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Chapter 1

Visual Identity
1.1 Foreword

THE “STUTTGART WAY” OF CORPORATE DESIGN

To enhance the long-term viability of our University, we have commenced a broad-based strategic development process driven by a vision of “thought leadership for the issues of the future.” To achieve it, we plan to pursue our strategic goals in a “Stuttgart way” of integrated and networked action: fortify our reputation as a research university of global renown by engaging internationally, make us a more attractive venue for talented students, operate as an active partner in knowledge and scientific transfer, and cement our name as a reliable employer for staff members and academics. To attain these goals, it will be necessary to define multiple measures in a number of areas for rigorous implementation in the years ahead. In the area of communications we intend to present ourselves in a more visible and coherent way both internally and externally going forward.

With a new corporate design for the entire University of Stuttgart we want to clarify our common convictions, our positions, and goals to the various dialog groups in a consistent manner. We therefore call on all members of our University to help us achieve this goal by systematically applying the new design norms. Nothing less is at stake than giving our University in all its varied aspects a clear, uniform, and comprehensible face with our new visual identity.

The University of Stuttgart’s corporate design manual in your hands will inform you about the “golden rules” that will guide us to achieving such systematic branding. The manual contains design guidelines that will empower all of the University’s actors but also external service providers as they conceive and produce media of all kinds in conformity with the new corporate design. Should you have any questions regarding its application, the University Communications group will be glad to assist you.

Stuttgart, January 2016

Prof. Dr. h.c. Wolfram Ressel
RECTOR

Dr. Bettina Buhlmann
CHANCELLOR
1.2 An evolving tradition

EVOLUTION OF VISUAL IDENTITY
Starting already in 1985, the University of Stuttgart could lay claim to a recognized corporate design developed by the Stankowski + Duschek Studio, a design concept which over the decades was adapted to contemporary developments and media.

As part of the 2016 relaunch, the corporate design will become even better suited to the demands of digital media. It is being streamlined to favor clear, application-spanning rules and is being updated to fit the context of the times.

The circular logo signet adapts to this new direction. As the key change, it is no longer made up of diamonds but of circles. In this way, the circle's connective symbolism finds consistent expression even in the smallest of elements.

The circle is the basis and ideal shape language for a contemporary, highly flexible design and a high recognition value. It plays a key role in the logo and in the entire layout system, which continues to be characterized by generous white space, succinct typography and clear imagery. As such, the new design deliberately relates to the spirit of the University of Stuttgart brand. Moreover, it carries out the original aim of achieving creative force and effect through paring, simplicity, and clarity.
1.3 The main idea

THE CIRCLE AS SYMBOL OF DIVERSITY AND UNITY
Giving visibility to the University of Stuttgart's institutional unity and the total university identity, in addition to its strong individual institutions, is essential for the University's future development and competitiveness. The corporate design acts in an identity-fostering way for the internal community and is the unique visual feature of our public image.

Visual identity is particularly compelling when it invokes fundamental, simple design principles. In our case, the circle is one such principle. It reinforces our logo both as a basic element and its effect is increased when seen from a distance. And as the most important layout element, it holds the key to a complete visual interplay in all media.

The circle stands for unity, but in our context also for the University’s diversity and pluralism. Both aspects are symbolized by our logo signet, made up of many individual circles. It makes possible various other associations with themes like networking and encounter.

The circle rules the creative concept. In the multiple uses of the circular form, creative possibilities remain dynamic and flexible – including with respect to future challenges of communications design.
1.4
Six golden rules

FOUNDATIONS OF A CONSISTENT VISUAL IDENTITY

A professional corporate design achieves its uniform effect through systematic use of a limited number of clear basic elements and user rules.

For the University of Stuttgart these elements are: the logo, a hierarchy of master logo and sub-logos, the circle as key design element, as well as colors, fonts and visual language.

The following set of rules is intended to supply each member of the University of Stuttgart and our external service providers an accessible guide to achieving unity and coherence in our public image.

1. The logo as core element to establish identity
2. Clear source identification through logo hierarchies
3. The circle as basic design element
4. A clearly limited color palette for uniform tonality
5. “Univers” as the timeless corporate font
6. An up to date and authentic imagery
1.4

Six Golden Rules

1. THE LOGO AS CORE ELEMENT TO ESTABLISH IDENTITY
   As the most important element of the visual identity, the logo is not to be changed. Splitting the signet from the logotype is not permitted, nor are modifications of its shape or proportions.

