

Design Language

The background of the slide is a solid blue color. Overlaid on this are several large, overlapping, semi-transparent geometric shapes. These shapes are filled with a complex, white, line-art pattern that resembles a dense, interlocking geometric or crystalline structure. The shapes are primarily rectangular and triangular, creating a layered, architectural effect. The text 'Design Language' is positioned in the upper left quadrant, partially overlapping one of these patterned shapes.



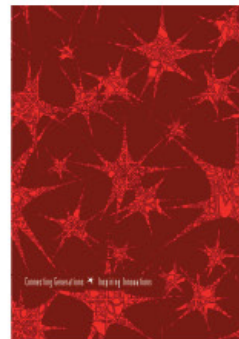
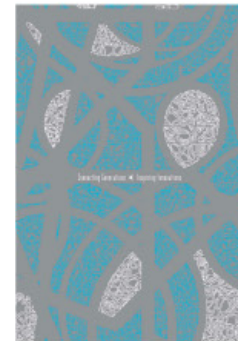
Graphic Device

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We have developed a variety of graphic design patterns that have been derived from the basic attributes of the primary graphic device. The variants consist of extracts from the primary pattern (Refer to Graphic Device Symbolism Section). There are nine (9) different patterns that can be colored in eight (8) different colour combinations.

There are specific colour combinations that should be followed in the application of the Polytechnic graphic device. Only the colours assigned in the combinations below are allowed. A new colour must not be introduced to a specific combination other than those as specified in the diagrams that follow.

New color combinations can be devised in the future, if required.





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Combination 1



Combination 2





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Combination 3



Combination 4





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Combination 5



Combination 6





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Combination 7



Combination 8



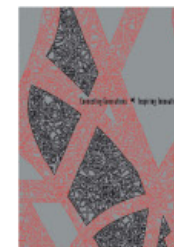
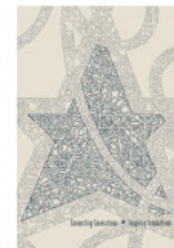


What Not to Do

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The allowed colour combinations for the graphic device are indicated in the colour charts below. It also shows the treatment for the combination, showing which colour should be given more prominence.

Likewise, shown below are some examples violating the prescribed combinations, and which are clearly meant to be avoided.





Our Box

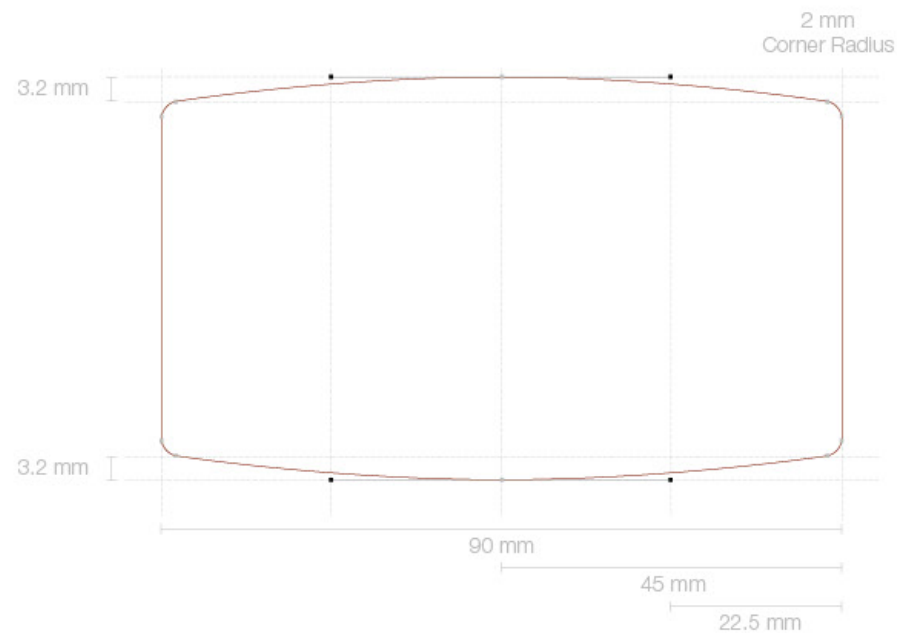
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The box is basically a design element that gives the Polytechnic communication a distinguishing look. However, it also serves other purposes such as: providing a die-cut pattern for a brochure or a flyer, or as a graphic device for overlaying the text. The box is used to give emphasis to particular elements.

The construction of the box is specified through the diagram below:

Box Construction

The box can be edited horizontally, but not vertically. That means that one can increase or decrease the height of the box, and this can be done by moving the points on the horizontal sides of the box simultaneously without altering, stretching or skewing the shape of the curve.





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As a die-cut pattern, the box gives a material a unique shape and a "stand-out" feature.



