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Regulations on the Corporate Design of the University of Zurich

dated 25 June 2024

Further to § 31 para. 4 University Act (UniG), the Executive Board of the University has resolved:

A. General

§ 1 Object and Purpose

¹ These Regulations are intended to ensure the consistent application of the corporate design (CD) of the University of Zurich (UZH) and establish the visual identity of UZH.

² The CD covers all digital and analogue manifestations of UZH and the designations used for UZH, in particular the “University of Zurich” name, the “UZH” abbreviation, the logo and the seal.

§ 2 Scope of Application

These Regulations and the CD are binding on all organizational units and employees of UZH.

§ 3 Responsibility

¹ The Communications Office is responsible for the development, amendment, interpretation and uniform application of the CD.

² The head of the organizational unit concerned is responsible for implementing the CD in their area.

³ Furthermore, all employees are required to apply the CD correctly.

⁴ In the event of dispute about the interpretation and application of the CD, the President makes the final decision.

B. Application

§ 4 Basic Principle

¹ No change may be made to the CD in all its aspects, the logo, the seal or the fonts used.

² The Communications Office determines the details of how the CD is applied. These details are published on the UZH Corporate Design website and are binding.

³ Any use of the CD that deviates from the present Regulations or the rules published on the UZH Corporate Design website requires the prior written authorization of the Communications Office.

§ 5 Extended Brand Identity for Organizational Units of UZH

¹ In principle, organizational units do not have their own brand identity. As an exception, a UZH organizational unit that is in competition with other market participants and appeals to a broad public target group may apply for an extended UZH brand identity.

² Approval for such an exception is conditional specifically on evidence of the benefit of such an extended brand identity for both the organizational unit and UZH, as well as an assurance of funding for the separate visual identity.

§ 6 Use of the Corporate Design by Joint Organizational Units and Partner Institutions

¹ The UZH CD is applied in the case of joint organizational units and joint institutions established between UZH and third parties, as well as of partnerships and agreements between UZH and partner institutions in which UZH assumes the role of leading house.

² Where new joint organizational units and joint institutions are set up, their planned CD must be submitted to the Communications Office for approval in advance.

§ 7 Use of the Corporate Design by Dual Professors

¹ For dual professors who do not work at a joint institute, the rules of the institute at which they primarily work apply, although they must ensure that they refer to their standing as a dual professor.

² Agreements to the contrary remain reserved.

§ 8 Use of the Corporate Design by Associated Institutes and Spin-off Companies

UZH-associated institutes and spin-off companies are permitted to use the “Associated Institute of the University of Zurich” or “A Spin-off Company of the University of Zurich” or “A Spin-off Company at the University of Zurich” designations.

§ 9 Use of the Corporate Design by Third Parties

Use of the CD by third parties may be approved if the requester demonstrates that the object of that use is closely associated with UZH or promotes the prestige of UZH. This may be the case, in particular, for events organized by University committees or members of the University. Third parties are not automatically entitled to use the CD.

§ 10 Approvals

¹ The Communications Office is responsible for issuing approvals under these Regulations.

² Approvals must be requested in writing. In the event of dispute, the President makes the final decision.

C. Final Provisions

§ 11 Rescission of Previous Legal Regulations

The Regulations on the Corporate Design of the University of Zurich dated 3 June 2010 are rescinded

§ 12 Transitional Provisions

¹ The new CD requirements are available to all organizational units and employees of UZH from 30 June 2024 onwards.

² From 1 January 2025 all organizational units and employees of UZH must use the German-language UZH logo exclusively.

³ The new CD must be used by all organizational units and employees of UZH from 1 January 2025.

⁴ Existing stocks of printed matter (envelopes, business cards, memo pads) are to be used up.

⁵ The CD of permanent signage remains unchanged.

⁶ The CD of completion and graduation certificates and other student documents remains unchanged.

§ 13 Entry into Force

These Regulations enter into force on 25 June 2024.