



NAZARBAYEV
UNIVERSITY

BRAND GUIDELINE

DESCRIPTION OF NAZARBAYEV UNIVERSITY BRAND

JULY 2021

What is this?

You are holding Nazarbayev University Brand Guideline - July, 2021 edition. In this book, you will find all necessary explanations on how to use the Brand of Nazarbayev University and its affiliations.

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Description of Nazarbayev University brand



1.1. Brand communication standards, main principles of brand presentation

Nazarbayev University corporate brand –

a promise, fundamental idea, reputation and expectations, formed by people (representatives of external and internal environment) with respect to the Company. It is a powerful but intangible asset, which establishes emotional links.

Brand – main background of sales and marketing. Proper branding strategy and its identity increases awareness about the Company and loyalty with respect to it.

1.1. Brand communication standards, main principles of brand presentation

Brand identity –

non-verbal (logotype, trademark and stylistics of visual communications) and verbal (name and communications tonality) brand expression. Identity supports, expresses, transfers and synthesizes the brand. It is the shortest and fastest form of communication. Strong identity always reminds on brand meaning and significance (brand essence), as well as induces various associations facilitating brand recognition.

Brand identity shall possess features as follows:

- memorability and relevance;
- instant recognition;
- clarity and continuity of company image;
- attractive presentation of Company`s face;
- legal protection;
- long-term value;
- good transferability.

Nazarbayev University (hereinafter – the University) is a leading HEI in Kazakhstan focused on training highly-qualified specialists who will further raise state`s economy.

Nazarbayev University logo is a single, unifying element, which supports Nazarbayev University brand. Brand identify (through words and visual elements) defines the

meaning of Nazarbayev University and makes it quite convincing that differentiates it from competitors and resonates with various representatives of both internal and external audience.

There is a range of other logos approved by Nazarbayev University, for example, logos of affiliated organizations via co-branding. These logos shall appear at close range with respect to co-branding rules with Nazarbayev University logo.

The main Brand Message depends on permanent use of the logo in all advertising and marketing campaigns.

This document contains indications on the use of Nazarbayev University logo, including practical examples.

1.2. Standards for executing materials using Nazarbayev University brand before production

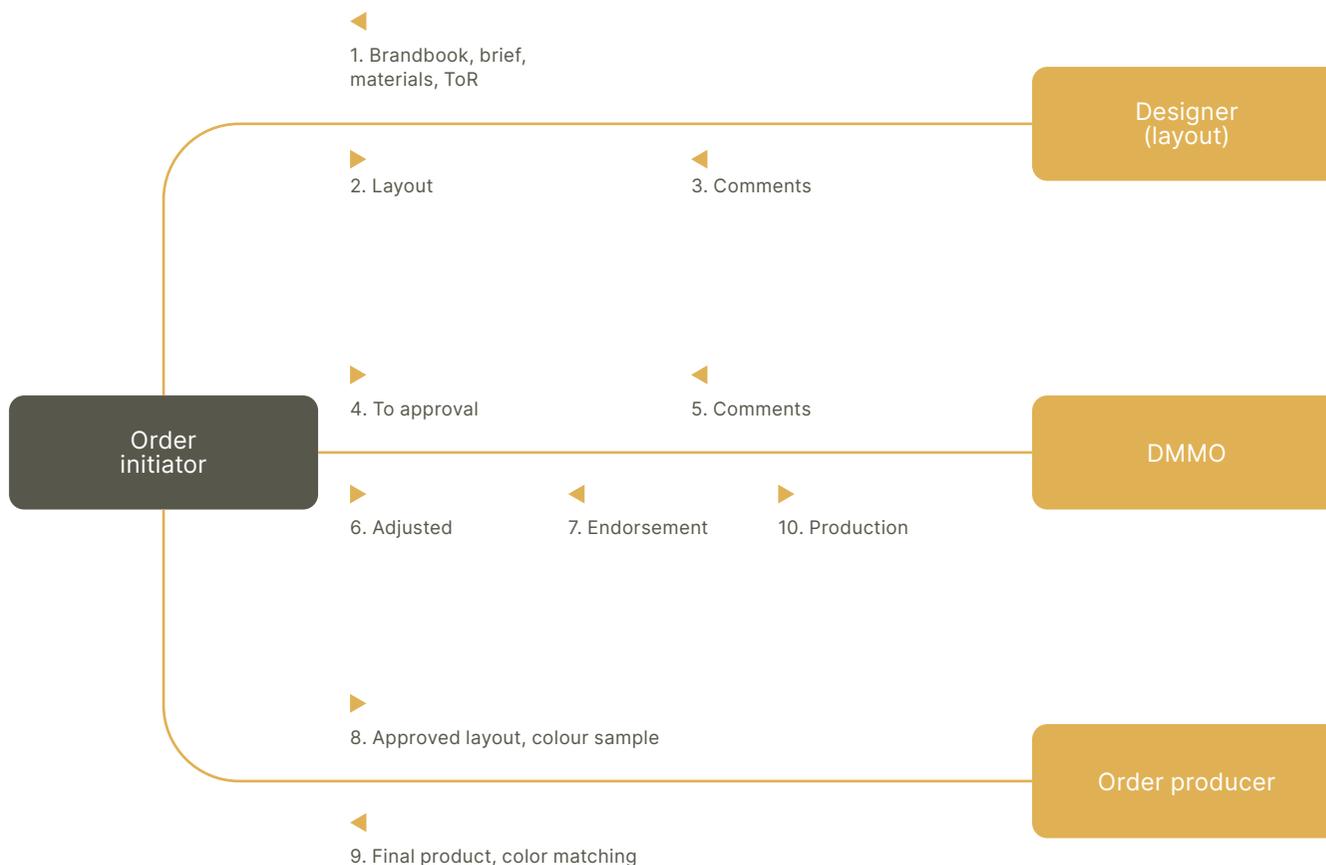
All the principles and standards for using the Brand and corporate identity elements are described in this Nazarbayev University Brand Guideline, which consists of 4 chapters. The chapters are presented as rules of use and examples.

In case you did not manage to find anything within the document or have troubles with rules interpretation with respect to the solvable problem, please address Nazarbayev University Department of Marketing and Media Outreach.

Business process chart of e-layout before production stage.

In order to control adherence to products branding principles and image advertising production ALL electronic layout sheets shall be submitted for approval to the Department of Marketing and Media Outreach of Nazarbayev University (hereinafter - DMMO).

In case DMMO authorized officer provides any comments or remarks with respect to the layout-adjusted layout shall subject to approval after introduction of amendments.



RULE IMPORTANT!

The layout sheet is sent to production only after approval of the DMMO!

Marketing component

1. Name
 - Order name
 - Changed properties (size, production type, materials)
2. Brief information about the order:
 - Distribution target
 - Message
 - Distribution events or platform (for example, web site, banner etc.) (for example, web site, banner etc.)
 - Other
3. Target audience:
 - Recipient summary (occupation type, social status etc.)

