

TIPS FOR EFFECTIVE WRITING

HOUSE STYLE, TEMPLATES AND DOWNLOADS

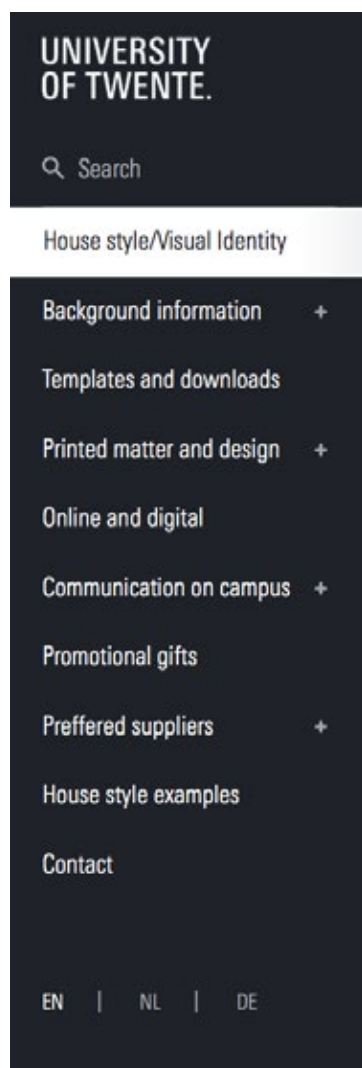
UNIVERSITY OF TWENTE.

HOUSE STYLE, TEMPLATES AND DOWNLOADS

Questions are increasingly being asked about the University of Twente's house style. It looks great, but – as a user – how do I access the various 'building blocks' that are incorporated into the house style? On one occasion I might need something for a presentation, but at other times I will be working on a brochure, an invitation or a business card.

You can find the table of contents shown below at the University of Twente's house style portal.

<https://www.utwente.nl/organisatie/feiten-en-cijfers/intranet/huisstijl/>



First, an explanation of the [house style's](#) whys and wherefores. It's interesting to get all the background details, to see which building blocks have been used, and to find out all about the brand architecture. Finally, it is important to know how the house style can be used online.

The [templates and downloads](#) include a wide range of options. These involve such things as licences, templates for presentations, and wordmark for stationery.

Your work will, of course, occasionally involve aspects of [printing and design](#). Within the University of Twente, the Traffic department is the first point of contact for the design and printing of items such as roll-up banners, flags, promotional gifts, brochures, magazines, flyers and posters, and for the delivery of pre-printed materials such as stationery and envelopes. Perhaps you want to assign a job or place an order? A form has been designed for everyday matters. Here, you can enter details of the job specifications involved, to get the job up and running as soon as possible.

Many activities and processes take place online, in [electronic form](#). Remember, if you have any questions or if you need support, just get in touch with the Service Desk staff. You can either email them, or give them a call. They will always respond quickly.

Do you want to get your message across, with no expense spared? Using both LED display screens or banners. Under the header [Communication on campus](#), you will quickly find details of all the options that the University of Twente has to offer you.

Click the [Promotional gifts button](#) for details of all the ins and outs involved.

Under [preferred suppliers](#), you will find details of our translation agencies, printers, photographers and interpreters. You can easily make use of these, and the costs are relatively low, as discounts have been agreed with these contractual partners.

The [examples of the house style](#). If, after all is said and done, you still have some questions, then all you need to do to get the best results is to arrange a meeting with Traffic or a member of staff at Marketing and Communication.



INTERESTED IN MORE TIPS?

- Style guide: tips for effective writing
- Tips for email traffic
- Making your texts easier to find on internet
- Use of photographic and video material

www.utwente.nl/tips-for-effective-writing