

REBRANDING GALALA UNIVERSITY

2022

THE FUTURE STARTS HERE

THE STORY THE LOGO DESIGN

The university is located in one of the most new magnificent cities in Egypt, The name of the university was not just a coincidence. The main aim is to make it the cornerstone for building a new, healthy and integrated community based on science, art and culture

The geographical uniqueness of the coastal mountain city was the source of inspiration for the logo design

700 meters above sea level, with dark blue shades of the red sea and the layers of mountain horizons. In addition to the yellowish greens to add brightness, fresh and inspiring look and feel

The square shape was chosen to give a sense of balance and stability, which reflects confidence, seriousness and credibility.

Some color suggestions were done, depended on the transparency of green and blue.

The form was simplified to reach a flexible and adaptable design. The silver color used to add a modern look.

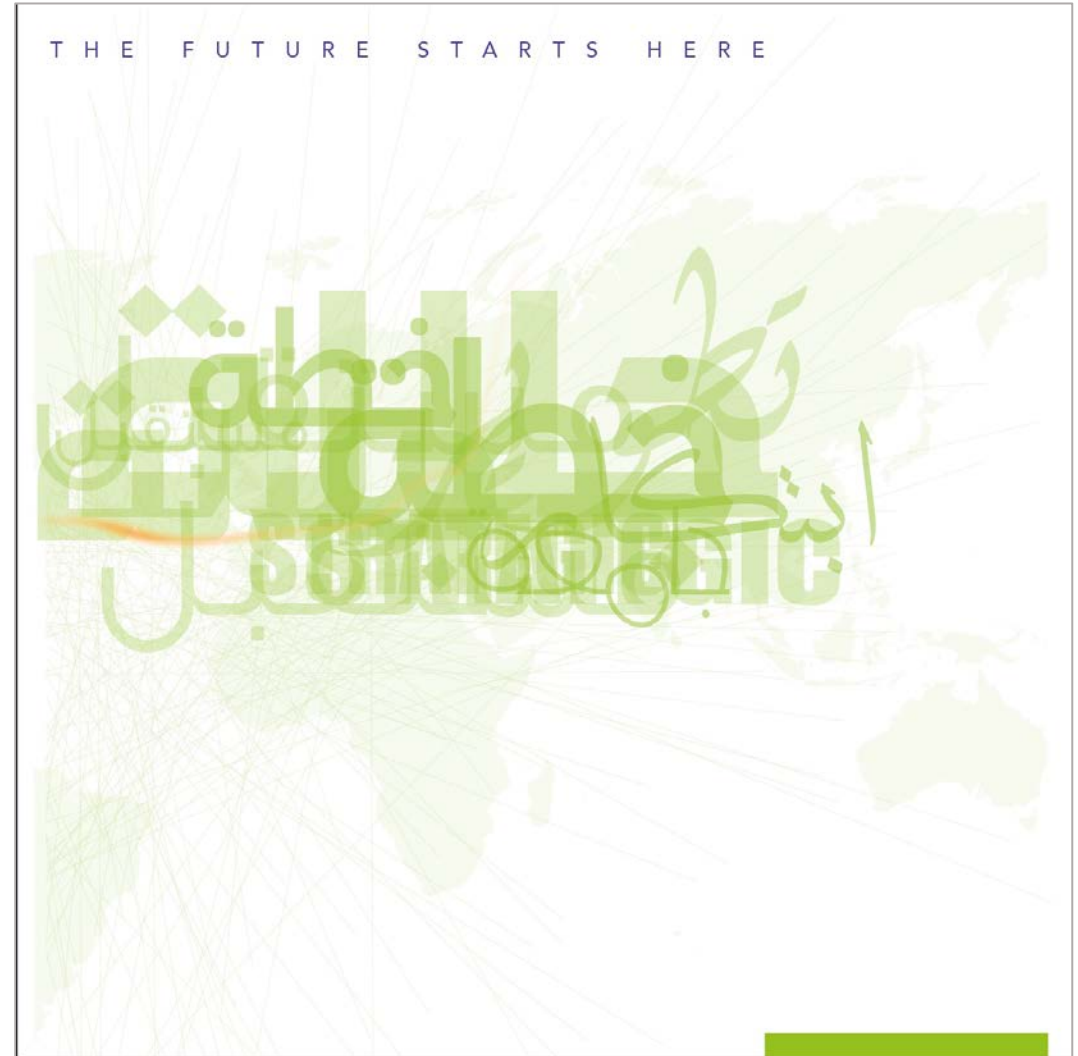


THE CURRENT DESIGN

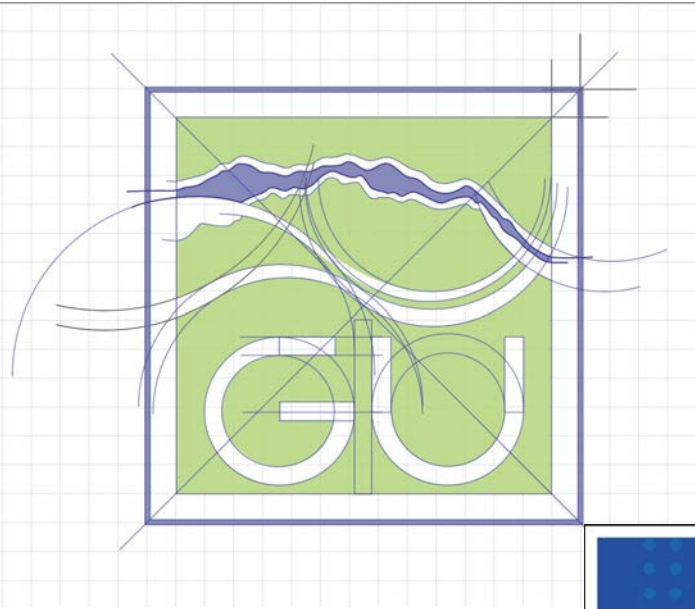
After many attempts, it was agreed on the final form currently used in blue and green



جامعة الجلالة
GALALA UNIVERSITY



THE CURRENT DESIGN





INTERNATIONAL COOPERATIONS

Today, universities form linkages with each other for one reason or another, but most important, they strike alliance in order to be able to compete. Massification and marketisation of higher education have led to severe competition, and globalization has also led to more and more strategic alliances among multiple partners across national borders. In light of the directives of His Excellency President Abdel Fattah Al-Sisi, and within the framework of the strategic vision of His Excellency, Prof. Dr. Khaled Abdel Ghaffar, Minister