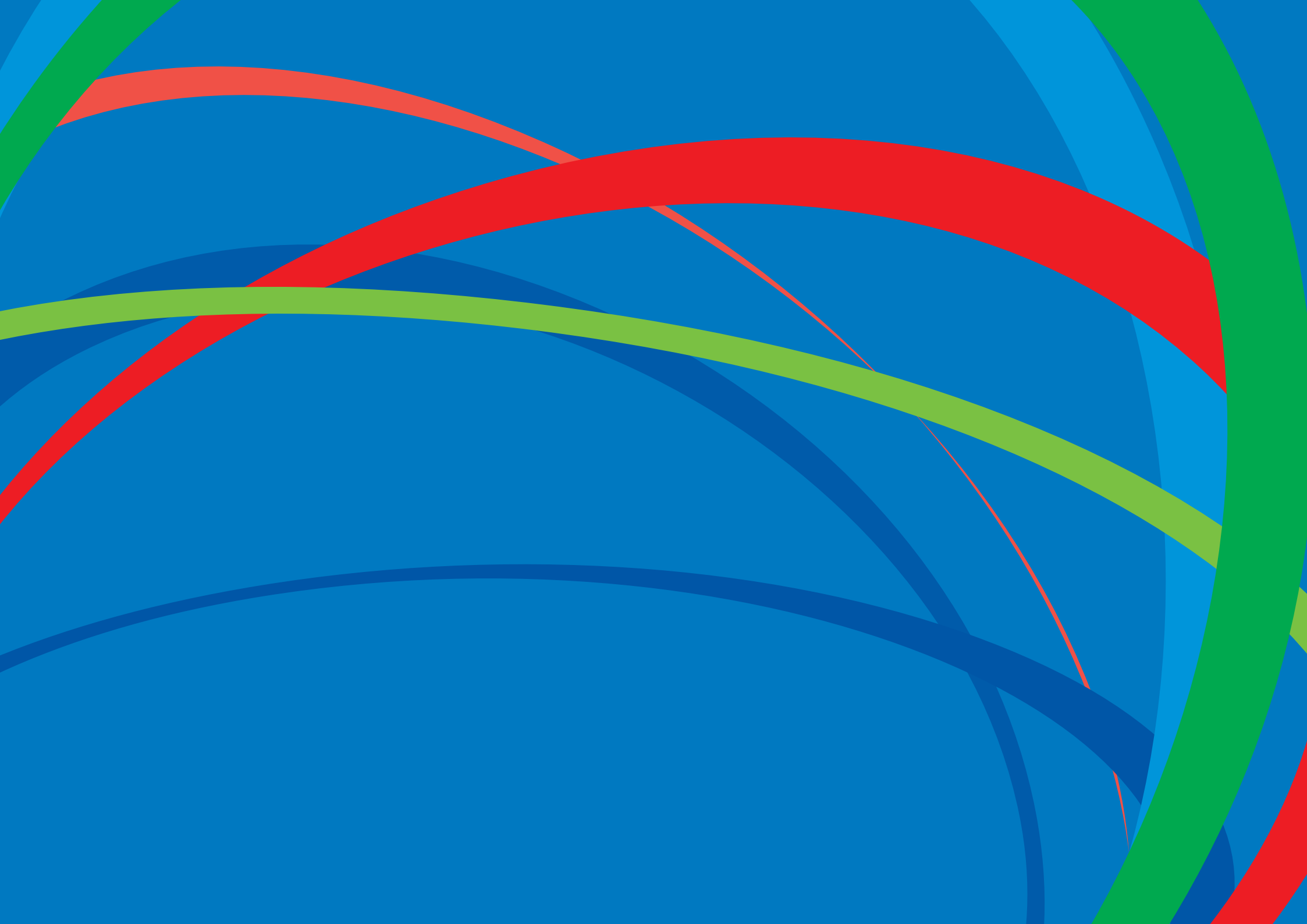




RUDN
university

BRANDBOOK

2017



CONTENT:

Attributes of brand	4	Brand block	22	Watches	86
Mission of University and slogan	5	Construction rules of brand block	23	Glassware	89
Core values of University	6	Brand gamma	24	Symbols	93
Positioning	7	Basic colors	25	Sportswear	98
Brand	8	Extra colors	26	Sportswear	99
Logo	10	Backgrounds and substrates	27	Sport accessories	103
Basic version	11	Brand tapes	28	Transport	109
Basic version. Construction rules	12	Construction rules of brand background	29	Exhibition equipment	114
Protective fields	13	Position logo rules of brand background	30		
Black and white image	14	Tinted images	31		
Use on background	15	Fonts and typographics	32		
Unacceptable use cases	16	Corporate font	33		
Full logo version in 2 lines	17	Souvenir products	34		
Full logo version in 4 lines	18	Accessories	35		
Minimum size	19	Board games	59		
Bilingual version	20	Covers for documents	62		
Logo arrangement among other brands	21	Office supplies	68		
		Electronic carriers	83		



ATTRIBUTES
OF BRAND

Brand attributes

MISSION AND MESSAGE

Mission



Объединяя знанием людей разных культур, РУДН формирует лидеров, которые делают мир лучше



Uniting people of different cultures by knowledge RUDN University creates leaders to make the World better

Message



Открой мир в одном Университете!



Discover the World in one University!

Brand attributes

RUDN UNIVERSITY CORE VALUES



Multinationality
and international
cooperation



Faculty, researchers,
students and alumni'
input in the world
community development



Multiprofiled education
and research



Equal opportunities



Commitment to studies,
research and public
activities

Brand attributes

POSITIONING

Academic

- Multiprofiled nature and interdisciplinarity: Sciences, Engineering, Medicine, Social Sciences, Economics, Humanities, Agrarian fields of studies
- Multi-level higher education system: Bachelor's, Master's, PhD programs, medical residency
- The world leader in teaching Russian as a foreign language; 12 foreign languages
- Leading Russian university for Master's programs in foreign languages
- Over 1,000 educational programs
- Wide range of Life Long Learning programs

Global

- Agreements with more than 250 foreign universities and research centers, about 130 joint international educational programs
- RUDN University is the hub for the CIS Network University and the University of Shanghai Cooperation Organization (SCO); member of BRICS University
- Leader in internationalization among Russian higher education institutions; students from more than 150 countries of the world
- Over 100,000 alumni work in all the world countries
- Engagement in the UNO, UNESCO and Council of Europe programs and forums

Entrepreneurial

- 2/3 of university revenues are generated through entrepreneurial activities
- Shared research centers as the basis for research commercialization
- Agreements with foreign companies for research results implementation
- Wide range of programs for continuing professional development
- Network clusters in cooperation with industry and business for technologies transfer

Research

- Priority research areas: Mathematics, Physics, Medicine, Information Telecommunication Systems, High Tech Engineering
- Joint research in cooperation with leading Russian and foreign higher education institutions and research centers
- Research laboratories and shared research centers equipped with state-of-the-art facilities
- Multiprofiled and interdisciplinary research



BRAND

BRAND

A symbolical number of the RUDN logo consists of the globe and Latin letter «U» where vertical strokes «surround» the image of the land surface.

The globe in this case means the international status of higher education institution that is possible to call universal, unique and uniting different cultures. With the word «university», these terms form the semantic space united by the opening letter U.

In certain cases, when for the technological or composite reasons the use of alphabetic writing is undesirable (*it is always a priority for all carriers and cases of application*), the sign can be used without it.





LOGO

LOGO

The basic version of the RUDN logo ([Russian or English](#)) is used by default in all materials and for all carriers - advertising, information, navigation.

Basic version (RUS)

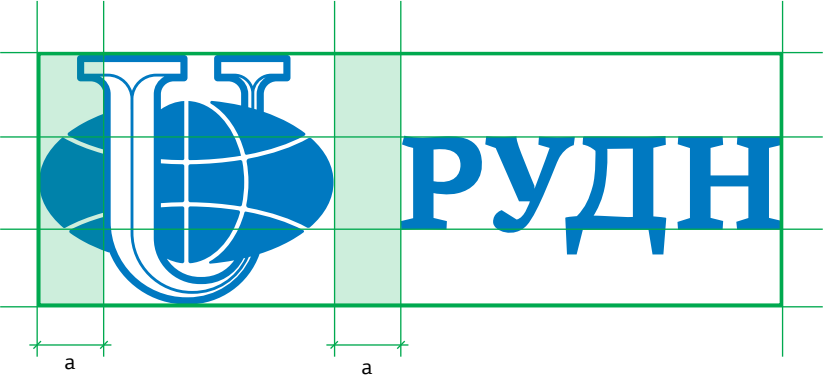


Basic version (ENG)

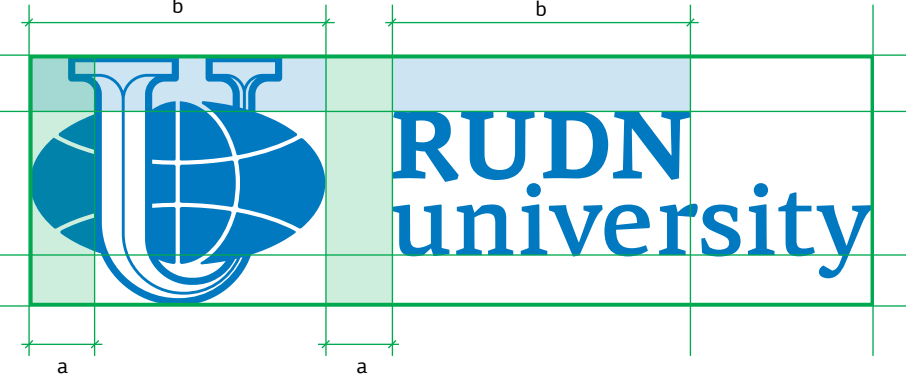


LOGO

Basic version (RUS)
Construction rules



Basic version (ENG)
Construction rules



LOGO

Protective fields



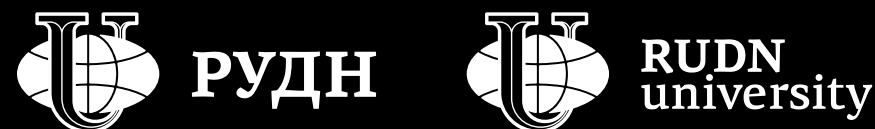
LOGO

If the carrier doesn't provide a possibility of the full-color print or the print with spot colors (for example, the fax), it is necessary to use black-and-white option

Черно-белое отображение



Инверсное отображение



LOGO

The logo can be used on colored dies and tinted images

Use on backgrounds



LOGO

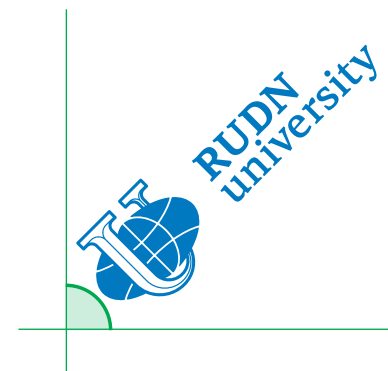


Unacceptable options
of Use



It is unacceptable:

- To change the color of a logo or its parts;
- To set other proportions of a logo (to stretch/squeeze in width or height);
- To place a logo on a low-contrast background.
- Использовать линейный знак
- Наклонять логотип



LOGO

The full version of the RUDN logo ([Russian or English](#)) is used in cases when at the level of Basic Elements of style it is necessary to use the full name of higher education institution.

Full version in 2 lines (RUS)



Full version in 2 lines (ENG)



LOGO

The full version of the RUDN logo ([Russian or English](#)) is used in cases when at the level of Basic Elements of style it is necessary to use the full name of higher education institution.

Full version in 4 lines (RUS)



**Российский
университет
дружбы
народов**

Full version in 4 lines (ENG)



**Peoples'
Friendship
University
of Russia**

LOGO

It isn't recommended to use a logo in cases when the size of whitespace elements of the globe is lower than 0,5 pt



Minimum size



LOGO

In certain cases, when a language of the used logo isn't regulated and the choice is difficult, the bilingual version can be used where the full Russian name adjoins to the main English name

Bilingual version



**Российский университет
дружбы народов**
RUDN University

LOGO

For the arrangement among other logos it is recommended to use the main option of a logo (Russian or English)

Logo arrangement among other brands





BRAND BLOCK

BRAND BLOCK

Construction rules of brand block

Under a logo, the slogan can be placed.
It is carried out by the Centro® Sans font
Pro Medium Italic on a die in brand Green
color (see. «Brand colors») and takes place
as shown in the scheme.

! It is important that using together with slogan
in the English option of a logo there is only
RUDN abbreviation, which is leveled similar
to the basic Russian one.



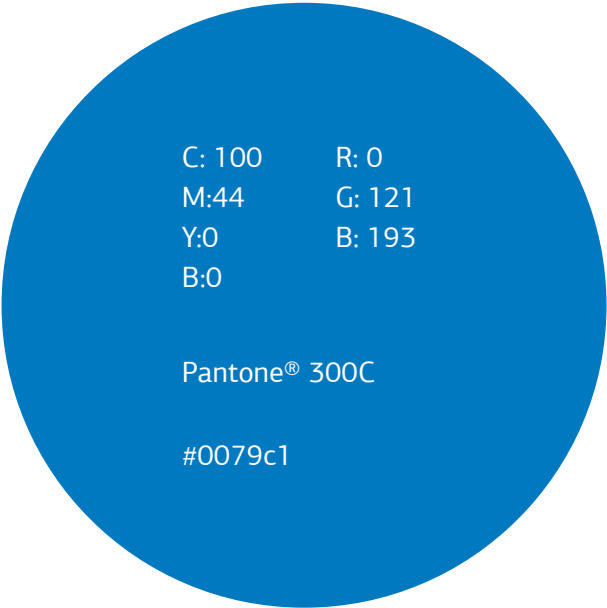


BRAND GAMMA

BRAND GAMMA

The main gamma consists of three colors, each of which broadcasts one of the RUDN key attributes: blue – internationality, red – leadership, green – development

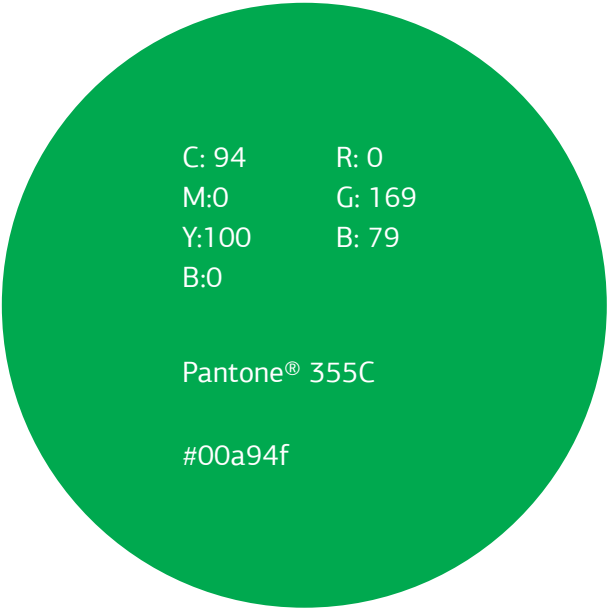
Basic colors



C: 100 R: 0
M:44 G: 121
Y:0 B: 193
B:0

Pantone® 300C

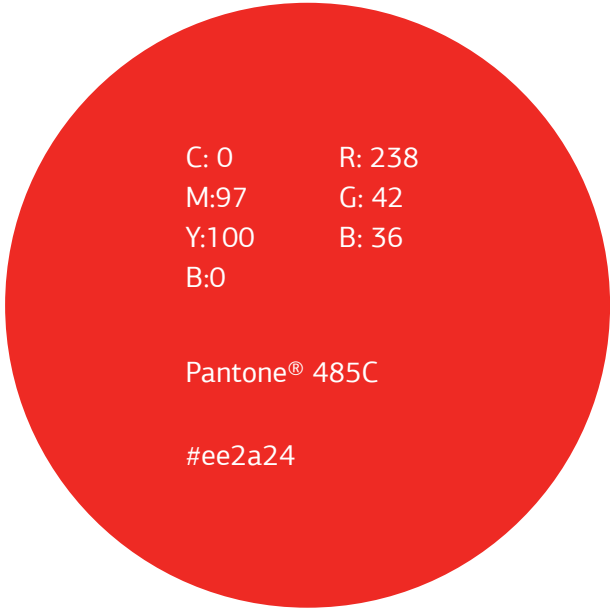
#0079c1



C: 94 R: 0
M:0 G: 169
Y:100 B: 79
B:0

Pantone® 355C

#00a94f



C: 0 R: 238
M:97 G: 42
Y:100 B: 36
B:0

Pantone® 485C

#ee2a24

BRAND GAMMA

Extra colors differ from the main in saturation degree, representing the same combination of tones (blue, red, green).

