



Brand Guidelines

Faculty of Computing
Sabaragamuwa University of Sri Lanka



Introduction

- This brand guidelines outlines the visual identity and communication standards for the Faculty of Computing at Sabaragamuwa University of Sri Lanka.
- Adherence to these guidelines will ensure a consistent and professional presentation of the faculty's brand across all platforms.



Logo Usage

Primary Logo:

- The primary logo consists of the official emblem of the Sabaragamuwa University of Sri Lanka, combined with the text "Faculty of Computing, Sabaragamuwa University of Sri Lanka."



Faculty of Computing
Sabaragamuwa University of Sri Lanka

Figure 1: Primary Logo



Logo Usage

Primary Logo:

- The primary logo should be used on all official documents, websites, social media platforms, and promotional materials.
- The primary logo version is preferred for most applications, and it should be used on light backgrounds to ensure clarity.



Logo Usage

Logo Variations:

- **Stacked Version** can be used when space is limited, or when a more compact and centered design is desired.



Faculty of Computing
Sabaragamuwa University of Sri Lanka

Figure 2: Stacked Version of Logo



Logo Usage

Logo Variations:

- **Reversed Version:** When using the logo on dark backgrounds, the text of the logo should be in white color (#ffffff).



Figure 3: Reversed Version of Primary Logo



Figure 4: Reversed Version of Stacked Version



Logo Usage

Clear Space and Sizing:

- Maintain a clear space around the logo equal to the height of the "F" in "Faculty." This space ensures the logo is not crowded by other elements.
- The logo should not be scaled below 40px in height for digital use and 20mm in height for print materials.



Logo Usage

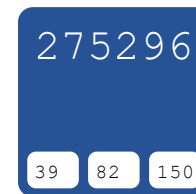
Incorrect Logo Usage:

- Do not alter the colors of the logo.
- Do not distort or stretch the logo.
- Avoid placing the logo on busy backgrounds that hinder readability.
- Do not rotate or tilt the logo.
- Avoid adding effects like shadows, gradients, or textures to the logo.



Color Palette

- The official color palette for the Faculty of Computing includes:
 - **Primary Color (Faculty Color)**
 - HEX: #275296
 - RGB: 39 82 150
 - CMYK: 0.74 0.45 0.00 0.41
 - **Secondary Colors:**
 - Gold (metallic): #d4af37
 - White: #FFFFFF
- These colors should be used consistently across all branding materials.





Typography

Formal Documents:

- Serif Font (Times New Roman, Georgia, Garamond or similar)

Web/ Digital Media:

- Sans-Serif Font (Helvetica, Roboto, Arial, Montserrat or similar)



Visual Elements

Imagery:

- Use high-quality images that reflect the technological and innovative nature of the faculty. Images should be relevant to computing, education, and student life.
- All images used must be properly licensed or obtained from a source that grants permission for their use. This includes stock images, photos, illustrations, and any other visual content.



Visual Elements

Imagery:

- Images should be sharp, well-composed, and free from any pixelation, distortion, or noise.
- High-resolution images are mandatory for all print materials, and digital assets should maintain clarity across all screen sizes.



Visual Elements

Icons and Graphics:

- Use icons and graphics that align with the color palette and visual style of the faculty. Consistency in style is crucial.
- Icons or graphics should be properly licensed or obtained from a source that grants permission for their use.



Brand Voice and Messaging

Tone:

- The tone should be professional, knowledgeable, and approachable.
- Communication should reflect the faculty's commitment to excellence in computing education.



Brand Voice and Messaging

Key Messages:

- Highlight the faculty's strengths in innovation, research, and student success.
- Emphasize the global relevance of the programs offered.
- Promote the faculty as a leader in computing education in Sri Lanka.



Application on Digital Platforms

Website:

- The logo should appear in the top-left corner of every page.
- Use the primary color palette throughout the site for consistency.
- Ensure that all typography adheres to the specified typefaces.



Print Materials

Stationery:

- Letterheads, business cards, and envelopes should feature the full-color logo.
- Use the primary color palette and typography for all text.

Promotional Materials:

- Brochures, flyers, and posters should adhere to the visual identity guidelines, ensuring that the logo, colors, and fonts are used consistently.



Resources

