

Ben-Gurion University **Brand Guidelines**

אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev



Table of Contents

01 \ Brand Strategy	3	03 \ The Textual Perspective	24	05 \ Examples and Applications	53
Our Purpose	3	BGU's Purpose as a Framing Story	25	Posters	54
Differentiating the BGU Brand	4	Brand Differentiation as Frame for Storytelling	26	Power Wall	56
Our Values	6	Using Parts of the Story	35	Brand Extension Posters	57
		Integrating 'Power Words'	36	Flags	59
02 \ Logo and Brand Structure	7	The Storyteller	39	Stage Backdrop	60
University Symbol	8			Rollup	62
Logo and Typography English	10	04 \ Visual Language	40	Advertisements	63
Logo and Typography Hebrew	11	Color Palette	41	Newsletter	65
Logo and Typography Bilingual	12	Typography	43	Banner	66
Logo and Typography Trilingual	13	Graphic Elements	49	Facebook Post	67
Logo Color Palette	14	Photography	51	Mobile Phone Transition Screen	68
Logo Negative	15	Icons	52	PowerPoint	69
Logo Proportions and Spacing	16			Diplomas and Certificates	70
Logo Minimal Sizes	17			Folder	71
Logo Incorrect Uses	18			Letterhead and Namecards	72
Brand Extensions Logo Structure	19				
Brand Extensions Bilingual Logo Structure	22				
Other Brand Guidelines	23				

Our Purpose

Ben-Gurion University of the Negev embraces the **endless potential** we have as individuals and as a commonality to adapt and to thrive in changing environments. Inspired by our location in the desert, we aim to discover, to create, and to develop solutions to dynamic challenges, to pose questions that have yet to be asked, and to push beyond the boundaries of the accepted and possible.

We believe that our **vantage point** in Israel's Negev desert grants us a unique point of view, which sparks our creativity, motivates our journey to understanding, and enables us to achieve the remarkable.

We believe that **bridging disciplines and cultures** is critical to the success of research and scholarship.

We believe in the delight of exploration, the culture of collaboration, and the cultivation of original ideas.

We invite you to set aside existing paradigms and view the world from **our unconventional perspective**.

In the pioneering spirit of David Ben-Gurion, we encourage you to adopt our expansive point of view, and see the extraordinary power emerging from the desert – for Israel, and for the world.



The background of the slide features two hands, one from the left and one from the right, holding a glowing, irregular orange shape. From the top center of this shape, several thin, radiating lines extend upwards, resembling sunbeams or a stylized sunburst. The entire image is set against a warm, orange-toned background.

From unconventional
perspectives
comes remarkable
impact

Uncommon perspectives generate remarkable results, discovery and impact

\ **Geographic Perspective**

From our vantage point in the Negev, the world is viewed differently.

\ **Multicultural Perspective**

Inclusion of the wealth of human diversity across religions, sectors, gender, and economic backgrounds.

\ **Cross-Disciplinary Perspective**

Remarkable results arise from the meeting of multiple disciplines.

\ **Personal and Shared Perspective**

From the personal journey of each researcher, student, and partner – creating connections and working toward common goals.

\ **Cross-Sector Perspective**

We collaborate beyond the boundaries of academia - seeking partnerships with government, industry and civil society.



Our Values

\ **Everything is Possible**

We believe in infinite possibilities; that curiosity, imagination, and flexibility are key to creating knowledge and impact.

\ **Go Boldly**

We dare to actively seek out new challenges and cultivate a spirit of entrepreneurship to do what has never been attempted before.

\ **Expand Opportunities**

By embracing our diversity, by promoting an inclusive and equitable environment, we spark a new reality where excellence is enhanced.

\ **Excellence and Integrity**

We hold ourselves to the highest standards – in the scientific, academic, and interpersonal realms.

\ **The Power of Together**

We all – faculty, staff, students, and partners – embrace the power of together, seek out connections and see ourselves as working together for a larger, collective purpose.

\ **The Israeli Spirit**

We are proud to be a central force for innovation in Israel, and we strive to extend the Negev's potential and our startup spirit throughout the world.





02

Logo and Brand Structure

University Symbol

Ben-Gurion University of the Negev is an established and historied brand with a leading position in Israel's higher education market. It does not need "re-branding," but rather refreshing, refining, and strengthening of its identity and brand story.

In this context, the University symbol has clear advantages:

- ✧ **Legacy:** the symbol has represented BGU for decades and it encapsulates the University's history. It is recognizable, and thus, an asset.
- ✧ **Distinction:** the logo is different from those of our competitors and stands out in the crowd.
- ✧ **Clear values:**
The symbol is bold and powerful and at the same time conveys warmth and openness.
The symbol represents a guiding flame (like the biblical "pillar of fire")
light=illumination=discovery and the like.
The orange color stands for the various hues of the desert.

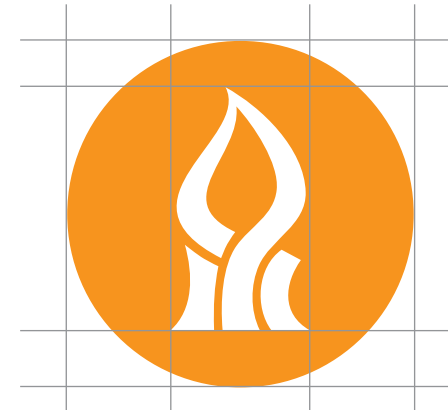


University Symbol

The University's symbol was designed by Yitzchak Landau in 1969. The symbol represents a stylized version of the higher education flame and is comprised of the Hebrew letters "alef" and "nun," the first letters of "*Universitat HaNegev*" (the name of the University until 1974). The designer drew on David Ben-Gurion's vision of a university with a mission to develop the Negev and therefore, chose the color orange, symbolizing the different hues of the desert.

The University logo is a combination of the University's symbol and logotype (name spelled out), using a standard font, color, proportions and placing, and comprising the basis for a uniform graphic identity that accords with a distinguished institution.

The branding process and the brand guides define the way the logo should be used in English, Hebrew, and other languages, as well as how to incorporate the names of different BGU units as they should appear on all University publications and marketing materials: letterheads, newsletters, newspaper ads, conference programs, presentations, signs, banners, internet sites, social media, and more.



Logo and Typography English

\ Logo Structure

The Ben-Gurion University logo is a combination of two elements: the University symbol and the logotype (the attached text in standard font). These elements are inseparable and together make up the complete University logo.

To maintain a powerful, recognizable and uniform brand look, the composing elements of the logo may not be separated, nor the proportions between them changed in any application. Additions may not be made, and the logo, as a whole, may not be changed, distorted or compromised.



\ Logo Structure

The Ben-Gurion University logo is a combination of two elements: the University symbol and the logotype (the font used in the University name). These elements are inseparable and together make up the complete University logo.

To maintain a powerful, recognizable and uniform brand look, the composing elements of the logo may not be separated, nor the proportions between them changed in any application. Additions may not be made, and the logo, as a whole, may not be changed, distorted or compromised.

אוניברסיטת בן-גוריון בנגב



אוניברסיטת
בן-גוריון בנגב



אוניברסיטת בן-גוריון בנגב

Logo and Typography Bilingual

\ Logo Structure

For horizontal bilingual logos, where the symbol is to the side of the logotype:

In Hebrew and Arabic texts and contexts, such as a conference program in Hebrew, the symbol will appear to the right of the logotype.

In Western (left-to-right) language contexts, such as a brochure in English, the symbol is placed to the left of the logotype.



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev

Logo and Typography Trilingual

\ Logo Structure

The BGU logo may only appear in these three languages (Hebrew, Arabic, and English), separately or together.

The logo sign may only appear to the right or above the text in a trilingual logo.



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

Logo Color Palette

אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev



● RGB **R88 G89 B91**
CMYK **C0 M0 Y0 K80**
HEX **#58595b**
PANTONE 425

● RGB **R247 G148 B30**
CMYK **C0 M50 Y100 K0**
HEX **#ff9900**
PANTONE 144



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev

Logo Proportions and Spacing

Clear Space

To maintain the logo's clear and neat appearance in its various applications, it is important to keep a clear space around the logo.

This space should be white (or another clear background color in certain cases) and free of additional graphic elements, text, or icons. The clear space should be 50% of the diameter of the circle comprising the logo symbol, proportionally, on all sides of the full logo, as illustrated.

Note: It is only permissible for the logo to appear against a photo background if the logo remains clear and legible.



X = 50%

Logo Minimal Sizes

Minimal Sizes

To ensure the correct, clear and legible appearance of the logo in its various applications, it is important to maintain minimal sizes. The following minimal sizes have been set for different paper sizes and for digital format. For other formats, the logo size should be adjusted proportionally.

In the unusual case where a particularly small logo is needed (for instance, for a favicon), the symbol can be used alone, without the text. In this case, the minimal width of the symbol for print purposes should be 7 mm and 20 pixels for digital uses.

A4/Letter



A3



Digital



Logo Incorrect Uses

Incorrect Uses

To maintain the brand's impact and uniform appearance in all its applications every use of the BGU logo must comply with these guidelines, regardless of the specific application.