2. CLEAR SOURCE IDENTIFICATION THROUGH LOGO HIERARCHIES
   The key source is the University of Stuttgart’s master logo; all sub-logo signatures of faculties, institutes, and facilities cascade from it.
1.4

Six Golden Rules

3. THE CIRCLE AS BASIC DESIGN ELEMENT
   Derived from the smallest unit in the logo signet, the circle as basic motif pervades the entire design corpus.

4. A CLEARLY LIMITED COLOR PALETTE FOR UNIFORM TONALITY
   Using the University’s three-color scheme of anthracite, mid blue, and light blue contributes to a consistent visual identity.
Six Golden Rules

5. "UNIVERS" AS THE TIMELESS CORPORATE FONT
The Univers corporate font is used for printed matter and digital media.

6. AN UP TO DATE AND AUTHENTIC IMAGERY
The images show people, places, spaces, and structures. They achieve their intense effect through the interplay of sharp and soft focus together with the use of white, anthracite, and blue.
Chapter 2

Basic elements
LOGOTYPE AND SIGNET
The University of Stuttgart presents itself with a logo combining a signet (symbol) and a word mark (logotype). The icon symbolizes the University as a pluralistic entity comprising a diverse collection of institutions, people, and voices. The smallest element in the signet, the circle, also repeats as the i-dot in the logotype. This is why it is important to always use the logo in the prescribed form as a vector graphic. The logotype was created in the “Univers Bold” font and adapted with detail typography. Signet and logotype use the anthracite color.

MINIMUM SIZE
To ensure an optimal display, the logo cannot fall below a minimum size. The logo height is measured by the height of the signet.

Minimum height for print: 9 mm
Minimum height for web: 25 px
2.1 Logo

**PROPORTIONS AND PROTECTED ZONES**

The signet is always positioned vertically centered to the left of the logotype. In special cases, after consulting with University Communications, the icon may also be centered horizontally above the two-line logotype.

The logo’s protected space may not be diminished. Protected space and proportional alignment derive from the smallest signet element.
2.1 Logo

INTERNATIONALIZATION
For international communications, use the English version of the logo. The logotype reads “University of Stuttgart” supplemented by the word “Germany.” This logo variant’s protected space must also remain intact.

GERMAN VERSION

INTERNATIONAL VERSION
2.1 Logo

RULES OF USE

The proportions of the logo may not be altered, which holds both for the logotype and the signet. Tilting, distorting, or otherwise altering the logo is also not permitted.

When the logo color is anthracite, the logo should be set against a white background primarily. Attention should be paid to adequate white space. It is only to be used against light backgrounds if there is sufficient contrast.

On dark or colored backgrounds and background images the logo is to be used in its reversed (white text) version. What is also important here is having sufficient contrast between background and logo so that readability is not compromised.

Running the icon into the bleed is not permitted.
Nomenklature

CONSISTENT SOURCE IDENTIFICATION

Consistent and unambiguous source identification is one of the principal ways of demonstrating the relationship between the University as such and its various entities. This ensures proper orientation.

Regardless of the medium, the logo always identifies the University as the sender or the source. The logo may be augmented by sublines containing the name of a faculty, an institute, or a facility.

Up to three sublines may be used, but attention must be paid to breaks that affect reading or meaning. The font for sublines is “Univers Roman.”

University Communications stands ready to assist with creating these logo additions.
2.2 Nomenclature

INTERNATIONAL SOURCE IDENTIFICATION

For international communication, we use an English version of the logo.

One or more sublines with the translated faculty, institute, or facility names are added. The additional element "Germany" is left out.
2.2 Nomenclature

**DIMENSIONING OF SUBLINES**
When using sublines containing the name of a faculty, institute, or facility to the logo the font size is derived from the height of the logo signet.

The line spacing is measured by the x-height* of the logotype “University of Stuttgart.”

*Font size = height of the signet
**Line spacing** = x-height of the logotype

Example
Height of signet: 19 mm
Font size = 19 pt.
Line spacing = 23.5 pt.