Extra colors

C: 100 R: 0
M:73 G: 86
Y:0 B: 166
B:2

Pantone® Ref. Blue

#0056a6

C: 95 R: 0
M:0 G: 133
Y:100 B: 62
B:27

Pantone® 356C

#00853e

C: 0 R: 79
M:95 G: 32
Y:100 B: 23
B:29

Pantone® 484C

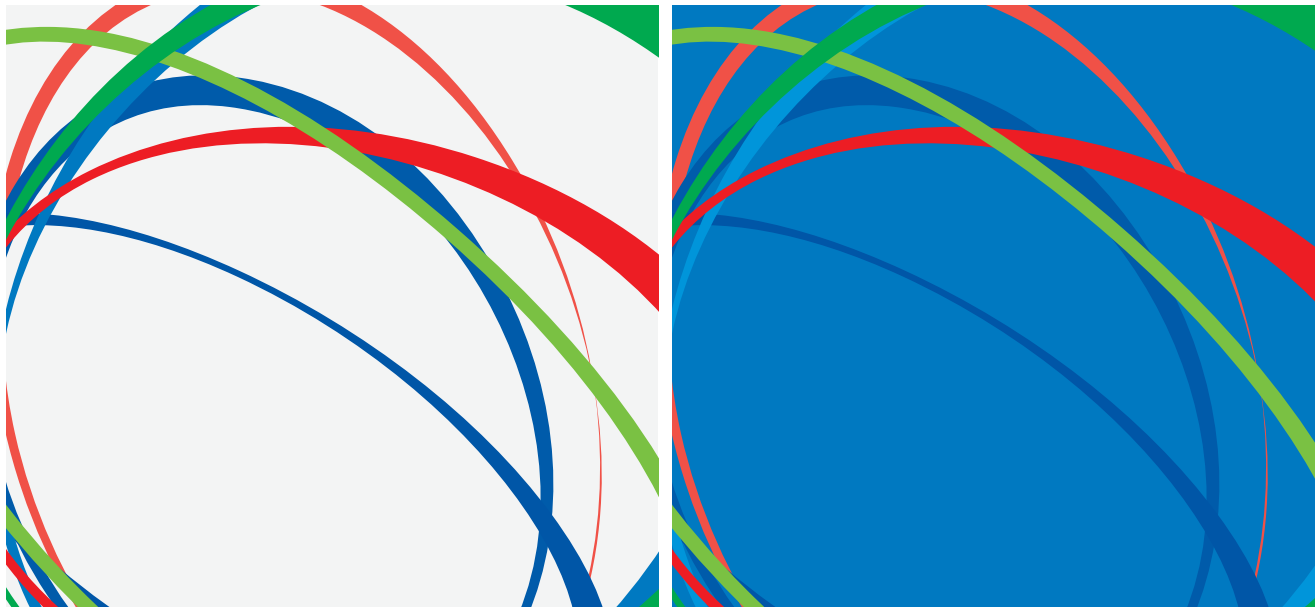
#b32017



BACKGROUNDS
AND SUBSTRATES

BACKGROUNDS AND SUBSTRATES

Brand tapes on white
and blue background



The brand pattern consists of vector tapes of six colors (three main + three additional) located on a white or brand blue background. Semantic value of the colors used in a pattern answers the RUDN key attributes: blue – internationality, red – leadership, green – development. In lines it is recognized the meridians connecting this graphics with logo symbolic.

Crossing of lines of different color and width sets subjects of the international cooperation, mutual influence of different traditions and cultures. Moreover, their arrangement speaks about association around the general center – educational, research, enterprise.

BACKGROUNDS AND SUBSTRATES

Tapes for a brand background turn out by framing from full vector composition given below. At the same time, it is desirable that large fragments of the external arches that limit composition didn't get to a window of framing.

Construction rules
of brand background



BACKGROUNDS AND SUBSTRATES

The logo is placed in a way, as the tapes didn't cross its protective fields.

! Crossing of a logo tapes is unacceptable

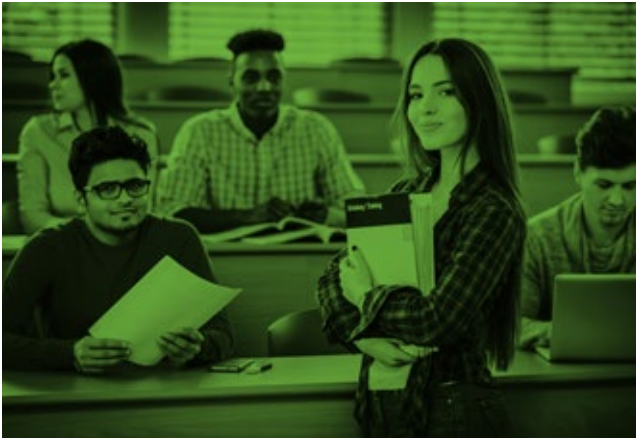
Position logo rules of brand background



BACKGROUNDS AND SUBSTRATES

For backgrounds it is possible to use images, tinted in corporate colors

Tinted images



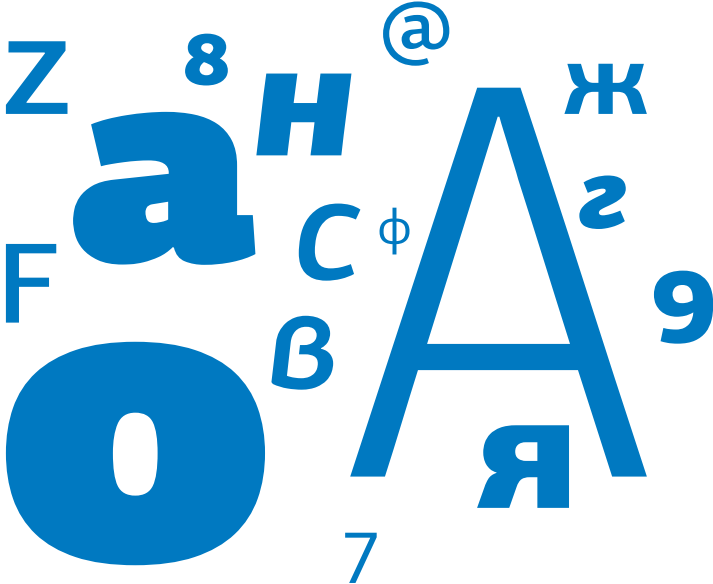


FONTS AND TYPOGRAPHICS

FONTS AND TYPOGRAPHICS

On all carriers of the brand style it is used family fonts Centro Sans Pro

Corporate font Centro® Sans Pro



Regular
A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m
n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
.,?@%”()&{ }

Medium Italic
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0 , . ? @ % ” () & { }

Medium
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r
s t u v w x y z 1 2 3 4 5 6 7 8 9 0 , . ? @ % ” () & { }

Black
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r
s t u v w x y z 1 2 3 4 5 6 7 8 9 0 , . ? @ % ” () & { }



RUDN
university

SOUVENIR
PRODUCTS

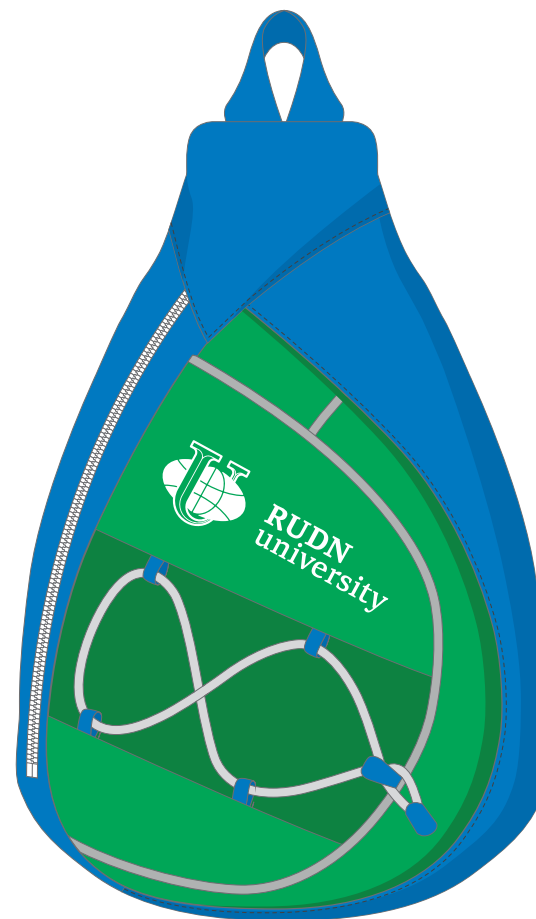


ACCESSORIES

Accessories

BACKPACK

Models of backpacks
are made in individual design,
in blue-green brand colors.
Way of drawing: embroidery



Accessories

COVER FOR THE SMARTPHONE

Way of drawing: UV printing



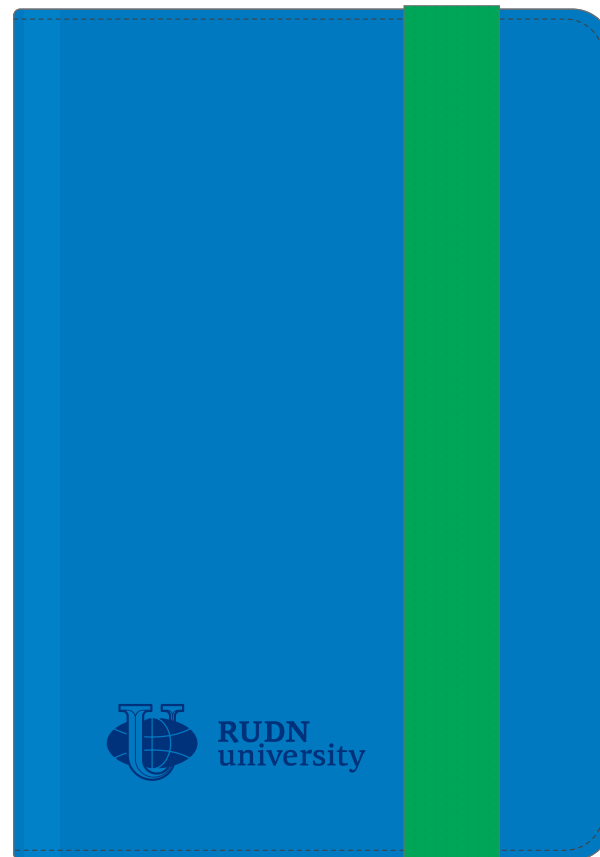
Accessories

COVER FOR TOUCH PAD

The cover is selected from prepared positions.

Colors, the closest to brand blue.

Way of drawing: stamping



Accessories

EARPHONES

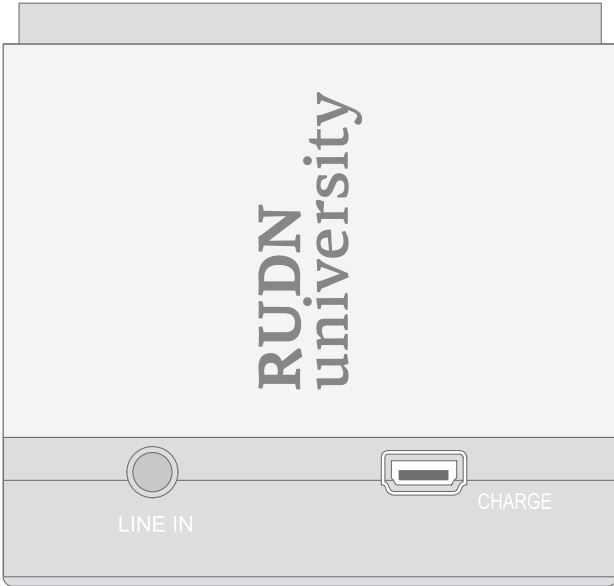
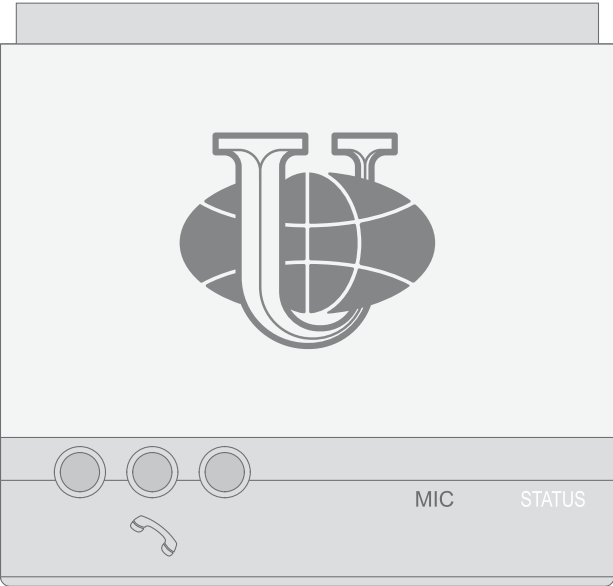
Way of drawing: pad printing



