

ENDERUN COLLEGES

INSTITUTIONAL BRANDING & LOGO MANUAL



ENDERUN

INTRODUCTION

Enderun is built on a clear structure that keeps its mission focused and its identity consistent. At its core is Enderun Colleges, home to the College of Architecture and Design and the College of Business and Management. Surrounding these academic pillars are the support departments that sustain daily operations and shape the student experience.

Alongside the academic institution are the business units that carry the Enderun name into specialized fields: Enderun Extension, Enderun Hotels, Enderun Events, Enderun Marketing, and Enderun CoWorking.

This Institutional Brand Manual defines how all these parts work together under one brand. It guides how you communicate, design, and represent Enderun so every unit speaks with the same clarity, credibility, and purpose.

Enderun's trademarks, including all official logos, wordmarks, and visual identifiers, are protected assets of the institution. Their use requires proper approval to ensure consistency and safeguard the integrity of the brand. Any request to apply, reproduce, or adapt Enderun trademarks must be coursed through Enderun Marketing, the official custodian of the logo. For permissions or brand-related inquiries, you may contact marketing@enderuncolleges.com.

Primary Logo

The Enderun primary logo is inspired by the Enderun School of the Ottoman Empire, a historic institution that educated future statesmen. The seven stylized forms within the crest represent the school's seven rooms where different disciplines were taught, reflecting a tradition of depth, mastery, and leadership.

The crest and the wordmark form one unified signature. They must always appear together, in the correct proportions and configurations, and should never be redrawn, stretched, modified, or separated. This protects the integrity of the brand and ensures that every application of the logo communicates the same credibility, heritage, and purpose that define Enderun.



Secondary Logo

The secondary version of the Enderun logo is the negative or reversed treatment. It follows the same structure and proportions as the primary logo, but appears in a light color against a dark background. This version is used only when the primary logo would lose visibility or clarity. The crest and wordmark remain a single unit and must not be altered, separated, or redrawn. The negative logo serves as a functional alternative while preserving the integrity and recognizability of the Enderun signature.



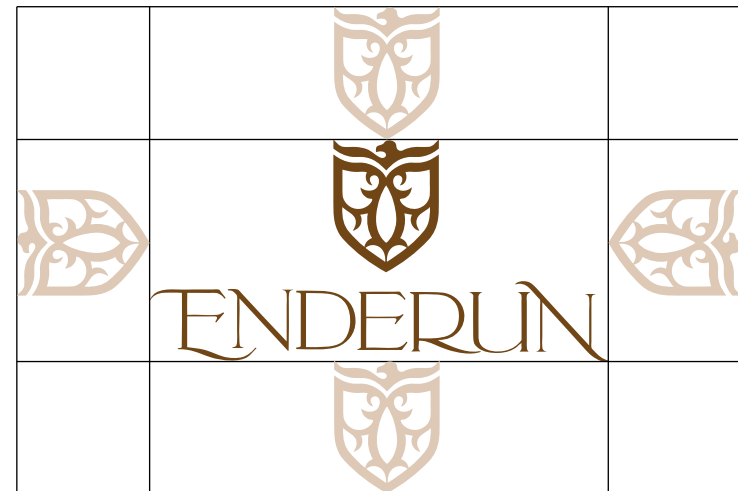
Minimum Size

The Enderun logo must always appear clear and readable. For digital use, the minimum width is 60 pixels. Anything smaller reduces detail and weakens recognition. Use the logo at sizes above this minimum whenever possible to keep its form sharp and its presence strong.



Clearspace

Clearspace protects the visibility and impact of the Enderun logo. To keep the crest and wordmark unobstructed, a minimum area of space must surround the logo at all times. This clearspace is equal to the height of the crest. No text, graphics, or design elements should enter this zone. By preserving this buffer, the logo maintains its clarity, balance, and authority in every application.



