

UNIVERSITY OF
SEYCHELLES



L'avenir dan oa lanmen

Significance of the University Logo & its Interpretation

The logo, motto and typefaces are the official visual representation of the University of Seychelles. The name, logo and motto are formally registered trademark of the University. These guidelines must be observed when creating all marketing material including print, web, electronic or other special promotional accessories.

The Seychelles University Logo encapsulates the beginning and the aspirations of the first national University in Seychelles and the natural elements that are characteristic of the Seychelles beauty and essence

The **basic concept** is inspired by what is believed to be the **Crest of Alexis Marie de Rochon, better known as Abbe Rochon**, a French astronomer and physicist born in Brest on 24 February 1741 and died in Paris on 5 April 1817. He was destined to become a priest, hence the name: Abbe Rochon. In 1766 he received the title of Astronomer of the Navy and performed three great expeditions, one of which landed him in the Seychelles in June 1769. Appointed to the Paris Academy of Sciences, in 1771, notable scientific work includes optical science, use of platinum in telescopes and nautical instruments, mapping the Seychelles archipelago, reform of weights and currencies, and providing early scientific descriptions of the Seychelles Coco-de-Mer. On Mahé, in the Seychelles, a river, a dam and a suburb of the capital of Victoria is named after him.

The **White Birds** and the **Fish** reflect the core vision of the University to promote independent thinking, influence peaceful and sustainable considerations in an ever-expanding horizon. The white **Triangle** in the foreground captures the breathtaking landscape of the granitic islands, a poignant reminder of the delight of achievement and progress. The **waves** signify the ocean, where the potential for excellence is limitless.

The **Motto** “Lavenir dan ou lamen’ (literally translated as “The future is in your hands” but having the deeper significance of forging one’s destiny) in Creole is displayed in the ribbon that gracefully wraps around the base of the crest. It is a recurring theme for this young nation, proud of its rich heritage, conscious of its role as custodian of a unique environment and desiring to progress and play a role in the community of nations. The wording is derived from the first national anthem after independence and the founding of our Nation.

Colours

The University of Seychelles Logo and Brand is built around the colours of Maroon, Crimson and White.

Maroon, Crimson and White are the principle colours of The University of Seychelles Logo and brand. Maroon may also be used in connection with text. The University colours can only be reproduced in the PMS, CMYK and RGB colours specified. No other colours may be used.

The PANTONE Colour reference for Maroon is PANTONE 188 C

The PANTONE Colour reference for White : PANTONE Trans.white or White

The PANTONE Colour reference for Crimson is PANTONE 201 C

The PANTONE colour reference for Black : PANTONE Process Black C

Fonts

The crest consists of two elements: the crest-frame, which is the words 'University of Seychelles' set in the Cambria Bold typeface, and the Motto, set in the Bucephalus type face.

The academic signature or name, which is the words 'University of Seychelles' is set in Cambria typeface. The signature serves to identify the university in all forms of communications.

Note :

The academic signature represents all faculties and schools. **NO individual unit logos should be developed or used with university communications. The names of individual units should be presented typographically to avoid developing competing logos.**

The Use of the Logo on any publishing material other than those issued by the university will require in writing prior permission of the University. In this case, the rules pertaining to the colour, font shall be strictly followed.

