



Friedrich-Alexander-Universität  
Erlangen-Nürnberg

# Corporate design manual

A horizontal bar composed of several colored segments: yellow, orange, red, dark red, light blue, medium blue, green, dark green, light grey, and dark grey.

Moving Knowledge.  
FAU.



Friedrich-Alexander-Universität Erlangen-Nürnberg is a community brimming with opportunity for talented individuals with creative minds and exceptional skills. We bring the future into the present, changing perspectives on the now. If we seek opportunities in our history and in our future to find our way, everyone will know, see and feel that a new era has begun for FAU.

Prof. Dr.-Ing. Joachim Hornegger  
President of FAU



Standardizing corporate design ensures that the intended audience recognizes that FAU is the sender of a message. Vibrant and consistent design creates a professional visual identity for FAU and establishes acceptance and trust. Please use the Corporate design manual to contribute to a strong corporate design at FAU by referring to the examples and understanding how to use and incorporate each element.

Each and every member of our FAU can contribute to the development of our university brand, identify synergies, create value and ensure that the FAU community keeps its eye on the big picture.

Thank you for your assistance.

Silke Sauer  
Chief Brand Officer, FAU

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# Services and guidance

The FAU Brand Office is passionate about the development and promotion of the FAU brand and has much expertise to share. It aims to present the unique identity and excellence of FAU in many ways.

The FAU Brand Office is at hand with a comprehensive range of services to ensure that FAU and its institutions are represented professionally through their corporate design, meeting the high standards of the university.

## Services:

- **Advising FAU faculties:** Supporting university organizational units to ensure that their specific design requirements are seamlessly integrated into the corporate design. Our goal is to represent the diversity of FAU in the best possible way.
- **Branding and marketing strategies:** Development of individual strategies for a distinctive presentation of the FAU brand and clear, unified communication of the message. Our goal is to create a visual presence that is both effective and inspiring.
- **Guides for designing different media and campaigns:** Professional design for all media – from print to digital. The design should not only be effective but also create an emotional response to the FAU brand.
- **Design templates:** Templates in the FAU corporate design for creating a uniform brand image and ensuring quality standards.

- **Management and coordination of external graphic services:** Effective coordination and management of external graphic services to ensure they meet FAU's quality standards.
- **Logo usage and approval:** Clarification of issues and assistance in obtaining authorization for smooth and legally compliant use of FAU logo.
- **Training and resources:** Practical training and resources for the FAU community to understand the principles of branding and effectively implement them in practice.
- **Production support:** Advice and assistance with the production of print materials, including the arrangement of printing services, to enable consistent quality.
- **Visual communication:** Consultation on FAU visual communication standards and organization of professional photo services. To create a visual language that authentically reflects the identity and values of FAU.
- **Independent marketing measures:** Support for marketing measures that are developed outside the FAU Brand Office to ensure that they are in line with established brand guidelines.

## Contact:

- Branding and brand communication  
**brand@fau.de**
- Graphic services and production consulting  
**grafik@fau.de**

**Communications and Press offers support in the areas of public relations, marketing and communications content for all channels, science communication, and student recruiting:**

- PR: **presse@fau.de**
- Websites: **webredaktion@fau.de**
- Social media: **socialmedia@fau.de**

## Download:

FAU logo and graphic templates:  
**www.intern.fau.de/corporate-design**  
(only accessible for FAU employees, contact the Brand Office for external access)



# 1. Brand



# 1.1

## Vision and mission

### **A tradition of cutting-edge research and innovation ... since 1743**

Moving Knowledge is our motto and guiding principle at FAU. We at FAU therefore strive to generate knowledge for an ethical and responsible future, share knowledge openly with all stakeholders in society to create prosperity and value, and use our knowledge to improve our world for future generations.

# 1.1

## Vision and mission

### Values of FAU

We are pioneers with courage, foresight and ambition.  
Our values are central to everything we do:

#### **Innovation** | **Diversity** | **Passion**

**Innovation:** FAU promotes diversity in all of its facets: FAU values and promotes innovation in research and teaching. Creative approaches and forward-thinking ideas are not merely linked to cultural diversity, but are vigorously supported to enhance understanding and secure pioneering position across multiple fields.

**Diversity:** FAU values and promotes in all its facets. This refers not only to cultural diversity, but also to the breadth of research fields and the versatility of ideas. The university considers diversity as a source of strength and empowering creative thinking and innovation.

**Passion:** FAU is characterized by passion – in research, knowledge transfer and the pursuit of innovation. This passion drives the university to fulfill its mission with enthusiasm and commitment, creating a dynamic and inspiring community.



## 1.1

### Vision and mission

#### Vision

We aim to create a platform that offers freedom for innovative thinking: in studying, research, teaching and collaboration.

#### Mission

Curiosity, courage, sustainability, respect, open-mindedness: These are the strengths we use to ask penetrating questions, explore topics from all angles, encourage talents, develop personalities and hold our own in competition with others at all times.

We promote a culture of collaboration with internal and external partners, making an important contribution to education, knowledge, the exchange of ideas and to values in society as a whole.

**Our motto, values, vision and mission are combined in the FAU brand. They only come to life, however, through the commitment, dedication and pioneering spirit of each and every one of us. FAU encourages academic and individual freedom, offers guidance and direction and provides a framework in which everyone can reach their full potential.**

## 1.2 Corporate design

The FAU Corporate design manual is a guide for creating and assuring a consistent corporate design at the university. It describes the visual identity of the university while promoting diversity and creating a distinctive brand.

Guidelines on design, language, and tone contribute to a consistent brand image that is unmistakably our FAU. Corporate design includes not only the university logo but also other brand elements such as typography, colors, images, visual language and graphic design. Together they contribute to creating a consistent and distinctive FAU brand.

**Download:**

FAU logo and graphic templates:

**[www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design)**

(only accessible for FAU employees,

contact the Brand Office for external access)



# 2. Brand elements



## 2.1 Logo Wordmark

The most important element is the FAU wordmark. It strengthens the visibility of FAU. The three lines form an outline in which a change of perspectives takes place; this creates a dynamic element in content and visual appearance. It embraces the facets of openness, networking, diversity, movement, independence.

The wordmark is only used in prominent media without the name of the university. These can be flags, social media icons, decorative elements (e.g. brand cubes), photo backgrounds, and individual merchandising products (e.g. badges).

The use of the wordmark without the addition of the university name "Friedrich-Alexander-Universität Erlangen-Nürnberg" – see page 13 ff. for details – is only possible after prior consultation and approval by the FAU Brand Office (contact page 5).



## 2.1 Logo Wordmark – Color versions

### Color versions

The wordmark is mostly used in the standard color FAU Blue. On a dark background, it is solid white. FAU Dark Blue is used on colored backgrounds for stronger contrast (for details of using white on dark background color, see page 45).

Good readability and sufficient contrast must be ensured. When using the wordmark on light backgrounds, the brightness value should not be darker than 37.5%.

### Black and white version

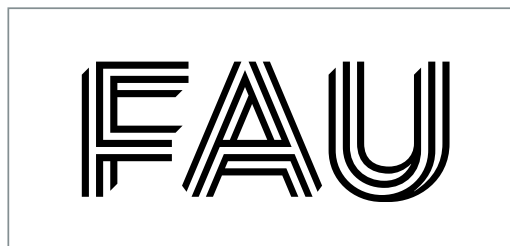
The black and white version may be used in exceptional cases where circumstances, reproduction methods or legal requirements prohibit the color version on a light background.



Standard



White on a dark background



Black



FAU Blue on a light background



White on background in FAU Blue



White on dark image



FAU Dark Blue on color (Faculties, departments)



FAU Blue on light image

## 2.1 Logo Wordmark – Special color versions

These special versions of the logo are developed exclusively for special occasions or campaigns. When using special color versions, purpose and benefits must be carefully considered.

Special color versions are to be used only after coordination and approval by the FAU Brand Office (contact page 5).



Special printing with silver and gold colors



Special printing with reflective films, glossy coatings, etc.



Watermark



Special colors (e.g. special color for faculties)



FAU Dark Blue on FAU Blue

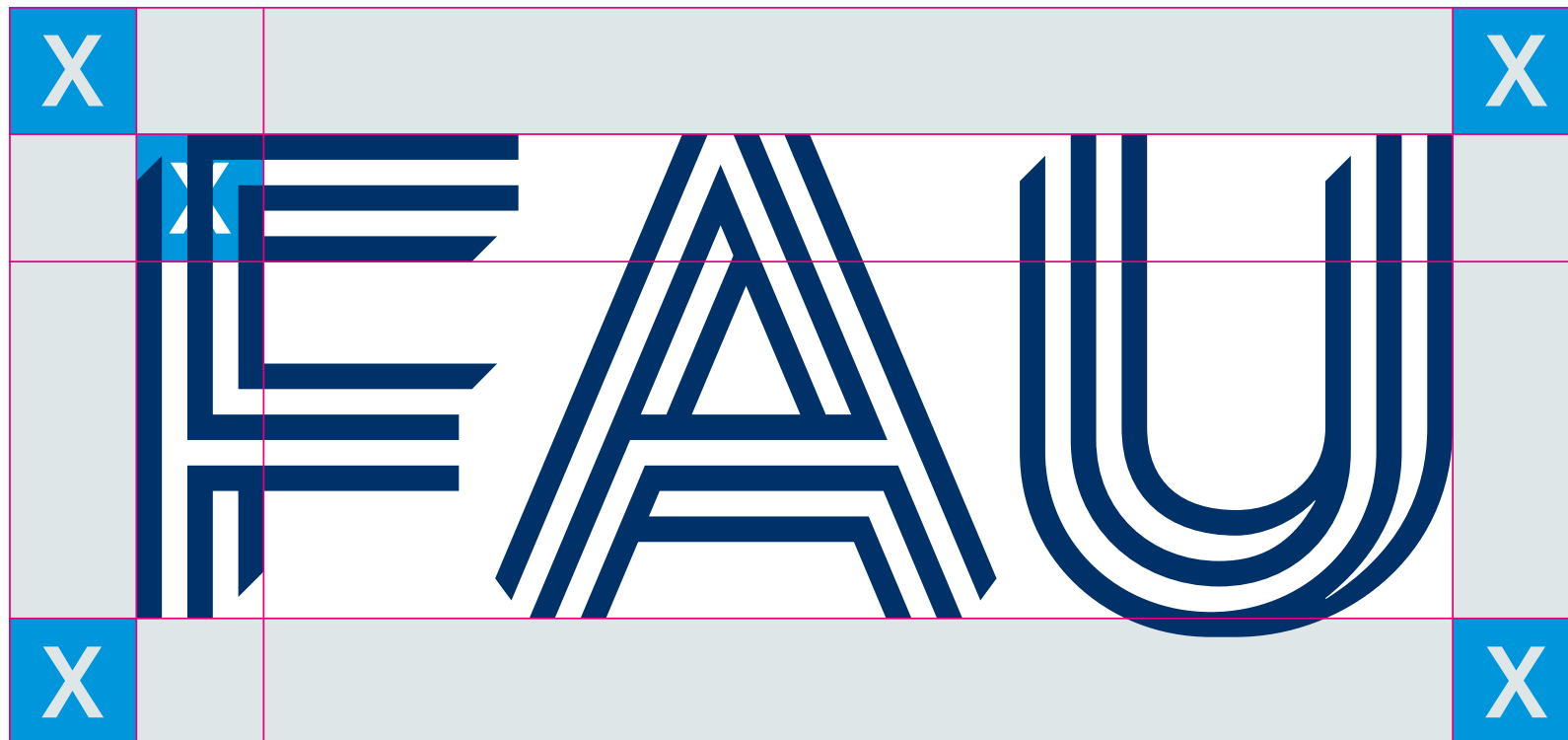


Rasterized

## 2.1 Logo Wordmark – Safe zone

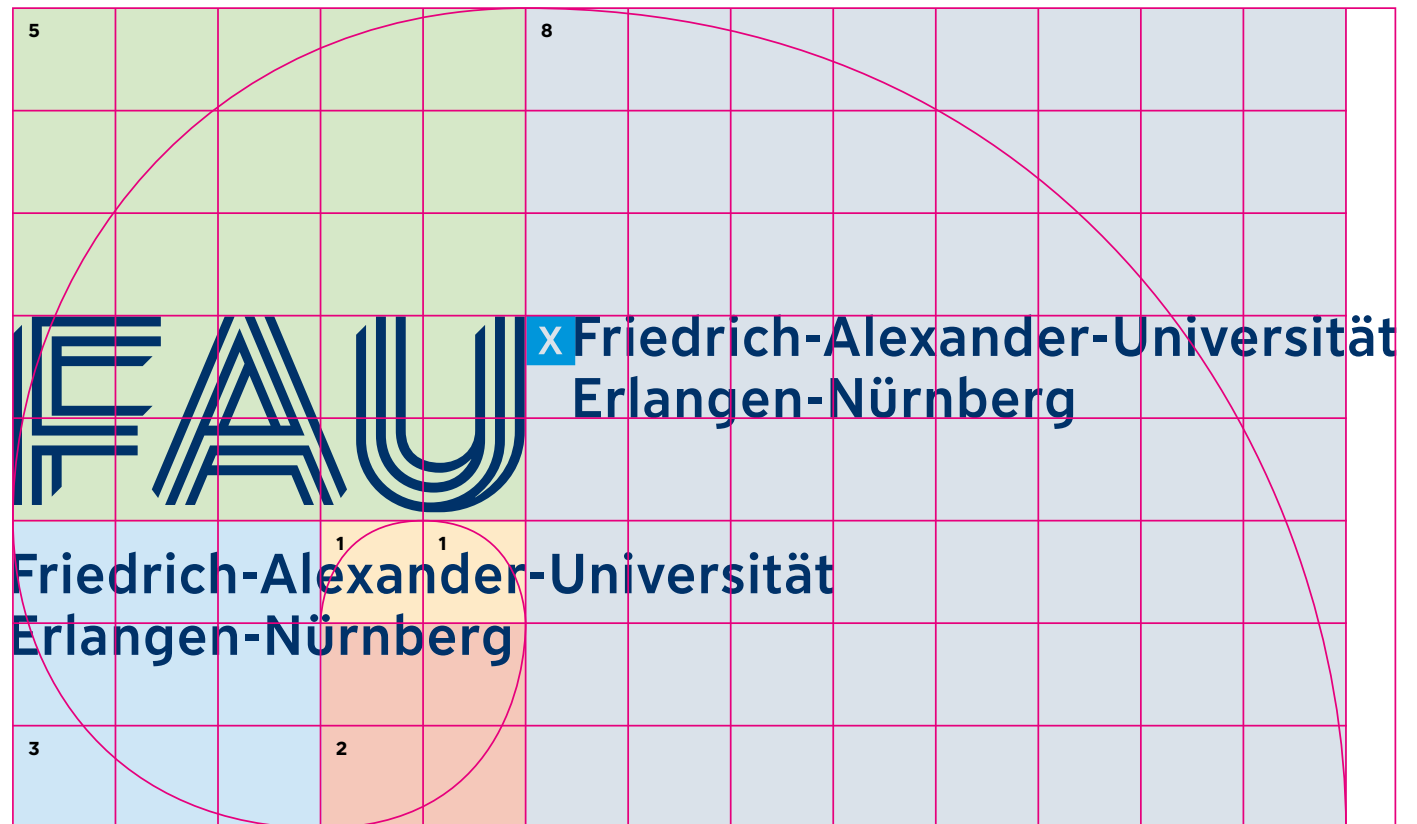
The clear space around the wordmark, known as the safe zone keeps the word mark separated from other elements. This ensures readability and recognizability. The clear space around the wordmark is marked by a square (X) that is based on the horizontal and vertical position of the letter F.

This square defines the safe zone and minimum distance to the edge for the wordmark whether it is used with the additional element of the university name or not. As a minimum standard, the safe zone must always be kept clear around the wordmark. Generally, a generous amount of space should be left around the wordmark and it should be positioned in a visually appealing way.



## 2.1 Logo Core mark

The design is based on the Fibonacci system, which comes close to the golden ratio in its proportions. The Fibonacci system is a sequence of numbers that begins with 1, 1, 2, 3, 5, 8, 13, 21, 34 and can be continued infinitely. Font sizes, images, colors and page layout sizes can be derived using this system. Both the portrait and landscape logo can be used with the Fibonacci system.





## 2.1 Logo Core mark

The FAU core mark consists of the wordmark and the university name. The core mark should be used for all media. The aspect ratio is 5:8 (wordmark to university name).

In the standard version, the university name is located to the right of the FAU wordmark on standard formats (A5 and larger) and on landscape formats (A6 and larger).

When used in narrow formats (e.g. flyers DIN long portrait) or online media (e.g. smartphones), the university name appears below the wordmark. The minimum distance is derived from the safe zone.

Wordmark

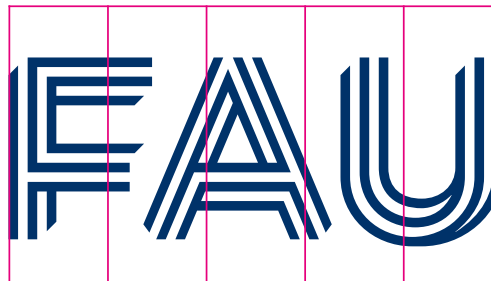


5

University name

Friedrich-Alexander-Universität  
Erlangen-Nürnberg

8



Friedrich-Alexander-Universität  
Erlangen-Nürnberg



Friedrich-Alexander-Universität  
Erlangen-Nürnberg



## 2.1 Logo Core mark

The logos available for download represent the minimum requirements for distance and proportions.

### Scaling

The font sizes of the university name are derived from the Fibonacci sequence: 8, 13, 21, 34, 55 pt. At 100%, the font size of the university name is 55 pt. Only the wordmark can be reduced up to 9%\*, it can be enlarged infinitely.

### File versions

Logos have been produced for all available color and file formats, depending on their intended use.

- CMYK
- PANTONE®
- RGB

### Download:

FAU logo and design templates are available for download.

[www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design)

(only accessible for FAU employees, contact the Brand Office for external access)



\*Use of the wordmark is subject to approval, see page 12.



62% = 34 pt university name



38% = 21 pt university name



23.5% = 13 pt university name



14.5% = 8 pt university name



9% = Minimum size of the wordmark\*

100% = 55 pt university name



## 2.1 Logo University name

Some designs include all components of the FAU logo in a single file (page 80 ff.).

However, the wordmark and university name may be combined from separate files. It is important to correctly determine the size ratios of the two components in this case.

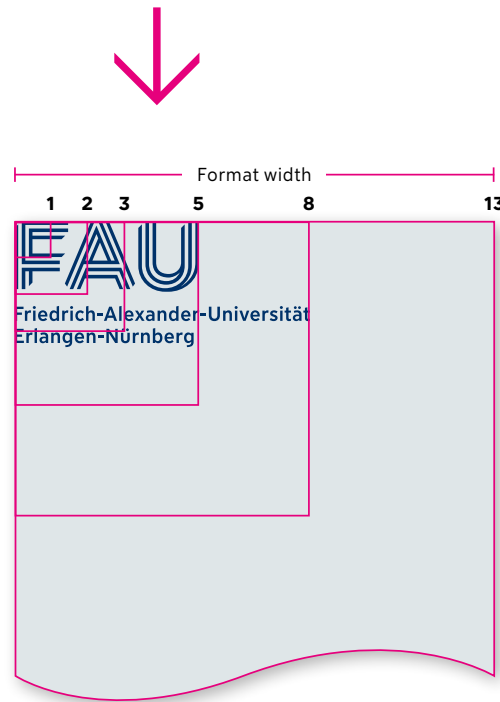
### Example

1. Positioning the university name or wordmark font size at 1:1 (100%) = 55 pt
2. Determine the font size of the university name:  
The logo size is determined by the dimensions of the narrow format side. This is based on the Fibonacci system:  
**5 = wordmark**  
**8 = university name**  
**13 = narrow format side**
3. For example, if the size of the logo is 76% of the format:  
The font size is:  
100% = 55 pt  
At 76% =  $55 \times 0.76 = 41.8$   
Rounded without decimal places = 42 pt

InDesign templates in blue, white and the faculty colors are available for download in formats from A6 to A0 as well as DIN long portrait and landscape at [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design).

# Friedrich-Alexander- Erlangen-Nürnberg

100% = 55 pt university name



Determination of logo width and size in %

→ Friedrich-Alexander-  
Erlangen-Nürnberg

76% = 42 pt university name

## 2.1 Logo Proportions

In order to strengthen the visibility of the wordmark, it can be scaled from 100% to 160% without changing the size of the university name. This applies to both horizontal and vertical versions of the logo.

These proportions may be used, for example, in combination with partner logos to achieve equivalence between the brands. Small special formats (for merchandising items, certificates) can also use these proportions.

Scaling the wordmark to the width of the university name "Friedrich-Alexander-Universität Erlangen-Nürnberg" is subject to prior consultation and approval by the FAU Brand Office (contact page 5).

Wordmark 100%



Wordmark 160%



## 2.1

### Logo

#### Core mark – Safe zone

The safe zone is extended to include the university name.

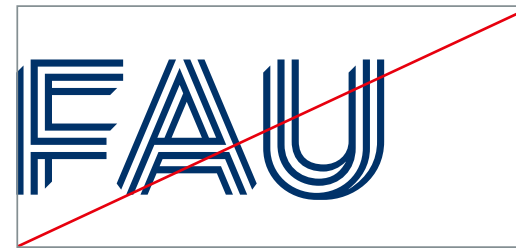


## 2.1 Logo

Wordmark standards:  
Forbidden applications



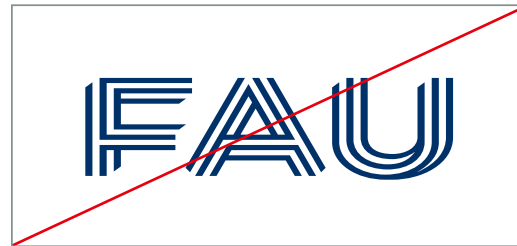
Rotating



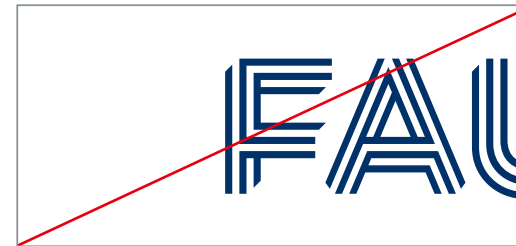
Exceeding the safe zone



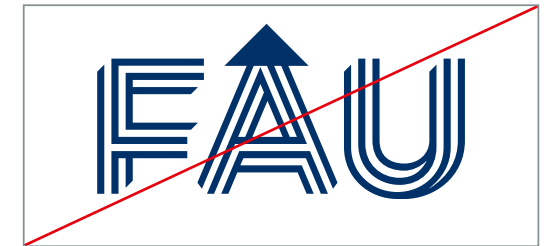
Adding text



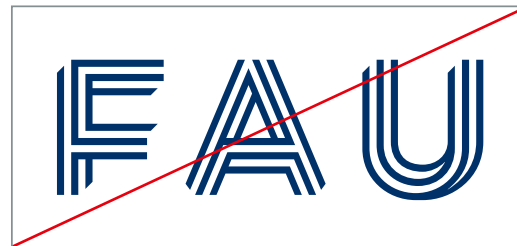
Stretching



Bleed



Adding elements



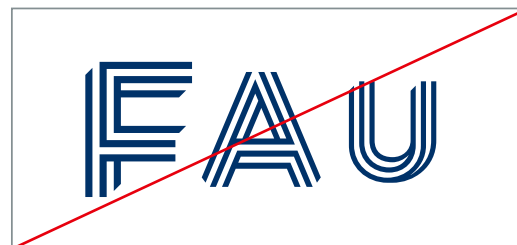
Separation



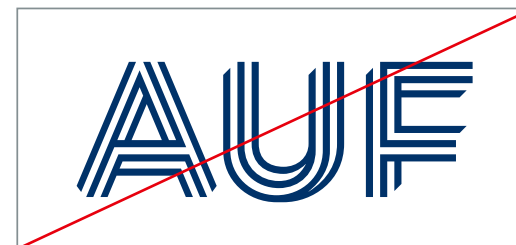
Modifying elements



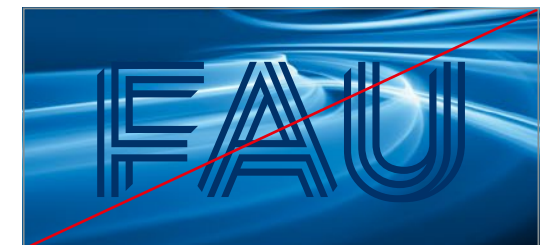
Coloring



Enlarging/Reducing



Swapping elements



Busy backgrounds

## 2.1 Logo

Core mark standards:  
Forbidden applications



Rotating



Exceeding the safe zone



Adding text



Stretching



Bleed



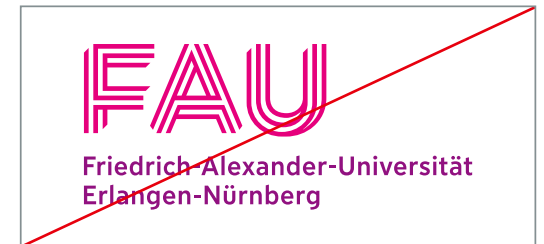
Adding elements



Separation



Modifying elements



Coloring



Enlarging/Reducing



Swapping elements



Busy backgrounds

## 2.1 Logo Combination with external logos

Innovation thrives on trusted collaborations and strong partnerships. FAU maintains an extensive network with impressive connections to science, business and society.

