

Department of Architecture
University of Moratuwa

Logo Usage Guideline
Official Logo for the Department of Architecture
University of Moratuwa
2024

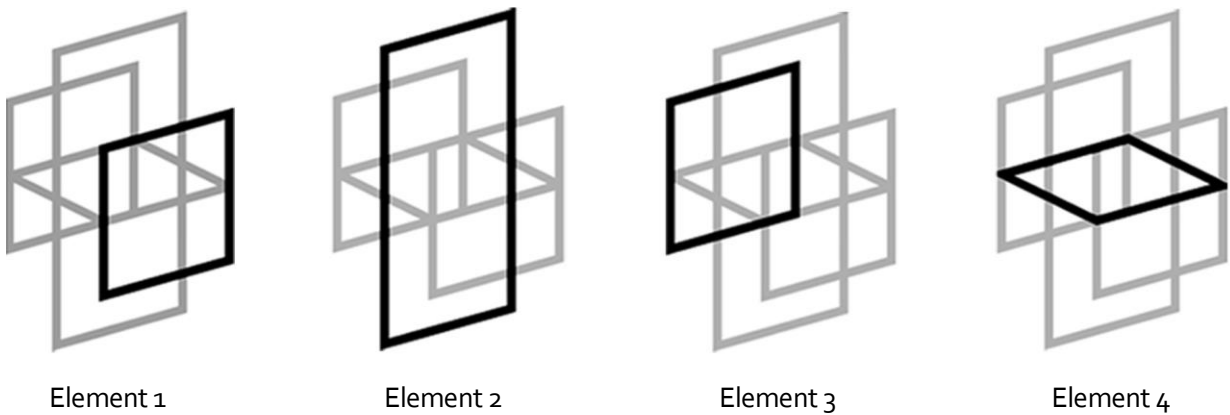
Logo Usage Guideline
Official Logo for the Department of Architecture
University of Moratuwa
2024

Contents

01. Conceptual Design	03
02. Typeface	04
03. Colour Variants	05
03. Recommended Formations	06
04. Measurements	07
05. Logo Misuse	08
06. Team	10

01. Conceptual Design

The logo consists four elements in its core.

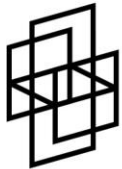


- Element 1 - Plane in the front "We are the Forerunners - the Future"
- Element 2 - Plane in the center "We are the Leaders - the Present"
- Element 3 - Plane at the back "We were the Pioneers - the Past"
- Element 4 - Horizontal Element - Continuity in service to nation and the world at large

Element/ Plane = Frame in time-space

The center element will always appear to be tall, representing and signifying that "We are the Leader" at any given time. (Ex- For someone looking at the logo in 50 years later; in 2072 or later; the center element will appear to be taller signifying that "We are the Leaders" - the Present)

02.Typeface



Department of Architecture
University of Moratuwa

Acumin Variable Concept Regular

"Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque. The Adobe Originals program started in 1989 as an in-house type foundry at Adobe, brought together to create original typefaces of exemplary design quality, technical fidelity, and aesthetic longevity."

- Designed by Robert Slimbach for Adobe Originals

The font family is free for commercial and personal use.

03.Colour Varients



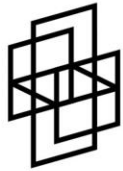
Black (#RGB 0000 , C75% M68% Y67% K90%)



White (#RGB ffff, Co% Mo% Yo% Ko%)

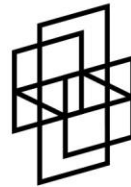
Black and White are advised as the primary colours for the logo and typeface. The colours are intended to be used according to the purpose, depending on the using scenario.

04. Recommended Formations



Department of Architecture
University of Moratuwa

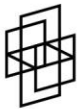
Department of Architecture
University of Moratuwa



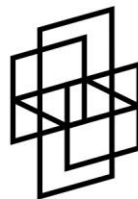
Primary Formations

These formations are advised to apply for most of the scenarios.
(Printing Material, Paper, Letter head, Digital usage)

Secondary formations are advised to apply depending on the material and occasion.



Department of Architecture
University of Moratuwa

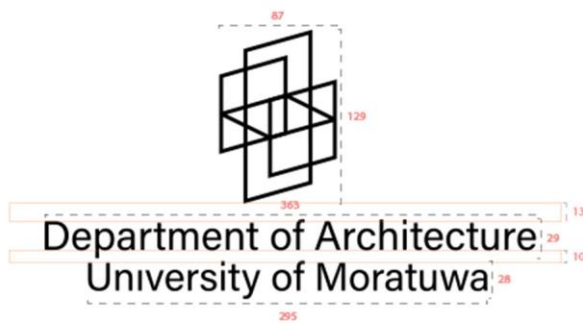
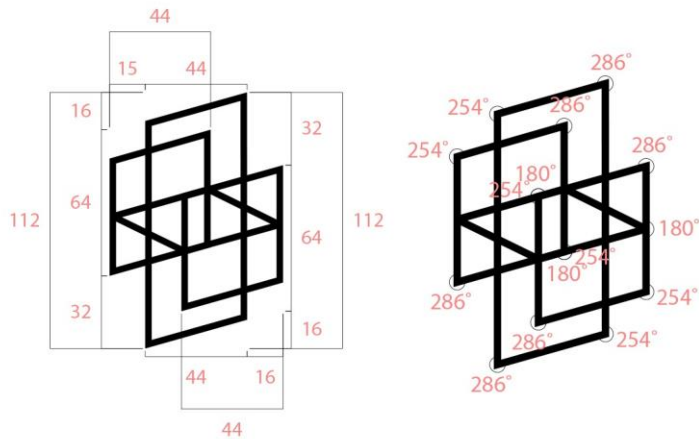


Secondary formations

Secondary formations are intended to use in scenarios where there is not enough space to use the primary formation and/or the text attachment is not suitable with the space or purpose. Expected to use in the scenarios where symbolic value is more prominent than the details.

Intended to use in letter footers, fabric, printed and digital materials accordingly.

05. Measurements



The measurement ratios are provided to utilize in any case of manually reproducing the logo. The recommended spacing and negative spaces, spaces between letters are advised to maintain.

05. Logo misuse

Secenario 1 - Warped Ratios
not accepted



When the icon is not in the same scale and alignment as the text.

Secenario 2 - Warped Edges
not accepted



Secenario 3 - Outline
not accepted



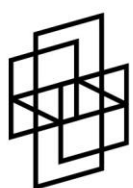
Secenario 4 - Drop Shadow
not accepted



Secenario 6 - Non aligned
not accepted

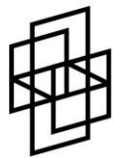


Secenario 7 - Mixed icon and fonts
not accepted



Department of Architecture
University of Moratuwa

07.The Team



Department of Architecture
University of Moratuwa

Logo Design Committee

Prof. Janaka Wijesundara (Head of Department)
Dr. Gamini Weerasinghe
Prof. Upendra Rajapaksha
Dr. Anishka Hettiarachchi
Arch. Janaka Dharmasena,
L. Arct. Susira Udalamatta
L.Arct. Shameen Dharmasena (Department Web coordinator)
Arch. Rajitha Katugaha (Department Web coordinator)

Logo Design Team

Arch. Rajitha Katugaha
Mr. Rajitha Rupasinghe
Mr. Sandaru Sandeepa
Mr. Premesh Balapitiya

This publication is licensed under Creative Commons
by The Logo Design Team of the Faculty of
Architecture, University of Moratuwa

Visit for more information on the license
<https://creativecommons.org/licenses/by-nc-nd/4.0/>

