Our first proposal for the identity of the Sofia University is to establish a sign system, a new 'sign language' with the help of abstract icons. The 16 individual icons, also working as sublogos, represent each faculty of the Sofia University. All icons put together become the sign/mark of Sofia University, together with the word mark it becomes the new identity of Sofia University.

The character codes are similar to navigation signs. The main logo communicates a mutual direction of travel and symbolizes the official slogan of the campaign „Knowledge creates strength”. Students see themselves as members of an entire team (university).

- Clear, strong recognition factor in the university city, as well as internationally
- Exchanging the sections / interaction arouses curiosity and is open to new
- Individual identities of the faculties are united in the main appearance
- Strengthens the network and ensures students feel a strong identification
- Modular system: innovative, open, timely, changeable, flexible
- Playful adaptation to other applications possible
- Network, merger, cooperation, diversity, playful character, development, youthful, lively

**INDIVIDUAL SUBLLOGOS FOR THE FACULTIES**

- **PHILOSOPHY** centered circle for deep thinking
- **HISTORY** play sign for backward
- **LAW** centered square for rational thinking
- **EDUCATION** centered triangles
- **CLASSIC AND MODERN PHILOLOGY** book, pages
- **SLAVIC STUDIES** carpet, pattern, tradition
- **JOURNALISM AND MASS COMMUNICATIONS** map, folder
- **GEOLOGY AND GEOGRAPHY** mountain, landscape
- **CHEMISTRY AND PHARMACY** air bubbles, particles
- **BIOLOGY** cell, division
- **ECONOMICS AND BUSINESS ADMINISTRATIONS** rational forms, chessboard
- **PRESCHOOL AND PRIMARY SCHOOL EDUCATION** four children, Lego square
- **PHYSICS** three rational forms, formula
- **MATHEMATICS AND INFORMATICS** basic forms, pixel
- **THEOLOGY** a god, a centred symbol
- **MEDICINE** a pill, pharmacy
**FORMAL LANGUAGE**

A modular system of individual units, based on the nature of studies:
- like a timetable made of different course units

A common parent language of geometric forms that is inspired by the three basic forms:
- Circle, square and triangle

In the icons the green space is larger than the black and white spaces, due to its signal colour

The main logo stands together with the 16 sub-logos in the same invisible grid and the same square size

**CORPORATE VISUAL LANGUAGE**

The main logo:
- Can be divided into four sublogos

The sublogos:
- Are representing the houses where the faculties are teaching or the neighborhood of the subjects

Uniformity throughout:
- Logos are printed in black and white or duplex with Pantone colour neon green
- Typography stands in Pantone colour neon green or black
- To achieve a cost-efficient production all media will be printed in two colours (Pantone colour / black)

**MAIN LOGO VERSIONS**

- Cyrillic alphabet
- Black and white

**CORPORATE COLOUR**

Neon green
- Stands for the students, the future
- Modern, fluorescent, signal strength
- National colour
- Fresh, positive

Black / white
- Stands for teaching and studying (books, reading, writing)
- High contrast, clear, elegant

**CORPORATE TYPOGRAPHY**

- Corporate font is Ubuntu
- Font style offers complete character set for Latin and Cyrillic alphabets
- Rights free Google font
- Sans serif, clear objective character
- Modern, fresh, good legibility
- Alternative font: system font Arial (for correspondences)