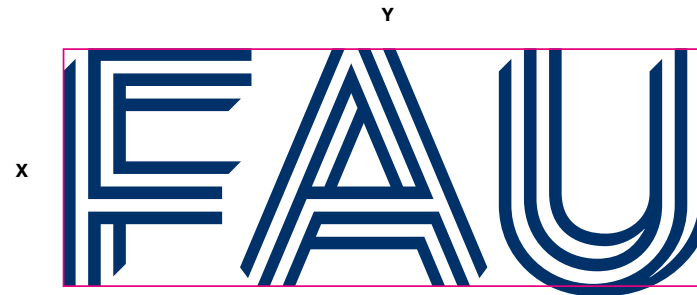
When the FAU logo is displayed with other logos, it is recommended that the FAU core mark is used with the university name. In exceptional cases, the wordmark can also be used for visual equivalence. This needs to be coordinated with the FAU Brand Office (contact on page 5).

There are three prerequisites for combining the FAU logo with external logos:

1. The FAU logo must generally be placed at the top of each publication, whether it is online, PowerPoint, print, or business cards. An external logo cannot be used on its own, as otherwise the affiliation with FAU or the faculty and the visual representation of the collaborative partnership would be lost.
2. To maintain balance between the logos, ensure that the distance between both logos is as far as possible for the chosen medium (examples on the following pages).
3. It is important to ensure that the proportions of the logos are harmonized.

### Logo sizes

The maximum width or maximum height of the external logo in relation to the FAU logo is decisive. The dimension that is reached first usually determines the size. Slight deviation from the specifications is allowed to ensure a balanced design.

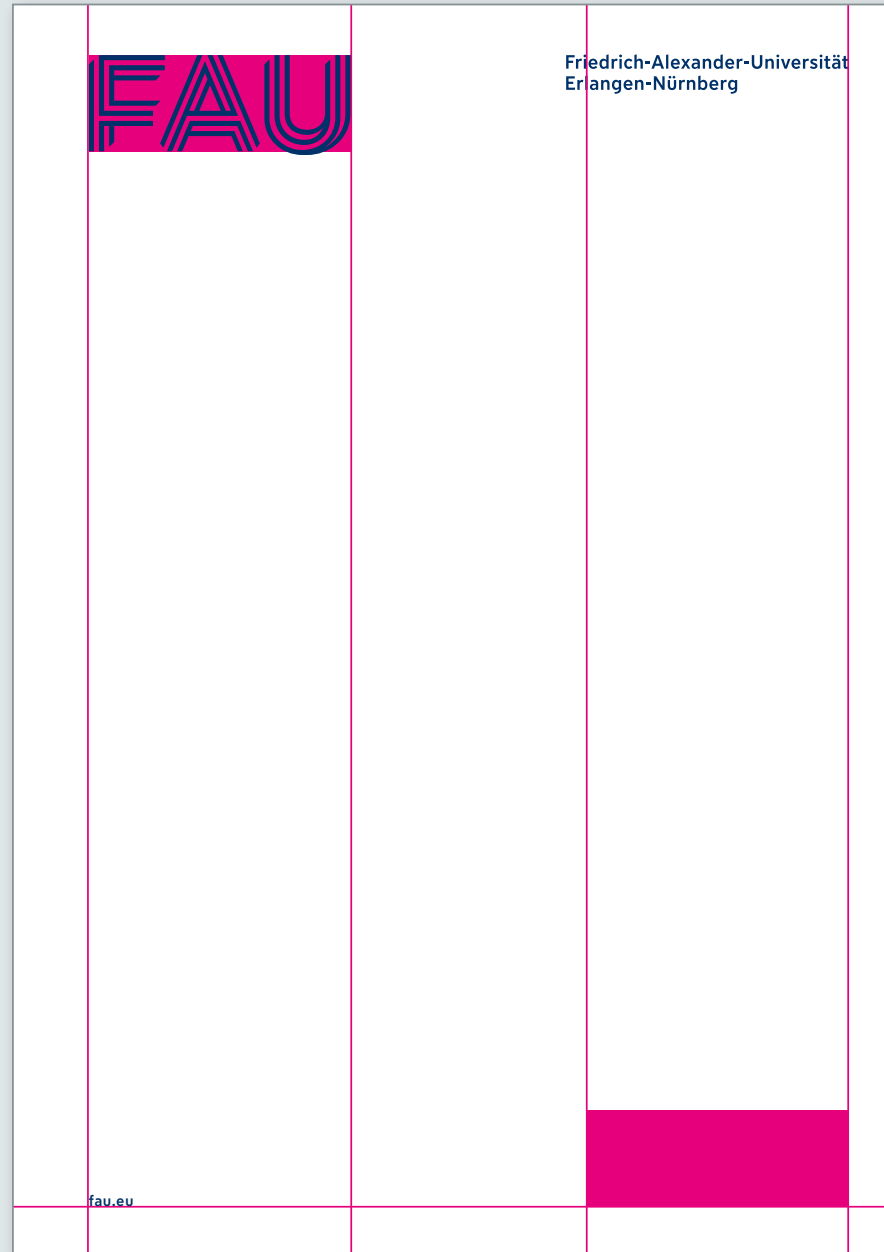




## 2.1 Logo External logos on standard formats

External logos are positioned at the bottom right. On busy backgrounds or color versions (example below), external logos are placed within a white frame. Please note that the logo should not be placed too close to the frame edges. Consider the safe zone and use the negative version if applicable.

The URL must be aligned with the bottom edge of the logo or the white frame.



## 2.1 Logo

### External logos – Sample applications



## 2.1 Logo

### External logos on business cards

External logos are positioned at the bottom right.



## 2.1 Logo

### External logos on PowerPoint slides

Position top right. The distance between the FAU wordmark and logo is equal to the width of the FAU wordmark.

The slide template features a grid at the top with a pink header bar. The FAU logo is positioned in the top right corner. The main content area contains the following text:

**ig**  
nenfalls löschen.

**>Lorem ipsum dolor sit amet,**  
consetetur sadipscing elitr, sed diam nonumy eirmod  
tempor invidunt ut labore et dolore magna aliquyam  
erat, sed diam voluptua. At vero eos et accusam et justo  
duo dolores et ea rebum. Stet clita kasd gubergren, no  
sea takimata sanctus est Lorem ipsum dolor sit amet.

- Lorem ipsum dolor sit amet, consetetur sadipscing  
elitr, sed diam nonumy eirmod tempor invidunt ut  
labore et dolore magna aliquyam erat, sed diam.

29. April 2023 6

**Textfolie** KI PARK **FAU**

Subheadline möglich. Gegebenenfalls löschen.

**>Lorem ipsum dolor sit amet,**  
consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed  
diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata  
sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy  
eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,  
vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim  
qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilis.

Friedrich-Alexander-Universität Erlangen-Nürnberg 29. April 2023 5

**Folie zur freien Gestaltung | Beispiel: Zeitstrahl** Fraunhofer **FAU**

Subheadline möglich. Gegebenenfalls löschen.

XXXX  
Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

XXXX  
Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

XXXX  
Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

XXXX  
Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

XXXX  
Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

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Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

XXXX  
Lorem ipsum  
dolor sit amet, consetetur sadipscing elitr.

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**Inhaltsfolie | Säulendiagramm** H2.B **FAU**

Subheadline möglich. Gegebenenfalls löschen.

Category	Value
1	4.3
2	3
3	2
4	3.5
5	2.5
6	3.5

Automatische Farbreihenfolge aus der Farbpalette

#777777 #204251 #2F586E #8C9FB1 #C2D0DC #C7C7C7

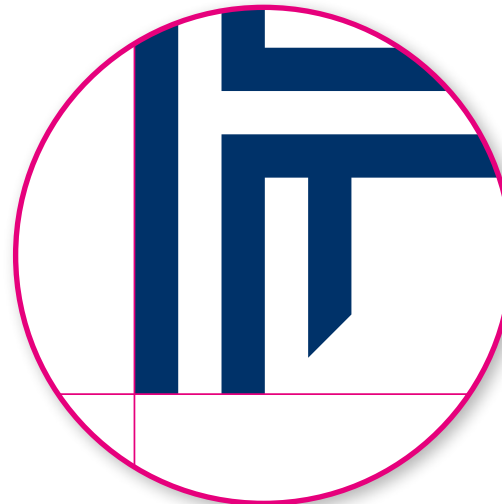
Friedrich-Alexander-Universität Erlangen-Nürnberg 29. April 2023 14

## 2.1 Logo Combination with Uniklinikum Erlangen

Uniklinikum Erlangen shares a special joint design when it is associated with FAU's Faculty of Medicine.

Both FAU's and Uniklinikum's corporate design are reflected in the joint design. The safe zone of both logos must always be preserved.

The Uniklinikum logo is positioned on the right side of the FAU wordmark at the same level. The dimensions are based on the FAU scaling system. Key concept: To determine the logo proportions, use the measurements of the next smaller standard format. For example: For A4 media, use the logo dimensions for A5, for A3 media use the logo dimensions for A4.



## 2.1 Logo

### Dimensions Uniklinikum for A4

#### Dimensions guide:

Dimensions and position of square X on A5 template

**Format:** A4 (210 x 297 mm)

**Core mark:** 26.15% (folder: FAU\_Kernmarke)

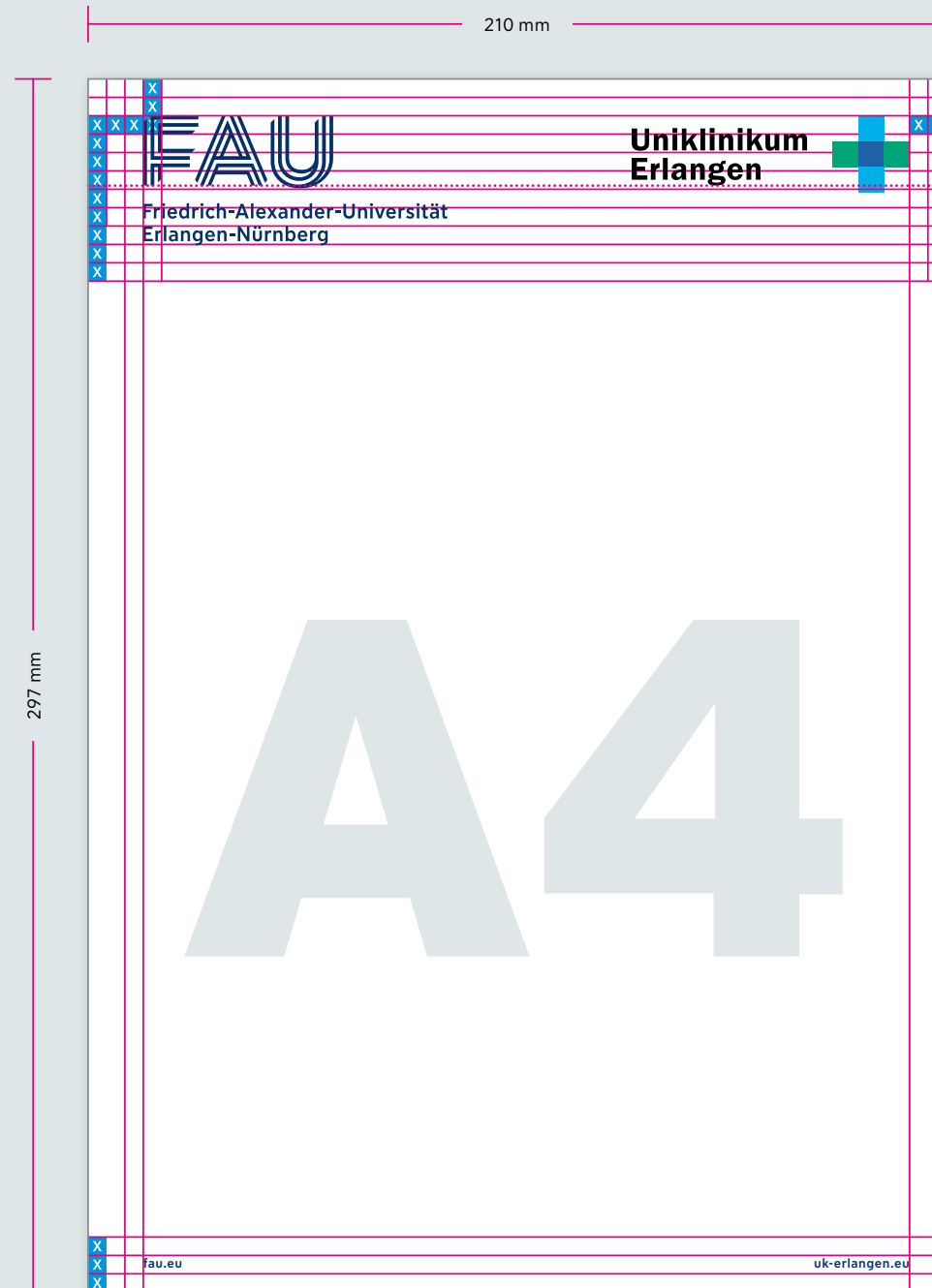
**Square X:** 4.5 x 4.5 mm Left margin: 3 X = 13.5 mm

**Right margin:** 2 X = 9 mm

**Top margin:** 2 X = 9 mm

**Bottom margin:** 3 X = 13.5 mm

**Safe zone:** 8 X = 36 mm



# 2.1 Logo Uniklinikum – Examples



Top row: Uniklinikum with FAU core mark Bottom row: Uniklinikum with core mark for Faculty of Medicine

## 2.1 Logo

### Displaying with partner logos

Transdisciplinarity enables completely new forms of collaboration through partnerships with international companies, other universities and research institutions.

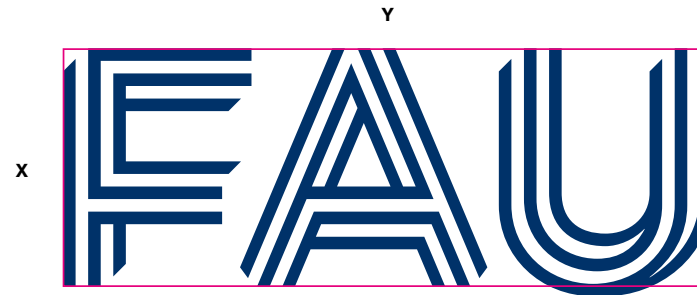
The purpose of such partnerships is to support each other and to achieve more together.

When the FAU logo is displayed with other logos, it is recommended that the FAU core mark is used with the university name.

In exceptional cases, the wordmark can also be used for visual equivalence. This needs to be coordinated with the FAU Brand Office (contact on page 5).

#### Logo sizes

If partner logos are used in marketing, the following must be observed: The maximum width or maximum height of the respective logos in relation to the wordmark is decisive. The dimension that is reached first usually determines the size. Slight deviation from the specifications is allowed to ensure a balanced design.





## 2.1 Logo

### Integration of partner logos with wordmark

If FAU and its partners are working closely together on an operational level, conducting work and research together and transferring ideas, the two logos can be positioned together to show a direct relation. The vertical line between connects both logos and illustrates mutual support in the partnership. The FAU wordmark can be used in this scenario.

#### Partner logo size:

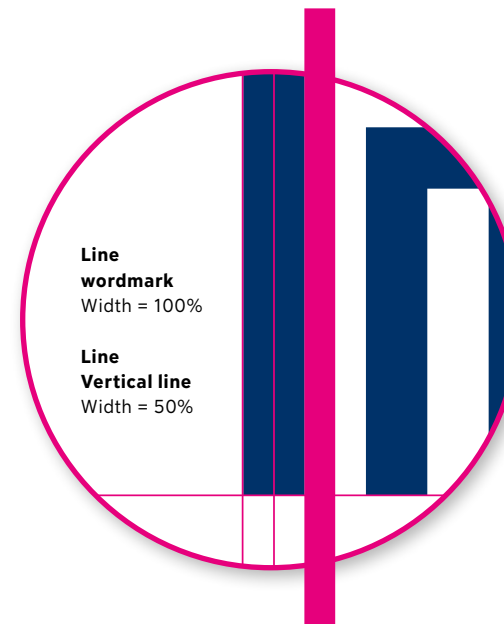
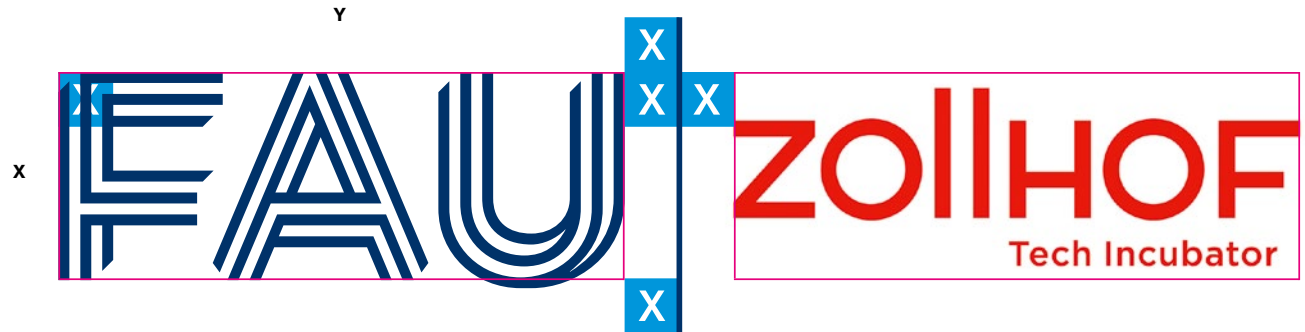
Determine partner logo size (see page 32)

#### Dimensions guide:

- Determine square X and safe zone of FAU wordmark
- Double square X to the right
- Position partner logo
- Position line

**Line width:** 1/2 of the FAU wordmark line weight  
(see graphic below)

**Line color:** FAU Blue



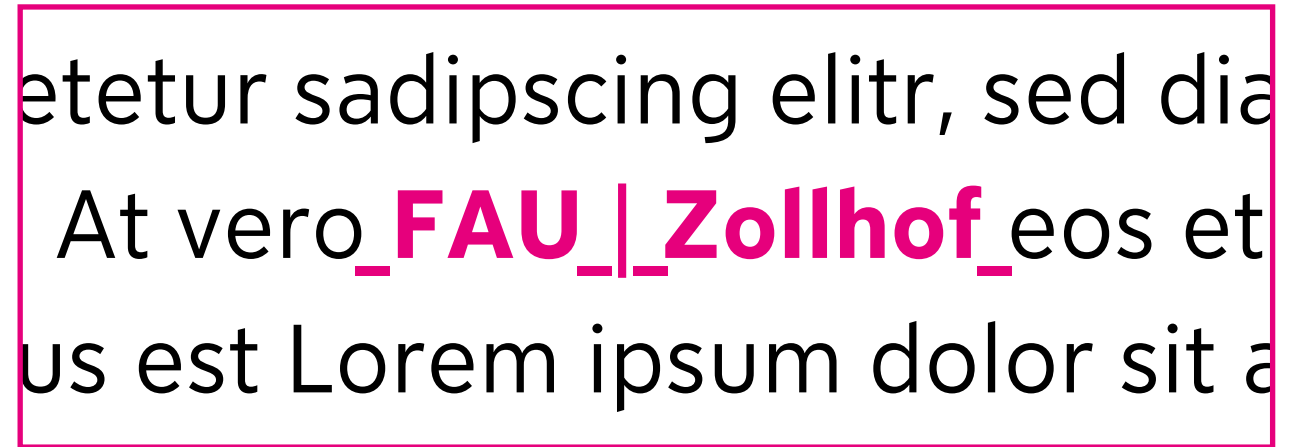
## 2.1

### Logo

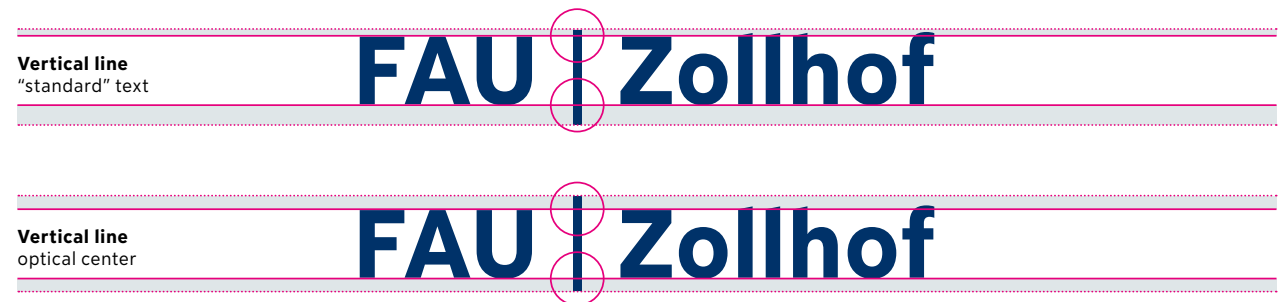
#### Integration of partner logos in copy

The FAU wordmark should be integrated into the partner logo as follows in copy:

- Copy in FAU Sans Book
- Integration of FAU and partner logo in FAU Sans Bold
- Vertical line in FAU Sans Bold (keyboard shortcut AltGr + <)
- A space (shown as “\_” in the example on the right) before and after the vertical line
- If technically possible, center the vertical line optically
- “FAU” must always be in capitals
- Partner logo in mixed case



Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero **FAU | Zollhof** eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.



## 2.1 Logo Profile Centers

Profile Centers shape the research profile of FAU with a wide range of cutting-edge research projects, both in collaborative research and excellent individual research. Research icons have been designed for the Profile Centers to ensure that their specific research content is reflected in FAU's corporate design. Research icons are used with the FAU core mark.

Learn more about  
FAU Profile Centers at  
[www.fau.de/profile-centers](http://www.fau.de/profile-centers)



### Download:

FAU logo and design templates are  
available for download here:  
[www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design)  
(only accessible for FAU employees,  
contact the Brand Office for external access)



## 2.1 Logo Profile Centers – Examples

Friedrich-Alexander-Universität  
Profile Center Immunology

**FAU**

**First name and last name**  
Role

**Description**  
Schlossplatz 4, 91054 Erlangen, Germany  
T +49 1234 567890  
firstname.lastname@fau.de  
fau.eu



Friedrich-Alexander-Universität  
Profile Center Medical Engineering

**FAU**

**First name and last name**  
Role

**Description**  
Schlossplatz 4, 91054 Erlangen, Germany  
T +49 1234 567890  
firstname.lastname@fau.de  
fau.eu



Friedrich-Alexander-Universität  
Profile Center Solar

**FAU**


**First name and last name**  
Role

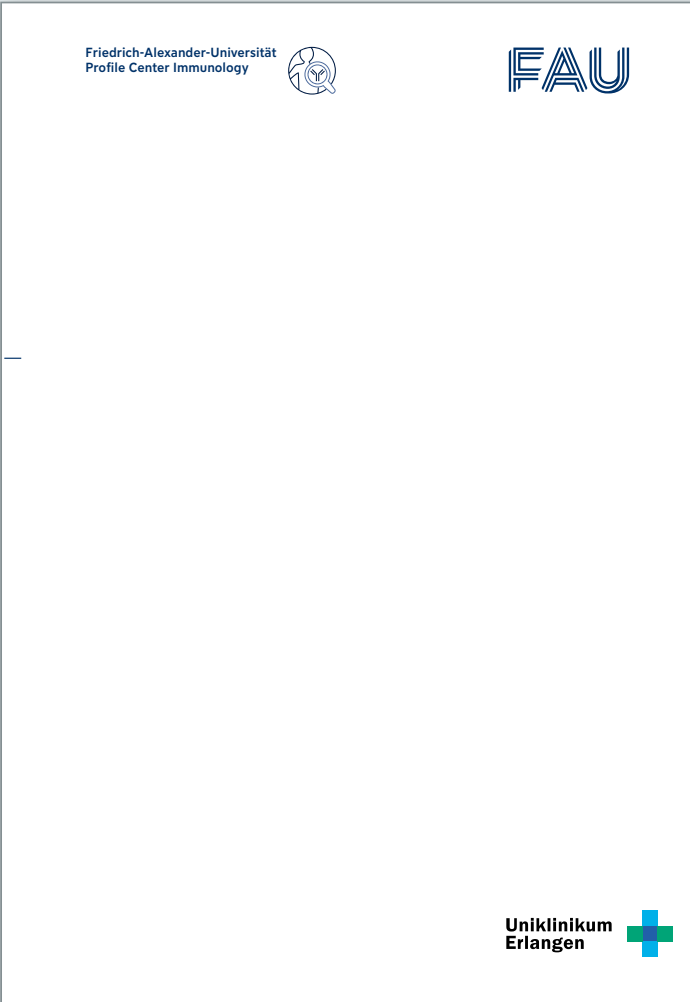
**Description**  
Schlossplatz 4, 91054 Erlangen, Germany  
T +49 1234 567890  
firstname.lastname@fau.de  
fau.eu



Business cards template

Friedrich-Alexander-Universität  
Profile Center Immunology



 **FAU**




Letterhead template

**FAU**  
Friedrich-Alexander-Universität  
Erlangen-Nürnberg

**Profile Center  
Medical Engineering**



medicalengineering.fau.eu

**Uniklinikum  
Erlangen** 

Roll-up template

## 2.2 Seal

The FAU seal is an official emblem of the university. The President and the University Administration use it for their documents, events, academic degrees and certificates, honorary degrees, and ceremonial occasions.

