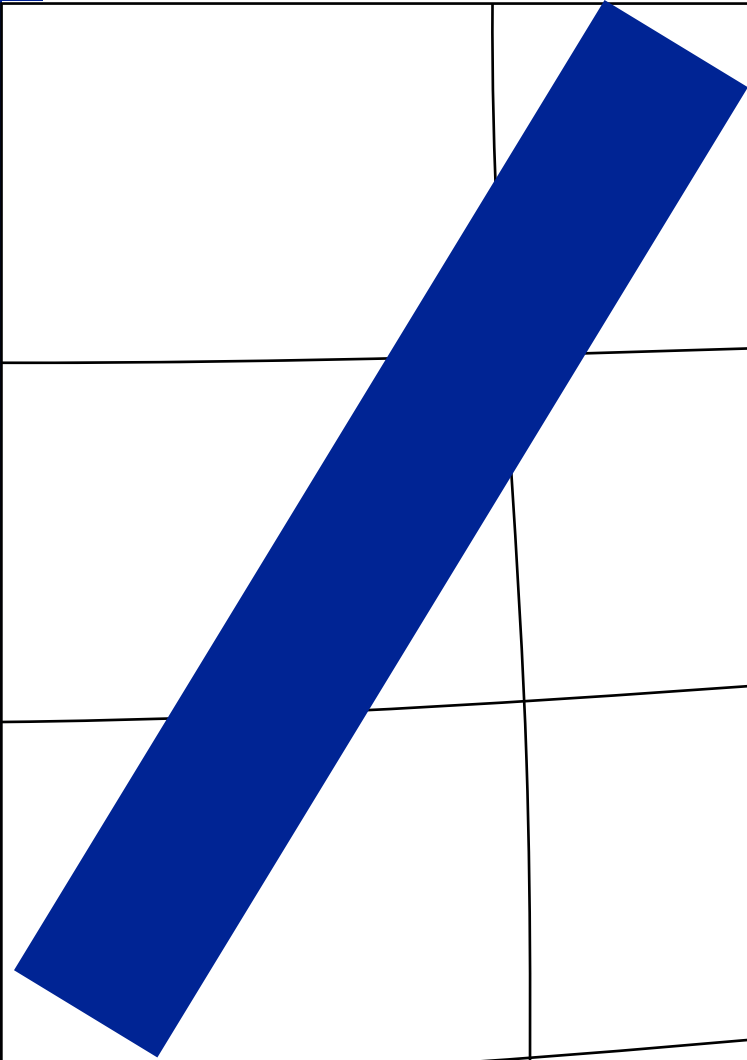
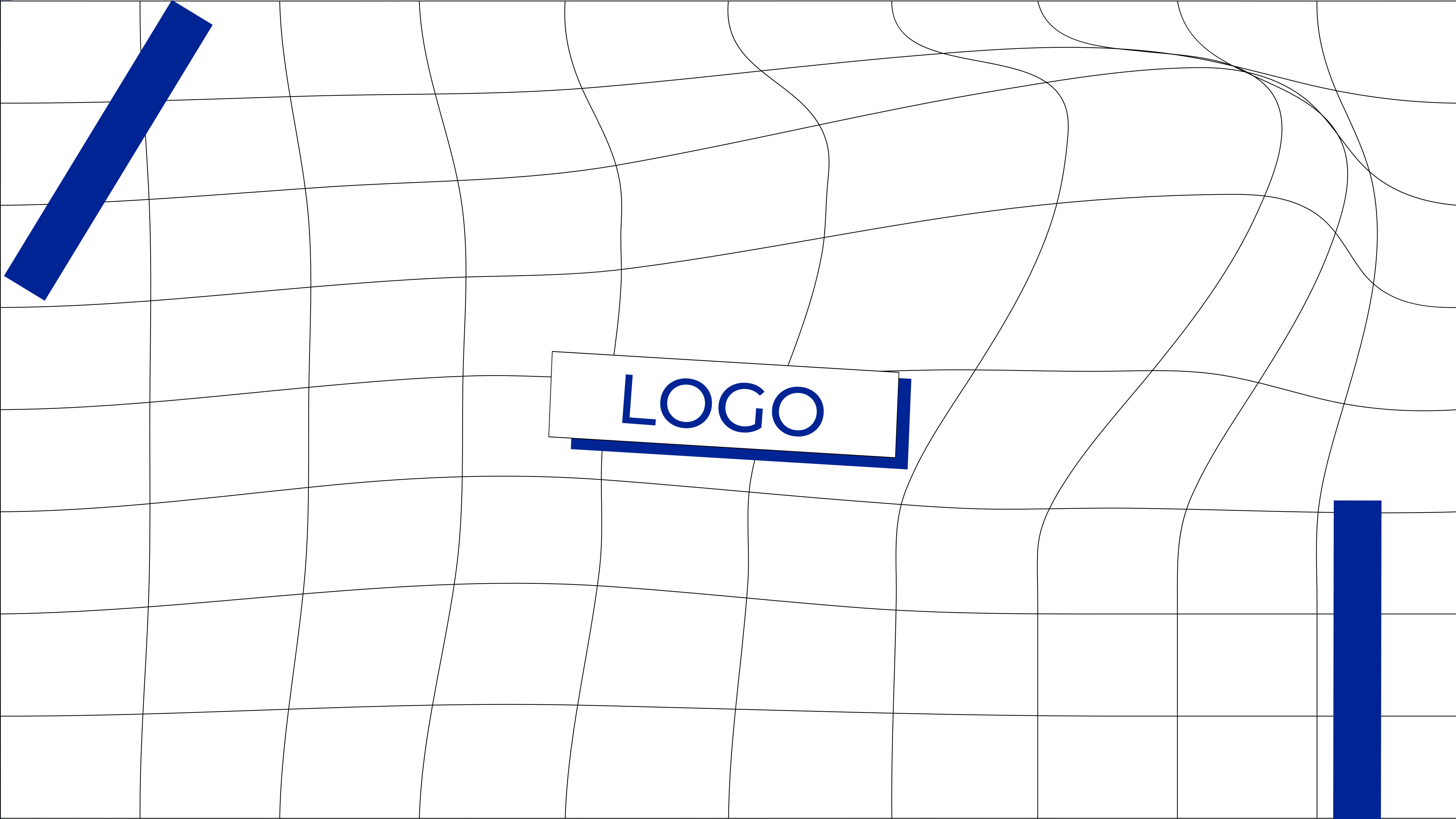
UPSCALING

INTEGRITY

DIFFERENTIATION







LOGO



## 2.1 ABOUT THE LOGO

The UFAR logo is stylized version of French flag. The logo symbol of columns shows growth and evolution of student inside the University and with it.

Maintenance of the underline as part of the logo stresses the history of University's creation by French and Armenian governments.





## 2.2 PRIMARY LOGO. VERTICAL \

The Primary logo is main logo: the most complex, the most detailed. The other logos stem from the primary logo. This is Primary Vertical logo.



## 2.2 PRIMARY LOGO. HORIZONTAL

The Primary logo is main logo: the most complex, the most detailed. The other logos stem from the primary logo.





## 2.3 SECONDARY LOGO

The Secondary logo is a bit more compact version of the primary logo. it is used to ensure the flexibility of brand application on various surfaces and in various spaces.



## 2.4 SIMPLIFIED LOGO

Simplified logo is mainly used without underline. It is recommended to use it on small surfaces (stationary, etc)





## 2.5 MONOCHROME LOGO

The monochrome logo should be placed against white or light background in blue color and against black, blue or dark background in white.

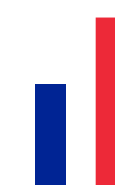




## 2.6 USE OF THE LOGO

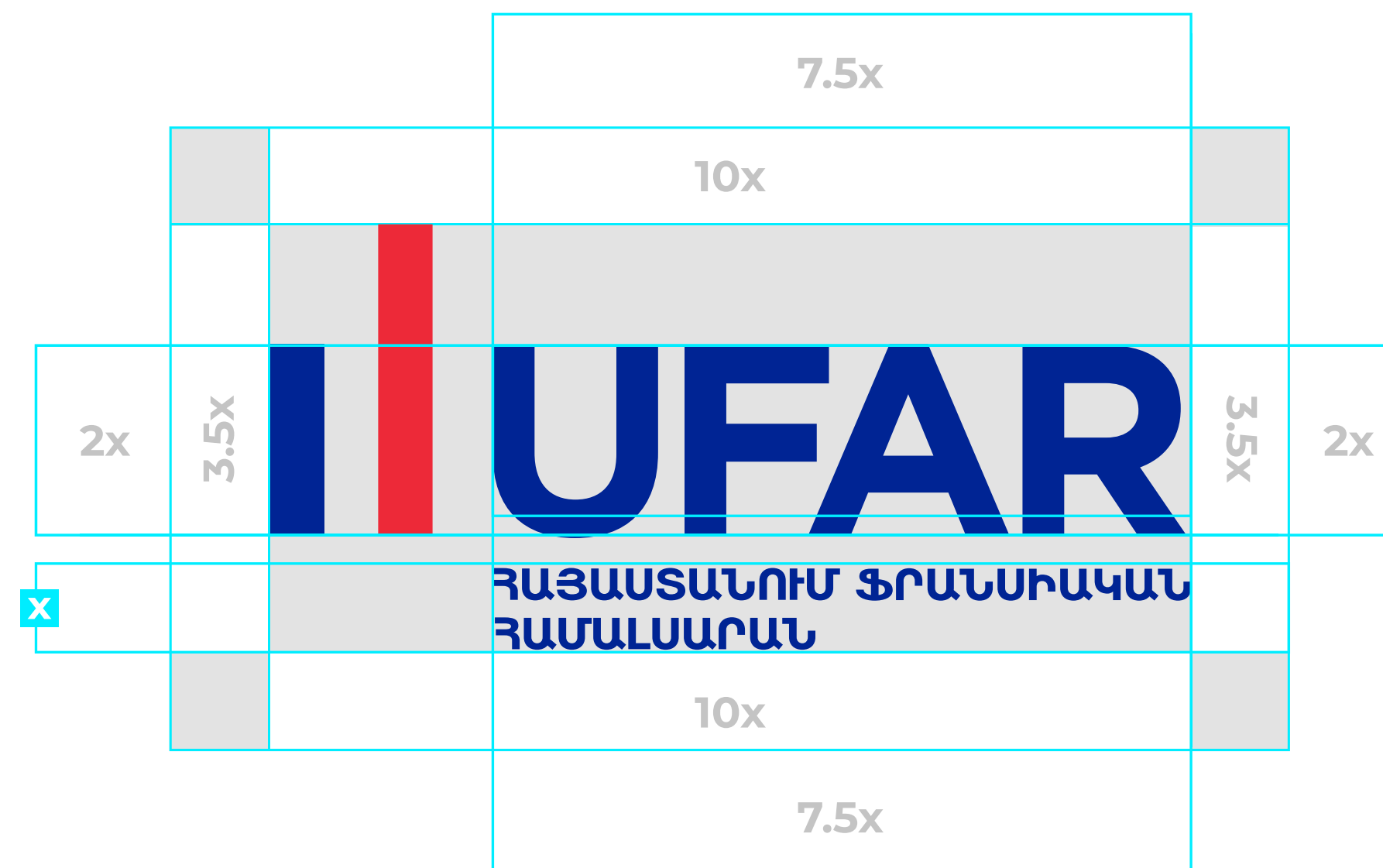
### CHANGING THE COLOR OF THE BACKGROUND

The background changes it's color depending which product it is, since the products are color coded.