Design

4. Name
 - Which text shall be in a final product “heading”?
5. Logos
 - Which logos shall present?
6. Text
 - The text shall be transferred in a word-format with execution of displays, listings and other semantic text formatting, which is necessary in the final form
7. Design style
 - Attach files, samples, which are guides for graphical elements execution, color scale and design
8. Photo materials
 - Attach files or describe how you see layout decoration with illustrations
8. Languages
 - Indicate languages and their sequence or parallel presentation or equality principle
9. Additional information
 - Additional wishes with respect to design object
10. Deadline

Contact details

11. Contact person and position
 - Responsible person, contact list for e-mail



Please, remember, that brief is a basis for drafting the terms of reference.

Please provide as open answers as possible, as well as some clarifications if needed.

1.3. Brand structure (master and affiliated)

Master brand

There are two logo versions of AOE “Nazarbayev University” master brand: main (vertical) and additional (horizontal). All brands are represented in three languages: Kazakh, English and Russian.

Vertical version



NAZARBAYEV
UNIVERSITY

Horizontal version



NAZARBAYEV
UNIVERSITY

University logos files

The logo is available in various formats. It is important to choose the appropriate format for the required task.

Vector format

.ai .eps

Bitmap format

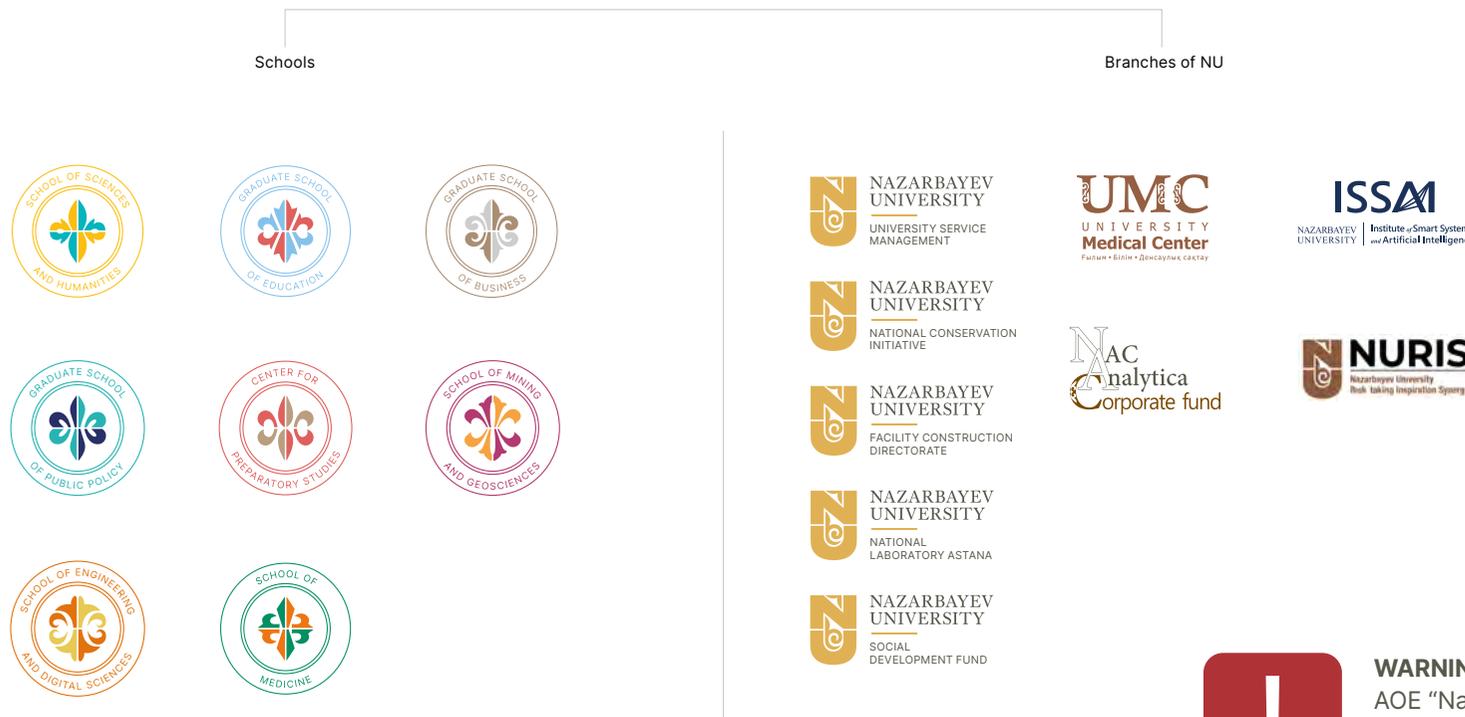
JPG or PNG

You can download files from the folder

 [NU / Files / Logo](#)

1.3. Brand structure (master and affiliated)

Logos of branch brands



WARNING!
AOE “Nazarbayev University” has affiliated brands some of which have no independent legal status.

1.4. Brand platform under 5W marketing model (What, Who, Where, When, Why)

Brand platform of Nazarbayev University

Advantages, which brand provides to any educational entity are evident: brand is an investment to future, brand simplifies HEI selection by the customer; identifies HEI among competitors; ensures services quality to the customer, and forms confidence.

The idea of creation of new university with strong co-branding participation of international partners belongs to the President of the State. Therefore, there is no doubts that Nazarbayev University becomes a brand even now, as from the very beginning, this clear strategical task was set. As we have a task, we need to position the brand its brand platform and motto, specifying this position. This brand platform is built for further positioning of Nazarbayev University after the first decade of its operation.

Brand platform depends on to factors – clear understanding of the product itself and its target audience.

A mission, values are created based on such understanding, brand positioning at the market is formed, as well as further marketing communications. By systemizing basic information (content analysis of mass media and Internet) on the development of the University and its model of education, we get the following picture (5W model)

1.4. Brand positioning based on 5W marketing model (What, Who, Where, When, Why)

WHAT

Final product – University

- International academic programs
- Foreign teachers
- Research laboratories and centres
- Developed infrastructure, University Campus

Final product – what University produces

- Professional and competitive staff for companies and state bodies
- Researches and publications in high impact factor magazines
- Innovative engineering, IT and other scientific projects

WHO

Most talented students of RK, CIS, ASEAN (and far abroad in future)

- Graduates of specialized schools, lyceums, gymnasiums, schools
- Possessing foreign languages, in particular English
- With non-standard way of thinking, flexible mind, lateral thinking
- Possessing leadership qualities
- Unbiased, without any dogmatic prejudices
- Ambitious, motivated, result oriented

Companies and organizations of RK and abroad

- State servants
- Businessmen
- Researchers
- Executive officers
- International organizations
- Teachers and staff of schools and universities

1.4. Brand positioning based on 5W marketing model (What, Who, Where, When, Why)

WHERE

Education

- Nazarbayev University Campus, Nur-Sultan, Republic of Kazakhstan.