The seal may only be used in exceptional cases after prior consultation and approval by the FAU Brand Office (contact page 5).



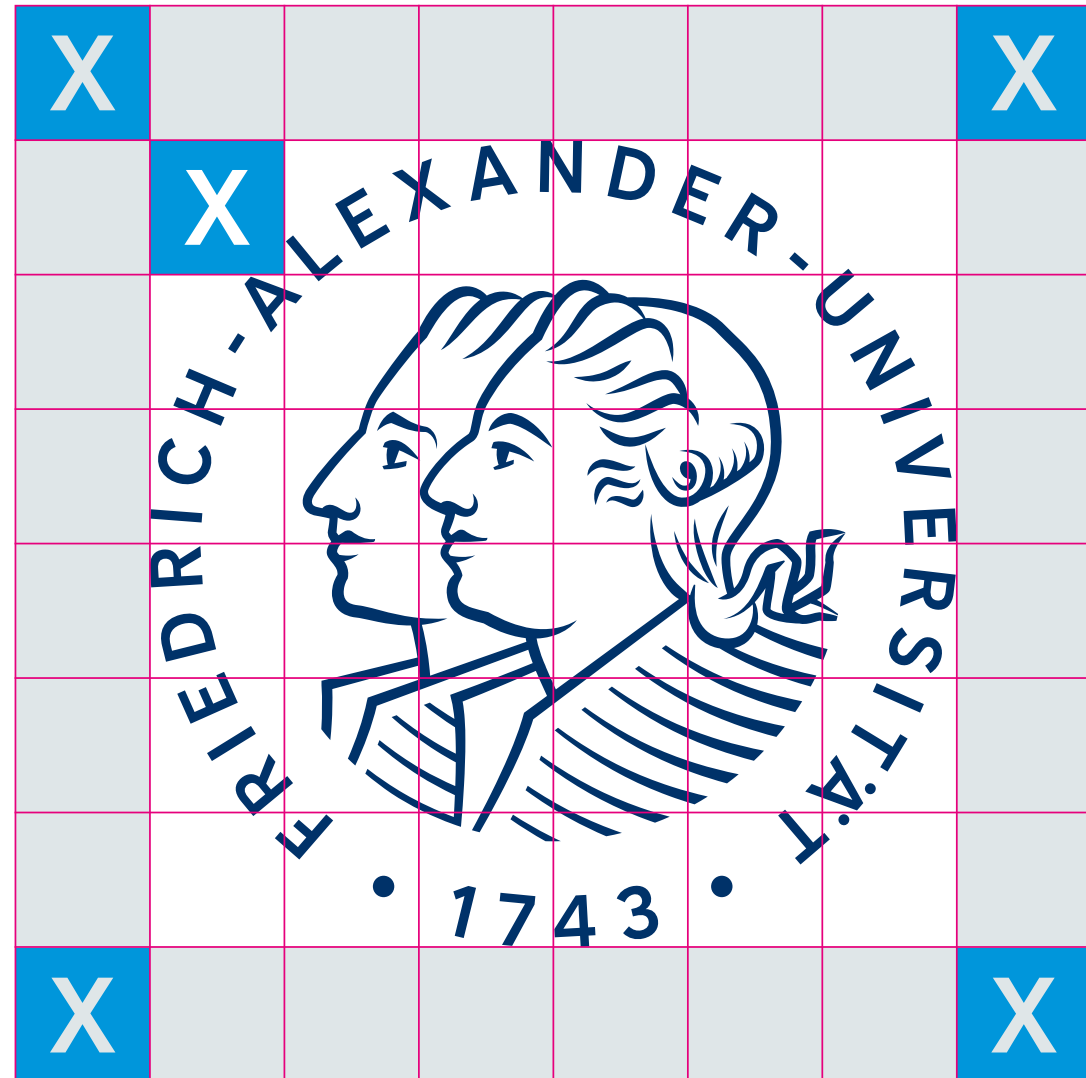
## 2.2 Seal Safe zone

The safe zone around the seal is meant to separate the seal visually from other elements. The clear space around the seal is marked by a square that is defined by the dimensions of the seal. This square is also the basis for calculating distances between elements.

### File versions

The seal is available in all common color and file formats:

- CMYK
- PANTONE®
- RGB

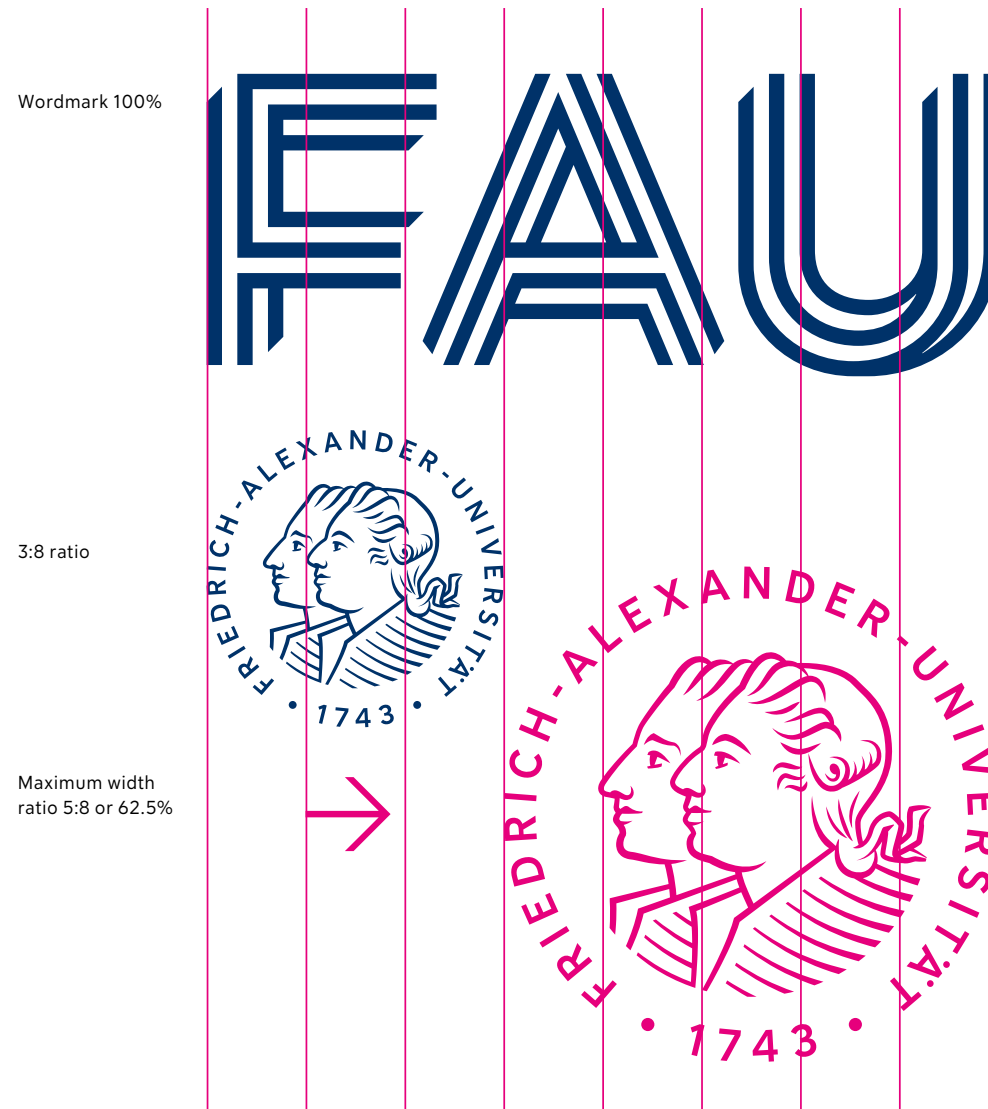


## 2.2 Seal Proportion to the wordmark

The seal is always placed outside the safe zone of the wordmark. It is a graphic image or decorative element, not part of the logo.

For special variations such as on certificates and congratulatory letters, the seal can be enlarged – up to 5:8 or max. 62.5% of the width of the wordmark, if both are placed together on one page.

A special variation of the seal may only be used in exceptional cases after prior consultation and approval by the FAU Brand Office (contact page 5).



## 2.3 Colors

### Primary colors

Colors are an elementary part of corporate design and have a significant influence on the perception of a brand. Colors have several purposes in visual communication. With colors we can emphasize, differentiate, structure, separate and provide orientation. Colors and color combinations affect emotional impact and how content is communicated. A larger proportion of vibrant colors appears lively, a larger proportion of dark colors appears calmer.

#### **Our brand color**

Traditionally, FAU is associated with the color blue. Blue stands for vastness, the universe, relaxation, depth, positivity, and friendliness. Dark blue is also available as an option, and white is used when the wordmark is used against a dark background.

Solid colors are preferred, halftone values are only to be used in exceptional cases and for emphasis.

**FAU  
Blue**

**FAU  
Dark Blue**

**White**



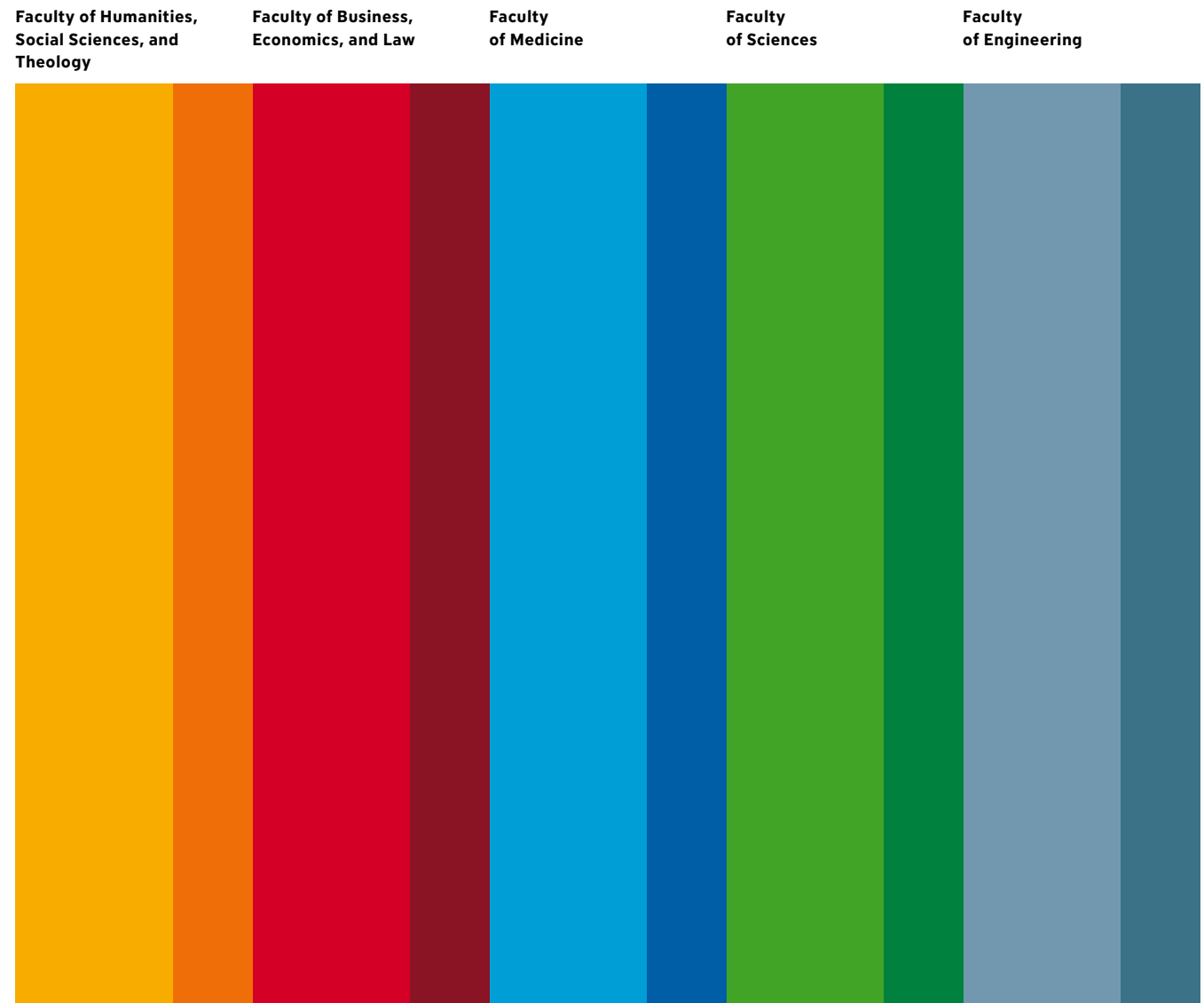


## 2.3 Colors Faculties

The base tones for the faculties are yellow, red, blue, green and gray. To suit a range of media and visual effects, a powerful dark tone has been added to each vibrant base tone. This means that halftone values can be used for tables, graphics, or to highlight important points.

The halftone values are also based on the Fibonacci system (1, 2, 3, 5 as percentages, starting at 12.5%).

Solid colors are preferred, halftone values are only to be used in exceptional cases and for emphasis.



## 2.3 Colors

### Color tones



## 2.3 Colors

### Color combinations

Faculty colors can take a leading role in the design but they should always be used in conjunction with FAU Blue and/or FAU Dark Blue – for example, through text (headlines, subheadlines), colored areas, page numbers or graphics. This ensures that the corporate design is associated with FAU and contributes to strengthening the FAU brand.

Cover:  
FAU Dark Blue logo  
Interior:  
Elements in FAU Blue  
and/or FAU Dark Blue

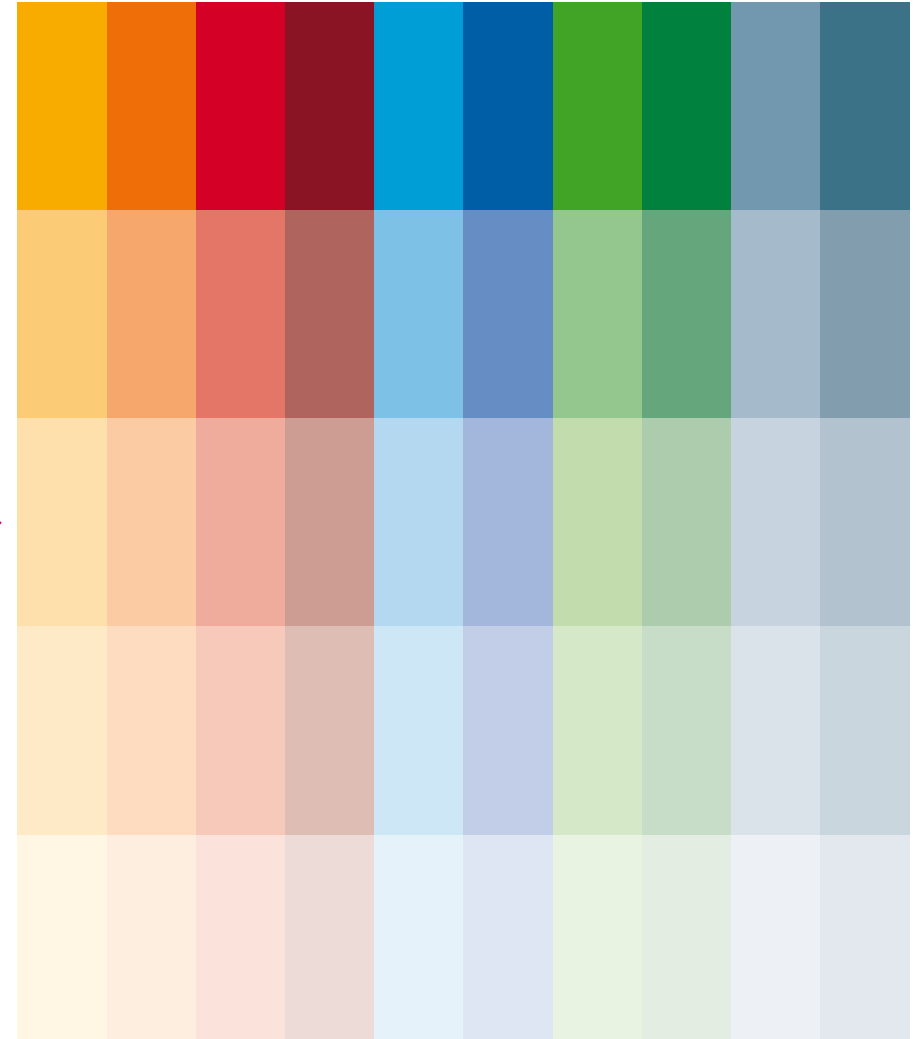


Example: A4 brochure, Faculty of Humanities,  
Social Science and Theology

**FAU Blue and  
FAU Dark Blue**



**Color tones  
Faculties**



Color  
combinations

## 2.3 Colors

### Values for Print, Office Applications, Social Media

Solid colors are preferred, halftone values are only to be used in exceptional cases and for emphasis.

\* The brightness of the colors has been reduced for a more subtle effect in frequently used digital media formats.

\*\* Use the same PANTONE values.

	FAU Blue	FAU Dark Blue	Phil Yellow	Phil Orange	RW Red	RW Dark Red	Med Blue*	Med Dark Blue	Nat Green*	Nat Dark Green	TF Metallic	TF Dark Metallic	Black
Values at 100%													
<b>PANTONE®</b>	294 C	282 C	1235 C	158 C	186 C	7427 C	299 C	2384 C	361 C	7731 C	2206 C	7698 C	Process Black
<b>CMYK</b>	100/70/0/45	100/70/0/70	0/35/95/0	0/65/95/0	0/100/80/10	30/100/80/30	80/10/0/5	100/55/0/5	70/0/100/5	80/5/85/25	55/25/15/10	70/30/20/30	0/0/0/100
<b>RGB</b>	4/49/106	4/30/66	253/183/53	232/119/34	197/15/60	151/27/47	24/180/241	0/82/135	123/183/37	38/97/65	140/159/177	47/88/110	0/0/0
<b>HEX</b>	#04316A	#041E42	#FDB735	#E87722	#C50F3C	#971B2F	#18B4F1	#005287	#7BB725	#266141	#8C9FB1	#2F586E	#000000
<b>RAL</b>	5010	5003	1033	2010	3020	3003	5012	5005	6018	6001	5024	5025	9017
Values at 62.5%													
<b>PANTONE®</b>	2137 C	2361 C	156 C	472 C	2030 C	2341 C	283 C	646 C	2464 C	2249 C	2163 C	5425 C	423 C
<b>CMYK</b>	62/44/0/28	62/44/0/44	0/22/59/0	0/41/59/0	0/62/50/6	19/62/50/19	50/6/0/3	62/35/0/3	44/0/52/3	56/3/53/16	35/16/9/6	44/19/13/19	0/0/0/63
<b>RGB</b>	97/125/161	97/113/136	254/206/118	239/163/105	221/115/124	190/113/125	109/208/246	94/146/179	172/210/117	118/155/135	182/194/206	124/150/163	94/94/94
<b>HEX</b>	#617DA1	#617188	#FECE76	#EFA369	#DD737C	#BE717D	#6DD0F6	#5E92B3	#ACD275	#769B87	#B6C2CE	#7C96A3	#5E5E5E
Values at 37.5%													
<b>PANTONE®</b>	2136 C	5285 C	155 C	7415 C	2338 C**	2338 C**	543 C	652 C	2260 C	623 C	537 C	2155 C	4274 C
<b>CMYK</b>	38/26/0/17	38/26/0/26	0/13/36/0	0/24/36/0	0/38/30/4	11/38/30/11	30/4/0/2	38/21/0/2	26/0/38/2	30/2/32/9	21/9/5/4	26/11/7/11	0/0/0/38
<b>RGB</b>	160/177/198	160/169/183	254/228/178	246/203/171	235/171/174	216/169/177	167/226/250	158/189/209	205/228/172	172/195/183	211/218/225	176/191/200	158/158/158
<b>HEX</b>	#A0B1C6	#A0A9B7	#FEE4B2	#F6CBAB	#EBABAE	#D8A9B1	#A7E2FA	9EBDD1	#CDE4AC	#ACC3B7	#D3DAE1	#B0BFC8	#9E9E9E
Values at 25%													
<b>PANTONE®</b>	2106 C**	2106 C**	7506 C	475 C	196 C	7605 C	2708 C	644 C	7485 C	622 C	650 C	5445 C	427 C
<b>CMYK</b>	25/18/0/11	25/18/0/18	0/9/24/0	0/16/24/0	0/25/20/2	7/25/20/7	20/2/0/1	25/14/0/1	18/0/25/1	20/1/21/6	14/6/4/2	18/7/5/7	0/0/0/25
<b>RGB</b>	192/203/218	192/199/208	254/237/204	249/221/200	241/200/201	230/198/203	197/236/251	191/212/225	222/237/200	201/215/207	226/231/235	203/213/219	191/191/191
<b>HEX</b>	#C0CBDA	#C0C7D0	#FEEDCC	#F9DDC8	#F1C8C9	#E6C6CB	C5ECFB	#BFD4E1	#DEEDC8	#C9D7CF	#E2E7EB	#CBD5DB	#BFBFBF
Values at 12.5%													
<b>CMYK</b>	13/9/0/5	13/9/0/9	0/4/12/0	0/8/12/0	0/13/10/1	4/13/10/4	10/1/0/1	13/7/0/1	9/0/13/1	10/1/11/3	7/3/2/1	9/4/2/4	0/0/0/13
<b>RGB</b>	211/220/242	223/226/231	255/245/224	252/237/226	252/220/227	242/226/229	227/250/252	222/233/239	230/252/220	227/235/230	235/245/247	228/233/236	222/222/222
<b>HEX</b>	#D3DCF2	#DFE2E7	#FFF5E0	#FCEDE2	#FCDCE3	#F2E2E5	#E3FAFC	#DEE9EF	#E6FCDC	#E3EBE6	#EBF5F7	#E4E9EC	#DEDEDE

