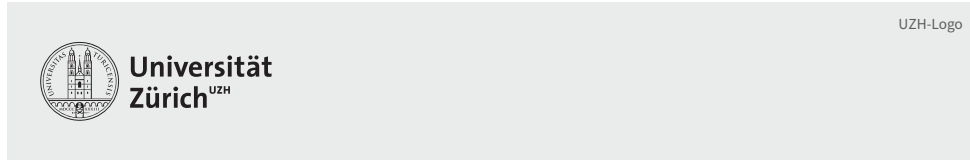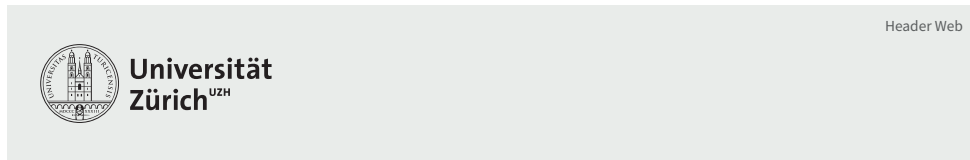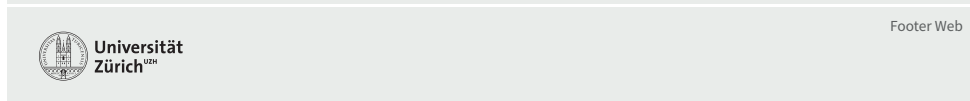# UZH Corporate Branding

UZH-Logo

The trademark UZH logo is the core element of UZH's corporate design and is included on all of the University of Zurich's communications materials.
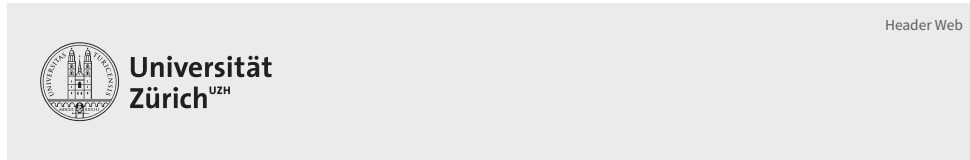
Header Web

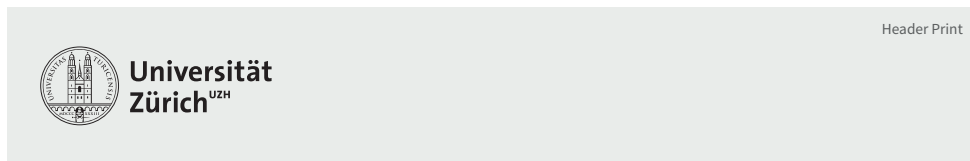UZH corporate websites feature the UZH logo in the footer.

Footer Web

Header Web

The logos of officially approved alliance partners, accreditations and university networks appear together with the UZH logo in the footer of websites.

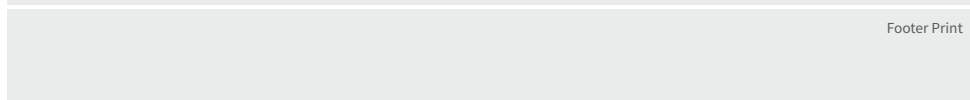Footer Web Allianz-Logos

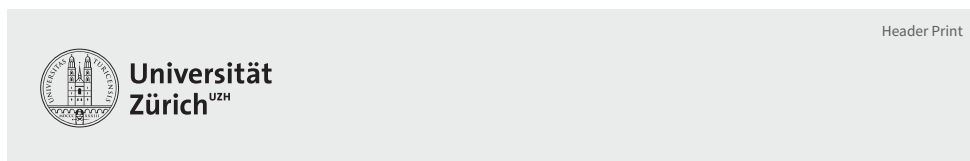swissuniversities | LE RU | una europa | U21 UNIVERSITAS21

Header Print

Print products bear the UZH logo at the top left.
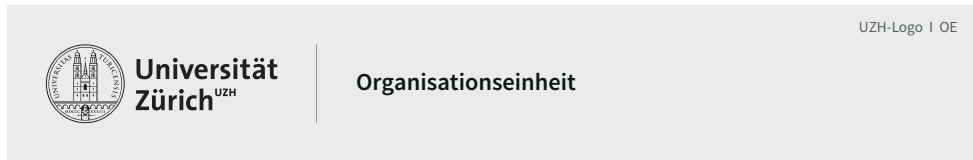
Footer Print

Header Print

On print products, the logos of alliance partners, accreditations and university networks are displayed with-out the UZH logo in the footer.