Accessories

PORTABLE COLUMN

Way of drawing: engraving



Accessories

THERMO-CUP

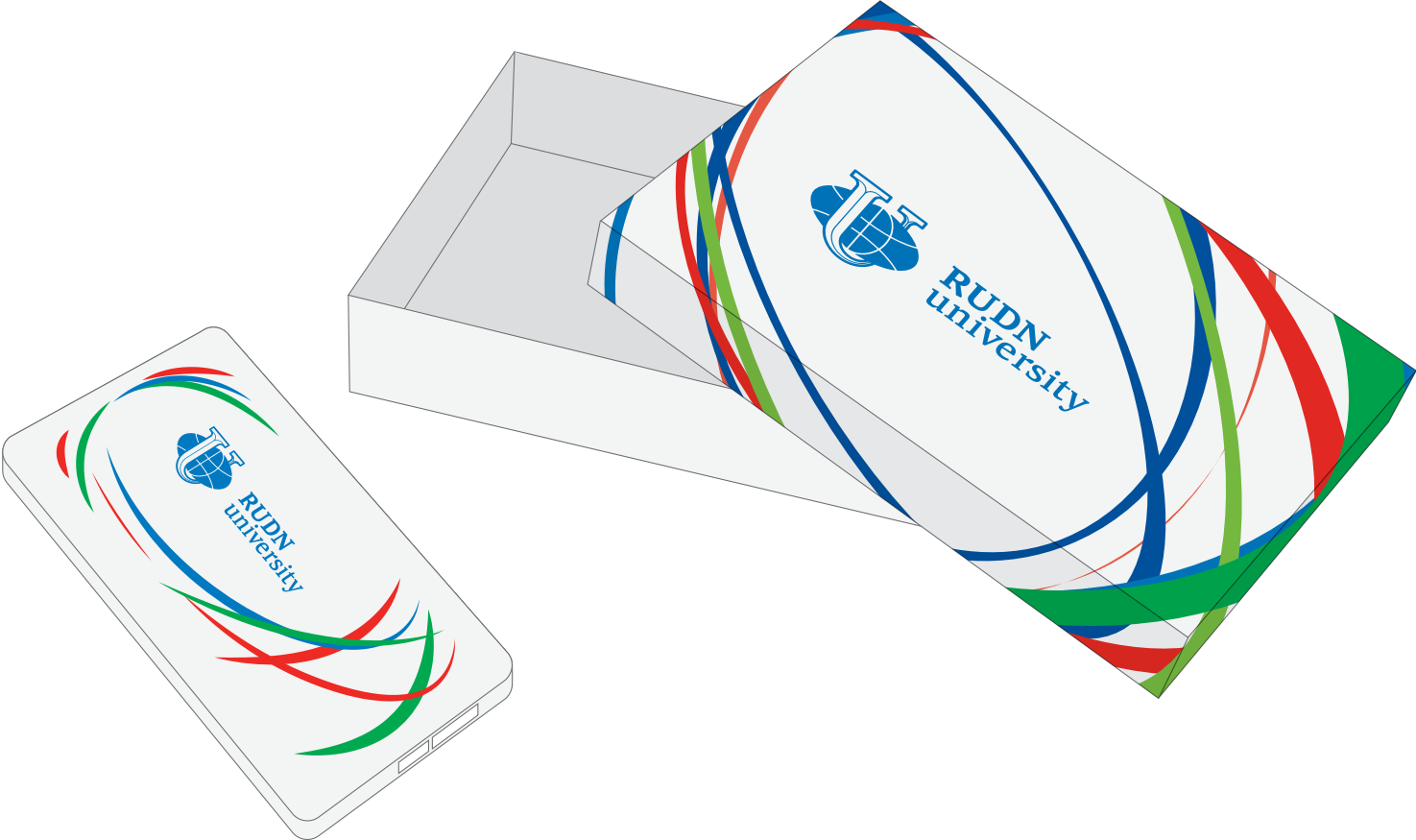
Way of drawing:
print of an insert or decal



Accessories

PORTABLE CHARGER

Way of drawing: silk-screen printing



Accessories

BOTTLE WITH THE FILTER OF WATER

Way of drawing: pad printing



Accessories

WIRELESS MOUSE

Way of drawing: pad printing



Accessories

MOUSEPAD

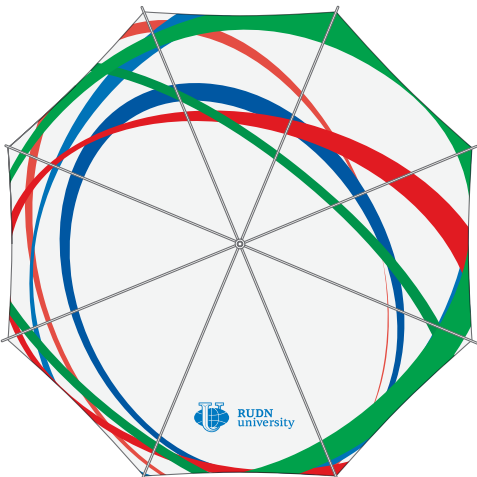
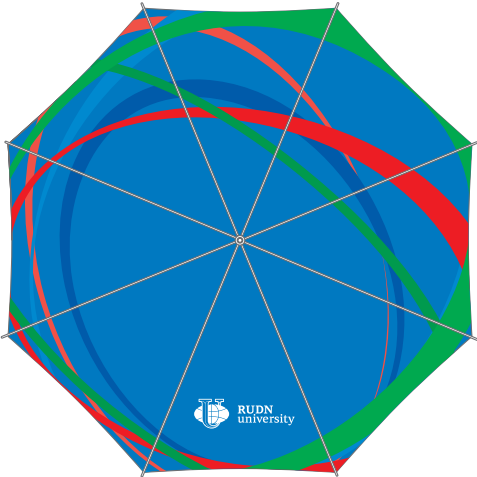
Way of drawing: sublimation print



Accessories

UMBRELLA

Way of drawing:
sublimation print
or silk-screen printing



Accessories

BLANKET

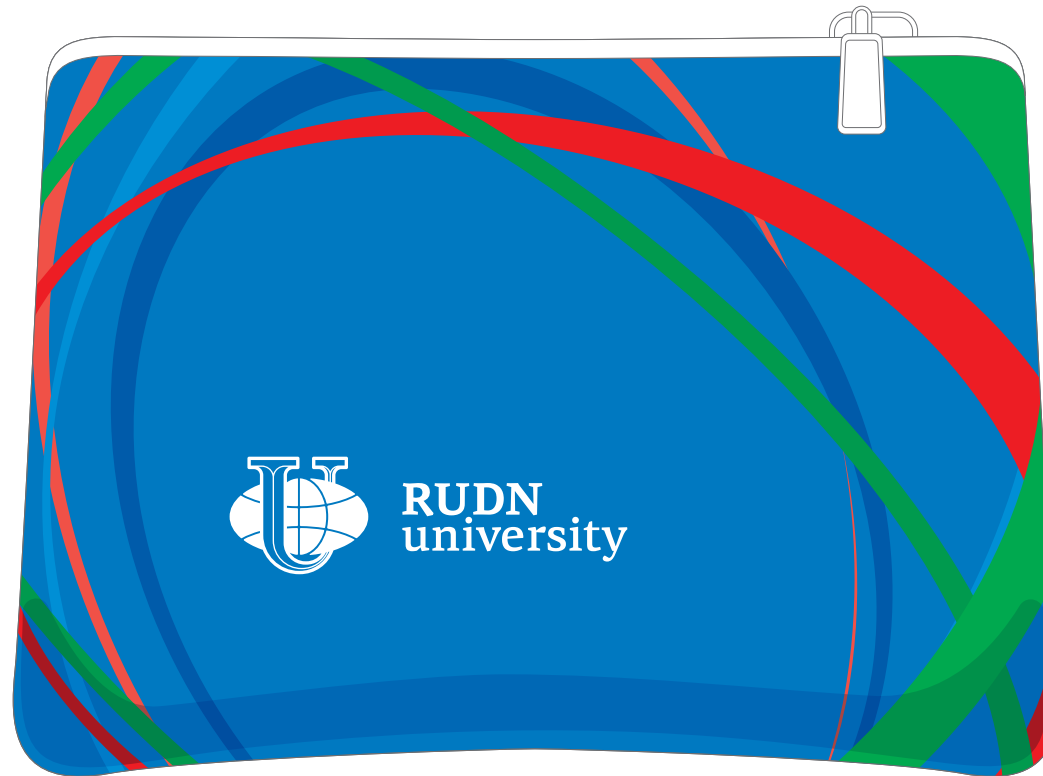
Way of drawing: embroidery



Accessories

PURSE

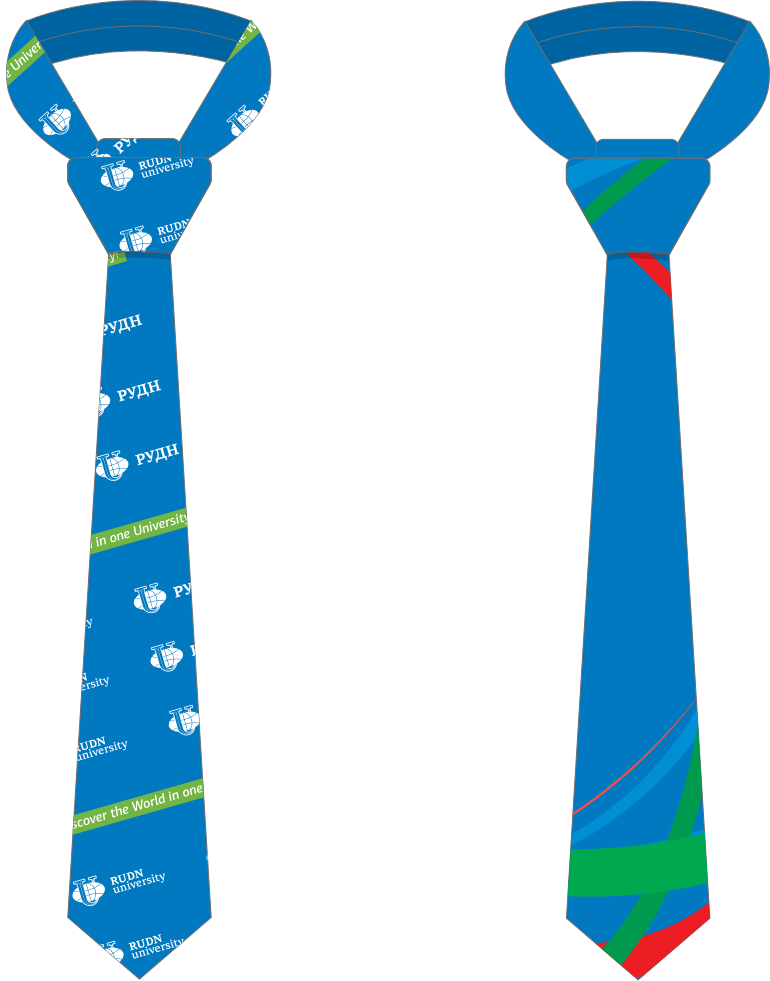
Way of drawing:
sublimation print
or silk-screen printing



Accessories

MEN'S TIE

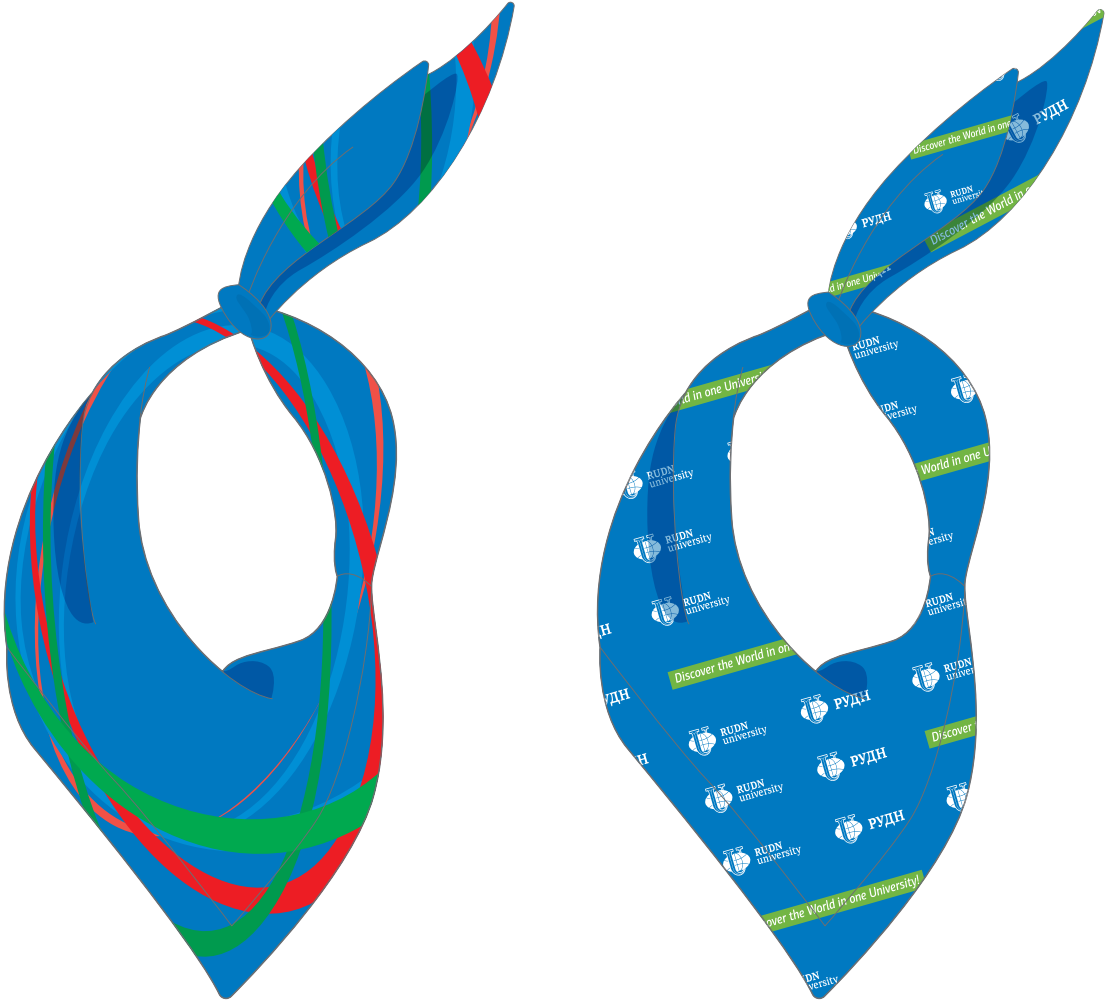
Way of drawing:
sublimation print
or silk-screen printing



Accessories

SCARF

Way of drawing:
sublimation print
or silk-screen printing



Accessories

CUFF LINKS

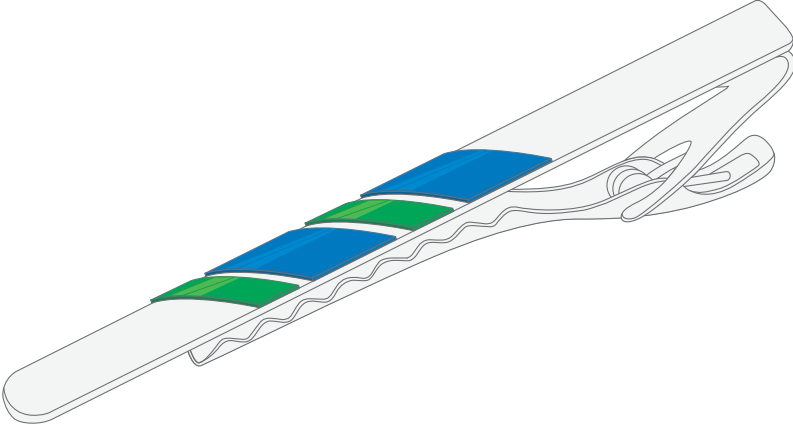
- a. white enamel
- b. blue enamel
- c. silver