## 2.3 Colors

### Color examples

**FAU**  
White on FAU Blue

**Phil**  
FAU Dark Blue  
on Phil Yellow

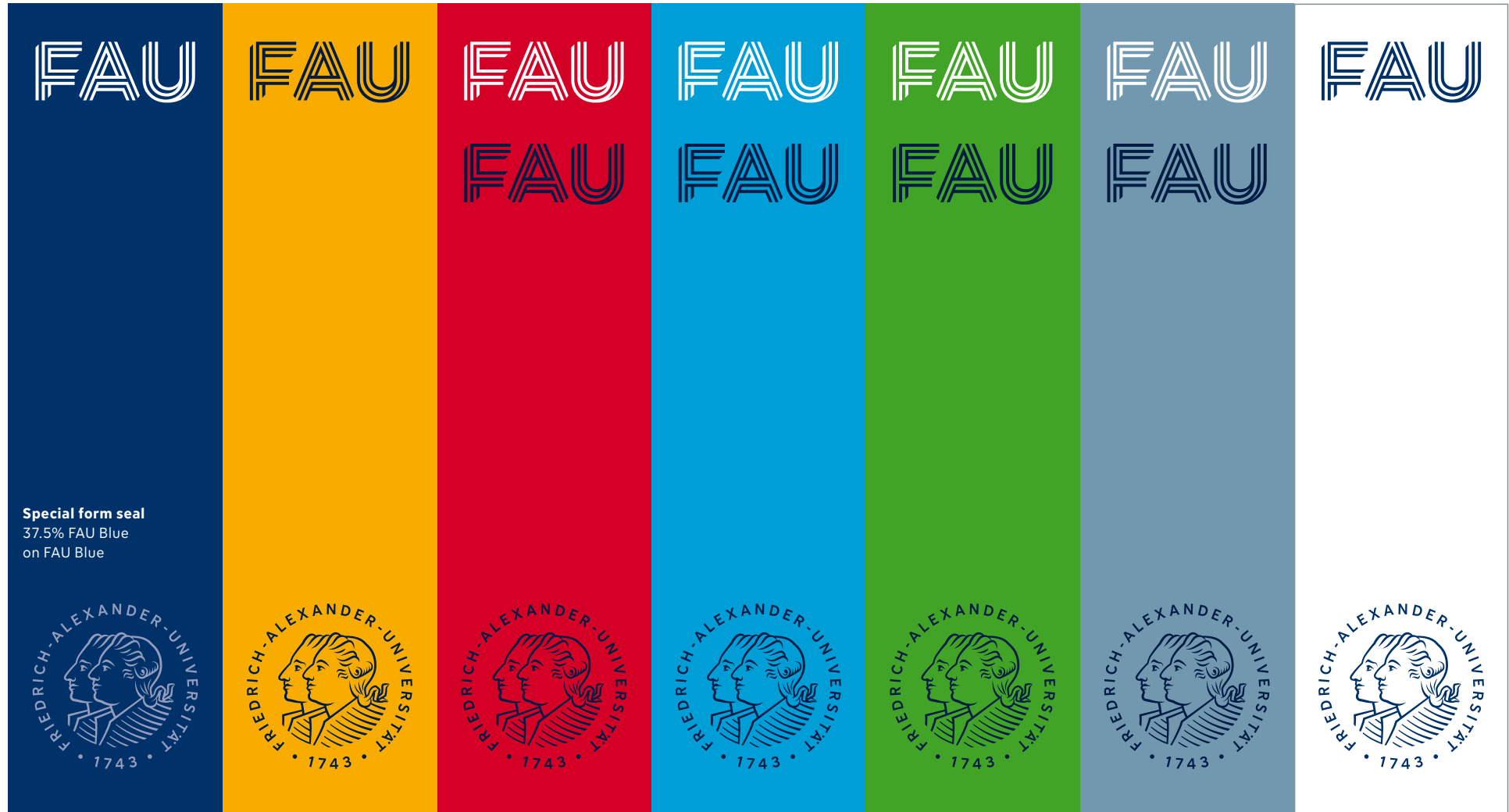
**RW**  
White or FAU Dark Blue  
on RW Red

**Med**  
White or FAU Dark Blue  
on Med Blue

**Nat**  
White or FAU Dark Blue  
on Nat Green

**TF**  
White or FAU Dark Blue  
on TF Metallic

**FAU**  
FAU Blue on White



## 2.3 Colors

### Color and font

Friedrich-Alexander-University Erlangen-Nürnberg	Faculty of Humanities, Social Sciences, and Theology	Faculty of Business, Economics, and Law	Faculty of Medicine	Faculty of Sciences	Faculty of Engineering
<b>FAU Blue</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>Phil Yellow</b> <b>Phil Orange</b> <b>FAU Blue</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>RW Red</b> <b>RW Dark Red</b> <b>FAU Blue</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>Med Blue</b> <b>Med Dark Blue</b> <b>FAU Blue</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>Nat Green</b> <b>Nat Dark Green</b> <b>FAU Blue</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>TF Metallic</b> <b>TF Dark Metallic</b> <b>FAU Blue</b> <b>FAU Dark Blue</b> <b>Black</b>
<b>White</b> <b>Phil Yellow</b> <b>RW Red</b> <b>Med Blue</b> <b>Nat Green</b> <b>TF Metallic</b>	<b>White</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>White</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>White</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>White</b> <b>FAU Dark Blue</b> <b>Black</b>	<b>White</b> <b>FAU Dark Blue</b> <b>Black</b>
<b>White</b> <b>Phil Yellow</b> <b>RW Red</b> <b>Med Blue</b> <b>Nat Green</b> <b>TF Metallic</b>	<b>White</b>	<b>White</b>	<b>White</b>	<b>White</b>	<b>White</b>
<b>White</b> <b>Phil Yellow</b> <b>RW Red</b> <b>Med Blue</b> <b>Nat Green</b> <b>TF Metallic</b>	<b>White</b> <b>Phil Yellow</b>	<b>White</b> <b>RW Red</b>	<b>White</b> <b>Med Blue</b>	<b>White</b> <b>Nat Green</b>	<b>White</b> <b>TF Metallic</b>

## 2.3 Colors FAU and faculties

Faculties use the wordmark and the university name.  
Faculties and different levels within FAU do not  
use Erlangen-Nürnberg in the university name.  
This reduces complexity and strengthens the brand.



Friedrich-Alexander-Universität  
Erlangen-Nürnberg



Friedrich-Alexander-Universität  
Faculty of Humanities,  
Social Sciences, and Theology



Friedrich-Alexander-Universität  
Faculty of Business,  
Economics, and Law



Friedrich-Alexander-Universität  
Faculty of Medicine



Friedrich-Alexander-Universität  
Faculty of Sciences



Friedrich-Alexander-Universität  
Faculty of Engineering

## 2.3 Colors

### FAU and faculties – English logos

The university name is not translated in the English logo. The German text “Universität” and “Erlangen-Nürnberg” remain.

The faculty name, however, is translated into English. Unlike in German, commas are used to separate elements of the Faculty of Humanities, Social Sciences, and Theology and the Faculty of Business, Economics, and Law.



Friedrich-Alexander-Universität  
Erlangen-Nürnberg



Friedrich-Alexander-Universität  
Faculty of Humanities,  
Social Sciences, and Theology



Friedrich-Alexander-Universität  
Faculty of Business,  
Economics, and Law



Friedrich-Alexander-Universität  
Faculty of Medicine



Friedrich-Alexander-Universität  
Faculty of Sciences



Friedrich-Alexander-Universität  
Faculty of Engineering



## 2.3 Colors

### Organizational levels at FAU

Organizational levels are either assigned to the FAU core mark or individual faculties. The color scheme is derived from this.

Interdisciplinary degree programs that are not assigned to any faculty are treated like the central level, i.e. all elements are FAU Blue.

If possible, do not exceed three lines and make sure that the text flows appropriately. Abbreviations are placed behind the full term and separated from it with a hyphen. The FAU generally writes in mixed case, only FAU and acronyms can be in uppercase.

Logos for departments, chairs and other facilities are provided by the Brand Office (contact page 5).

FAU



**Friedrich-Alexander-Universität  
Erlangen-Nürnberg**

Faculty



**Friedrich-Alexander-Universität  
Faculty of Sciences**

School



**Friedrich-Alexander-Universität  
School of Business,  
Economics and Society**

Department



**Friedrich-Alexander-Universität  
Department of Artificial Intelligence  
in Biomedical Engineering**

Chair



**Friedrich-Alexander-Universität  
Chair of General and  
Abdominal Surgery**

## 2.3 Colors

### Organizational levels at FAU

Center  Friedrich-Alexander-Universität  
Research Center for  
Mathematics of Data | MoD

Institute  Friedrich-Alexander-Universität  
Institute for Education\*

Service  Friedrich-Alexander-Universität  
Academy

\*For certain applications and purposes – for example, when legibility is at risk or difficulties arise with accessibility – a logo variant in the secondary color Phil Orange is available after prior consultation with the dean of the faculty.

## 2.4 Fonts FAU Sans

The house font is a unique aspect of corporate design. Similar to handwriting, it expresses the personality and character of the brand. Using many different fonts is distracting and makes a cluttered impression. Large organizations can be clearly identified as the brand behind the message through their own font. Recognition naturally takes time and requires patience and consistency. The brand should be strengthened with every communication.

Our primary brand font is FAU Sans. It is highly functional and clear. Designed in line with readability standard DIN 1450 with its open and balanced forms, it has clearly distinguishable characters. A perfectly balanced shade of gray makes the sans-serif font highly legible. Three font weights Book, Medium and Bold are used in all analog media for structuring information clearly.

Light and Black are also available to ensure creative typography on screens.

**A** a . . .

### **FAU Sans Light**

Headlines starting at 55 pt.

### **FAU Sans Book**

Use for copy and small captions.

### **FAU Sans Book Italic**

Emphasis, quotes, and captions.

### **FAU Sans Medium**

University name. Also used for headlines.

### **FAU Sans Medium Italic**

Emphasis, quotes, and captions.

### **FAU Sans Bold**

Emphasis and headlines.

### **FAU Sans Black**

The boldest font weight can be used for headlines starting from 55 pt

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™*

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™**

***AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™***

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#% @ © ® ™**

## 2.4 Fonts FAU Sans Office

FAU Sans is our primary brand font for all office communication (PowerPoint, Word, and Excel).

Two font weights are used to structure information clearly, as well as an italic style for emphasis, quotes or captions.

### **FAU Sans Office Regular**

Use for copy and small captions.

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™

### **FAU Sans Office Italic**

Emphasis, quotes, and captions.

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™*

### **FAU Sans Office Bold**

Use for headlines.

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™**

### **FAU Sans Office Bold Italic**

Emphasis, quotes, and captions.

***AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™***

**1 7 4 3 . . .**

## 2.4 Fonts Roboto Web Font

Roboto is a sans-serif linear antiqua font. It is used as the default font in version 4 of the Android operating system and above.

The Roboto font is only used on the website.

### **Roboto Regular**

Use for copy and small captions.

### **Roboto Italic**

Emphasis and quotes.

### **Roboto Bold**

Emphasis and headlines.

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™*

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890/&\$€f?!#%©®™**

**FAU** . . .

## 2.4 Fonts Typographic design

The goal is to communicate simply and clearly. It is important to create clear, distinct levels in typography to achieve this. This makes FAU communications appealing and easy to read.

FAU's typographic style is balanced and clear. Different levels are created through font size and font style. The visual impact of the heading, subtitle, and copy structures the design. No more than three font sizes should be used in a design if possible.

The example on the right shows how this can be achieved.

### Heading

FAU Sans Medium  
FAU Sans Bold  
FAU Sans Black  
FAU Sans Office Bold

### Introduction

FAU Sans Book  
FAU Sans Office Regular

### Subheadings

FAU Sans Bold  
FAU Sans Office Bold

### Copy

FAU Sans Book  
FAU Sans Office Regular

### Emphasis

FAU Sans Book Italic  
FAU Sans Office Italic

# Adipiscing elit, sed diam nonummy nibh quismod wisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ut wisi enim ad minim veniam.

### Lorem ipsum dolor sit amet

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*„Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.“*

### Consectetur adipiscing elit

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## 2.4 Fonts Typographic principles

Three simple typographic principles ensure good legibility throughout.

### Left aligned

Text is aligned to the left. Avoid centered or right-aligned text as it can be difficult to read.

### Tracking and line spacing

To ensure that the spacing between letters is not too large or too tight, set tracking to 0 to 20, if technically possible. The line spacing must be set between 100% - 150%. For screen display, larger line spacing of at least 150% is recommended for accessibility purposes.

### Writing

In order to keep communication clear, friendly, and as readable as possible, texts are not written in capital letters. Exception: FAU is always written in capital letters, acronyms can be written in capital letters.

For left-aligned text,  
it is easier for the  
reader to recognize  
where to look after  
the end of the line.

The right amount of  
space between letters  
and lines ensures  
relaxed reading.

100% - 150%

Tracking 0 - 20

A mixture of upper  
and lowercase letters is  
much easier to read than  
ALL UPPERCASE LETTERS.

~~For left-aligned text,  
it is easier for the reader  
to recognize where to look  
after the end of  
the line.~~

~~The right amount of  
space between letters  
and lines ensures  
relaxed reading.~~

~~A MIXTURE OF UPPER  
AND LOWERCASE  
LETTERS IS MUCH  
EASIER TO READ THAN  
ALL UPPERCASE LETTERS.~~

## 2.4 Fonts

### Editorial standards

Editorial standards are just as important as a unified corporate design in contributing to the positive image of the university. The most essential conventions are compiled here:

#### University name

The name of Friedrich-Alexander-Universität Erlangen-Nürnberg is not translated into other languages.

#### Address

Spell out "Straße", "Platz", etc. and add "Germany" if applicable.

Example:

Friedrich-Alexander-Universität  
Erlangen-Nürnberg  
Example Institute  
Wissenschaftsstraße  
99 91054 Erlangen

#### Phone/Fax Number

Abbreviate phone as "T", fax as "F", and mobile number as "M", specify area code for Germany.

Example:

T +49 9131 85-12345  
F +49 9131 85-12355  
M +49 171 12345678

Alternatively, icons can be used instead of abbreviations. These can be requested from the FAU Brand Office (contact on page 5).

#### Email

Do not include the word "email" before an email address. Example: info@fau.de

#### Websites

Website links should be written without the word "Internet" and without "http://" or ".html"

Use the shortest possible internet address, after "fau.eu" there should be a maximum of two additional slashes. Example: fau.eu/institution/team  
Links can be shortened in the website's content management system under "Redirections".

#### QR codes

QR codes can be used. See page 78 for information on positioning QR codes.

#### Numbers

Comma for thousands separator, exception: years. Example: 1,400 or 20,000

#### Prices

Spell out "euro". Example: 2.50 euros or 2 euros

#### Date

Write the date out in full. Example: January 1, 2024

#### Time

Use a single point for times. Example: 1.00 pm

#### Legal notice

For brochures or magazines:

- Publisher:  
Friedrich-Alexander-Universität Erlangen-Nürnberg  
Example Institute  
Wissenschaftsstraße 99  
1054 Erlangen
- Editor or person responsible for content:  
Name and address

- Photos: Please list the photographers or rights holders here.
  - Graphic design: Name and Address
  - Printing company: name and address
  - Circulation: X,XXX copies
  - Publishing date: Month/Year
- A shorter notice is sufficient for posters, postcards or flyers:
- Format: Publisher, Graphic design, Image credit
- Example:  
Publisher: FAU, Office for Equality and Diversity;  
Graphic design: Brand Office; Image: Anna Thiessen

#### Gender-sensitive language

Language influences our perception, guides our evaluation of facts, as well as reflects and conveys beliefs and structures. Students and members of staff at our University have a particular role to play when it comes to how language is used, cultivated and reflected in our society. FAU is therefore obliged to use language carefully, always striving to encourage a culture based on fairness and tolerance. The Commission for Equal Opportunities at FAU has developed a guide that shows how to achieve gender-sensitive language in research, work and everyday communication.

[www.gender-und-diversity.fau.de/  
geschlechtersensible-sprache](http://www.gender-und-diversity.fau.de/geschlechtersensible-sprache)



#### English translations

American English is the officially used language variant at FAU.



# 3. Additional elements



## 3.1 Visual language

### Images create identity

Images are perceived by the human eye more quickly than text. As a visual communication tool, an image conveys the desired message immediately and in a directly comprehensible form. Emotions are aroused, consciously and unconsciously. A strong and consistent visual language creates a high level of brand recognition for FAU, strengthens it, and establishes a visual identity for the university.

### Creating an emotional response through authenticity

Innovation, diversity, and passion are the core values of FAU and should also be conveyed through visual language. People from FAU are shown in their everyday life – researchers, employees and students in all their diversity and professionalism. People of all genders, ages, and appearances. That gives our audience the opportunity to identify with FAU and invites them to be part of the university.

### Making our brand visible

Visibility of the logo or other brand elements in photos is an effective way to strengthen the visibility of the FAU brand and promote brand recognition. By consistently and repeatedly displaying the logo in visual content, a consistent brand identity is established, which strengthens the trust of the target audience and anchors the brand in their memory in the long term. As a result, this creates higher recognition, which in turn positively impacts brand loyalty and retention.



## 3.1 Visual language

### Authenticity

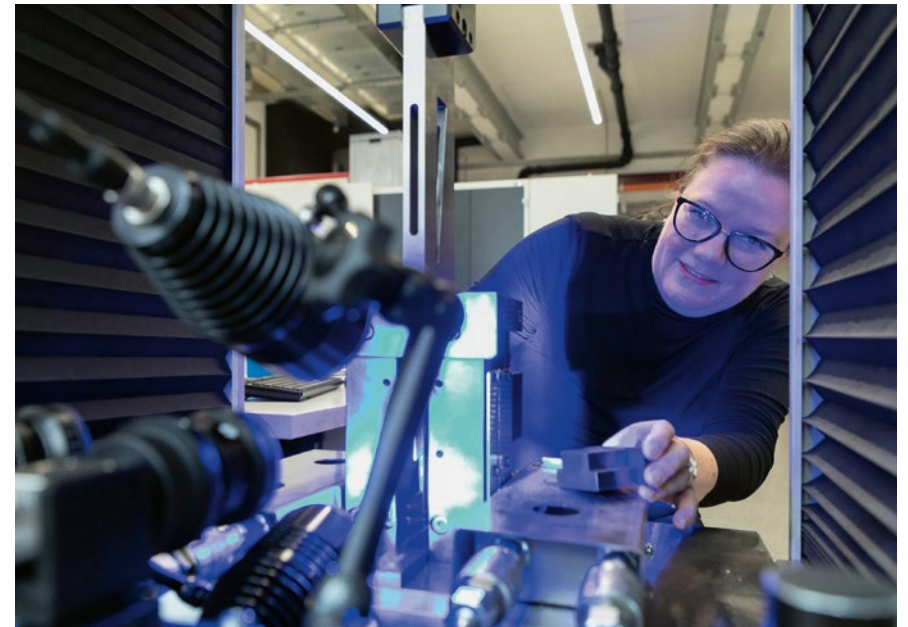
Scenes from various areas of the university in rooms, laboratories and workshops provide authentic insights into life at FAU and what research and teaching at FAU are all about. Innovation, practical relevance, and diversity are conveyed directly through the images. Images should involve the viewers as if they were there. But this doesn't mean that subjects need to look directly into the camera. Generously used images make life at FAU directly tangible: authentic, clear, open, lively, approachable and, whenever possible, up close.



## 3.1 Visual language

### Close ups

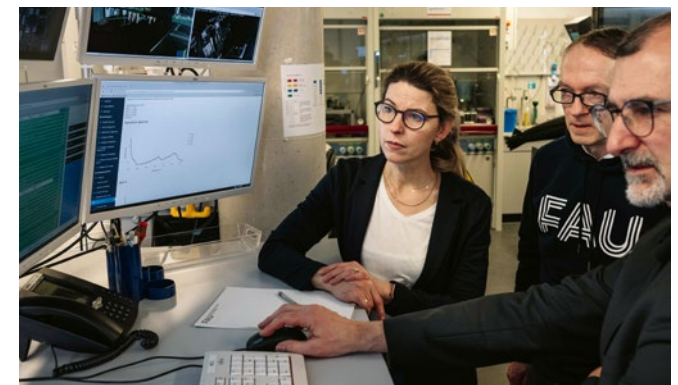
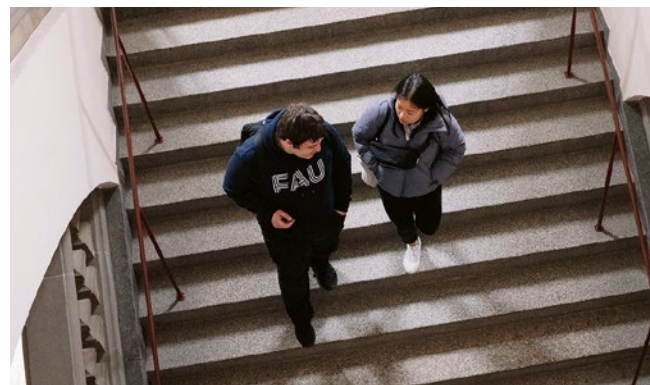
Images bring the most important aspect to the foreground. Inspiring, close-up situations with creative perspectives engage viewers more.



## 3.1 Visual language

### Credible and contemporary

It is not always possible to take photographs at the university for every project. When using stock photos from agencies, it is important to address the topic accurately and be relevant. Use any stock images in a way that establishes a direct connection to the university. Commercial images often appear interchangeable and do not have any direct reference to Erlangen/Nuremberg or FAU. Avoid the use of stock images in favor of a plausible representation of university life.



## 3.1 Visual language

### Recognizability

In addition to photography that creates visual cohesion, images used by FAU should have a high light/dark contrast with good saturation. Further, FAU colors, particularly FAU Blue, can serve as a harmonious design element, providing consistency and continuity when several images are used together.



### The Brand Office offers:

Consultation on FAU visual language and professional photo services. The goal is to create a visual language that authentically reflects the identity and values of FAU. The Brand Office should be consulted in advance for larger photography projects.

### Contact:

- Branding and brand communication  
**brand@fau.de**
- Graphic services and production consulting  
**grafik@fau.de**

## 3.2 Illustrations

### Expression

Illustrations are a key component in a corporate design and should integrate into the existing brand concept. They tell stories, are eye-catching, and create brand identity through recognizability. Illustrations can be used to visualize complex content and support texts and headlines.



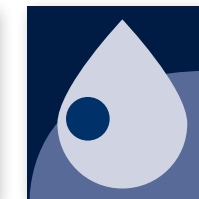
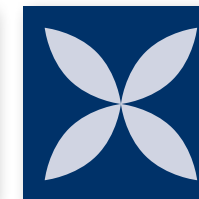
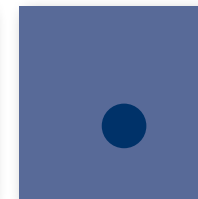
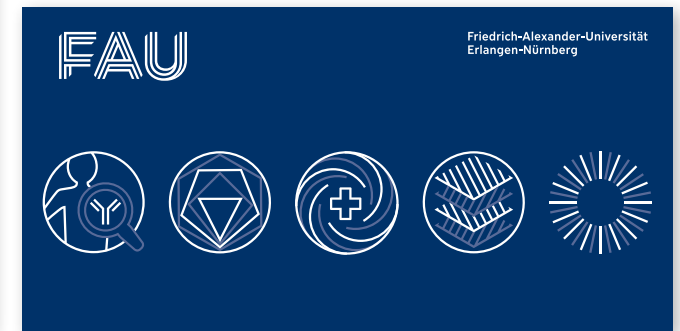
## 3.2 Illustrations

### Information

Using icons can visually represent information quickly through static images or animations: in print media, on the FAU website, on social media or on other digital platforms. Illustrations composed from static icons in white and various shades of blue are used to visualize and promote study content, research topics, events and news in a eye-catching way for diverse target groups. 2D icons, such as speech bubbles, can be combined with linear icons and typography and are ideal for use in digital media, where they are often combined with typographic effects. In this way, illustrations can be used to create a variety of visual content.

### Contemporary style

If a design includes illustrations of people, clear shapes and areas should be used in predominantly cool colors that match the blue tones of the FAU corporate design. This increases recognition of the FAU brand. The same criteria apply for illustrations of people as for photographs: they should be contemporary, authentic and reflect the diversity at the university.





## 3.2 Illustrations

### Forbidden applications

Illustrations must match the authentic photographic visual language and despite diverse content they must be absolutely clear and recognizable. It is not possible to achieve this with a mixture of various styles. Generally speaking, the following styles are not permitted: childlike, cutesy, satirical, cartoonish, or deliberately hand-drawn. These styles of communication do not meet FAU's standards for teaching and research. Even when students are the target group, it is important to show that FAU is a university (and not a school).

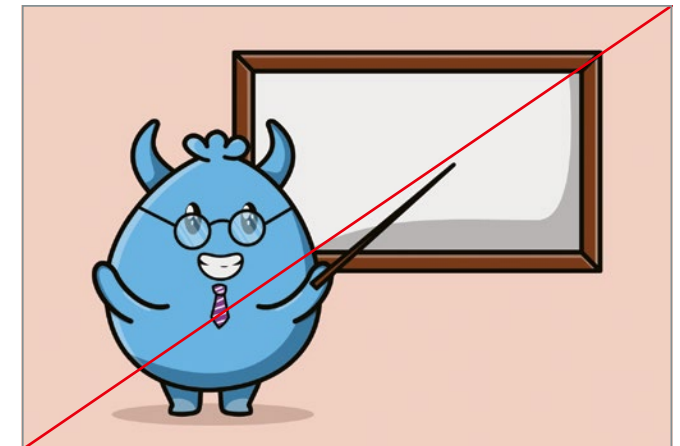
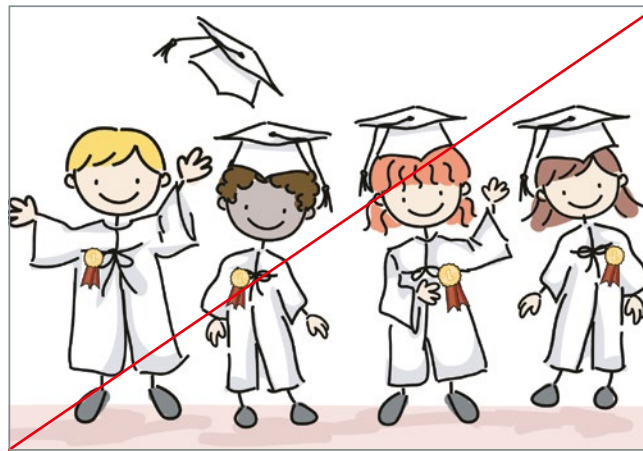
Illustrations should also be effective when scaled and must not contain any typographic elements that are not set in the house fonts. Text in illustrations must be legible in all image sizes.

