The obligatory **signature**

The University symbol was designed by Yitzchak Landau in 1969. The symbol represents a stylized version of the higher education flame and comprised the letters “alef” and “nun”, the first letters of “Universitat Hanegev” (the name of the University until 1974). The designer focused on the vision of David Ben-Gurion to establish a university with a mission to develop the Negev and therefore the color orange was chosen, symbolizing the different hues of the desert.

The University signature is a combination of the University symbol and name, with a definitive font, color, proportion and placing, comprising a basis for a uniform graphic identity whilst retaining the image of a distinguished and dependable institution. Over the years, the symbol and its part in the University signature have become distorted, therefore the Department of Publications and Media Relations has initiated the production of this guide on graphic standards.

This guide, designed by Shai Zaederer, presents the adaptation of the University symbol and defines the way the signature can be used in English and Hebrew, incorporating the names of different units as they should appear on all University publications and marketing materials: letter headed paper, newspapers, conferences, presentations, signposts, internet sites, etc.

The Department of Publications and Media Relations regards this guide as an important stage in the creation of comprehensive branding. We call upon all units of the University: Faculties, academic departments, institutes and centers, and administrative and technical departments, divisions and units to implement the standards presented in this guide in order to contribute to reinforcing the positive image of the University.

The departmental team is available to answer any questions which may arise.

**Osnat Eitan**  
Director, Department of Publications and Media Relations
The University symbol

The clear area should be kept free with no graphics pictures or writing, including the University’s name.

Ratio of height to width: 7:4
Minimum clear area around the symbol: 1/4X or 1/7Y
The University symbol in a circle

The clear area should be kept free with no graphics pictures or writing, including the University’s name.

Minimum clear area around the symbol: 1/4X
The University **symbols** in color

There is one shade of orange for the University symbol, but slight changes can occur when it appears in the various different media. As a result, the color attributes have been decided upon as follows:

- **Printing process in offset or color printer:**
  - 0c 50m 100y 0b

- **Special color pre-mixed for printing or signage:**
  - Panton 144

- **For use on computer screens, slides or movies:**
  - FF9900 – 255r 153g 0b
The University symbol in negative

When the University symbol appears on a background — a colored area or photograph — the symbol can be in white on orange or any other color. When the symbol is orange, the specifics of the orange should be adhered to.

The original color (orange) can be used on any background which does not detract from the legibility of the symbol.
Incorrect use of the University symbol

The definition of the University symbol and colors cannot be changed. Misrepresentation of the symbol damages the University image.
The University **typeface**

**Font in Hebrew**
Ktifa Regular
Condensed to 90%
Hyphen condensed to 50%
Manual spacing between letters, words and lines

**Font in English:**
Minion Regular
Condensed to 95%
Hyphen condensed to 70%
Manual spacing between letters, words and lines

אוניברסיטת בן-גוריון בנגב
Aonibrsiteh ben-geurion bnegb

Ben-Gurion University of the Negev

Ben-Gurion University of the Negev
The University signature is a combination of the University symbol and the logotype (the font used in the University name).

In order to address the special requirements of the various communications and publishing media, the University signature can be positioned in several ways, while maintaining a consistent visual differentiation.
אוניברסיטת בן-גוריון בנגב
The University signature in Hebrew on two lines, aligned right, with the symbol on the right.
The University signature in Hebrew centered on two lines, with the symbol centered above.
The University signature in English
The University signature in English

Ben-Gurion University of the Negev

The University signature in English on two lines, aligned left, with the symbol on the left.
The University signature in English

Ben-Gurion University of the Negev

The University signature in English centered on two lines, with the symbol centered above.
The University name in Hebrew on one line and in English on the second line. The lines are justified in a block and the University symbol is centered above.
The University signature in Hebrew & English

Aoûnieôrîśît bû-ûrîmôh bûnôb
Ben-Gurion University of the Negev

The University name in Hebrew on one line and in English on the second line. The lines are justified in a block and the University symbol is on the right.
The University name in Hebrew on one line and in English on the second and third lines. The Hebrew line and the first line of the English are justified in a block. The second line of the English and the University symbol are centered.
Informal University signature in Hebrew & English
The informal University signature in Hebrew with the symbol on the right.
Informal University signature in English

The informal University signature in English with the symbol on the left.
The University departments **typeface**

**Font in Hebrew:**
Typography 2 Regular
Condensed 100%
Automatic spacing
Leading 75%
13c 17m 20y 36 b or Panton 402

**Font in English:**
**Myriad regular**
Upper & lower case
Condensed 100%
Automatic spacing
Leading 90%
13c 17m 20y 36 b or Panton 402

Department of Publications & Media Relations

אברנדה Hữuכלותמענס peçaקרשת
המתקי
לפרסום ודיבורות

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The name of the department can be combined with the signature of the University. Care should be taken to use the correct font, size, color and spacing between the dividing line and the University signature. The size of the font of the department should be determined by the width of the University signature in order to maintain the straight block of the first line in each language.
The University signature with the department name in Hebrew

The University signature and department name on two lines, aligned right, with the height of the vertical separating line equal to the height of the lines.

The University name and department name on one line justified in a block, with the horizontal separating line running the length of the lines and under the University symbol on the right.

The University signature and department name on two lines, aligned right, with the horizontal separating line running the length of the lines and under the University symbol on the right.
The University **signature** with the department name in English

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The University signature and department name on two lines, aligned left, with the height of the vertical separating line equal to the height of the lines.

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The University name and department name each on one line justified in a block, with the horizontal separating line running the length of the lines and under the University symbol on the left.