## 2.7 LOGO CONSTRUCTION

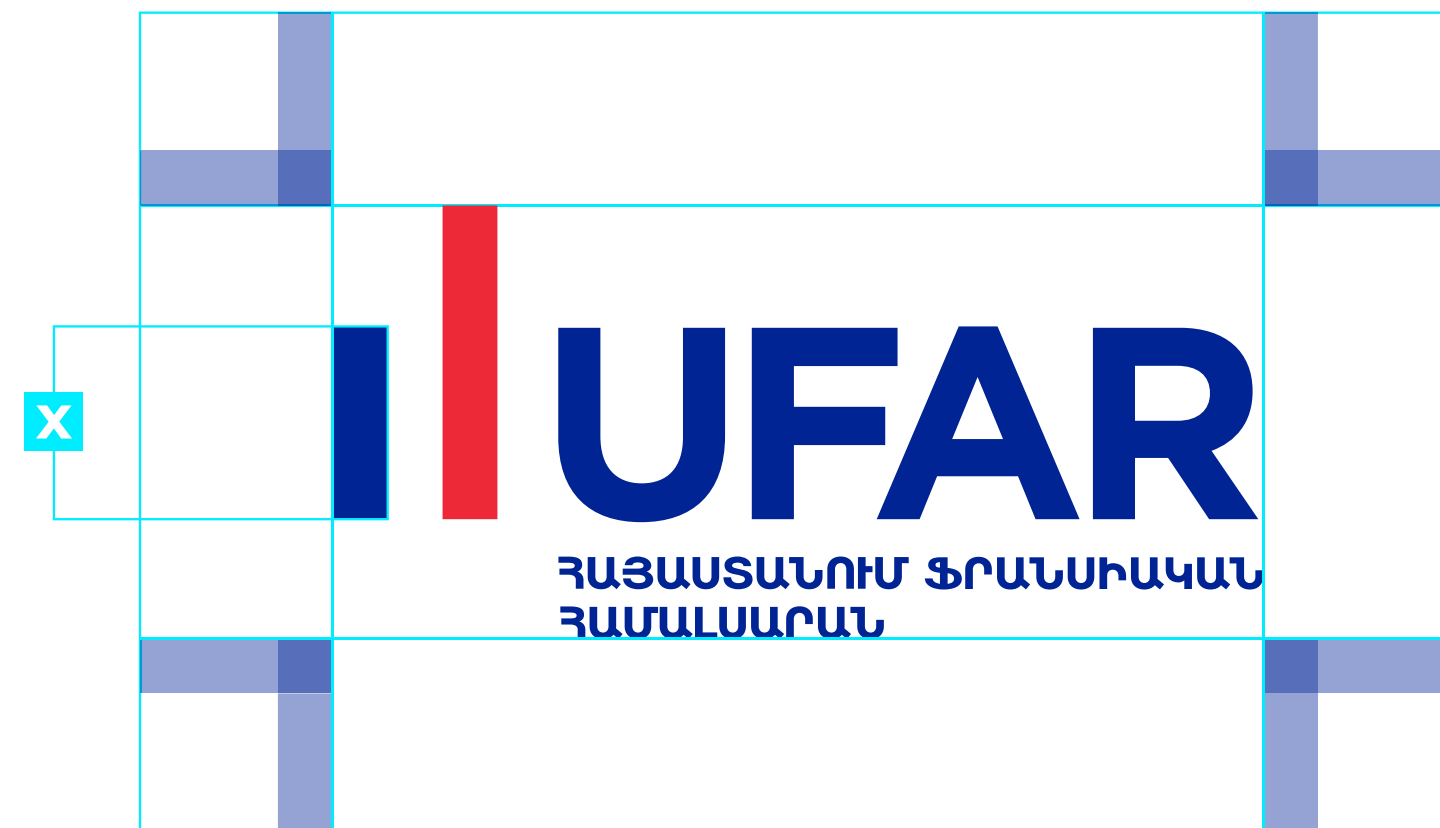
The x-height of the logo is based on the height of the underline of the logo. No design elements, type or photos should come any closer to the logo than x. The actual distance of x will change depending on how large the logo is scaled.





## 2.8 CLEAR SPACE

The x-measure of the UFAR logo based on the smallest element of the logo symbol. No design elements, type or photos should come any closer to the logo than x.



## 2.9 SIZES

Depending on the logo size, some adaptations must be made to the logo. If the logo is smaller than 30 mm, use the alternative versions of the logo.



x > 30mm



x > 15mm





## 2.10 POSITIONING THE LOGO

Below are presented three different ways to apply the primary or alternative logo on the photos depending on the photo colors, saturation, contrast and position.





## 2.11 WRONG USAGE\

HERE IS SHOWN THE UNACCEPTABLE USAGE OF THE LOGO:

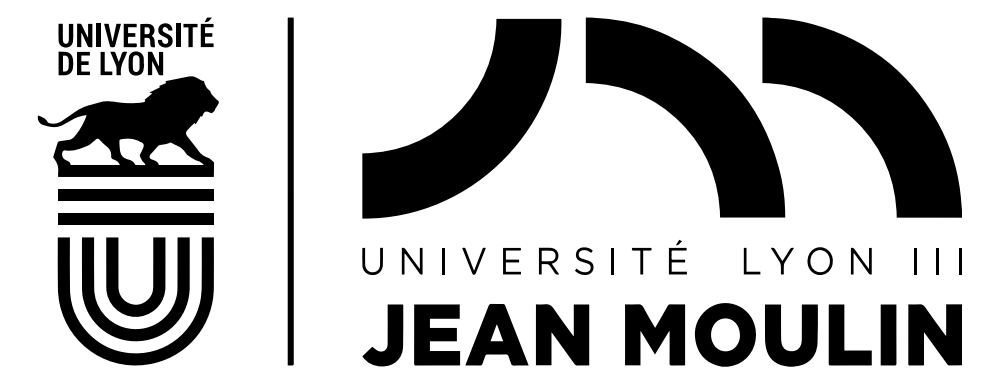
- do not change logo's orientation;
- add extraneous effects to the logo. This includes but is not limited to lighting effects and drop shadows;
- change the logo colors or make color alteration;
- scale the logo unproportionately;
- make alterations, additions or substitutions to the words or colors contained in the logo;
- use gradients;
- change the logo itself or the writing orientation.





## 2.12 USING WITH OTHER LOGOS

The UFAR primary logo placed among other logotypes according to orientation: UFAR primary vertical alongside with other vertical logo and primary horizontal with horizontal one.



## 2.13 APPLICATION ON DIFFERENT SURFACES

The logo printing can be realized on such materials as plastic, fabric, leather, glass, metal, paper and so on.



## 2.14 APP ICON/FAVICON

Favicon is logo symbol and app icon is simplified logo in main colors.



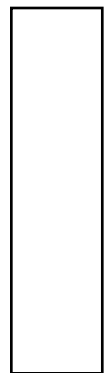


**VISUAL STYLE**



# 3.1 COLORS

The brand colors should be the dominant colors used when designing all print materials. CMYK and RGB colors are provided to allow for exact matching.



SOLID WHITE  
C0 M0 Y0 K0  
R255 G255 B255  
#ffffff  
RAL 9016



SOLID BLUE  
C100 M100 Y0 K0  
R0 G36 B148  
#002494  
RAL 5002



SOLID GREY  
C21 M15 Y20 K0  
R201 G201 B201  
#c9c9c9  
RAL 7047



SOLID RED  
C0 M100 Y85 K0  
R237 G41 B56  
#ed2938  
RAL 3028



SOLID ORANGE  
C0 M70 Y100 K0  
R255 G109 B0  
#ff6d00  
RAL 2003



# 3.1.2 SECONDARY COLORS



WHITE  
C0 M0 Y0 K0  
R255 G255 B255  
#ffffff  
RAL 9016  
FINANCES



NAVY BLUE  
C100 M90 Y30 K20  
R12 G47 B111  
#0d2e70  
RAL 5002  
MARKETING



POWDER BLUE  
C40 M30 Y0 K0  
R149 G167 B216  
#95a7d8  
RAL 7001  
INFORMATICS &  
APPLIED MATHEMATICS



LIGHT BLUE  
C25 M0 Y5 K0  
R187 G223 B234  
#bbdfef  
RAL 7035  
JURISPRUDENCE



POWDER VIOLET  
C30 M45 Y0 K0  
R175 G150 B214  
#8a6cc7  
RAL 3015  
MANAGEMENT



# 3.2 TYPOGRAPHY \

The primary typeface family chosen for brand is Montserrat. The structure of the typeface is simple so it's easy to read, but it maintains an elegantly modern feel that adds a level of sophistication to the design.

