

Bahrain Polytechnic's Brand Guidelines

(Short version)



The Brandmark

Primary Brandmark

The Brandmark

Our brandmark is at the centre of our successful visual identity.

Bahrain Polytechnic consists of four main components that represent the educational journey, learning curve, technical skills and the routes taken by students. Complimented by a dual language logotype as its main brandmark. This device must be used consistently and with integrity at all times. It must not be altered in any way whatsoever, and the guidelines given here as to its use should be carefully followed.



The Brandmark

Primary Brandmark

Visual Rationale

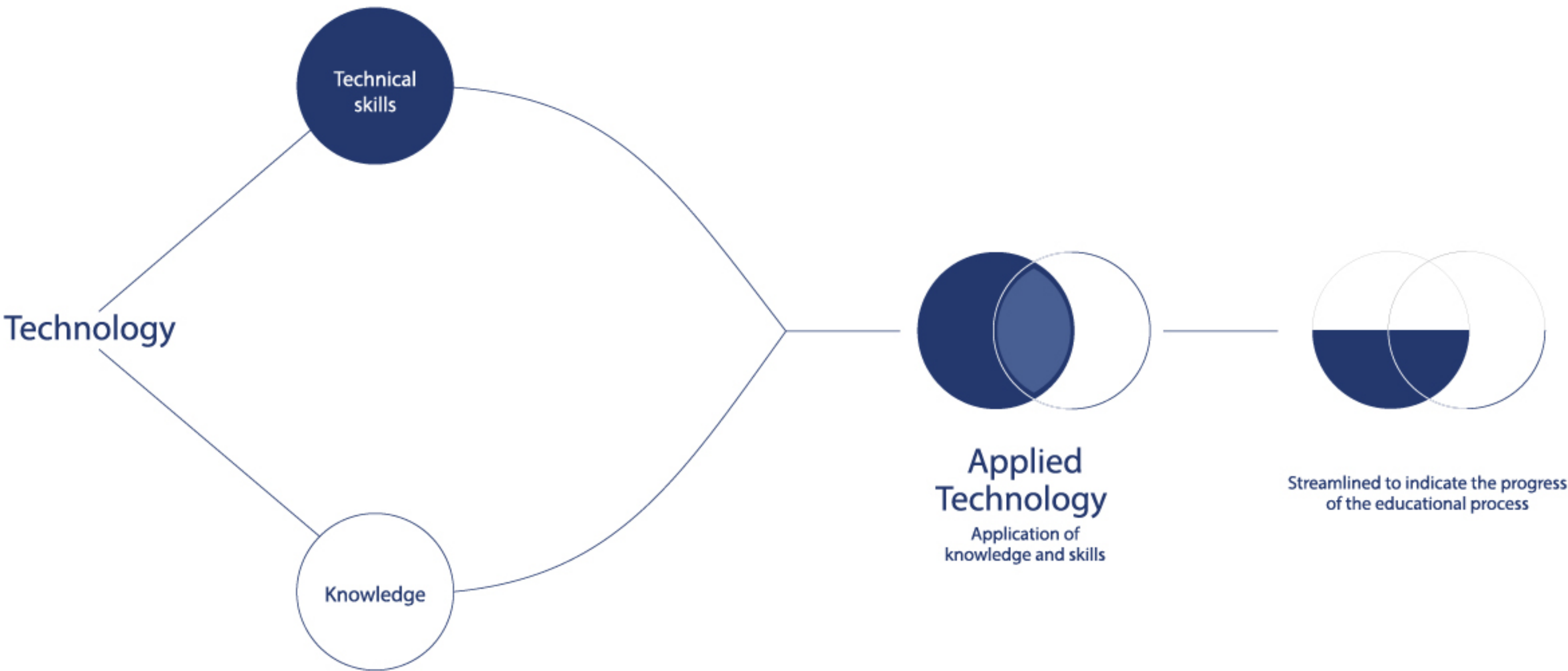
What does it mean?

Applied Technology is the meeting point of technical skills and knowledge, in creating our identity we used these overlapping spheres and streamlined it into semicircles creating the shield of knowledge.

