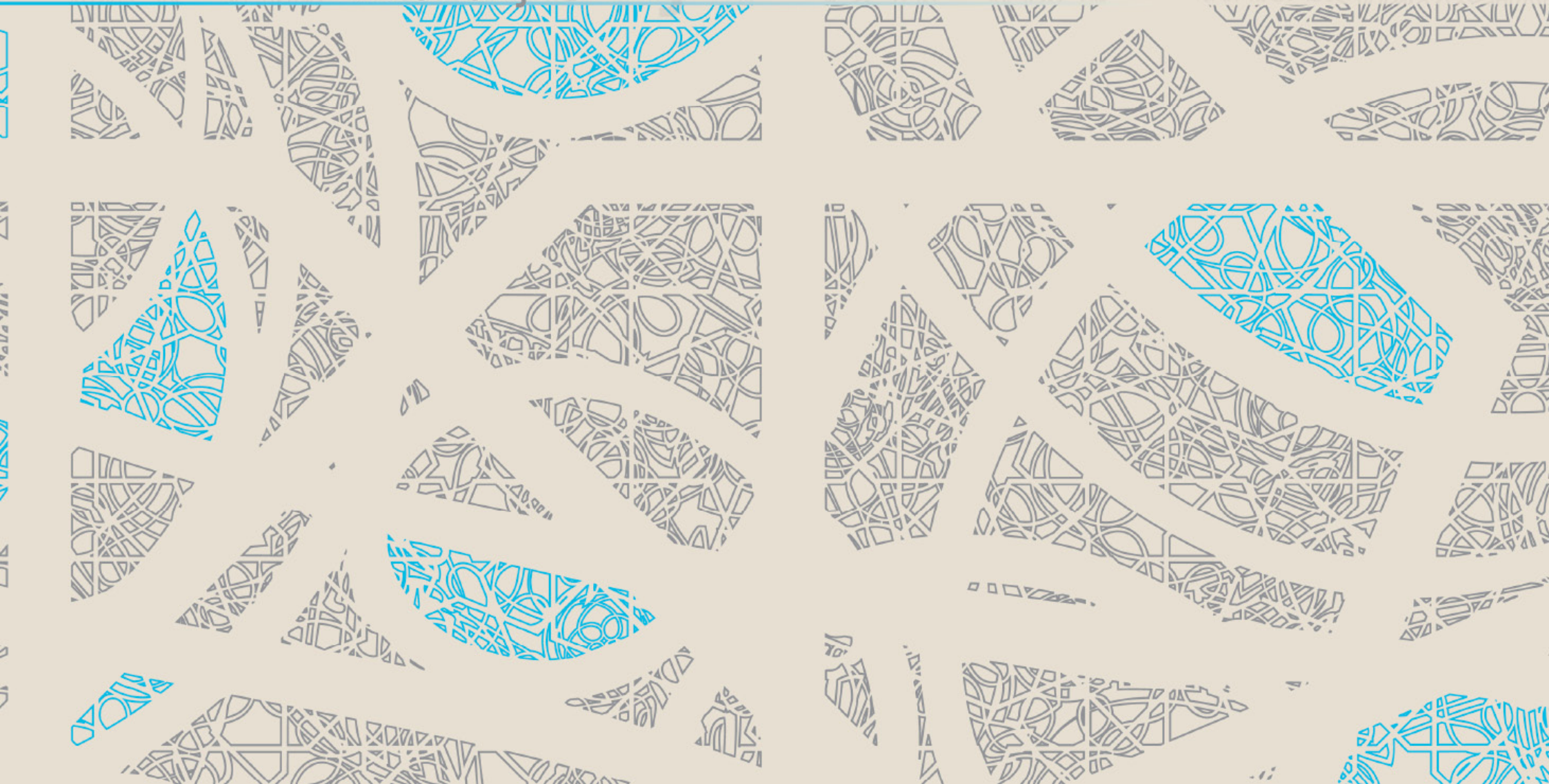


Advertising





Our Advertising

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The advertising for our brand is designed to be clear and legible and to communicate a sense of value. The main basis of Polytechnic is to educate and gain a public awareness of the standard of education provided by Bahrain Polytechnic. Elements of our brand's visual language should be used in all our

advertising, however we do offer a note of caution not to over do it. The grids we have designed for the brands advertising have been created for portrait format and are based on the A4 grid system. You may design your own grids for other sizes as long as they accord with this basic grid layout.