If illustrations are required that cannot be represented with icons, consultation with the FAU Brand Office is essential.

**The Brand Office offers:** Advice and support for a consistent illustrative style at FAU. The goal is to create a visual language that authentically reflects the identity and values of FAU throughout the university.

#### Contact:

- Branding and brand communication  
**brand@fau.de**
- Graphic services and production consulting  
**grafik@fau.de**



### 3.3 Guilloche lines

The guilloche lines are an integral part of the corporate design, they symbolize upward momentum and represent modern science.

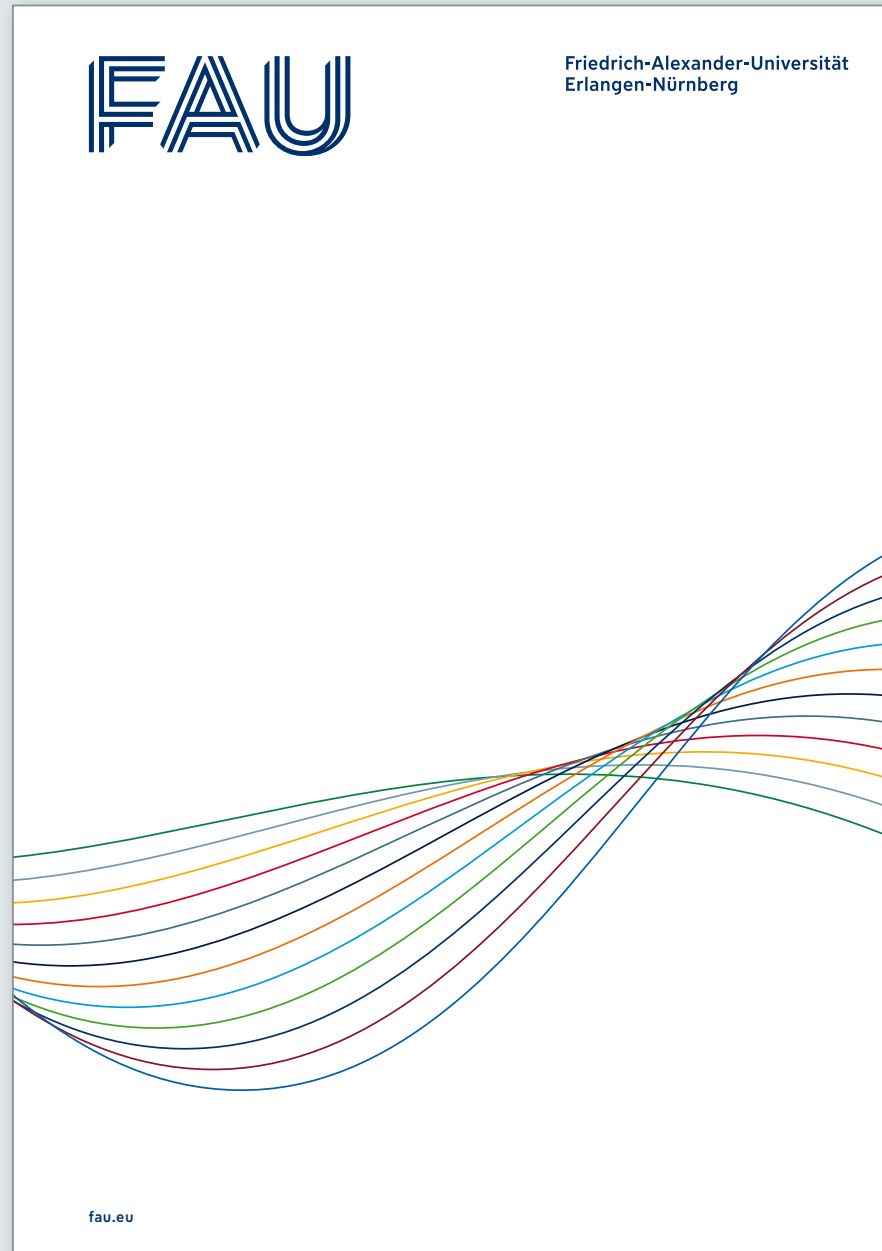
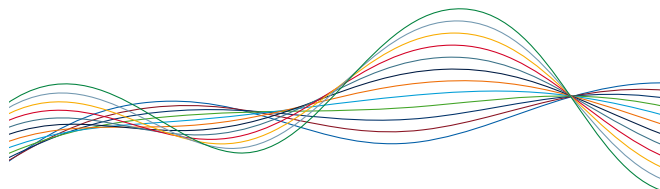
They are a supportive, self-standing element and can be used in different color variations. The number of lines varies depending on the application area, e.g.:

- All FAU colors: 12 lines
- Faculty colors only: 10 lines
- Brighter FAU colors plus faculty colors: 6 lines

The line weight must not be less than 0.4 pt.

Lines cannot be used on merchandise (pens, T-shirts, etc.), except for print articles (notepads, etc.).

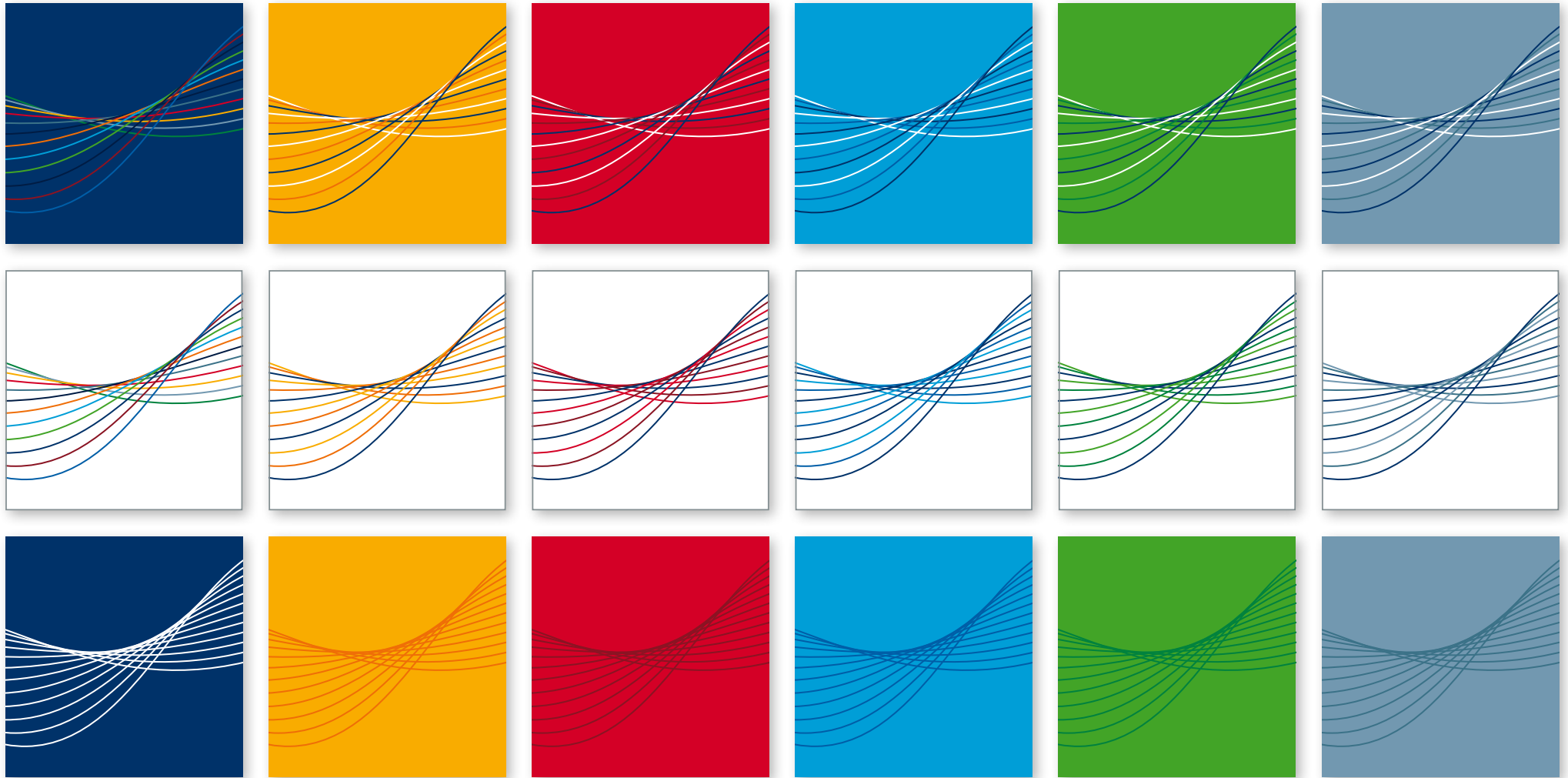
Guilloche lines may only be used in coordination with the Brand Office (contact on page 5) due to their complexity.



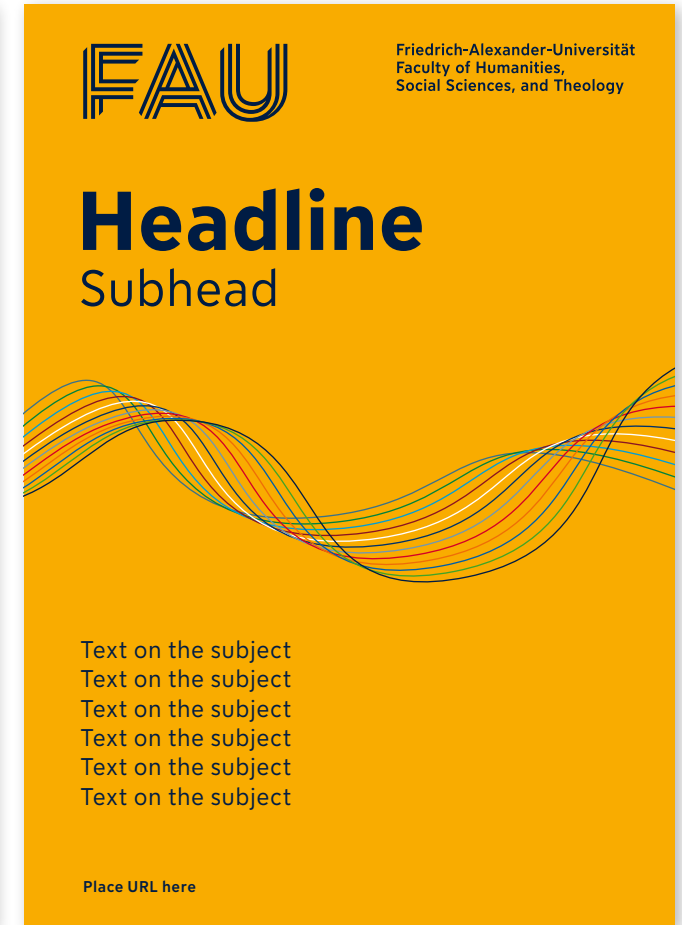
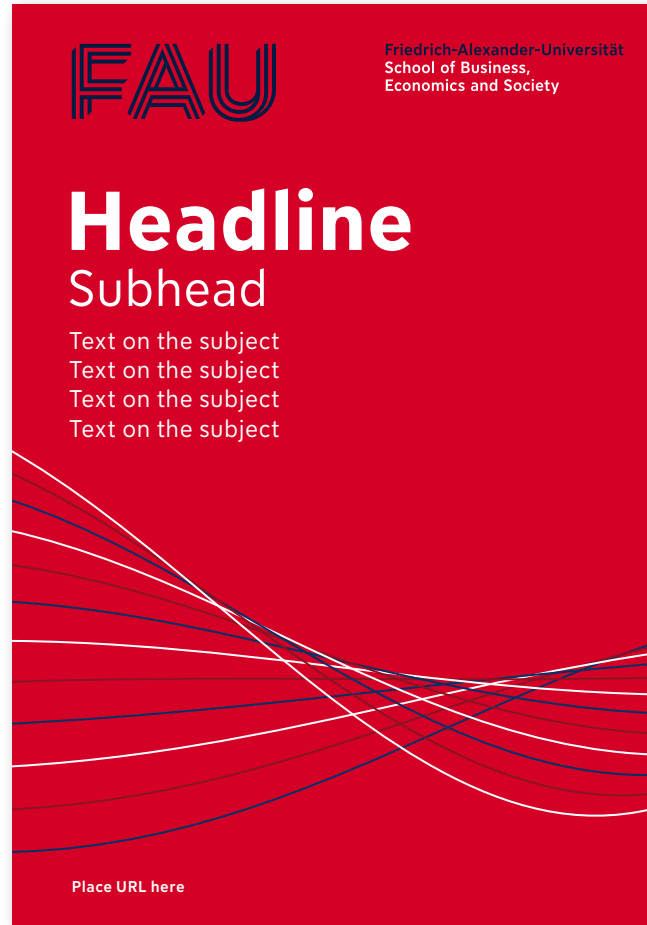
### 3.3

## Guilloche lines

### Examples



### 3.3 Guilloche lines Examples



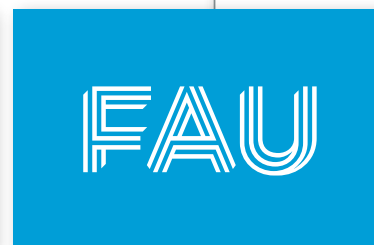
# 4. Applications



## 4.1 Correspondence

Business cards and letters are often the first impression FAU makes on its partners. They should convince with clarity, clarity and sympathy.

Business cards are available in German and English, either one-sided with a colored reverse side assigned to the faculty or double-sided in both languages.



Friedrich-Alexander-Universität  
Erlangen-Nürnberg



## 4.1 Correspondence

### Business cards

The university name is placed to the left of the wordmark on business cards.

**Format:** 85 × 55 mm

**Wordmark:** 14.5 %

**University name:**

8 pt FAU Sans Medium

8.75 pt line spacing

**1. Font size name:**

8 pt FAU Sans Bold

**2. Font size title/function:**

6.5 pt FAU Sans Book

7.8 pt line spacing

**3. Font size department/chair:**

6.5 pt FAU Sans Medium

7.8 pt line spacing

**4. Font size address/contact:**

6.5 pt FAU Sans Book

7.8 pt line spacing.

**Additional logo:** The maximum width or maximum height of the additional logo in relation to the FAU logo is decisive. The dimension that is reached first determines the size.

**Seal (for university management only):**

Height 17 mm, spot varnish

**On back:** size of FAU wordmark 30% on vibrant base tone.

The reverse side is used for bilingual business cards.

1:1



FAU employees can order their own business cards in the corporate design of the university through the order page at [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design)

# 4.1 Correspondence Letterheads

The university name is placed to the left of the wordmark on letterheads. Both elements are created in FAU Blue on the Word template (see below), while the template itself is black. The position of the wordmark and faculty name is reversed.

**Format:** A4 210 × 297 mm

**wordmark:** 20%

**University name:**

11 pt FAU Sans Medium, 12 pt line spacing

**1. Font size copy:**

12 pt FAU Sans Office Regular

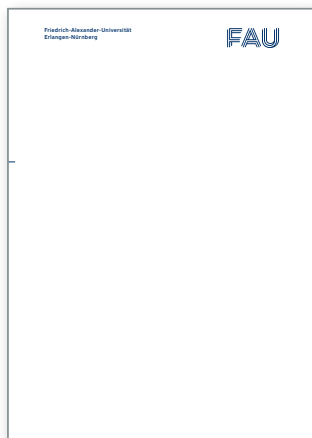
**2. Font size subject:** 12 pt FAU Sans Office Bold

**3. Margin text:** 8 pt FAU Sans Office Regular

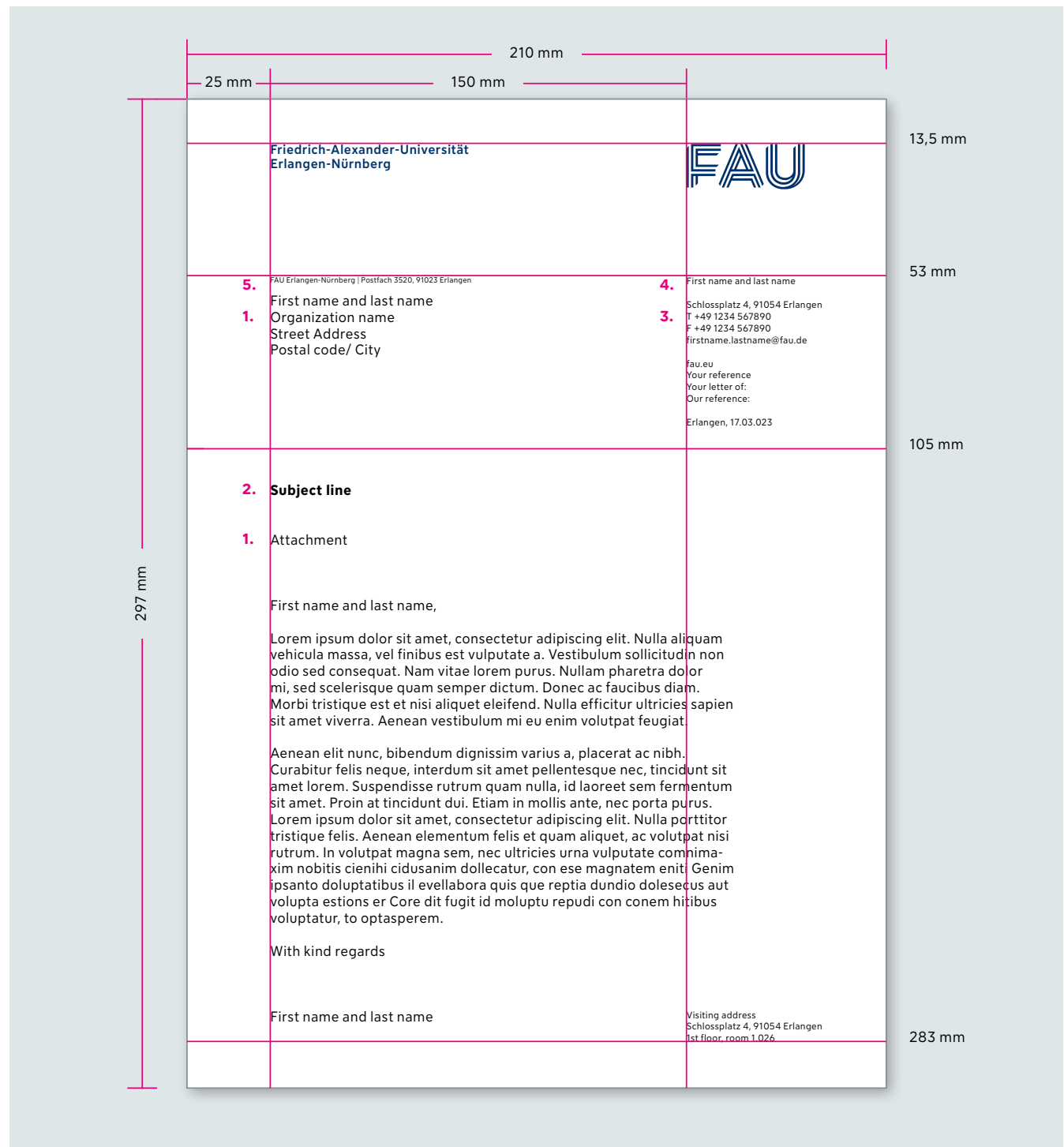
**4. Name:** 8 pt FAU Sans Bold

**5. Address in window:** 6.5 pt FAU Sans Office Regular

Instead of the FAU logo, a chair or department logo of FAU can also be used in the header according to this template.



Letter templates for Microsoft Word are available for download at [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design).





# 4.1 Correspondence

## Name tag

**Format:** 90 × 55 mm

**Wordmark:** 14.5 %

**University name:**

8 pt FAU Sans Medium

8.75 pt line spacing

**1. Font size name:**

18pt FAU Sans Bold

20 pt line spacing

**2. Font size title/function:**

10pt FAU Sans Book

**3. Font size bottom line:**

10pt FAU Sans Book

**4. Font color:**

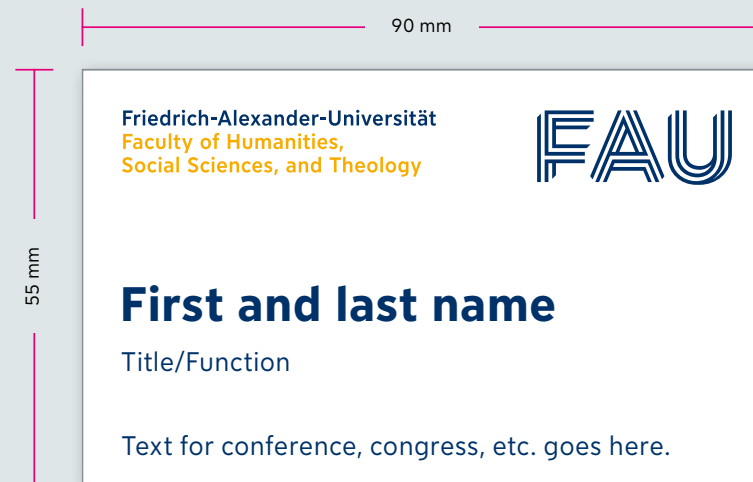
FAU Blue

Name tag templates for Microsoft Word are available for download at [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design).



If the title/function and/or line below is/are missing and/or if the name only takes one line, move the text box for the name down

1:1

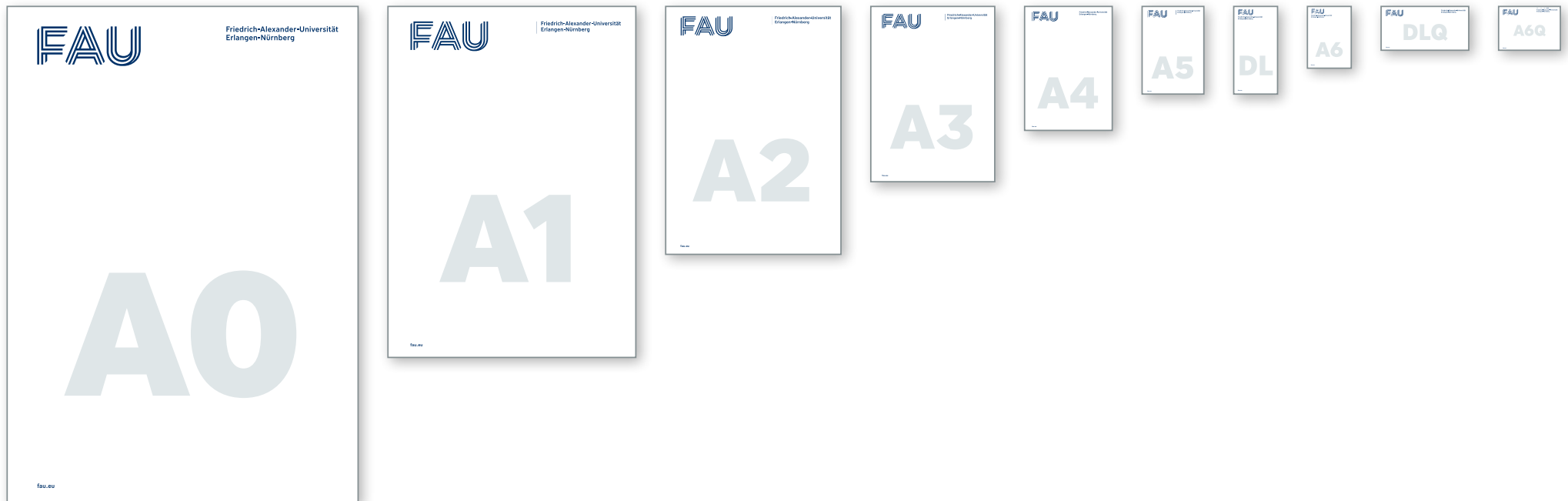


## 4.2 Standard formats

The dimensions and definition of the design areas are fixed for all standard formats and cannot be changed. This makes it easier for all users to implement the corporate design in their projects.

An overview of all dimensioning parameters follows on page 96.

The graphic files (InDesign) can be downloaded from [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design)  
Need to know more? Please contact the FAU Brand Office (see page 5).



