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**HOUSE-STYLE HANDBOOK - UNIVERSITY OF TWENTE**

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The brand architecture sets out how UT and its various units, presents itself to the outside world. Corporate, services, faculties and courses communicate largely using the main brand of the University of Twente. Three sub-brands, however, which fall under the University of Twente umbrella and which have their own profiling, are also defined within the brand architecture; these are the research institutes TechMed Centre, MESA+ Institute and the Digital Society Institute. They are clearly part of the University of Twente family but profile themselves with their own variant of the logo when communicating with the outside world. The logos, colours and elements have been set out for these sub-brands.

Over the years, there have also been icon projects which, as a result of the attention value, have had their own temporary appearance.
Preferred logo

The logo of the University of Twente is based on Univers, a very rational font that is well-known for its clear lines and high legibility.

The logo with the text on one line (‘line’ logo) is the preferred option. This version must be used where possible. The logo is available in a black and white version. In order to realise optimum legibility, the white version deviates from the black version of the logo.

Alternative logo version

If the space available for the logo is so narrow that the logo becomes illegible, there is an alternative form. We refer to this as the ‘stacked’ version.

In principle, this version is not used for house-style applications for the University of Twente. It is intended to be used in exceptional circumstances and only if the preferred version cannot be used due to limited space.

Bounding box (minimum white space)

In order to ensure the logo is showcased most effectively, the minimum free space around the logo is determined by a bounding box. No other image or style elements may be placed in the bounding box.

Here, you can see the bounding box for the ‘line’ and the ‘stacked’ version of the logo. The bounding box is part of the digital logo file, but is not visible after production.

Minimum logo size

The preferred logo may be scaled by a maximum of 45%. This percentage is set on the basis of minimum legibility of the logo.

If less width is available than the minimum size, the ‘stacked’ version of the logo must be used. The minimum size of the ‘stacked’ version is 100%.

Contrast with background

In order to maintain sufficient contrast with the background, the black logo is only placed on backgrounds with a grey value of 0 to 40%. For backgrounds with a grey value of 40% or more, the white logo is used.

Images or coloured sections also have a relative grey value. If in doubt about which logo to use, please contact huisst@utwente.nl.
Institute logo

There are three institutes within the University of Twente which may use their own logo; this is made up of the stacked variant of the University of Twente’s logo separated by a line, with the name of the Institute, in the institute’s colour, behind it. A full description of the house-style for the institutes can be found on pages 15 to 19 of this document.

Logo with addition

The University of Twente logo with addition is intended to enable services, faculties, study programmes, research groups and so on to communicate their own name, in combination with the University of Twente logo. This variant may only be used with internally set names; own variants may not be used. The logo is made up of the stacked variant of the University of Twente’s logo separated by a line, with maximum 3 rows of space. The text next to the line must always be written in lower case (small letters).

Combination logo

Combination logos may be used if the cooperation is 50/50 and the house-style of the University of Twente is leading. These logos may only be used if they have been set by the Executive Board.

A combination is made up of the stacked variant of the University of Twente’s logo separated by a line, with the other party’s logo behind this; this must be positioned to create a unified entity with the two logos.

Icon Projects logo

This involves initiatives and projects which require a specific attention value for a set period and have the option to profile themselves. These logos are approved by the Executive Board.

The initiatives often have their own logo. This is always linked to the University of Twente but, in terms of structure, deviates from the regular logos.

Bounding box (minimum white space)

As is the case with the University of Twente logo, a minimum level of free space around the alternative logos is set by a bounding box. No other image or style elements may be placed in the bounding box.

To the side, you can see the bounding box for the logo. The bounding box is part of the digital logo files, but is not visible after production.
Baseline
The baseline must be set at 6 pt, starting 8 mm from the upper margin.

Margins
Assuming the A4 format, the margins must be set as follows:
Top: 8 mm
Bottom: 9.6 mm
Left: 10 mm
Right: 10 mm
Scaling - the margins are scaled accordingly for other formats. The basic grid also scales up for larger formats.

Columns
The page is made up of 14 columns with a size of 3 mm.

Address
Univers 420 Condensed, font 9pt, spacing 12pt.

Version number
Univers 420 Condensed, font 6pt, spacing 10pt
OVERVIEW

FONT

1. Heading
Univer 420 Condensed, preferably font 45pt, spacing 45pt in capitals. The heading must always be positioned in the text box. The height is adjustable depending on the quantity of text. We advise using a font of 45pt where possible, keep font and spacing the same when reducing size.