The flare reflected in the centre of the shield showcases the vibrant and dynamic spirit of our students.

By putting technological theories into practice, an environment can be brought to life.

This environment promotes the nurturing, empowerment, and preparation of students for the future.



The Brandmark

Primary Brandmark

The 3 main components of the Brandmark

1. The Path:

Indicates the routes taken by students

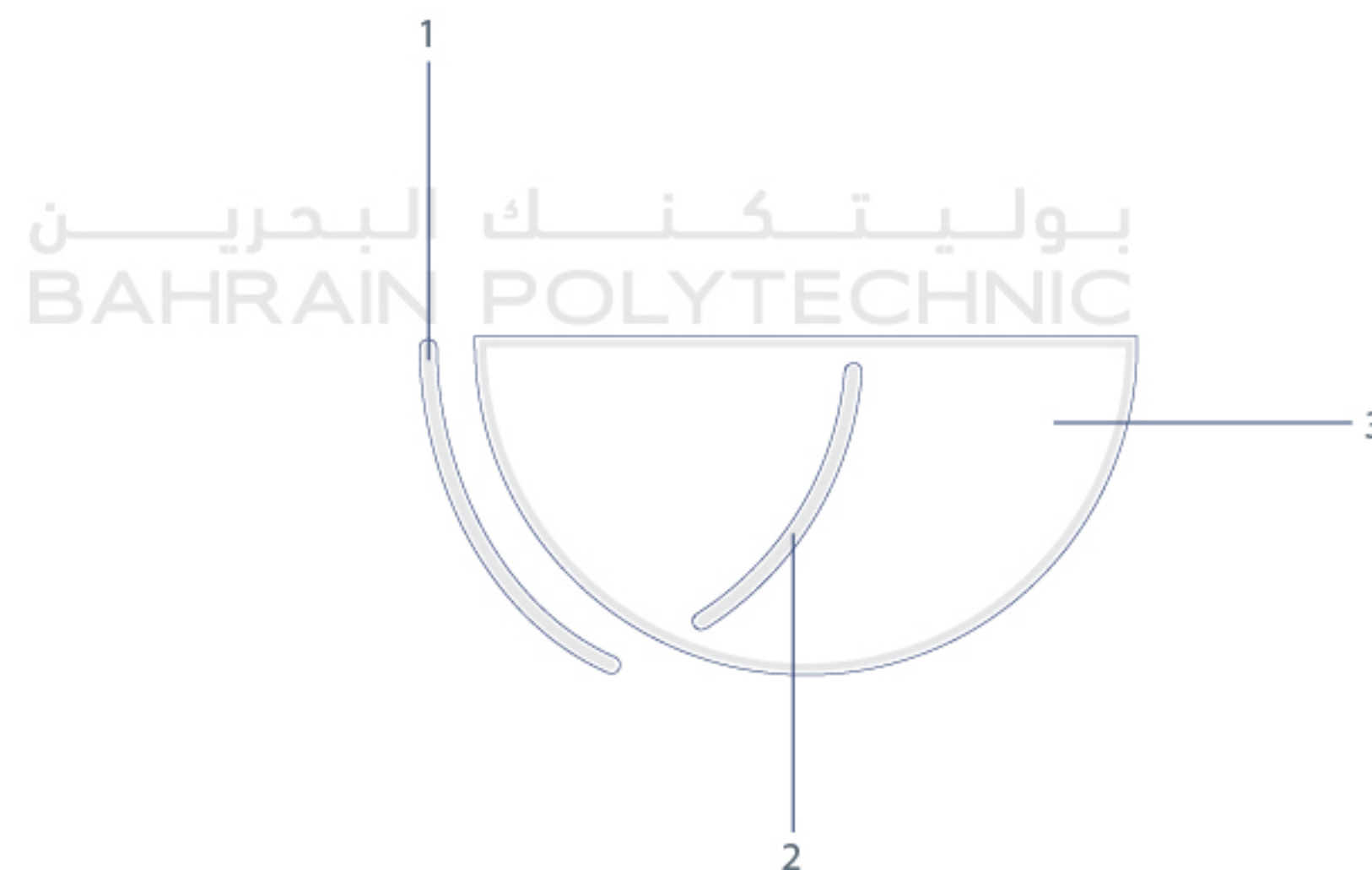
2. The Curve:

Indicates the learning curve.