*The x-height is the so-called corpus size, which is the height of the lowercase x.
**Line spacing here is a function of the versal height of the individual lines rounded up to the nearest even value in 0.5 point increments.
2.2 Nomenclature

**DIMENSIONING DIFFERENT PAPER SIZES**

The dimensioning rules illustrated at right will ensure that a system of consistent font sizes is used for commonly-used paper sizes (as specified by ISO 216).

In each case, the logo is positioned in accordance with the following rule:

- **x-value** = width of the logo signet
- **y-value** = height of the logo icon

<table>
<thead>
<tr>
<th>Paper Size</th>
<th>Signet (mm)</th>
<th>Font (pt)</th>
<th>Line Spacing (pt)</th>
<th>X/Y-Positioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>52</td>
<td>52</td>
<td>64</td>
<td>52 mm</td>
</tr>
<tr>
<td>A1</td>
<td>40</td>
<td>40</td>
<td>50</td>
<td>40 mm</td>
</tr>
<tr>
<td>A2</td>
<td>26</td>
<td>26</td>
<td>32</td>
<td>26 mm</td>
</tr>
<tr>
<td>A3</td>
<td>19</td>
<td>19</td>
<td>23.5</td>
<td>19 mm</td>
</tr>
<tr>
<td>A4</td>
<td>13</td>
<td>13</td>
<td>16</td>
<td>13 mm</td>
</tr>
<tr>
<td>DIN-Long + A5</td>
<td>10.5</td>
<td>10.5</td>
<td>13</td>
<td>10.5 mm</td>
</tr>
<tr>
<td>Business card</td>
<td>7.5</td>
<td>7.5</td>
<td>9.5</td>
<td>7.5 mm</td>
</tr>
</tbody>
</table>
### 2.2 Nomenclature

**MASTER LOGO + SUB-LOGO**

The University logo is always the master logo. Sub-logos – if any – are logos of the individual faculties, institutes, and facilities.

To preserve a clear hierarchy, the master logo is always placed in the upper left position. Sub-logos are always placed in the lower right section of any medium.

As needed and if possible, sub-logos in monochrome anthracite or white – depending on the background color – will be placed in the lower right quadrant of medium.
2.2

Nomenclature

SUB-LOGO DIMENSIONING

Insofar as sub-logos cannot be converted to monochrome anthracite or white, colored ones can be used for placement against a light background. Where backgrounds are uniformly dark, such logos are placed inside a white circle.

The height of the sub-logo will be based on the height of the University of Stuttgart signet. The following rules govern sub-logos:

Maximum height of sub-logo on white background = height of signet
Uniform height of the circular white carrier for use with colored sub-logos on a dark background = signet height x 2

University Communications will provide support for developing sub-logos if needed.
2.3 Design element: the circle

FIELD OF APPLICATIONS

The circle as a recognition-fostering design element appears in multiple forms, combinations, colors, and contexts. It may cover a surface overall, overlap, be cut off, be depicted in outline only or filled with image content. Varied combinations of circles are ideal.
2.4 Typography

Univers as the Corporate Font

The University of Stuttgart uses the Univers corporate font for publications, business documents, and websites because of its timeless character.

For heightened readability in print media, the “Bold” and “Roman,” and “Light Oblique” type faces are used for labeling; on the web, “Bold,” “Light,” and “Light Oblique” are used for better contrast.

The Arial systems font is to be used should Univers not be available.

The University has licensed use of the Univers font. University Communications distributes these licenses to the University’s institutions.

University Communications will gladly provide advice should a large amount of running text in a print publication call for using a serif font.
2.5 Colors

**THE CORPORATE COLORS**

White is the University of Stuttgart’s basic surface color. Generous white space is encouraged for all media. Our primary design colors are anthracite and mid blue and occur both as surface covering and font colors. Light blue is a secondary color and serves as the accent color. The color gradient from mid blue to light blue is also part of the corporate design palette; however, it is used solely to cover background surfaces completely.

**PRINT USES**

For high-quality offset printing, if feasible the corporate colors will be printed as special colors (Pantone or HKS) or as a more economical four-color printing (CMYK) alternative. Should a medium be printed only in grayscale, the anthracite value will be changed to 90% black or (CMYK = 0/0/0/90).

