



Pharos University in Alexandria

Branding guidelines

www.pua.edu.eg



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Pharos University

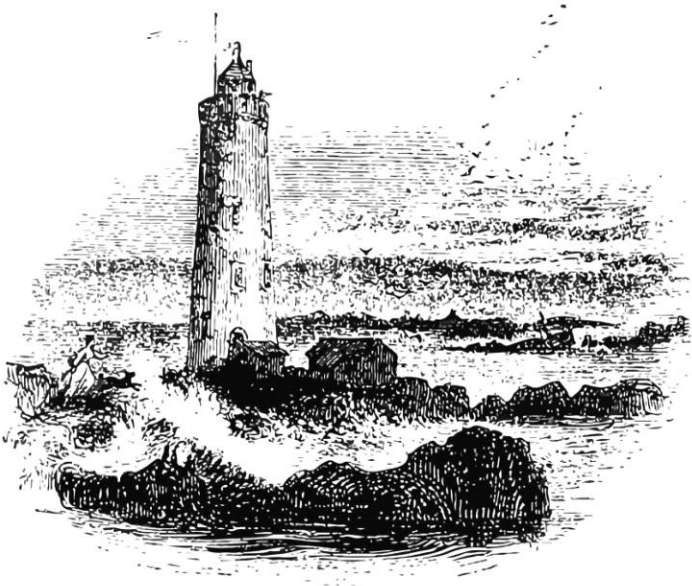
Pharos University in Alexandria is one of the very first private universities in the Arab Republic of Egypt, especially the city of Alexandria, where the ancient city “Pharos” was classified as one of the Seven Wonders of the World. It represents the first lighthouse in the Mediterranean, “Pharos lighthouse”, in the Hellenistic era around 280 BC. At that time there is not to be found a safe harbour except Pharos to guide a sandbank that extends along practically the whole length of Egypt, not discernible to any who approach without previous experience of these waters. (Diodorus Siculus, Library of History (I.31.2-5))

The foundation of Pharos lighthouse was particularly strong, its stones sealed by lead against the waves crashing against its northern wall. Inside, there was a wide staircase, illuminated by windows and narrowing as it reached the top of the lighthouse, where a fire burned, guiding voyagers at night by its brilliant glare and by smoke during the day. It can be seen for more than seventy miles and is of great antiquity.

The main function “Pharos” lighthouse in Alexandria was to guide ships and direct them towards the different ports, and it differs from the function of the current lighthouses where they worked to warn ships not to collide with dangerous navigational areas, such as submerged rocks under the sea or sea piers.



LOGO HISTORY:



The logo of Pharos University, refers to historical stories and places. The symbol in the middle of the logo dates back to the Queen of Isis. Isis was often characterized as a moon goddess, paralleling the solar characteristics of Serapis

Isis guaranteed fertile harvests and protected the ships that carried the resulting food across the seas—and thus ensured the well-being of the empire as a whole. Her protection of the state was said to extend to Rome's armies, much as it was in Ptolemaic Egypt, and she was sometimes called Isis Invicta, "Unconquered Isis". Her roles were so numerous that she came to be called myrionymos, "one with countless names," and panthea, "all-goddess". She also oversaw seas and harbors. Sailors left inscriptions calling upon her to ensure the safety and good fortune of their voyages. In this role she was called Isis Pelagia, "Isis of the Sea", or Isis Pharia, referring to a sail or to the island of Pharos, site of the Lighthouse of Alexandria. This form of Isis, which emerged in Hellenistic times, may have been inspired by Egyptian images of Isis in a barque, as well as by Greek deities who protected seafaring, such as Aphrodite. Isis Pelagia developed an added significance in Rome. Rome's food supply was dependent on grain shipments from its provinces, especially Egypt.

LOGO HISTORY:

From here, the idea of the Pharos University logo in Alexandria began, linking the logo with the historical origins of the city. As Alexandria Lighthouse was a beacon for ships, Pharos University became a beacon of science and technology in the city of Alexandria. The lady in Hellenistic clothes is the captain of the boat in the middle of the Mediterranean water, guided by the light of the shining lighthouse, while the dark olive branch and green colour are symbols peace and development.

Several earthquakes occurred starting AD 875 to 1375 that have reduced whatever might still have been standing to rubble. In 1880 and later reiterated in *The Arab Conquest of Egypt* (1902), Butler wrote that "If the Pharos has long vanished, the tradition of its grace, and even of its use, has been preserved in the Egyptian minaret, to which it gave the name and to which it served as model."



