Fortune University
MAGAMA · BAUCHI STATE



BRAND IDENTITY · VERSION 1.0 · NOVEMBER 2026

Brand Identity Guidelines

How to use the logo, colours and typography of Fortune University so that everything we publish looks like it comes from one institution.

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"Learning Today for a Better Tomorrow"

01

Our logo

The logo of Fortune University is an emblem that brings together the ideas of learning, faith in the future and service to the world. It is the most important part of our identity and must always be reproduced from the master artwork.



Mortarboard	The sky-blue graduation cap crowns the emblem: the goal of every student who enters the University.
Shield	The navy shield stands for the protection, discipline and integrity of the institution.
Two figures and a globe	Two sky-blue figures hold up the globe together: teachers and students, men and women, carrying knowledge to the world.
Fountain pen	Scholarship, research and the written word.
Laurel branches	The green laurels on either side mark achievement and excellence.
Open book	The base of the emblem: learning is the foundation of everything the University does.

Motto

“Learning Today for a Better Tomorrow”

The motto appears in Fraunces italic under or beside the wordmark. It is never translated, shortened or rewritten.

02

Lock-ups, clear space and minimum size

Lock-ups

Fortune University
MAGAMA · BAUCHI STATE

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On light backgrounds use the full-colour logo. On navy or photographic backgrounds place the full-colour logo on a white panel with rounded corners, because the shield and book are navy.

Clear space and minimum size



Clear space

Keep an area free of text, images and other graphics around the logo equal to **X**, where X is the height of the mortarboard. Nothing may enter this space.

Minimum size

Print	**20 mm** wide (emblem alone); 45 mm for the lock-up with wordmark
Screen	**80 px** wide (emblem alone); 200 px for the lock-up
Favicon	Use the simplified square icon supplied by the ICT Directorate

Below these sizes the figures and the pen become illegible.

03

Colour

Our palette is taken directly from the logo. Navy leads; sky blue is the accent; laurel green and steel blue are used sparingly.

Fortune Navy
HEX **#445A88**
RGB 68, 90, 136
CMYK 50 / 34 / 0 / 47
Primary. Headings, buttons, navigation, the shield and book.

Deep Navy
HEX **#121B31**
RGB 18, 27, 49
CMYK 63 / 45 / 0 / 81
Darkest tone for footers, hero bands and body text on light backgrounds.

Navy Dark
HEX **#1F2C49**
RGB 31, 44, 73
CMYK 58 / 40 / 0 / 71
Dark panels and table headers.

Sky Blue
HEX **#00AEEF**
RGB 0, 174, 239
CMYK 100 / 27 / 0 / 6
Accent. The mortarboard, figures and globe; highlights and links on dark.

Sky Blue Dark
HEX **#0279B6**
RGB 2, 121, 182
CMYK 99 / 34 / 0 / 29
Accent for small text and links on white (meets contrast).

Laurel Green
HEX **#A3C93A**
RGB 163, 201, 58
CMYK 19 / 0 / 71 / 21
Small highlights only: the laurel; dividers and icons.

Steel Blue
HEX **#A5C3D3**
RGB 165, 195, 211
CMYK 22 / 8 / 0 / 17
The pages of the book; soft backgrounds and lines.

White
HEX **#FFFFFF**
RGB 255, 255, 255
CMYK 0 / 0 / 0 / 0
Backgrounds and the field of the shield.

Proportion. In a typical page or publication, use roughly 60% white, 25% navy, 10% sky blue and no more than 5% green and steel blue. Do not use other colours for University branding. CMYK values are conversions for guidance; print proofs should be checked against the HEX colours.

04

Typography and letterhead

DISPLAY · HEADINGS

Fraunces

Aa Bb Cc Dd Ee Ff Gg 0123456789 — Learning Today for a Better Tomorrow

Use for page titles, headings, numbers in statistics and quotations. Semibold (600) for headings; italic for the motto and quotations.

TEXT · INTERFACE

Inter

Aa Bb Cc Dd Ee Ff Gg 0123456789 ₦ — Admission into 27 degree programmes

Use for body text, tables, forms, buttons and labels. Regular (400) for text, Semibold (600) and Bold (700) for emphasis. Small capitals with wide letter spacing for labels.

Both typefaces are free under the SIL Open Font License. Where they are not available (for example in Microsoft Word), use **Georgia** for headings and **Arial** for text.

Letterhead

All official letters and documents use the letterhead below, set in Fraunces and Inter with the navy, sky blue and green rule. Reference numbers follow the pattern **FU/[office]/[subject]/[year]/[number]**, for example FU/REG/ADM/2026/003.

FORTUNE UNIVERSITY, MAGAMA
Number 12, Zaria Road, Jos, Plateau State
OFFICE OF THE REGISTRAR

info@fortuneuniversity.edu.ng
0803 896 6912
www.fortuneuniversity.edu.ng

Ref: **FU/REG/GEN/2026/014**

Date: **18 November 2026**

Dear Sir/Madam,

SAMPLE LETTER HEADING

The body of the letter is set in Inter Regular, 10–11 pt, with generous margins of at least 18 mm. Paragraphs are separated by a line space and are not indented. Letters are signed in blue ink above the name and title of the signatory.

Yours faithfully,

Mallam Sani Garba Toro, Registrar

05

Using the logo correctly



Do use the master artwork in full colour on white.



Do use a white panel on dark or photographic backgrounds.



Do use the one-colour version only where colour printing is impossible.



Don't stretch, squash or distort the logo.



Don't change its colours.



Don't place it directly on coloured backgrounds.



Don't rotate or tilt it.



Don't add shadows, outlines or effects.



Don't fade it or use it as a watermark behind text.

Master logo files, templates and the full guidelines are available from the Office of the Registrar and the ICT Directorate (ict@fortuneuniversity.edu.ng).