Accessories

CLIP FOR A TIE

Blue and green enamels



CLIP FOR A SCARF

Blue enamel



Accessories

KEYCHAIN

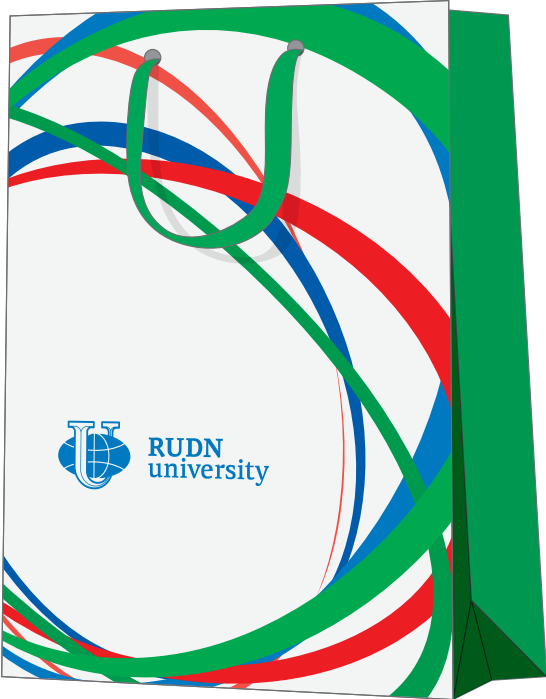
Way of drawing: engraving



Accessories

PAPER PACKAGE

Way of the print: offset



Accessories

PLASTIC BAG

Way of drawing: flexographic printing or silk-screen printing



Accessories

TUBE

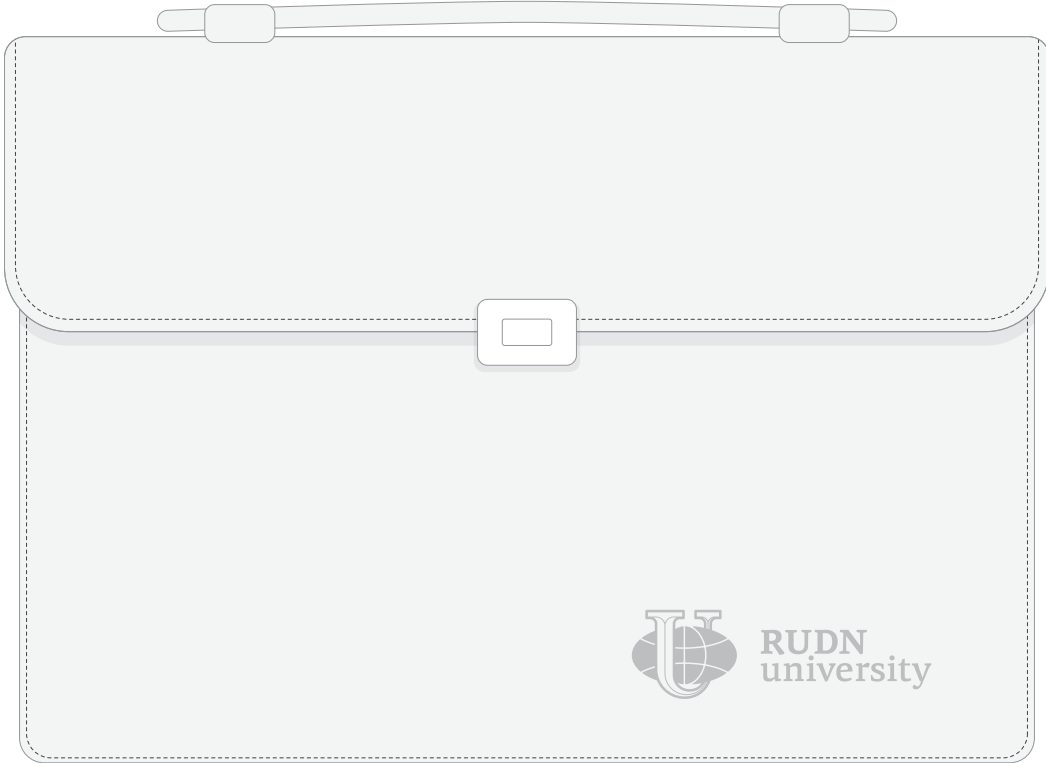
Way of drawing: pad printing



Accessories

LEATHER FOLDER PORTFOLIO

Way of drawing: stamping



Accessories

STICKERS SET

The print on a self-adhesive film or paper



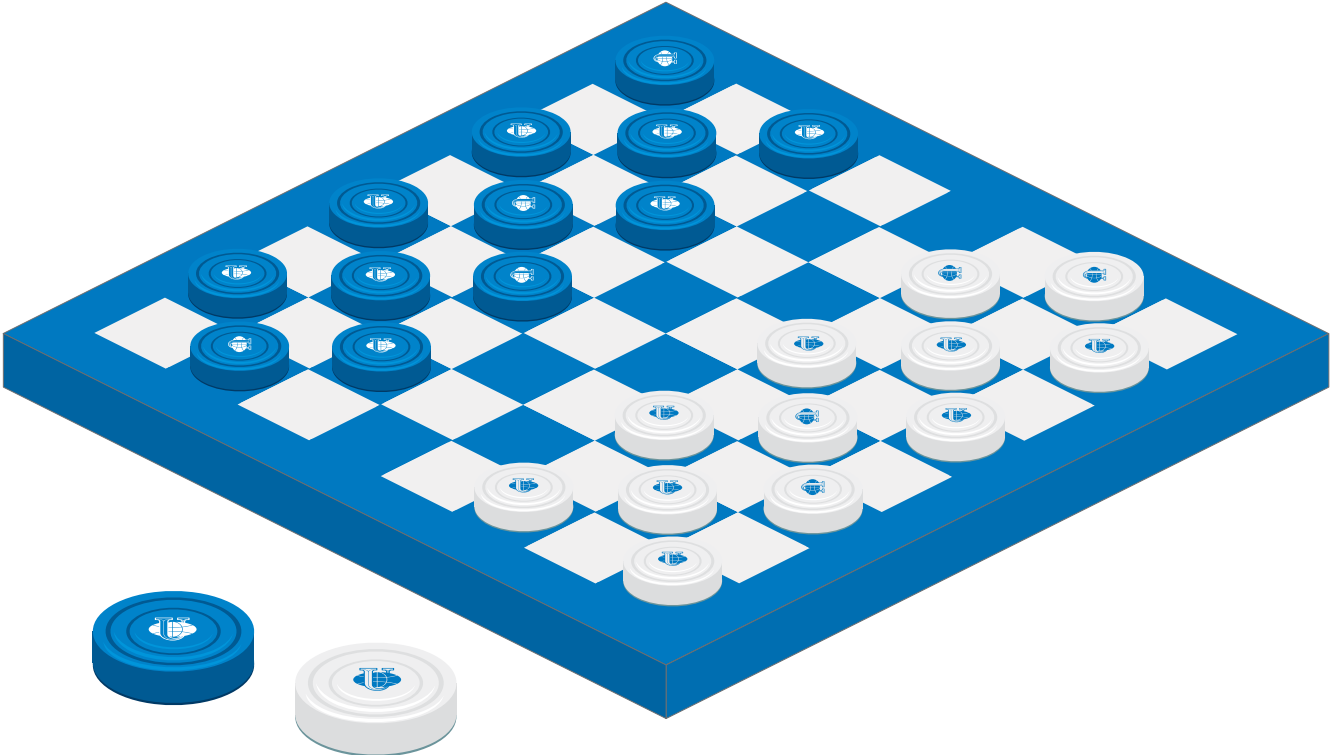


BOARD GAMES

Board games

CHECKERS

Way of drawing: pad printing

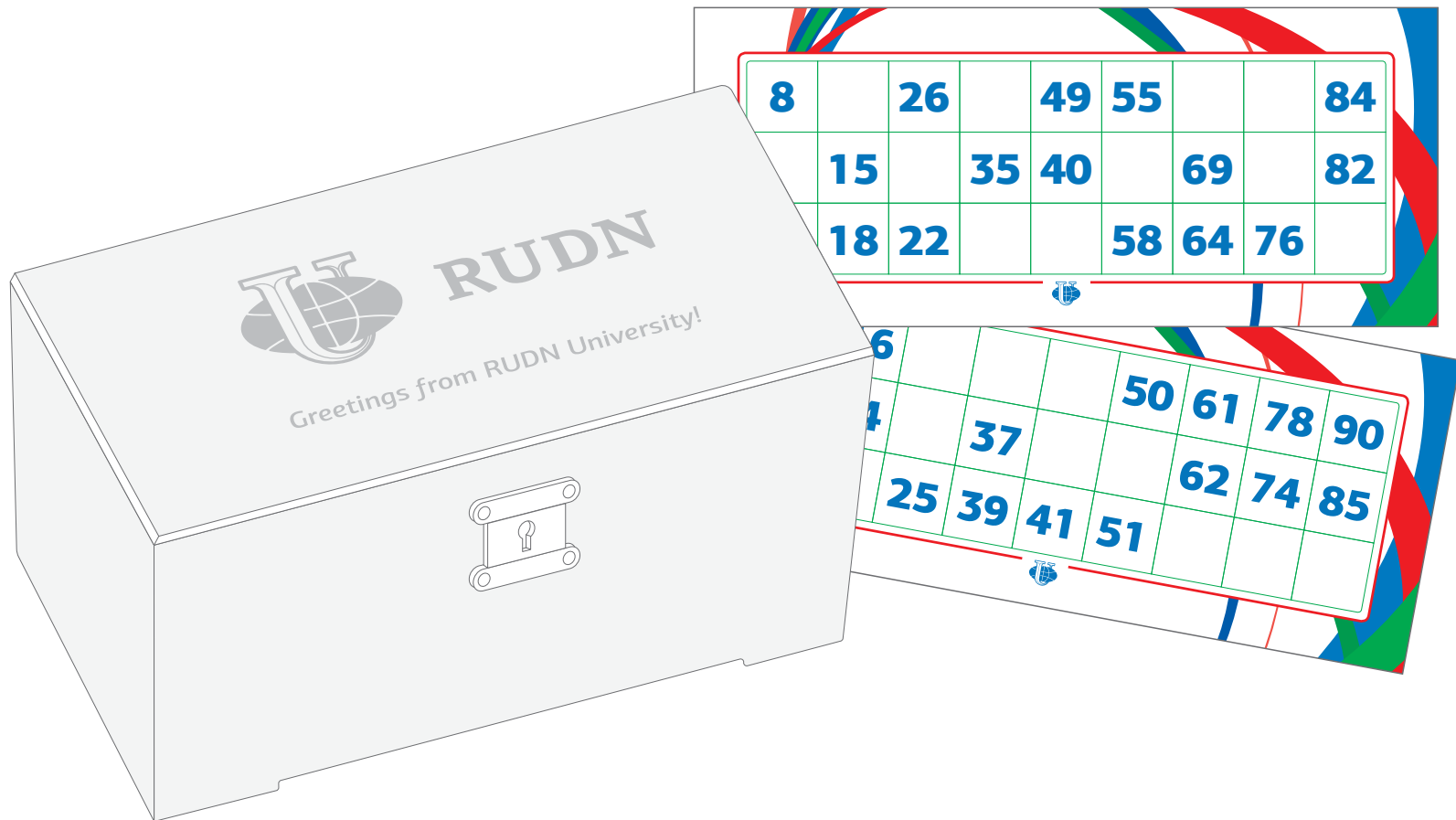


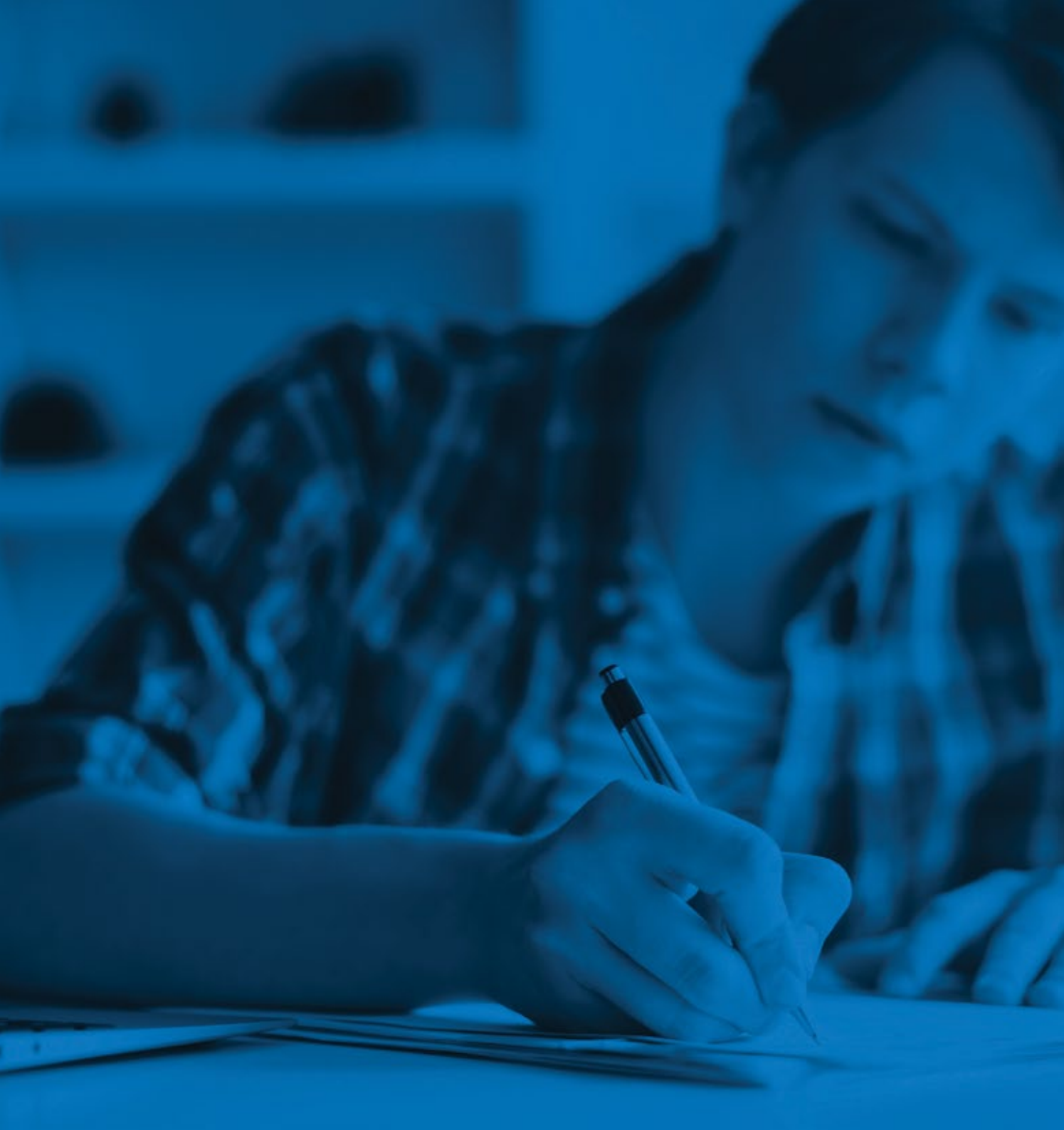
Board games

LOTTO

Printing method on the box: engraving

Printing method on the cards: digital print or offset





