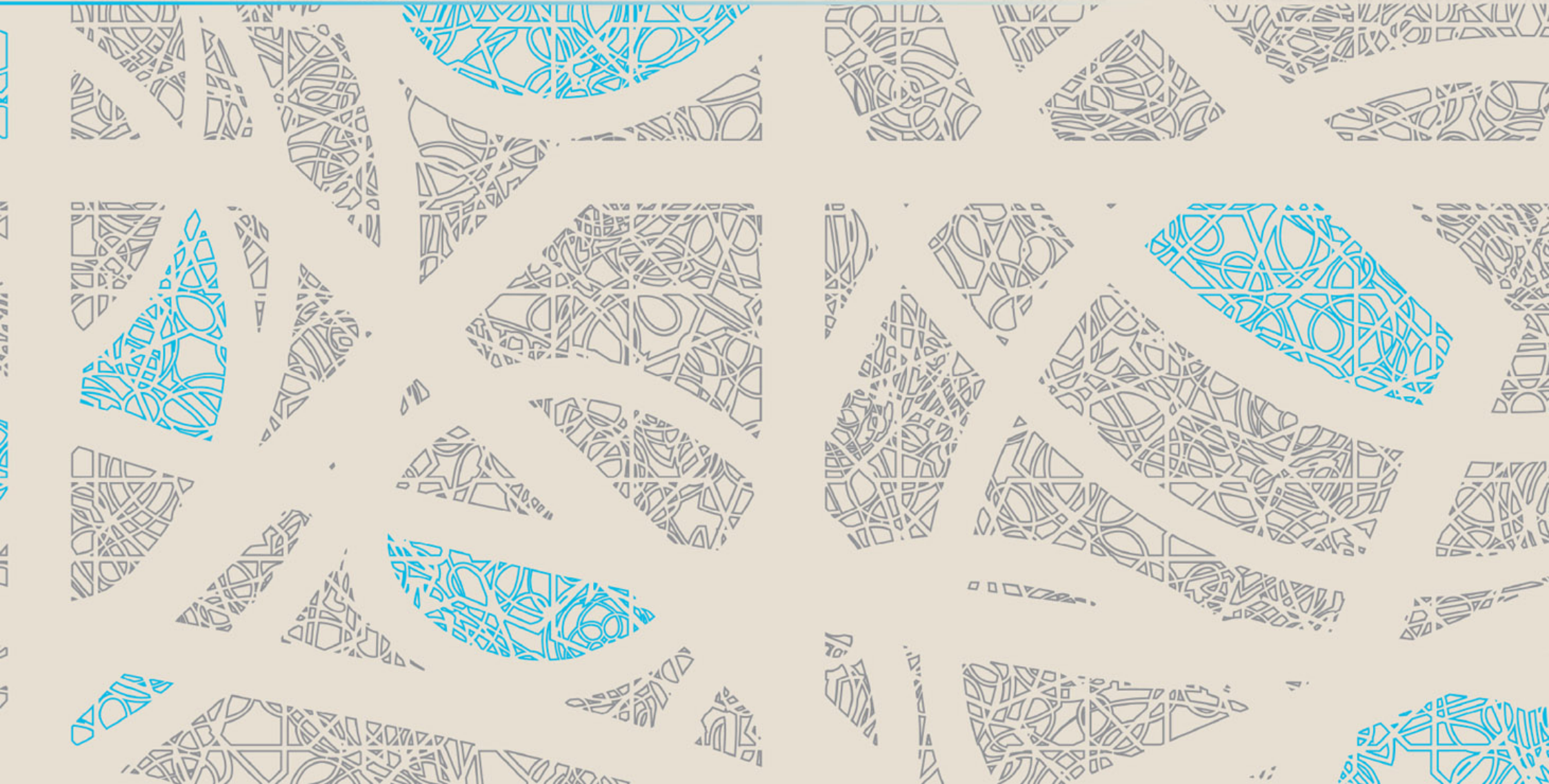


Our Brand





# We Live Our Brand

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*Bahrain Polytechnic is the backbone of Bahrain's education reform, training a generation of professionals to energise the sustainable renaissance of the nation, in congruence with market demands and societal aspirations. Offering a range of practical, work-oriented programmes in business, engineering and other fields, it is powered by an international management and faculty with real world experience: the Polytechnic strives to provide a learning-centred educational experience and environment and a holistic educational philosophy.*