Title	Montserrat BOLD	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	hwy/eng
Subtitle	Montserrat MEDIUM	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	hwy/eng
Text	Montserrat LIGHT	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	hwy/eng
Quotes	Montserrat Light Italic	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	hwy/eng
POSTERS	BEBAS NEUE	AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ	hwy/eng





## 3.3 TYPOGRAPHY IN USE

On the example below is presented which of the fonts should be used in case of titles, subtitles, additional info and else.

**Montserrat BOLD** — **UFAR**

**Montserrat MEDIUM** — French university of Armenia

**Montserrat REGULAR** — By vigorous activities in the sphere of Francophonie and by the membership in the Francophone University Agency the French University in Armenia has governed the Senghor Chair of the Francophone since 2011.

**Montserrat LIGHT ITALIC** — *Cooperation with the business environment*

- **TITLE**
- **SUBTITLE**
- **TEXT**
- **QUOTES**



## 3.3 TYPOGRAPHY IN USE

On the example below is presented which of the fonts should be used in case of titles, subtitles, additional info and else.

Montserrat arm BOLD	ՀՖՀՀ
Montserrat arm MEDIUM	Հայաստանում ֆրանսիական համալսարան
Montserrat arm REGULAR	Հայաստանյան կրթության ոլորտում լինելով առաջատար՝ ՀՖՀՀ-ն ձգտում է դառնալ աշխարհի օրինակելի ֆրանսիական համալսարաններից մեկը:
Montserrat arm EXTRALIGHT	Պրոֆ. Բերտրան Վենար

- ՎԵՐՆԱԳԻՐ
- ԵՆԹԱՎԵՐՆԱԳԻՐ
- ՏԵՔՍՏ
- ՄԵԶԲԵՐՈՒՄ



## 3.3 TYPOGRAPHY IN USE\

On the example below is presented which of the fonts should be used in case of titles, subtitles, additional info and else.

<b>BEBAS NEUE</b>	<b>ՀՖՀՀ</b>
<b>BEBAS NEUE</b>	<b>ՀԱՅԱՍՏԱՆԻՄ ՖԻՆԱՆՍԻՎԱԿԱՆ ՀԱՄԱԼՍԱՐԱՆ</b>
<b>Montserrat arm LIGHT</b>	Հայաստանյան կրթության ոլորտում լինելով առաջատար՝ ՀՖՀՀ-ն ձգտում է դառնալ աշխարհի օրինակելի ֆրանսիական համալսարաններից մեկը:
<b>Montserrat arm EXTRALIGHT</b>	Պրոֆ. Բերտրան Վենար

• **ՎԵՐՆԱԳԻՐ**

• **ԵՆԹԱՎԵՐՆԱԳԻՐ**

• **ՏԵՔՍՏ**

• **ՄԵԶԲԵՐՈՒՄ**





## 3.4 PHOTOS

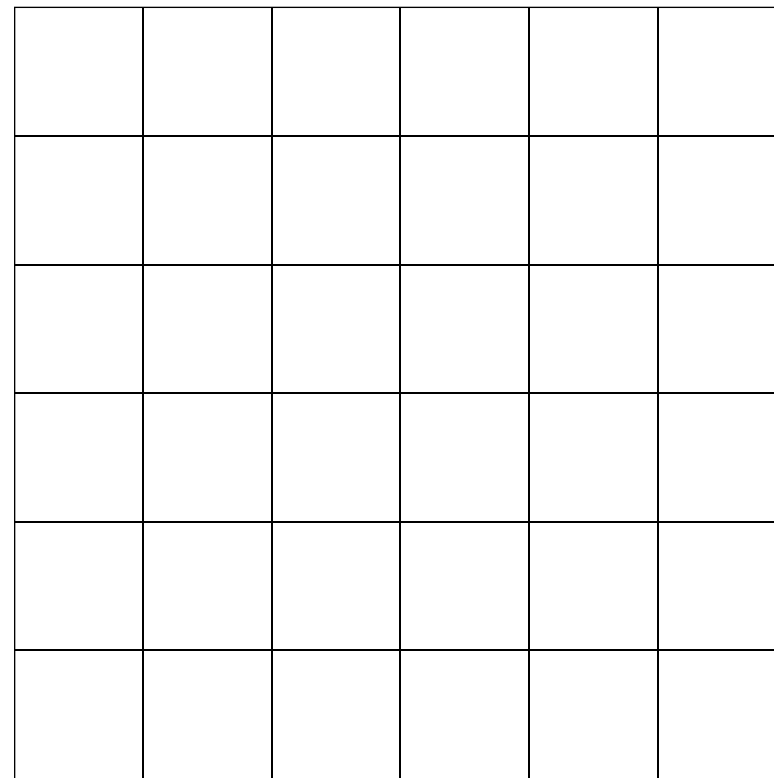
The photography should be carefully selected to match UFAR messaging.



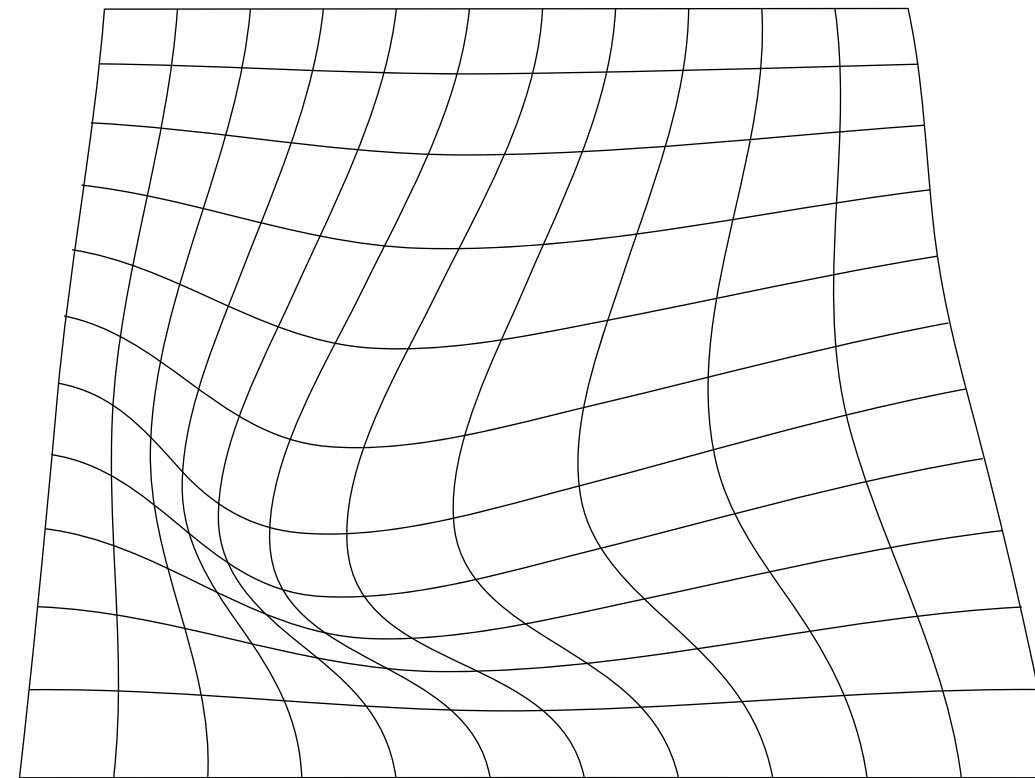


## 3.5 BRAND ELEMENTS

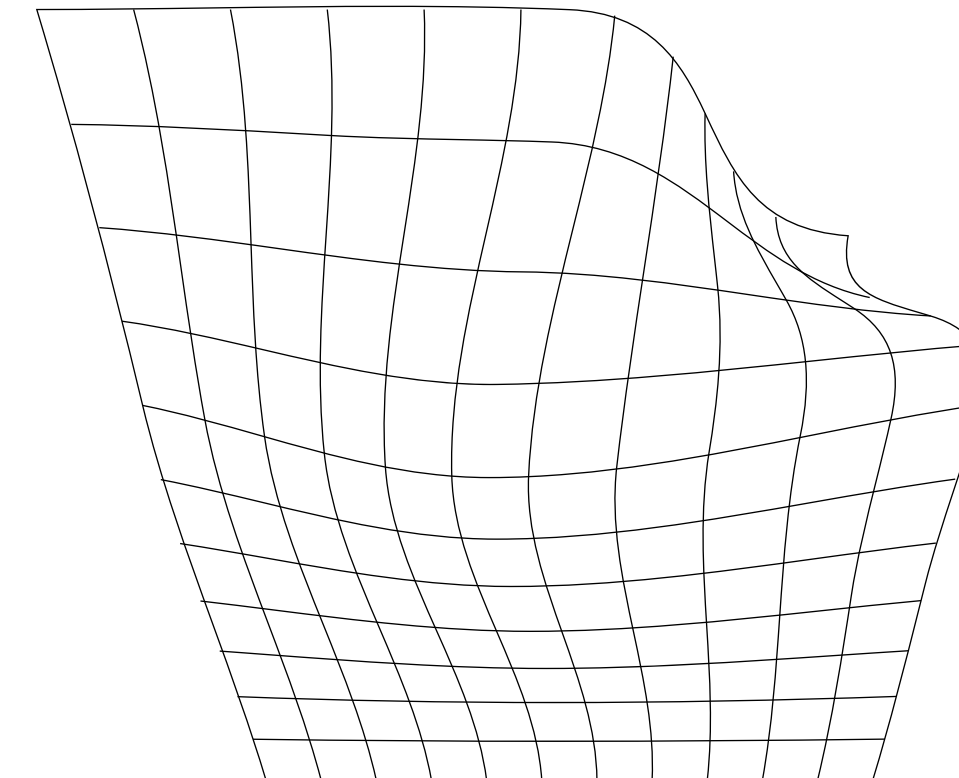
The UFAR brands elements represent UFAR's core ideas, main development vector and principles adopted by the University.