The composing parts of the logo may not be separated; nor should the proportions between them be changed. Additions may not be made, the color palette may not be changed, nor may the integrity of the logo as-a-whole be changed, distorted or compromised.



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev

Brand Extensions Logo Structure

\ Structure of Brand Extension Logos

The brand architecture defines the proportions between the primary brand and the brand extensions. These proportions must always be precisely maintained, to ensure the identification of the primary brand by the target audience while allowing for a unique identity for each extension or unit. The strategic rationale for this brand architecture is preserving the impact of the primary brand and grouping most University products and services under it. This will create an umbrella effect, spreading from the primary brand to the various units and services, and make it easy for audiences to identify the extensions with BGU.

Through this feedback loop, units and services reinforce the value of the primary brand, and this structure makes it possible to unite everyone at BGU around one identity and common ideas.

In brand extension logos, the name of the extension unit / faculty will appear in **bold font** above the primary brand.



Brand Extensions Logo Structure

\ Faculties



Faculty of Health Sciences
Ben-Gurion University of the Negev



BIDR | Jacob Blaustein Institutes
for Desert Research
Ben-Gurion University of the Negev



**Guilford Glazer Faculty
of Business & Management**
Ben-Gurion University of the Negev

\ Large administrative units



**Technologies, Innovation
& Digital Division**
Ben-Gurion University of the Negev



Office of the Rector
Ben-Gurion University of the Negev

\ Campuses



EILAT CAMPUS
Ben-Gurion University of the Negev

\ Academic departments and units



**Avram & Stella Goldstein-Goren
Department of Biotechnology Engineering**
Ben-Gurion University of the Negev



**Department of
Hebrew Literature**
Ben-Gurion University of the Negev



**Joyce & Irving Goldman
Medical School**
Ben-Gurion University of the Negev

Brand Extensions Logo Structure

\ Institutes



NIBN | National Institute for
Biotechnology in the Negev
Ben-Gurion University of the Negev



**HEKSHERIM Research Institute for
Jewish & Israeli Literature & Culture**
Ben-Gurion University of the Negev

\ Centers



**Moshe Mirilashvili Center for
Food Security in the Desert**
Ben-Gurion University of the Negev



YAZAMUT 360°
CACTUS CAPITAL
Ben-Gurion University of the Negev

\ Partnerships with other logos



Ben-Gurion University
of the Negev

\ Multiple Extension Units Collaboration



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

**Human Resources
Division**

**Vice President
for Diversity & Inclusion**



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

**Center for the Study
of Conversion and
Inter-Religious Encounters**

**Goldstein-Goren
International Center
for Jewish Thought**

Brand Extensions Bilingual Logo Structure

\ Bilingual



ביה"ס הבין-פקולטי למדעי המוח
אוניברסיטת בן-גוריון בנגב
Inter-faculty School of Brain Sciences
Ben-Gurion University of the Negev



הפקולטה למדעי הבריאות
אוניברסיטת בן-גוריון בנגב
Faculty of Health Sciences
Ben-Gurion University of the Negev



מכון אילזה כץ למדע
וטכנולוגיה בתחום הננומטרי
אוניברסיטת בן-גוריון בנגב
**Ilse Katz Institute for Nanoscale
Science & Technology**
Ben-Gurion University of the Negev

הפקולטה למדעי הבריאות
אוניברסיטת בן-גוריון בנגב



Faculty of Health Sciences
Ben-Gurion University of the Negev



הפקולטה למדעי הבריאות
אוניברסיטת בן-גוריון בנגב | **Faculty of Health Sciences**
Ben-Gurion University of the Negev

\ Bilingual – departments
within faculties



המחלקה לספרות עברית
הפקולטה למדעי הרוח והחברה
אוניברסיטת בן-גוריון בנגב

Department of Hebrew Literature
Faculty of Humanities & Social Sciences
Ben-Gurion University of the Negev

המחלקה לספרות עברית
הפקולטה למדעי הרוח והחברה
אוניברסיטת בן-גוריון בנגב



Department of Hebrew Literature
Faculty of Humanities & Social Sciences
Ben-Gurion University of the Negev

Other Brand Guidelines

\ **Spelling and Hyphenation**

Beer-Sheva

Sde Boker

Ben-Gurion

\ **Note:**

Always omit the initial 'the' in logos.

Unit names in brand extension logos always use the ampersand (not 'and'):

Faculty of Humanities & Social Sciences

Department of Sociology & Anthropology



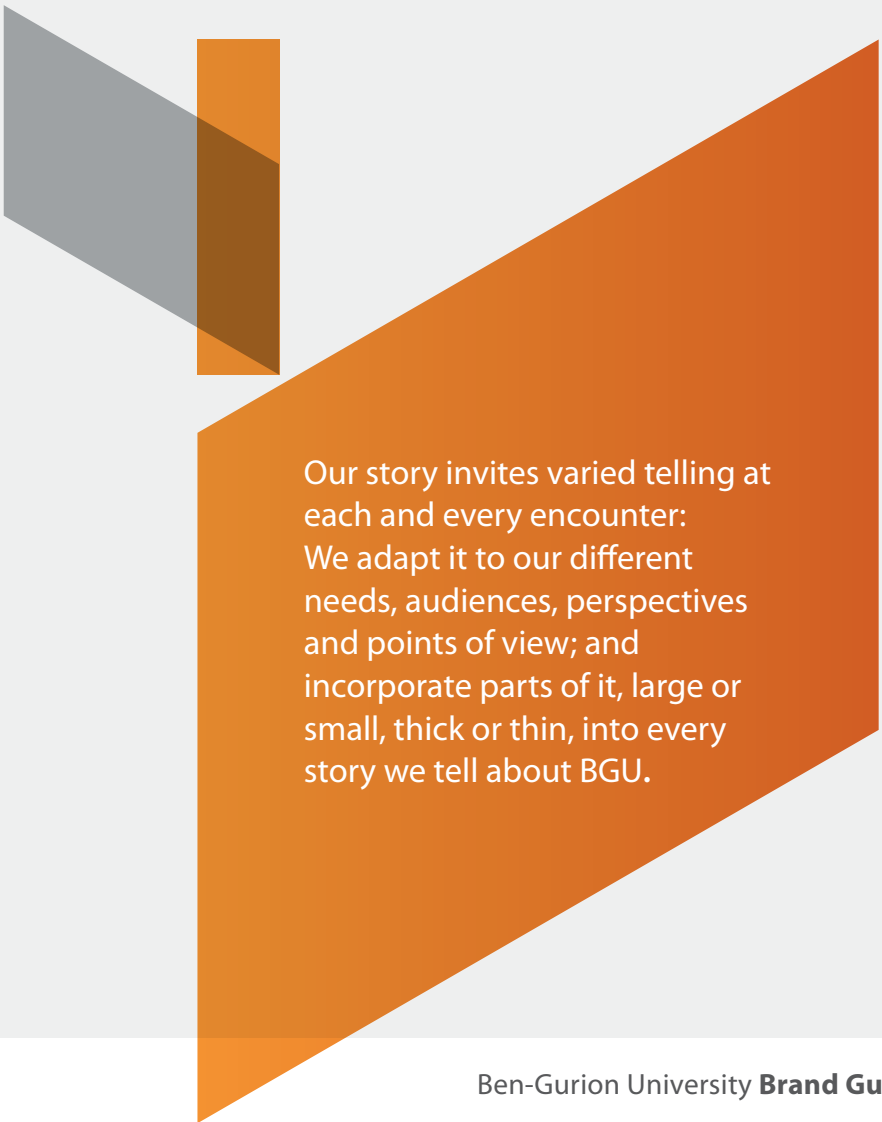
03 The Textual Perspective

BGU's Purpose as a Framing Story

A brand's 'purpose' is, in other words, the telling of its story.
BGU's 'purpose' is our story.

So, how do we tell the story?

There are many ways to tell a good story:
It can be told from beginning to end,
or we can tell just one part of the whole;
it can be summarized in a sentence;
It can inspire, it can entertain, it can introduce a new perspective;
It can be adapted to the audience, linked to other stories;
It can contain something personal;
It can challenge familiar narratives;
And it can simply be served as is.
The same is true for the BGU story.



Our story invites varied telling at each and every encounter:
We adapt it to our different needs, audiences, perspectives and points of view; and incorporate parts of it, large or small, thick or thin, into every story we tell about BGU.

Brand Differentiation as Frame for Storytelling

From unconventional
perspectives comes
remarkable impact



From unconventional
perspectives comes
remarkable
impact

This phrase encapsulates the BGU story:
The combination of uncommon perspectives, unique connections, and challenges to existing paradigms, results in: creativity, originality, discovery, and impact in Israel and around the world.

Note, however:

The phrase is not a slogan or tag-line and should not appear adjacent to the logo.

When should we use it?

In closing a text that is related to our story, when it reinforces and inspires an existing text.

When to leave it out?

When it adds nothing of value to the text, or when the text is technical.

Brand Differentiation as Frame for Storytelling



Personal and Shared Perspective

From the personal journey of each researcher, student, and partner – creating connections and working toward common goals

How BGU's Dr. Michael Fire saved a date palm in his yard and millions more around the world

One day, Dr. Michael Fire discovered that the date palm in his yard was infested with red palm weevils – the blight of palm trees around the world.