The Bahrain Polytechnic is a world-class polytechnic that aims to equip students with world-class qualifications and capabilities so that they can contribute to national economic development, innovation and international competitiveness. Here, they will be trained to translate knowledge into practice, and practice into experience.

The faculty will comprise of locals and expatriates whose commitment and level of experience pose a sustainable competitive advantage.

Students can gain relevant work experience by working at private sector organisations during the course of their studies, after which they may have the opportunity to be employed by such companies.

Our brand addresses the importance of this, and it is our intent to be clear and precise in communicating where we stand, where we come from... and how we live our brand.

Our brand depicts our way of life. A continuous pursuit of excellence, a constant unravelling of knowledge in a stimulating environment that is exciting, engaging and inspiring.

As such, we made efforts to make experiencing the brand touch points as stimulating as the process of creating it.

Our brand is born of commitment. It plays a critical role under the national education reforms in alignment with the vision of His Highness Shaikh Salman Bin Hamad Al Khalifa, the Crown Prince and Chairman of the Bahrain Economic Development Board (EDB). It is a key initiative within the EDB's National Education Reform Initiative, led by a Project Board chaired by His Excellency Shaikh Mohammed bin Mubarak Al Khalifa.



Education – Bahrain's Future







# Brand Promise

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## To our leadership:

We will be a major contributor to Bahrain's economic, environmental, social and cultural reforms.



His Highness  
Shaikh Khalifa Bin Salman  
Al Khalifa

The Prime Minister of the Kingdom  
of Bahrain



His Majesty  
King Hamad Bin Isa  
Al Khalifa

The King of Bahrain



His Highness  
Shaikh Salman Bin Hamad  
Al Khalifa

The Crown Prince and Chairman of  
the Bahrain Economic Development  
Board

## To our faculty and staff:

We will foster a unique opportunity for all to participate in a world-class success story of educational innovation and add value to the national renaissance and sustainability of Bahrain.



## To our students:

We will create an exciting learning-centred experience, independence, a great social life, a prospering career path and an inspiring opportunity to build the future of the nation.



## To the parents and the community at large:

To educate the pillars of sustainable renaissance of Bahrain and help them become a symbol for national pride.





# Brand Persona

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Imagine our brand as a person. How would he look like? Behave? Build relationships? Communicate?

It is vital that we maintain this persona throughout everything we do, whether it is through the brand, the graphics, employees, students, etc..

Our persona, the sum of our verbal, visual and experiential identities, complements our brand essence.

## Personification attributes:

- Teacher
- Wise Mentor
- Patient
- Dedicated
- Down-To-Earth
- Knowledgeable
- Motivator
- Creative
- Energetic
- Dynamic
- Fun
- Connected With The Real World
- Practical
- Global Citizen
- Respects And Appreciates Bahraini/Arab/Islamic Culture





# Brand Essence

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## “THE NEW BAHRAIN IS YOU”

This bold statement is the core of our brand, it is the brand essence.

The Bahrain Polytechnic students will be knowledgeable, skillful, purposeful and creative. They will build organizations of innovation, and a modern nation that defies the economies of scale. They will inspire the world with spirit and imagination.

Bahrain Polytechnic is cultivating the new Bahraini; the next generation citizens of the Kingdom that have been shaped by a progressive type of holistic education, reflecting the Polytechnic way of thinking.

The educational system transcends the traditional type of education prevalent in Muslim countries wherein the curriculum is highly compartmentalized. The Polytechnic way integrates the system and binds together the natural sciences, social sciences, applied sciences, humanities, and religious sciences. In the process, a student finds vital connections between his community, the natural world and his spiritual values.