Branding

- RK regions
- CIS states
- ASEAN states
- Further expansion (far abroad)

WHY

- Creation of brand alliances with the most prestigious HEIs
- Creation of modern technological university infrastructure
- Creation of practical, production, industrial sites for each specialization direction
- Creation of global communication platform through the strategic pool of best native and foreign staff, faculty, researchers and market experts
- Creation and development of two lateral relations and arrangement of student exchange programs with foreign HEIs
- Participation in international educational exhibitions
- Western-quality education within the state
- In-demand diploma
- Strategic partnership with top world HEIs
- Curriculum based on international standards
- Foreign teachers from over 50 state
- Language of instruction - English
- Own safe campus and developed infrastructure
- High recruitment level
- Active students life
- Educational grants

Vision

To give Kazakhstan and the world the scientists, academics, managers and entrepreneurs they need to prosper and develop.

Mission

To be a model for higher education reform and modern research in Kazakhstan and to contribute to the establishment of Nur-Sultan as an international innovation and knowledge hub.

1.6. Rules for using trademarks and name of the autonomous organization of education “Nazarbayev University”

General provisions

1. Rules for using trademarks and name of the autonomous organization of education “Nazarbayev University” (hereinafter – the Rules) were developed in accordance with the Civil Code of the Republic of Kazakhstan, Law of the Republic of Kazakhstan “On trademarks, service marks and names of goods origin”, other normative regulations of the Republic of Kazakhstan.
2. Present Rules shall specify the use of trademarks and name of the autonomous organization of education “Nazarbayev University” (hereinafter – University) by structural divisions, including University schools and organizations.
3. The University is a right holder for trademarks stipulated in Annex 1 hereto.
4. Individual graphic names of schools and trade signs/logos (hereinafter – логотипы) of organizations shall be approved by University management. Technical description and variants of individual graphical names usage are detailed in University brand book provided in Annex 3 hereto. University Schools and organization shall use in their work individual graphical names and logos stipulated in Annex 2 hereto.
5. The Department of Marketing and Media Outreach shall be responsible for use of University trademarks and name.

1.6. Rules for using trademarks and name of the autonomous organization of education “Nazarbayev University”

Procedure of using University trademarks and name

6. Use of University trademarks and name by schools and organizations shall be agreed on a routine basis with the Department of Marketing and Media Outreach, including for purposes as follows:
 - at University events;
 - at events carried out beyond the University;
 - in informative materials and visual-image products proposed to distribution and/or presentation outside the University, as well as for third-parties;
 - at portal and web sites of the University, its structural divisions and organizations.
7. Trademark can be used as an emblem only in cases as agreed with Department of Marketing and Media Outreach of Nazarbayev University.
8. Cases of using University trademarks and name for commercial purposes, as well as cases covering intellectual property rights shall be regulated by the legislation of the Republic of Kazakhstan.

1.6. Rules for using trademarks and name of the autonomous organization of education “Nazarbayev University”

Procedure of using individual names of schools and logos of University organizations

9. The usage of the University trademarks by Schools and affiliations is allowed only with the Nazarbayev University logo; the usage requires approval of the Department of Marketing and Media Outreach, including the following purposes:
- at university events within the University without mass media and external participants involvement;
 - in internal communication, as well as communication with external organizations at School letterheads;
 - at web sites of these University schools and organizations.
10. Individual graphical names of schools and logos of University organizations shall not be used without coordination with Nazarbayev University Department of Marketing and Media Outreach in cases as follows:
- at events carried out beyond the University;
 - 2 in informative materials and visual-image products proposed to distribution and/

or presentation outside the University, as well as for third-parties;

- at portal, external web sites and University web site;
 - at goods and products produced for external distribution;
 - at presses, stamps and letterheads, business cards etc., except for using official templates.
11. Cases of using Individual graphical names of schools and logos of University organizations for commercial purposes, as well as cases covering intellectual property rights shall be regulated by the legislation of the Republic of Kazakhstan.

Final provisions

12. Matters not covered by present Rules shall be interpreted and regulated by provisions of legislation of the Republic of Kazakhstan.

1.7. Intellectual property rights

The combined mark is registered in sand and gray in the indices 41, 42, 44 of the ICGS in accordance with paragraph 2 of Article 12 of the Law of the Republic of Kazakhstan “On Trademarks, Service Marks and Appellations of Origin of Goods”

List of goods and/or services:

class 41 - education; ensuring the educational process; entertainment; organization of sports, cultural and educational events;

class 42 - scientific and technological services and related research and development; industrial analysis and research services; development and enhancement of computer hardware and software; legal service;

class 44 - medical services; veterinary services; services in the field of hygiene and cosmetics for people and animals; services in the field of agriculture, vegetable gardening and forestry;

Indication of colors: sand gold; grey

Nazarbayev University Brand elements



2.1. Rules of University name usage

The following writing, official, legally registered name, as per the charter shall be used in official documents:

In Kazakh:

«Назарбаев Университеті» дербес білім беру ұйымы

In Russian:

Автономная организация образования «Назарбаев Университет»

In English:

Autonomous organization of education “Nazarbayev University”

Names shall be separated with quotation marks, shall not be declined and used in a plural form. Both words of the name shall be in capital letters.

Applicable to Kazakh and Russian versions

Words separated with quotation marks shall not decline, only the property category may decline, i.e.: Автономной организации образования «Назарбаев Университет» «Назарбаев Университеті» Дербес білім беру ұйымына

University name may be used without a property category however “University” word in University name shall decline, i.e.:

Назарбаев Университету
Назарбаев Университетіне

It is strongly prohibited to use phrases as follows

«Назарбаевский Университет», «Университет Назарбаева»:

It is not allowed to use the full legal name of the University without quotation marks and other corruptions of University name, which are difference from above stated, i.e.:
Автономная организация образования Назарбаев Университет
Назарбаев Университеті дербес білім беру ұйымы
Автономной организации образования Назарбаев Университету

2.1. Rules of University name usage

Branch organizations` property categories in three languages:

Акционерлік қоғам (АҚ)

Акционерное общество (АО)

Joint Stock Company (JSC)

Жауапкершілігі шектеулі серіктестік (ЖШС)

Товарищество с ограниченной ответственностью (ТОО)

Limited Liability Partnership (LLP)

Жеке мекеме (ЖМ)

Частное учреждение (ЧУ)

Private Institution (PI)

Корпоративтік қор (КҚ)

Корпоративный фонд (КФ)

Corporate Fund (CF)

Дербес білім беру ұйымы (ДББҰ)

Автономная организация образования (АОО)

Autonomous Organization Of Education (AOE)

2.2. Nazarbayev University Logo

Logo

A Logo (from Greek «logos» and «typos) – a graphical symbol together with the original font style of the name.

Graphical symbol of the logo was created based on the first letters of University name N and U, which was named after the First President of the Republic of Kazakhstan Nursultan Nazarbayev: Nazarbayev University with the use of a national ornamental pattern.

Letters are allocated under and above one and another, gaps are filled with national ornamental pattern elements, which symbolizing a spear and ramshorn thus combining logo letters into a single composition.



NAZARBAYEV
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University logos files

The logo is available in various formats. It is important to choose the appropriate format for the required task.