COVERS
FOR DOCUMENTS

Covers for documents

STUDENT'S (CREDIT) BOOK

Way of drawing:
sublimation print
or silk-screen printing



Covers for documents

STUDENT ID CARD

Way of drawing:
sublimation print
or silk-screen printing



Covers for documents

PASSPORT

Way of drawing:
sublimation print
or silk-screen printing



Covers for documents

CARD HOLDER

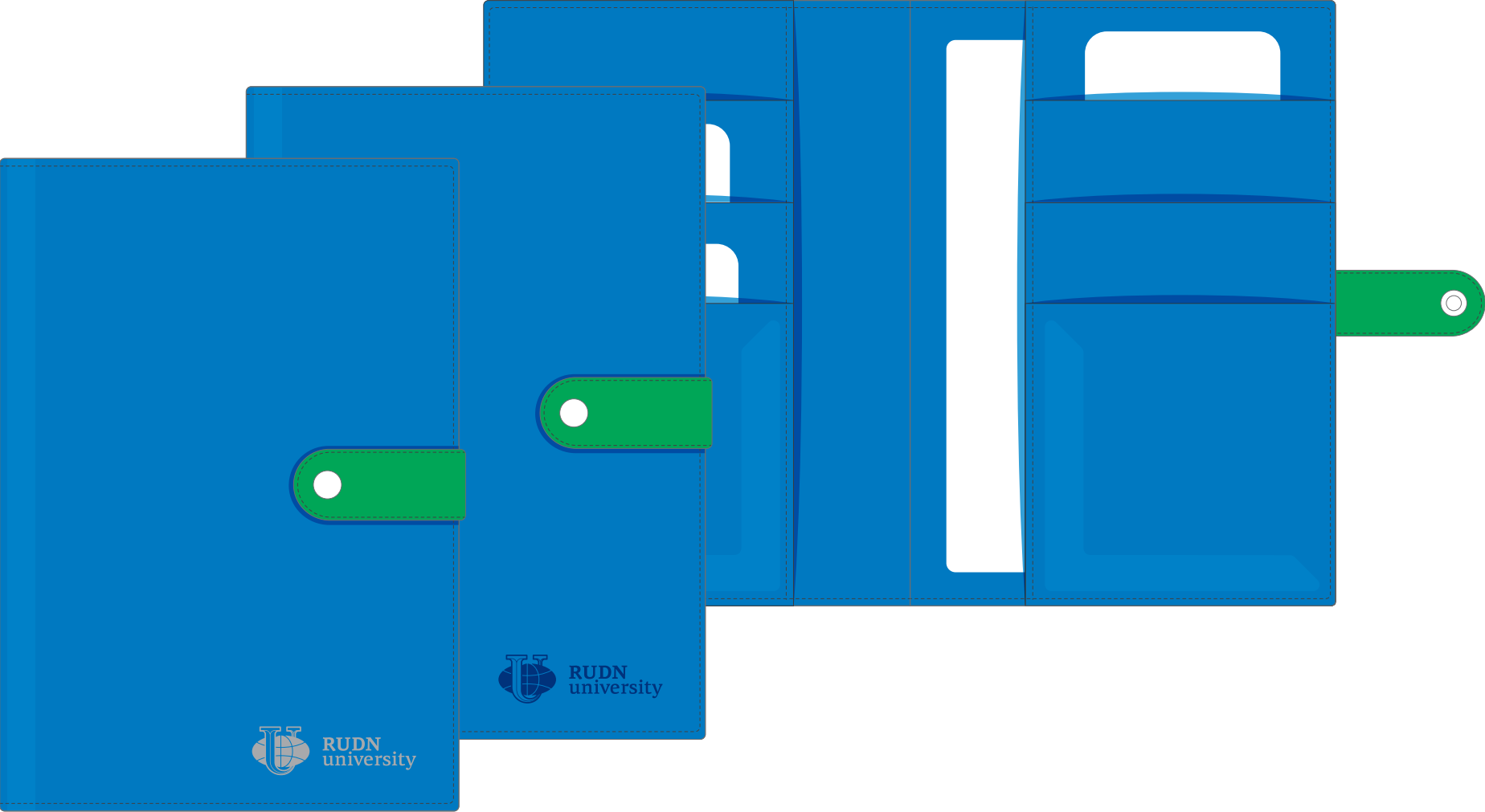
Way of drawing: engraving



Covers for documents

COVER FOR DOCUMENTS

Way of drawing: stamping



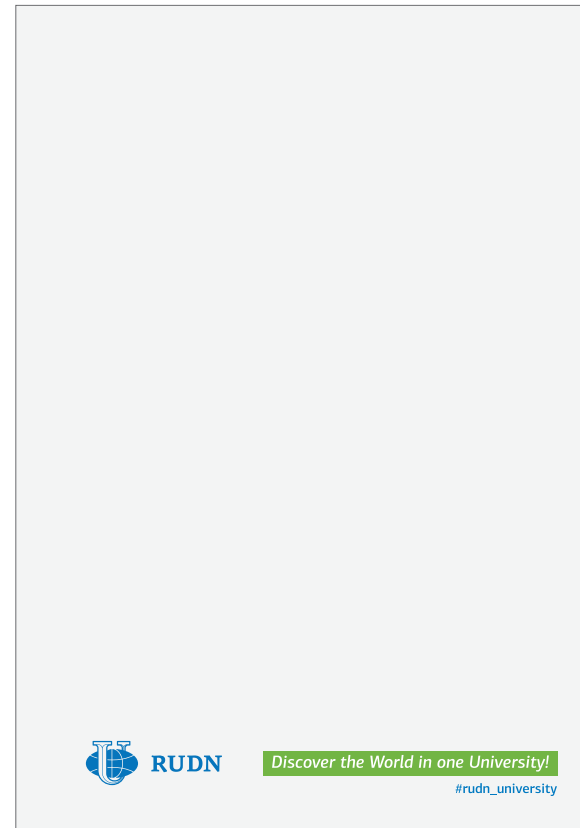


OFFICE SUPPLIES

Office supplies

NOTEBOOK ON A SPRING

Way of the print: offset



Office supplies

DAIRY

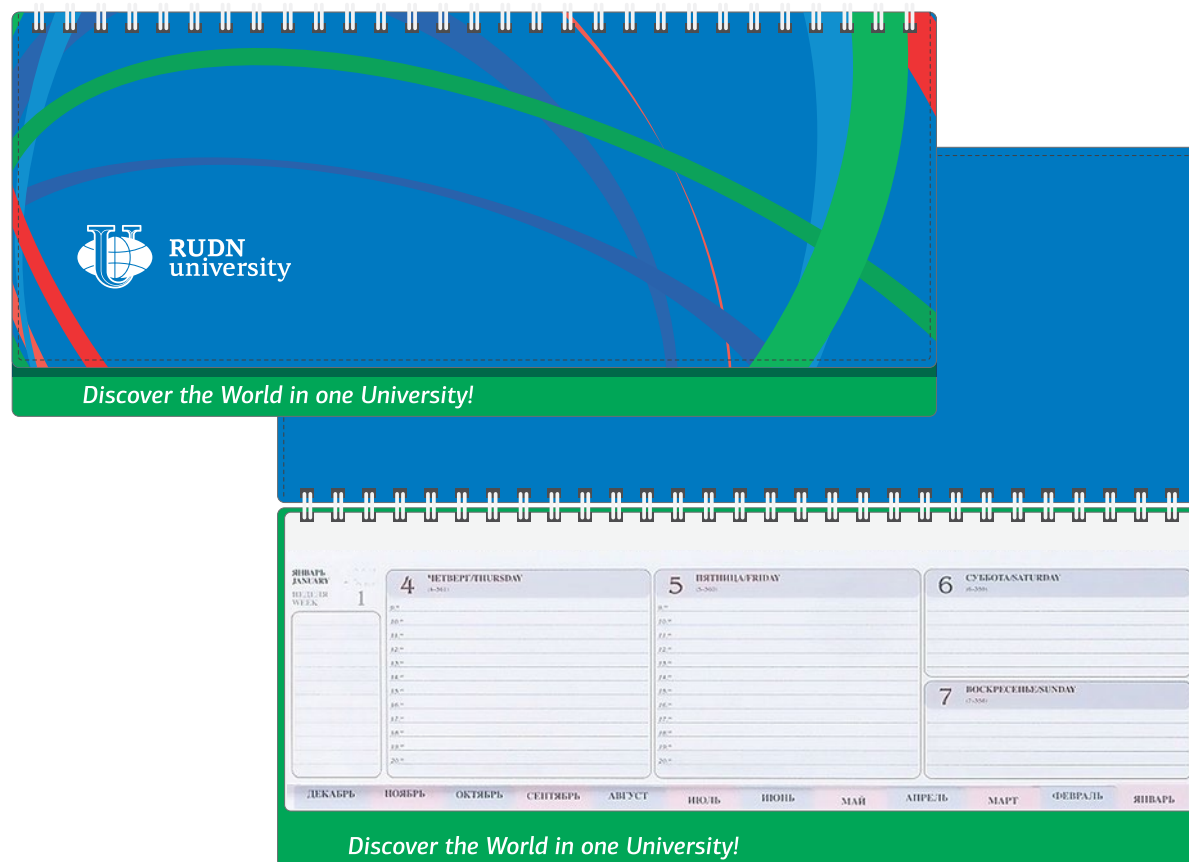
Way of drawing:
silk-screen printing
or UV printing



Office supplies

PLANING

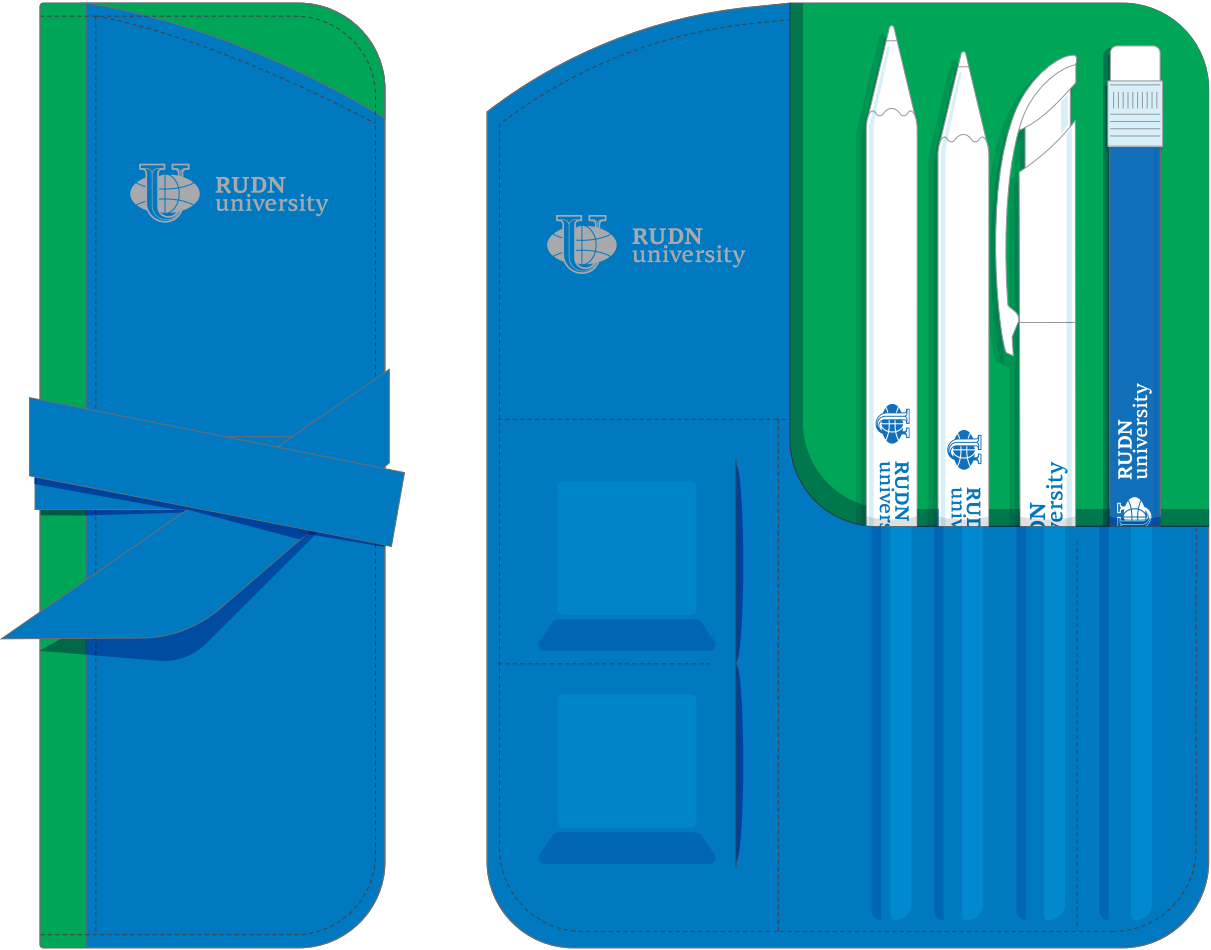
Way of drawing:
silk-screen printing
or UV printing