The CMYK values will also be used for media produced on University office printers. In correspondence media (such as letters), 100% black (CMYK = 0/0/0/100) may be used.
2.6 Icons

**CONSISTENT STYLE IN ILLUSTRATIONS**
For illustration, the University of Stuttgart uses the “Lynny” icon set by Matthew Skiles. It comprises 450 icons; a sampling of 15 are reproduced here.

The icons may be used in print and digital media if a source reference is included. The icons are available for download.

To ensure good readability, icon minimum sizes cannot be smaller than shown below.

- 5 mm in print
- 60 px on the web
2.7

Diagrams and tables

**Consistent Style of Illustrations**

Shown here are examples of diagrams and tables that are in keeping with the consistent and clear shapes and color language of our visual identity. Coloration plays a large role in this application. The gradations in the color values are in 20% steps and may not drop below 40% to preserve the vigorous and glowing corporate color effects. Color hierarchies help ensure clear-cut lines of separation. Purely decorative elements such as drop shadows or 3-D elements should be avoided.
2.8 Imagery

FOUR CATEGORIES OF IMAGERY
The University of Stuttgart presents itself with a professional, easily recognized imagery that creates space for identification. The selection of motifs should strive to establish a connection with the University environment. In order to create a consistent color tone, it is important to accent the images with the corporate colors.

The imagery is oriented to four categories that we introduce in the next pages.
2.8 Imagery

People are shown as authentic, approachable, and active. Scenarios should not appear artificial or staged.
2.8 Imagery

Selective blurring helps direct attention to what matters. The key colors white, anthracite, and blue turn up again in the image.
2.8 Imagery

Details and Structures

Structures, materials, and detailed illustrations help convey abstract visual concepts. They are frequently used to good effect in illustrating technical and scientific subjects.
2.8 Imagery

Lively, high quality depictions of buildings, interiors, and the campus environment have an identity-fostering effect. They help convey the University's spatial and living ambience.
Chapter 3
Standard templates
3.1 Business card

TEMPLATES
We inventory a variety of business cards to suit different users and uses of business cards: in addition to a standard version, there are versions for faculties, institutes, and facilities of the University of Stuttgart – with or without sub-logo – as well as an English or a German/English bilingual variant. You can access all business card templates via the Corporate Design website.

DIMENSIONS
85 x 55 mm

RECOMMENDED PAPER STOCK
360 g/m², MEDLEY PURE Naturpapier, white

COLORS
PANTONE 433 U, or 4/4 color anthracite

STANDARD TEMPLATE

University of Stuttgart

Jakob Mustermann
Beschreibung der Position
Musterstraße 1 • 70569 Stuttgart
T 0711 685-12345 • F 0711 686-12345
jakob.mustermann@uni-stuttgart.de
www.uni-stuttgart.de

Logo height 13 mm
Logo positioning
x = 7.5 mm
y = 7.5 mm

Logo height 7.5 mm
9.5 Pt Name in “Univers Bold”
7.5 Pt Font size for all other info in “Univers Roman”
9.5 Pt Line spacing
3.1 Business card

ADDITIONAL SUB-LOGOS
Dedicated logos of institutes or facilities take the place of the master logo on the reverse of the card. They should be introduced in white with a transparent background, so that the entire surface behind the logo is in the anthracite color. In the event colored sub-logos are used, the background stays white.

LARGE TEXT BLOCKS
This example of a large text block shows that the faculty, the institute, or facility is always added beneath the University logo and oriented to the upper card margin. Contact information is placed flush with the predefined lower margin.

QR-CODE
If a QR code is required on the business card, the sub-logo on the reverse is left off.
3.1 Business card

ENGLISH AND BILINGUAL VERSIONS
The desired business card can be produced in either German or English versions. For bilingual business cards, front and reverse sides can be used. In that case, the University logo, facility or institute logos are omitted from the reverse side.
3.2 Letterhead

TEMPLATES
University management, central administration, faculties, institutes, and University facilities all have templates for their own letterheads as well as for fax coversheets.

All templates are available online on the Corporate Design website.

The corporate font for business document layouts is “Univers.” If it is not available, the “Arial” system font may be used instead for letterheads.

RECOMMENDED PAPER STOCK
110 g/m², MEDLEY PURE Naturpapier, white

COLORS
Black or 4/0 colored anthracite
3.2 Letterhead

USE OF SUB-LOGOS
The example shows the letterhead of the Institute for Sanitary Engineering, Water Quality and Solid Waste Management, which has its own logo.