of Higher Education and Scientific Research, Galala University welcomed a delegation from Arizona State University to start an international partnership between the two universities. This comes under GU's constant effort to stand out as the first-ever smart university in Egypt, and to place Egypt on the global map in the fields of higher education and scientific research, providing study programs of international quality.



DESIGN

S M A R T T O G E T H E R

Common goals - cooperation should be based on mutual benefits, needs and aims;
Commitment - the good partnership lays in the hands of the "right people", starting from the leadership and involving all levels;
Communication - establish ongoing and open dialogue, have mutual trust and good knowledge of each other - is a major milestone of UBC. A special role in linking university and companies play career centers and specialized departments, such as university industry liaison offices, technology transfer offices, scientific / applied research units; and
Context - UBC should be reviewed as a priority and supported with adequate legislation and strategic incentives on European, national and institutional level.

GU | ASU



The most significant impacts on both higher education Partners are: better skills match of graduates to the labor market needs, encouraged Research and development and facilitated transfer of knowhow and innovation.

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GOLOR MERGE



TRIALS



BLUE



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GREEN



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2 OPTIONS 1



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1 OPTIONS 2



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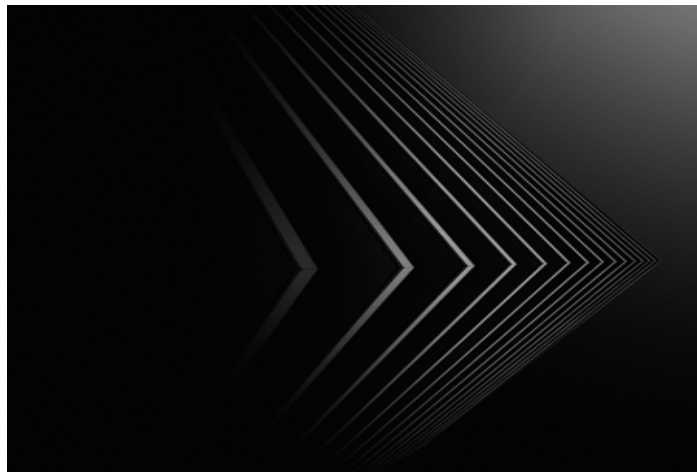


