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PNU Registers New Identity with SAIP

By **PNUniversity** - June 26, 2020

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جامعة الأميرة نورة بنت عبدالرحمن Princess Nourah bint Abdulrahman University

Princess Nourah Bint Abdulrahman University has registered its new identity with the Saudi Authority for Intellectual Property (SAIP) which is considered an important step to protect their rights and accredited it officially by registering the university’s logo as a trademark to protect it from imitation, resemblance, and unauthorized use. This registration will also ensure the university’s ability to benefit from using it or permit others to do so for legal requirements and agreements. In addition, this is going to be an added value of the university since its logo is a registered trademark, thus achieving confidence among the employees, clients, and beneficiaries.

The philosophy of the university’s logo design was based on highlighting the great role played by Princess Nourah Bint Abdulrahman in Saudi Arabia’s history and the characteristics that distinguished her in combining with the university’s values, methods, vision and outputs in addition to its distinctive architectural character to come up with a definite concept of an identity that reflects the nature spirit of the university.

In this regard, the Dean of College of Design and Arts and the head of the university identity development team, Dr. Maha Khayat, explained that the university logo consists of the name of Princess Nourah Bint Abdulrahman, which is copied from her own handwriting, and an abstract drawing of the administration building at the university from an overhead perspective, in addition to a geometric decoration inspired by the architectural ornamental style in which the university is famous for, so all of these elements come together in a steady circular shape that carries symbolic connotations that express life, women and continuation.

It is worth mentioning that the University of Princess Nourah Bint Abdulrahman has been keen, since the beginning of the identity development project, to create a special style and a distinct pattern in every step in this project, starting from assigning this work to the College of Designs and Arts and passing through the idea of creating a piece of music for the university that distinguishes the university to finally creating a font in its name.

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