When feasible, the sub-logo will be introduced in monochrome anthracite; however, applying it in color is also permitted.

Sub-logos are placed in the lower right document section.

PLACEMENT OF THE AUDIT LOGO
Every letterhead has the “Certified Family-friendly University Audit” logo emplaced flush left with the margin in the first page footer.
3.2 Letterhead

CONTINUATION PAGES

The letterhead continuation pages for Central Administration retain the University logo in the upper left and the source in the upper right. For institutes and facilities, the University logo is dropped from continuation sheets; however, the sender remains in the upper right as does the sub-logo – if needed – at lower right, as shown in the example here.

Mit freundlichen Grüßen
Anna Beispiel

ConTInU aTIon P a ges
The letterhead continuation pages for Central Administration retain the University logo in the upper left and the source in the upper right. For institutes and facilities, the University logo is dropped from continuation sheets; however, the sender remains in the upper right as does the sub-logo – if needed – at lower right, as shown in the example here.

Mit freundlichen Grüßen
Anna Beispiel
3.3
Folder

STANDARD DOCUMENT FOLDER
University personnel may order folders online from Corporate Design (Keyword: “Conference Materials”)

RECOMMENDED PAPER STOCK
400 g/m²,
Chromolux carton

www.uni-stuttgart.de
3.4

On-screen presentation

POWERPOINT MASTER
A PowerPoint template can be downloaded from the University Communications website by all members of the University. This PowerPoint master comes complete with font, color, and layout design features. If the “Univers” corporate font is not installed on a computer, the “Arial” system font rule may be used in its place here as well.

- Anthracite RGB=62/68/76
- Mid blue RGB=0/81/158
- Light blue RGB=0/190/255

FORMAT
To enable use of common screen sizes, the on-screen presentation has been set up in the new standard 16:10 format. A master in the 4:3 format is also available.

Illustrated on the following pages are typical PowerPoint slides.
3.4

On-screen presentation

- Title slide with large amount of text
- Title slide with sub-logo
- Chapter topic overview slide
- Infographics
- Picture slide
3.4

On-screen presentation
Chapter 4
Print media
4.1 Foldout

**DESIGN CONCEPT**

As a basic design concept, circles come in all sizes and colors and can also serve as fill-in surfaces for images and as text containers.

If needed, the sub-logo will be introduced in monochrome anthracite or white; however, applying it in color is also possible.

Whenever a colored sub-logo is destined for a dark background, it will first be placed on a white circle, as described in the Nomenclature section.

Foldouts will have the **DIN-Long format**.

---

**Kontakt**

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D-70174 Stuttgart  
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QUELLE DES ZITIERTEN TEXTES  
Institut für Computerbasiertes Entwerfen  
Herausgeber  
Universität Stuttgart  
Endredaktion  
Zentrale Studienberatung, Martina Mustermann  
Gestaltung  
Aperto AG  
Fotografie  
Max Brinkmann  
Druck  
Musterdruck GmbH, Stuttgart  
Auflage: 8.000  
Stand  
November 2015

www.uni-stuttgart.de
4.1 Foldout

Hier eine exemplarische Headline

Hier steht eine beispielhafte Headline zu einem Thema

Hier eine Headline

Daneben eine ausgewählte Subline

Darunter eine ausgewählte Subline

Darunter eine ausgewählte Subline

QUELLE DES ZIZIERTEN TEXTES

Institut für Werkzeugmaschinen

Universität Stuttgart

Ansprechpartner
Prof. Dr. Max Mustermann
Keplerstraße 11
D-70174 Stuttgart
T  0711-685 12345
F  0711-685 12345
info@uni-stuttgart.de

Hier steht eine beispielhafte Headline zum Thema

Darunter eine ausgewählte Subline
4.1 Foldout

Ein ausgewählter Textauszug
Voluptis dolutam estiberibus pro et esto te accaepel maio ten erunti aut etur, estibusant eum quunt as vit fugit, volo omnietur. Udi in nis aruptatque nietum autae valor si andi consequidas quiberovit liquidel lest hilluptium iscia que qui berferum volestios sit aut lab iderovi duciatum.

