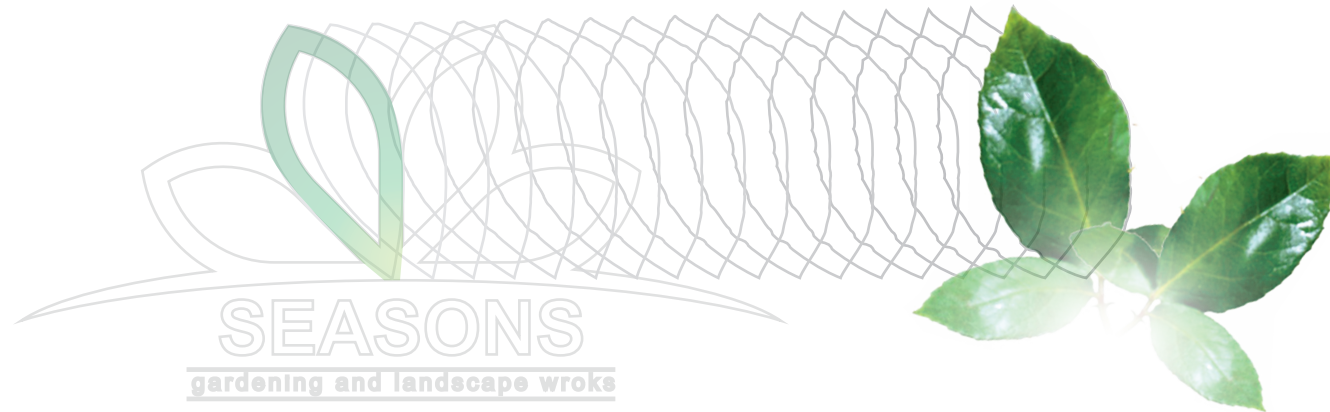




Logo Guideline

Book Useage and Brand,s graphics

About the logo



The idea of the logo is a summarize of the name and the agricultural production, the plant leaves shape are pointing to the production field of the company .
I chose it to be 4 leaves to mean the four seasons.
And the colors ranging from pale green to dark are the colors of plants in nature, and the different growth stages of the plant.

Ehab Abdelfatah

The Brand Visual identity & logo designer



the logo Colors



gardening and l



Radial Gradient, Angle digree = 0, Aspect ratio = 100%



#026937 | Pantone 349 C | 90.06 33.2 99.91 25.55 | 3 105 55 | Opacity = 100%, Location = 100%



#A4D55D | Pantone 367 C | 33.93 0 81.37 0 | 164 207 95 | Opacity = 100%, Location = 100%



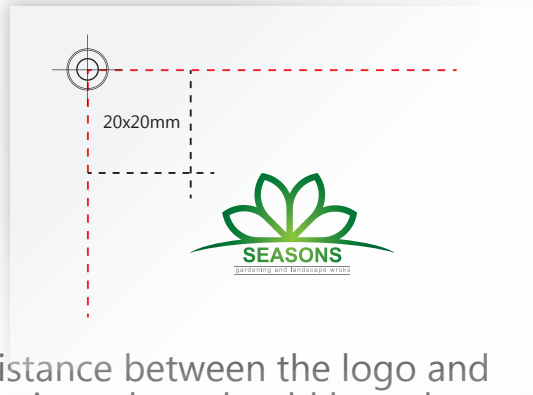
#7D868C | Pantone 430 C | 54.34 40.7 37.81 4.41 | 125 134 140



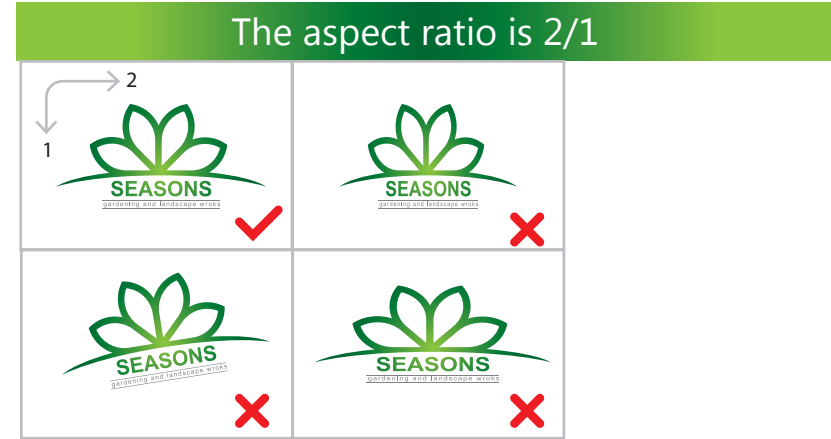
2

Logo Guideline
Book Useage and Brand,s graphics

the User Guide



The distance between the logo and the cutting edges should be at least 20-15 mm in headed papers.



labels, stamping and any uses with one color, the open options just in the logo colors, In addition, it is allowed to use white color



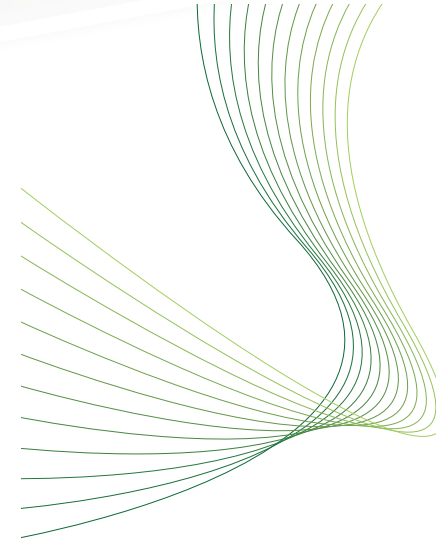
the User Guide

photos and videos tv or social media channels, the logo should be an watermark with the color in [code (#7D868C), blending mode (Screen)].