This foundation of innovative education is vitally important to the quality of life of Bahraini citizens in the years ahead. The new Bahraini will be the key in determining the Kingdom's social, cultural and economic future.

# The New Bahrain is YOU



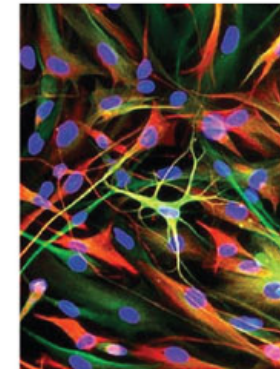




# Brand Symbolism

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بوليتكنك البحرين  
Bahrain Polytechnic



## The "Neurostar"

The logo graphically communicates the nature of our brand. It has been coined the "neurostar", a merging of two impressions, a brain neuron and a star.

In general, the "neurostar", with its rays outstretched and pointed outwards, conveys the idea of "connecting" or "linking up" within a network.

The impression also suggests "reaching out", transcending limits, or going beyond the boundaries.

## The Neuron

The predominant logo icon is a neuron, the building blocks of the brain. It immediately suggests intelligence, creativity, judgment and reasoning.

A neuron is likened to a Bahraini individual, specifically a Bahrain Polytechnic student. A single individual in the emerging class of new Bahrainis—a new generation of Bahraini citizens that have been raised and educated in the era of Bahrain's education reform.

They will comprise the core of the new intelligentsia in the Kingdom—competitive, highly qualified and world-class. The "new Bahrainis" who are poised to fill up the gap in the market, who will provide the Kingdom with the knowledge and expertise it needs to secure its position as one of the Gulf's leading economies. They will be the energising change agents at the very nucleus of the Kingdom's economic development.

The neuron is animated by a rich texture, lending a local flavour to the icon, a distinctive Bahraini dimension, a symbol of the Bahraini connecting to his or her heritage and history.

It comprises of two layers which lends the overall a depth of imagination and meaning that suits its cerebral perspective.

## The Star

The icon presents a dual image. It also gives the impression of a star. A celestial body in the universe of greater possibilities. A statement of hope, wherein the individual can exceed himself, shine forth and make drastic leaps towards a brighter future.



# Graphic Device Symbolism

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Upon close scrutiny, three layers of design patterns from various influences will be distinguishable in the icon's texture; Dilmun, Islamic and Medieval.

All elements pertain to the dominant influences that defined and shaped the Bahraini culture.

The merging of the design influences creates a Modern Bahrain Motif, the Primary Pattern used in the logo and graphic device, which symbolizes the unique cultural mix that characterizes the Kingdom's populace. Likewise, it illustrates the

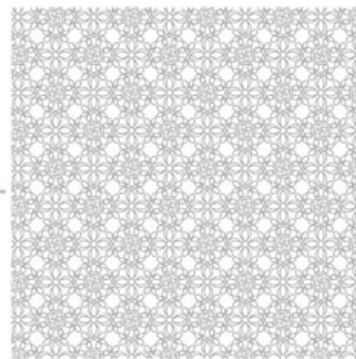
connections between the generations of people and civilisations that coexisted and prospered in Bahrain.

Woven on top of each other, these individual designs have created a resulting pattern that is fresh, unique and distinctive. Traits that we can liken to the nature of our brand.

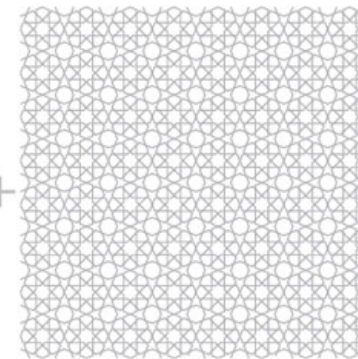
A fitting impression in Bahrain Polytechnic's vision of innovation, a welcome view in Bahrain's landscape of change.