Integrity

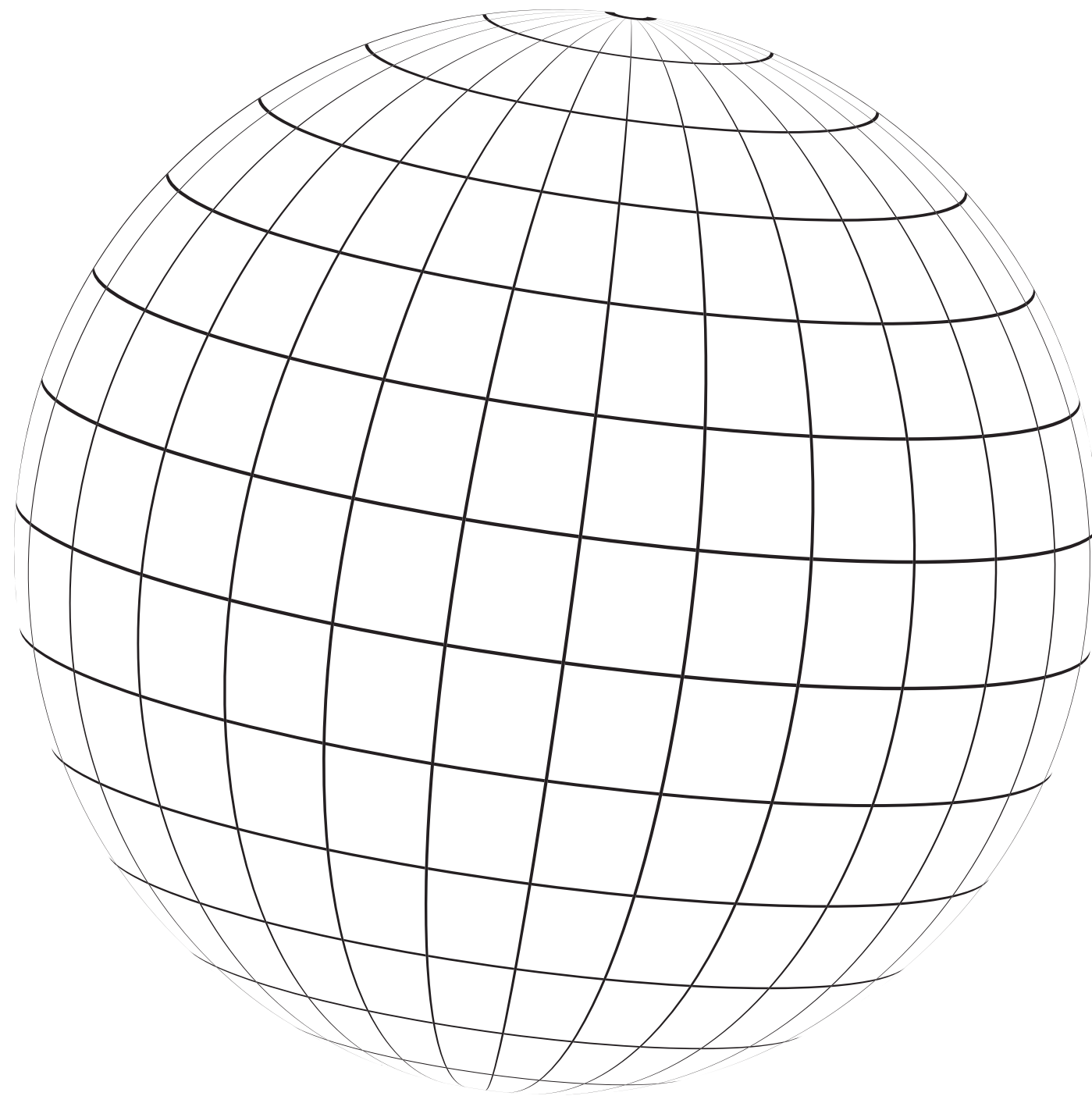


Differentiation

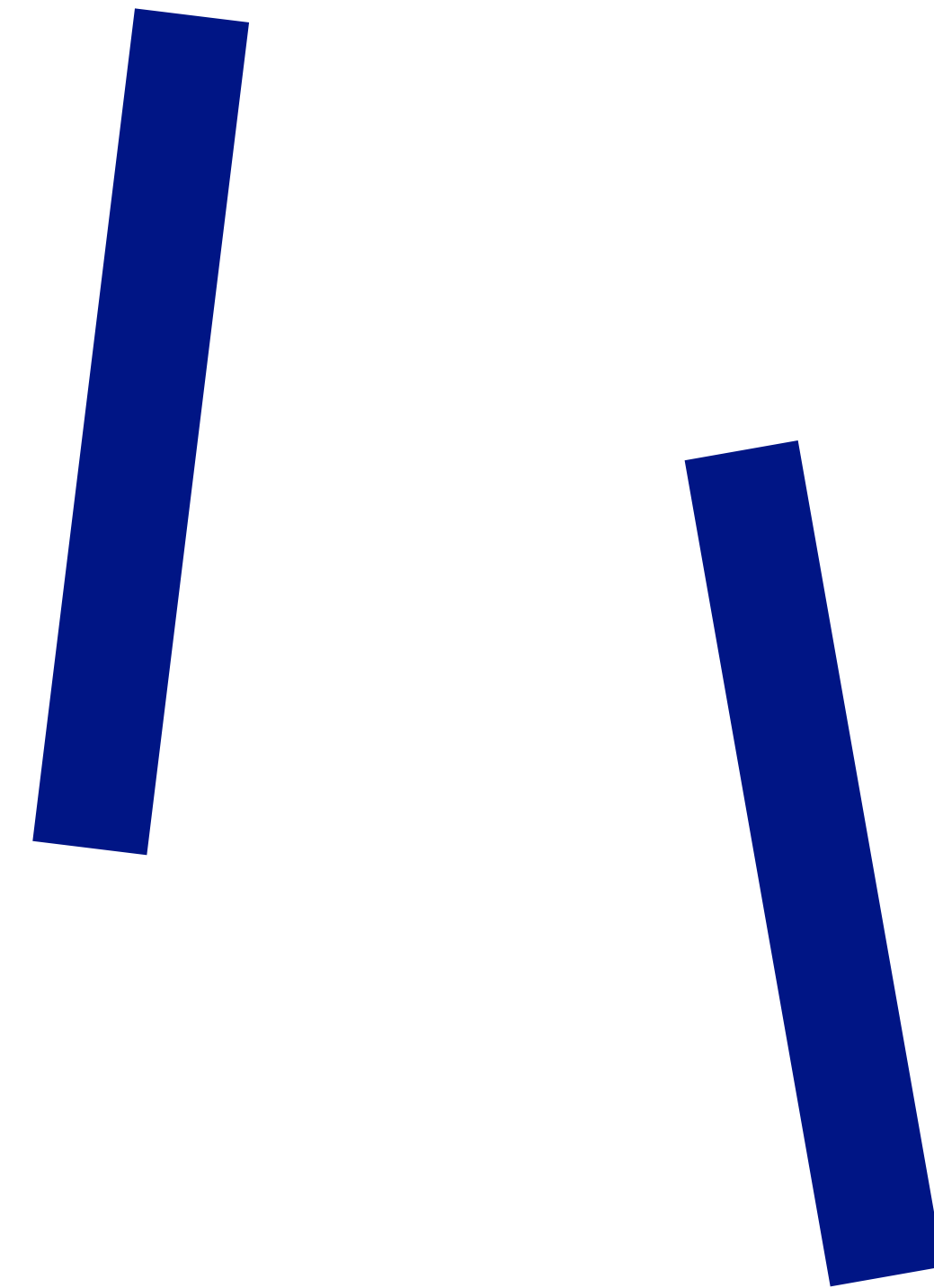


Upscaling

## 3.5 BRAND ELEMENTS



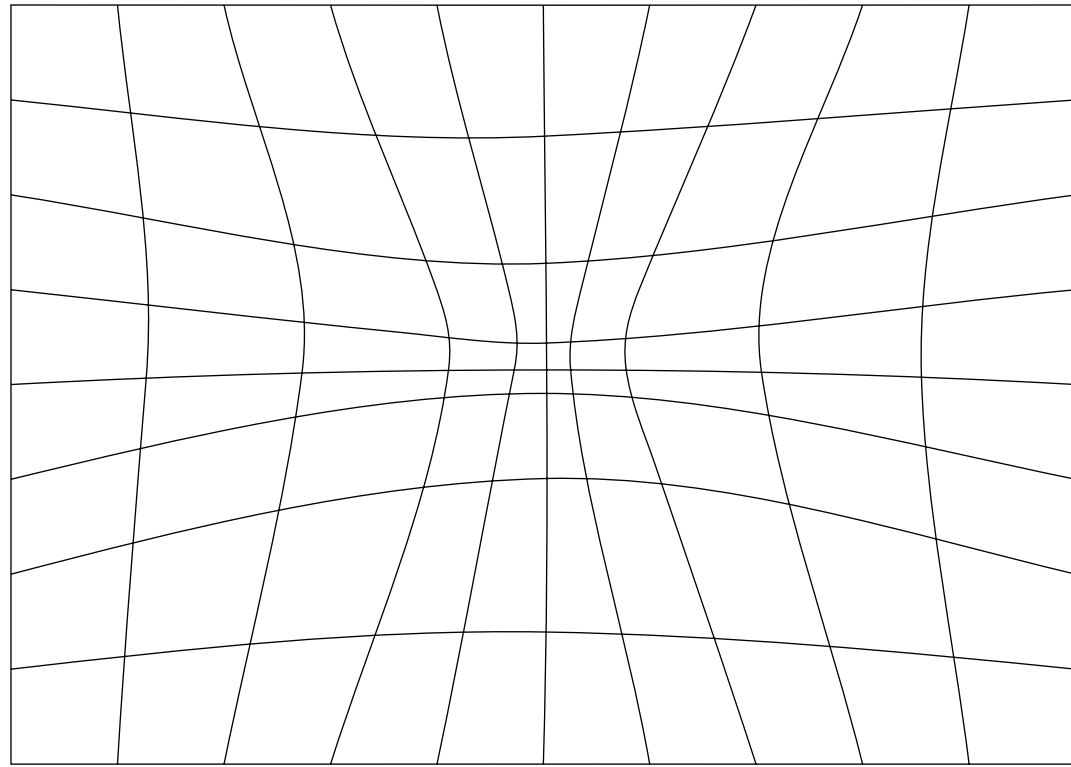
A door to the world



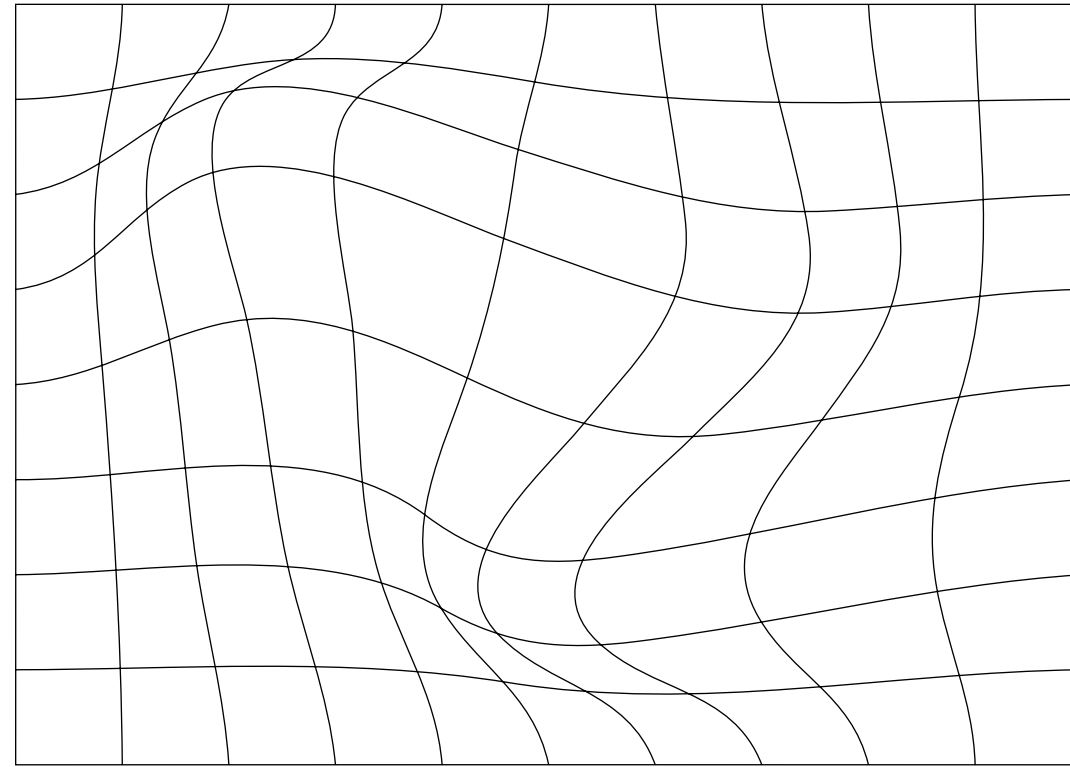
Columns



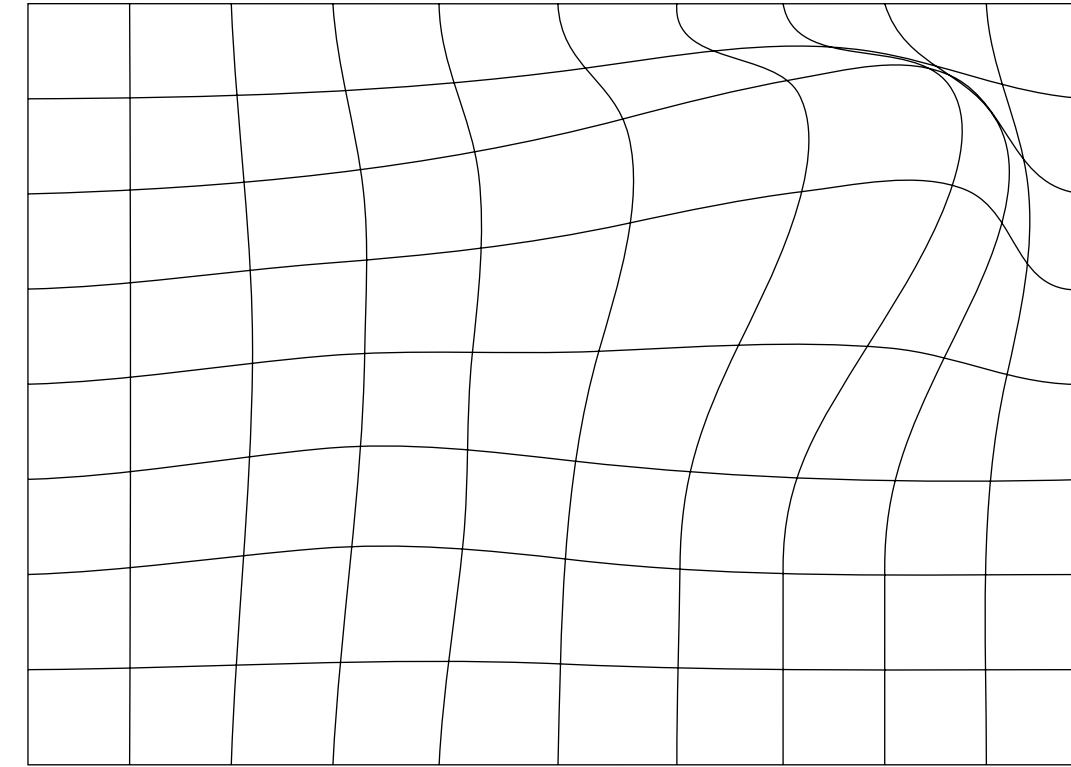
## 3.5 BRAND ELEMENTS



Professionalization



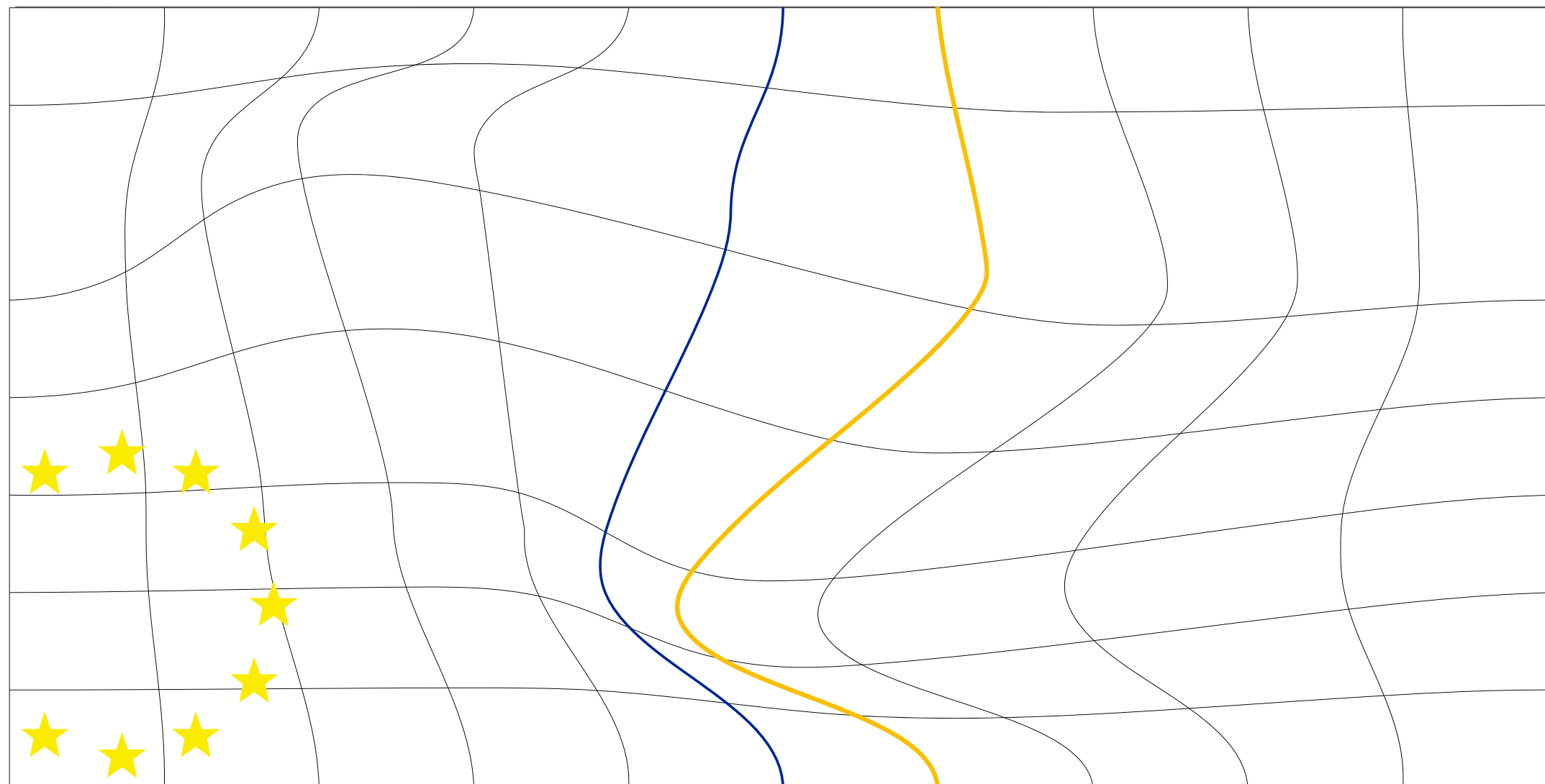
Feminization



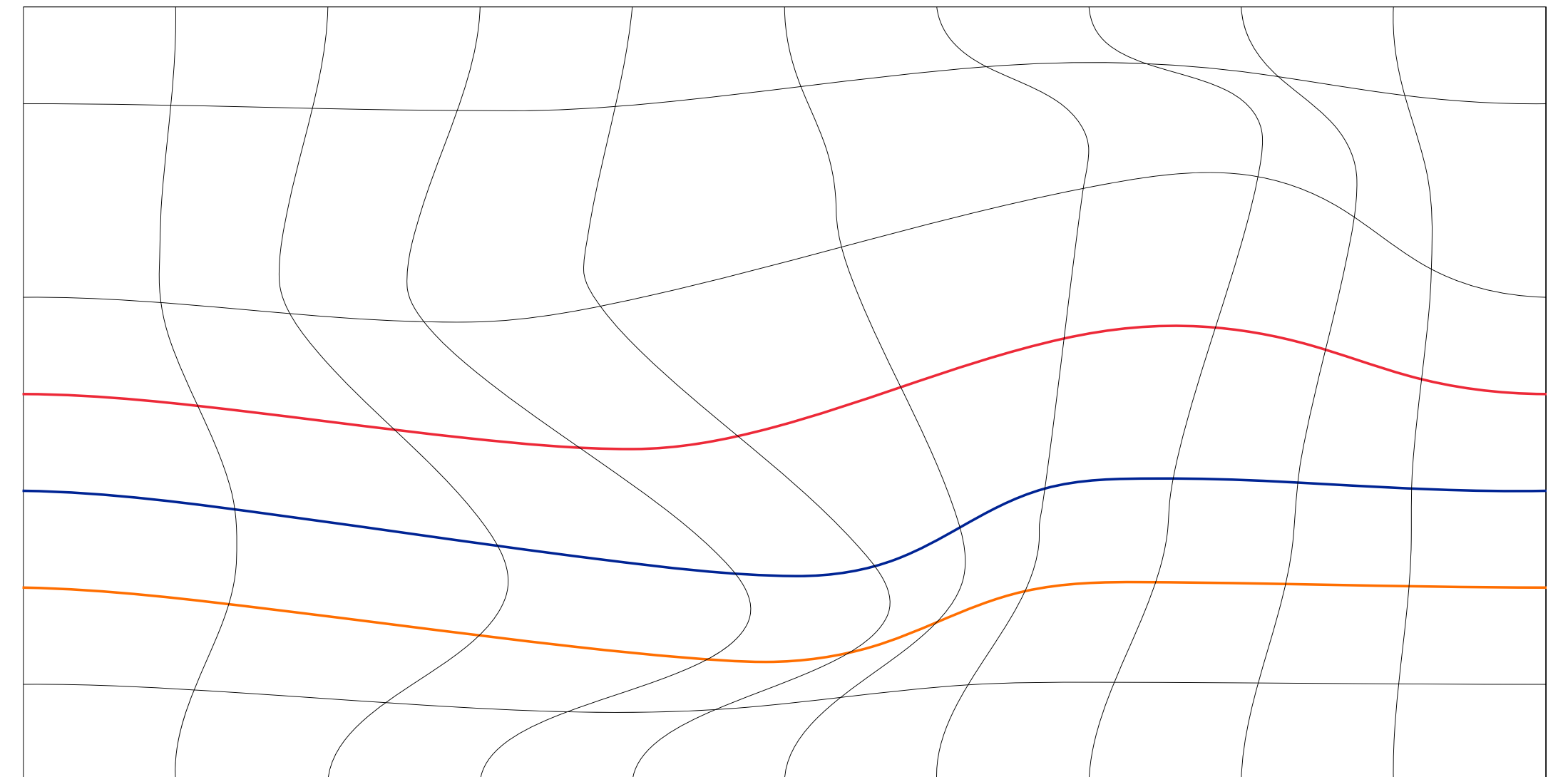
Upscaling

## 3.5 BRAND ELEMENTS

european flag colors

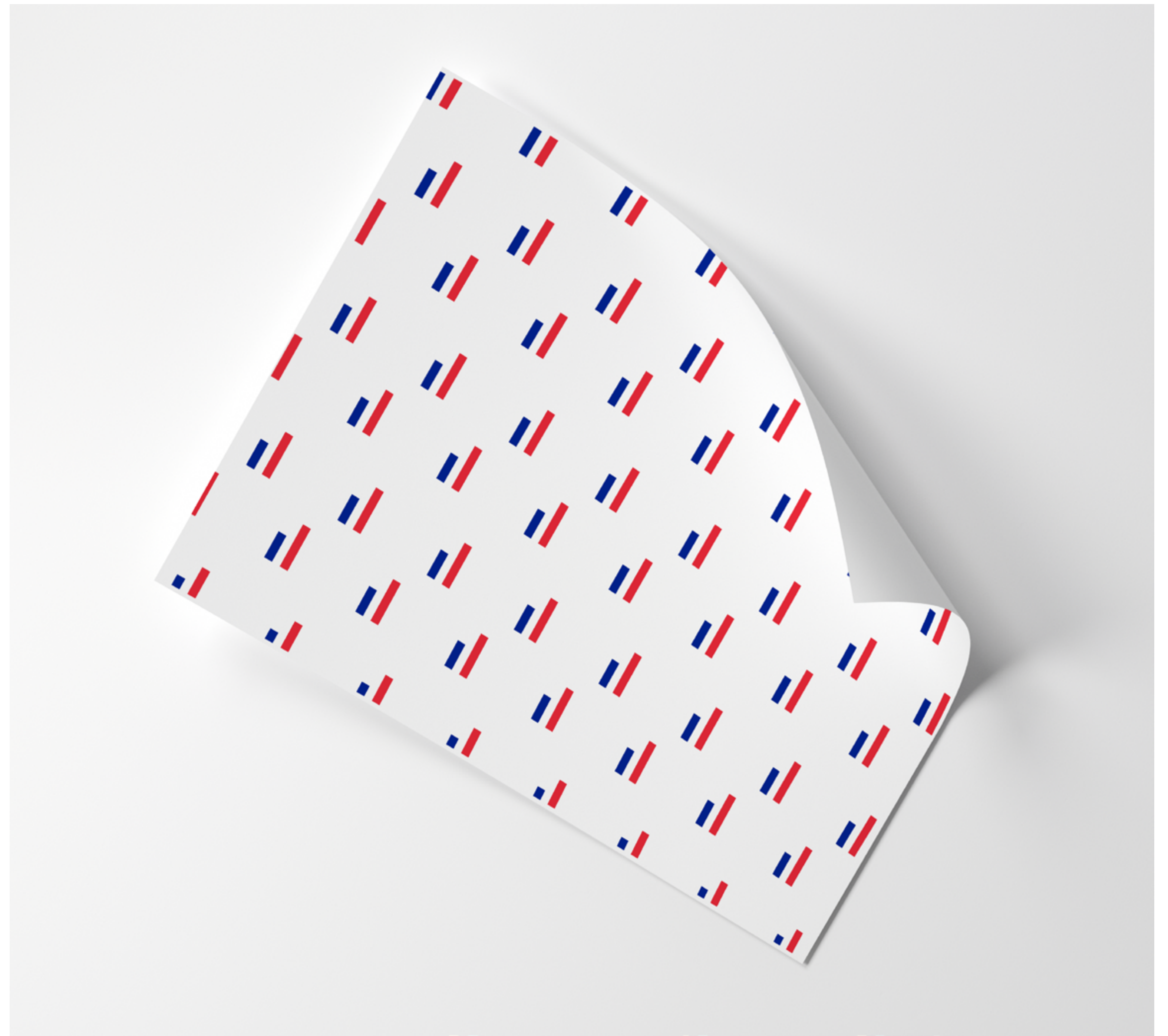


armenian flag colors



## 3.6 PATTERN

The pattern developed based on logo symbol and can be used for various purposes as a brand element.