QUELLE DES ZITIERTEN TEXTES

Headline + quote text
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Contact info back cover
Univers Bold + Roman
8.5 pt, line spacing 11 pt

Imprint
Univers Bold + Roman
5.5 pt, line spacing 8 pt

URL-adress
Univers Bold
10.5 pt, line spacing 13 pt

Quote source text
Univers Bold, versal
5.5 pt, line spacing 8 pt, tracking 50

Height of sub-logos
1 logo: 4.5 to max. 10.5 mm
2 logos: 4.5 to max. 8.5 mm
from 3 logos: 4.5 to max. 6.5 mm
## 4.1 Foldout

<table>
<thead>
<tr>
<th>Hier steht eine Headline</th>
<th>Anschließend die dazugehörige exemplarische Subline — in diesem Fall dreizeilig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hier steht der Titel zum nebenstehenden Bild</td>
<td>Unterüberschrift Ankopian anid as audam re, cum is aut et fuga. Nam dolo quat endit el mosapalenta sit et occum ut fugita veillatur et restiloc imminvin simuici dunt in nonse-quam alliae sequo eanem ut es volo te iapunt rem des inncil enexas voluptation conseriatis volupta te bentenis de omnis dit, vid eum laut latasitact con est volor ressinus.</td>
</tr>
<tr>
<td>Hier steht der Titel zum nebenstehenden Bild</td>
<td>Unterüberschrift Chenias rem hicis asininim quae. Tem ipid dolupta dolo dili quat endit el mosapalenta sit et occum ut fugita veillatur cum faccume ratur sunt landiti aut quam, quam hic cuii cum lori, erar sed mod eum et di corere eum que esumquum modis et uad dolupta saecum quae mod quequar parum quae re eaque ne nulparciis mololito dollabo.</td>
</tr>
<tr>
<td>Hier steht der Titel zum nebenstehenden Bild</td>
<td>Unterüberschrift Ehenias rem hicis asininim quae. Tem ipid dolupta dolo dili quat endit el mosapalenta sit et occum ut fugita veillatur cum faccume ratur sunt.</td>
</tr>
<tr>
<td>Hier steht der Titel zum nebenstehenden Bild</td>
<td>Unterüberschrift Chenias rem hicis asininim quae. Tem ipid dolupta dolo dili quat endit el mosapalenta sit et occum ut fugita veillatur et restiloc imminvin simuici dunt in nonse-quam alliae sequo eanem ut es volo te iapunt rem des inncil enexas voluptation conseriatis volupta te bentenis de omnis dit, vid eum laut latasitact con est volor ressinus.</td>
</tr>
<tr>
<td>Hier steht der Titel zum nebenstehenden Bild</td>
<td>Unterüberschrift Ehenias rem hicis asininim quae. Tem ipid dolupta dolo dili quat endit el mosapalenta sit et occum ut fugita veillatur et restiloc imminvin simuici dunt in nonse-quam alliae sequo eanem ut es volo te iapunt rem des inncil enexas voluptation conseriatis volupta te bentenis de omnis dit, vid eum laut latasitact con est volor ressinus.</td>
</tr>
</tbody>
</table>

**Baseline raster**

- **11 pt**
- **Univers Bold + Roman**
- **14 pt, line spacing 16.5 pt**

**Heading**

- **Univers Bold + Roman**
- **8.5 pt, line spacing 11 pt**

**Running text**

- **Univers Roman**
- **10.5 pt, line spacing 13 pt**

**Picture title**

- **Univers Bold + Roman**
- **5.5 pt, line spacing 8 pt**

**Picture caption**

- **Univers Bold + Roman**
- **5.5 pt, line spacing 8 pt**
4.1 Foldout

Hier steht eine Headline
Anschließend die dazugehörige exemplarische Subline

Interüberschrift
Arcipam andis as audam re, cum is aut et fuga. Nam dolo quanto et el mosapelentis sit et occum ut fugla velillator et estuic imminuis simuici dunt in nonesqua alias sequo eaut ut es volo te ipsum rem des sincl enettes volupation consernatis voluptat te conseninis de omnis dit, vid sum eum latalatisa con est velor resinus. Arcipam andis as audam re, cum is aut et fuga. Nam dolo quanto et el mosapelentis sit et occum ut fugla velillator et estuic imminuis simuici.

Interüberschrift
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Jobbeschreibung Zitatgeber

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4.2 Brochure

**DESIGN OPTIONS + GUIDELINES**

Brochures may be created within the defined design framework, leaving users a great deal of creative latitude.