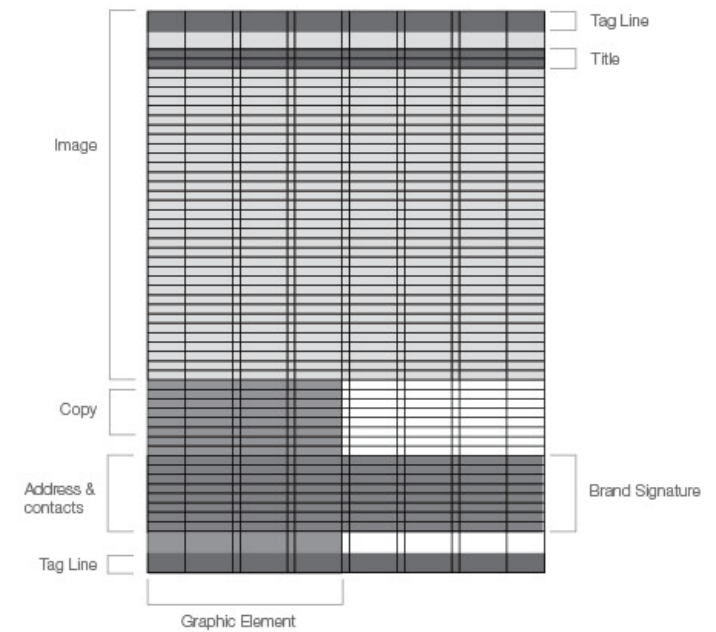
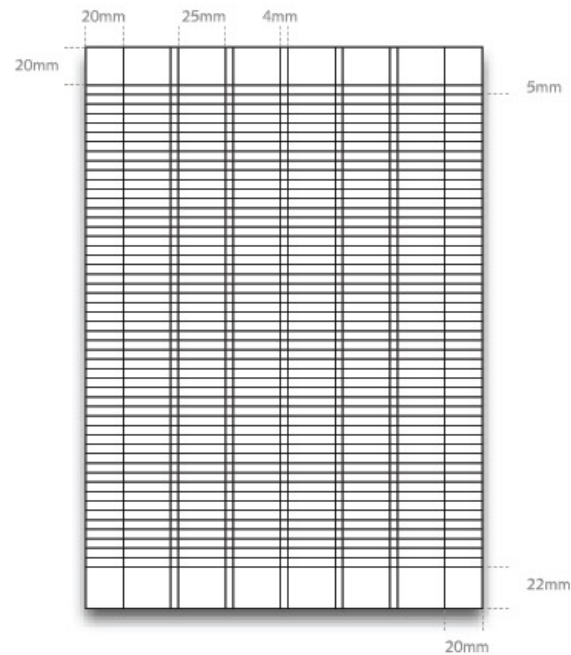


The Advertising Grid

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This is a basic grid showing an example of the recommended usage of design elements.

The grid layout entails the use of a specific percentage of space for design elements that can be adapted and modified for future use in accordance with our marketing department. The graphic device usage in advertising material should not be less than 20% or exceed 40% of the whole space of the advertisement itself.





A4 Portrait Advert

Content

Introduction

Our Brand

Our Logo

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Design Language

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Digital Apps.