Patterns Unit

The style unit is from the logo unit. Be free to use it while preserving basic design rules such as dimensions, proportions, and brand personality. And Lines Strocks Blends can be used



the User Guide



the User Guide



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Logo Guideline
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B.O.BoxOffice No Country Code(xxxx)
Line Address 1:St:0000, DownTown City
Line Address 2:St:0000, DownTown City
Town City, Country



B.O.BoxOffice No Country Code(xxxx)
Line Address 1:St:0000, DownTown City
Line Address 2:St:0000, DownTown City
Town City, Country

Your Name Here
Job Title



B.O.BoxOffice No Country Code(xxxx)
Line Address 1:St:0000, DownTown City
Line Address 2:St:0000, DownTown City
Town City, Country



www.4seasons.com

B.O.BoxOffice No Country Code(xxxx)
Line Address 1:St:0000, DownTown City
Line Address 2:St:0000, DownTown City
Town City, Country



the User Guide

MAIN TITLE
main title

SUBTITLE
subtitle

ABC
abc

ABC
abc

Arial Font, Black,
Bold and Regular
for text Use

**TEXT
FONT**



B.O.BoxOffice No Country Code(xxxx)
Line Address 1:St:0000, DownTown City
Line Address 2:St:0000, DownTown City
Town City, Country

Appreciation and Thank

Dear Bob,

On behalf of the company management, I would like to extend our appreciation for the amazing work done by you on the High Five project. The endless hours that you have spent working on this project, and the professionalism that you have shown has impressed the entire team immensely.

Your diligence, self-motivation as well as dedication have been a source of inspiration for the rest of the team.

Thank you once again for all your effort.

Best regards,
The 4Seasons Management Team





UMST
UNIVERSITY

جامعة العلوم الطبية والتكنولوجيا
University of Medical Sciences & Technology



اليوبيل الفضي
20
21
SILVER JUBILEE



sustained Excellence

تميز بلا حدود

About UMST

The University of Medical Sciences and Technology (UMST) was established in 1995 and its first intake of students was in May 1996. The University is located in El Riyadh Area (Khartoum State), Square No. 13, east of Khartoum Airport.

UMST University is recognised by:

The Ministry of Higher Education and Research in the Sudan.
The World Health Organization (WHO).
The General Medical Council of the UK.
The General Dental Council, UK.
The Arab Association Union.
Equivalence of UMST's Bachelor of Pharmacy Degree in the United States.

About UMST

Vision

To create a brilliant and bright future for UMST from which the students, faculty, staff, the nation and the world will benefit. UMST values excellence, quality and service. UMST continuously seeks to foster innovation and creativity.



UMST

UNIVERSITY

جامعة العلوم الطبية والتكنولوجيا
University of Medical Sciences & Technology

sustained Excellence

تميز بلا حدود

Mission

We aim to develop competent and socially responsible professionals and lifelong learners in an environment that promotes excellence in the academic core processes of teaching, learning, and research and community service. Our mission is to provide timely, relevant and transformable academic programs responsive to the needs of our local, national and global communities that keep pace with the rapidly changing world.



Chairman of the Board

“

UMST offers Masters Degrees in Community Nursing and Pediatric Nursing, a Masters degree in Public and Tropical Health, as well as a number of other postgraduate degrees and diplomas. You will find details on the faculties, the degrees and courses offered by UMST under the various headings.

”

Prof.Mamoun Chairman of the Board of Trustees, Professor Mamoun M. A. Homeida
Welcome To the University Of Medical Sciences and Technology (UMST)

UMST is a private, non-profit making University located in Khartoum, Sudan. UMST was established in 1996 to serve the educational needs of Sudanese, African and Arab students. In the years since its foundation, the University has expanded to include 11 faculties, including Medicine, Pharmacy, Medical Laboratory Sciences, Dentistry, Dental Technology, Nursing, Computer Sciences, Business Administration, Engineering, Radiology and Anesthetic Sciences.

The vision on which UMST was established was the provision of quality university graduates. We believe that in recent times, government universities in the whole of Africa and the Arab world have deteriorated in the face of diminishing resources both in terms of human experts and materials.



Research Opportunities

Being a research-oriented university, all UMST postgraduate students conduct research as partial fulfillment of their master programmes.

Master and doctorate programmes can be offered by research only UMST has collaboration with different international institutes in the Sudan, Africa, Asia, USA and Europe.

Our research philosophy entails that we produce graduates who are problem solvers and who have strategic thinking and are capable of affecting impacts on their work places

Libraries



Our postgraduate students benefit from having access to well-equipped libraries with both printed and electronic books and journals. These are available in the library of main campus and all hospital affiliated to the university



The training program includes daily hands on training under supervision of senior trainers at ACTH- Khartoum and regular monthly lectures by international expert lecturers from all over the world.

The program includes attending two conferences per year, one national and the other international.

Batch 1 students attended international conference in Dubrovnik- Croatia in Oct 2009, Batch 2 students attended 22 international conference in Barcelona-Spain in Sep 2010, Batch 3 students and Batch 4 students attended 2 conferences in Cairo and Alexandria – Egypt in 2011 and 2012 respectively.

Batch 1 & 2 attending an International Conference in Barcelona- Spain, Sep 2010.

international conferences

