

BRAND ARCHITECTURE

UNIVERSITY OF TWENTE.

EXPLANATION: The core brand, University of Twente, forms the basis for all external communication. Communication by the profiling topics, the departments, clusters, faculties, services, and other units stems from the core brand.

CORPORATE

TOPICS	Improving healthcare by personalised technologies	Creating intelligent manufacturing systems	Shaping our world with smart materials	Engineering our digital society	Engineering for a resilient world
FACULTIES	Behavioural, Management and Social Sciences (BMS)	Engineering Technology (ET)	Electrical Engineering, Mathematics, and Computer Science (EEMCS)	Faculty of Science and Technology (TNW)	Geo-Information Science and Earth Observation (ITC)
PARTICULARS	UT-RELATED FOUNDATIONS Independent foundations with strong ties to the UT.			ITC The ITC faculty became part of the University of Twente years ago. Thanks to the unique character of the faculty, which brings together education and research and has a highly different target audience compared to other units within the University of Twente, the ITC has a sui generis status.	

EDUCATION

EDUCATION LEVELS	PreU	Bachelor	Master	TGS	PhD	PLD	ATLAS
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EXPLANATION: Within the brand architecture, only three sub-brands of the UT can be distinguished: the institutes. The core brand, University of Twente, serves as an umbrella, and the sub-brands have visually clearly been drawn more strongly towards the corporate brand. They are virtual units with individuality in word brand, colour, and element.

INSTITUTES

INSTITUTES	UNIVERSITY OF TWENTE. MESA+ INSTITUTE		UNIVERSITY OF TWENTE. TECHMED CENTRE		UNIVERSITY OF TWENTE. DIGITAL SOCIETY INSTITUTE	
PROGRAMME LINES	Materials Coordinator: MESA+ Institute		Sensing Coordinator: MESA+ Institute		e-health Coordinator: TechMed Centre	
					Robotica Coordinator: Digital Society Institute	

EXPLANATION: This concerns the projects and initiatives that require extra attention for a certain period and are given the possibility to profile themselves. This is approved by the Executive Board.

ICON PROJECTS

ICON PROJECTS	DESIGNLAB	CURIOUSU	INSPIREU
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COLLABORATIONS

IMPORTANCE	UT LEADING	50/50	UT SUBORDINATE
EXAMPLES	Wearable Robotics Lab, Fraunhofer Project Centre, collaborations in which the UT only participates etc.		

EXPLANATION: In addition to the house style, there is a campaign line. This is used for specific target audiences and recruitment activities. Where the house style will remain unchanged in essence over time, the campaign concept is of a temporary nature. The campaign concept maintains the basic premise of the brand, but offers more visual freedom.

CAMPAIGN LINE