3. The Shield:

Indicate applied Educational that offers defence of knowledge, this symbolizes the institution's role in safeguarding knowledge, upholding to its promise by shielding its community.

The outer more radiant shield projects personal trustworthiness, Wisdom and sense of personal achievement.



The Brandmark

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The illustration shown below is the preferred Brandmarks shown in the main languages using all the branding colours. This style of Brandmark should be used on all applications in the acceptable colour ways shown in this manual.



Primary Brandmark Bilingual

The term "Brandmark", used throughout this manual, refers to the construction shown on these pages. It should be used in all applications of the branding unless otherwise specified.

The Brandmark

Primary Brandmark

The Bahrain Polytechnic Brandmark can be used in a number of colour ways. These have been carefully considered and each colour way is specific to certain applications.



Single colour



Key-line logo

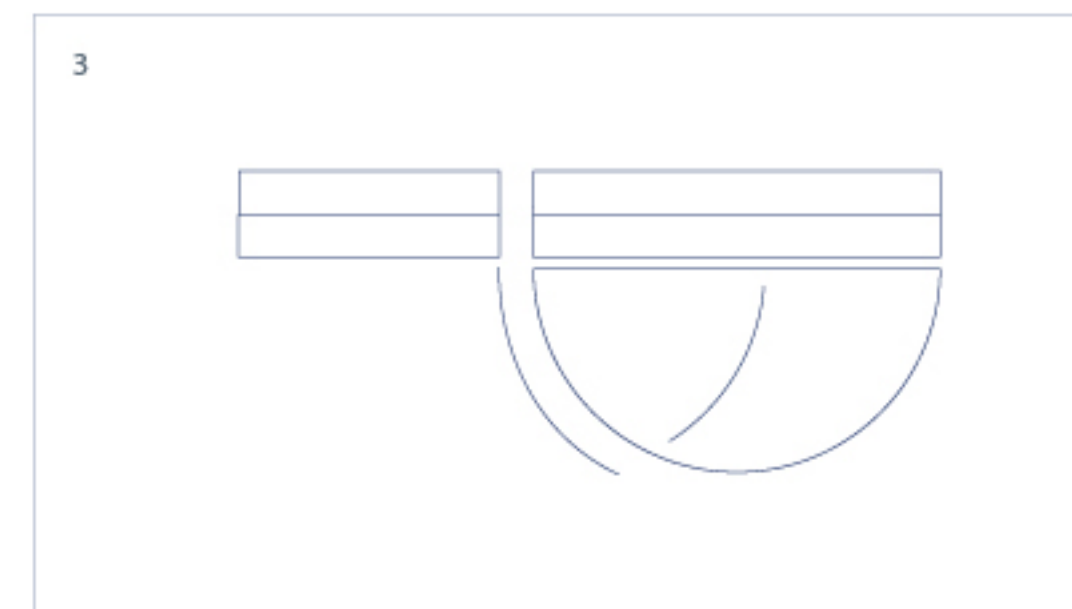
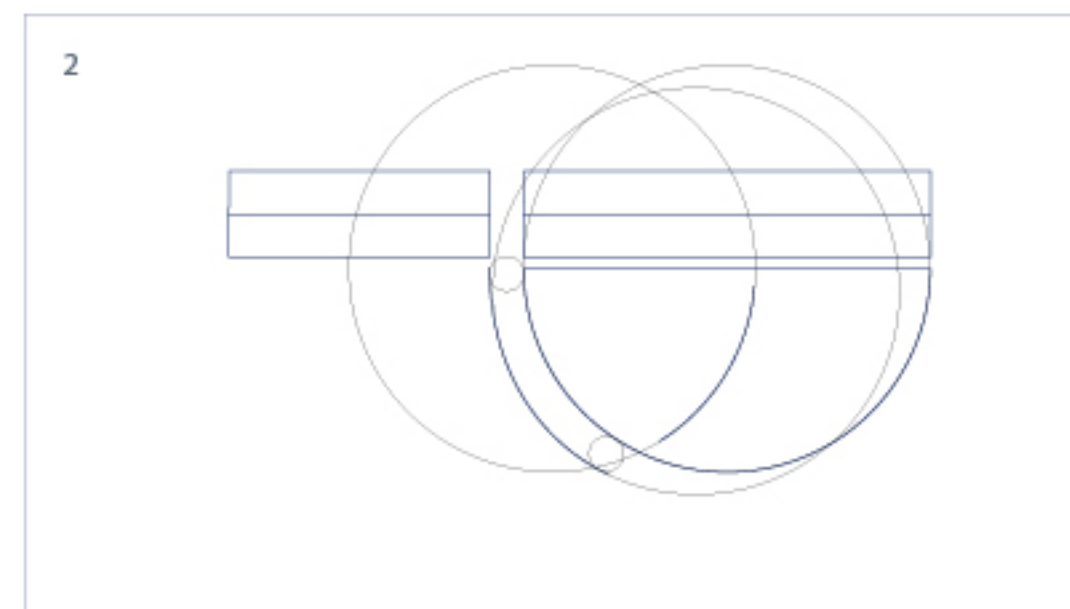
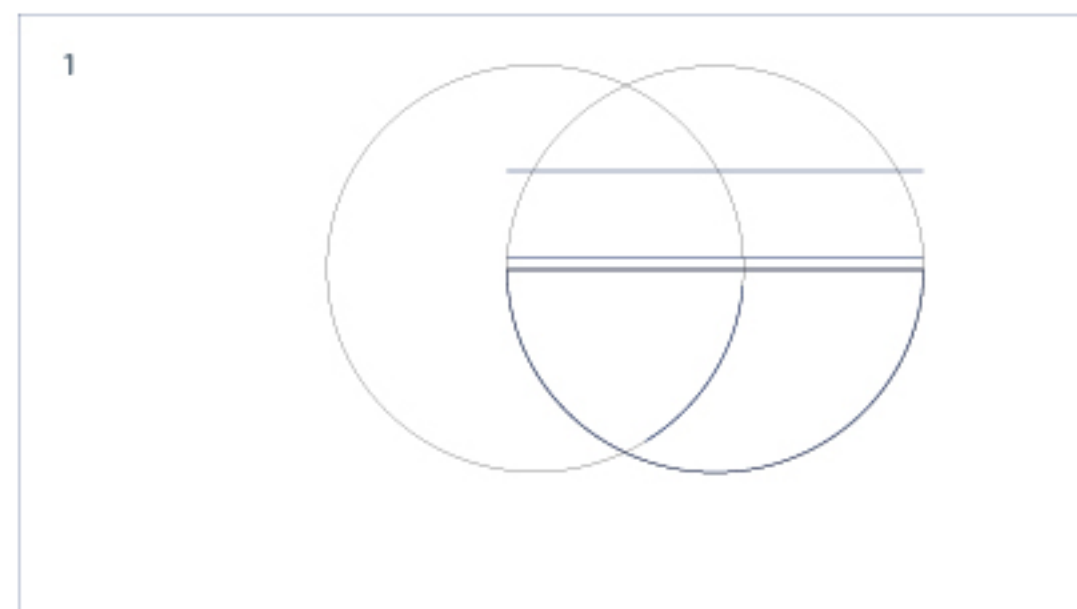


White out logo

The Brandmark

Construction of our Brandmark

The illustrations below show the construction of the brand mark from ground up. The purpose of these diagrams is to demonstrate the main elements of the brand, how they are put together and the way the clear zone is generated.



The Brandmark

Distancing and sizing of our Brandmark

The purpose of the Bahrain Polytechnic brandmark is to clearly brand all applications of Bahrain Polytechnic’s identity for easy recognition and identification. We’ve defined a clear zone that prevents other graphic elements from interfering with the brandmark.