Office supplies

CASE

Way of drawing: stamping



Office supplies

PEN

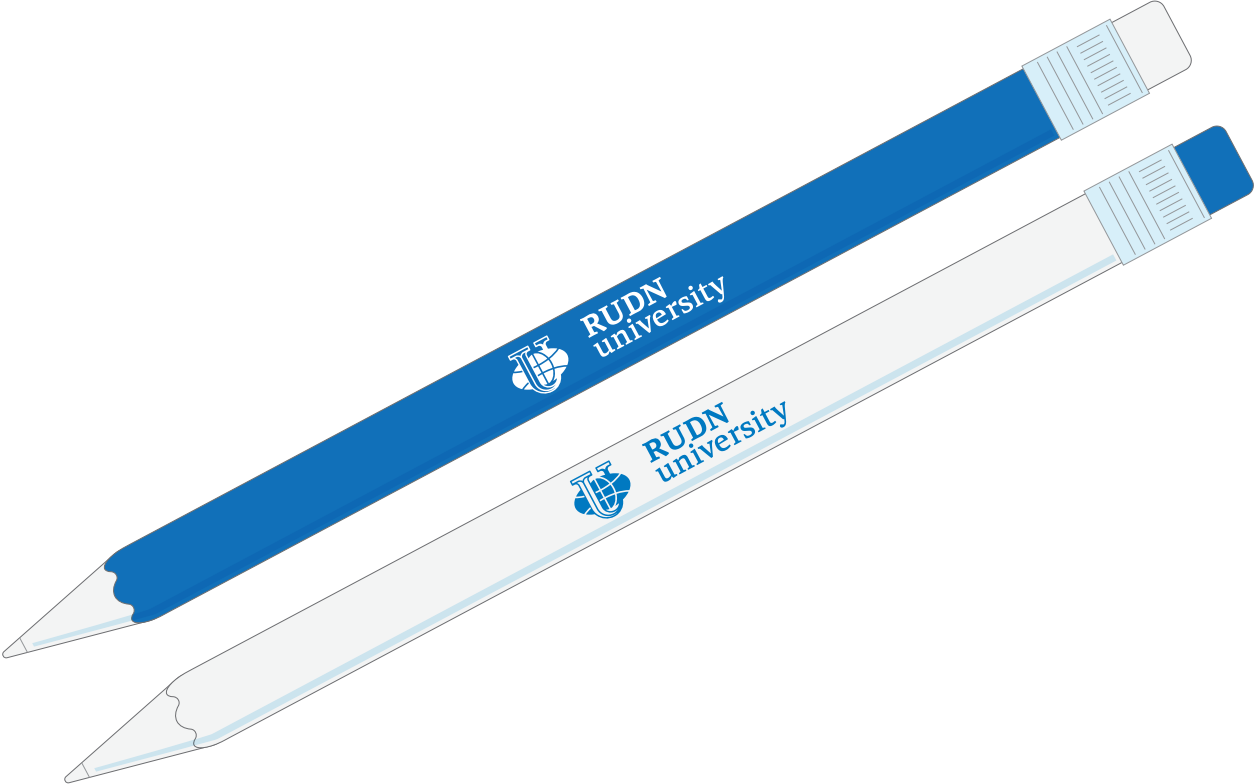
Way of drawing: pad printing



Office supplies

PENCIL

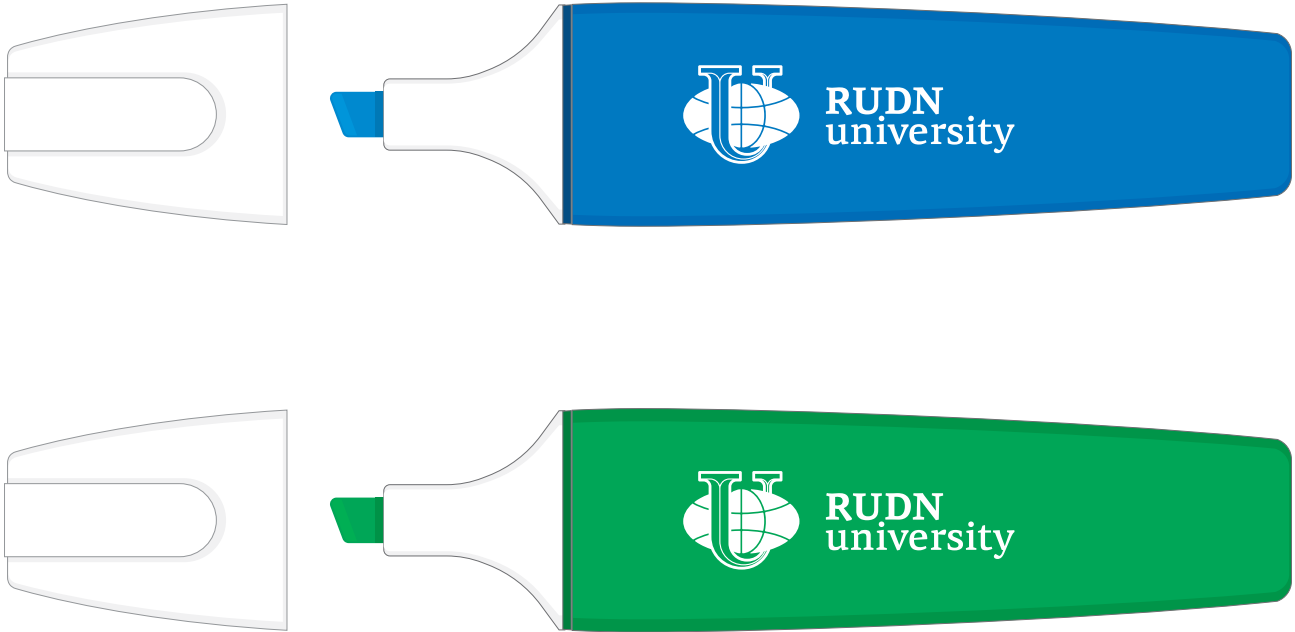
Way of drawing: pad printing



Office supplies

HIGHLIGHTER

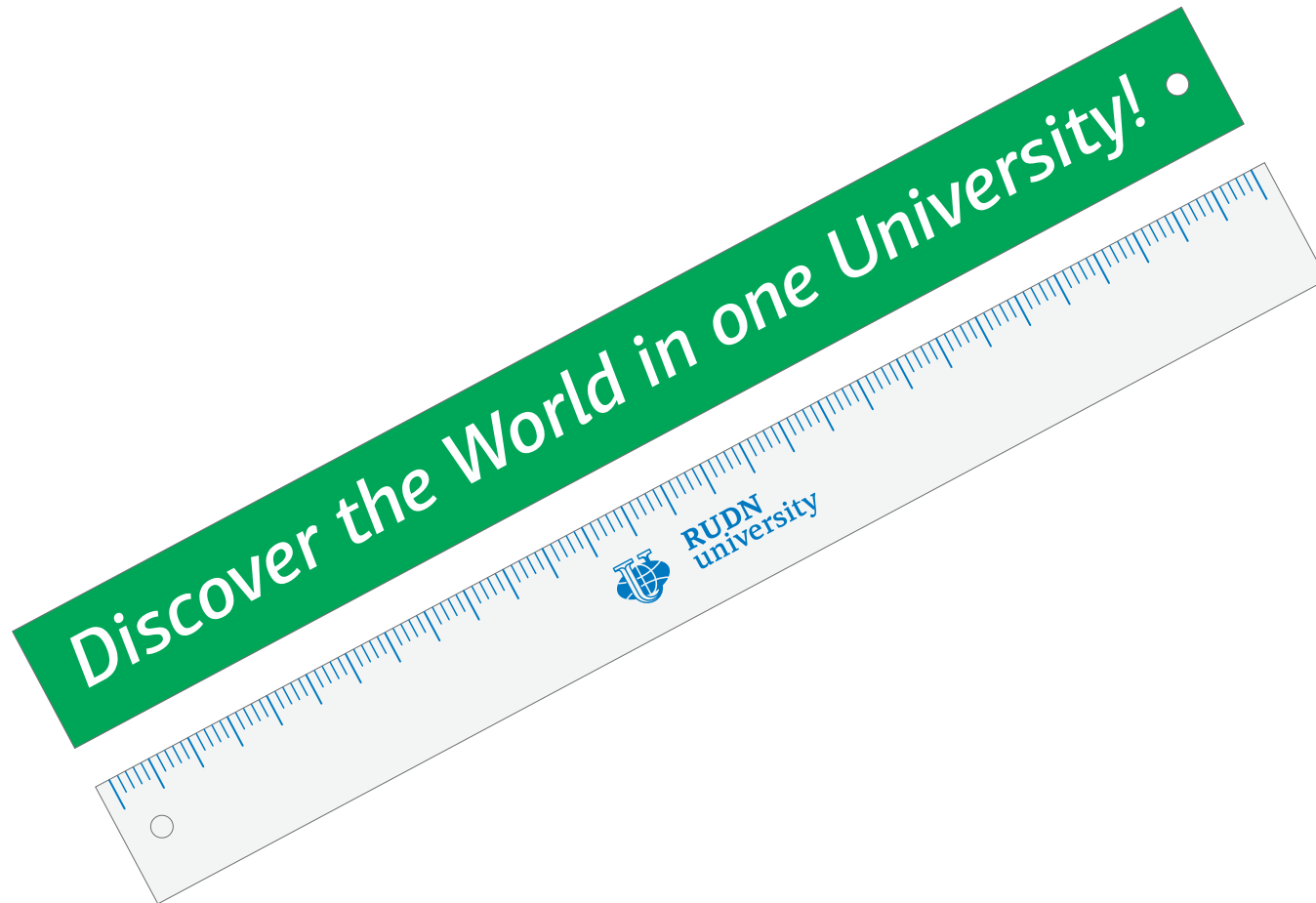
Way of drawing: pad printing



Office supplies

RULER

Way of drawing:
silk-screen printing
or UV printing



Office supplies

ORGANIZER

Way of drawing:

- a. stamping
- b. silk-screen printing or UV printing



a.

b.

Office supplies

MAGNETIC BOOKMARK FOR BOOKS

Way of drawing:

UV printing or digital printing



Office supplies

TABLET FOR PAPERS

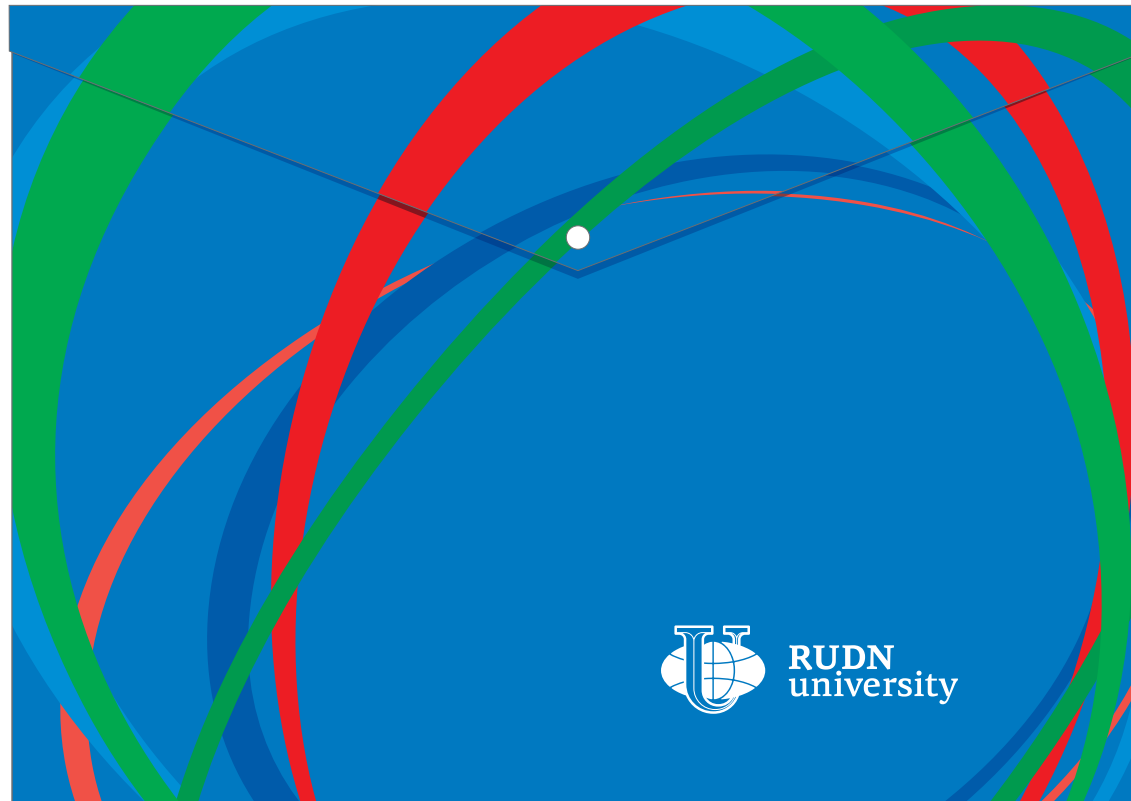
Way of drawing:
silk-screen printing
or UV printing