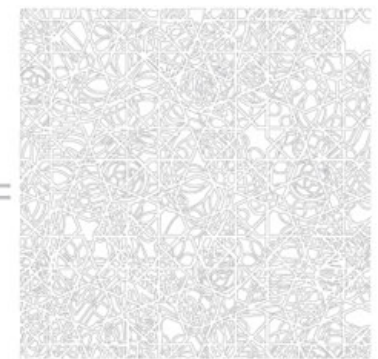
Dilmun Motif



Medieval Motif



Islamic Motif



Modern Bahrain Motif





# Graphic Device Symbolism

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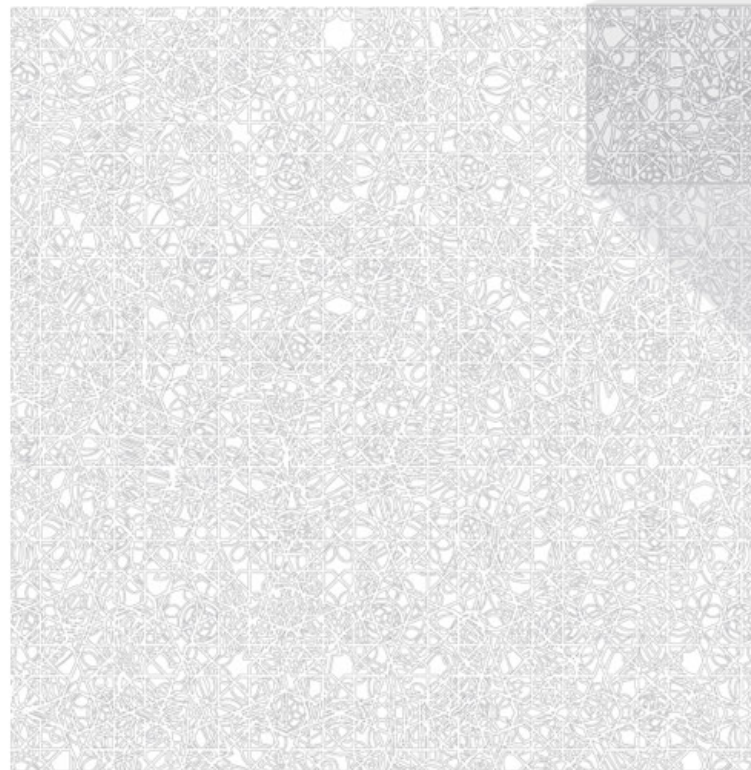
Signage

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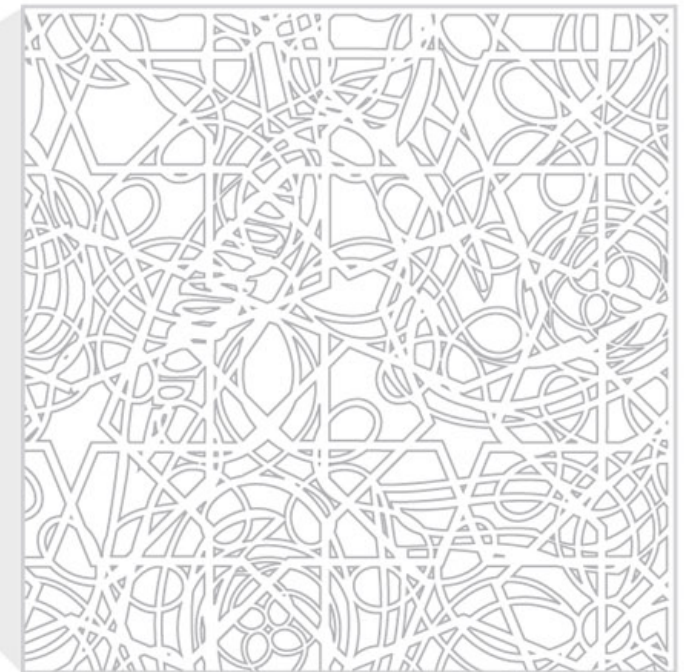
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**Primary Brand Pattern: A merging of design influences**



Graphic Device palette



On close-up





## Slogan

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The slogan "Connecting Generations. Inspiring Innovations." brings together all the elements of the brand strategy and identity. It works well with the logo because it communicates an inter-generational connection. Students will learn and develop themselves through mentors, who will guide them through the educational process. They will be regarded as the new 'stars' of Bahrain.