Footer Print allianz-Logos

swissuniversities | LE RU | una europa | U21 UNIVERSITAS21

# Branding for UZH Organizational Units

**Universität Zürich** UZH

Organisationseinheit

The University of Zurich's organizational units adhere to the UZH corporate design.

Header Web

**Universität Zürich** UZH

Organisationseinheit

Footer Web

Universität Zürich UZH

The combination of UZH logo and organizational units is reserved for UZH's own channels. On websites, the UZH logo appears in the footer.

Header Web

**Universität Zürich** UZH

Organisationseinheit

Footer Kooperations-Logos

Universität Zürich UZH | **ETH** *zürich* | Universität Basel

Cooperations of UZH with partners, with UZH as leading institution. Header: UZH logo and organizational unit. Website footers: UZH logo and all partner logos.

Header Print

**Universität Zürich** UZH

Organisationseinheit

Footer Print

Print products: UZH logo and organizational unit.

Header Print

**Universität Zürich** UZH

Organisationseinheit

Footer Kooperations-Logos

**ETH** *zürich* | Universität Basel

Print products of cooperations:
Header: UZH logo and organizational unit.
Footer: UZH logo and all partner logos.

# Branding for UZH Partners

**Universität Zürich**UZH | **ETH**zürich | **Organisationseinheit**
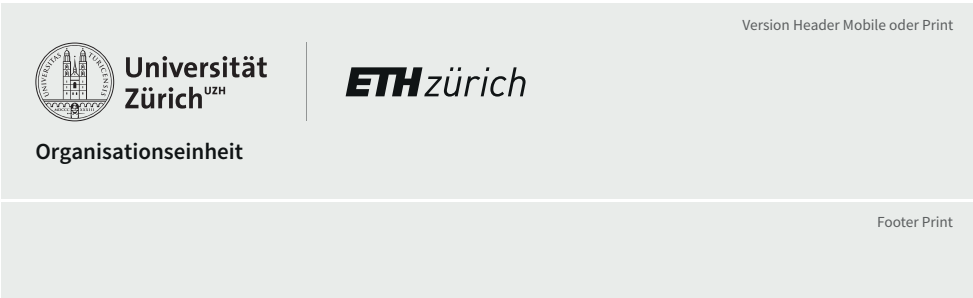
Units run jointly by UZH and a university partner feature the combined logos of both institutions and the organizational unit.
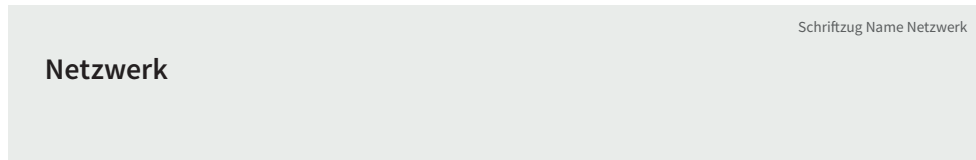
**Universität Zürich**UZH | **ETH**zürich | **Organisationseinheit**

**Universität Zürich**UZH | **ETH**zürich

On websites, both logos appear in the footer.

**Universität Zürich**UZH | **ETH**zürich

**Organisationseinheit**

On print products, both logos only appear in the header.

# Branding for UZH Networks

**Netzwerk**

UZH networks with two or more equal partners feature the name of the network rather than the UZH logo.

Header Web und Print

**Netzwerk**

Footer Web

On German websites and print products, the German name of the network is given in the header. All partner logos appear in German in the footer.