Photography

Literature

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Packaging

Signage

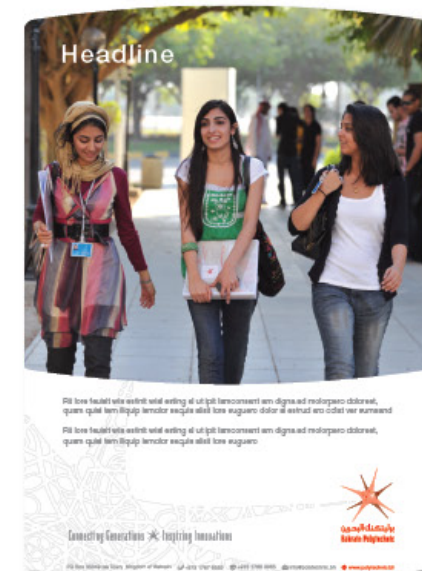
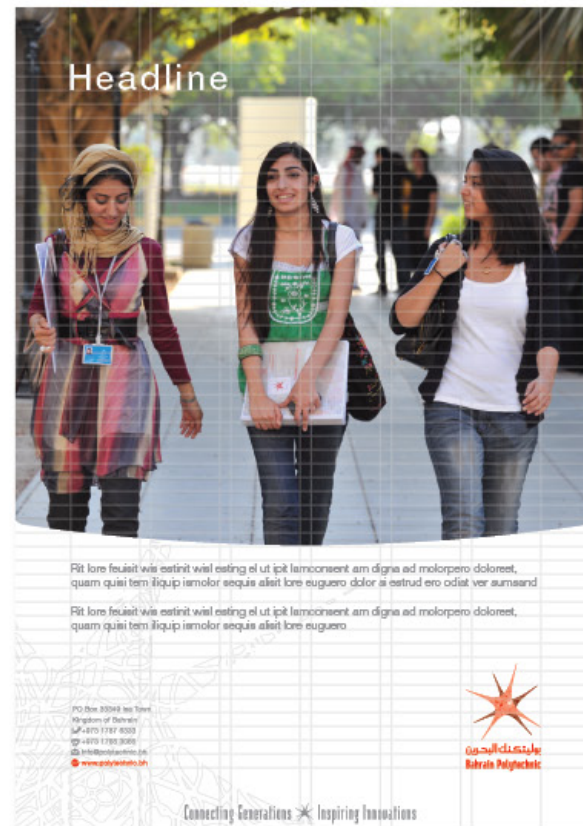
Environment

Promo. Materials

Livery

Here is an example of a basic A4 portrait advert. This advert may be re-sized and adapted as needed in a way that conforms to the publication requirements. The shape and sense achieved here form the standard to which our advertising should conform. Alternate bespoke advertising campaigns that do not conform to these

standards may only be pursued under the supervision of our marketing department. Whenever possible, the advert must be placed within the box to maintain the integral shape of the Polytechnic box, unless it is a full-bleed advert; as shown below.





Full Page Newspaper Advert

Content

Introduction

Our Brand

Our Logo

Brand Colour

Brand Typeface

Design Language

Our Stationery

Digital Apps.

Photography

Literature

Advertising

Packaging

Signage

Environment

Promo. Materials

Livery

The following are examples of creative adverts conforming to the grid standards previously outlined.





Half & Quarter Page Newspaper Advert

Content

Introduction

Our Brand

Our Logo

Brand Colour

Brand Typeface

Design Language

Our Stationery

Digital Apps.

Photography

Literature

Advertising

Packaging

Signage

Environment

Promo. Materials

Livery

The following are additional examples of adverts conforming to the grid guidelines, but in different adaptations and sizes.





Endorsement Portrait Advert

Content

Introduction

Our Brand

Our Logo

Brand Colour

Brand Typeface

Design Language

Our Stationery

Digital Apps.

Photography

Literature

Advertising

Packaging

Signage

Environment

Promo. Materials

Livery

Below is an example of the usage of Polytechnic elements in an endorsement advert.