Dr. Fire learned that even though his town had a lot of palm trees, the local municipal government had no record of his tree and thus no way of keeping track of the ongoing threat. His personal battle to save his palm tree led to some brainstorming about how he could help his local municipality.

Together with Dr. Galit Alpert and doctoral student Dima Kagan, both from the Department of Software and Information Systems Engineering, they came up with a global monitoring system.

Geographic Perspective

From our vantage point in the Negev, the world is viewed differently

How Prof. Arnon Karnieli developed sophisticated models for global prediction of climate disasters from the Negev

The veteran scientist Arnon Karnieli was working in a Negev satellite reception station and made a discovery that floored him: "I was looking at thermal images of the Israel-Egypt border and was surprised to find that the sands of the Negev are four degrees warmer than the sands of the Sinai in the summer, even though the soil and the climate are perfectly identical."

This surprising discovery was the basis of a project combining AI and machine learning, which Karnieli hopes will provide real-time climate information to farmers, foresters, and local authorities.

Cross-Sector Perspective

Academy, industry and government join forces and combine resources
(Combining resources for better reach and results)

Israeli bacteria to recycle Portuguese plastic

A collaboration between researchers at BGU and a Portuguese recycling company is focused on finding a unique solution to plastic disposal – feeding it to bacteria!

Collaborating on the Environment

Prof. Daniel Chamovitz, President of Ben-Gurion University of the Negev, and Zvika Shwimmer, CEO of Electra Consumer Products Ltd., signed an agreement to collaborate in advancing academic research and teaching on sustainability, with a focus on air conditioning systems and heat pumps.

Multicultural Perspective

Inclusion of the wealth of human diversity across religions, sectors, gender, and economic backgrounds

Prof. Ali Nejidat: How a Bedouin goatherd became the Director of the Albert Katz School for Desert Studies at Sde Boker

If destiny wants you to be a goatherd, if your parents want you to be a goatherd, you can still become a world-renowned professor of desert studies.

"I was one of ten children and only felt special when I was at school. I felt important because I was an excellent student," explained Prof. Nejidat. It was there that he fell in love with biology, and the rest is history. "When I accepted the position of School Director, I had a vision of enrolling students from the Bedouin sector and from our neighboring countries. Climate change in the deserts surrounding us has no borders, nor does it really understand politics."

Cross-Disciplinary Perspective

Remarkable results arise from the meeting of multiple disciplines

Researchers from three different fields – life sciences, public health, and information systems engineering – create a coronavirus decision-making model for policy makers

The combination of different disciplines allowed the researchers to develop a model that helps policy makers reach decisions related to the coronavirus pandemic, such as allocating vaccines and regulating social distancing.

The way in which each researcher viewed the model from their own perspective, helped incorporate optimal prioritization of risks in this groundbreaking model.

Prof. Ilan Dinstein leads a multi-disciplinary team of researchers from BGU and Soroka University Medical Center to revolutionize diagnosis and treatment of autism

Brand Differentiation as Frame for Storytelling

On 'Perspective'

In Hebrew, like English, 'perspective' indicates both 'viewpoint' and '**perception**': "a particular attitude toward or way of regarding something; a point of view." Both are valid, as are additional synonyms, such as 'vantage point,' or 'viewpoint.'

All can be used in BGU internal and external publications, as shown below, but the preference is for '**perspective**,' which encapsulates both meanings and indicates a broader message we wish to transmit.

Uncommon perspectives
illuminate different
worlds

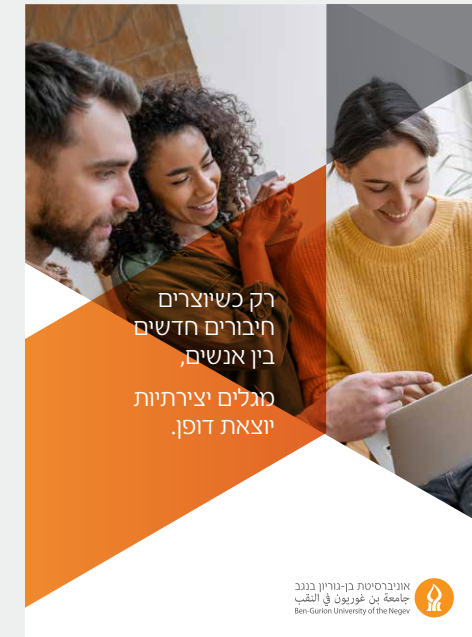
Unconventional
perspectives bring
new worlds to light

Using Parts of the Story

Components of our story also have the power to inspire. For example:

- \ New connections between people, give rise to remarkable creativity.
- \ Challenges to existing paradigms arise from unusual perspectives.
- \ Unconventional perspectives enable creativity and remarkable results.
- \ Connecting people demonstrates that groundbreaking research is the result of thinking together.

Context: promotional materials; as tag-lines in existing texts, similar to pull-outs.



Integrating 'Power Words'

Our story contains words with presence and impact, which can relay our story, or at least parts of it, even on their own. At specific interfaces and over time, these key power words become part of our language. For example:

▀ 'Perspective'

In publications by specific BGU units or departments, such as the Department of Psychology:

"Only by viewing the soul from unconventional perspectives, can we unlock its secrets."

Or in a conference title: instead of "Israel and Palestine, 1948-2018: New research," use **"Israel and Palestine, 1948-2018: New Perspectives"**

▀ 'Point of View' / 'Vantage Point'

Instead of "we are creating a new world," write **"A new vantage point on the world"** or **"The same world seen from a different vantage point"**

Instead of " Liberal Judaism contends with Jewish and Israeli identities, write : **"Between Jewish and Israeli: Views of Liberal Judaism in Israel"**

\ Integrating 'Power Words'

\ Additional 'Power Words'

▮ 'Connections'

In publications by specific units, for example, the Department of Chemistry:

"Where connections between people lead to bonds between materials."

Or, in a conference title:

"Game changing connections: The story of Steve McCurry and Sharbat Gula, the Afghan Girl"

▮ 'Discovery' / 'Joy of Discovery'

Instead of "Open Day at BGU, June 6"

write:

"Closed Day at BGU: Want to discover if it's open to you? Visit us!"

▮ Challenge

Instead of "University studies: Everything you need to know"

write

"The challenges of starting at university: Everything you need to know to succeed."

In the Body Text

In addition to headlines and other phrases, we use texts to explain, describe, recount, or guide. Here too, we want to tell a consistent story that engages at each of its interfaces.

Opening sentence with impact (preferably incorporating a 'power word')

For example, in a text titled "Beer-Sheva and WWI, 1917-2017", you could open with:

Stating a fact: From the perspective of Beer-Sheva residents, WWI is not over, even one hundred years later.

Humor: WWI wasn't that bad from the vantage point of WWII.

Question: Was WWI the best thing that happened? From the perspective of Beer-Sheva, that is.

Negative sentence: It wasn't the Battle of the Somme, but it was a fight for life and death from the perspective of Beer-Sheva.

Ongoing text

A flow of text can open the story, depending on the topic.

For example, in a piece about Open Day:

Gain some perspective. Perspective about what has been and what will come to be. An upside down, downside up, sideways, or inside out perspective. A new perspective you've never encountered. A new perspective you never even knew existed. A fresh perspective, just out of the shower; one that will make you stop and exclaim: Whoa! Where have you been all my life?

Visit BGU on Open Day, and if this doesn't give you a new perspective, we don't know what will.

Personal stories

Our people – students, staff, researchers – are the foundation of our entire story.

Integrating them into our texts, using their authentic voices, telling the story from their own perspectives or points of view, will always create that connection, empathy and intimacy.

Stories about achievements

Achievements in research, science, society, personal achievements, etc.

The Storyteller

For the brand to have a 'personality' that comes across in all the various textual platforms we use, we have listed several characteristics of that personality that should be reflected across the range of publications and provide the sense that someone with a consistent voice and set of values is speaking at each interface. They are:

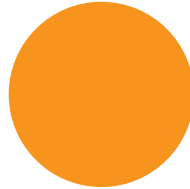




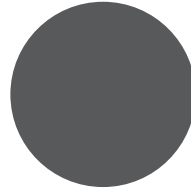
04 Visual Language

Color Palette Primary and Extensions

Primary Color Palette



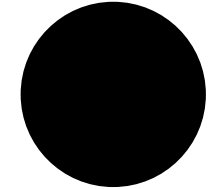
RGB **R247 G148 B30**
CMYK **C0 M50 Y100 K0**
HEX **#ff9900**
PANTONE 144



RGB **R88 G89 B91**
CMYK **C0 M0 Y0 K80**
HEX **#58595b**
PANTONE 425

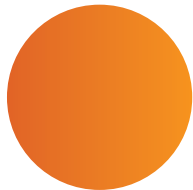
Titles and Text for Printing

If the text must be made darker for clarity in printing, the black color to the right may be used. This specific black is the only exception to the guidelines.