Roman statue of Isis, first or second century CE. She holds a sistrum and a pitcher of water, although these attributes were added in a seventeenth century renovation

•Tiradritti, Francesco (2005). "The Return of Isis in Egypt: Remarks on Some Statues of Isis and on the Diffusion of Her Cult in the Greco-Roman World". In Hoffmann, Adolf (ed.). *Ägyptische Kulte und ihre Heiligtümer im Osten des Römischen Reiches. Internationales Kolloquium 5./6. September 2003 in Bergama (Türkei)*. Ege Yayınları. pp. 209–

225. [ISBN 978-1-55540-549-6](#).

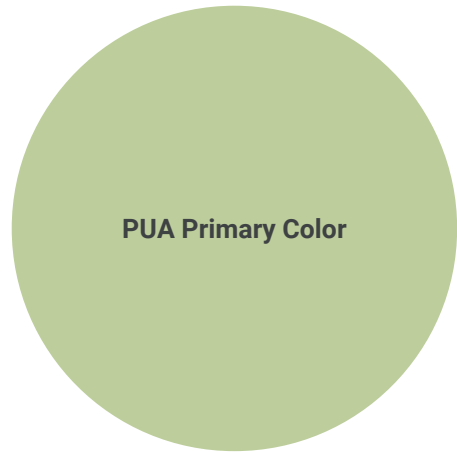
LOGO HISTORY:

Another story derives the name from that of Menelaus' helmsman, Phrontis, who died on the island. In Greek, the word Pharos refers to a cloth or sail. In accordance with this punning meaning, images of Isis Pharia show Her with a billowing sail in one hand while Her cloak is blown backwards over Her shoulder and the famous lighthouse stands in the background.

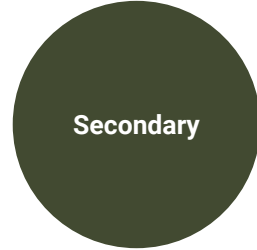
This is an ancient coin engraved gems provide pictorial detail. Here, on a tetradrachm of Commodus (AD 180–192) struck at Alexandria, one can see the elevated doorway (as protection against a rising tide)



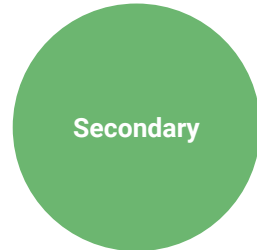
Primary and Secondary Colors



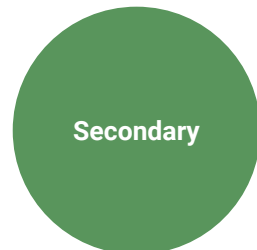
28 / 8 / 47 / 0 - CMYK
189 / 206 / 156 - RGB
#bdce9c - HEXA



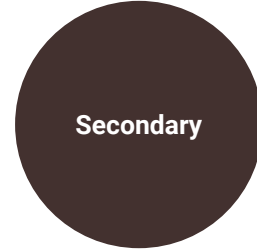
66 / 50 / 80 / 46 - CMYK
66 / 74 / 46 - RGB
#424a31 - HEXA



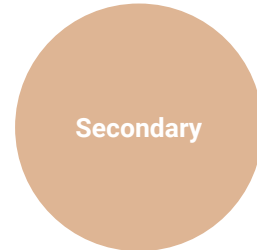
61 / 6 / 75 / 0 - CMYK
108 / 182 / 112 - RGB
#6cb670 - HEXA



69 / 22 / 80 / 5 - CMYK
89 / 149 / 92 - RGB
#59955c - HEXA



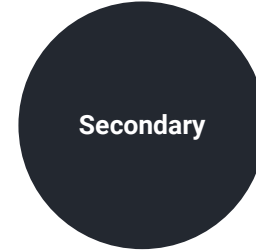
67 / 68 / 62 / 68 - CMYK
45 / 38 / 40 - RGB
#2d2628 - HEXA



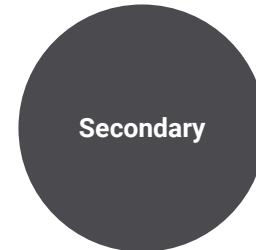
13 / 30 / 42 / 0 - CMYK
222 / 181 / 148 - RGB
#deb594 - HEXA



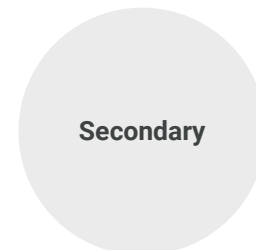
6 / 9 / 41 / 0 - CMYK
239 / 222 / 165 - RGB
#efdea5 - HEXA



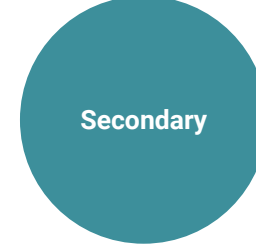
77 / 67 / 59 / 65 - CMYK
35 / 40 / 45 - RGB
#23282d - HEXA