Business Cards



Complimentary Slip



Print Ad



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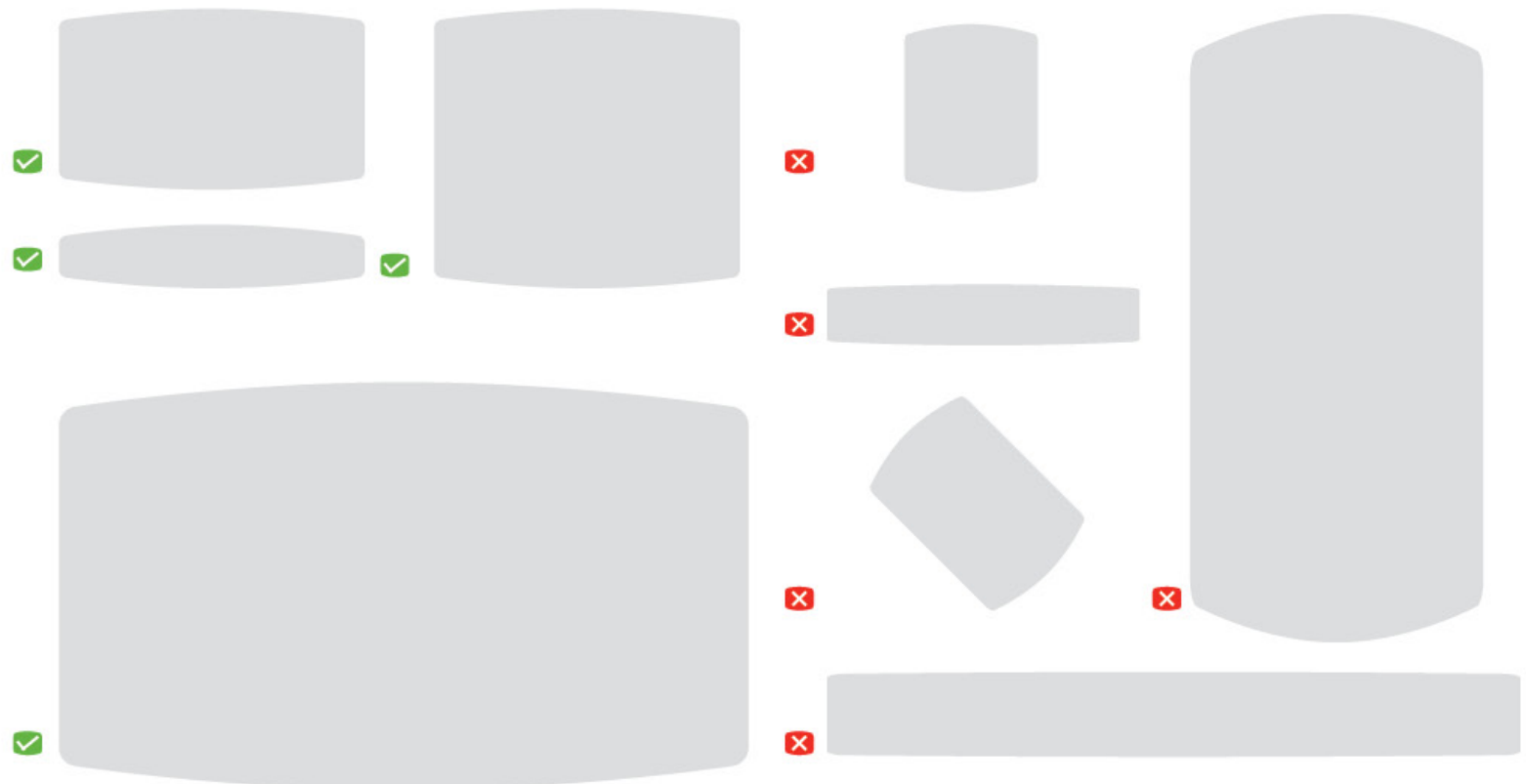
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Below are variations showing how the box can be edited according to the guidelines previously mentioned.

Below are examples of errors which should be avoided when editing the box.

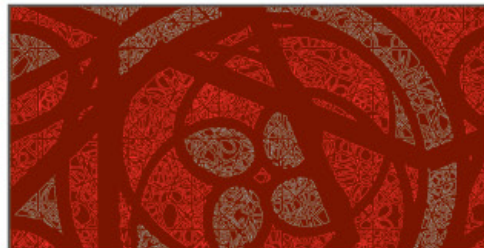
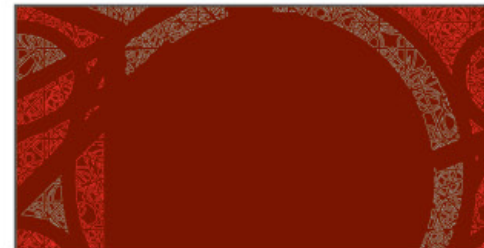




General Design Language Guidelines

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- 1** The standard Polytechnic pattern should be used in full bleed, like an endless Islamic pattern, with no borders, lines, and starting or ending points.
- 2** The pattern may be used in forming a masked braiding around important objects, such as photos or certificates.
- 3** The pattern can be cropped to create space by subtracting full pieces of the motif, but not by cutting crucial elements of the pattern itself.
- 4** Visuals can be placed within the pattern, where the image is cropped in accordance with the pattern's angles and lines.
- 5** The use of red and blue within one page, display or physical perspective should not exceed a total of 30% for both colours, unless the whole page is either red or blue.

1**3****5****2****6**