Vector format

.ai .eps

Bitmap format

JPG or PNG

You can download files from the folder

 [NU / Files / Logo](#)

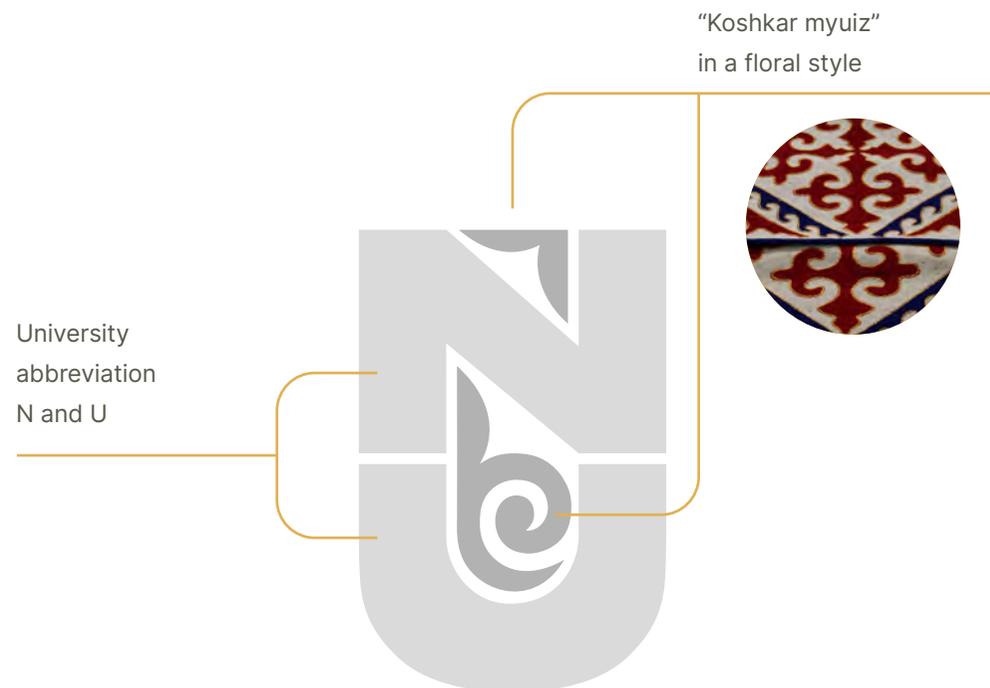
2.2. Nazarbayev University Logo

Principle of logo graphical construction

Based on the University name after the First President of the Republic of Kazakhstan principles of logo graphical construction, which form a philosophical content of elements of the general heraldic composition of the trademark (logo), were created.

A national ornament is recognized as one of the type of a folk art. The ornament concentrates fundamental concepts of a national ideology. One of the most wide spread and more often used ornaments (patterns) is “Koshkar myuiz” that means Ramshorn and can be seen in the pattern of the National Flag of the Republic of Kazakhstan and President`s Standard.

Floral style of national ornament reproduction was used to create Nazarbayev University brand, that is evidenced by clear symbols in the form of petals in a round form (please see). Floral style perfectly fits educational institutions branding.



2.2. Nazarbayev University Logo

Logo of Nazarbayev University brand is based on two pillars: name of the First President of the Republic of Kazakhstan, Yelbassy– Nursultan Nazarbayev and national ornamental pattern, used in national symbols in a floral style.

The logo consists of two parts: graphical symbol and unique graphical wording. Both parts are in a certain proportion to each other and have a fixed location related to each other.

Vertical version of a logo (main logo)

English version

Graphical symbol



Graphical wording

NAZARBAYEV
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2.2. Nazarbayev University Logo: language versions

English version



Kazakh version

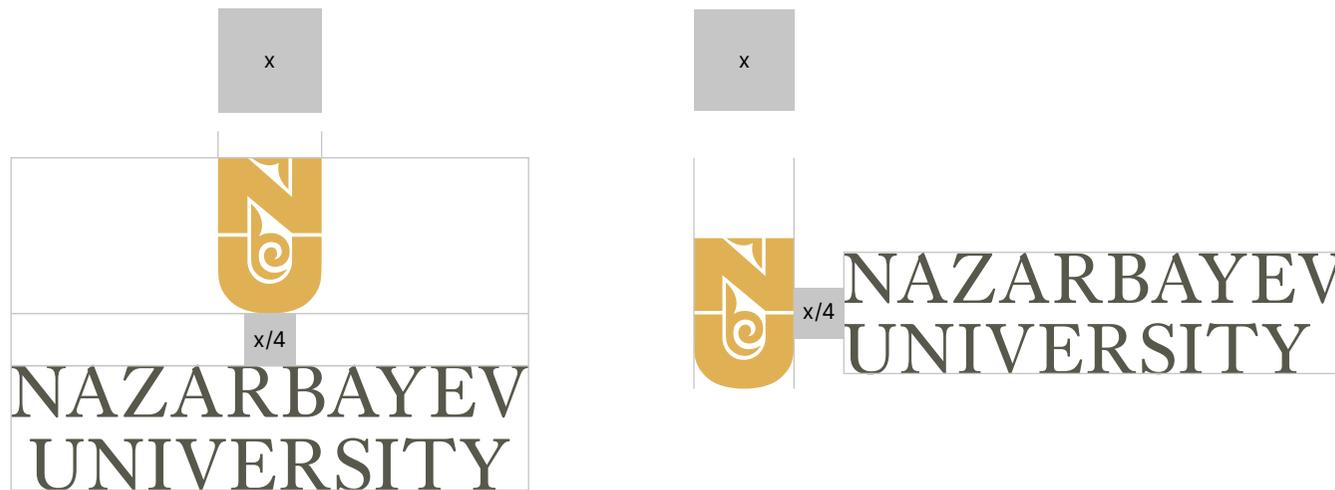


Russian version



2.2. Nazarbayev University Logo

Construction of a logo graphics



IMPORTANT!

Please use this guide only in case the use of e-version of the logo is impossible

2.2.1. Minimum size of a logo

Vertical version of a logo*
when using 15 - 30 mm **



Horizontal version of a logo*
when using 30 - 50 mm **



* Wording writing version when using at least 30 mm
in a vertical logo and at least 50 mm in a horizontal logo

** Only a sign without working is used in case of logo decrement

2.3. Corporate color

Main colors

Main corporate colors are as follows:
Sand Gold and Gray. It is not allowed
to use other colors not stipulated herein.

If possible, Nazarbayev University logo
shall be represented in the main color:
NU Sand Gold (PANTONE PMS 7405 U).

Be careful and use colors stipulated in the specification
clearly and consistently.

Logo can also be white inverted from copper NU Sand Gold,
complete black, NU Gray, It mainly relates to photos and
illustrations. For such cases when it is impossible or
impracticable to print documents, using Pantone
dyes CMYK colors transformation is provided.

No other changes in logo are acceptable.

NU Sand Gold

PANTONE PMS 7405 U
CMYK 14 31 74 3
RGB 221 175 83
HEX ddaf53

NU Gray

CMYK 57 47 58 45
RGB 88 87 75
HEX 58574b

NU Brown (old)*

CMYK 30 60 70 30
RGB 147 87 57
HEX 935739

*Old versions with this color remain legitimate, but new designs with this color are not allowed

2.3. Corporate color



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This Rule also applies to additional
formats of the logo

2.4.1. Additional (auxiliary) colors

Additional colors

These colors can be used as an additional focus in design. Depending on design, the number of colors may vary.

