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| **Dimensions of EPU logo:** |

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| --- | --- | --- |
|  | Width of the shield (W):  **0.7085 Inch (1.80 cm)** |  |
|  | | Height (H):  **1.0 Inch**  **(2.54 cm)** |
| Length (L): **4.1 inch (10.414 cm)** | |  |
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| --- | --- |
| **0.2439 (For the whole logo including the text)** | **H/L ratio** |
| **0.708 (For the Sheild shape without the text)** | **W/H ratio** |

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| The logo consists of two colors; Navy or Dark Blue and Buff (Soft Yellow) | **Colors** |

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| --- | --- | --- |
| #1B417B | Hex code | **Dark or Navy Blue** |
|  | | **The Color appearance** |
| Dark blue | | **#1B417B color description** |
| The hexadecimal color **#1B417B** has **RGB** values of **R:27, G:65, B:123** and **CMYK** values of C:0.78, M:0.47, Y:0, K:0.52. Its decimal value is 1786235. (RGB Percent: 10.6, 25.5, 48.2) | | |

|  |  |  |
| --- | --- | --- |
| #DCC48C | Hex code | **Buff (Soft yellow)** |
|  | | **The Color appearance** |
| Very soft orange | | **#DCC48C color description** |
| The hexadecimal color **#DCC48C** has **RGB** values of **R:220, G:196, B:140** and **CMYK** values of C:0, M:0.11, Y:0.36, K:0.14. Its decimal value is 14468236. (RGB Percent: 86.3, 76.9, 54.9) | | |

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| **The Logo’s Description** |
| The logo features a **SHIELD**-shaped design in dark blue, positioned on the left side. In the center of the shield are three capital letters, "**EPU**," representing the initials of **E**rbil **P**olytechnic **U**niversity. Positioned centrally at the bottom is an open book, symbolizing knowledge and the learning process. Surrounding the book is a semicircular gear, emblematic of technological advancement. Below the book is the year 1996, signifying the establishment of the university and the inception of technical education.  At the top back of the shield is Erbil city’s historical citadel. To the right of the shield, there are two inscriptions of the university name: one in Kurdish at the top and one in English at the bottom of the Kurdish writing. The two languages are separated by a buff-colored line.  The dark blue color symbolizes the university flag, while the buff color reflects the hue of the renowned citadel of Erbil. This color is derived from the earth, mirroring the material used in constructing the citadel walls, which consist of brick pieces made from local soil. |

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| **The Conditional Use of the Logo** |
| The logo must only be used preserving its height to length ratio of (**0.2439). when the height is 1.0 inch (2.54 cm) the length must be 4.1 inches (10.414 cm).**  The logo must also be used in either colored form, as shown above, or in black and white form (grey scale) as in below: |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Un Official Use of the Logo** | | | |
| If the **logo** is intended for unofficial purposes, only the **SHIELD** part of the logo should be used, ensuring that its **width-to-height ratio** is maintained as below. The color should be reproduced in either Navy Blue and Buff or Black and White. | | | |
| Width (W):  **0.7085 Inch (1.80 cm)** | | |  |
| Height (H):  **1.0 Inch**  **(2.54 cm)** |  |  |  |
| **W/H ratio** | **0.7086** | | |

**Text height limit for the logo:**