Header Web und Print
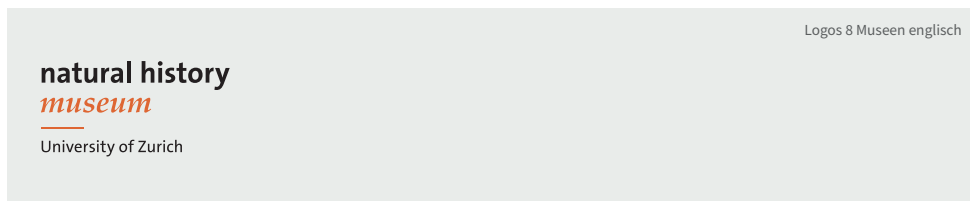
**Network**

Footer Web und Print

On English websites and print products, the English name of the network is given in the header. All partner logos appear in German in the footer.
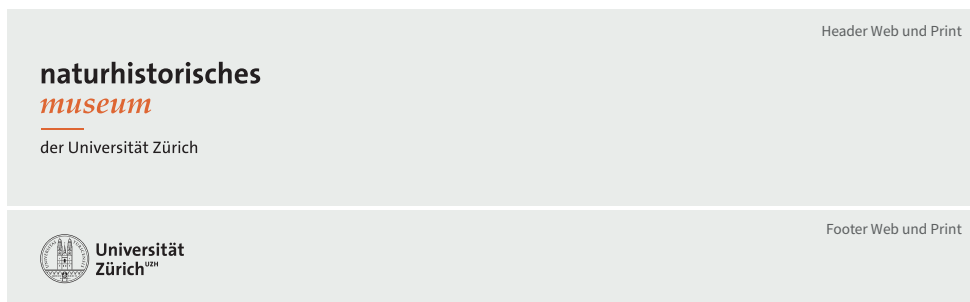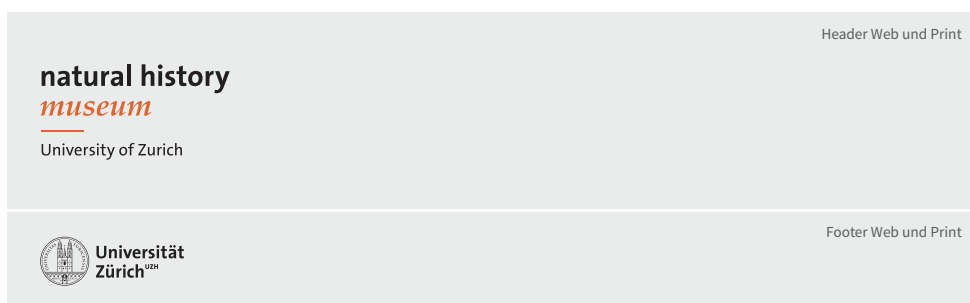
# Branding for UZH Museums

**naturhistorisches**
*museum*

der Universität Zürich
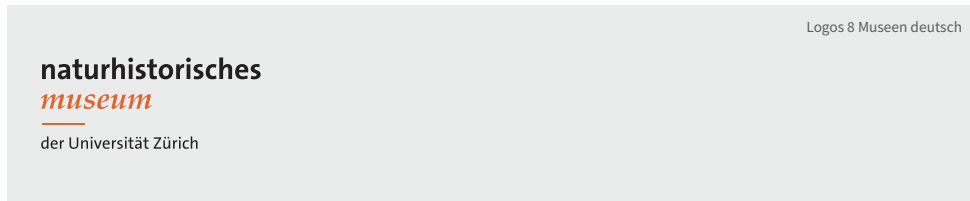
UZH museums manage their own word marks but otherwise follow UZH's corporate design system.

**natural history**
*museum*

University of Zurich

The museums' word marks have a German and an English version.

**naturhistorisches**
*museum*

der Universität Zürich

The UZH logo is included in the footer across all channels.

**Universität Zürich**UZH

**natural history**
*museum*

University of Zurich

The UZH logo appears in German even if the word mark is English.

**Universität Zürich**UZH

# Branding for the UZH Travel Clinic

**Zentrum
für Reisemedizin**

**der Universität Zürich**

Logo ZRM englisch

**Travel Clinic**

**University of Zurich**

The service units of UZH can apply for differentiated branding, provided the unit competes with other providers on the market and its services are aimed at a wide public target group (B2C). In other respects, service units follow UZH's corporate design system. The Travel Clinic (Zentrum für Reisemedizin) is defined as a ser-vice unit. Its word mark has a German and an English version.

Header Web und Print

**Zentrum
für Reisemedizin**

**der Universität Zürich**

Footer Web und Print

**Universität
Zürich**ᵁᶻᴴ

The UZH logo is included in the footer across all channels.

Header Web und Print

**Travel Clinic**

**University of Zurich**

Footer Web und Print

**Universität
Zürich**ᵁᶻᴴ

The UZH logo appears in German even if the word mark is English.

# Branding for the University Library

**Bibliothek**

**der Universität Zürich**

The University Library Zurich (UB) is defined as a service unit. Its word mark has a German and an English version.

**Library**

**University of Zurich**

**Bibliothek**

**der Universität Zürich**

The UZH logo is included in the footer across all channels.

**Universität Zürich**<sup>UZH</sup>

**Library**

**University of Zurich**

The UZH logo appears in German even if the word mark is English.

