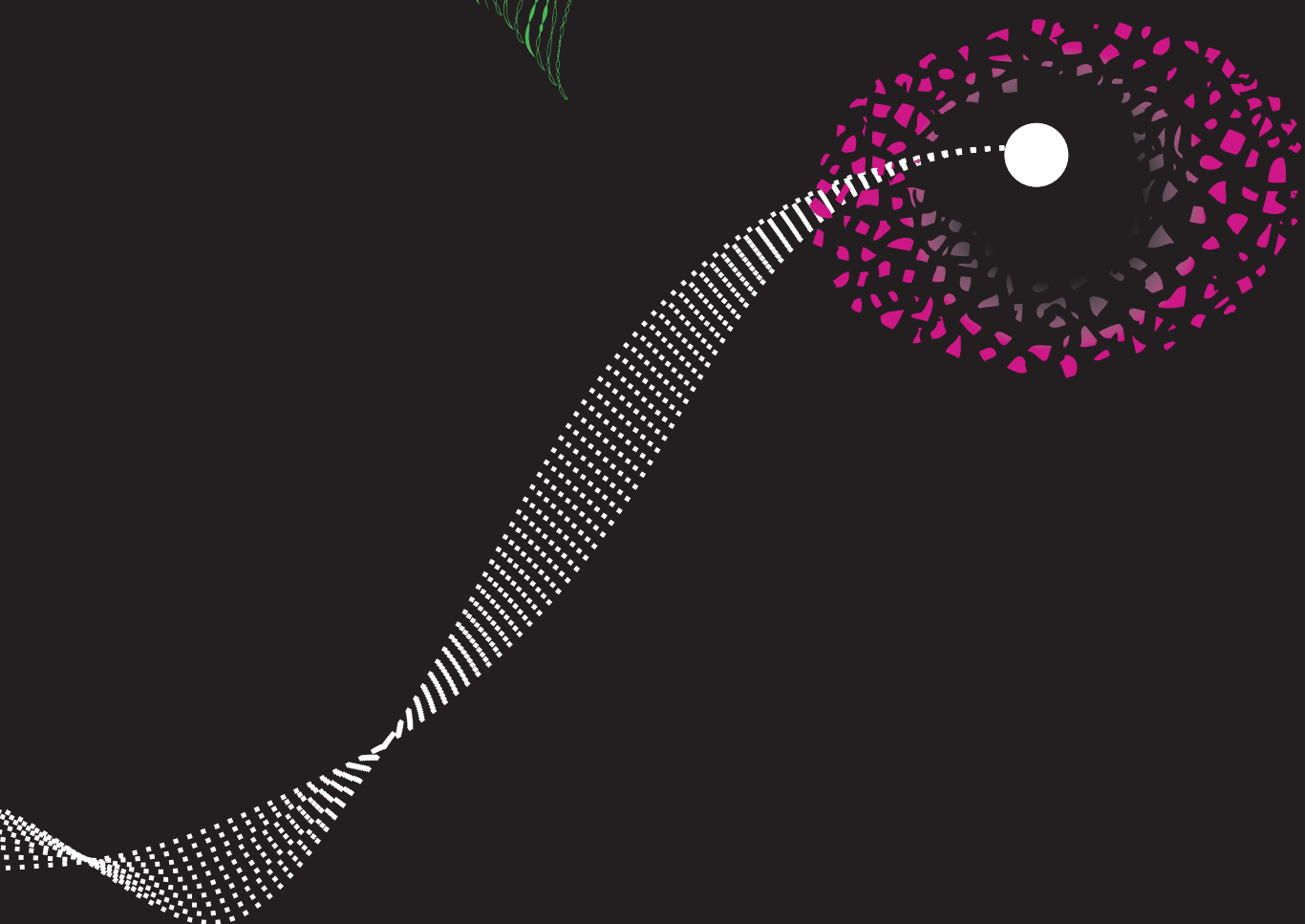


LOGO GUIDELINES

VERSION 1.0 - JULY 2009



CONTENTS

Basic elements	3
1.1 Logo	4
1.2 Dutch and English	5
1.3 Alternative logo version	6
1.4 Bounding box	8
1.5 Minimal logo size	8
1.6 Contrast with background	9

BASIC ELEMENTS

The visual identity of the University of Twente is very innovative. Basically, all the traditional rules are ignored.

The style does not have a standard logo. Identities basically have one form, which stands for the organisation. Consider, for example, the two 'hooks' of Randstad or the logo of Nederlandse Spoorwegen. The University of Twente deviates from this rule. The identity is characterised by a series of forms, which, moreover, are used in different ways.

The special nature of the University of Twente is underlined by means of the word mark. Whereas the form language is highly versatile, the word mark with its firm letter and a 'dot' behind the name is on the other hand very matter-of-fact. It is a mark that emanates no-nonsense and strength. It makes for a splendid counterpart and completion of the abstract, intriguing shapes of the rest of the identity.

1.1 Logo of preference

The logo of the University of Twente is based on Univers, a highly rational font known for its clear lines and easy legibility.