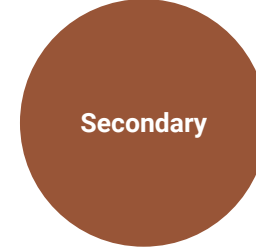
67 / 60 / 54 / 36 - CMYK
75 / 75 / 79 - RGB
#4b4b4f - HEXA



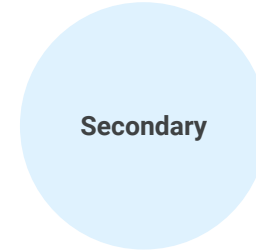
7 / 5 / 5 / 0 - CMYK
235 / 235 / 235 - RGB
#ebebeb - HEXA



76 / 29 / 36 / 2 - CMYK
61 / 143 / 155 - RGB
#3d8f9b - HEXA



30 / 70 / 83 / 21 - CMYK
152 / 85 / 55 - RGB
#985537 - HEXA



11 / 1 / 0 / 0 - CMYK
223 / 242 / 254 - RGB
#dff2fe - HEXA

Primary PUA Logo



جامعة فاروس بالإسكندرية
Pharos University in Alexandria



Pharos University in Alexandria
جامعة فاروس بالإسكندرية

For dark background



جامعة فاروس بالإسكندرية
Pharos University in Alexandria



Pharos University in Alexandria
جامعة فاروس بالإسكندرية

For ads and photocopy



جامعة فاروس بالإسكندرية
Pharos University in Alexandria

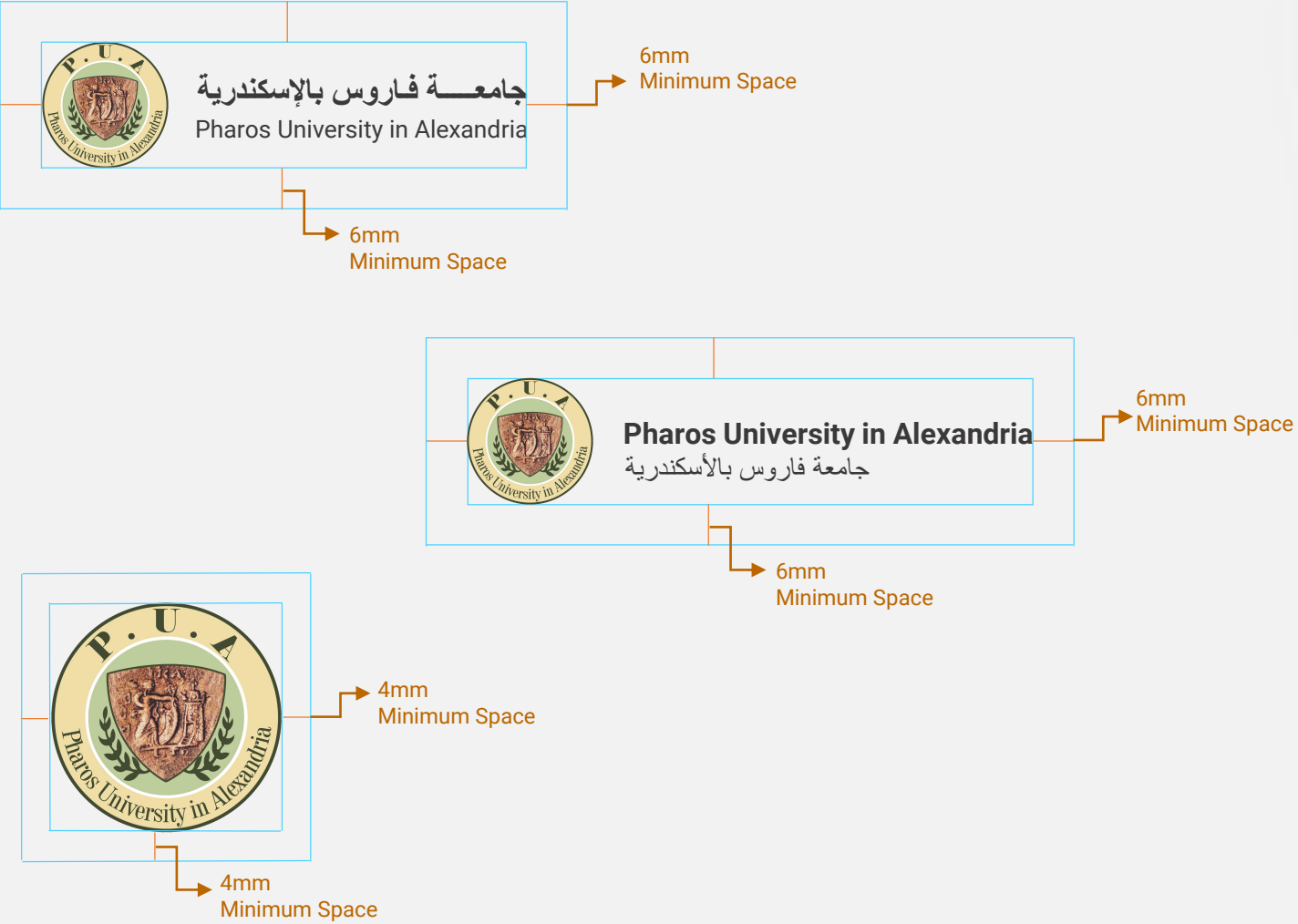


Pharos University in Alexandria
جامعة فاروس بالإسكندرية

PUA Logo



Logo Guidelines



Logo of Faculties in Arabic

جامعة فاروس بالإسكندرية
كلية الصيدلة



جامعة فاروس بالإسكندرية
كلية تكنولوجيا العلوم الصحية التطبيقية



جامعة فاروس بالإسكندرية
كلية الدراسات القانونية والمعاملات الدولية



جامعة فاروس بالإسكندرية
كلية الهندسة



جامعة فاروس بالإسكندرية
كلية العلاج الطبيعي



جامعة فاروس بالإسكندرية
كلية السياحة وإدارة الفنادق



جامعة فاروس بالإسكندرية
كلية طب الأسنان



جامعة فاروس بالإسكندرية
كلية العلوم المالية والإدارية



جامعة فاروس بالإسكندرية
كلية الإعلام وفنون الإتصال



جامعة فاروس بالإسكندرية
كلية علوم الحاسب والذكاء الاصطناعي



جامعة فاروس بالإسكندرية
كلية اللغات والترجمة



جامعة فاروس بالإسكندرية
كلية الفنون والتصميم



Logo of Faculties in English



Pharos University in Alexandria

Faculty of Pharmacy



Pharos University in Alexandria

Faculty of languages and translation



Pharos University in Alexandria

Faculty of Applied Health Sciences Technology



Pharos University in Alexandria

Faculty Of Dentistry



Pharos University in Alexandria

Faculty Of Mass Communication



Pharos University in Alexandria

Faculty of Legal Studies and International Relations



Pharos University in Alexandria