## 4.2 Standard formats Positions

In all standard formats, the wordmark is placed on the left and the university name is placed on the right. The only exceptions are A6 and DIN long.

**A:** From the logo folder: FAU\_Wortmarke

**B:** From the logo folder: FAU\_Universitätskennung

### eg. A4

Wordmark: 34.9%

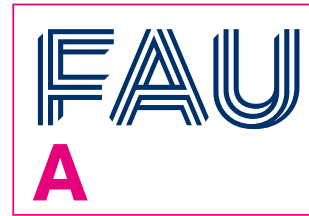
Wordmark width: 62 mm

University name: 23.5%

Font size university name:

13 pt FAU Sans Medium

An overview of all standard dimensions follows on page 96.



Friedrich-Alexander-Universität  
Erlangen-Nürnberg

**B**

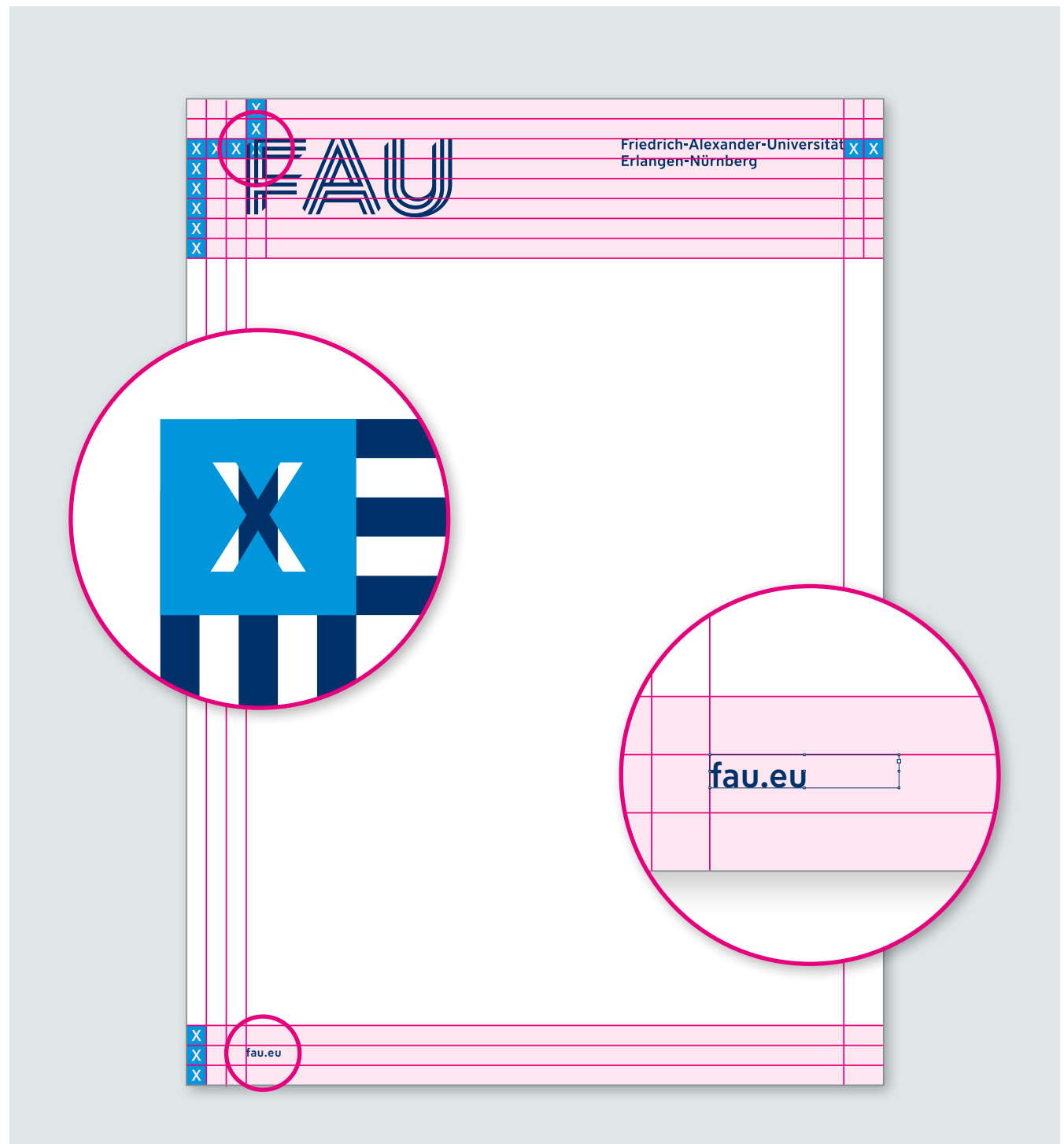
## 4.2 Standard formats Safe zone and URL space

### Safe zone

The safe zone around the wordmark is marked by a square (X) derived from the horizontal and vertical strokes of the letter F. This square also defines the distance from the wordmark and the university name to the edge. The safe zone at the top of the design and bottom (URL area) must be kept free of texts, distractions or other graphical elements.

### URL area

The font size recommendations for the URL are guidelines only. The font can be enlarged depending on the publication, a QR code can be inserted or the positions can be swapped (if logos of sponsors, media partners, etc. have to be included). The font is aligned to the top of the second square X. It can also be moved up and down for design reasons.



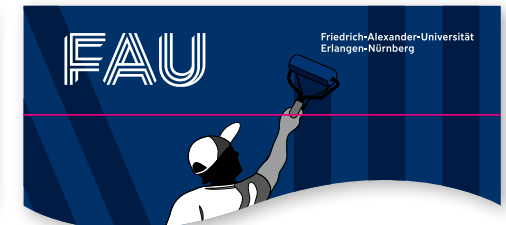
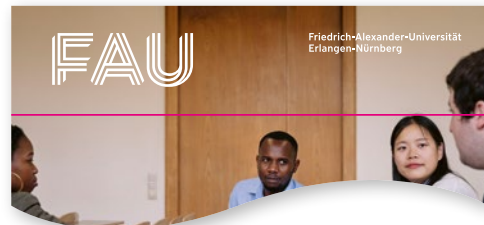
## 4.2 Standard formats

### Safe zone rules

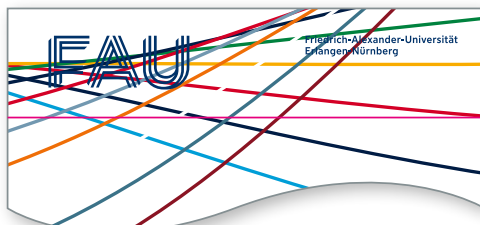
With the exception of the Uniklinikum logo (see page 29) and the partner logos (see page 32) logos may not be placed in the safe zone. Images can be placed in the background, but they should be high contrast and not too busy. Wordmark and university name must not be overwhelmed by other elements, space and colors must be consistent.



#### Correct application



#### Forbidden application



## 4.2 Standard formats

### Placing QR code

URLs can always be supplemented or replaced by QR codes.

The URL should be displayed without "https://" and "www" and with no spaces.

#### Size guidelines

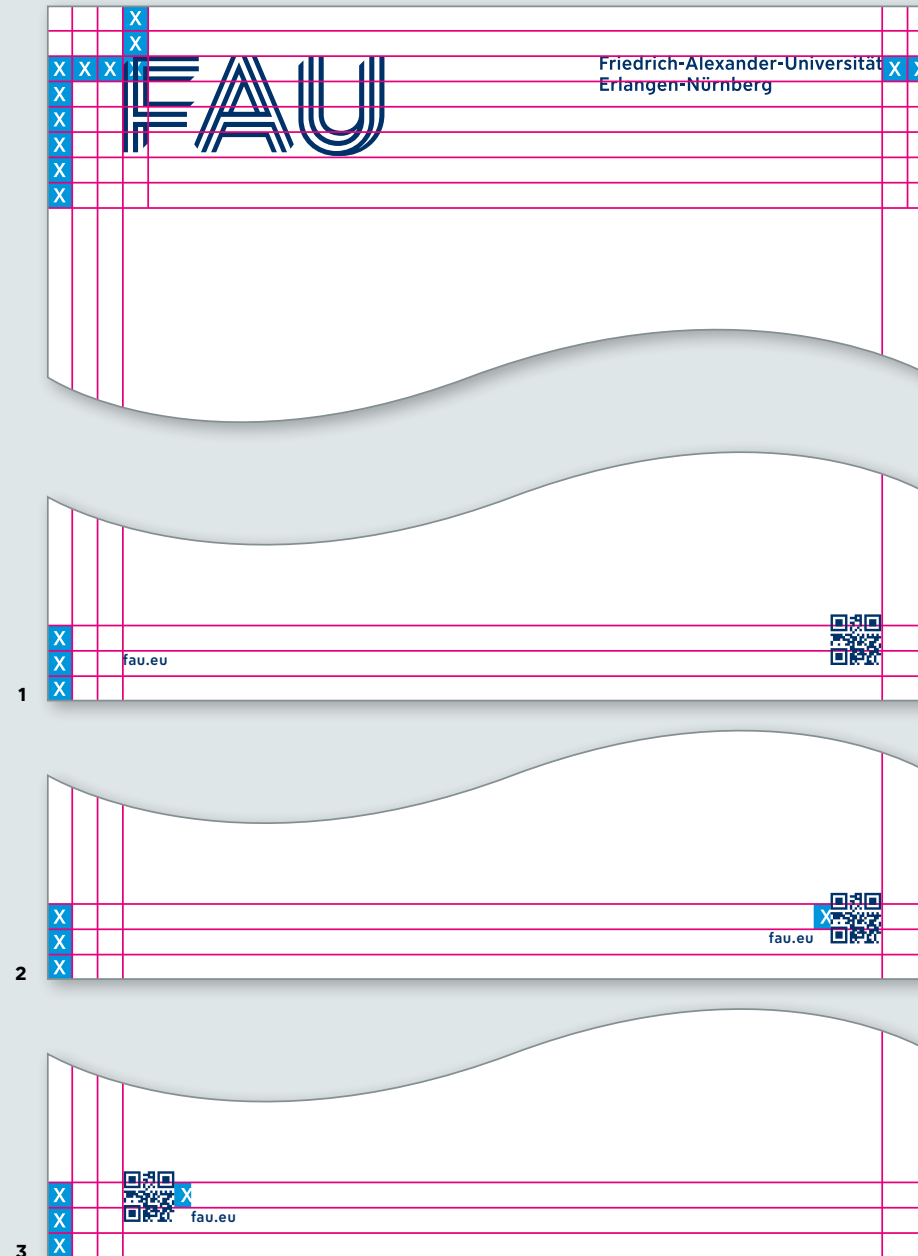
Not smaller than 12 mm, otherwise possibly unreadable  
A4, A5, DIN long, DIN long landscape, A6,  
A6 landscape = 12 x 12 mm or larger  
A3 = 18 x 18 mm or larger  
A2 = 24 x 24 mm or larger  
A1 = 36 x 36 mm or larger  
A0 = 48 x 48 mm or larger

#### Colors

Depending on use in FAU Blue, FAU Dark Blue, White, Black

#### Positioning

1. Bottom edge with URL, 2 x Square X
2. Bottom edge with URL, URL aligned right to the left of QR code, distance 2/3 square X
3. Bottom edge with URL, QR code to the left of URL, spacing 2/3 square X



## 4.2 Standard formats Positive and negative version

InDesign templates in white, blue and in the faculty colors are available for download in formats from A6 to A0 as well as DIN long portrait and landscape at [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design).



Friedrich-Alexander-Universität  
Faculty of Humanities,  
Social Sciences, and Theology



Friedrich-Alexander-Universität  
Erlangen-Nürnberg



Friedrich-Alexander-Universität  
Faculty of Humanities,  
Social Sciences, and Theology



Friedrich-Alexander-Universität  
Faculty of Business,  
Economics, and Law



Friedrich-Alexander-Universität  
Faculty of Medicine



Friedrich-Alexander-Universität  
Faculty of Sciences

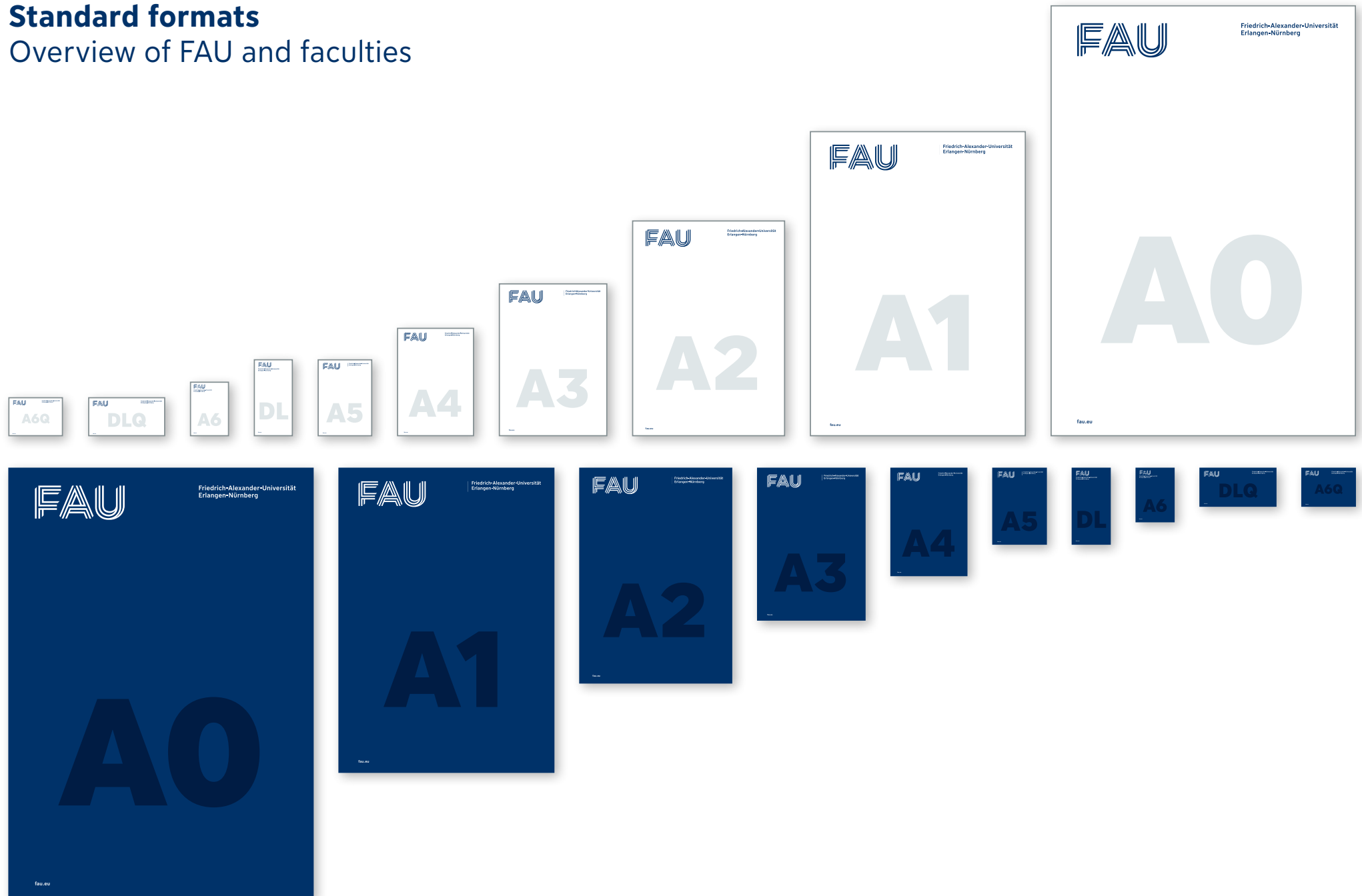


Friedrich-Alexander-Universität  
Faculty of Engineering

fau.eu

## 4.2 Standard formats

### Overview of FAU and faculties

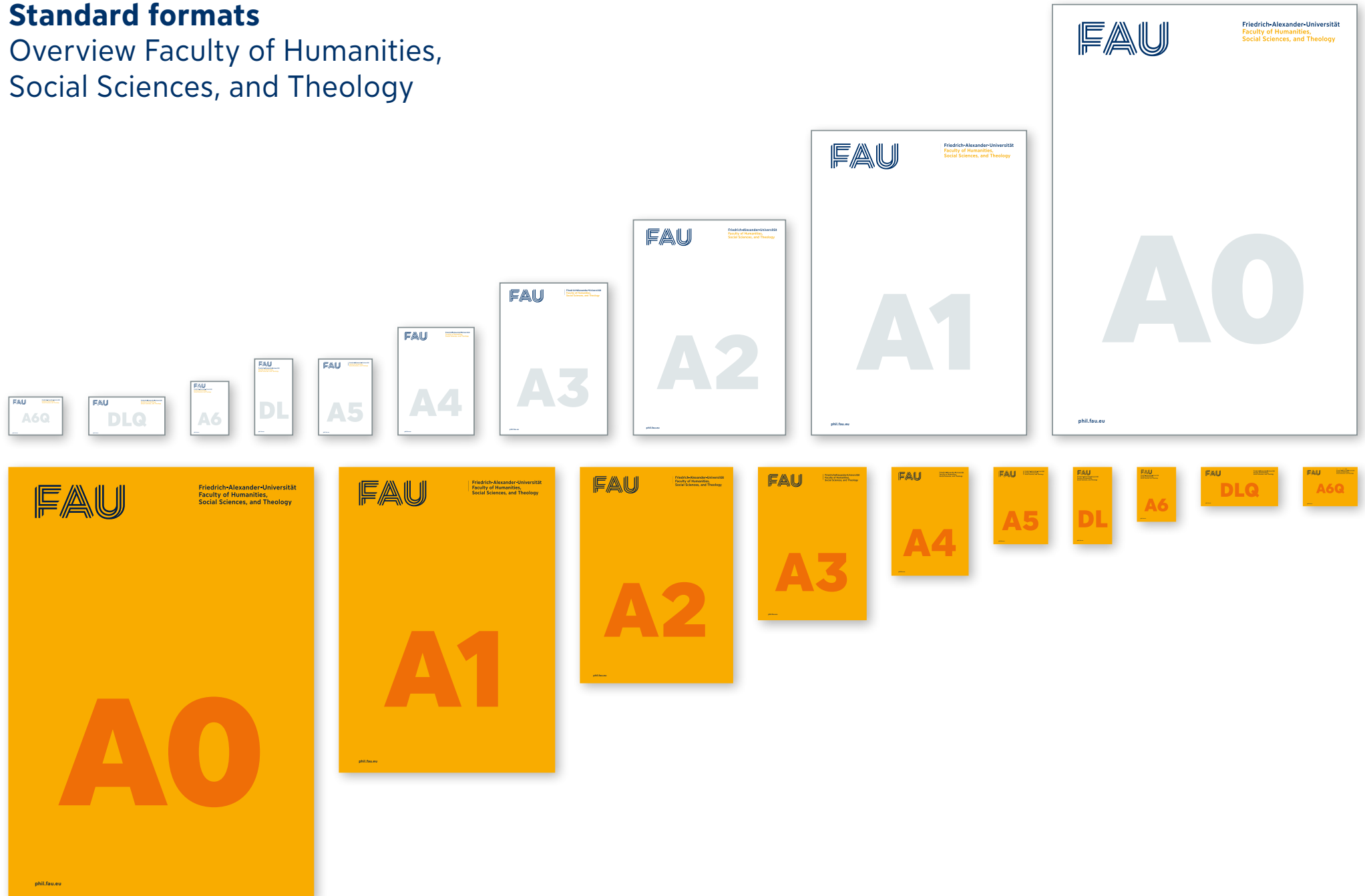




## 4.2

### Standard formats

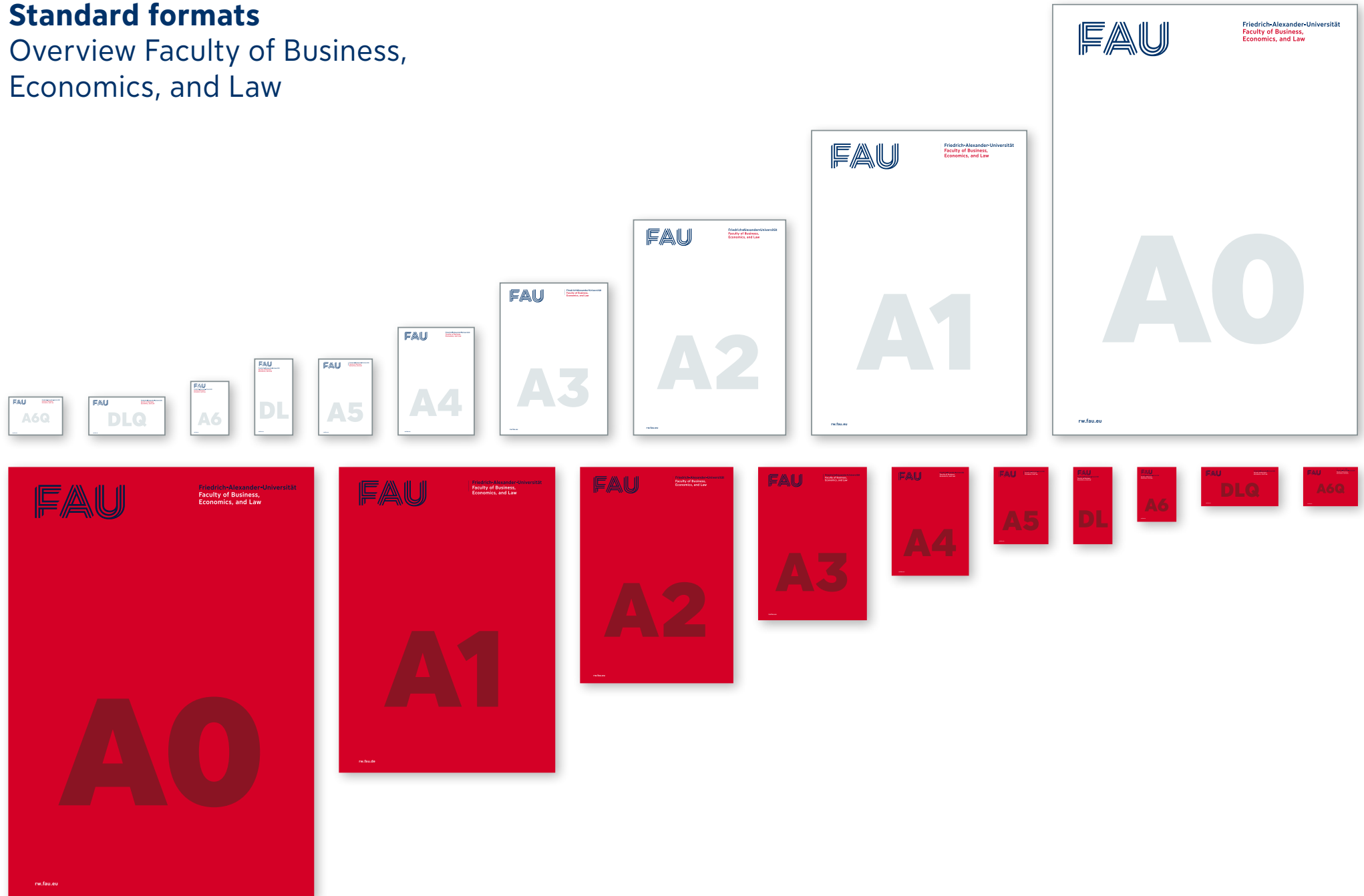
Overview Faculty of Humanities,  
Social Sciences, and Theology