Office supplies

FOLDER ENVELOPE A4

Way of drawing:
silk-screen printing
or UV printing



Office supplies

FILE FOLDER

Way of drawing:
silk-screen printing
or UV printing



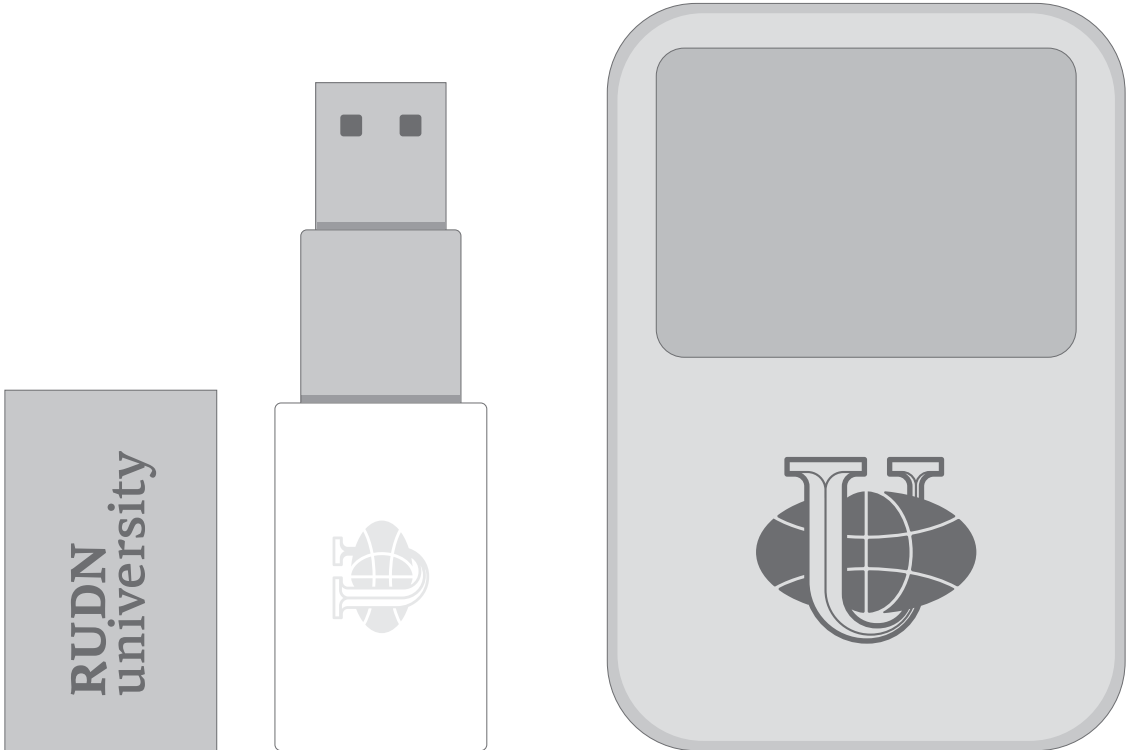


ELECTRONIC
CARRIERS

Electronic carriers

USB

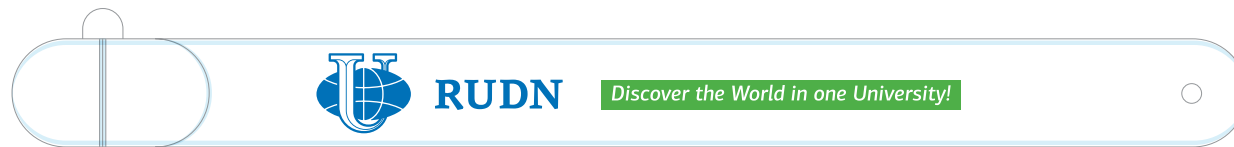
Way of drawing: engraving



Electronic carriers

USB-BRACELET

Way of drawing: silk-screen printing
or pad printing



Electronic carriers

CD

Way of drawing: silk-screen printing
or digital printing



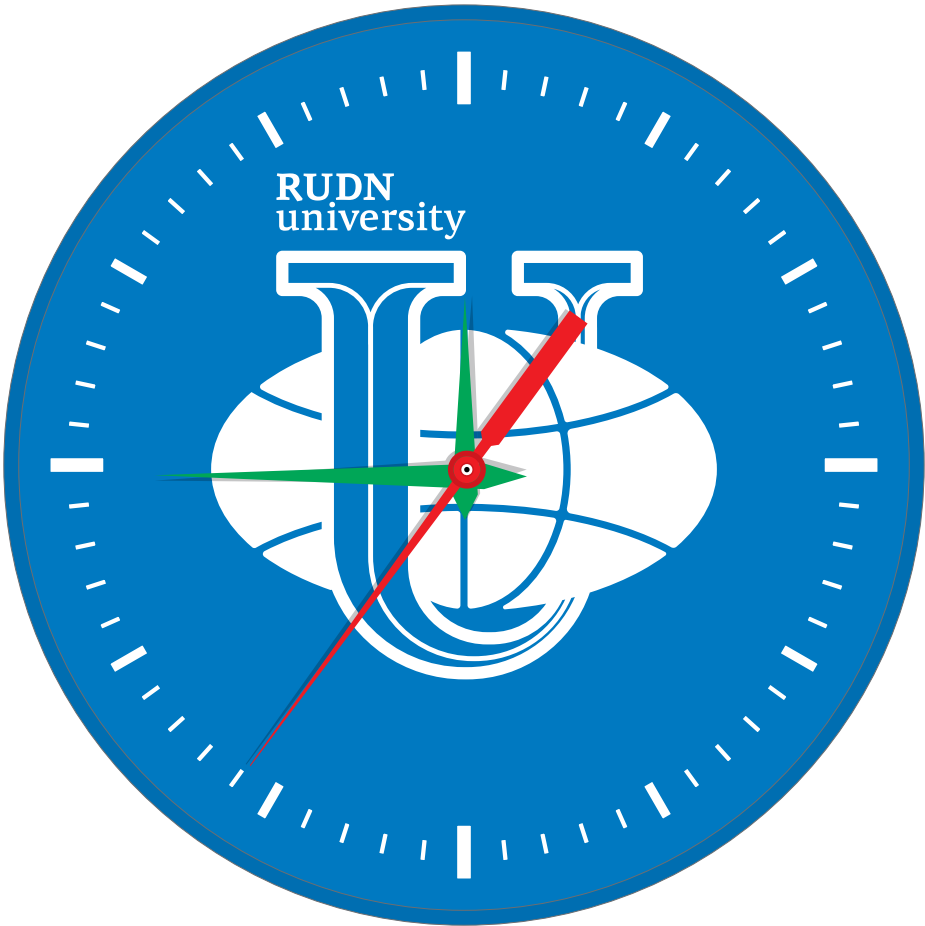


WATCHES/
CLOCKS

Watches/Clocks

CLOCKS

Individual production



Watches/Clocks

WATCHES

Production of watches
on individual design





GLASSWARE

Glassware

MUG

Way of drawing: decal



Glassware

DINNER SERVICE

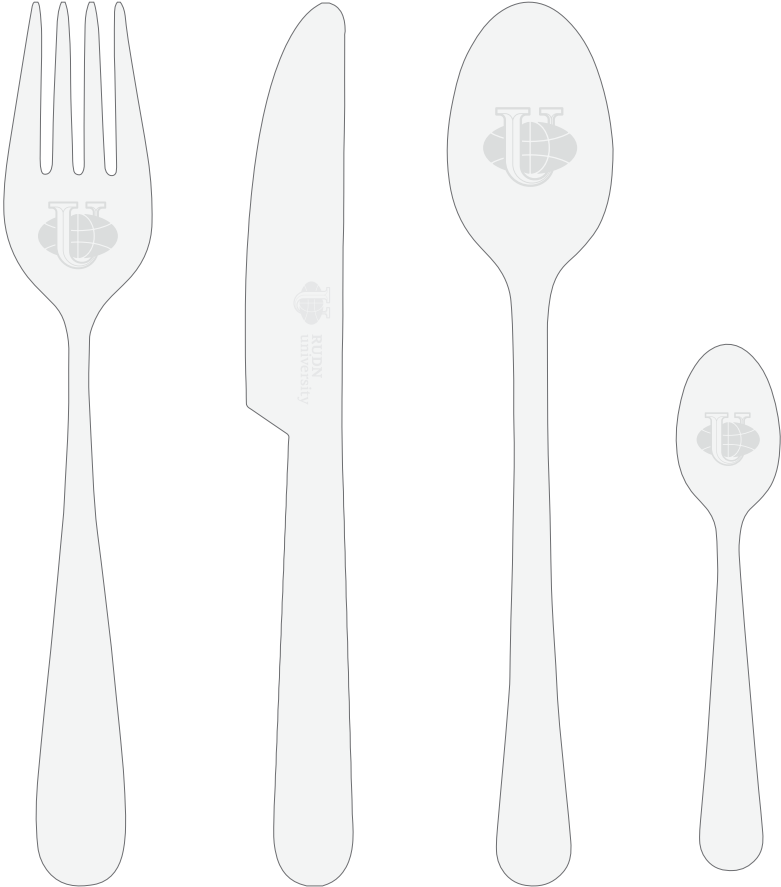
Way of drawing: decal



Glassware

CUTLERY (TABLEWARE)

Way of drawing: engraving





SYMBOLS

Symbols

DESKTOP FLAG

Way of drawing: sublimation print



Symbols

STREET FLAG

Way of drawing: sublimation print



Symbols

PENNANT

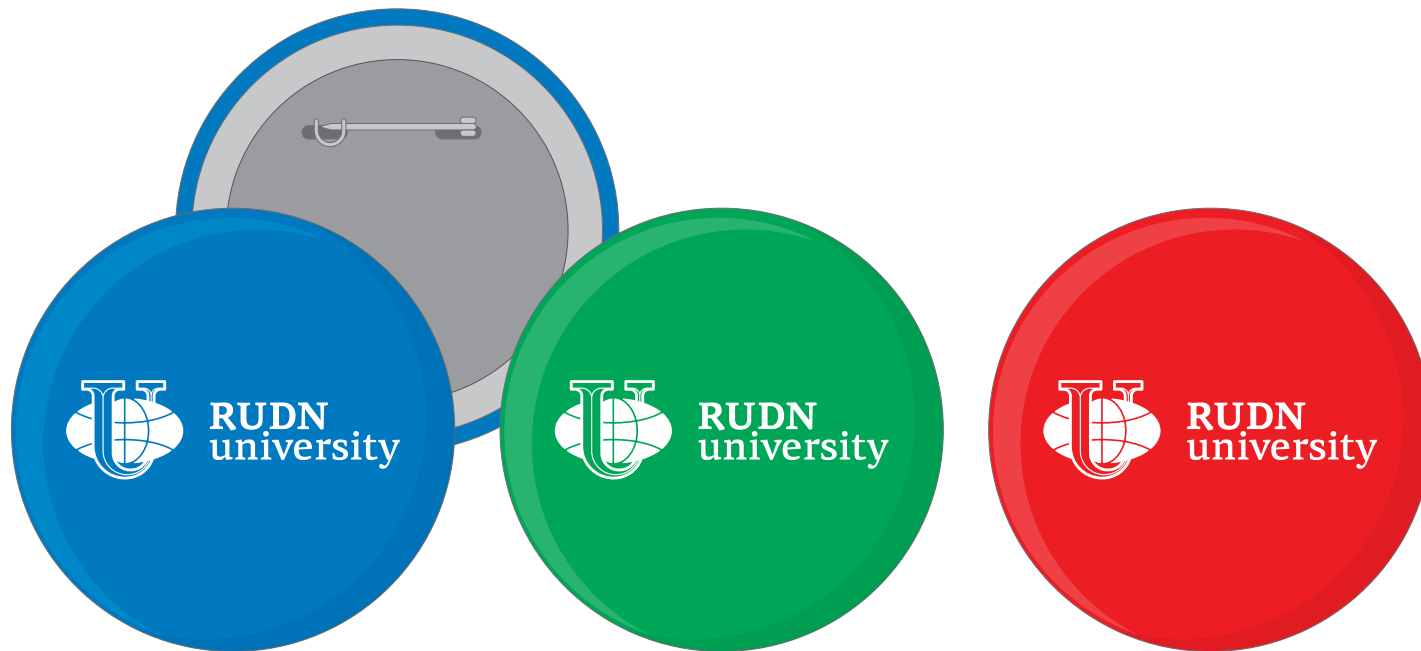
Way of drawing: embroidery



Symbols

BADGE

Way of drawing:
offset or digital printing





RUDN
university

SPORTSWEAR



SPORTSWEAR

OLYMPIC SWEATSHIRT, TROUSERS

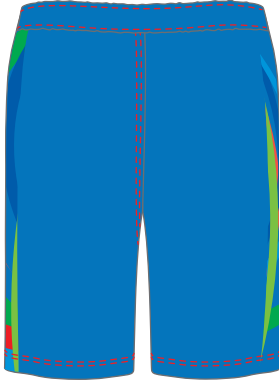
Production on individual design



Sportswear

T-SHIRT, SHORTS

Production on individual design



Sportswear

BASEBALL CAP

Way of drawing: embroidery





SPORT
ACCESSORIES

Sport accessories

SPORTS PAD

Way of drawing:
sublimation print
or silk-screen printing



Sport accessories

BALL

Way of drawing:
silk-screen printing
or pad printing



Sport accessories

FITNESS BRACELET

Way of drawing:
silk-screen printing
or pad printing



WOMEN'S SWIMSUIT

Production of a swimsuit
on individual design



MEN'S SWIMSUIT

Production of a swimsuit
on individual design



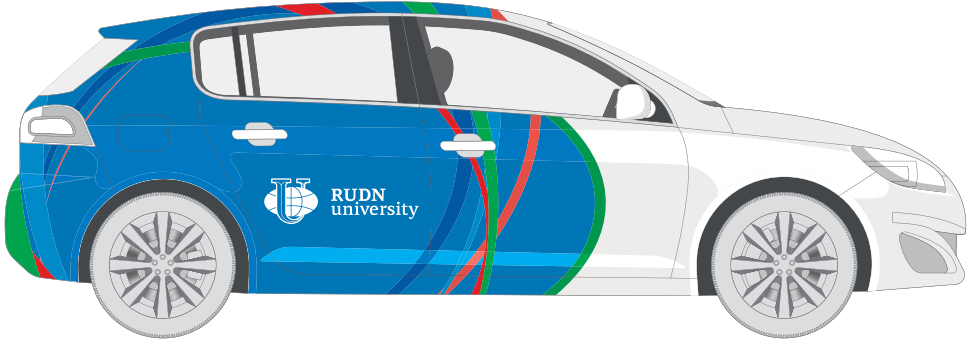
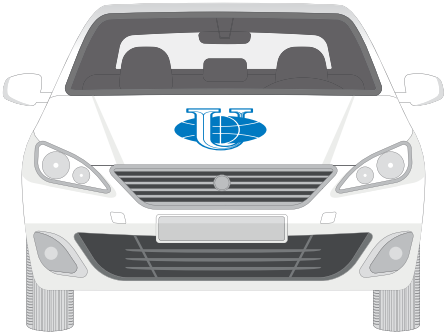
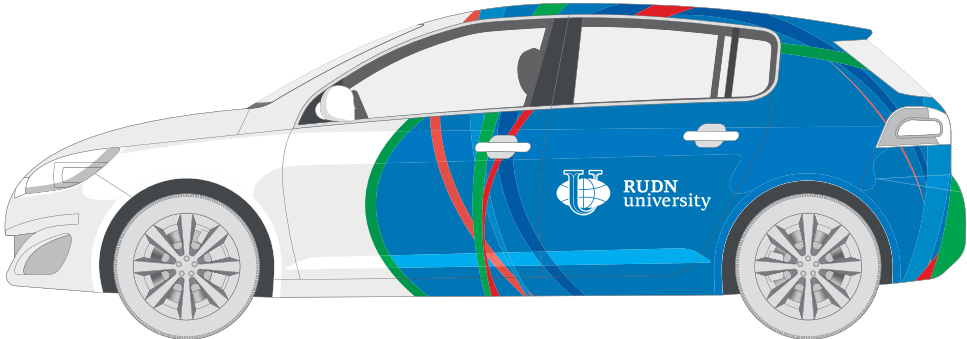


TRANSPORT

Transport

CAR

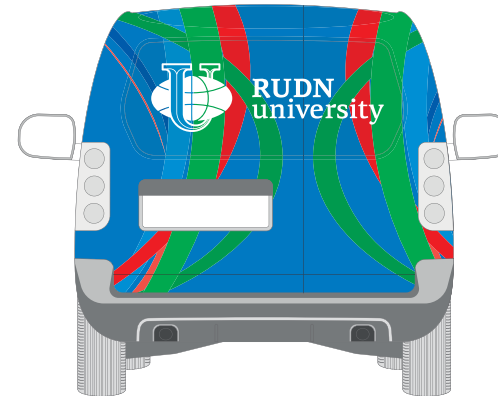
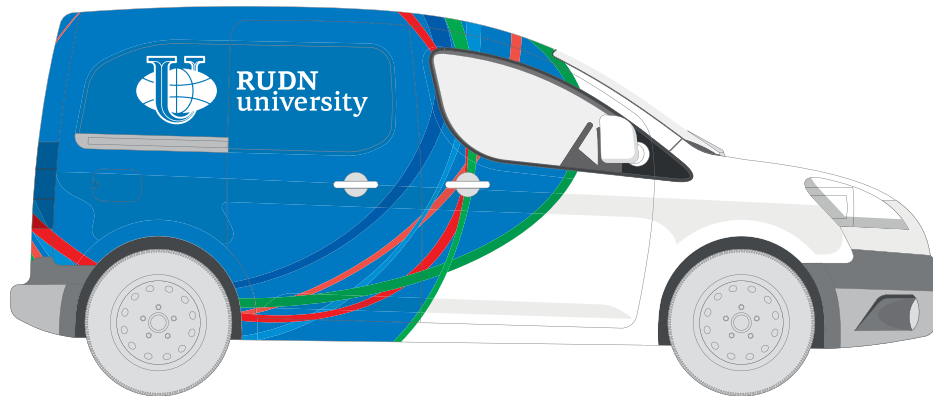
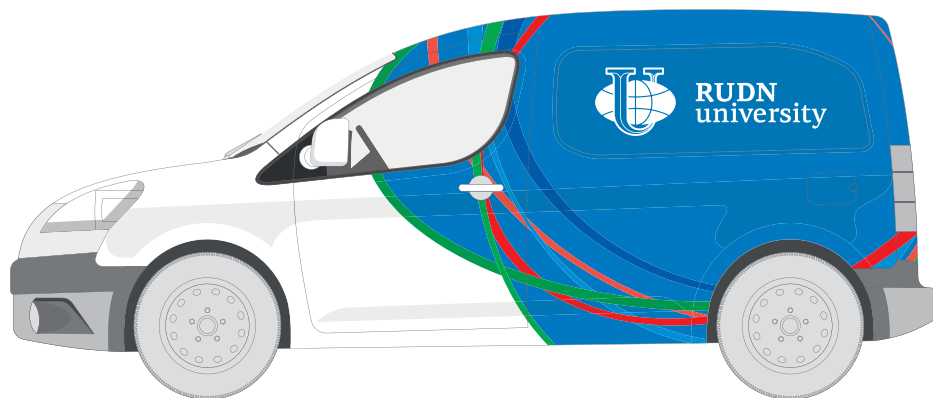
Way of drawing:
pasting by an automobile film



