Kuwait University
Student Chapter

THE VISUAL IDENTITY FOR Q8SPE

@Q8SPE

WHAT WE WILL BUILD

A recognizable content system that turns student activity into clear academic, career and industry value.

THE ACCOUNT WILL

01	MAKE LEARNING EASIER	Academic support, revision content and practical resources.
02	CREATE CAREER ACCESS	Internships, skills, workshops and professional pathways.
03	CONNECT WITH INDUSTRY	Site visits, speakers, partnerships and real field exposure.
04	CELEBRATE THE COMMUNITY	Members, achievements, teams, sponsors and chapter impact.

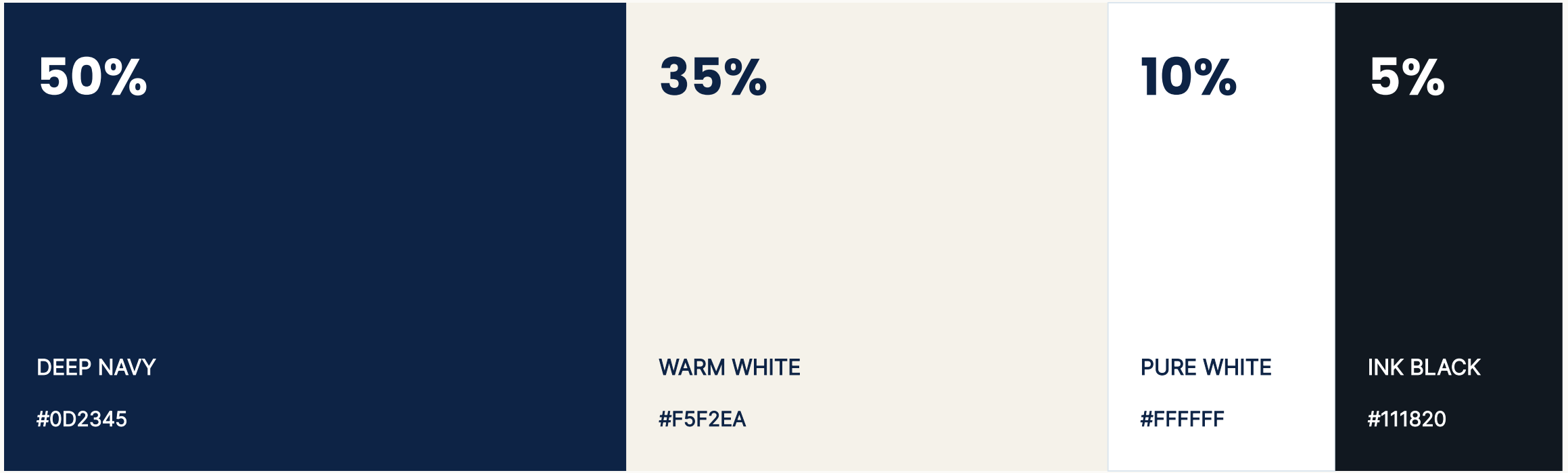
ONE MESSAGE

PER POST

Clear hierarchy.
Generous space.
Consistent rhythm.

PRIMARY COLORS

The dominant identity is built on deep navy and a warm, matte white.



BASE RULE

Navy leads. Warm white creates breathing room. Black supports body copy.

SECONDARY COLORS

Support the story with one accent at a time.

01

STRUCTURE

ENGINEERING BLUE

#1D4E7A

02

ACTION

SIGNAL ORANGE

#F28C48

03

HIGHLIGHT

INSIGHT YELLOW

#F2C94C

04

SUPPORT

MIST BLUE

#DCE6EE

ACCENT LIMIT

Keep accent colors within 10-15% of the layout. Never combine orange and yellow as equal focal points.

TYPE SYSTEM

ENGLISH

01	Inter	PRIMARY / BODY
02	**Poppins**	HEADLINES
03	**Source Sans Pro**	LONG COPY
04	**Raleway**	ELEGANT DISPLAY
05	**BEBAS NEUE**	POSTERS
06	**League Spartan**	STRONG TITLES
07	**Montserrat**	ALTERNATIVE

ARABIC

01	**Tajawal**	PRIMARY ARABIC
02	**IBM Plex Sans Arabic**	FORMAL
03	**Noto Sans Arabic**	DIGITAL
04	**Readex Pro**	CONTEMPORARY
05	**Cairo**	ACCESSIBLE
06	**Reem Kufi**	GEOMETRIC DISPLAY
07	**KSA Heading**	EDITORIAL DISPLAY

APPROVED DAILY PAIRING: TAJAWAL + INTER

OUR DESIGN STYLE

SIMPLE

FRESH

FORMAL

PROFESSIONAL

CALM



THE RULES

One message / strong grid / generous space / one accent / two fonts maximum / authentic photography / no heavy effects.

BLANK DESIGN TEMPLATES

Structure first. Copy later.



OUR LOGO SYSTEM

Use supplied artwork only. Keep clear space. Never place the logo inside a decorative box.

PRIMARY CHAPTER LOCKUP

SPE International®

Kuwait University
Student Chapter

SOCIAL LOCKUP

@Q8SPE

KUWAIT UNIVERSITY CREST







CLEAR SPACE

Minimum: the height of the SPE letter S.

BACKGROUNDS

Use calm, solid fields with strong contrast.

NEVER

Stretch, recolor, shadow, outline or rebuild.