

Our Logo





Communicating Our Logo

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The Bahrain Polytechnic logo is the most important element of our brand identity. It is the main visual representation of our brand and it will be present in all of our communication materials. Its manner of presentation will leave an impression on its viewer, and how well we present it will contribute significantly to effective communication.

The Icon

The image of a neuron is the main visual accent in the logo design. It also suggests an image of a star with its pointed rays. The symbol aptly conveys the core values of Bahrain Polytechnic as a centre of education.

Color

The color application presents two variations of red, in Pantones 483C and 485C. It is a suitable shade for the neuron and a star-- bold, forceful and stimulating. As a design element, it is highly attractive and very eye-catching.

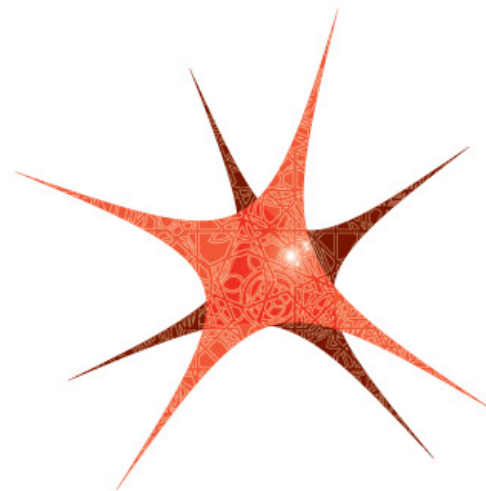
The Wordmark

The wordmark should always be rendered in English and Arabic.

Legibility is a major consideration in the choice of font. The English typeface is ModulaTatGreek, which is legible and design-flexible. It is also simple, slim and stylish. On the other hand, the Arabic font is GE Flow (modified). It has neat and flowing strokes and is also quite legible.

Pattern

Multiple layers of patterns create an exquisite design that gives a unique character and flavour to the rendition. The pattern is overlaid on both layers of the icon. The layer on the foreground is transparent where it overlaps with the layer on the background. This makes the minute details of the logo pattern still visible even at reduced sizes.



بوليتكنك البحرين
Bahrain Polytechnic

Main Logo



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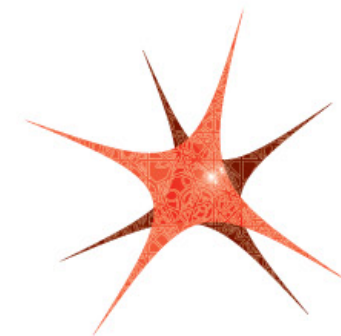
Variations

Shown here are three other variations of the logo.
There is an appropriate variation for particular dimensions and sizes of communication materials.



Bahrain Polytechnic بوليتكنك البحرين

Variation 1



بوليتكنك البحرين
Bahrain Polytechnic

Variation 2

Bahrain Polytechnic



بوليتكنك البحرين

Variation 3



Main Logo: Construction and Alignment

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Construction Elements

There are three main elements in the logo. The icon, and the wordmarks in English and Arabic.

Alignment

The brand signature is constructed as per the illustration below.

The horizontal and vertical measurements of the icon are equal. At the same time, the type width is consistent in the English and Arabic wordmarks.

The spacing between the elements: icon, English and Arabic wordmarks are equal to the height of the capital "B" in the English wordmark.



Logo Construction Elements



Logo Alignment



Clear Space and Minimal Size

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The clear space is equal to the horizontal length of the word, "Bahrain" in the English wordmark.

The clear space is not required simply for aesthetic purposes alone, but strategically, it puts emphasis on the elements within and adjacent to the space.

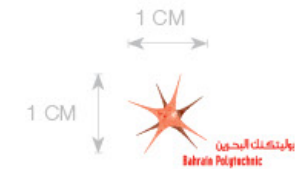
The clear space indicated below is highly recommended unless the application poses limitations, e.g., business cards and miniature gift items.