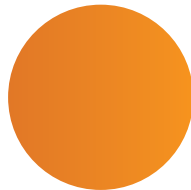


CMYK **C50 M0 Y0 K100**

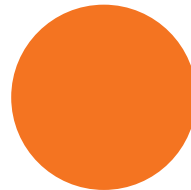
Additional Colors



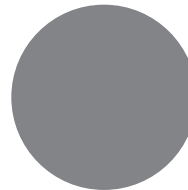
FROM:
RGB **R225 G99 B39**
CMYK **C8 M75 Y100 K0**
HEX **#e16327**



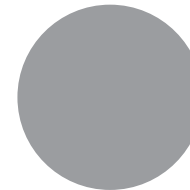
FROM:
RGB **R225 G120 B39**
CMYK **C9 M64 Y100 K0**
HEX **#e17827**



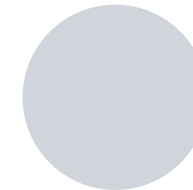
RGB **R243 G116 B33**
CMYK **C0 M68 Y100 K0**
HEX **f37421**



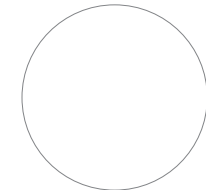
RGB **R130 G132 B135**
CMYK **C0 M0 Y0 K59**
HEX **#828487**



RGB **R130 G132 B135**
CMYK **C0 M0 Y0 K46**
HEX **9b9da0**



RGB **R207 G214 B218**
CMYK **C0 M0 Y0 K17**
HEX **cfd6da**



WHITE

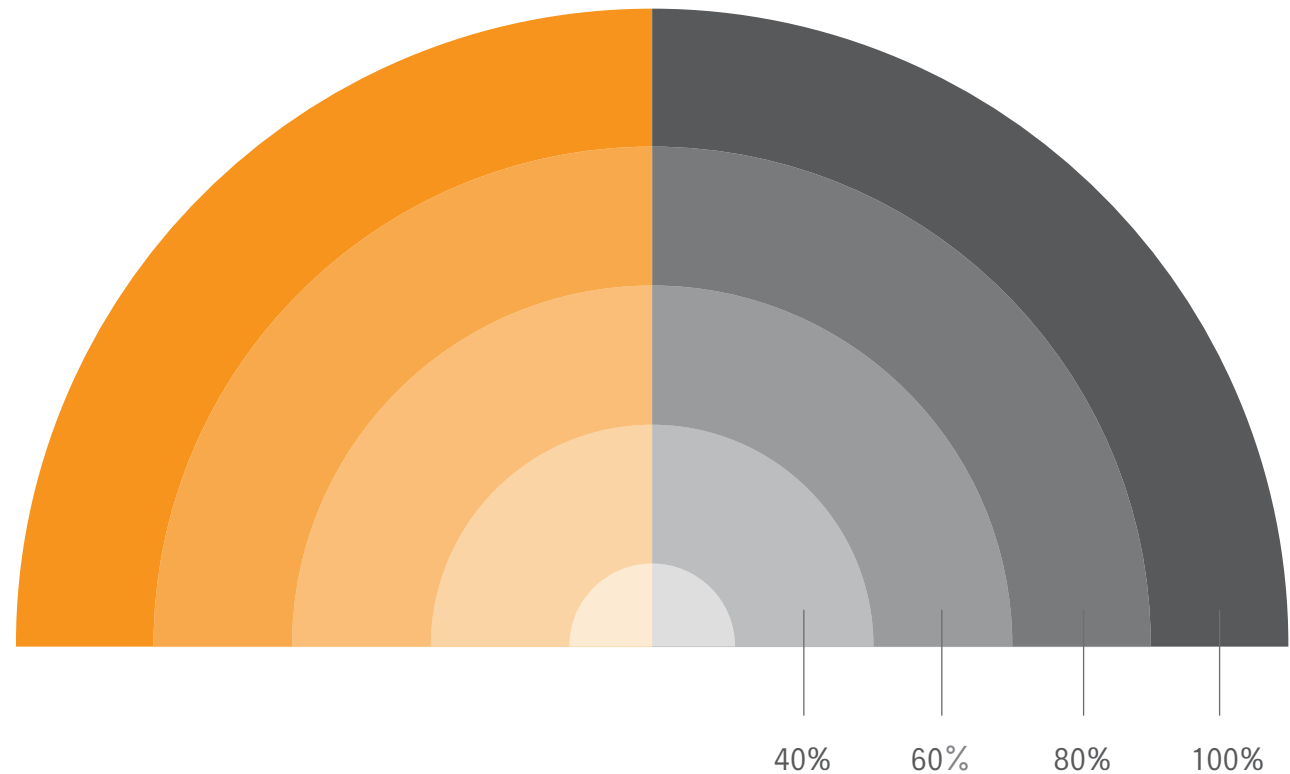
TO:
RGB **R247 G148 B30**
CMYK **C0 M50 Y100 K0**
HEX **#f7941e**

TO:
RGB **R247 G148 B30**
CMYK **C0 M50 Y100 K0**
HEX **#f7941e**

Color Palette Tints and Gradations

Color Gradations

In addition to the primary and extension colors, it is permissible when necessary to use a range of tints of these colors. The tints may be used to create graphic backgrounds, in graphic elements and typography, in the diagonal motifs and as a supportive color for the primary color palette.



Myriad pro light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad pro regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad pro bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Eleganti regular

א ב ג ד ה ו ז ח ט י כ ל מ נ ס ע פ צ ק ר ש ת
1 2 3 4 5 6 7 8 9 0

Eleganti medium

א ב ג ד ה ו ז ח ט י כ ל מ נ ס ע פ צ ק ר ש ת
1 2 3 4 5 6 7 8 9 0

Eleganti bold

א ב ג ד ה ו ז ח ט י כ ל מ נ ס ע פ צ ק ר ש ת
1 2 3 4 5 6 7 8 9 0

Open sans Hebrew light

אבגדהוזחטיכלמנסעפצקרשת
1234567890

Open Sans Hebrew regular

אבגדהוזחטיכלמנסעפצקרשת
1234567890

Open Sans Hebrew bold

אבגדהוזחטיכלמנסעפצקרשת
1234567890

Adobe Arabic regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ی
١ ٢ ٣ ٤ ٥ ٦ ٧ ٩ ٠

Adobe Arabic bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ی
١ ٢ ٣ ٤ ٥ ٦ ٧ ٩ ٠

Myriad pro light

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЫЭЮЯ
абвгдежзийклмнопрстуфхцчшщыэюя1234567890

Myriad pro regular

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЫЭЮЯ
абвгдежзийклмнопрстуфхцчшщыэюя1234567890

Myriad pro bold

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЫЭЮЯ
абвгдежзийклмнопрстуфхцчшщыэюя1234567890

Typography Titles and Text

\ Titles

Titles should always be in regular or bold font. Emphasis in titles should be with bold font. Use dark greys.

Line spacing in titles: 'X' is equal to the letter height, and the spacing between rows (lead) should be 85% of X.

Title color should be between 60% and 80% black.

\ Text

Text should always be in regular font. For emphasis use medium or bold font.

Text color should be 80% black.

\ Spacing between typographical elements

For a clear and legible hierarchy between the various typographical elements, maintain the correct spacing between them.

For example, in the spacing between the elements to the right, 'X' is the letter height of the title row. The minimal distance between title and text should be '2X'.