## 4.2

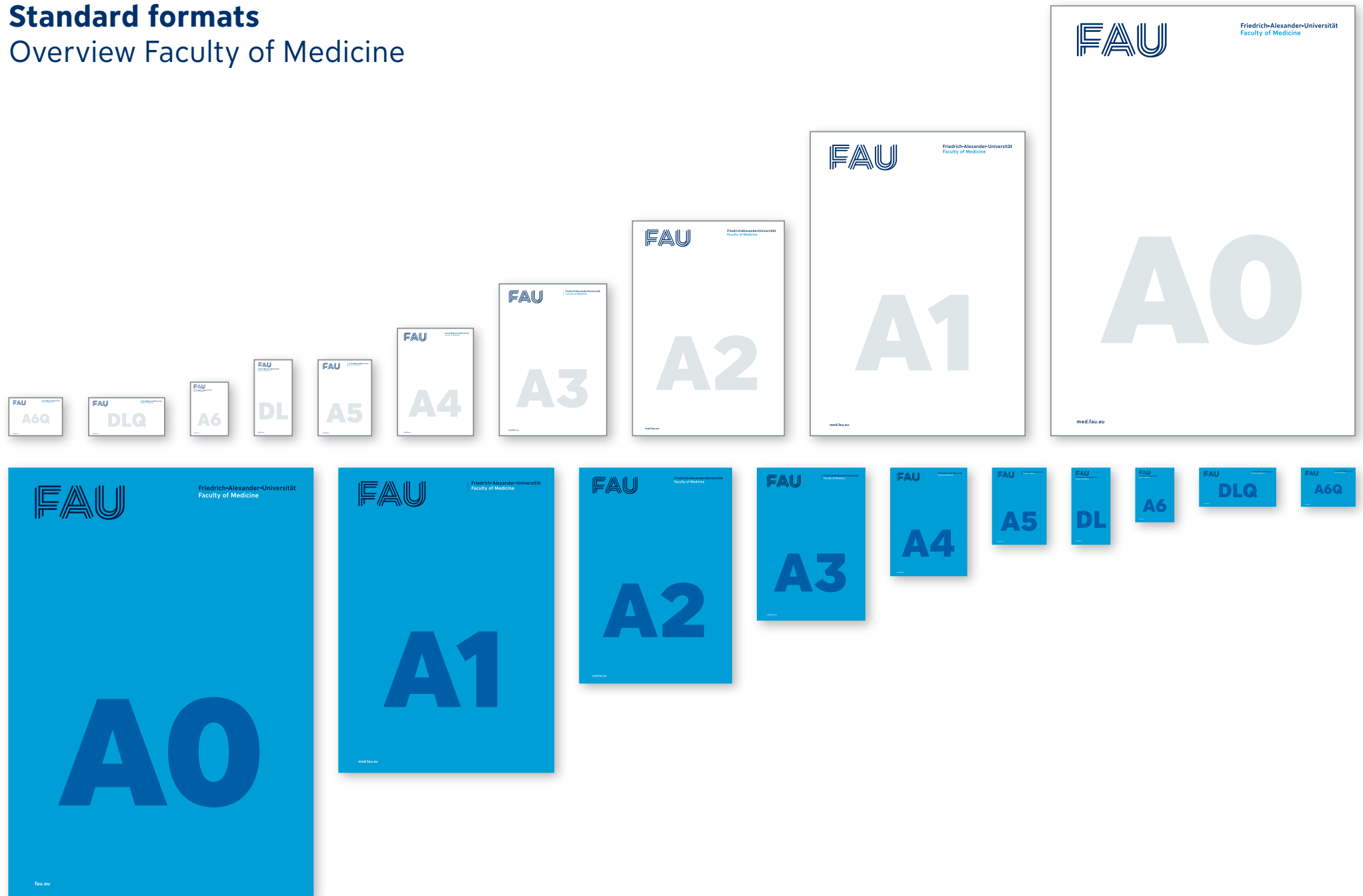
### Standard formats

Overview Faculty of Business,  
Economics, and Law



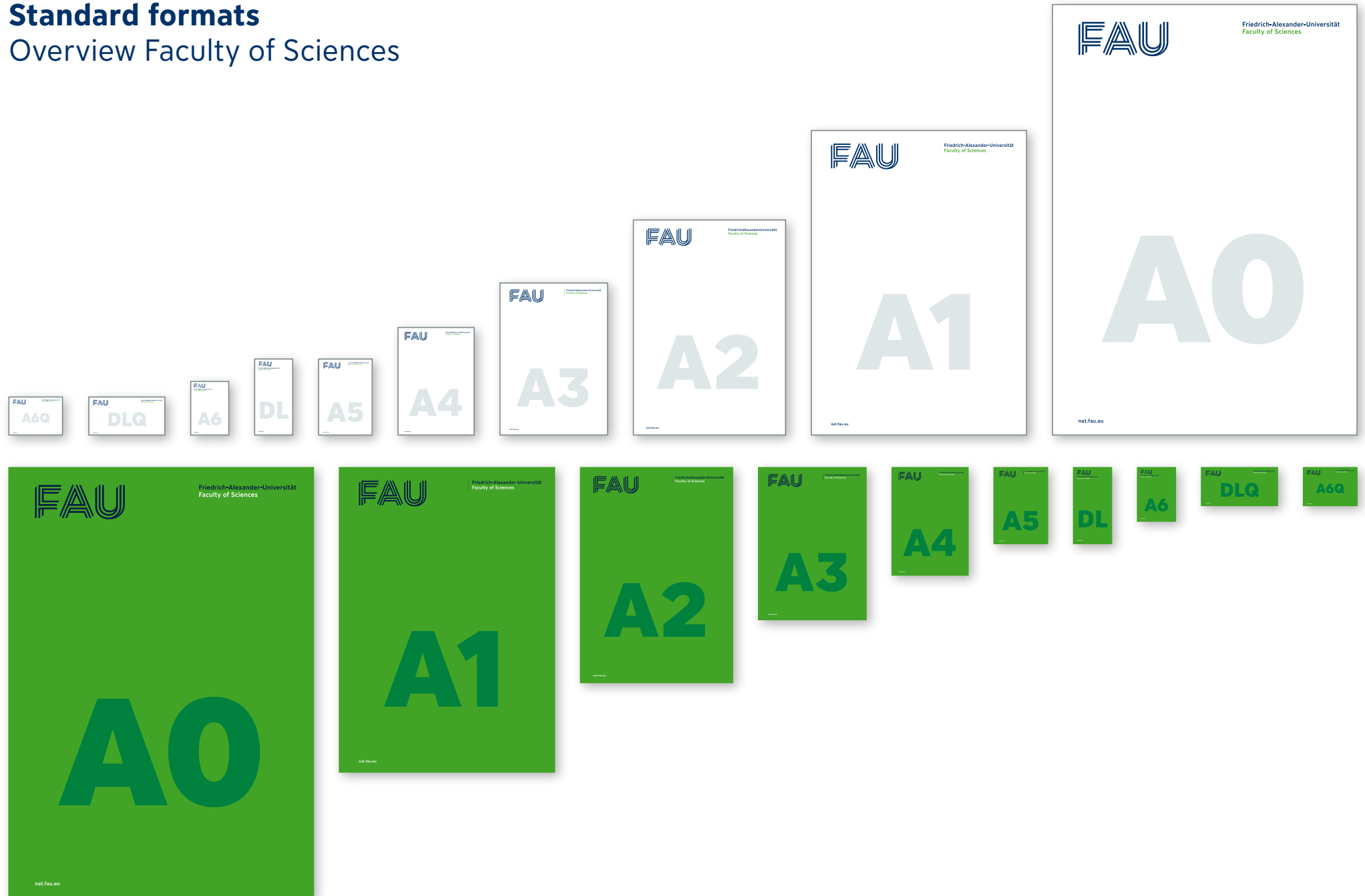
## 4.2 Standard formats

### Overview Faculty of Medicine



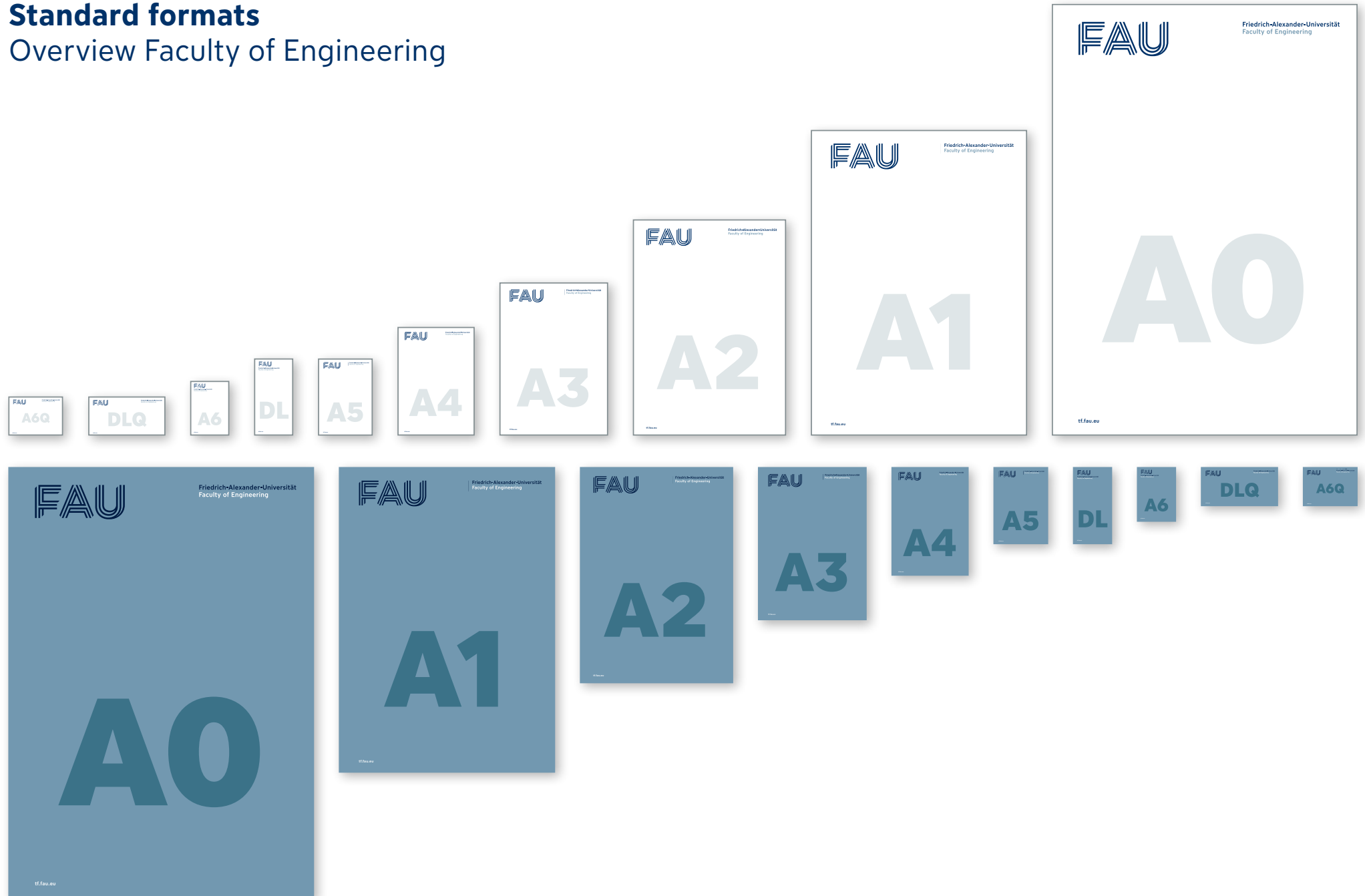
## 4.2 Standard formats

### Overview Faculty of Sciences



## 4.2 Standard formats

### Overview Faculty of Engineering



## 4.2 Standard formats Dimensions DIN long

**Format:** DIN long (105 x 210 mm)

**Core mark:** 20.35%

(Folder: FAU\_Kernmarke)

**Core mark width:** 57.9 mm

**Font size university name:**

11.2 pt FAU Sans Medium

**Line spacing university name:** 12.3 pt

**University name tracking:** optical / 3

**Font size URL:** 9 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 3.5 x 3.5 mm

**Left margin:** 3 X = 10.5 mm

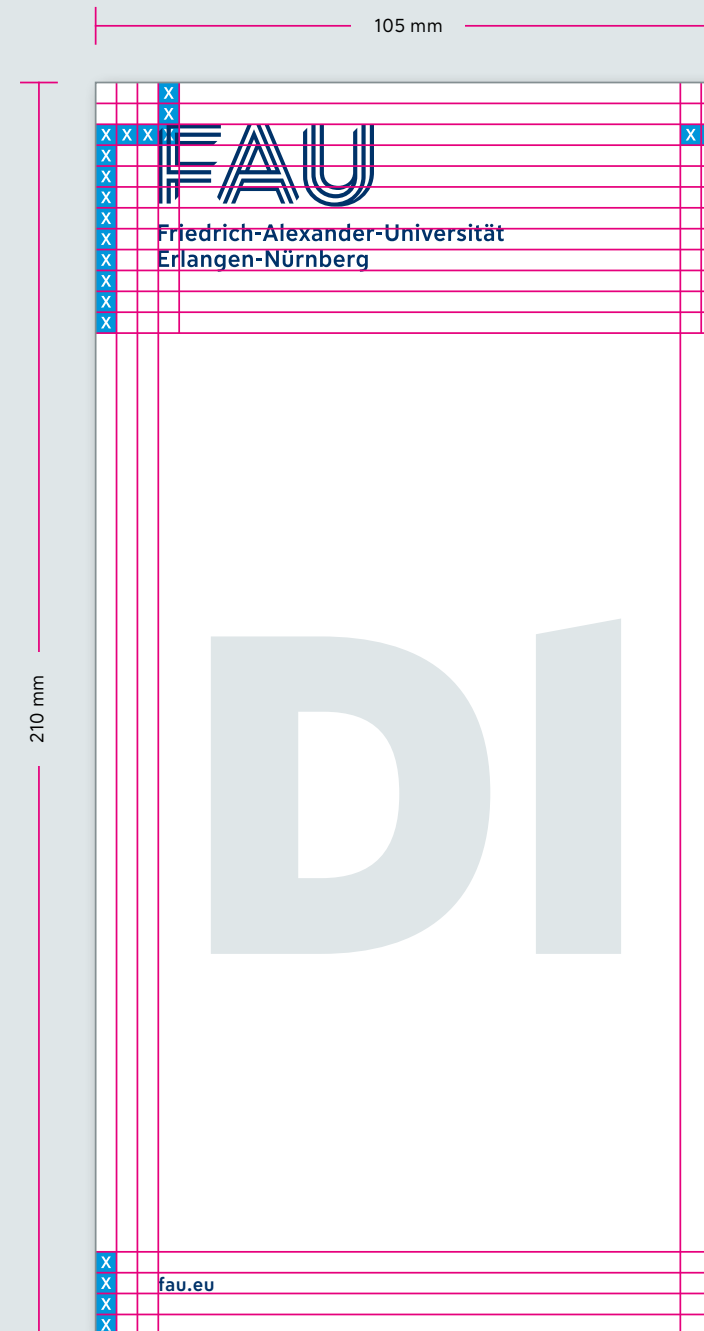
**Right margin:** 2 X = 7 mm

**Top margin:** 2 X = 7 mm

**Bottom margin:** 4 X = 14 mm

**Safe zone:** 12 X = 42 mm

The university name is placed below the wordmark for DIN long formats.



## 4.2

### Standard formats

#### Dimensions DIN long landscape

**Format:** DIN long landscape (210 x 105 mm)

**Wordmark:** 23.25%

(Folder: FAU\_Wortmarke)

**Wordmark width:** 41.3 mm

**University name:** 20.35%

(Folder: FAU\_Universitätskennung)

**Font size university name:**

11.2 pt FAU Sans Medium

**Line spacing university name:** 12.3 pt

**University name tracking:** optical / 3

**Font size URL:** 9 pt FAU Sans Medium

**URL letter spacing:**

**Optical/ 5 square X:** 4 x 4 mm

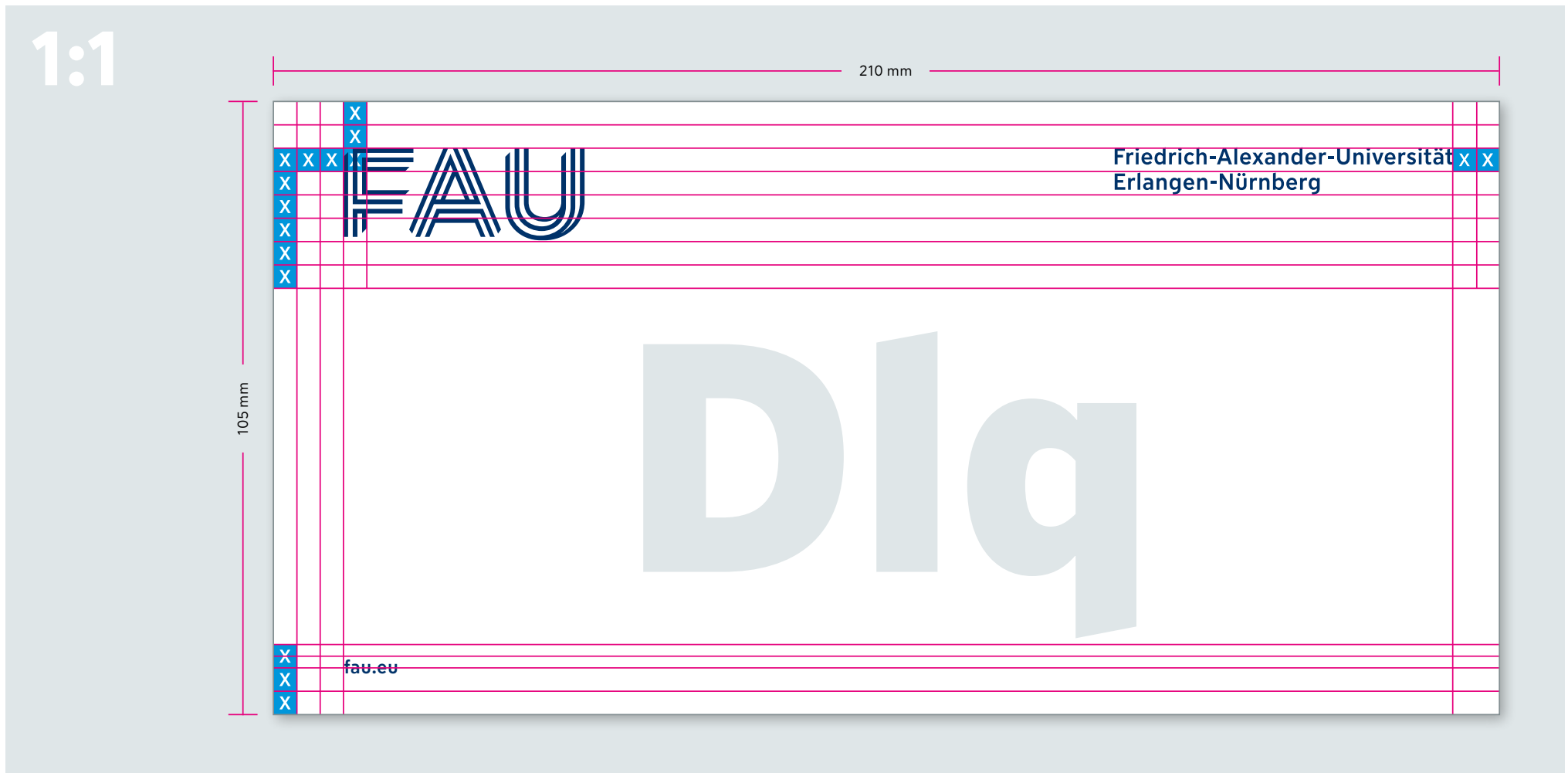
**Left margin:** 3 X = 12 mm

**Right margin:** 2 X = 8 mm

**Top margin:** 2 X = 8 mm

**Bottom margin:** 3 X = 12 mm

**Safe zone:** 8 X = 32 mm



## 4.2 Standard formats Dimensions A6

**Format:** A6 (105 x 148 mm)

**Core mark:** 17.45%

(Folder: FAU\_Kernmarke)

**Core mark width:** 49.6 mm

**Font size university name:**

9.6 pt FAU Sans Medium

**Line spacing university name:** 10.5 pt

**University name tracking:** optical / -3

**Font size URL:** 8 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 3 x 3 mm

**Left margin:** 3 X = 9 mm

**Right margin:** 2 X = 6 mm

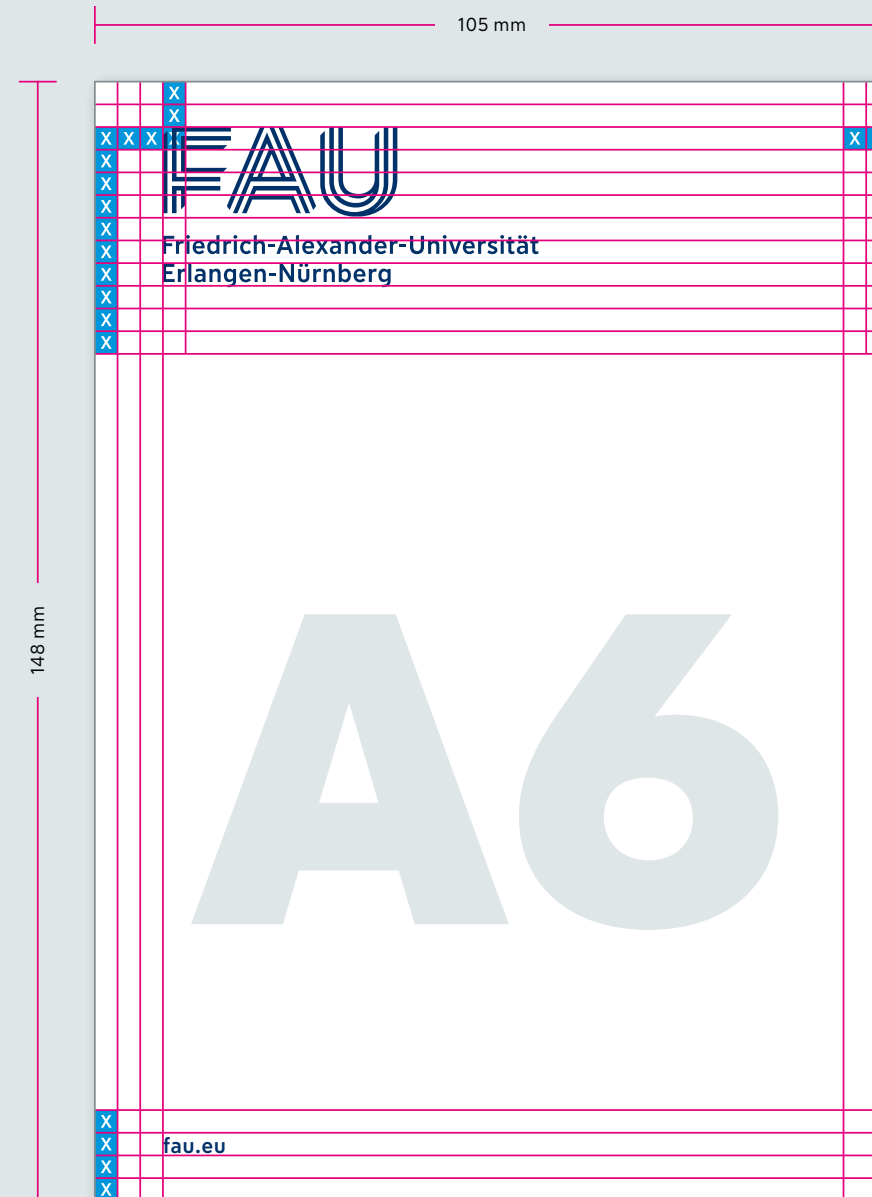
**Top margin:** 2 X = 6 mm

**Bottom margin:** 4 X = 12 mm

**Safe zone:** 12 X = 36 mm

The university name is placed below the wordmark for A6 designs.

