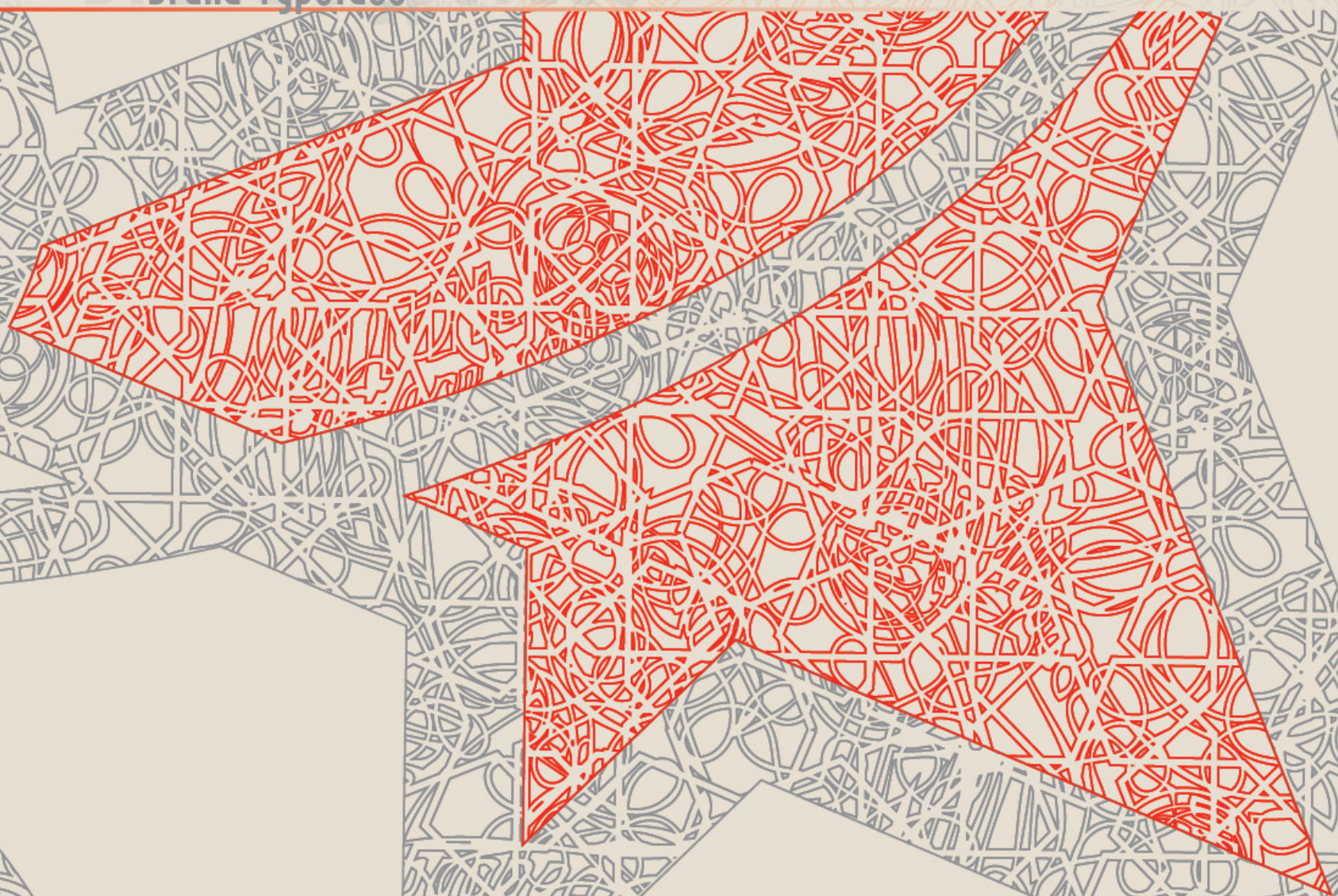


# Brand Typeface







## Our Type

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The typefaces we will be using have been selected for their legibility and simplicity. Our typographic designs should be clear, simple and easy to read and absorb. We will illustrate how to use the typefaces later but for now we will give some basic usage instructions.

Care should be taken in creating a visual balance between these two language-different fonts so that a consistent shape and sense are projected at all times. Please use the fonts provided on the resource CD and do not use any other fonts but the ones specified. The use of the correct specified fonts and colours is the key to building brand recognition and thus they form an important part of the Polytechnic corporate identity.





Below is the Arabic Typeface for all Communications. If the font is not available on Digital PC, then the default font must be used.

آ ب ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ا  
ا ب ت ث ج د ذ ح ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
إ أ ء آ إ ئ ژ ق ا ا ا ا ا ا a b c d e f g h i j k l m n o p q r s t u v w x y z

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
آ ا ر ؤ ج د ذ ح ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
إ أ ع ا م ئ ة آ - = ! ؟ # % ^ \* ( )

آ ب ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
ا ب ت ث ج د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
! @ # \$ % ^ & \* ( )

آ ب ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
ا ب ت ث ج د خ ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي  
! ا ء ع م م ئ ة ا ا ا ا ا ا ا a - = ! % ^ \* ( )



# Arabic Typeface: Sizing & Spacing

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The following font sizes are designed for an assumed A4 page layout. For smaller or bigger applications, such as an A0 poster, re-size proportionally.