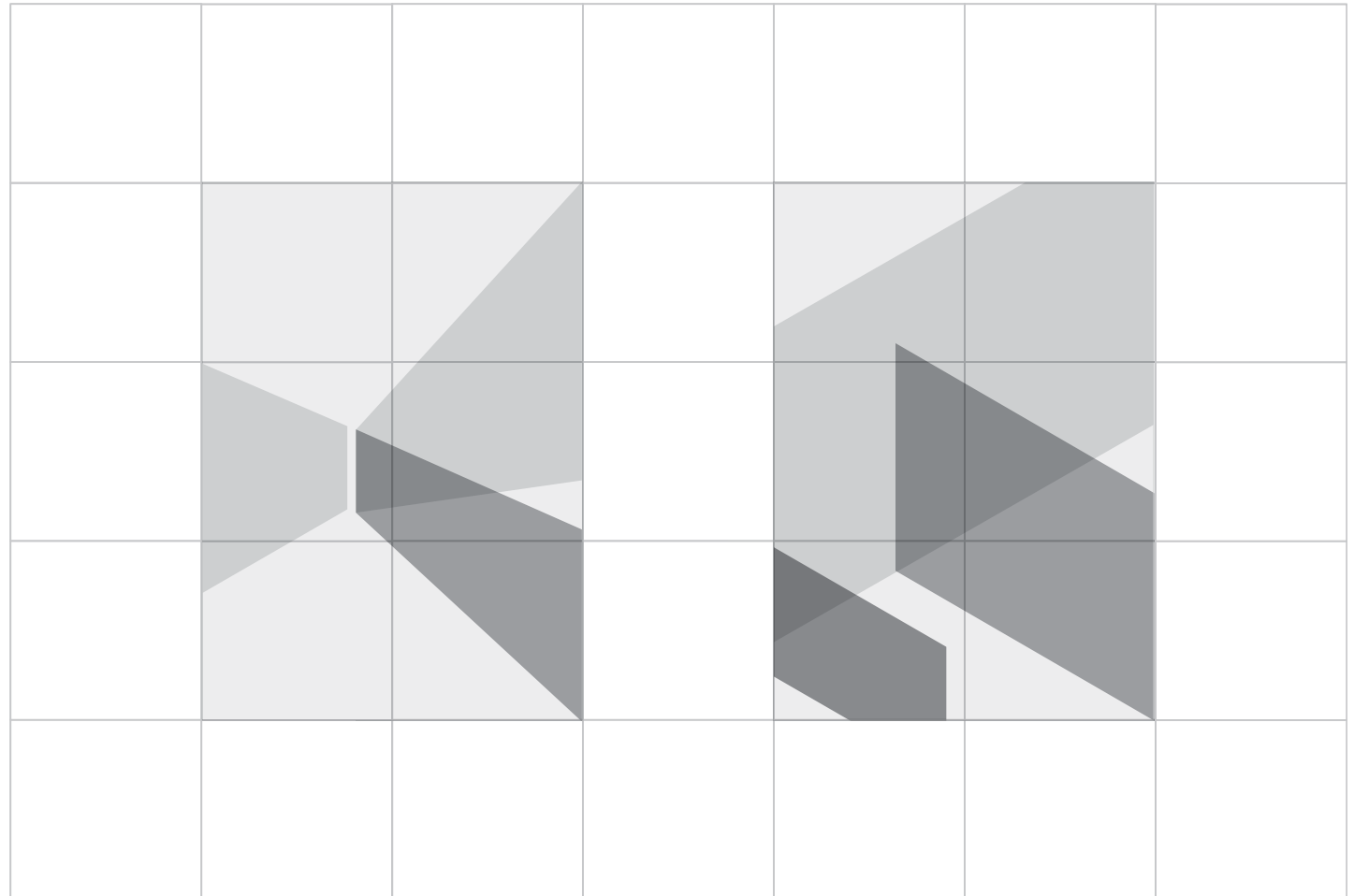
Graphic Elements

\ Design Grid

The key element of the visual language is the diagonal motif. Its purpose is to illustrate graphically BGU's differentiating concept of unique perspectives.

The graphic structure is based on parallelograms (diagonal rectangles) and various juxtapositions and interactions of these diagonals.

The diagonal motif can appear in different forms and at different angles across the various brand applications. It can be used as a graphic element, a shape for photographs, background, a semi-transparent element and more.



Graphic Elements

Examples of ways to use the design grid



Photography



Icons



Schedule a
meeting



Entrepreneurship



Outreach



Innovation



Excellence



Search for
scholarships



Find an
advisor by
research topic




Tips for
finding an
advisor



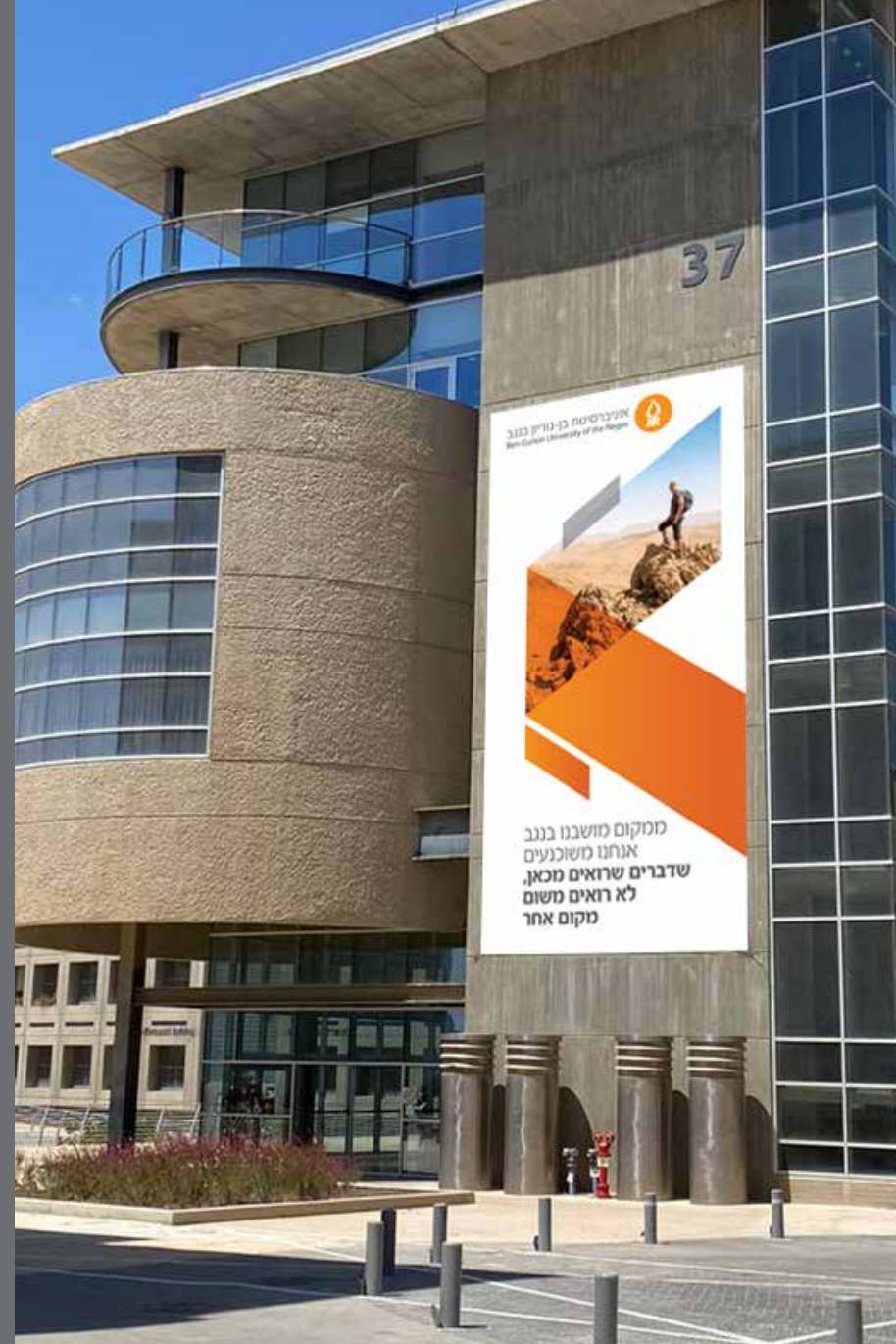
Enrollment
requirements



Programs list



05 Examples and Applications





Ben-Gurion University of the Negev embraces the **endless potential** we have as individuals and as a commonality to adapt and to thrive in changing environments. Inspired by our location in the desert, we aim to discover, to create, and to develop solutions to dynamic challenges, to pose questions that have yet to be asked, and to push beyond the boundaries of the accepted and possible.

We believe that our **vantage point** in Israel's Negev desert grants us a unique point of view, which sparks our creativity, motivates our journey to understanding, and enables us to achieve the remarkable.

We believe that **bridging disciplines and cultures** is critical to the success of research and scholarship.

We believe in the delight of exploration, the culture of collaboration, and the cultivation of original ideas.

We invite you to set aside existing paradigms and to view the world from **our unconventional perspective**.

In the pioneering spirit of David Ben-Gurion, we encourage you to adopt our expansive point of view, and to see the extraordinary power emerging from the desert – for Israel, and for the world.



אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev



Where connections
between people
lead to **bonds**
between materials



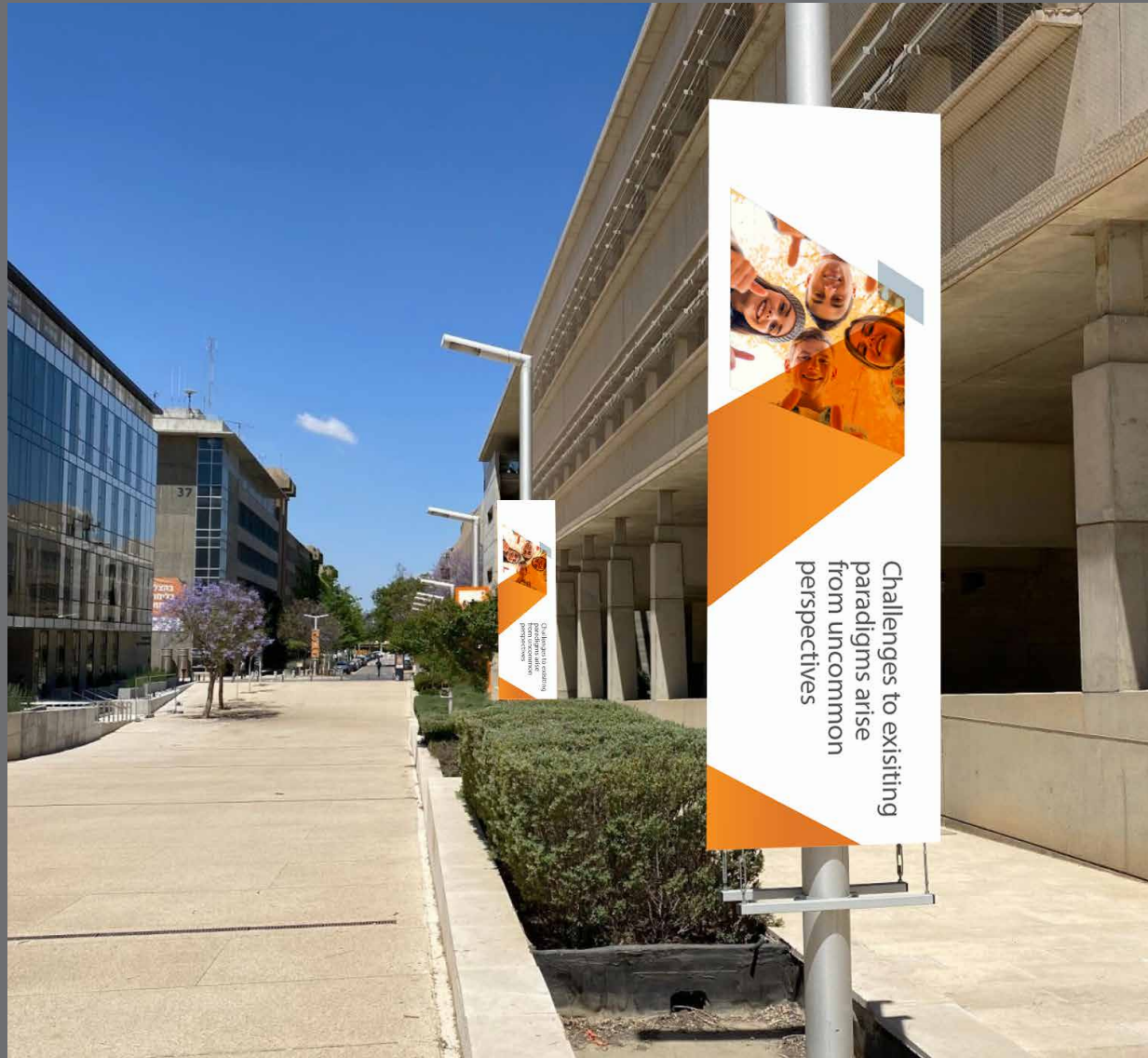
Department of Chemistry
Ben-Gurion University of the Negev

From unconventional perspectives comes profound impact



Brand Extensions Posters





Challenges to existing
paradigms arise
from uncommon
perspectives



בית הספר ללימודי מחקר
מתקדמים ע"ש קרייטמן
Kreitman School of
Advanced Graduate
Studies

אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev



**טקס הענקת
תוארי דוקטור לפילוסופיה**


**Conferment Ceremony
of Doctoral Degrees**


18.06.2021

Stage Backdrop Without Photo






BIDR | Jacob Blaustein Institutes
for Desert Research
Ben-Gurion University of the Negev




The Albert Katz International School for Desert Studies


The Albert Katz International School for Desert Studies (AKIS) was established in 1999 as part of the Jacob Blaustein Institutes for Desert Research (BIDR). The School offers the following graduate programs:

- A two-year M.Sc./M.A. program in Desert Studies
- A two-year M.Sc. program in Hydrology & Water Quality
- A two-year M.Sc. program in Ecology, Conservation and Management
- A four-year Ph.D. program

The courses in all programs are taught in English by researchers from the BIDR and from other faculties at Ben-Gurion University of the Negev, and, occasionally, by leading scholars from the international community. AKIS is located on the Sede Boqer Campus of Ben-Gurion University of the Negev. The campus is set within the arid Negev Highland region, some 50 km south of the city of Beer-Sheva. The School's research and teaching facilities are all located on the Sede Boqer Campus. Some fieldwork is done in research stations situated in various parts of the Negev.

073-5264866
bgu.ac.il
 | From unconventional perspectives
comes profound impact


BIDR | Jacob Blaustein Institutes
for Desert Research
Ben-Gurion University of the Negev



The Albert Katz International School for Desert Studies

The Albert Katz International School for Desert Studies (AKIS) was established in 1999 as part of the Jacob Blaustein Institutes for Desert Research (BIDR). The School offers the following graduate programs:

- A two-year M.Sc./M.A. program in Desert Studies
- A two-year M.Sc. program in Hydrology & Water Quality
- A two-year M.Sc. program in Ecology, Conservation and Management
- A four-year Ph.D. program

The courses in all programs are taught in English by researchers from the BIDR and from other faculties at Ben-Gurion University of the Negev, and, occasionally, by leading scholars from the international community. AKIS is located on the Sede Boqer Campus of Ben-Gurion University of the Negev. The campus is set within the arid Negev Highland region, some 50 km south of the city of Beer-Sheva. The School's research and teaching facilities are all located on the Sede Boqer Campus. Some fieldwork is done in research stations situated in various parts of the Negev.

073-5264866
bgu.ac.il
 | From unconventional perspectives
comes profound impact



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

דרוש/ה

סמנכ"ל/ית משאבי אנוש

תיאור התפקיד:

ניהול אגף משאבי אנוש באוניברסיטה: תכנון, ניהול ובקרת פעילות האגף בתחומי גיוס, קליטה וליווי של עובדים, הדרכה ופיתוח עובדים ומנהלים, שחר והטבות, קידום ומינויים, יחסי עבודה, רווחה, פרישה וכן יעוץ ופיתוח ארגוני לרבות:

- עיצוב גיבוש מדיניות ונהלים בתחום משאבי האנוש לתמיכה באסטרטגיית האוניברסיטה, יעדיה ומטרותיה
- ייצום, הובלה והטמעה של תרבות ארגונית ותהליכים תומכים
- ניהול מערכת יחסי עבודה מול ארגוני העובדים תוך שימוש הסכמי העבודה
- פיתוח והובלת תחום הלמידה הארגונית
- ייעוץ והנחה מקצועית של גורמי ניהול המשאב האנושי ביחידות המנהל והאקדמיה.

כפיפות למנכ"ל האוניברסיטה.

דרישות התפקיד:

- תואר ראשון בתחום רלוונטי - חובה, עדיפות לבעלי תואר שני באחד מהתחומים הבאים: מדעי ההתנהגות, פסיכולוגיה, משאבי אנוש, לימודי עבודה, כלכלה, משפטים, ניהול, מנהל עסקים.
- ניסיון מוכח של חמש שנים לפחות בניהול בכיר במערך משאבי אנוש בארגון בעל היקף פעילות משמעותי וצוות עובדים גדול ומגוון, לרבות ניסיון בתחומים: יעוץ ופיתוח ארגוני, שחר והטבות, מערכות מידע רלוונטיות, הדרכה והכשרה, גיוס ומיון, דיני עבודה, ניהול יחסי עבודה ומ"מ, היכרות עם הרגולציה בתחום.
- יכולת ניהולית בנהלה ומוכחת וכישורים בינאישיים מצוינים.
- כושר ניהול מ"מ מול גורמים שונים וניהול תהליכים הקשורים ביחסי עבודה, יתרון להכרות של הסכמים קיבוציים עם ארגוני עובדים.
- ראייה מערכתית רחבה ואסטרטגית, כושר מנהיגות ויוזמה, הובלה וניהול של שינויים ארגוניים ותהליכים מורכבים בסביבה מרובת ממשיקים.
- שליטה מעולה בשפה האנגלית.

הערות:

האוניברסיטה שומרת לעצמה את הזכות לקבוע קריטריונים נוספים למיון המועמדות/ים.

האוניברסיטה שומרת לעצמה את הזכות לפנות, בכל שלב שהוא, למועמדות/ים שלא הגישו את מועמדות/ם.

את המועמדות יש להגיש עד לתאריך 9 באוגוסט 2021 שעה 24:00.

יחמנו לראיין רק המועמדות/ים בעל/ות ההתאמה הגבוהה ביותר לדרישות התפקיד.

פניות בצירוף קו"ח יש להגיש בדוא"ל: mancal@bgu.ac.il או בפקס: 08-6479333



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

דרוש/ה

סמנכ"ל/ית משאבי אנוש

תיאור התפקיד:

ניהול אגף משאבי אנוש באוניברסיטה: תכנון, ניהול ובקרת פעילות האגף בתחומי גיוס, קליטה וליווי של עובדים, הדרכה ופיתוח עובדים ומנהלים, שחר והטבות, קידום ומינויים, יחסי עבודה, רווחה, פרישה וכן יעוץ ופיתוח ארגוני לרבות:

- עיצוב גיבוש מדיניות ונהלים בתחום משאבי האנוש לתמיכה באסטרטגיית האוניברסיטה, יעדיה ומטרותיה
- ייצום, הובלה והטמעה של תרבות ארגונית ותהליכים תומכים
- ניהול מערכת יחסי עבודה מול ארגוני העובדים תוך שימוש הסכמי העבודה
- פיתוח והובלת תחום הלמידה הארגונית
- ייעוץ והנחה מקצועית של גורמי ניהול המשאב האנושי ביחידות המנהל והאקדמיה.