The Bahrain Polytechnic is not an abrupt change to Bahrain. It is a bridge that connects Bahrain's history to its future from the roots up.

تواصل للأجيال ✨ إلهام للإبداع

Connecting Generations ✨ Inspiring Innovations



## Tone of Voice

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The Bahrain Polytechnic brand voice should be dictated by our core values, encapsulated in our brand essence, "The New Bahrain is You."

It communicates in an inspiring and optimistic spirit. It is assuring, projects the right image, and speaks in the language of an educator — authoritative, respectable and yet warm and approachable.

Via this tone, it addresses the needs of students. It echoes their sentiments—their voice, their aspirations and their youthful optimism. It stimulates, encourages and inspires.

Such core values when communicated in our materials, can be a vital tool to elicit interest and enthusiasm towards Bahrain Polytechnic.







# Writing Bahrain Polytechnic

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## Writing Bahrain Polytechnic

Our official name is **Bahrain Polytechnic**. But using variations such as "**The Polytechnic**", "**Polytech**" or "**Bahrain Polytech**" are acceptable.

Never use the initials "**BP**" or the short name, "**Poly**".

Bahrain Polytechnic should always be written in title case, with the first letters of the words, "**Bahrain**" and "**Polytechnic**" written in capital letters and their respective succeeding letters written in lowercase. It is not acceptable to use all caps or full lowercase.

Bahrain Polytechnic is used in news releases, feature articles, publications and on the Web. "**Polytech**" is acceptable after a first reference to "**Bahrain Polytech**," but it should not be used repeatedly or solely. "**Polytechnic**", "**Polytech**" or "**Bahrain Polytech**" are acceptable only in limited, informal situations, such as a news headline where space is tight. Do not use "**Polytechnic**" or "**Polytech**" or "**Bahrain Polytech**" in body copy, in titles of publications, on signs, or in any formal publication.

## Usage Examples

This is an example to illustrate Bahrain Polytechnic being written correctly.

These are examples to illustrate Bahrain Polytechnic being written incorrectly.



These are examples to illustrate **Bahrain Polytechnic** being written correctly.



These are examples to illustrate **Bahrain polytechnic** being written incorrectly.



These are examples to illustrate **The Polytech** being written correctly.



These are examples to illustrate **BP** being written incorrectly.



These are examples to illustrate **The Polytechnic** being written correctly.



These are examples to illustrate **Poly** being written incorrectly.



# Brand Photography

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Bahrain Polytechnic is fresh and colourful. Therefore, it is essential that these aspects be utilized in any photography undertaken for the purposes of advertising, publishing, PR, etc..

At the centre of most of our images is the new generation of Bahraini students. With their bright intelligent eyes, happy friendly smiles, casual creative fashion and cool university gear. They are study pals who respect each other and have fun while learning. It is also important to always strike a balance in portraying various influences of Bahraini tradition, religion and ethnicity. The subjects' clothing should reflect, or at least compliment, the Bahrain Polytechnic colours in order to make the images unified and not stray from the pivotal point.

The photographs of the staff and faculty should reflect the diversification of the team through their emphasis on the Bahraini and foreign elements. One must, however, take excessive care not to emphasise the foreign element to the point of dominance. Diversity is key.

In general, the subject of the image under consideration should reflect the values and ideals of the Polytechnic. The mood should be fun, educational, jovial and focused on implementing the Polytechnic's code of conduct down to its smallest nuances.

The lighting should be bright, airy and reflective of expansive surroundings, giving the viewer a sense of well-being and the impression of space and life.

The use of silhouettes (example: Polytechnic Launch Advertising Campaign) is also permitted in order to give the images more depth and character.

