



FRIEDRICH-SCHILLER-  
UNIVERSITÄT  
JENA

# THE NEW LOGO

Guidelines and Templates [www.uni-jena.de/neues\\_logo](http://www.uni-jena.de/neues_logo)



## WHY A NEW LOGO?

A logo shapes identity and represents its institution. At the same time, it conveys a sense of belonging.

By combining the seal of the university with a distinctive typography, the new emblem of the Friedrich Schiller University Jena fulfils these requirements. Thus it connects the tradition of the University with the present.

The new logo of the Friedrich Schiller University Jena is distinguishable by its clarity, comprehensiveness, and functionality.

## THE ELEMENTS OF THE NEW LOGO

The new logo of the Friedrich Schiller University Jena consists of seal and word mark, their composition is clearly defined.

**The new seal** is the old one designed to resemble the historical original to the utmost. It should be used in combination with the word mark only, so that the Friedrich Schiller University Jena is clearly identifiable as a sender.

When exceeding two centimetres in diameter within an image, the seal should be omitted to increase the legibility of the text as a whole.



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**The word mark** is a graphical element defined by characteristic components, margins, and sizes. Thanks to its authentic typographical details the word mark is unambiguous. If necessary, its individual elements may be used, too.

## THE UNIVERSITY'S CORPORATE DESIGN

The Friedrich Schiller University Jena remains loyal to the core elements of its corporate design. 'Dark blue' as a base colour may be complemented by a secondary colour 'gold'.

The markings of the faculties are still based on the established colour scheme, the latter characterized by the 'rainbow' of the Corporate Design. The typeface 'Univers Next Pro' is replaced by licence-free house typeface 'Roboto' and 'Roboto condensed', which are both graphically similar to the first one.

## A LOGO WITH A SYSTEM

In order to promote a homogeneous image and to depict the University's diversity at the same time, the new logo corresponds to the existing colour system.

Firstly, both, the seal and the word mark of the new logo, may be depicted in the respective faculty colour. Secondly, if both elements are to be used, the colour for both of them should be used.

And thirdly, the name of a faculty or other unit may be added. By having developed the new graphic fundamentals, individual logos are redundant. Regarding the name of each unit, typeface, font size, and font position are determined. The font colour may correspond to the faculty colour or to the University's house colour.

**House colour 'dark blue'**  
100 C 70 M 10 Y 50 K

**House colour 'gold'**  
20 C 25 M 60 Y 25 K

**Faculty of Theology**  
80 C 85 M 0 Y 0 K

**Faculty of Law**  
15 C 100 M 25 Y 15 K

**Faculty of Economics and Business Administration**  
5 C 40 M 100 Y 10 K

**Faculty of Arts**  
50 C 100 M 0 Y 10 K

**Faculty of Social and Behavioural Sciences**  
70 C 20 M 0 Y 20 K

**Faculty of Mathematics and Computer Science**  
100 C 25 M 40 Y 10 K

**Faculty of Physics and Astronomy**  
10 C 70 M 100 Y 0 K

**Faculty of Chemistry and Earth Sciences**  
70 C 10 M 100 Y 5 K

**Faculty of Biology and Pharmacy**  
90 C 30 M 100 Y 10 K

**Faculty of Medicine**  
0 C 95 M 80 Y 15 K



FRIEDRICH-SCHILLER-  
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JENA Name der Einrichtung  
oder der Fakultät

Letter and business card



IMPORTANT INFORMATION

Please note that using the logo and its correct reproduction are compulsory for all units of the Friedrich Schiller University Jena. Always retain the original proportions, colours, and high-resolution.

It is not allowed to combine the logo with other brands. The name 'Friedrich-Schiller-Universität Jena' should not be translated into other languages.



Invitation 10 x 21 cm

OUR SERVICES

Please contact the graphic team of the Communications Office ('Stabsstelle Kommunikation') to obtain the correct logo versions and numerous services with the new logo, e.g. for letters, invitations, leaflets, posters, etc. The templates are available in all faculty colours. (Visit [www.uni-jena.de/neues\\_logo](http://www.uni-jena.de/neues_logo).) You can personalize the templates by using MS Word or MS Publisher. Please do not hesitate to contact us if you have any question or need further information on the new logo.

\* MS Publisher has not been installed on your computer, yet, please contact your IT support.



Leaflet (4 or 6 pages) 10 x 21 cm



Do you need a graphic product and cannot find it among our products? Do not hesitate to contact us. We will be glad to help you.

Do you need presentation materials for your stand at a fair, a conference or other events? We can lend you a stand, rollers in tune with the University's corporate design, poster holders, literature holders, etc. Here is an overview of our presentation materials:

[www.uni-jena.de/marketing](http://www.uni-jena.de/marketing)



Poster 21 x 59,4 cm



Leaflet (6 pages) 10 x 21 cm

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