

SOFIA UNIVERSITY
"ST. KLIMENT OHRIDSKI"

GRAPHIC DESIGN
CONTEST

IDENTITY PROPOSAL
1 OF 3



MAIN LOGO

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.

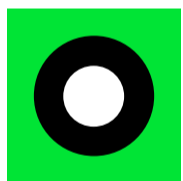
The character codes are similar to navigation signs. The main logo communicates a mutual direction of travel and symbolizes the official slogan of the campaign „Knowledge creates strength". Students see themselves as members of an entire team (university).

- _ 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 SUBLOGOS FOR THE FACULTIES

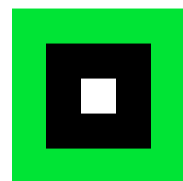
- PHILOSOPHY centered circle for deep thinking
- HISTORY play sign for backward
- LAW centered square for rational thinking
- EDUCATION centered triangles
- CLASSIC AND MODERN PHILOLOGY book, pages
- SLAVIC STUDIES carpet, pattern, tradition
- JOURNALISM AND MASS COMMUNICATIONS map, folder
- GEOLOGY 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



SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
PHILOSOPHY



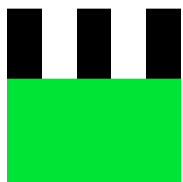
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
HISTORY



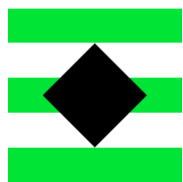
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
LAW



SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
EDUCATION



SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
CLASSIC AND MODERN
PHILOLOGY



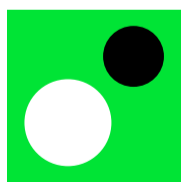
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
SLAVIC STUDIES



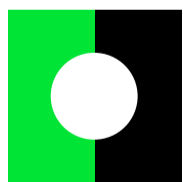
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
JOURNALISM AND MASS
COMMUNICATIONS



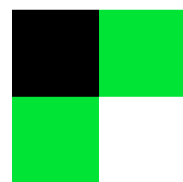
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
GEOLOGY AND
GEOGRAPHY



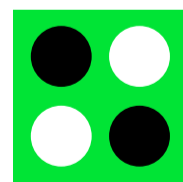
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
CHEMISTRY AND
PHARMACY



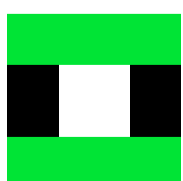
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ST. KLIMENT OHRIDSKI
BIOLOGY



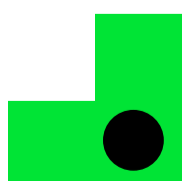
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
ECONOMICS AND
BUSINESS
ADMINISTRATIONS



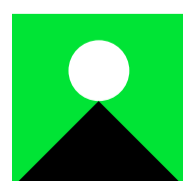
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
PRESCHOOL AND
PRIMARY SCHOOL
EDUCATION



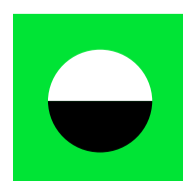
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
PHYSICS



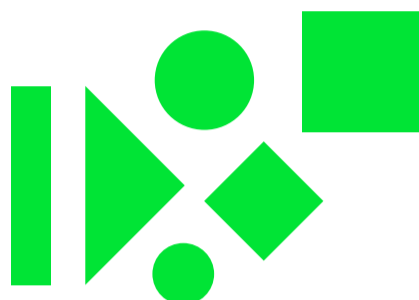
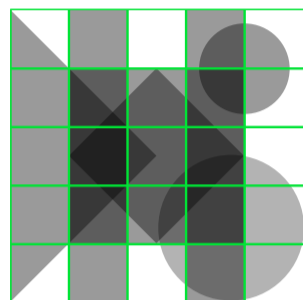
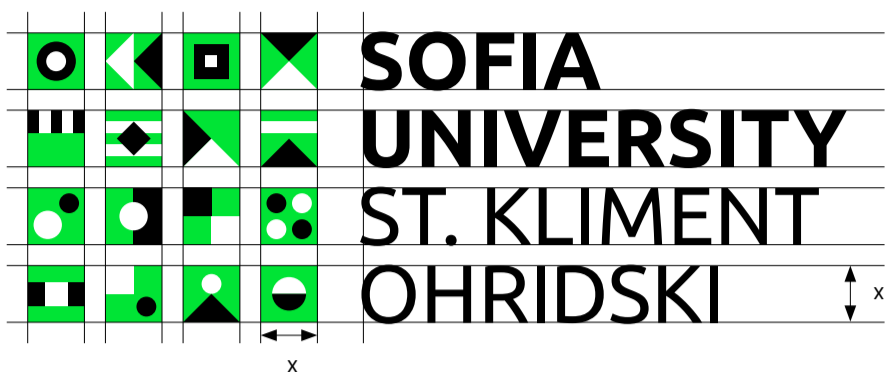
SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
MATHEMATICS AND
INFORMATICS



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THEOLOGY



SOFIA UNIVERSITY
ST. KLIMENT OHRIDSKI
MEDICINE



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

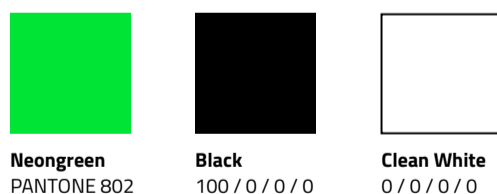
Uniformity throughout:

- _ Images 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



ABCDEFGHIJKLMNQRSTU
abcdefghijklmnopqrstuvwxyz
1234567890!&?()%,.-

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШ
абвгдежзийклмнопрстуфхцчшщьюя
1234567890!&?()%,.-

Ubuntu (Bold)

ABCDEFGHIJKLMNQRSTU
abcdefghijklmnopqrstuvwxyz
1234567890!&?()%,.-

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШ
абвгдежзийклмнопрстуфхцчшщьюя
1234567890!&?()%,.-

Ubuntu (Light)

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)

