



KAUST
VIRTUAL

BRAND RESOURCES



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The Logo

Primary logo



Secondary logo



Units' logos



- The logomark is consist of KAUST's seeds and the "play" symbol.
- The two dots on the logotype are intentionally placed on the A&A, which represents video and audio! :)

The Colors

[DOWNLOAD](#)



CMYK
0 0 100 0
#ff200

CMYK
100 93 0 0
#263b97

CMYK
70 15 0 0
#27aae1



CMYK
0 49 98 0
#f89621

CMYK
0 99 0 0
#ec098d

CMYK
86 2 41 0
#00aea9

CMYK
35 12 100
#b3be35

CMYK
7 35 100 0
#ebab21

CMYK
6 66 100 1
#e37324

CMYK
67 52 44 17
#5b6771

CMYK
82 71 59 75
#111921

CMYK
0 0 0 0
#ffffff

ASSETS

جامعة الملك عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology

Strategic National
Advancement

LOREM IPSUM DOLOR
CONSECTETUR.
Lorem ipsum dolor sit amet, consectetur
Aliquam convallis, metus.
quisquam est qui dolorem ipsum:
amet, consectetur, adipisci velit

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Lorem ipsum dolor sit amet, consectetur
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amet, consectetur, adipisci velit

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Advancement

ANNOUNCEMENTS

LOREM IPSUM DOLOR
SIT AMET, CONSECTETUR.

KAUST
VIRTUAL

- > The banner
- > PowerPoint template
- > Social Media cards
- > Email banners

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للعلوم والتقنية
King Abdullah University of
Science and Technology

Strategic National
Advancement

LOREM IPSUM DOLOR
CONSECTETUR.
Lorem ipsum dolor sit amet, consectetur
Aliquam convallis, metus.
quisquam est qui dolorem ipsum:
amet, consectetur, adipisci velit

KAUST
VIRTUAL

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ANNOUNCEMENTS

LOREM IPSUM DOLOR
SIT AMET,
CONSECTETUR.