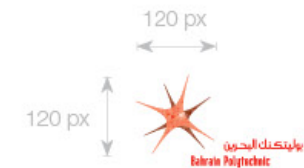
Logo Clear Space

Minimum size must be strictly followed. Reduction of logo size according to specifications will ensure that the important details in the logo will remain visible. However, the patterns on the logo need not be very clear when the logo size is reduced, what is important is that the "sense of texture" texture is still discernible.

For print media, the minimal size of the logo icon is 1 centimeter. For electronic media, the minimal size is 120 pixels.



Print Media Minimal Size



Electronic Media



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The logo is constructed as per the illustration below. No other version is permissible. You should not adjust the form, skew and reposition elements, or stretch the dimensions of the logo. Nor should you make any variations of the logo.





Logo Variation 1: Construction and Alignment

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Construction Elements

There are three main elements in the logo. The icon, and the wordmarks in English and Arabic.

Alignment

The brand signature is constructed as per the illustration below.

In this version, the wordmarks in English and Arabic are aligned horizontally. The icon is placed at the center of both wordmarks.

The entire horizontal span of the icon is equal to the length of the word, "Polytechnic" in the English wordmark.



Logo Construction Elements



Logo Alignment



Clear Space and Size Proportions

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The clear space is equal to the horizontal length of the word, "Bahrain" in the English wordmark.

The clear space is required not simply for aesthetic purposes, but strategically, it puts emphasis on the elements within and adjacent to the space.

The icon is scalable and can be adjusted to a minimum size that's equal to the length of the word, "Bahrain" in the English wordmark.

The icon can also be adjusted to a maximum size that's equal to double the length of the word, "Polytechnic" in the English wordmark.



Minimum Proportion



Logo Clear Space



Maximum Proportion



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✓ Bahrain Polytechnic بوليتكنك البحرين



✗ Bahrain Polytechnic بوليتكنك البحرين

بوليتكنك البحرين



✗ Bahrain Polytechnic



✗ Bahrain Polytechnic بوليتكنك البحرين

بوليتكنك البحرين



✗ Bahrain Polytechnic



Logo Variation 2: Construction and Alignment

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Construction Elements

There are three main elements in the logo: the icon, the wordmarks in English and the wordmarks in Arabic.

Alignment

The brand signature is constructed as per the illustration below.

In this version, the wordmarks in English and Arabic are justified against the icon. Thus, the horizontal span of all three elements: Icon, English and Arabic wordmarks are equal.

The icon is placed on top of the wordmarks.





Clear Space and Minimal Size

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The clear space is equal to the horizontal length of the word, "Bahrain" in the English wordmark.

The clear space is not simply required for aesthetic purposes alone, but strategically, it emphasises the elements within and adjacent to the space.

For print media, the minimal size of the logo icon is 1 centimeter. For electronic media, the minimal size is 120 pixels.

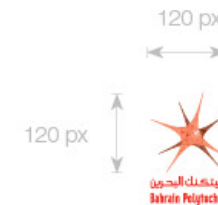
However, the patterns on the logo need not be very clear when the logo size is reduced, what is important is that the "sense of texture" texture is still discernible.



Print Media Minimal Size



Logo Clear Space



Electronic Media



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بوليتكنك البحرين
✓ Bahrain Polytechnic



Bahrain Polytechnic
بوليتكنك البحرين

بوليتكنك البحرين



Bahrain Polytechnic

Bahrain Polytechnic



بوليتكنك البحرين



بوليتكنك البحرين
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Logo Variation 3: Construction and Alignment

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Construction Elements

There are three main elements in the logo: the icon, and the wordmarks in English and Arabic.

Alignment

The brand signature is constructed as per the illustration below.

In this version, the wordmarks in English and Arabic are horizontally placed on opposite sides of the icon.

The distance between the icon and the wordmarks in both English and Arabic is equal to the width of the capital letter, "B" in the English wordmark.