The main colors to be used are NU Sand Gold and NU Grey.

GENERIC VIRIDIAN



CMYK 100 0 13 51
RGB 0 126 109
HEX 007E6D

BONE



CMYK 0 3 13 10
RGB 230 222 199
HEX E6DEC7

OXFORD BLUE



CMYK 74 48 0 79
RGB 14 28 54
HEX 0E1C36

ANTIQUÉ RUBY



CMYK 0 80 64 54
RGB 117 23 42
HEX 75172A

PURPLE MOUNTAIN
MAJESTY



CMYK 5 38 0 34
RGB 160 105 169
HEX A069A9

PERSIAN ORANGE



CMYK 0 33 66 13
RGB 222 148 76
HEX DE944C

BLUE MUNSELL



CMYK 60 12 0 32
RGB 69 153 173
HEX 4599AD

PLATINUM



CMYK 0 0 0 8
RGB 235 235 235
HEX EBEBEB

2.4.2. Rules for juxtaposition of the main and additional colors

Main colors



Additional colors



2.4.3. Recommended color versions of the logo on additional colors

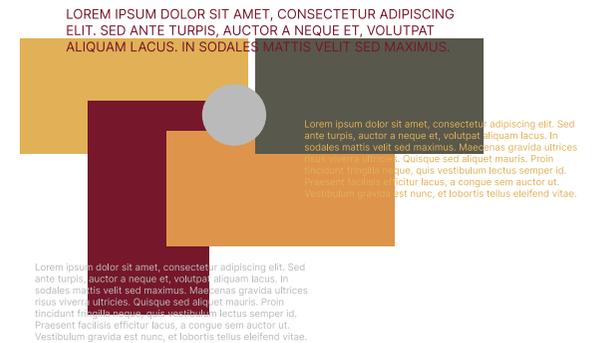
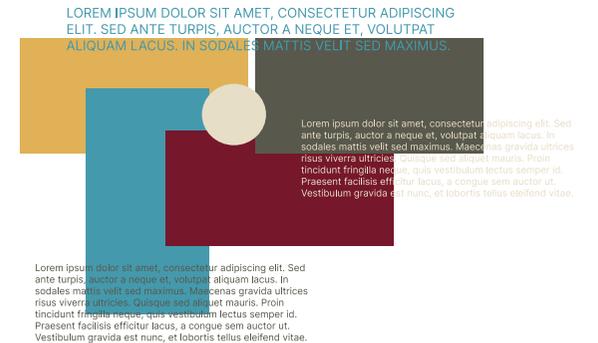
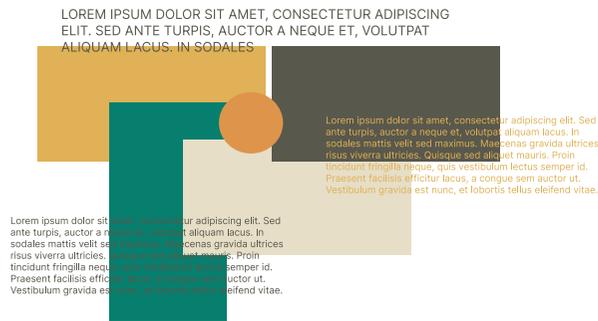
Recommended combinations



2.4.4. Recommended combination groups

General rules:

- 1) It is recommended to bring out one of the primary colors in the combination
- 2) When introducing additional colors, the brightest and the most saturated shade should be used for backgrounds and elements, and the following shades should be more muted
- 3) It is acceptable to use other colors for text besides the main ones but it must be readable
- 4) It is acceptable to apply the Opacity effect to any of the colors



2.4.5. Monochromic representation

Additional variant of logo representation. Used for monochromic printing. May be colored to official colors (see p.). Other colors and tints shall not be used.

Shall not be used for an advertising message: web site, brochure, poster and other fullcolor media.



University logos files

The logo is available in various formats. It is important to choose the appropriate format for the required task.

Vector format

.ai .eps

Bitmap format

JPG or PNG

You can download files from the folder

 [NU / Files / Logo](#)

2.5. Rules for use of branded and additional colors upon various production methods

Additional colors may be used to decorate color blocks (inserts, fillings), illustrations or text accents such as important notes, rules etc. It allows for creating a unified design of graphic products and mark accents.

Proper use of color enhances and unifies our communications.

Always use proper color characteristics in a four-color process, strive to colors compliance as per the Color sample, PANTONE, CMYK mixed paints, RGB installations (Internet, eprinting and other types of reproduction).

Additional pallet includes 10 CMYK colors and is used I designing e-templates when creating color blocks (inserts), illustrations or text accents, decoration of cover pages. These colors complement main colors in order to make accents, hierarchy, deepness and visual interest.

Do not use colors conflicting with images. Select colors close to the dominating color at the illustration or photo from our pallet.

Use of color for pointing out the textual insert is not mandatory at that words shall not be pointed out in both colors in bold type. Sub-heads may be pointed out in a color, but the color shall not be used for lines or blocks inside the working text.

2.5. Rules for use of branded and additional colors upon various production methods

For proper color rendering the polygraphic production (typography) aspects to be considered are as follows:

The type of paper to which the image is plotted affects the resulting color significantly. Dye absorption alongside with brightness and color of various paper grades affects the outcome color.

The paper can be divided to two main categories: coated – usually these are magazines, booklets, posters; and uncoated – simple copy paper (or offset), designer and craft. Coated paper ensures better color rendering. Uncoated paper is of higher ink receptivity that results in color change, darkening, discoloring to grey etc.

In different daytime, as well as depending on the artificial lighting (light temperature – warm, cold), printing ink pigments may look absolutely differed and change the tint depending on where these are viewed – at day or artificial light. A special chamber for

colors reviewing shall be used in typographies to correctly match the printed color with the template.

In case of plotter printing – depending on producer`s brand and material used the color rendering may differ from the sample. Select colors, which are closer to the Color Sample.

2.5.1. Rules of brand usage at various surfaces (medium)

Technologies of plotting the brand identity in souvenir products

Silkscreening, die stamping, screen finishing – non-standard plotting technologies for various materials, for example, fabric, plastic, vinyl etc. Limitations to use of gradient-fill handling and undertones is possible within production process. It is recommended to use a two-color printing (2+0). In case of souvenir production there is risk of color noncompliance with the sample and there is always the need to fit the color based on the color sample – provide a Color Sample to the producer in the beginning of the order for compliance between brand colors and the resulting color.

Embroidery, application, thermal transfer – a technology of plotting images to the fabric usually does not allow for proper color representation. In case of no alternatives, select colors, which are closer to the Color Sample.

Engraving, stamping, hot stamping – a plotting technology to finish materials (metal, leather etc.). In this case plotting is done by mechanical action to the material. It is recommended to use a monochromic version of a logo.

2.6. Rules for logo positioning

Security zone

For clear and better recognition of Nazarbayev University brand the logo shall be positioned in a central position of the specially allocated space, which shall be maximum possible free from other elements.