2. Sub-heading
Any sub-headings should use Univers 220 Thin Condensed, same size as ‘heading’ or half of the font of the ‘heading’. This sub-heading comes immediately under the heading.

3. Body text
The body text must always be Univers 330, with a font size of 9 pt and spacing of 12 pt. The body text must always be fixed on the baseline pattern.

4. Intro
Different variants of the condensed and standard font may be used for the intro, depending on the space that is available in the interior. Univers 220 Condensed with a font size of 12 pt with spacing of 14 points is also used. The intro must be fixed on the baseline pattern.

HOUSE-STYLE FONT
LINOTYPE UNIVERS

CONDENSED
LinotypeUnivers-120CnUltLt.ttf
LinotypeUnivers-121CnUltLt.ttf
LinotypeUnivers-220CnThin.ttf
LinotypeUnivers-221CnThin.ttf
LinotypeUnivers-620CnLight.ttf
LinotypeUnivers-520CnLight.ttf
LinotypeUnivers-320CnLt.ttf
LinotypeUnivers-420Cn.ttf
LinotypeUnivers-421CnIt.ttf
LinotypeUnivers-520CnMedium.ttf
LinotypeUnivers-621CnBoldIt.ttf
LinotypeUnivers-620CnBold.ttf
LinotypeUnivers-621CnBold.ttf
LinotypeUnivers-720CnHeavy.ttf
LinotypeUnivers-721CnHvlt.ttf
LinotypeUnivers-620CnBlack.ttf
LinotypeUnivers-821CnBlackIt.ttf
LinotypeUnivers-920CnXBlack.ttf
LinotypeUnivers-921CnXBlkIt.ttf

STANDARD
LinotypeUnivers-130UltLight.ttf
LinotypeUnivers-131UltLt.ttf
LinotypeUnivers-230Thin.ttf
LinotypeUnivers-231Thin.ttf
LinotypeUnivers-330Light.ttf
LinotypeUnivers-331LightIt.ttf
LinotypeUnivers-430Regular.ttf
LinotypeUnivers-431Italic.ttf
LinotypeUnivers-530Medium.ttf
LinotypeUnivers-531MediumIt.ttf
LinotypeUnivers-630Bold.ttf
LinotypeUnivers-631BoldIt.ttf
LinotypeUnivers-730Heavy.ttf
LinotypeUnivers-731HeavyIt.ttf
LinotypeUnivers-830Black.ttf
LinotypeUnivers-831BlackIt.ttf
LinotypeUnivers-930XBlack.ttf
LinotypeUnivers-931XBlkIt.ttf

LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET, CONSETETUR ADIPISCING ELIT. DONEC EU AUGUE MAURIS. PREAES DAPIBUS ADIPISCING GRAVIDA. PROIN CONDIMENTUM PORTA CONVALLIS. NULLAM DAI LACUS, HENDRERIT A TINCIDUNT VITAE, EUISMOD VEL NISL. SED VENENATIS NUNC VEL VELIT VIVERRA CONDIMENTUM. CUM SOCIIS NATAQUE PENATIBUS ET MAGNIS DIS PARTURIENT MONTES, NASCETUR RIDICULUS MUS.

LOREM IPSUM

LOREM IPSUM

Vestibulum tristique nibh et mi iaculis ultricies varius lorem consequat. In enim turpis, venenatis convallis porta vitae, bibendum ut urna. Cras dapibus tortor id odio malesuada consequat.

- Pellentesque est dui, egestas a pharetra eu, lacinia in massa. Praesent vel augue vel nisi pellentesque varius.
- Integer facilisis tincidunt dui, et consequat neque bibendum id. Integer ultricies dui arcu, sed dignissim ipsum.


Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi pharetra dolor eget neque laoreet posuere.
SUMMARY OF SPATIAL DIVISIONS
16 DIFFERENT VARIANTS

WITHOUT PHOTOGRAPHY

WITH PHOTOGRAPHY

IMAGE SUPPLEMENTING PHOTOGRAPHY WITHOUT ELEMENT(S) FROM THE TOTALITY

White = Totality (placed on white or black background)
Grey = Text box
Education line, every colour from the UT colour palette can be used. Corporate, only black or white
SPATIAL DIVISIONS - REAR
EXAMPLES OF HOW THE TOTALITY, PHOTOGRAPHY AND TEXT BOX RELATE TO ONE ANOTHER ON THE BACK

WITHOUT PHOTOGRAPHY

WITH PHOTOGRAPHY

White = Totality (placed on white or black background)
Grey = Text box
Education line, every colour from the UT colour palette can be used. Corporate, only black or white.
ROLL-UP BANNER

Logo
- The logo is always, and without exception, placed in the text box at the top right corner of the text area, for legibility reasons.