Improper use

Improper use of the Enderun logo weakens the brand and disrupts the identity shared across all units. The crest and wordmark together form the complete logo, and this full signature should be used for all official communications. The crest may appear on its own only for symbolic or creative applications, and even then its shape, proportions, and features must remain intact. The logo should never be stretched, distorted, redrawn, rearranged, or altered in any way. Proper use ensures that every application reflects the same precision, credibility, and consistency expected from the Enderun brand.

 <p>DO NOT ROTATE OR SKEW THE LOGO</p>	 <p>DO NOT USE UNAUTHORIZED COLORS</p>	 <p>DO NOT USE OUTLINES TO DISPLAY THE LOGO</p>
 <p>DO NOT USE THE CUSTOM WORDMARK WITHOUT THE CREST</p>	 <p>DO NOT DISTORT THE LOGO PROPORTIONS</p>	 <p>DO NOT REPLACE THE WORDMARK WITH ANOTHER FONT</p>
 <p>DO NOT USE LOGO AS PART OF A SENTENCE OR THOUGHT</p>	 <p>DO NOT APPLY DROP SHADOWS</p>	 <p>DO NOT APPLY ON TOP OF BUSY BACKGROUNDS</p>
 <p>DO NOT REARRANGE THE LOGO ELEMENTS</p>	 <p>DO NOT ALTER THE PROPORTIONS OF THE LOGO ELEMENTS</p>	 <p>DO NOT CROP THE LOGO</p>

Official Colors

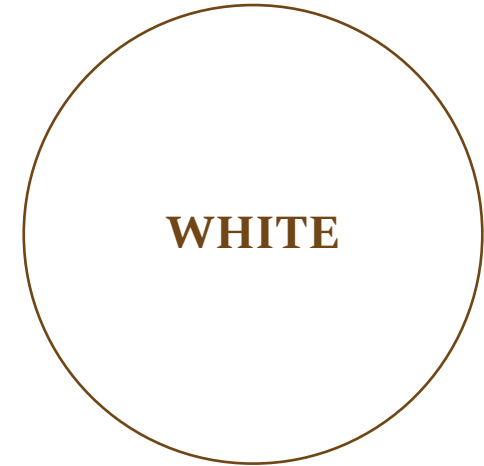
Enderun's official colors reinforce the heritage and character of the brand. Bronze and white serve as the primary palette. Bronze reflects tradition, refinement, and stability, while white provides clarity and balance. These colors should anchor all official communications and visual materials.

Burgundy is the designated secondary color. It supports the primary palette by adding depth and contrast in layouts, accents, and complementary design elements. When used together, these colors create a cohesive visual identity that is distinct, disciplined, and unmistakably Enderun.



BRONZE

RGB: 112, 70, 22
CMYK: 40, 66, 100, 39
HEX: #704616
PANTONE: 463C



WHITE



BURGUNDY

RGB: 118, 34, 47
CMYK: 33, 93, 71, 40
HEX: #76222F
PANTONE: 188C

The Academic Seal

The Enderun Colleges Academic Seal follows the same standards and rules as the primary institutional logo, but serves a distinct purpose. It is reserved for academic and ceremonial applications such as diplomas, certificates, program documents, honors materials, and official events. The seal must always appear in its correct proportions, with proper clearspace and approved colors. Used with care and consistency, it reinforces the institution's academic credibility and formal character while staying aligned with the broader Enderun brand.



The College Logos

The college logos represent academic pillars of Enderun Colleges, each with its own visual character while remaining aligned with the institutional brand.

The College of Architecture and Design logo allows for more creative flexibility. It can explore color variations and pattern integrations within the acronym CAD as long as the original form, proportions, and integrity are preserved.

The College of Business logo follows a more structured and consistent visual approach, reflecting clarity and academic discipline.

Both logos must always appear with the primary Enderun logo within the same layout. This reinforces the connection to the institution and ensures that every communication reflects a unified brand. While each college carries its own identity, the presence of the Enderun logo anchors them within the larger Enderun ecosystem.