Faculty of Engineering



Pharos University in Alexandria

Faculty of Tourism and Hotel Management



Pharos University in Alexandria

Faculty of Computer Science & Artificial Intelligence



Pharos University in Alexandria

Faculty of Arts and Design



Pharos University in Alexandria

Faculty of Physical Therapy



Pharos University in Alexandria

Faculty of Financial and Administrative Sciences

Logo of Faculties With Department



Pharos University in Alexandria

Faculty of Engineering

Department of Construction Engineering and
Management

جامعة فاروس بالإسكندرية

كلية الهندسة

قسم الهندسة وإدارة التشييد



Logo of Centers



Pharos University in Alexandria

English Language Centre (ELC)

جامعة فاروس بالإسكندرية

مركز تعليم اللغة الإنجليزية



English font family used in the logo text

Primary font family

Roboto Regular

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Secondary font family

Arial Regular

Arial Thin

Arial Thin Italic

Arial Light

Arial Light Italic

Arial Regular

Arial Italic

Arial Medium

Arial Medium Italic

Arial Bold

Arial Bold Italic

Arial Black

Arial Black Italic



Arabic font family used in the logo text

Tahoma Regular

تم إنشاء الجامعة تبعا لأحدث المعايير العالمية وتم تجهيزها بأعلى مستوى من المعامل التعليمية المتقدمة. قامت جامعه فاروس بتوقيع مجموعة من اتفاقيات تعاون مع جامعات أوروبية وأمريكية متقدمة للاستفادة من أساليب التعليم الحديثة والتطوير المستمر فى العلوم المختلفة و تطبيق نظم الجودة العالمية. ويتم تبادل الطلبة وهيئات التدريس بين فاروس والجامعات المختلفة للاستفادة من تجارب الجامعات الأخرى تحقيقا لمزيد من التطوير.

Arial Regular

تم إنشاء الجامعة تبعا لأحدث المعايير العالمية وتم تجهيزها بأعلى مستوى من المعامل التعليمية المتقدمة. قامت جامعه فاروس بتوقيع مجموعة من اتفاقيات تعاون مع جامعات أوروبية وأمريكية متقدمة للاستفادة من أساليب التعليم الحديثة والتطوير المستمر فى العلوم المختلفة و تطبيق نظم الجودة العالمية. ويتم تبادل الطلبة وهيئات التدريس بين فاروس والجامعات المختلفة للاستفادة من تجارب الجامعات الأخرى تحقيقا لمزيد من التطوير.