KAUST
VIRTUAL

ASSETS

The banner



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD

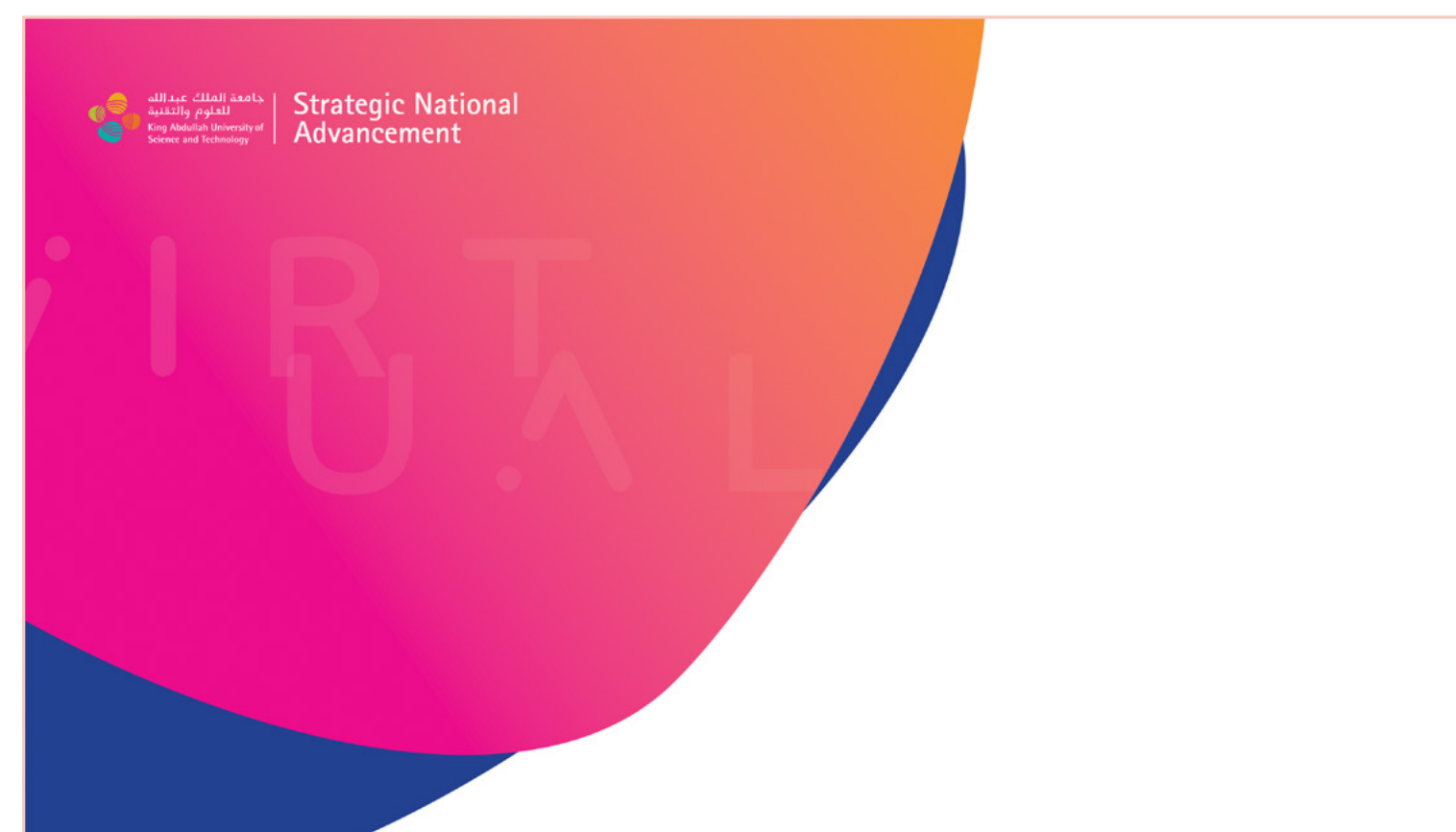
DO'S AND DON'TS

- ✔ Graphics to be placed in the bottom right corner above any other graphics/design.
- ✔ Place the graphics above a light background for better contrast.
- ✘ Do not change the location of the graphics.
- ✘ Do not change the color of the gradient.
- ✘ Do not change the logotype color.
- ✘ Do not change the font of the logo.

ASSETS

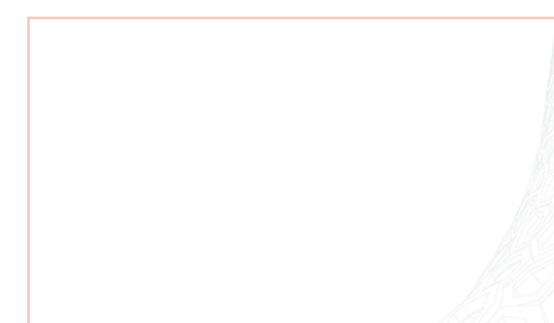
PowerPoint template

DOWNLOAD



DO'S AND DON'TS

- ✔ Use the template that fit your content best.
- ✔ Use only KAUST fonts. Available on the [Download section](#).
- ✔ For all external promotion, use the Strategic National Advancement lockup.
- ✘ Do not replace the department's lockup with your unit's lockup in any external promotion.
- ✘ Do not change the colors of the gradient.
- ✘ Do not add more colors other than KAUST Virtual's color palette.



QUICK TIP Once you add your photo in the PowerPoint templates, choose "Send to Back" from Arrange menu.

ASSETS

Social media cards

DOWNLOAD



DO'S AND DON'TS

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- ✔ For all external promotion, use the Strategic National Advancement lockup.
- ✘ Do not replace the department's lockup with your unit's lockup in any external promotion.
- ✘ Do not change the colors of the gradient.
- ✘ Do not add more colors other than KAUST Virtual's color palette.

- 1200X628px is the size of the social media cards.
- Save your image to JPEG, PNG and make sure its on RGB mode (template default settings)



Once you add your photo in the PowerPoint templates, choose "Send to Back" from Arrange menu.

ASSETS

Email banners

DOWNLOAD



DO'S AND DON'TS

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- ✘ Do not change the colors of the gradient.
- ✘ Do not add more colors other than KAUST Virtual's color palette.

- 1240X500px is the size of the email banners.
- Save your image to JPEG, PNG and make sure its on RGB mode (template default settings).



Once you add your photo in the PowerPoint templates, choose "Send to Back" from Arrange menu.

DOWNLOADS

EACH PACKAGE INCLUDES:

1. Logo files
2. Color palette
3. The banner graphics
4. PowerPoint template
5. Social media card template
6. Email banner template



DOWNLOAD LINKS:

- [KAUST Virtual templates \(generic\)](#)
- [Social Responsibility package](#)
- [Young Talent Development package](#)
- [Specialized Enrichment package](#)
- [Saudi Graduate Recruitment & Development package](#)



OTHER RESOURCES:

- [KAUST LOGO & FONTS](#)
- [SNA LOGO LOCKUP](#)



- ✓ Templates are in PowerPoint & Photoshop CC formats.
- ✓ PNG format with transparent background is included.
- ✓ All templates are fully editable.
- ✓ KAUST logo & SNA lockup is included in each package.



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