خط العناوين المصغرة أو عناوين رسومات بحجم ٦ عادي ومسافة ٧,٢ بين الأسطر

خط العنوان الفرعي لفقرة بحجم ٨ غامق ومسافة ١٠ بين الأسطر

خط الفقرة بحجم ٨ عادي ومسافة ١١ بين الأسطر

خط العنوان الصغير بحجم ١٠ غامق ومسافة ١٢ بين الأسطر

خط العنوان الكبير بحجم ١٤ غامق ومسافة ١٧ بين الأسطر

خط العنوان الأكبر بحجم ٤٠ غامق  
ومسافة ٤٠ بين الأسطر



# Arabic Typeface Usage

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Please refrain from changing the spacing of the font from the agreed principles. We do not require drop caps or indented first lines in our communications but only clear and simple type designs. Below is an example on how to use the typeface provided.

The text should not be justified unless necessary.

Please use this example as a guide to typographic treatment relating to Polytechnic brand. Please note the prescribed fonts for various text within the layout. This is in order to ensure readability at the receiving end.

Graphic design Arabic Typeface usage

GE Flow Bold for headline (22 pt).  
GE Flow Bold for subheads (9 pt) and  
GE GE Flow Regular (9 pt) for body  
copy.

## للعناوين الرئيسية يجب استخدام الخط GE Flow غامقاً

يستخدم الخط GE Flow غامقاً فقط في عناوين الفقرات  
يستخدم الخط GE Flow Regular عادي للفقرات ويجب أن لا يستخدم غامقاً. يستخدم الخط GE Flow Regular عادي للفقرات ويجب أن لا يستخدم غامقاً. يستخدم الخط GE Flow Regular عادي للفقرات ويجب أن لا يستخدم غامقاً. يستخدم الخط GE Flow Regular عادي للفقرات ويجب أن لا يستخدم غامقاً. يستخدم الخط GE Flow Regular عادي للفقرات ويجب أن لا يستخدم غامقاً.



# English Typeface

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The typographic expression of the Polytechnic brand consists of several types of English fonts. The usage varies accordingly in relation to the nature of the content. Some fonts are recommended when there is a need to put emphasis on a certain word, phrase, sentence, titles, subtitles, headings, and quotes only. However, their usage must be regulated, in contrast to the usage of the principal fonts.

Modula Tall Greek

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ + ; ' " £

Modula Tall Greek Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ + ; ' " £

Helvetica Neue (T1) 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ + ; ' " £

Helvetica Neue (T1) 45 Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ + ; ' " £

Helvetica Neue (T1) 55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ + ; ' " £





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This font should be used for external communication used internally within the Polytechnic.

Helvetica Neue ( T1) 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890- =! @#\$%^&\* ( ) \_ + ; ' " , . / : ;  
™ £

Helvetica Neue ( T1) 66 Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890- =! @#\$%^&\* ( ) \_ + ; ' " , . / : ;*  
*™ £*

Helvetica Neue ( T1) 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890- =! @#\$%^&\* ( ) \_ + ; ' " , . / : ;**  
**™ £**

Helvetica Neue ( T1) 85 Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890- =! @#\$%^&\* ( ) \_ + ; ' " , . / : ;**  
**™ £**

Helvetica Neue ( T1) 85 Heavy Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890- =! @#\$%^&\* ( ) \_ + ; ' " , . / : ;***  
***™ £***



# English Typeface: Sizing & Spacing

## English Typeface: Sizing & Spacing

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We have devised certain guidelines for the usage of the previous design fonts with regards to the application of leading between lines of text. Please refer to the examples shown below.

Font size can be modified later on for other usage, according to necessity, after consulting with the marketing team.

Small captions set in 8pt regular weight on 7pt leading

Column subheads set in 9pt (65 Medium) weight on 11pt leading  
Body copy set in 9pt (45 Light) weight on 11pt leading.

Small headlines set in 12pt (45 Light) weight on 15pt leading

Large headlines will be set in 22pt (45 Light) weight on 27pt leading

Largest headline is set in 40pt (45 Light) on 44pt leading

Large headlines will be set in 22pt regular weight on 27pt leading tracking 30

Largest headline is set in 40pt regular on 48pt leading tracking 30





# English Typeface Usage

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ModulaTallGreek and Helvetica Neue are the principal fonts that serve as the main typographical expression of the Polytechnic brand. Helvetica Neue is the most prominently used font in the Polytechnic communication materials. It is used for

page titles and headlines. The Helvetica Neue is the main corporate font and is recommended for use in official correspondence.

Preferred Design usage.

ModulaTallGreekBold Regular for Headline.  
Helvetica Neue (T1) 75 Bold for Subheads  
and Helvetica Neue (T1) 45 Light for body copy.

## Use ModulaTallGreekBold Regular for Headlines

**Use Helvetica Neue (T1) 75 Bold only for small subheads in the body text**

Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text.

Alternate Design usage.

Helvetica Neue (T1) 75 Bold for Headline.  
Helvetica Neue (T1) 75 Bold for Subheads  
and Helvetica Neue (T1) 45 Light for body copy.

## Helvetica Neue (T1) 75 Bold for Headlines

**Use Helvetica Neue (T1) 75 Bold only for small subheads in the body text**

Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text. Use Helvetica Neue (T1) 45 Light only for body text.