**Universität Zürich**<sup>UZH</sup>

# Branding for Associated Organizations

| | |
|---|---|
| **UZH** alumni <br> GEGRÜNDET 1883 ALS <br> ZÜRCHER HOCHSCHULVEREIN | *Header Web und Print* |
| Universität Zürich<sup>UZH</sup> | *Footer Web* |
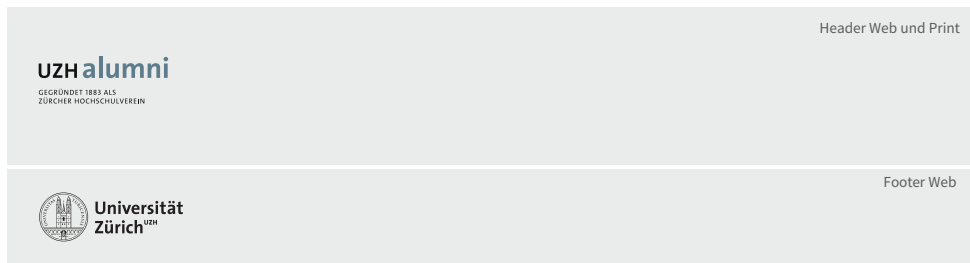
Recognized associated organizations of UZH that have their own logo may use UZH's CMS if they wish to do so. Header: Logo of the associated organization, Footer: UZH logo.

| | |
|---|---|
| **Assoziierte Organisation** | *Header Web und Print* |
| Universität Zürich<sup>UZH</sup> | *Footer Web und Print* |
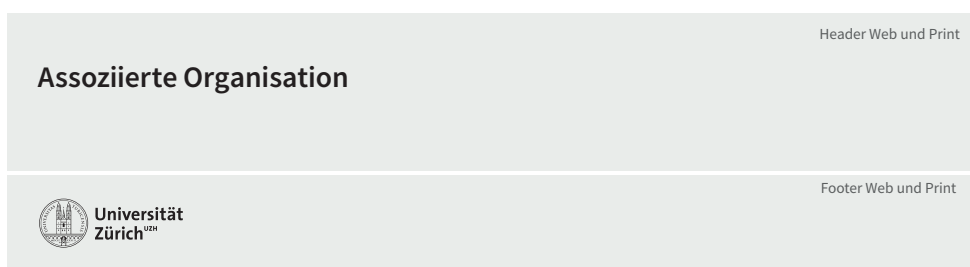
Recognized associated organizations of UZH that do not have their own logo feature their name in the header and the UZH logo in the footer.

| | |
|---|---|
| **VFFL** Vereinigung der Fortgeschrittenen Forschenden und Lehrenden | *Header Web und Print* |
| Universität Zürich<sup>UZH</sup> | *Footer Web* |

Associations of the representative bodies of UZH (Standesorganisationen) may use UZH's CMS if they wish to do so. Header: Logo of the representative body association, Footer: UZH logo.

| | |
|---|---|
| **Fachverein** | *Header Web und Print* |
| Universität Zürich<sup>UZH</sup> | *Footer Web und Print* |
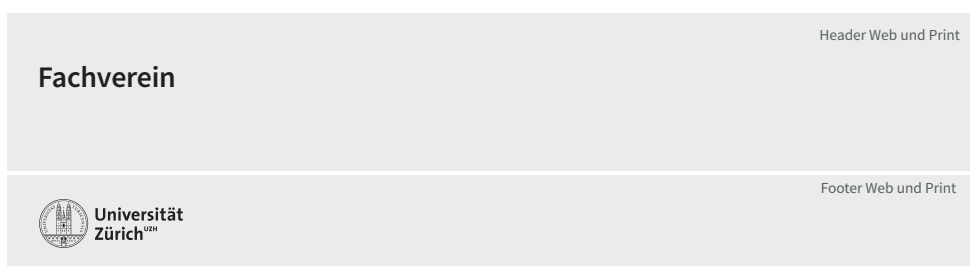
Recognized student organizations may use UZH's CMS and include the UZH logo in the footer if they wish to do so.

| | |
|---|---|
| **Studentischer Verein** | *Header Web und Print* |
| | *Footer Web und Print* |
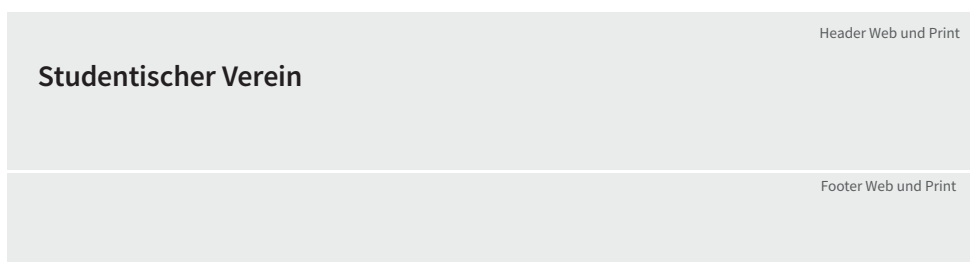
Student associations recognized by UZH manage their own corporate design. The UZH logo may not be used.