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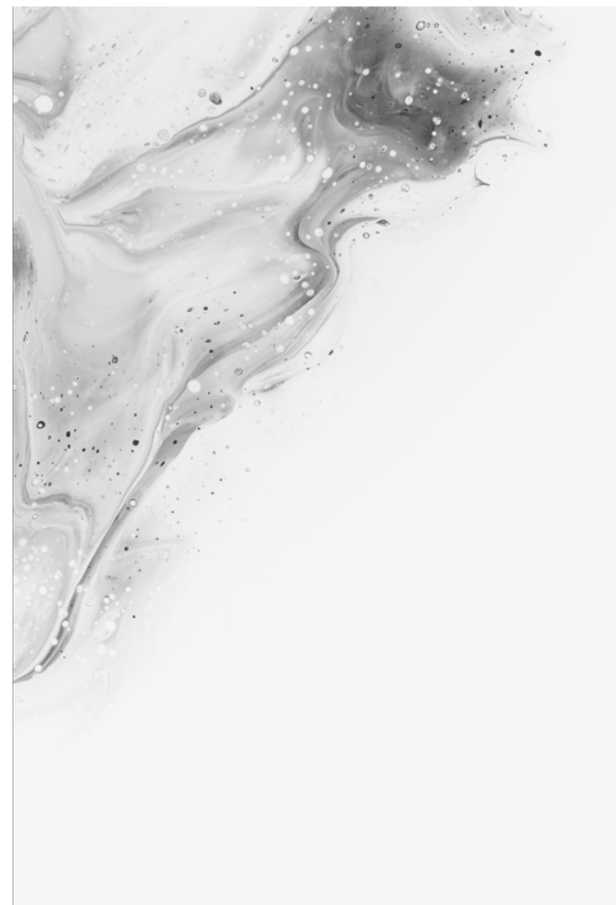
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The green color has become an essential part of Galala University's visual identity, as a result of its distinction from the colors of universities in general. It provides visibility and enhance brand awareness

BACKGROUNDS



The neutral gray color reduces the intensity of the adjacent green and red colors. Especially the darker shades that add stability and seriousness, they also enhance the logo visibility



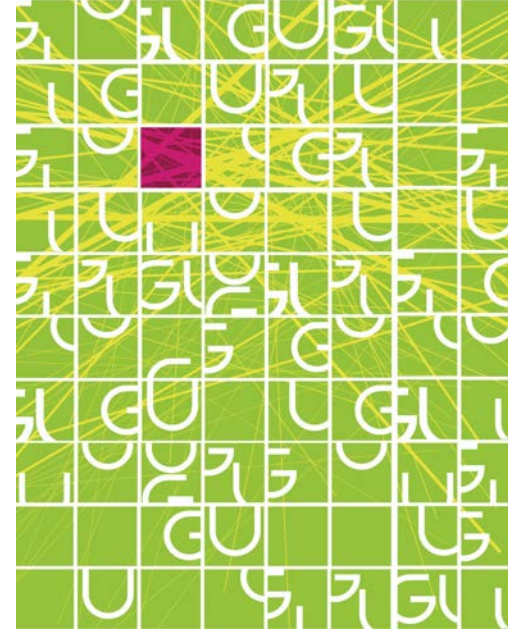
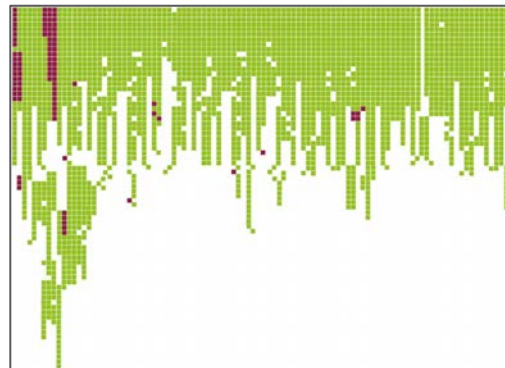
BACKGROUNDS



**GALALA
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We are committed to maximizing the life chances of our
An internationally recognized and excellent innovative learning
We are ambitious and future
committed to making Egypt and the world a bet
We seek to be ahead of the curve in all areas of ou
لنكون نحن نكون في طليعة المكنى في جميع مجالاتشطنا
We are socially responsible. We are committed to the city and region in which we
نحن مسؤولون اجتماعيا. نحن ملتزمون بالمدينة والمنطقة التي نوجد فيها
We strive for a sustainable environment. We lead by example and seek to contribute to solving the envi
نحن نسعى لبيئة مستدامة. نحن نمثل بالقدوة ونسعى للمساهمة في حل المشاكل
We lead by example and seek to contribute to solving the envi
نحن نمثل بالقدوة ونسعى للمساهمة في حل المشاكل
problems facing our co
نحن نمثل بالقدوة ونسعى للمساهمة في حل المشاكل
We are innovative. Creativity in teaching, research and consultancy is core to o
نحن مبتكرون. الإبداع في التدريس والبحث والاستشارات هو جوهر تفكيرنا
We believe in diversity and equality. We recognize that our differences make us stronger and we foster inc
نحن نؤمن بالتنوع والمساواة. نحن نؤمن بأن اختلافنا يجعلنا أقوى ونلتزم بالشمول والاحترام في كل ما نقوم به.
respect in all



The lively patterns of green and white add the dynamic and fresh look.