## 3.7 STYLE FLEXIBILITY

The interior placement make the logo more highlighted and keep the style of the brand inside the University.





DIGITAL



## 4.1 EXAMPLES OF BRAND USE IN SOCIAL MEDIA





## 4.2 E-MAIL SIGNATURE

**Bertrand Venard**  
Rector



+374 10 24 96 47

[www.ufar.am](http://www.ufar.am)

10, rue David Anghaght, Yerevan, 0037

[info@ufar.am](mailto:info@ufar.am)




**New Message** — ↗ ✕






To Cc Bcc

Subject








**Bertrand Venard**  
Rector



  
FRENCH UNIVERSITY  
OF ARMENIA

+374 10 24 96 47  
[www.ufar.am](http://www.ufar.am)  
10, rue David Anghaght, Yerevan, 0037  
[info@ufar.am](mailto:info@ufar.am)

Send ▼



The background features a series of thin, dark, wavy lines that create a sense of movement and depth. Three solid blue bars are positioned diagonally: one in the top-left corner, one in the bottom-right corner, and a central one that serves as a base for the text.

**PRINTING**

## 5.1 BUSINESS CARD

Size-90x50mm

Paper-white, 300-350gsm

Printing-offset/lazer depending on quantity





## 5.2 LETTERHEAD

The UFAR blank main parameters: vertical logo at the left upper side of the A4 and information at the left bottom side. It is recommended to use 160gsm white paper.