Within the free zone it is not ALLOWED TO ALLOCATE:

- Texts, including slogans and tables;
- graphics, including brand and style-forming element;
- any illustrations and photomaterials.

DO NOT CHANGE LOGO PROPORTIONS!!!



IMPORTANT!

In some cases (for example, when using the logo in cobranding), it is needed to increase or decrease the free field of the logo. Each individual case shall be coordinated with the DMMO responsible for adherence to the official style of the corporate brand

2.7. Corporate font

Main principles of fonts usage

Prata and Inter branded fonts should be used for layout designs within the University, as well as by divisions and partners responsible for advertising in materials and souvenir products layouts.

For routine work, Arial and Times New Roman fonts are to be used in the design of presentations and in the internal document flow.

Prata Regular

Title

For a set of headlines and slogans

Inter Bold

Accent

To set an accent block inside the main text

Inter Regular

Text

For a set of basic text blocks

University fonts

Fontis available in various formats. It is important to choose the appropriate font for the required task.

Desktop

.otf .ttf

Web

.woff

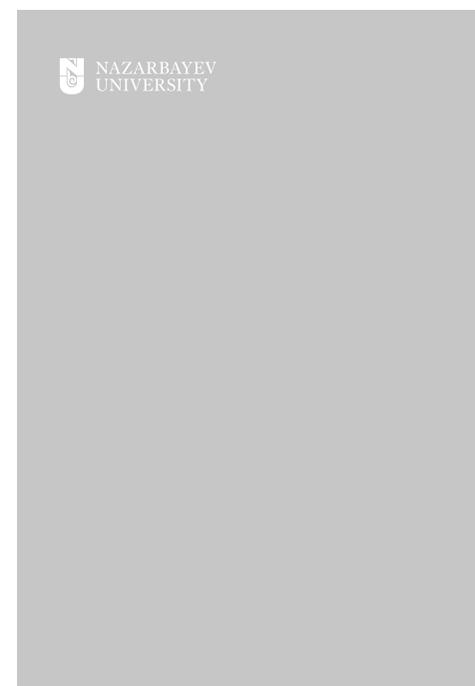
You can download files from the folder

 [NU / Files / Font](#)

2.8. Co-branding, Multiple Logos in Proximity

When using another logo at image or advertising media, the priority location shall always be provided to Nazarbayev University logo in the upper left corner.

In some cases, it is allowed to locate it in three other corners of the format.



IMPORTANT!

The color of the logo depends on the background.
It is important to follow the brand colors

2.8. Co-branding, Multiple Logos in Proximity

Mandatory use a master brand to the left from the branch organization logo.

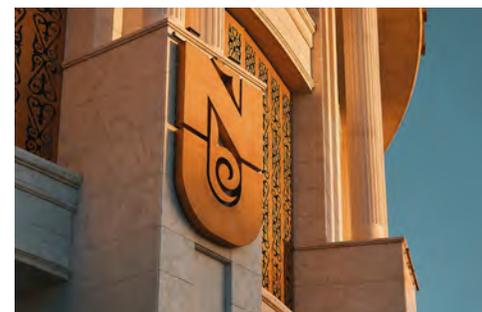
In case of any doubts with respect to correctness of logos positioning for co-branding – please, address DM.



2.9. Photo style of NU

Vivid and static panoramas of the University landscapes deliver the scale of the buildings.

Flat horizon line, frontal photography, bright colors, — all of this has to be a characteristic for a photo



2.9. Photo style of NU

Main characters of Nazarbayev University photos are talented young people - our students. They personify the best that we do for the whole society. A photo is structured the way that the viewer has a clear feeling that the hero experiences the joy and pleasure of his involvement into Nazarbayev University, as well as confidence in his future. The compositional positive and character confidence is emphasized through close-ups - preferably up to the chest or waist, a smile, the eye is directed to the camera. Photo character is positive, friendly and cheerful. He is always presented against the background of his usual work/study /living space. Group photographs should be created in reportage photography genre: images should be natural, not deliberate, create a sense of dynamics and drive, transmit multilingual and multicultural university and student environment of NU.



2.10. Incorrect use of logos

A logo may be used only in acceptable graphical solutions. Any deviations and modifications thereof have a strong negative effect not only on their recognition, but also a visual image and brand image, as well as the image and level of companies associated with the brand.

These color transformation rules are similar for a brand block.



IMPORTANT!

Please pay maximum attention to proper use of the most important brand visual identification tools, which are a logo and brand block

2.10. Incorrect use of logos

It is not allowed to change the sequence of colors



NAZARBAYEV
UNIVERSITY

It is not allowed to change the colors of the logo



NAZARBAYEV
UNIVERSITY

It is not allowed to change the proportions of the elements, supersizing or minimizing certain elements of the logo



NAZARBAYEV
UNIVERSITY

It is not allowed to apply stroke effect or shadow effect to the logo or to its elements.



NAZARBAYEV
UNIVERSITY

It is not allowed to use frames and other graphic elements that interfere with the protective fields.



NAZARBAYEV
UNIVERSITY

It is not allowed to use any other disposition of the symbol and the logo.



2.10. Incorrect use of logos

It is not allowed to change the distance between the symbol and the logo



It is not allowed to change the proportions (stretching and squeezing) of the logo



It is not allowed to change the logo shape and to use the perspective and other special effects



It is not allowed to modify the font in the logo



It is not allowed to use the logo on a background of colors that are not part of the main brands

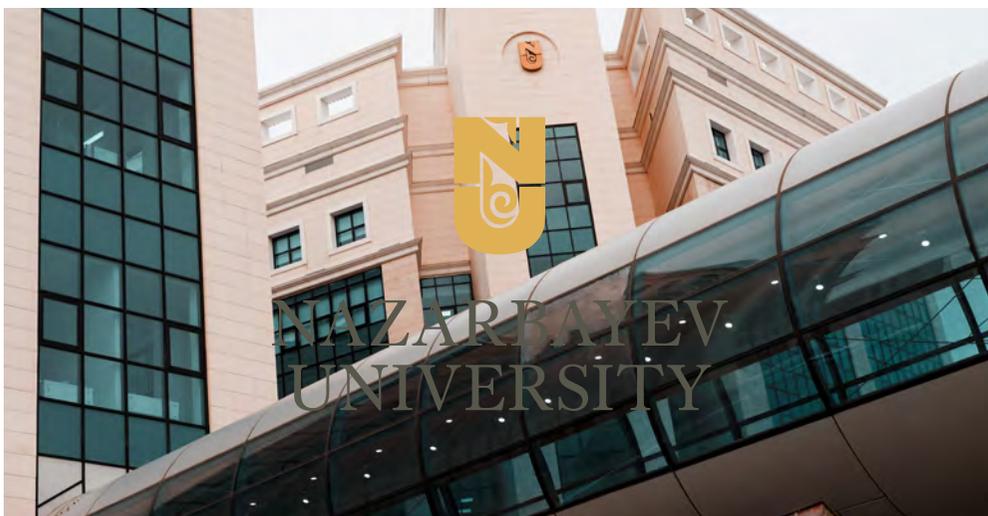


It is not allowed to use the logo on a background with different colors and gradient fillings



2.10. Incorrect use of logos

Do not apply complex background, where readability of all logo elements is violated.