Transport

VAN

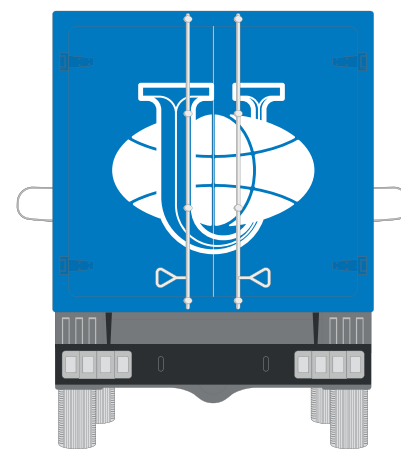
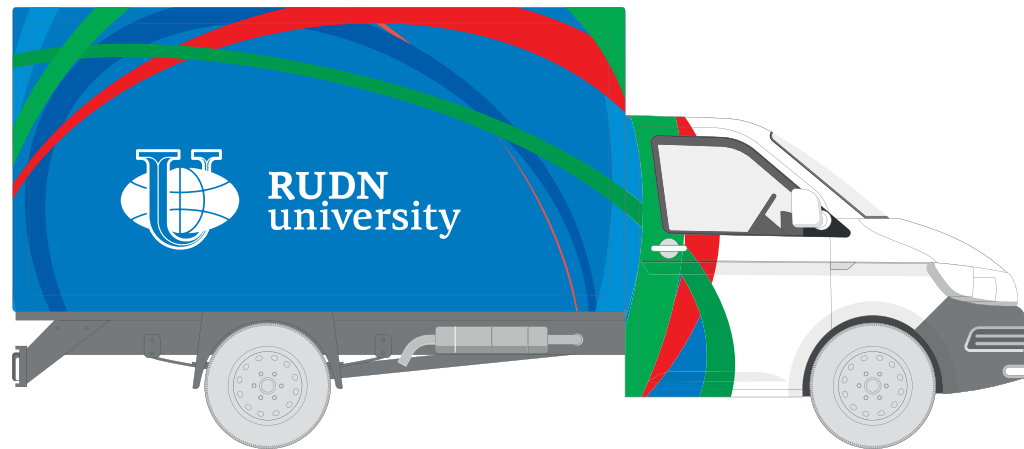
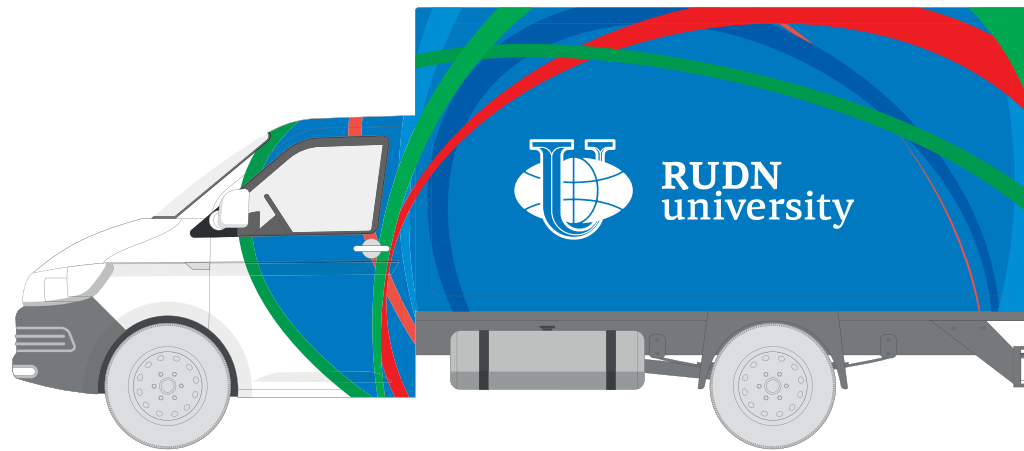
Way of drawing:
pasting by an automobile film



Transport

LORRY

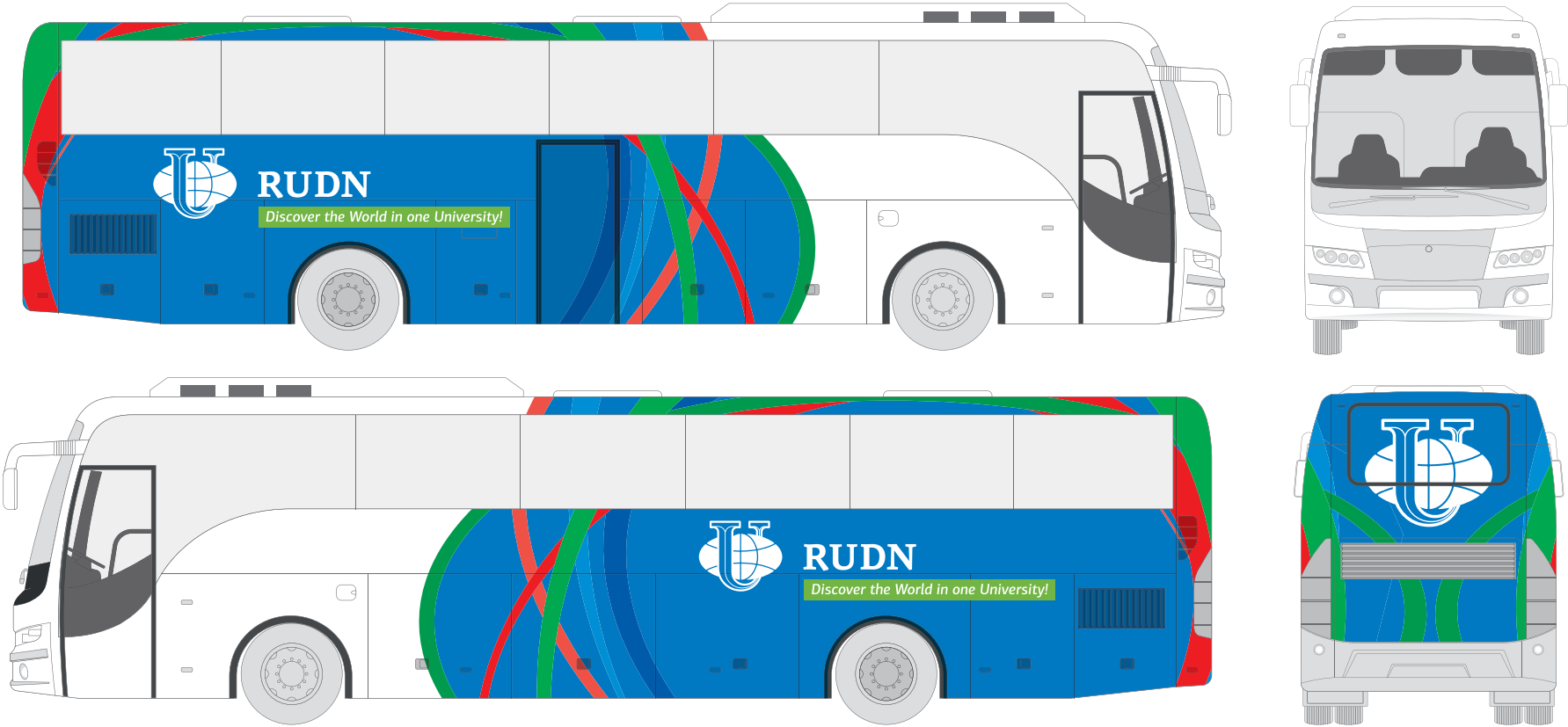
Way of drawing:
pasting by an automobile film



Transport

BUS

Way of drawing:
pasting by an automobile film





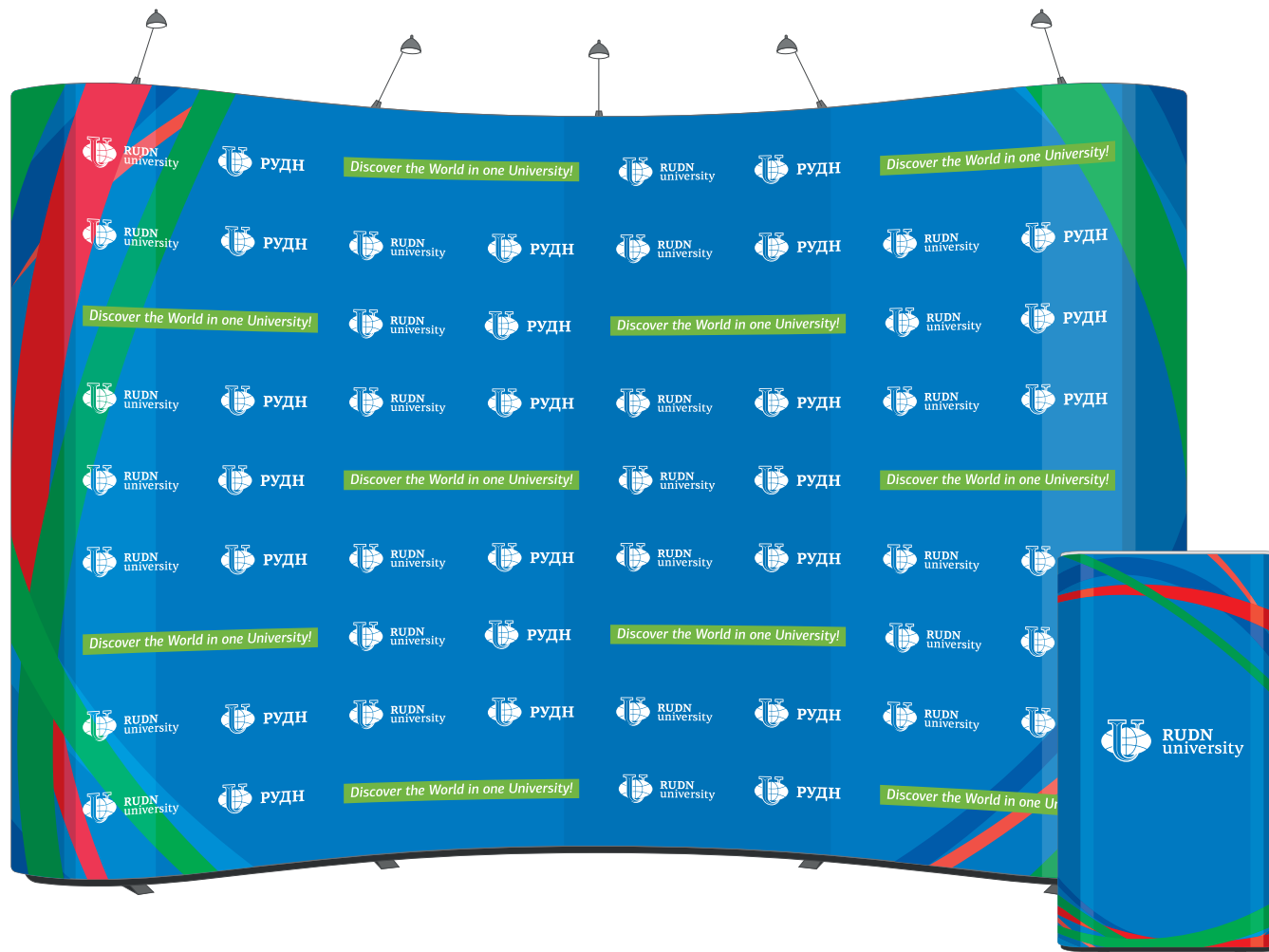
RUDN
university

EXHIBITION
EQUIPMENT

Exhibition equipment

MOBILE EXHIBITION STAND

Way of production:
digital large-format print



Exhibition equipment

ROLL UP

Way of production:
digital large-format print

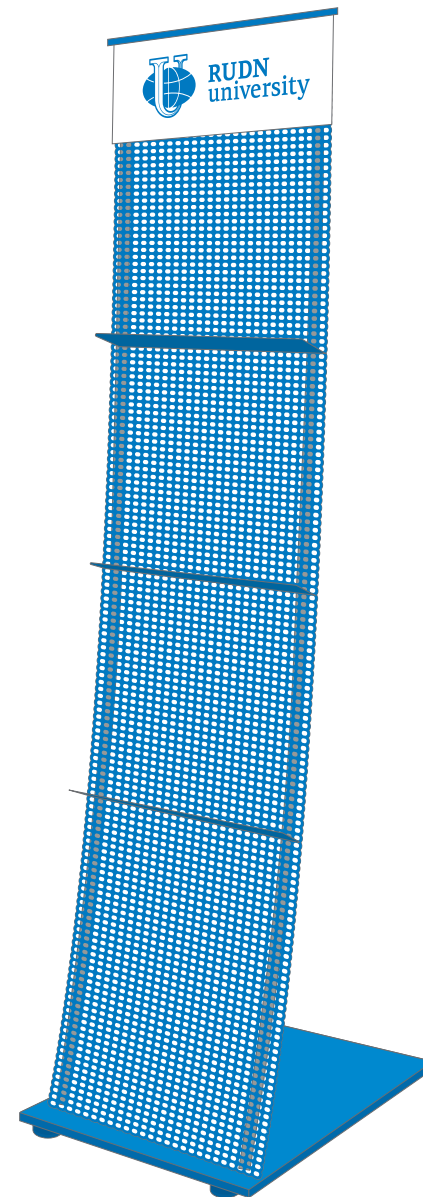


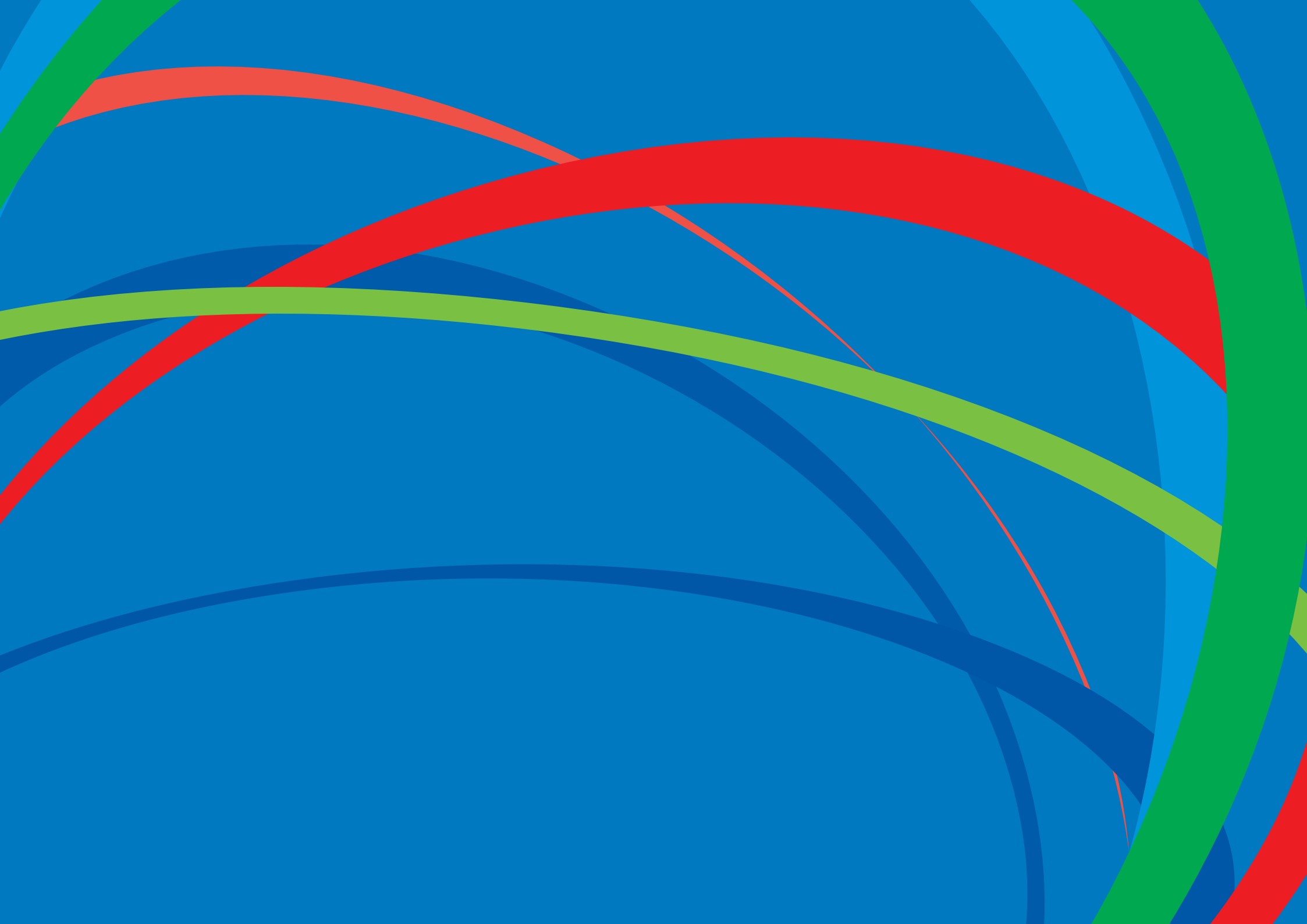
Exhibition equipment

RACK FOR PRINTED MATERIALS

Coloring: powder enamel

Plate: on remote holders







2017