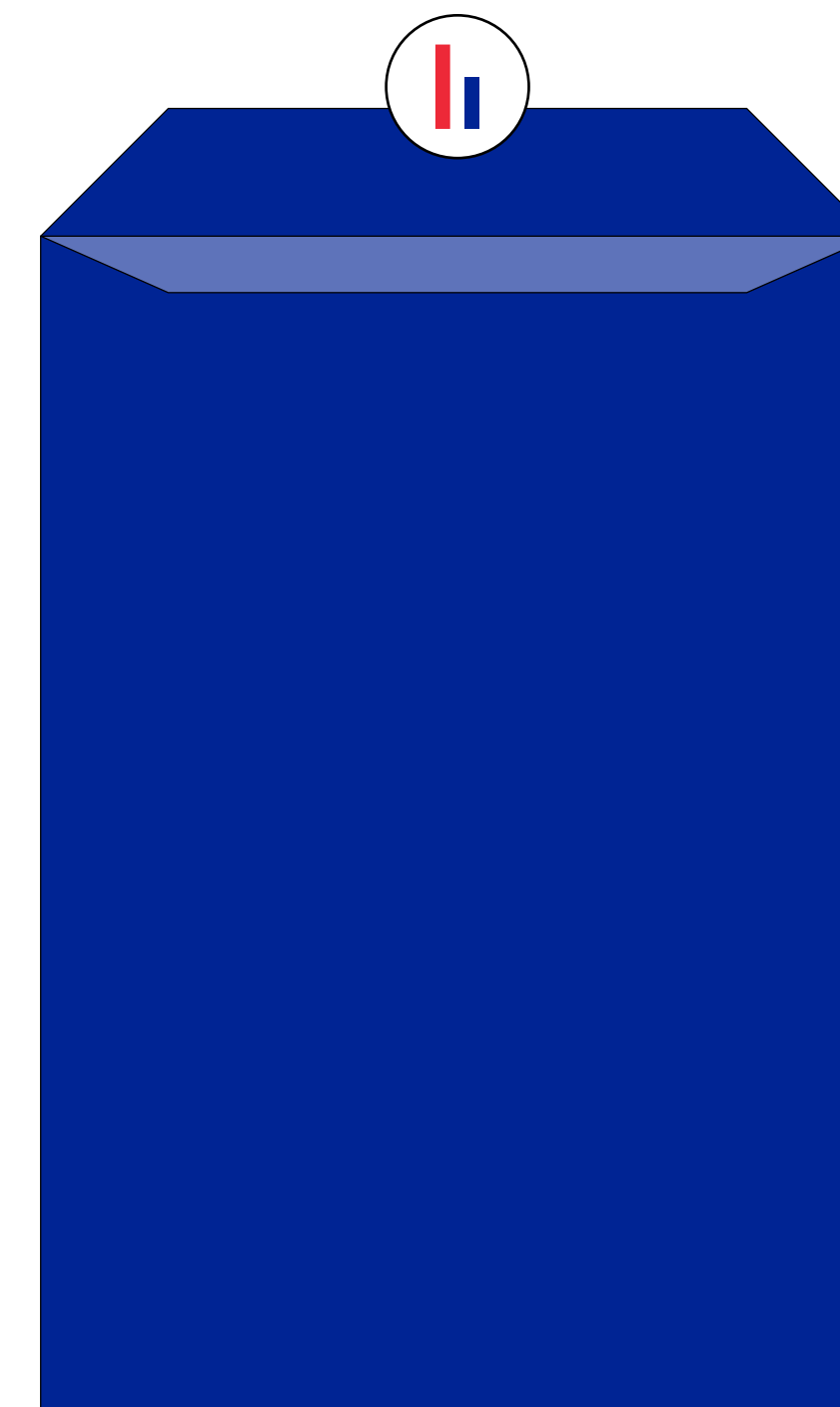
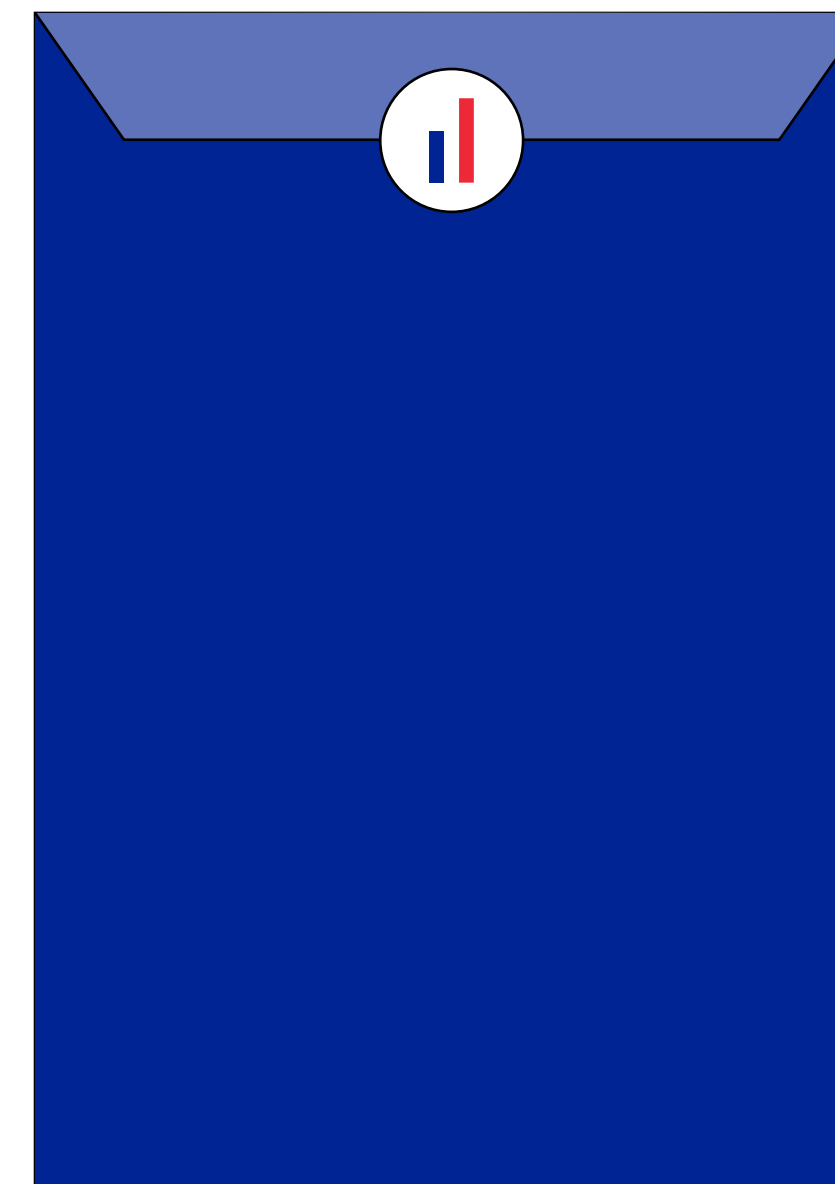
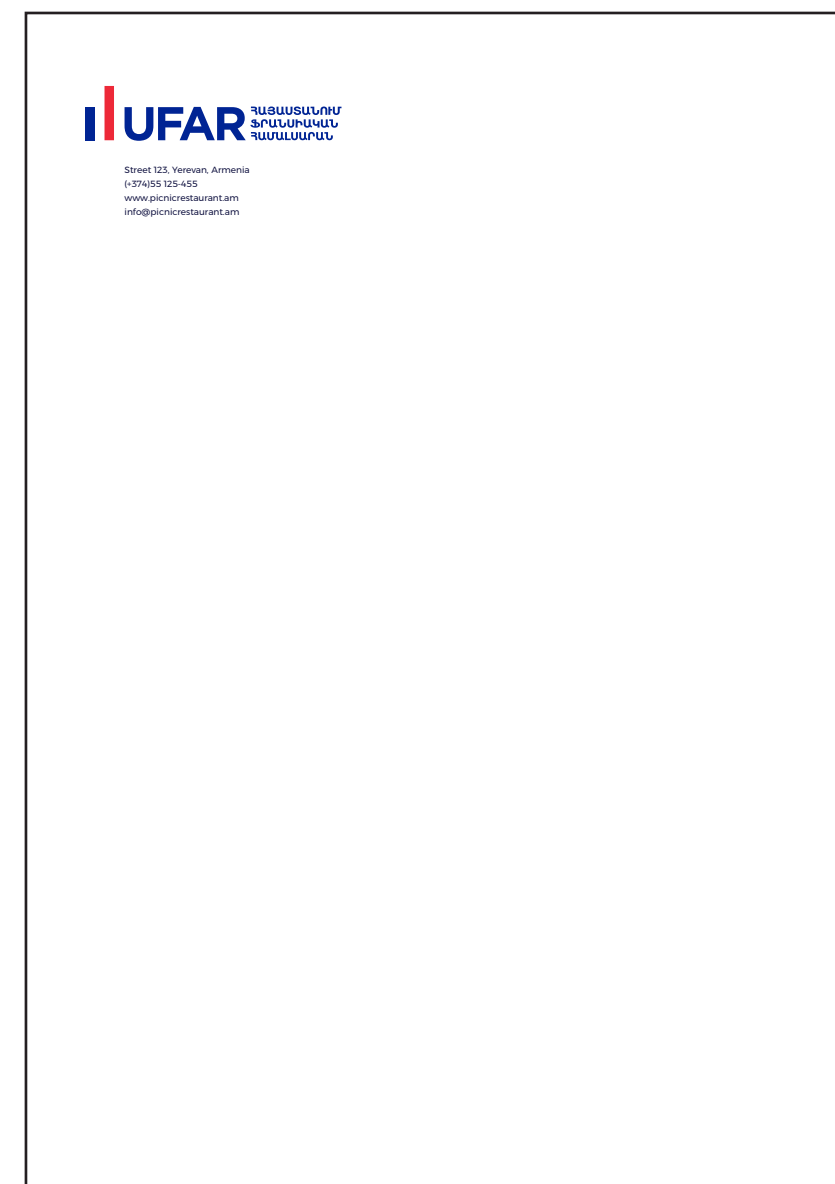
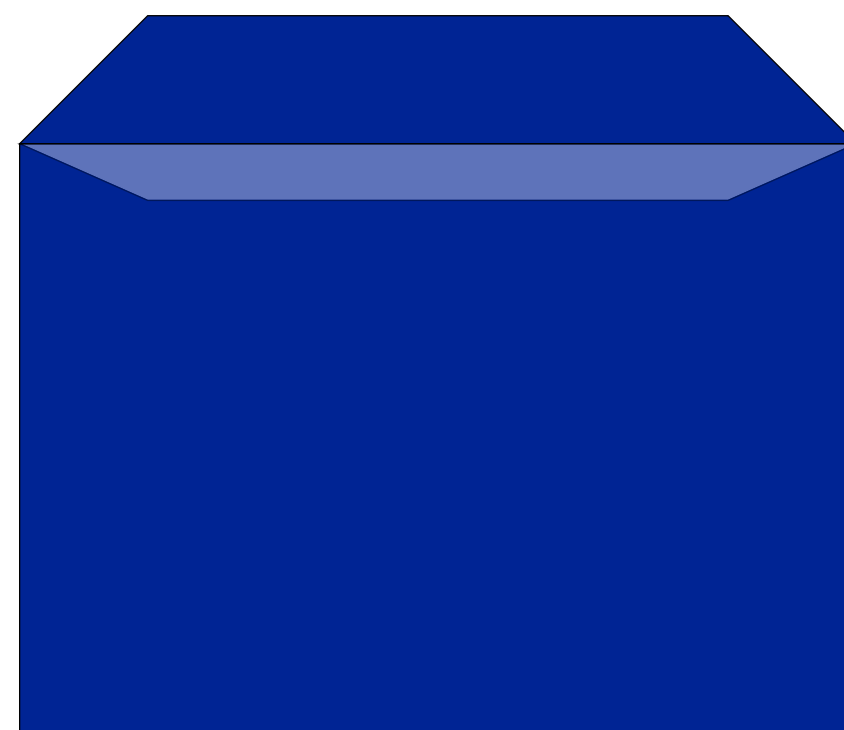


## 5.3 ENVELOPE C 4, C5

The horizontal logo and information placed at the upper left side of the envelope.