כפיפות למנכ"ל האוניברסיטה.

דרישות התפקיד:

- תואר ראשון בתחום רלוונטי - חובה, עדיפות לבעלי תואר שני באחד מהתחומים הבאים: מדעי ההתנהגות, פסיכולוגיה, משאבי אנוש, לימודי עבודה, כלכלה, משפטים, ניהול, מנהל עסקים.
- ניסיון מוכח של חמש שנים לפחות בניהול בכיר במערך משאבי אנוש בארגון בעל היקף פעילות משמעותי וצוות עובדים גדול ומגוון, לרבות ניסיון בתחומים: יעוץ ופיתוח ארגוני, שחר והטבות, מערכות מידע רלוונטיות, הדרכה והכשרה, גיוס ומיון, דיני עבודה, ניהול יחסי עבודה ומ"מ, היכרות עם הרגולציה בתחום.
- יכולת ניהולית בנהלה ומוכחת וכישורים בינאישיים מצוינים.
- כושר ניהול מ"מ מול גורמים שונים וניהול תהליכים הקשורים ביחסי עבודה, יתרון להכרות של הסכמים קיבוציים עם ארגוני עובדים.
- ראייה מערכתית רחבה ואסטרטגית, כושר מנהיגות ויוזמה, הובלה וניהול של שינויים ארגוניים ותהליכים מורכבים בסביבה מרובת ממשיקים.
- שליטה מעולה בשפה האנגלית.

הערות:

האוניברסיטה שומרת לעצמה את הזכות לקבוע קריטריונים נוספים למיון המועמדות/ים.

האוניברסיטה שומרת לעצמה את הזכות לפנות, בכל שלב שהוא, למועמדות/ים שלא הגישו את מועמדות/ם.

את המועמדות יש להגיש עד לתאריך 9 באוגוסט 2021 שעה 24:00.

יחמנו לראיין רק המועמדות/ים בעל/ות ההתאמה הגבוהה ביותר לדרישות התפקיד.

פניות בצירוף קו"ח יש להגיש בדוא"ל: mancal@bgu.ac.il או בפקס: 08-6479333



אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

פרספקטיבה של 100 שנים:

באר שבע ומלחמת העולם הראשונה 1917-2017

יום שני, 13 בנובמבר 2017
אולם רותם, בית הסטודנט ע"ש זלוטובסקי בניין 71

16:00 - ברכת ודברי פתיחה
סטיב רוזן, סגן הנשיאה לקשרי חוץ, אוניברסיטת בן-גוריון בנגב
יורם מיטל, יו"ר מרכז הרצוג לחקר המזרח התיכון והדיפלומטיה, אוניברסיטת בן-גוריון בנגב
מונדט על העבר - 1948-1920:
ארכיאולוגיה, מסע וקולוניאליות בפלשתינה-א"י
בילי מלמן, אוניברסיטת תל אביב 216

11:45-10:15 - באר שבע העוסמאנית והנגב
נמרוד לוז, המכללה האקדמית הגליל המערבי
אחמד אמארה, מכון ון ליר בירושלים
עמרי אילת, אוניברסיטת תל אביב
יורם מיטל, יו"ר מרכז הרצוג לחקר המזרח התיכון והדיפלומטיה, אוניברסיטת בן-גוריון בנגב
מונדט על העבר - 1948-1920:
ארכיאולוגיה, מסע וקולוניאליות בפלשתינה-א"י
בילי מלמן, אוניברסיטת תל אביב 216

15:45-14:00 - מהצגת בלפור למנדט
דיוויד כ"ץ, אוניברסיטת תל אביב
מנצור נאסארה, אוניברסיטת בן-גוריון בנגב
חני רם, אוניברסיטת בן-גוריון בנגב
יורם מיטל, יו"ר מרכז הרצוג לחקר המזרח התיכון והדיפלומטיה, אוניברסיטת בן-גוריון בנגב
מונדט על העבר - 1948-1920:
ארכיאולוגיה, מסע וקולוניאליות בפלשתינה-א"י
בילי מלמן, אוניברסיטת תל אביב 216

17:45-16:15 - היסטוריוגרפיה וזיכרון
איריס אגמון, אוניברסיטת בן-גוריון בנגב
ניא בינר, אוניברסיטת בן-גוריון בנגב
איתן בר-יוסף, אוניברסיטת בן-גוריון בנגב
יורם מיטל, יו"ר מרכז הרצוג לחקר המזרח התיכון והדיפלומטיה, אוניברסיטת בן-גוריון בנגב
מונדט על העבר - 1948-1920:
ארכיאולוגיה, מסע וקולוניאליות בפלשתינה-א"י
בילי מלמן, אוניברסיטת תל אביב 216

לפרטים נוספים // 08-6472538, hercen@bgu.ac.il



Research: Ben-Gurion University of the Negev is young and excellent

Ben-Gurion University of the Negev is a research university with an international reputation, whose name precedes it in many fields, including: alternative energy, water and environmental technologies, nanotechnology, biotechnology, desert agriculture, and also in fields such as Hebrew literature, Israeli thought, computer science, and community medicine. Ben-Gurion University of the Negev is an important center for teaching and research and has a central role in the development of industry, agriculture and education in the Negev in particular, and the State of Israel in general. The impressive achievements of the university researchers in research and development and the special achievements of the students and graduates of the university, both in studies and in the labor market, are also a result of the advanced research and teaching infrastructure, along with the special way of studying, living and working at Ben-Gurion University of the Negev. Together, in multi-disciplinary research



מחקר: אוניברסיטת בן-גוריון בנגב צעירה ומצוינת


אוניברסיטת בן-גוריון בנגב היא אוניברסיטת מחקר עם מוניטין בינלאומי, ששמה הולך לפני בתחומים רבים, וביניהם: אנרגיה חלופית, טכנולוגיות מים וסביבה, ננוטכנולוגיה, ביוטכנולוגיה, חקלאות מדברית, וגם בתחומים כגון ספרות עברית, מחשבת ישראל, מדעי המחשב, ורפואה קהילתית ורוב-תרבותית.


אוניברסיטת בן-גוריון בנגב מהווה מרכז חשוב להוראה ולמחקר ולה תפקיד מרכזי בפיתוח התעשייה, החקלאות והחינוך בנגב בפרט, ומדינת ישראל בכלל. ההישגים המרשימים של חוקרי האוניברסיטה במחקר ובפיתוח וההישגים המיוחדים של הסטודנטים ובוגרי האוניברסיטה, הן בלימודים והן בשוק העבודה, הם תוצאה גם של תשתיות המחקר וההוראה המתקדמות, לצד הדרך המיוחדת בה לומדים, חיים ופועלים באוניברסיטת בן-גוריון בנגב. יחד, בקבוצות מחקר רב-תחומיות של צוותים יצירתיים, עם מחויבות עמוקה למדע, לחברה, לחדשנות ועם נחישות אמיתית לשינוי פני המציאות בעולם, הם מגיעים להישגים משמעותיים, הפורצים את גבולות המדע, הידע והמחשבה השגרתית.

עבודת הצוות, המחויבות ההדדית והפתיחות האופייניות לאוניברסיטת בן-גוריון בנגב, מאחדות תלמידי מחקר מעולים עם טובי החוקרים. שיתוף הפעולה היצירתי, בו כל חבר צוות מאתגר את עמיתו, והעבודה הדינאמית באווירת שווה בין שוים המייחדת את האוניברסיטה, מדוברים מקור להשראה.



כשמשנים פרספקטיבה, מגלים עולמות





Ben-Gurion University of the Negev

@BenGurionUniversity · ★ 4.4 (210 reviews) · Education

[Learn more](#)

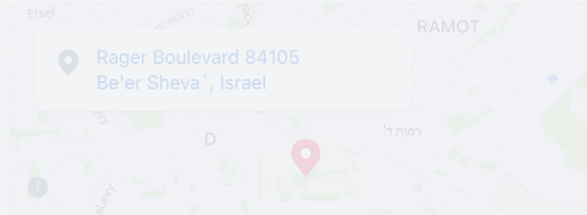
in.bgu.ac.il

[Home](#) [Reviews](#) [Videos](#) [Photos](#) [More](#)

[Like](#) [Message](#) [Search](#) [More](#)


About

[See all](#)




Info Located in Beer-Sheva, Ben-Gurion University of the Negev was founded with a unique vision to bring development to the region.