As a basic design concept, circles come in all sizes and colors and can also serve as fill-in surfaces for images and as text containers. If no pictures are available, the cover design can use only graphics instead.

Brochures other than the University's image brochure are to be set up in the A5 format.
4.2

Brochure

DIFERENT COVER DESIGNS
4.2
Brochure

USING SUB-LOGOS

As feasible, sub-logos will be introduced in monochrome anthracite or white; however, applying them in color is also possible.

Headline
Univers Bold + Roman
17 pt, line spacing 19.5 pt

Logotype
10.5 pt, line spacing 13 pt

Signet height: 10.5 mm

 Unsere Studiengänge im Überblick

Sample cover for general use

Height of sub-logos
1 logo: 4.5 to max. 10.5 mm
2 logos: 4.5 to max. 8.5 mm
from 3 logos: 4.5 to max. 6.5 mm
4.2 Brochure

Hier steht eine Headline

Anschließend die dazugehörige exemplarische Subline

Titel zur Grafik
Unterzeile zum Titel

Baseline raster
11 pt

Columns
12

Column separation
3 mm

Headline
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Running text
Univers Bold + Roman
8.5 pt, line spacing 11 pt

Reverse labeling text
Univers Bold, reverse
5.5 pt, line spacing 8 pt tracking 50

Picture captions
Univers Roman
5.5 pt, line spacing 8 pt space from lower edge of picture: 1 x reverse text height

Marginalia
Univers Bold + Roman
5.5 pt, line spacing 8 pt

Page number
Univers Bold all caps
10.5 pt
4.2

Brochure

INSIDE PAGES
The design guidelines leave lee-
way for numerous variations when
creating the inside pages. Here are
just a few examples.
### 4.3 Poster

**DESIGN OPTIONS**

The examples show some possible designs for **A1-format** event posters that use picture stock to fill circular surfaces.

**FONT SIZES**

Font sizes can be adapted to the text quantity. A contrast-rich design is preferable. A maximum of three text fonts should be used.

---

Adjacent example

**Headline**
Univers Bold + Roman
65 pt, line spacing 80 pt

**Subline**
Univers Roman
36 pt, line spacing 50 pt

**URL**
40 pt
4.3 Poster

**DESIGN OPTION**

The examples show possible designs for event posters in the **A1 format** that use picture stock to cover the poster entire surface.

An important consideration here is **making sure the University logo stands out well against the picture layer**. If need be, the layer’s brightness can be raised or lowered.

When working with layers that are busy or cover the entire surface, set sub-logos inside a white circle.

**Adjacent example**

**Headline**
Univers Bold + Roman
80 pt, line spacing 100 pt

**Info text**
Univers Roman
36 pt, line spacing 50 pt

**Reversed text**
Univers Roman
32 pt, line spacing 50 pt
4.3 Poster

**DESIGN OPTION**

The examples show optional designs for posters in A1 format, one using a snapshot and the other using graphic elements only.

**Adjacent example**

- **Headline**
  Univers Bold + Roman
  65 pt, line spacing 80 pt

- **Info text**
  Univers Bold + Roman
  32 pt, line spacing 44 pt

- **Reversed text**
  Univers Roman
  24 pt, line spacing 34 pt

---

**Poster**

**Universität Stuttgart**

**Podiumsdiskussion**

**Universität Stuttgart**

**Bewerben Sie sich um eine monatliche Förderung von 300 EUR!**

**Voraussetzungen**

- Immatrikulation an der Universität Stuttgart
- Erreichung der vorgegebenen Anzahl an Leistungspunkten gemäß Studienverlaufsplan
- Nachweis guter Noten
- Nachweis gesellschaftlichen Engagements oder besonderer persönlicher Leistungen
- Ihr letztes Semester der Regelstudienzeit liegt nicht früher als SS 2015

**Bewerbungsfrist**


**Ausschreibungstext und Bewerbungsformular**

www.uni-stuttgart.de/studieren

---

**Design Option**

The examples show optional designs for posters in A1 format, one using a snapshot and the other using graphic elements only.