Paper-white, 120gsm

Printing-offset/lazer depending on quantity



## 5.4 FOLDER

Size- A4

Paper White 250 or 300 gsm

Printing-offset/lazer depending on quantity





## 5.5 NOTEBOOK

Branded notebook could be printed in different sizes with following ratio of the brand elements.



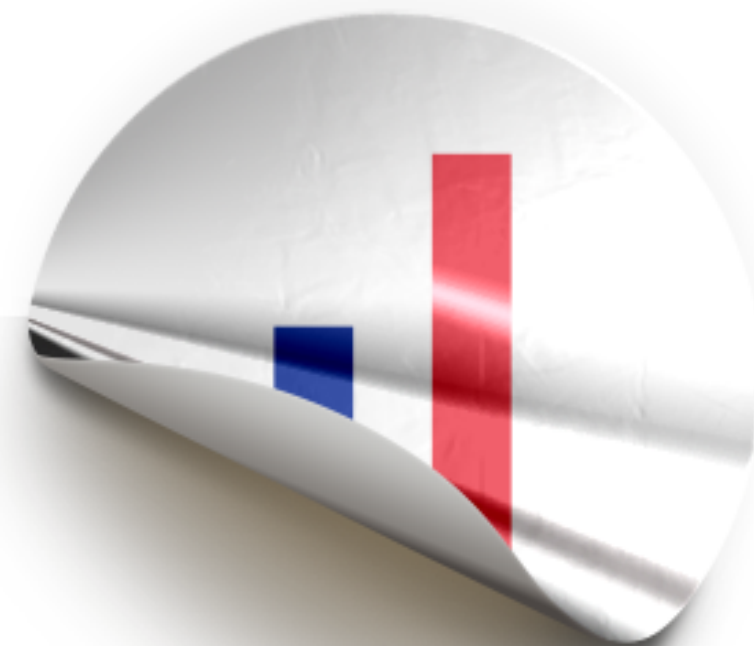
## 5.6 BADGE

The UFAR badges presented in vertical layout.



## 5.7 STICKERS

Stickers are branded with primary logo and logo symbol.





## 5.8 ID CARD

The UFAR ID cards presented in horizontal layout. Preferred material plastic.



## 5.9 CERTIFICATE





BRANDED ITEMS



## | 6.0 LECTERN \

The Lectern is branded with simplified logo on it.





## 6.1 POLO SHIRT / T-SHIRT

T-Shirts can be branded with primary logo. It is recommended to choose t-shirts in main brand colors. The logo can be embroidered or printed.





## 6.2 EXPO STAND

The UFAR Expo Stand branded with primary logo and main brand elements.





## 6.3 BAG

The UFAR tote-bags presented in main brand colors with vertical logo and main brand element.



## 6.4 PEN

Pen/pencil can be branded with horizontal logo and/or simplified one depending on appliance surface.





## | 6.5 CUP \

Mugs can be branded with primary horizontal logo.





## 6.6 PRESS WALL

The UFAR Press Wall presented as a combination of primary logos with background of main brand color.



TEMPLATES



# 7.0 PRESENTATION

The UFAR presentation templates are designed with main brand components to highlight the brand style.



# 7.1 BOOKLET

The UFAR booklet design implies usage of the main brand components. It is recommended to use 140gsm paper.





## 7.2 FLYER

The UFAR flyer design implies usage of the main brand components. It is recommended to use 120/140gsm paper for flyers.







ADVERTISING MEDIA

## 8.0 ONLINE BANNER

Advertising Media presented  
in the untied style.

TheUFAR Online Banner styled in main  
brand colors. It is recommended to  
place primary logo at the left upper  
space and use the rest of the space  
for advertisement and information.  
Main brand elements are used  
alongside with primary logo.





## 8.1 BILLBOARD

The UFAR Billboard styled in main brand colors. It is recommended to place primary logo at the left upper space and use the rest of the space for advertisement and information. Main brand elements are used alongside with primary logo.





## 8.2 CITY FORMAT

In case of City Format, it is recommended to place primary logo at the left upper space and use the rest of the space for advertisement and information. Main brand elements are used alongside with primary logo.





## 8.3 X-BANNER

In case of X-banner, it is recommended to place primary logo at the right bottom space and use upper space for advertisement and information. Main brand elements are used alongside with primary logo.







# SIGNBOARDS AND NAVIGATION



## 9.0 EXTERIOR






The use of Primary horizontal logo ensure readability.

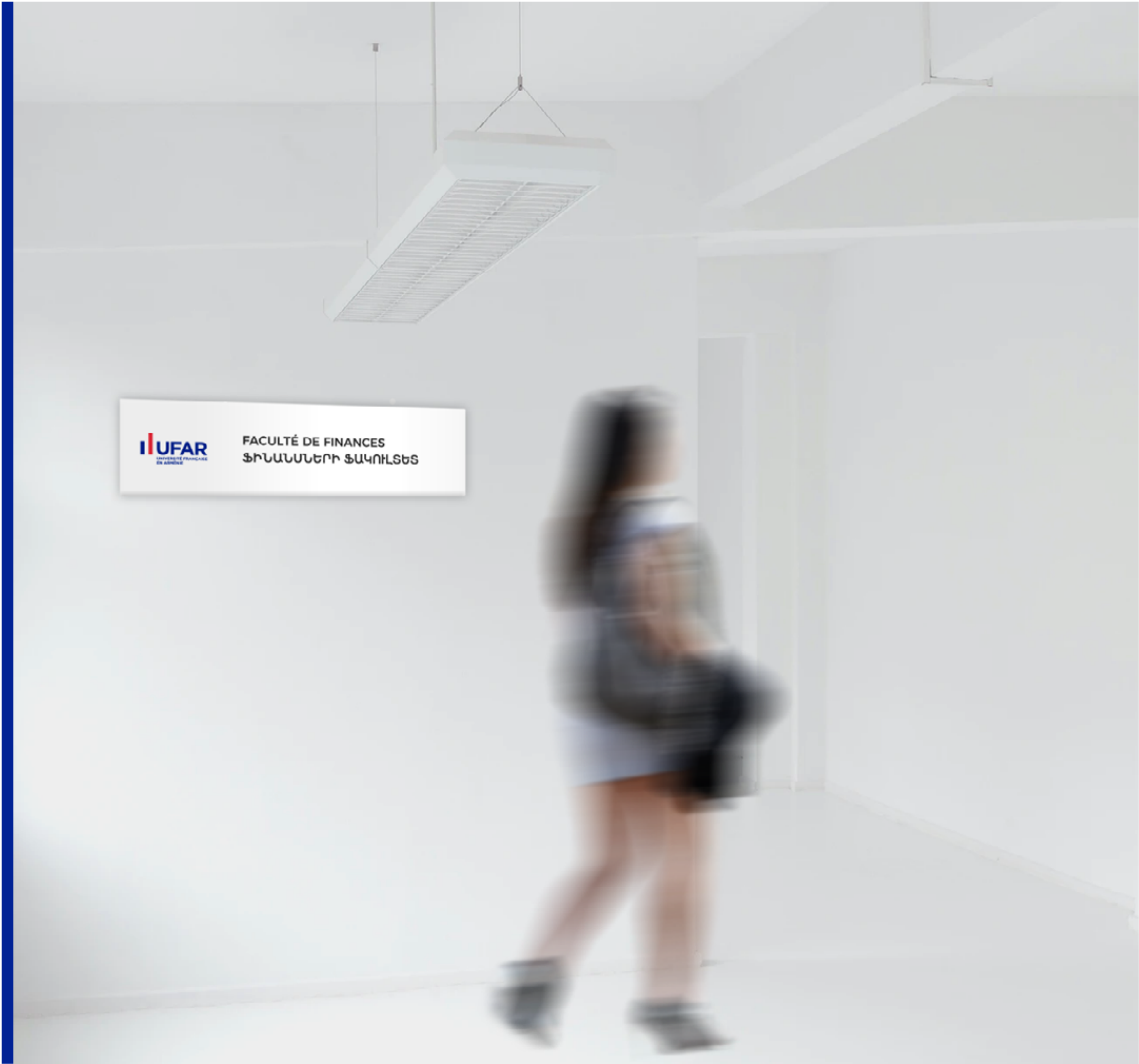




# 9.1 NAVIGATION \

Navigation keeps brand style highlighted inside the University.

	FACULTÉ DE FINANCES ՖԻՆԱՆՍՆԵՐԻ ՖԱԿՈՒԼՏԵՏ	1.15
	FACULTÉ DE DROIT ԻՐԱՎԱԲԱՆԱԿԱՆ ՖԱԿՈՒԼՏԵՏ	2.26
	FACULTÉ DE MARKETING ՄԱՐԶԵԹԻՆԳԻ ՖԱԿՈՒԼՏԵՏ	3.45
	FACULTÉ D'INFORMATIQUE ET MATHÉMATIQUES APPLIQUÉES ԻՆՖՈՐՄԱՏԻԿԱ և ԿԻՐԱՌԱԿԱՆ ՄԱԹՓՄԱՏԻԿԱ (ԻԿՄ) ՖԱԿՈՒԼՏԵՏ	4.57
	FACULTÉ DE GESTION ԿԱՌԱՎԱՐՄԱՆ ՖԱԿՈՒԼՏԵՏ	5.84



## 9.2 FLAG

The UFAR flag is vertical with primary vertical logo on it. Main flag color is Solid white.







# FREQUENTLY ASKED QUESTIONS

## **How to use a brandbook?**

Brand guidelines are about knowing what's right and wrong when it comes to using your brand elements to keep brand consistent and effective. If you change your logo's colors to better fit a certain marketing material, then it may not be recognizable to your consumers or clients anymore.

## **Are the designs in the guidelines subject to change?**

In printing materials should be used CMYK color mode.

## **Which version of the logo to use in outdoor advertising?**

In outdoor advertising should be used a trademark: registered logo which exclusively identifies your company and recognizes the company's ownership of the brand.

## **Which version of the logo should be used in printed materials?**

The designs in guidelines are for visual perception and advice on logic of using brand elements.