Academic Department Logos

The academic department logos represent specific disciplines within each college. They function as identifiers for programs and areas of study while maintaining a clear connection to the broader institutional brand.

Each department logo follows a structured and consistent visual system. Typography, alignment, and color treatments must remain uniform across all departments to ensure clarity and cohesion. This reflects the academic rigor and discipline associated with each field.

Department names are presented in a clear and legible format, paired with the appropriate college acronym where applicable. The hierarchy of information must always be preserved to maintain readability and brand consistency.

All academic department logos must appear alongside the primary Enderun logo within the same layout. This is non-negotiable. The Enderun mark serves as the anchor that connects each department to the institution as a whole.

Customization or stylistic alterations are not allowed for department logos. Unlike college-level marks, department identities are designed to be standardized. This ensures that all academic units present a unified and professional front across all communications.

In practice, this means:

- Use the approved layout without modification
- Maintain consistent color application
- Do not alter typefaces or proportions
- Always pair with the primary Enderun logo

Every department represents a specialization. The system ensures they all speak in one voice.



CBM
ECONOMICS
DEPARTMENT



CBM
ENTREPRENEURSHIP
DEPARTMENT



CBM
BUSINESS ADMINISTRATION
DEPARTMENT



CAD
ARCHITECTURE
DEPARTMENT



CAD
INTERIOR DESIGN
DEPARTMENT



CAD
MULTIMEDIA ARTS
DEPARTMENT

Academic Sub-Department Logos

Academic sub-department logos identify majors and specializations within each academic program. They clarify focus areas while staying aligned with the department, college, and institutional brand system.

Each sub-department logo follows a standardized structure. Program and specialization names appear in a clear hierarchy, with the primary discipline stated first, followed by the specific focus area. This ensures clarity across all academic communications.

Typography, spacing, and alignment must remain consistent across all applications. Sub-department logos are designed for uniformity, not variation. This reflects the structured nature of academic pathways and reinforces institutional credibility.

All sub-department logos must appear with the primary Enderun logo within the same layout. This ensures every specialization remains visibly connected to the institution and its academic framework.

Customization is not allowed. Sub-department marks must not introduce new graphic elements, type treatments, or color variations.

In practice:

- Use the approved lockup and hierarchy without modification
- Maintain consistent typography and color application
- Do not adjust proportions, spacing, or alignment
- Always pair with the primary Enderun logo

Sub-departments define your academic direction. The system ensures they remain consistent, clear, and institutionally grounded.



BUSINESS ADMINISTRATION
FINANCIAL
MANAGEMENT



BUSINESS ADMINISTRATION
MARKETING
MANAGEMENT



BUSINESS ADMINISTRATION
OPERATIONS
MANAGEMENT



BUSINESS ADMINISTRATION
TECHNOLOGY
MANAGEMENT



BUSINESS ADMINISTRATION
SUSTAINABILITY
MANAGEMENT

Support Department Logos

Support department logos represent the operational and student-facing units that sustain the Enderun academic experience. They communicate function and service while remaining fully aligned with the institutional brand.

Each support department logo follows a structured visual system. Layout, typography, and alignment must remain consistent across all units to ensure clarity and cohesion across communications.

Some support departments may include controlled color applications within their acronyms or identifiers when approved. These must remain within brand guidelines and must not compromise legibility or hierarchy.

Department names must always appear in a clear and readable format. The hierarchy of information must be preserved across all formats to maintain consistency.

All support department logos must appear with the primary Enderun logo within the same layout. This ensures every operational unit remains visibly connected to the institution.

Customization beyond approved formats is not allowed. Support department marks must not introduce new graphic elements, typography, or layout variations.

Support departments enable the Enderun system to function effectively. Their visual identity reflects precision, clarity, and institutional discipline.



ACADEMICS
DEPARTMENT



ATHLETICS
DEPARTMENT



REGISTRAR'S
OFFICE

Academic Collaborations and Partnership Logos

Partnership logos represent formal relationships between Enderun and its global academic and industry partners. These marks communicate credibility, alignment, and shared standards in education.

