UTAS Visual Identity
In the development of communication for the UTAS visual Identity, each application should align with the identity and be consistent with the strategy. Our visual identity is a space we all share.
The visual identity is not just an icon and colours, it is the spirit of the University that reflects its goal vision and mission for the present and future. It is the way to present the University to the entire world.
Creating a harmonious visual effect that mirrors the university’s orientation, gives it its unique persona that is present in all visual applications, and renders it as a source of inspiration and creativity.
Inspirational

Ambitious

Unity

Voice

Personalities

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utas.edu.om
For the PERSON who seeks, thinks, learns and searches for excellence. UTAS path is founded to give endless opportunities, enabling to sail in imagination; discover the potential, build capabilities, and achieve ambitions.
The orientation of the visual identity design has adopted the concept of unity from which the idea of establishing the University to be a unified entity for technical and applied education has emerged.
Equipping the next generation in the field of technical and applied education, and fostering excellence that makes them locally and globally competitive. The sharpness of the logo and its height on the right side symbolise this aspiration.
Staying ahead of the needs of the market by building the skills of the future, which the university instils in order to build up the capabilities. This appears in the simplicity, fluidity and flexibility of the logo.
The diversity of majors and geography that opens up prospects and increases the opportunities to achieve aspirations and prepares to meet challenges, as it is echoed in the reflection of colours and their different shades.
Colours Indication

Orange
Passion & Creativity

Blue
Confidence & Leadership