Elements
- Background of elements can be black or white
- Elements can be positioned zoomed in or out

Text area
- The text area can contain any color from the color palette.
- If the color of the text area matches the color of (one of) the elements, this creates an integrated image.

Photography
- When the colors of the elements, the text area and the picture are matched, this provides a quieter and integrated banner

White = Totality (placed on white or black background)
Grey = Text box
Education line, every colour from the UT colour palette can be used.
Corporate, only black or white
CORPORATE EXAMPLES

Logo
- The logo is always, and without exception, placed in the text box at the bottom right hand side

Elements
- Background of elements can be black or white
- If the background is white, the text box is also white. If the background is black, the text box is black too
- Elements can be positioned zoomed in or out

Photography
- If the colour of the elements matches colours in the photo, this creates a calmer and more integrated image
EDUCATION LINE
EXAMPLES

Logo
- The logo is always, and without exception, placed in the text box at the bottom right hand side

Elements
- Background of elements can be black or white
- Elements can be positioned zoomed in or out
- The text box can contain any colour from the colour palette, except black or white
- If the colour of the text box agrees with the colour of (one of) the elements, this creates an integrated image

Photography
- If the colour of the elements, the text box and the photo are harmonised, this creates a calmer and more integrated image
Elements
- Background of the elements is always white, with the exception of institutes
- Elements can be positioned zoomed in or out
- Large focus areas can be coloured to match a colour that is prominent on the cover

WETENSCHAPPERS VERTELLEN OVER HUN VAKGEBIED

‘BELIEFEND SED CONDIMENTUM ULTRICIES, IMPERDIET QUIS SAPIEN’
Logo
- The logo is always, and without exception, placed in the text box on the bottom right hand side

A 'special' can be created in different ways.
- The spatial divisions can be loose so that the typography floats over the elements
- The background colour of the totality can be replaced by metallic colours
- Elements can be repeated in a special manner whereby the typography is also placed over the element. The colour of the element can also be changed
- Special material choice
- Variations in format choice
Logo
- The institute logo may be placed on top or bottom-right in the text box.
- Always use the institute logo in the stacked variant; you can deviate from this in exceptional circumstances.
- The institute logo should be used in two colours, the UT logo may be used in black or white.

Colour
- Every institute has its own colour, you cannot deviate from this.

Elements
- Elements can be positioned zoomed in or out.
- The text box always takes the primary colour of the institute or white.
- The color of the element may be used in the primary institute color as well as in black or white.
- The use of other elements is also permitted.

Note: Institutes may claim the element and the color, but are free to use other elements for their expression.

18_UT_MESA
C0 M100 Y82 K0
Pantone 186
R198 G12 B48
Hex C60C30
Ral 3026

00_UT_Wit
C0 M0 Y0 K0
Pantone Rich Black
R0 G0 B0
Hex 000000
Ral 9005

00_UT_Universum_Zwart
C50 M45 Y35 K100
Pantone Rich Black
R0 G0 B0
Hex 000000
Ral 9005
Logo
- The institute logo may be placed on top or bottom-right in the text box.
- Always use the institute logo in the stacked variant; you can deviate from this in exceptional circumstances.
- The institute logo should be used in two colours, the UT logo may be used in black or white.

Colour
- Every institute has its own colour, you cannot deviate from this.

Elements
- Elements can be positioned zoomed in or out.
- The text box always takes the primary colour of the institute or white.
- The color of the element may be used in the primary institute color as well as in black or white.
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Note: Institutes may claim the element and the color, but are free to use other elements for their expression.
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- Always use the institute logo in the stacked variant; you can deviate from this in exceptional circumstances.
- The institute logo should be used in two colours, the UT logo may be used in black or white.

Colour
- Every institute has its own colour, you cannot deviate from this.

Elements
- Elements can be positioned zoomed in or out.
- The text box always takes the primary colour of the institute or white.
- The color of the element may be used in the primary institute color as well as in black or white.
- The use of other elements is also permitted.

Note: Institutes may claim the element and the color, but are free to use other elements for their expression.

UNIVERSITY OF TWENTE.

TECHMED CENTRE

UNIVERSITY OF TWENTE.

TECHMED CENTRE

UNIVERSITY OF TWENTE.