Each logo arrangement must present both institutions with equal clarity and respect. The layout should reflect a professional partnership without compromising the integrity of either brand.

The primary Enderun logo is always positioned first. The partner institution follows. Arrangements may be horizontal or vertical depending on format, space, and application.

For horizontal layouts, Enderun appears on the left and the partner logo on the right.

For vertical layouts, Enderun is placed on top and the partner logo is positioned below. This format works well for narrow formats and stacked compositions across digital and print materials.

Both logos must retain their original form. No alterations, recoloring, or stylization are allowed. Each mark must follow its respective brand guidelines at all times.

Scale and spacing must be carefully managed. Logos should appear visually balanced, with neither mark overpowering the other. Clear space must be preserved around both logos to maintain legibility.

Background selection must ensure strong contrast for both brands. When necessary, use approved color versions of each logo to maintain visibility and consistency.



Typography

Typography defines how Enderun communicates. It reinforces clarity, structure, and academic credibility across all materials.

The brand uses a flexible but controlled type system. Each typeface has a defined role while allowing practical application across different formats.

HEADLINES

Spectral, Barlow, or Gotham

Spectral is the primary typeface for headlines.

It conveys an academic tone and is best used for formal titles, feature sections, and institutional messaging.

Barlow and Gotham may also be used for headlines when the context requires a more modern or streamlined look.

- Use Barlow for a contemporary and approachable feel
- Use Gotham for a clean and structured presentation

Select the headline typeface based on the communication objective, but maintain consistency within the layout.

BODY TEXT

Barlow or Gotham

Barlow and Gotham are used for body text and supporting content.

They ensure readability across both print and digital platforms.

Use these typefaces for:

- Paragraphs
- Captions
- Labels and supporting copy
- Avoid using Spectral for long-form body text.

SPECTRAL FONT FAMILY

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

BARLOW FONT FAMILY

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

GOTHAM FONT FAMILY

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Business Unit Logos

Business unit logos represent Enderun's non-degree and operational divisions. These include Enderun Extension, Enderun Marketing, Enderun Events, Enderun Hotels, and Enderun CoWorking.

Enderun Extension is positioned as an academic division for continuing education. It follows the same institutional standards as academic units while remaining within the business unit system.

Each business unit serves a distinct function. All must remain visually aligned with the Enderun institutional brand.

Business unit logos follow a consistent structure anchored on the primary Enderun mark. The crest and wordmark must remain intact and unaltered. The unit name appears as a secondary identifier that supports the master brand.

Typography, spacing, and alignment must remain consistent across all business units. This ensures every entity is recognized as part of a unified system.

Customization is limited. Business units must not introduce independent visual identities that compete with or override the Enderun brand.

All business unit logos must maintain clear hierarchy. The Enderun name remains dominant. The unit descriptor must not overpower or visually compete with it.



Approval and Governance

All materials that use the Enderun logo must be reviewed and approved by the Marketing Department before release or publication. This applies to all formats across print, digital, merchandise, events, and external communications.

The Marketing Department serves as the official custodian of the Enderun brand. All stakeholders must follow the established approval process to ensure accuracy, consistency, and proper brand application.

The Marketing Department reserves the right to require the immediate withdrawal or discontinuation of any material that contains unauthorized, incorrect, or unapproved use of the Enderun brand. This applies to all materials, including those produced before the release of this brand identity guideline.

Official logo files must not be recreated, extracted, or modified from existing materials. Print-resolution logo files and approved brand assets may be requested directly from the Marketing Department.

In practice:

Submit all materials with Enderun branding for approval before publishing

Allow sufficient lead time for review and revisions

Use only official files provided by the Marketing Department

Discontinue use immediately when directed due to non-compliance

This process ensures that every communication reflects the standards and integrity of the Enderun brand.



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