Affiliated brands of Nazarbayev University





NAZARBAYEV UNIVERSITY

Schools



Branches of NU



3.1. Construction of logo graphics

The University sub-brand logo consists of elements of the parent brand with the name of the affiliate organization.

Graphical symbol

Graphic writing



University subbrands' logos

The logo is available in various formats. It is important to choose the appropriate format for the required task.

Vector format

.ai .eps

Bitmap format

JPG or PNG

You can download files from the folder

 [NU / Files / Logo / Subbrands](#)

3.1. Rules for logo positioning

Security zone

For clear and better recognition of Nazarbayev University brand the logo shall be positioned in a central position of the specially allocated space, which shall be maximum possible free from other elements.

Within the free zone it is not ALLOWED TO ALLOCATE:

- texts, including slogans and tables;
- graphics, including brand and style-forming element;
- any illustrations and photomaterials.

DO NOT CHANGE LOGO PROPORTIONS!!!



IMPORTANT!

In some cases (for example, when using the logo in cobranding), it is needed to increase or decrease the free field of the logo. Each individual case shall be coordinated with the DMMO responsible for adherence to the official style of the corporate brand

3.1.1. Minimum size of a logo

Horizontal version of a logo* when using 50-25 mm **



50 mm



25 mm

* Wording writing version when using at least 50 mm

** Only a sign without working is used in case of logo decrement below the states minimum size

3.1.2. Logo of organizations



3.2. The structure of the emblems of Nazarbayev University Schools

The emblem of the University School is based on the following principle: there is each School's brand logo inside the circle.

The usage of the School emblem is allowed only along with the Nazarbayev University logo in order to preserve the integrity of the University image.

University logo

School name

School emblem



University Schools emblems files

formats. It is important to choose the appropriate format for the required task.

Vector format

.ai .eps

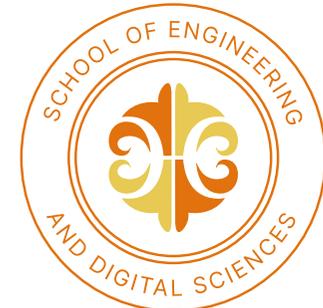
Bitmap format

JPG or PNG

You can download files from the folder

 [NU / Files / Logo / Schools](#)

3.2. School emblems



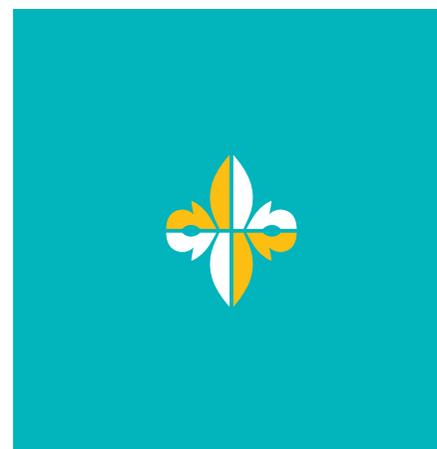
3.2.1. University Schools emblems colors



CMYK 0 28 91 0
RGB 250 189 53
HEX fabd35



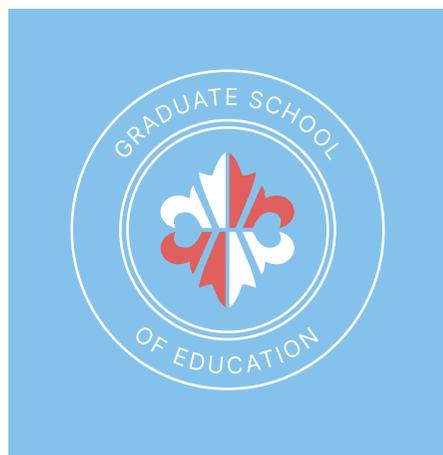
CMYK 75 0 30 0
RGB 0 178 186
HEX 00b2ba



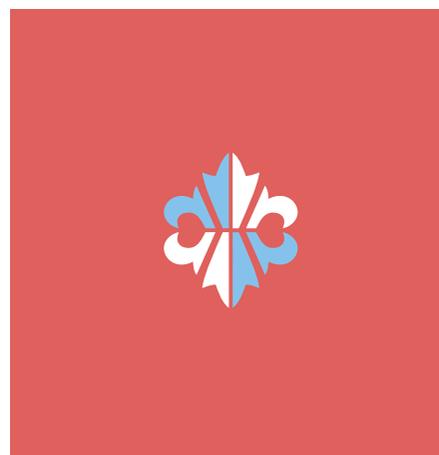
3.2.1. University Schools emblems colors



CMYK 48 3 0 0
RGB 141 206 241
HEX 8dcef1



CMYK 0 72 54 0
RGB 234 103 101
HEX ea6765



3.2.1. University Schools emblems colors



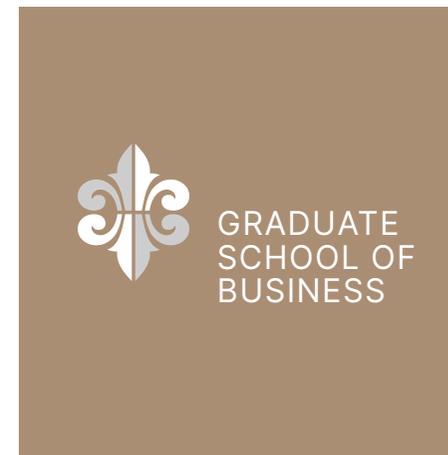
CMYK 28 38 49 17
RGB 171 143 120
HEX ab8f78



CMYK 22 17 18 1
RGB 207 205 204
HEX cfcfcc



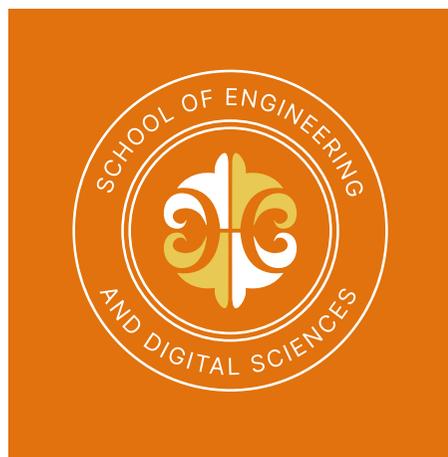
GRADUATE
SCHOOL OF
BUSINESS



3.2.1. University Schools emblems colors



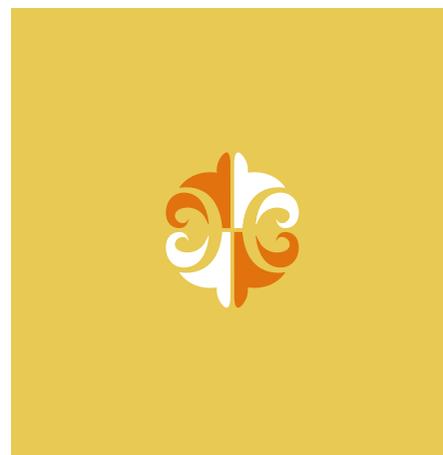
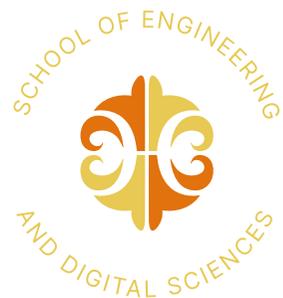
CMYK 1 63 97 0
RGB 235 118 39
HEX eb7627