**Adjacents Example**

**Headline**

Univers Bold + Roman
65 pt, line spacing 80 pt

**Info text**

Univers Bold + Roman
32 pt, line spacing 44 pt

**Reversed text**

Univers Roman
24 pt, line spacing 34 pt
4.3
Poster

SCIENCE POSTER
The examples illustrate the possible designs for science posters in the A0 format.

FONT SIZES
Font sizes can be adapted to the text quantity. A contrast-rich design is a must. An optimum mix of no more than three text fonts should be observed.

Adjacent example
Headline title
Universa Bold + Roman
85 pt, line spacing 100 pt

Headline text
Universa Bold + Roman
52 pt, line spacing 64 pt

Running text
Universa Bold + Roman
32 pt, line spacing 46 pt

Picture caption
Universa Roman
17 pt, line spacing 23 pt

Reverse text
24 pt, line spacing 34 pt
### 4.3 Poster

**DIMENSIONING**

When designing scientific posters, you have a certain amount of latitude and creative freedom.

However, the basic dimensions shown here should be observed in the process.
4.4

Press wall

FOR GENERAL USE
Shown here is the University of Stuttgart press wall that is set up for press conferences, contract signings, or functions of various kinds. Planning your own stand-up display? University Communications will gladly advise you.

www.uni-stuttgart.de
4.5 Ads

DESIGN ALTERNATIVES

Job ads take the form of these examples.

Care should be taken that both the Equal Opportunity Notice and the Family-friendly Workplace notice is paced in the footer. If it is necessary to use a sub-logo, it will be placed at bottom right.

To place job ads, contact Central Purchasing in Division V / Finance Department.
4.6

Invitation

DESIGN OPTION

Invitations are set up in the DIN-Long format. Refer to foldouts (Chapter 4.1) for design specifications to observe.
4.6

Invitation

Einladung
Jahresfeier

18. November 2016
18:00 Uhr
Tiefhörsaal 17.01
Keplerstraße 17 (KII)

www.uni-stuttgart.de

Kontakt

Veranstaltungsort
Lorem ipsum

Hausanschrift
Holzgartenstraße 16
70174 Stuttgart

Empfehlung für Autofahrer
Qui re denderit quos alle eaturio reheniam
nisi eos eossitatis. Ex ea quodis autatus solum eiur.
Itas que volorum quam fuga. Arumentur.

Bei Rückfragen
Universität Stuttgart
Rektorat
Keplerstraße 7
70174 Stuttgart
T 071 1 685-12345
info@uni-stuttgart.de

Bitte Freiachen
Abdender Universität Stuttgart
Zentrale Poststelle
Holzgartenstraße 16
70174 Stuttgart

Cover headline
Univers Bold + Roman
17 pt, line spacing 20.5 pt

Date and time
Univers Bold + Roman
10.5 pt, line spacing 13 pt

Back cover contact
Univers Bold + Roman
8.5 pt, line spacing 11 pt

URL address
Univers Bold
10.5 pt, line spacing 13 pt
4.6

Invitation

Hier steht eine Headline zum Text

An die Kunden und Nutzer der Firma ...

Headline
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Running text
Univers Bold + Roman
8.5 pt, line spacing 11 pt

URL address
Univers Bold
10.5 pt, line spacing 13 pt

Added info text
Univers Bold, versal
5.5 pt, line spacing 8 pt, tracking 50

EXAMPLE OF INSIDE DESIGN
Chapter 5

Print media sampler
Print media sampler
Chapter 6
Digital media
Digital media

**DESIGN CONCEPTS**

Our corporate design also puts its stamp on digital media. A relaunch of the University’s websites is planned for 2016. We will publish site design guidelines as a supplement to the present manual.

These are some initial concepts for web design: The key source displayed on the websites will be the University of Stuttgart. A static header will ensure that the identity-fostering University logo is always in full view.

The **circle** will once more be deployed as text and image container, navigation labeling element, and as icon shape.

**Use of the key colors combined with generous white space** will contribute to boosting the recognition factor as well as enabling user-friendly navigation.

“Univers” will again be the web font.

**Pictures** will also play a large role in helping to create a high-quality digital media presence with a modern, contemporary look and feel.
Contacts

YOUR CORPORATE DESIGN TEAM

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www.uni-stuttgart.de/cd

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Aperto AG, Berlin

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Stankowski + Duschek, Stuttgart / Aperto AG

Editorial team
Hochschulkommunikation / Aperto AG

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