Terms of Use: The purpose of the Ben-Gurion University of the Negev Facebook Page is to deliver official updates from the University and as a platform... [See more](#)




Create post

[Photo/video](#) [Check in](#) [Tag friends](#)

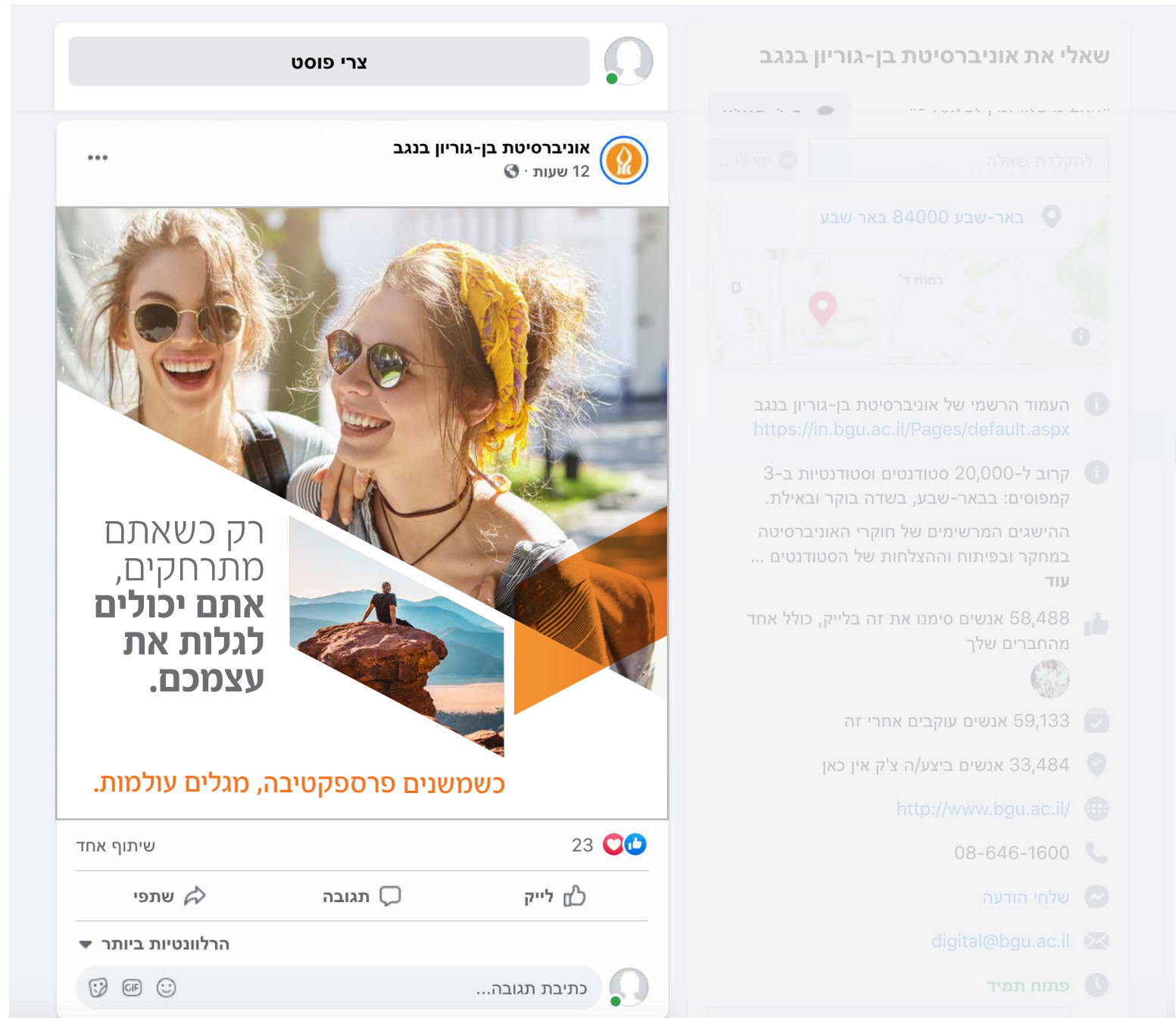


Ben-Gurion University of the Negev

January 5 at 6:15 PM · [Public](#)

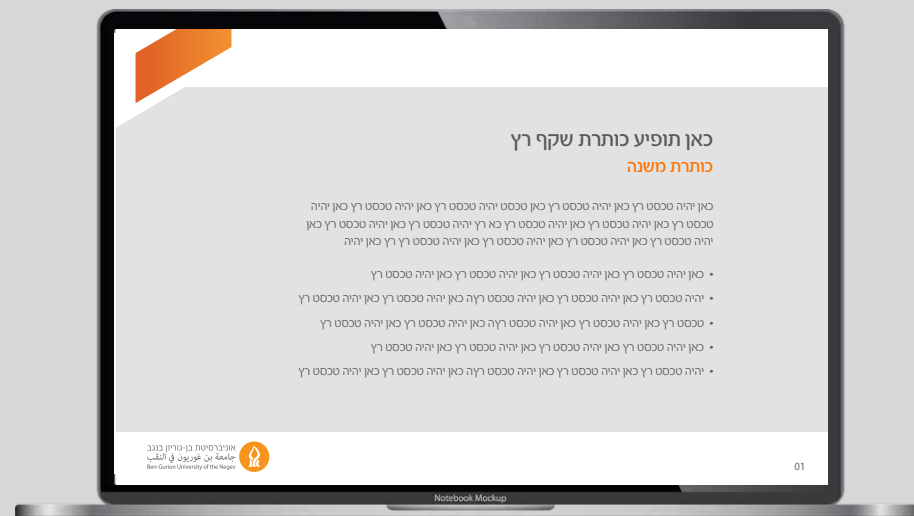


Facebook Post



Mobile Phone Transition Screen

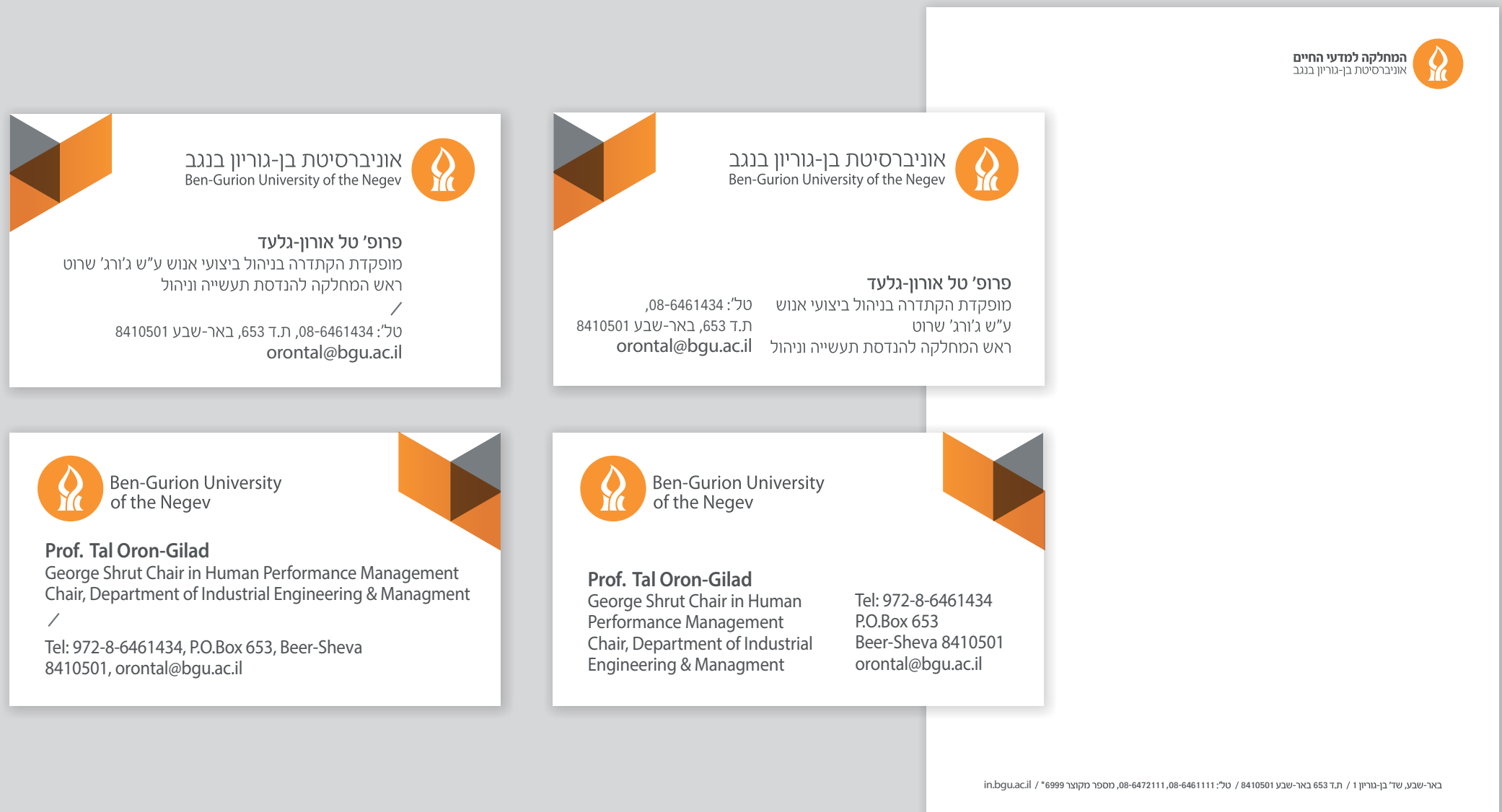








Letterhead and Namecards





Thanks and good luck!

For any questions and clarifications, please
contact Elana Chipman (elanachp@bgu.ac.il)
or Osnat Eitan (osnate@bgu.ac.il),
at the Department of Publications and Media Relations,
Ben-Gurion University of the Negev.