SCHOOL OF
ENGINEERING AND
DIGITAL SCIENCES



CMYK 11 19 76 1
RGB 232 199 92
HEX e8c75c



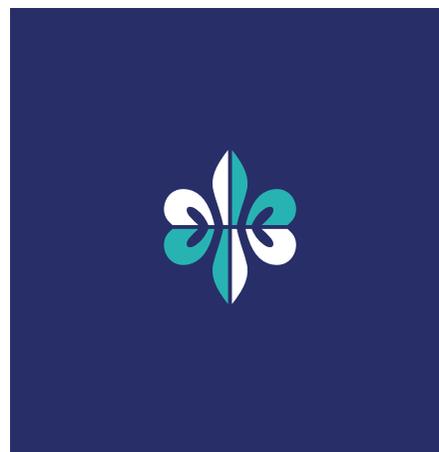
3.2.1. University Schools emblems colors



CMYK 68 0 30 0
RGB 70 185 188
HEX 46b9bc



CMYK 100 93 30 15
RGB 40 48 98
HEX 283062



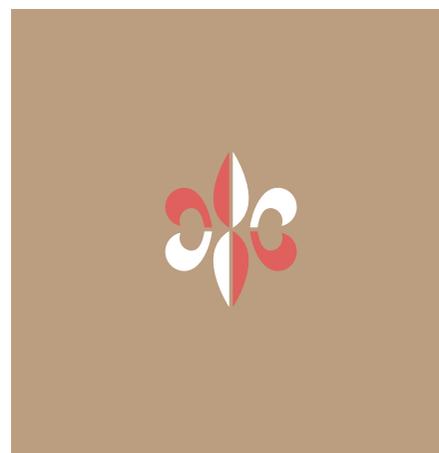
3.2.1. University Schools emblems colors



CMYK 0 72 53 0
RGB 234 103 103
HEX ea6767



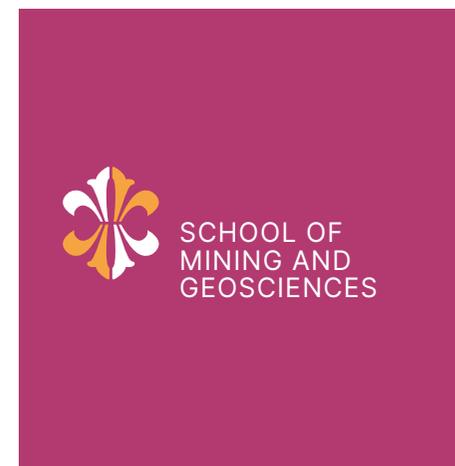
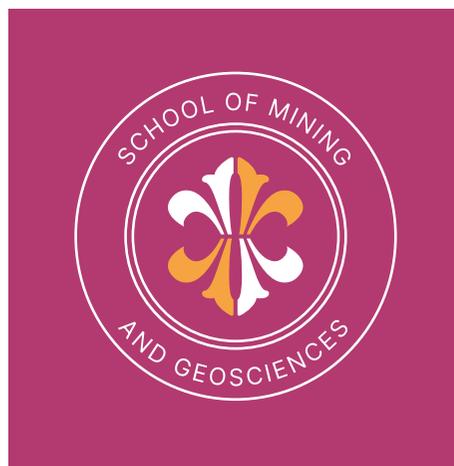
CMYK 34 34 47 11
RGB 187 158 132
HEX bb9e84



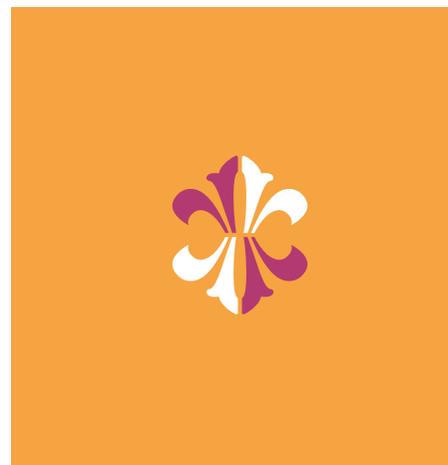
3.2.1. University Schools emblems colors



CMYK 27 87 24 8
RGB 178 61 113
HEX b23d71



CMYK 0 44 80 0
RGB 244 160 74
HEX f4a04a



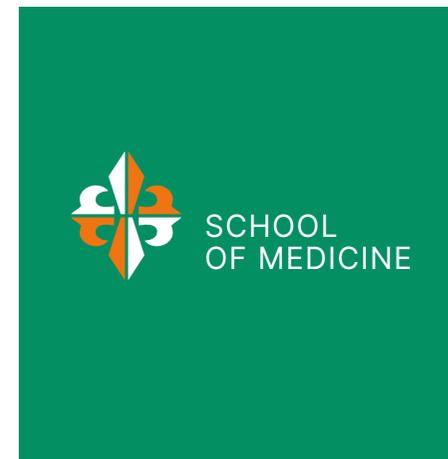
3.2.1. University Schools emblems colors



CMYK 80 12 71 0
RGB 35 155 108
HEX 239b6c



CMYK 0 61 96 0
RGB 237 123 41
HEX ed7b29



3.2.2. University Schools' flags with emblems

This page displays the flags with the emblems of the University Schools.

There is the University logo at the top of the flag and the logo of the School with its corporate color below.



Business print products



4.1. Business cards



University business cards

The business card is available in various formats. It is important to choose the appropriate format for the required task.

For editing

.ai .cdr

For printing

.pdf

Specifications

White paper Colotech 2 ink and double-sided printing (4+4) 300 g/m²

You can download files from the folder

 [NU / Files / Business card](#)

4.1. Business cards



University business cards

The business card is available in various formats. It is important to choose the correct format for the required task.

For editing

.ai .cdr

For print

.pdf

Specifications

White paper Colotech 2 ink and double-sided printing (4+4) 300 g/m², matt prepress, spot varnishing

You can download files from the folder

 [NU / Files / Business card](#)

4.2. Corporate blank: standard blank



University corporate letterheads

The letterhead is available in various formats. It is important to choose the appropriate format for the required task.

For editing

.ai .cdr

For printing

.pdf

Specifications

Printing 4+0 on matte Colotech paper,
120 g/m³

You can download files from the folder

 [NU / Files / Letterhead](#)

4.2. Corporate blank: decision blanks



University corporate letterheads

The letterhead is available in various formats. It is important to choose the appropriate format for the required task.

For editing

.ai .cdr

For printing

.pdf

Specifications

Printing 4+0 on matte Colotech paper,
120 g/m³

You can download files from the folder

 [NU / Files / Letterhead](#)