The logo together with the text on one line ('line' logo) is the logo of preference. This version is to be used wherever possible.

The logo is available in a black version and a white version. In order to achieve optimal legibility, the white version of the logo deviates from the black version. The logo is provided in three file forms:

- EPS (Encapsulated PostScript) for print and plot work. An Illustrator EPS is a vector file and can be made smaller or larger without loss of quality.
- PNG (Portable Network Graphics) for screen applications. A PNG file is a pixel file. When enlarging a pixel file the pixels become visible. Therefore, use these logos as much as possible at 100%.
- WMF (Windows Metafile) A vector format developed by Microsoft for use in office automation.

UNIVERSITY OF TWENTE.

UT_Woordmerk_Black_EN.eps

UNIVERSITY OF TWENTE.

UT_Woordmerk_White_EN.eps

1.2 Dutch and English

The logo is available in a Dutch and an English variant. It is preferable to use the Dutch variant.

Also in case of multilingual publications – in which Dutch is one of the languages – the Dutch variant is to be used.

The English variant is intended for international, English-language publications only.

UNIVERSITEIT TWENTE.

UNIVERSITEIT TWENTE.

1.3 Alternative logo version

When the available space for the logo widthwise is so small that the logo becomes illegible, there is an alternative form. This is referred to as the 'stacked' version. In principle this version is not used in corporate visual identity applications of the University of Twente. It is intended for applications in a foreign environment and only if the preferred version does not satisfy due to the space available. See also example 3TU page 7.

**UNIVERSITY
OF TWENTE.**

UT_Woordmerk_Sta_Black_EN.eps

**UNIVERSITY
OF TWENTE.**

UT_Woordmerk_Sta_White_EN.eps

3TU.

- Home
- Over 3TU
- Onderwijs
- Onderzoek
- Kennisvalorisatie
- Nieuws



3TU.Federatie en ESI tekenen samenwerkingsovereenkomst



Op 19 december 2008 ondertekenden prof. dr. H. Brinksma, voorzitter van het bestuur van het Embedded Systems Institute (ESI), en de leden van het 3TU.Dagelijks

Bestuur, te weten drs. D.J. van den Berg (voorzitter CvB, TUD), dr. A.H. Flierman (voorzitter CvB, UT) en ing. A.H. Lundqvist (voorzitter... [Meer](#))

3TU.Federatie

De drie technische universiteiten in Nederland bundelen hun krachten om samen hun positie, zowel nationaal als internationaal, verder te versterken en daarmee de positie van de Nederlandse kenniseconomie te versterken.



**UNIVERSITEIT
TWEENTE.**

3TU.Centres of Excellence

Multiscale Phenomena
Bio-Nano Applications
Intelligent Mechatronic Systems
Dependable ICT Systems
Sustainable Energy Technologies
Ethics and Technology

**Stan
Ackermans
Institute**

1.4 Bounding box (minimal white space)

To do full justice to the logo, the minimum free space around the logo has been captured in a bounding box. Within the bounding box no other image elements or style elements are allowed.

Opposite, the bounding box for both the 'line' and 'stacked' version of the logo is shown. The bounding box is part of the digital logo file, but is not visible on being produced.

The bounding box is also to be used in applying the logo of the University of Twente to communications of third parties (foreign environment).



1.5 Minimum logo size

The logo of preference may be downscaled up to a minimum of 45%. This percentage has been determined on the basis of the minimum legibility of the logo.

If there is less space available widthwise than the minimum size, the 'stacked' version of the logo has to be used. The minimum size of the 'stacked' version is 100%.

UNIVERSITY OF TWENTE.

100%

UNIVERSITY OF TWENTE.

minimum
45%
31 mm
x
2,5 mm

UNIVERSITY
OF TWENTE.

maximum
165%
30 mm
x
9 mm

UNIVERSITY
OF TWENTE.

minimum
100%
18 mm
x
5,5 mm

UNIVERSITY OF TWENTE.

0%

UNIVERSITY OF TWENTE.

10%

UNIVERSITY OF TWENTE.

20%

UNIVERSITY OF TWENTE.

30%

UNIVERSITY OF TWENTE.

40%

UNIVERSITY OF TWENTE.

50%

UNIVERSITY OF TWENTE.

60%

UNIVERSITY OF TWENTE.

70%

UNIVERSITY OF TWENTE.

80%

UNIVERSITY OF TWENTE.

90%

UNIVERSITY OF TWENTE.

100%

1.6 Contrast with background

In the corporate visual identity the logo is used on black, white or on a background with an institutional colour only.

In practice it can occur that this rule is deviated from. For example, in case of application on a communication in a foreign environment. In that case the contrasting effect of the communication has to be examined.

In order to retain sufficient contrast with the background the black logo is only placed on a background with a greyscale of 0 to 40%. For a background with a greyscale of 40 % or more the white logo is used.

Also pictures or coloured areas have a relative greyscale. In case of doubt about the logo version to use, contact huisstijl@utwente.nl.