The clear zone guidelines have been devised to make sure that the brandmark is always placed clear of other graphics, elements, texts and photography. It is important to observe these rules to ensure clear, consistent and high quality brand communication

Clear space

The minimum distance between our Brandmark and any other visual element in its immediate surroundings should be equal to twice the size of the elements of the Brandmark Icon (X).

Minimum Size

Because of reproduction quality it is recommended that the complete Brandmark, as illustrated on these pages, should not be reproduced less than 25mm/17mm overall width in print (illustrated above) and 80px/55px width in digital applications.



01.1 The Brandmark

Distancing and sizing of our Brandmark

Do not place the brandmark on busy background images where it conflicts with the image. Always adhere to our clear space principles by placing the brandmark on a clean, uncluttered part of an image as shown here. This will ensure clear visibility of the brandmark. Use the clear zone to keep detail well away from the brandmark.

In the illustration, the left brandmark position is good. The right version is not acceptable as the Arabic and English lettering are not clear and legible as it is 'fighting' with the background.



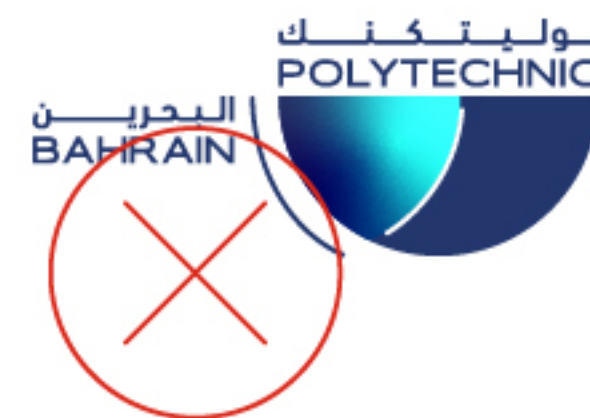
Incorrect Usage of our Brandmark

How not to use our Brandmark

The shape, style and proportion of the Bahrain Polytechnic Brandmark should be retained at all times, so that the brand is consistently applied.



Don't change spacing between elements



Don't change size of elements



Don't stretch or extend elements



Don't change the colours of the Brandmark



Don't rearrange colours of the Brandmark



Don't rearrange elements of the Brandmark



Don't rotate the Brandmark



Don't warp or distort the elements



Don't cartridge the Brandmark

Brand Colour Palette

What colours to use

Primary colour palette

Primary colour palette derives from the Bahrain Polytechnic Brandmark and it is main colour scheme for all brand elements.



PANTONE 295 C
Print – C100 M70 Y8 K54
Screen – R36 G56 B110
Hex - # 002c5b



PANTONE 317 C
Print – C45 M0 Y11 K0
Screen – R38 G255 B245
Hex - 26fff5



White



PANTONE 431 C
Print – C45 M25 Y16 K59
Screen – R94 G106 B113
Hex - 586775

Nunito Sans

The Nunito Sans family of typefaces are the preferred fonts to be used all copy in English.

Aa Bb Cc

Nunito Sans - Light

The quick brown fox jumps over the lazy dog
 ABCDEFGHIJKLMNOPQRSTV...
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&*()

Nunito Sans - Regular

The quick brown fox jumps over the lazy dog
 ABCDEFGHIJKLMNOPQRSTV...
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&*()

Nunito Sans - Semibold

The quick brown fox jumps over the lazy dog
 ABCDEFGHIJKLMNOPQRSTV...
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&*()

Nunito Sans - Bold

The quick brown fox jumps over the lazy dog
 ABCDEFGHIJKLMNOPQRSTV...
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&*()

Examples

About Bahrain Polytechnic

Bahrain Polytechnic has been established by the Bahrain Government to address the need for a skilled Bahraini Labour force, with the aim of supporting economic growth and diversification.

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Leading, kerning, and tracking:

When working with typography and type layout, it is recommended to use the default settings for the brand fonts.

Din Next LT

The DIN Next LT Arabic family of typefaces are the preferred fonts to be used all copy in Arabic.

أ ب ج د

DIN Next LT Arabic - light

الخط الجميل حيلة الكاتب

ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث
ي ه و ن م ل ك % () < > ؟ !