TECHMED CENTRE

17_UT_TechMed
C100 M0 Y20 K0
Pantone 3135
R0 G148 B179
Hex 0094B3
Ral 5012

00_UT_Wit
C0 M0 Y0 K0
Pantone Rich Black
R0 G0 B0
Hex FFFFFF
Ral 9005

00_UT_Universum_Zwart
C50 M45 Y35 K100
Pantone Rich Black
R0 G0 B0
Hex 000000
Ral 9005
EXAMPLES OF SPATIAL DIVISIONS

WITHOUT PHOTOGRAPHY

WITH PHOTOGRAPHY

IMAGE SUPPLEMENTING PHOTOGRAPHY WITHOUT ELEMENT(S) FROM THE TOTALITY

* White = Totality
  Grey = Text box (the colour of the institute or use white)
INSTITUTE EXAMPLES

Logo
- The institute logo may also be placed in a frame that is linked to the text box. This can be used in the institute colour and also in white.
- The institute logo is always used in combination with the UT logo, with no exceptions.

Elements
- Background of the elements is the primary colour of the institute or black.
- Elements can be positioned zoomed in or out.
- The text box has the primary colour of the institute or the colour white. The colour of the text box is not the same as the colour of the frame for the institute's logo.
- The colour of the elements is the primary colour of the institute or black or white.
Logo
- The ITC logo is placed at the bottom-right of the text box (with swoosh).
- The ITC logo should be used in three colours. In exceptional circumstances, the black/white variant may be used.

Text box with Swoosh
- Preferably use the text box with swoosh as white background. In exceptional circumstances, the text box may contain any colour from the colour palette.
- If the text box contains a colour from the colour palette, then use a colour variant logo which best matches the background colour.
- The swoosh should always be placed bottom-left when used horizontally.
- The swoosh should always be placed bottom-left when used vertically.

Colour
- Any colour from the colour palette may be used for the text box, preferably use a white box in relation to the ITC’s logo.
- The colours from the ITC logo may not be used as the background colour for the text box.
- The colours ‘ITC_Green’ and ‘ITC_Blue’ (see later) can only be used in the ITC logo; these colours are not always contained in the colour palette.

Elements
- Elements can be positioned zoomed in or out
- Every element from the totality may be used.
- The colour of the element may contain any colour from the colour palette.
FACULTY ITC
EXAMPLES OF SPATIAL DIVISIONS

WITHOUT PHOTOGRAPHY

WITH PHOTOGRAPHY

IMAGE SUPPLEMENTING PHOTOGRAPHY WITHOUT ELEMENT(S) FROM THE TOTALITY

* White = Totality
  Grey = Text box (preferably white or any colour from the colour palette)
FACULTY ITC
EXAMPLES

Logo
- The ITC logo is placed at the bottom-right of the text box (with swoosh).
- The ITC logo should be used in three colours. In exceptional circumstances, the black/white variant may be used.

Text box with Swoosh
- Preferably use the text box with swoosh as white background. In exceptional circumstances, the text box may contain any colour from the colour palette.
- If the text box contains a colour from the colour palette, then use a colour variant logo which best matches the background colour.
- The swoosh should always be placed bottom-left when used horizontally.
- The swoosh should always be placed bottom-left when used vertically.

Colour
- Any colour from the colour palette may be used for the text box, preferably use a white box in relation to the ITC’s logo.
- The colours from the ITC logo may not be used as the background colour for the text box.
- The colours ‘ITC_Green’ and ‘ITC_Blue’ (see later) can only be used in the ITC logo; these colours are not always contained in the colour palette.

Elements
- Elements can be positioned zoomed in or out
- Every element from the totality may be used.
- The colour of the element may contain any colour from the colour palette.
This involves initiatives and projects which require a specific attention value for a set period and have the option to profile themselves. This is approved by the Board. At the moment, the icon projects with their own profiles are Designlab, CuriousU and InspireU.

**Sender and logo**
The initiatives often have their own logos. This is always linked to the University of Twente but, in terms of structure, deviates from the regular logos.

**Basic and secondary colours**
This is set out for the initiatives where possible. Designlab, for example, uses the colour green from the UT colour palette, CuriousU uses orange, InspireU also green, etc. Often, this is used as a secondary colour with a white background.

**Typography**
Linotype Univers

**Form language**
Free choice from full totality. Designlab has a fixed element that is used in offline communication materials. Online: varied set of elements and colour.

**Spatial divisions**
Free choice from the set of defined spatial divisions for corporate.
HOUSE-STYLE ELEMENTS