The horizontal length of the icon is equal to half the size of the horizontal length of either English or Arabic wordmark.

Bahrain Polytechnic

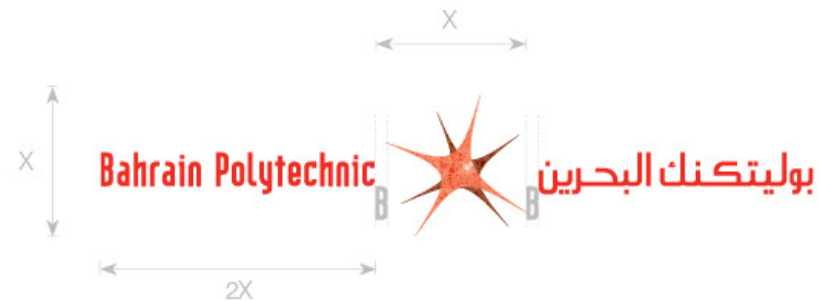


بوليتكنك البحرين

English type treatment

The Logo Icon

Arabic type treatment





Clear Space and Size Proportions

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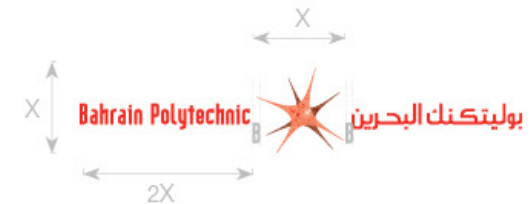
Livery

The clear space is equal to the horizontal length of the word, "Bahrain" in the English wordmark.

The clear space is required not simply for aesthetic purposes, but strategically, it puts emphasis on the elements within and adjacent to the space.

The icon is scalable and can be adjusted to a minimum size that's equal to the half the size of the horizontal length of the word, "Bahrain Polytechnic" in the English wordmark.

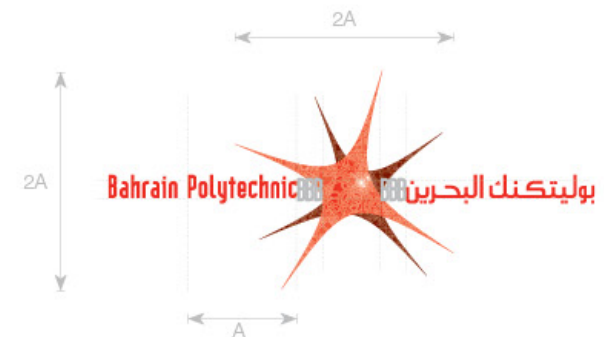
The icon can also be adjusted to a maximum size that's equal to double the length of the word, "Polytechnic" in the English wordmark. However, the icon is positioned from both wordmarks at a distance equal to three times the width of the letter "B" in the English wordmark.



Minimum Scale



Logo Clear Space



Maximum Scale



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بوليتكنك البحرين



Bahrain Polytechnic



بوليتكنك البحرين



بوليتكنك البحرين
Bahrain Polytechnic



Bahrain Polytechnic



بوليتكنك البحرين



بوليتكنك البحرين

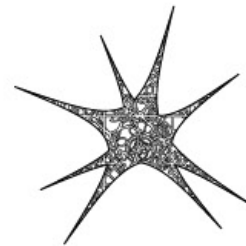
Bahrain Polytechnic



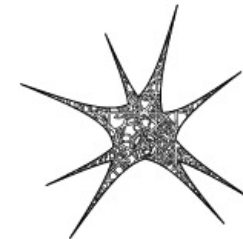
Monochrome Logos

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The logo can be rendered in a single color. Colors can be any one of the recommended brand colors (see Brand Colors).
The monochrome logo is used in instances wherein the design simply requires single color prints; or when the budget allocation for printing is limited.



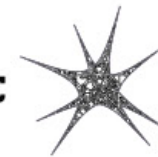
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