DIN Next LT Arabic - Medium

الخط الجميل حيلة الكاتب

ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث
ي ه و ن م ل ك % () < > ؟ !

DIN Next LT Arabic - Regular

الخط الجميل حيلة الكاتب

ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث
ي ه و ن م ل ك % () < > ؟ !

DIN Next LT Arabic - Bold

الخط الجميل حيلة الكاتب

ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث
ي ه و ن م ل ك % () < > ؟ !

Examples

عن بوليتكنك البحرين

تأسست كلية البحرين التقنية (بوليتكنك البحرين) بموجب مرسوم ملكي صادر في 2008 ، لتلبي الحاجة إلى قوة عاملة بحرينية مؤهلة؛ وذلك بغرض دعم النمو والتنوع الاقتصادي في البلاد. وتزود البوليتكنك طلبتها بالمؤهلات الفنية والمهنية والتطبيقية والمهارات اللازمة لتحقيق ذلك. ومن ثم يتخرج الطلبة مؤهلين للعمل أكفاء وعلى دراية بما يُرتجى منهم في عالم الأعمال، ولهم القدرة على يلوغ طاقاتهم الكامنة إلى أقصاها.

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Leading, kerning, and tracking:

When working with typography and type layout, it is recommended to use the default settings for the brand fonts.

Our Tone of voice

Our tone

Our tone of voice defines the way in which we write and speak, based on the following core elements to accurately convey our brand personality.

Friendly and collaborative

Stimulating and positive

Innovative and futuristic

Detailed , yet uncomplicated.

Before

How to contact us.

For queries and help, you can email us on info@polytechnic.bh or call us on the following numbers xxxxx, xxxxx.



After

(Tone of voice principles applied)

Join the conversation.
If you need help or have any questions, we would love to hear from you.

Just email us on info@polytechnic.bh or call xxxxx, xxxxx.

Before

Enrol at Bahrain Polytechnic today!

At Bahrain Polytechnic, we value every member of our team. We are always on the lookout for talented young Bahrainis to join us.

Enrol today visit: polytechnic.bh.



After

(Tone of voice principles applied)

Let's connect for a successful future

Enrol at Bahrain Polytechnic and be part of the prosperous future of Bahrain. We are committed to prepare talented young Bahrainis for a successful future to fulfil their potential.

Start your journey with us by sending your CV to careers@polytechnic.bh.

Before

Making Bahrain more technical.

We aim to make higher education more engaging and more efficient. To that end, we strive to be always at the forefront of technology and innovation.



After

(Tone of voice principles applied)

Shaping the tech future of Bahrain.

Our goal is to make higher education relevant,easier and inclusive. We want to give students the ability to innovate seamlessly, and create positive connections.

Our Tone of voice

Our tone

Our tone of voice defines the way in which we write and speak, based on the following core elements to accurately convey our brand personality.

Friendly and collaborative

Our communications are always supportive, friendly and welcoming.

Stimulating and positive

We we aim to inspire our students, faculty and community and boost their positivity.

Innovative and futuristic

Enabling our student with enough skills to be at the forefront of technology and innovation.

Detailed , yet uncomplicated.

We keep things simple and build it around our students, their language, their aspirations and their needs.

Brand Photography Style

What our brand imagery looks like

Photographic style

Bahrain Polytechnic communications will be able to build a solid connection with its different audiences through visually powerful and stimulating photography. These guidelines are intended to help find the right images and better understand how to brief and take photography, no matter what the subject or requirement.

Photographic tone of voice

Bahrain Polytechnic imagery should capture and reflect a genuine and stimulating learning environment, professional and focused students and teachers, as well as the modern, energetic employment world.

Bahrain Polytechnic imagery:

- Focus on people (staff, students, supportive staff). Highlight their life at the Polytechnic, their journey and achievements.
- Lively and inviting (people in action, engagement at events, smiles, greenery)
- Campus-focused
- Applied-learning focused
- Show diversity (Men and women, ladies with and without headscarves, different ethnicities, etc...)
- Modest