Adding some lines, simple and small shapes of red could help the reduce the contrast between the two complementary COLORS; red and green



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TYPOGRAPHY

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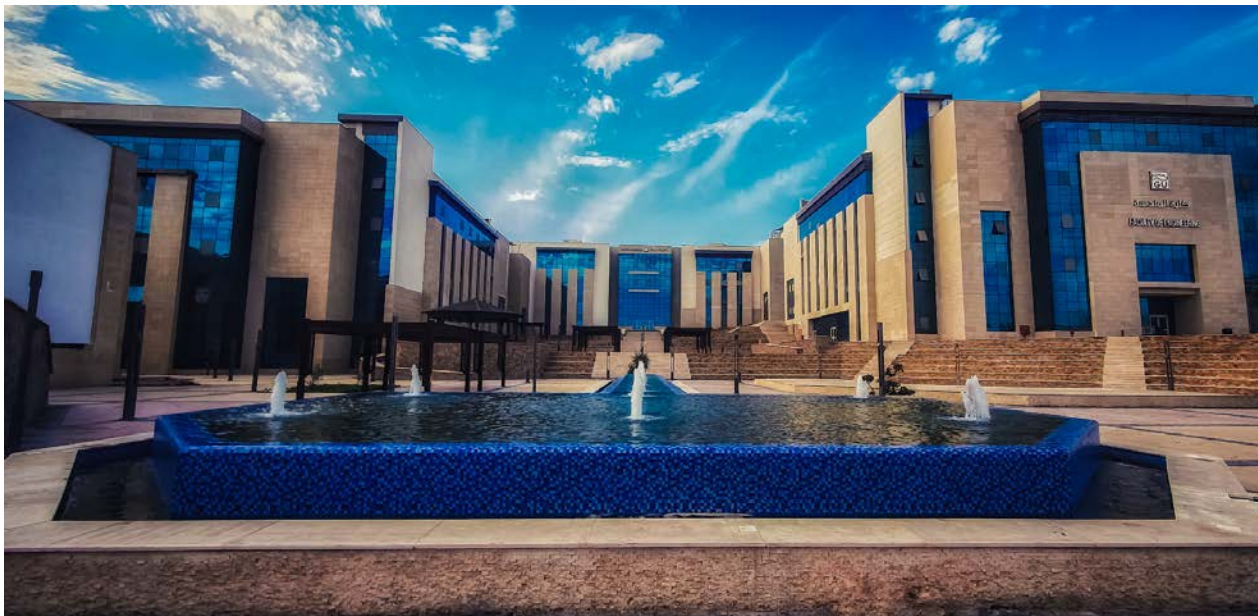
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IMAGERY

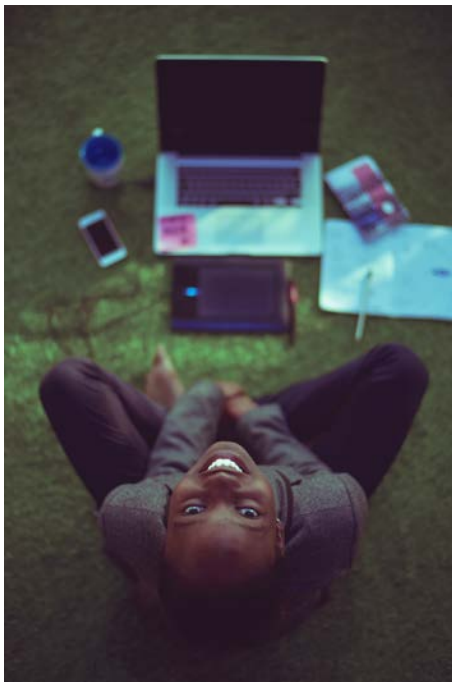


Bright colors, happy faces and day lights reflect the inspiration and welcoming environment

IMAGERY



Diversity, skies and new perspectives
to reflect GU core values



MOCKUPS



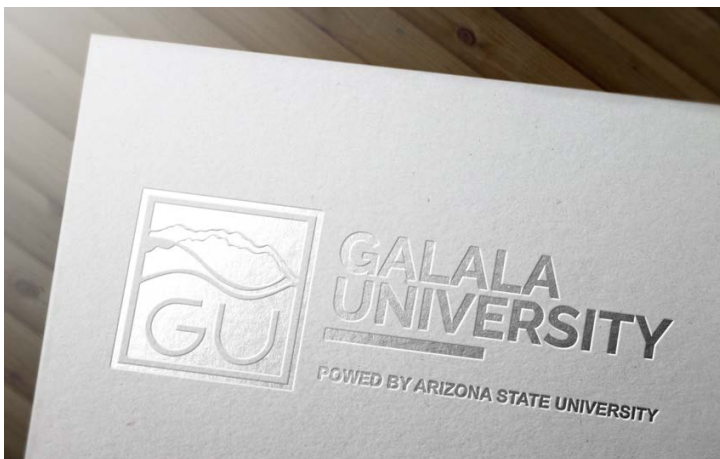
MOCKUPS



MOCKUPS



MOCKUPS



THANK YOU