1:1





## 4.2 Standard formats Dimensions A6 landscape

**Format:** A6 landscape (148 x 105 mm)

**Wordmark:** 20.35%

(Folder: FAU\_Wortmarke)

**Wordmark width:** 36.2 mm

**University name:** 17.45%

(Folder: FAU\_Universitätskennung)

**Font size university name:**

9.6 pt FAU Sans Medium

**Line spacing university name:** 10.5 pt

**University name tracking:** optical / -3

**Font size URL:** 8 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 3.5 x 3.5 mm

**Left margin:** 3 X = 10.5 mm

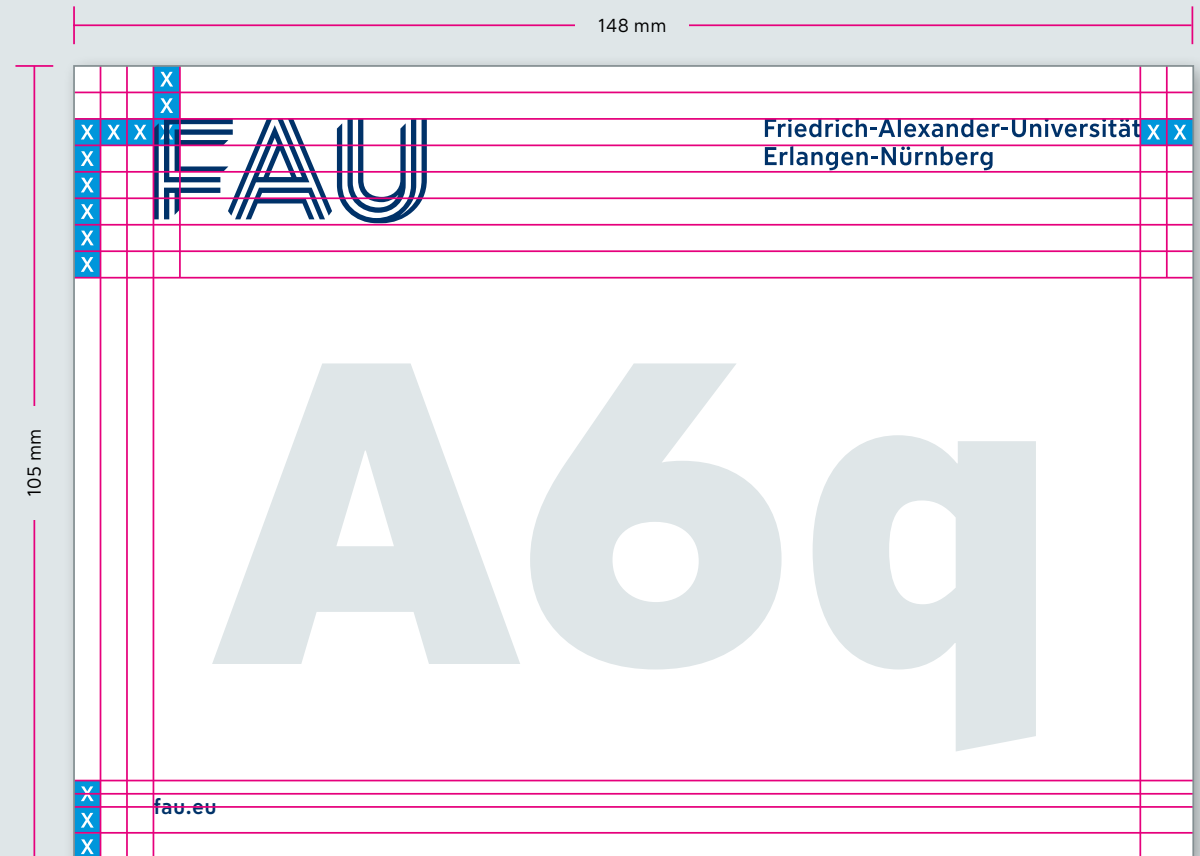
**Right margin:** 2 X = 7 mm

**Top margin:** 2 X = 7 mm

**Bottom margin:** 3 X = 10.5 mm

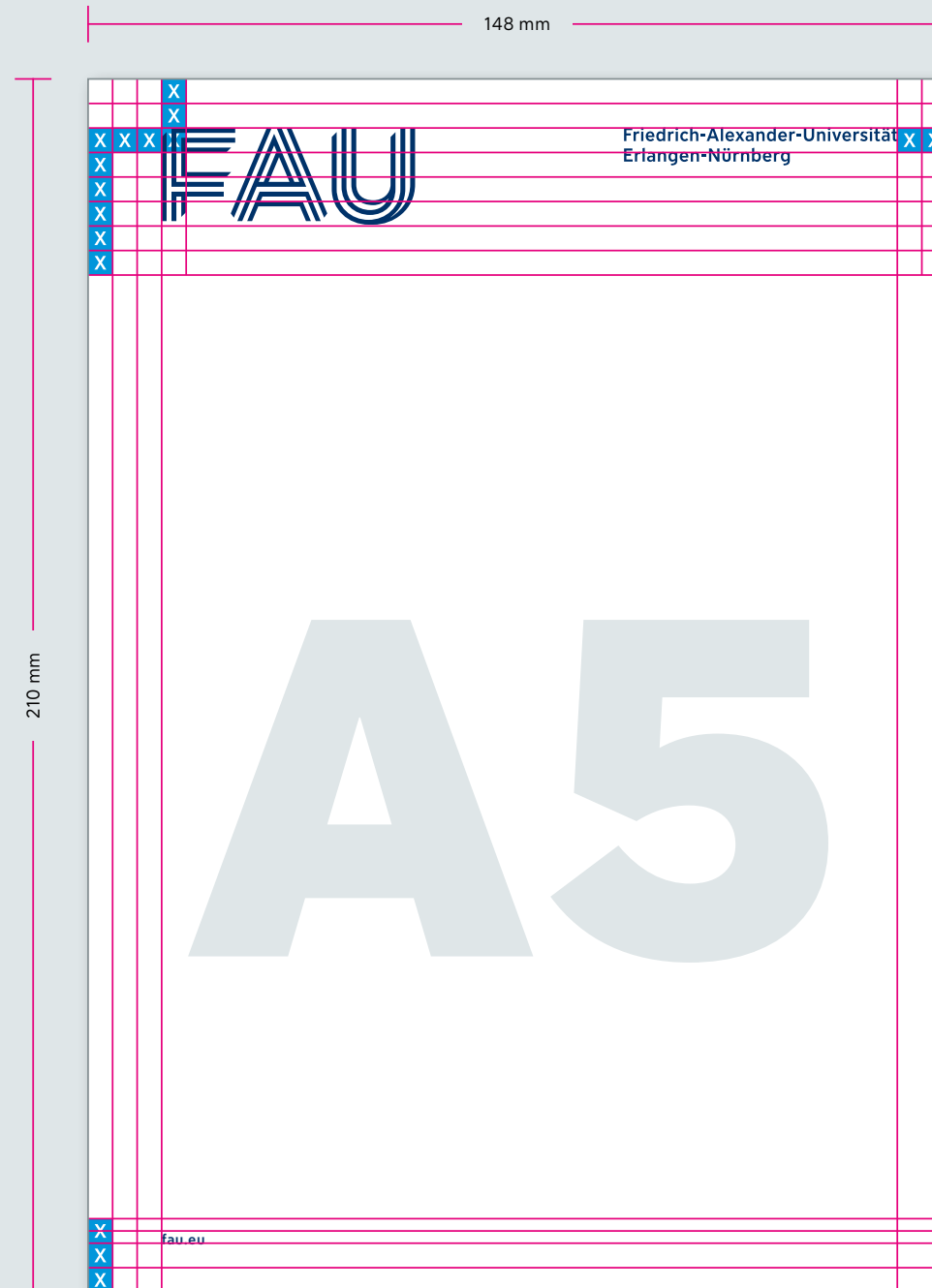
**Safe zone:** 8 X = 28 mm

1:1



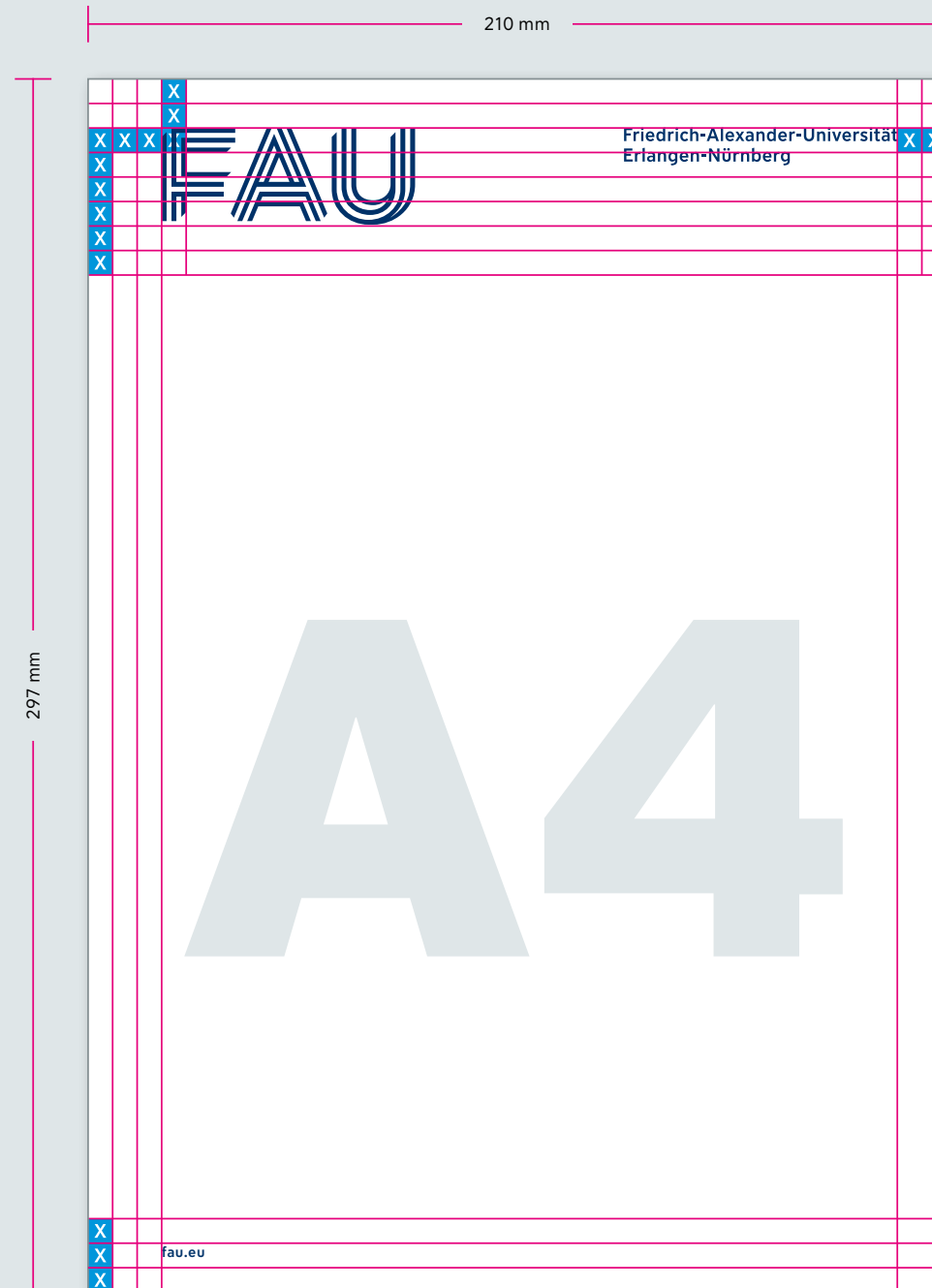
## 4.2 Standard formats Dimensions A5

**Format:** A5 (148 x 210 mm)  
**Wordmark:** 26.15%  
(Folder: FAU\_Wortmarke)  
**Wordmark width:** 46.5 mm  
**University name:** 19%  
(Folder: FAU\_Universitätskennung)  
**Font size university name:**  
10.5 pt FAU Sans Medium  
**Line spacing university name:** 11.5 pt  
**University name tracking:** optical / -1  
**Font size URL:** 10 pt FAU Sans Medium  
**URL letter spacing:** optical / 5  
**Square X:** 4.5 x 4.5 mm  
**Left margin:** 3 X = 13.5 mm  
**Right margin:** 2 X = 9 mm  
**Top margin:** 2 X = 9 mm  
**Bottom margin:** 3 X = 13.5 mm  
**Safe zone:** 8 X = 36 mm



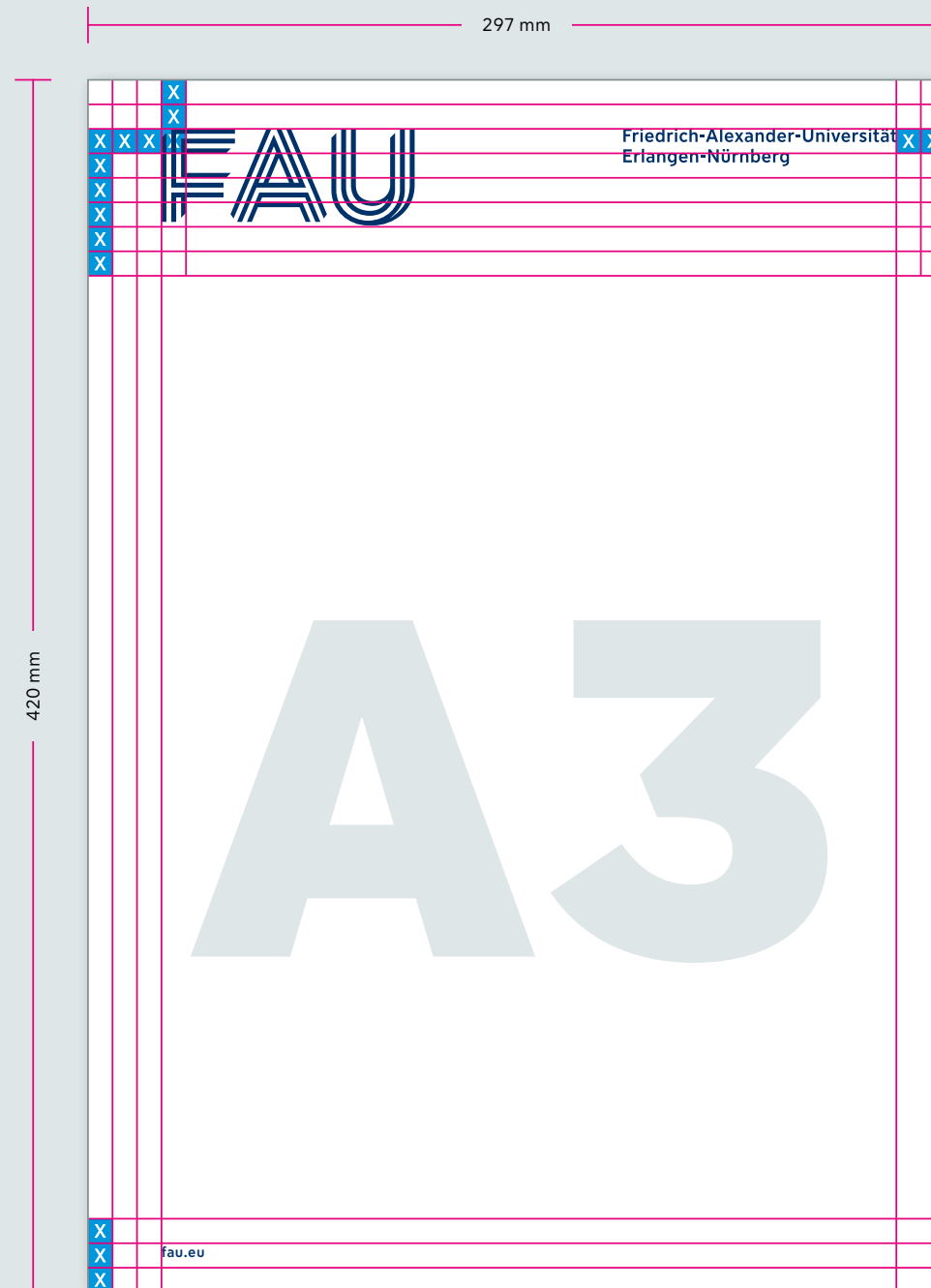
## 4.2 Standard formats Dimensions A4

**Format:** A4 (210 x 297 mm)  
**Wordmark:** 34.9%  
(Folder: FAU\_Wortmarke)  
**Wordmark width:** 62 mm  
**University name:** 23.5%  
(Folder: FAU\_Universitätskennung)  
**Font size university name:**  
13 pt FAU Sans Medium  
**Line spacing university name:** 14.2 pt  
**University name tracking:** optical / 5  
**Font size URL:** 11 pt FAU Sans Medium  
**URL letter spacing:** optical / 5  
**Square X:** 6 x 6 mm  
**Left margin:** 3 X = 18 mm  
**Right margin:** 2 X = 12 mm  
**Top margin:** 2 X = 12 mm  
**Bottom margin:** 3 X = 18 mm  
**Safe zone:** 8 X = 48 mm



## 4.2 Standard formats Dimensions A3

**Format:** A3 (297 x 420 mm)  
**Wordmark:** 52.3%  
(Folder: FAU\_Wortmarke)  
**Wordmark width:** 92.9 mm  
**University name:** 33.5%  
(Folder: FAU\_Universitätskennung)  
**Font size university name:**  
18.5 pt FAU Sans Medium  
**Line spacing university name:** 20.25 pt  
**University name tracking:** optical / 8  
**Font size URL:** 14 pt FAU Sans Medium  
**URL letter spacing:** optical / 5  
**Square X:** 9 x 9 mm  
**Left margin:** 3 X = 27 mm  
**Right margin:** 2 X = 18 mm  
**Top margin:** 2 X = 18 mm  
**Bottom margin:** 3 X = 27 mm  
**Safe zone:** 8 X = 72 mm



## 4.2 Standard formats Dimensions A2

**Format:** A2 (420 x 594 mm)

**Wordmark:** 69.8%

(Folder: FAU\_Wortmarke)

**Wordmark width:** 124 mm

**University name:** 47%

(Folder: FAU\_Universitätskennung)

**Font size university name:**

26 pt FAU Sans Medium

**Line spacing university name:** 28.4 pt

**University name tracking:** optical / 10

**Font size URL:** 20 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 12 x 12 mm

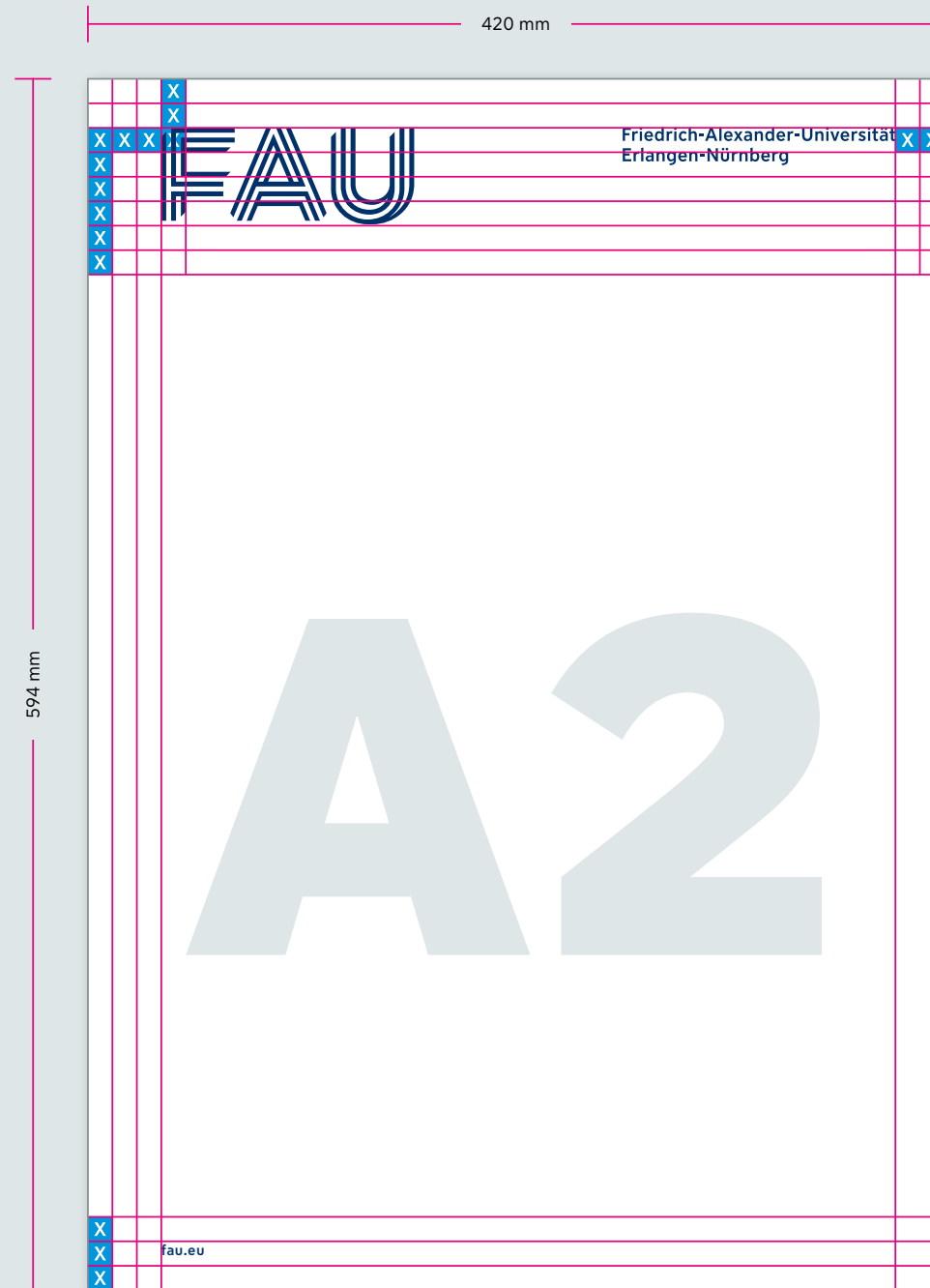
**Left margin:** 3 X = 36 mm

**Right margin:** 2 X = 24 mm

**Top margin:** 2 X = 24 mm

**Bottom margin:** 3 X = 36 mm

**Safe zone:** 8 X = 96 mm



## 4.2 Standard formats Dimensions A1

**Format:** A1 (594 x 841 mm)

**Wordmark:** 104.6%

(Folder: FAU\_Wortmarke)

**Wordmark width:** 185.8 mm

**University name:** 67%

(Folder: FAU\_Universitätskennung)

**Font size university name:**

37 pt FAU Sans Medium

**Line spacing university name:** 40.5 pt

**University name tracking:** optical / 14

**Font size URL:** 28 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 18 x 18 mm

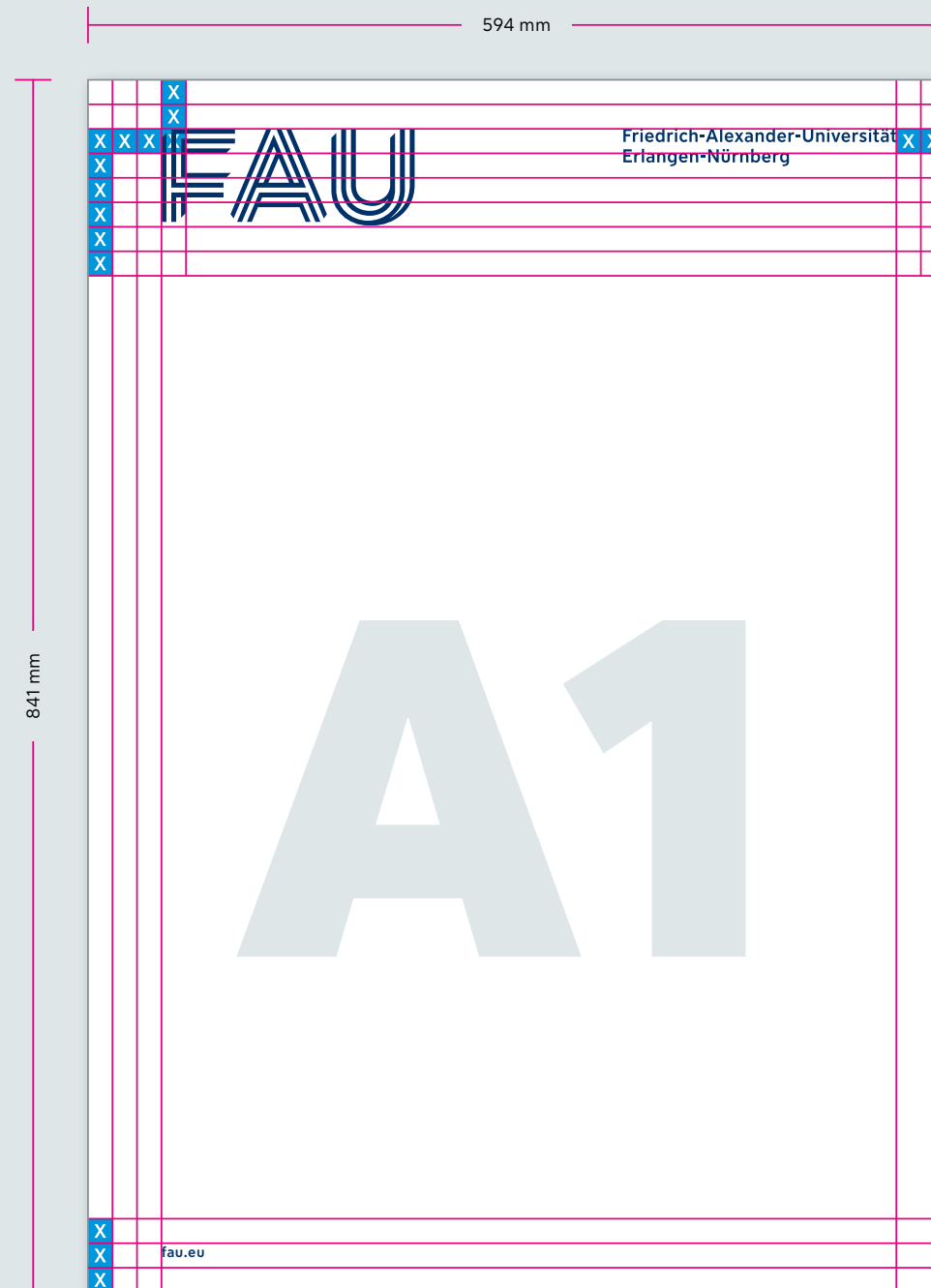
**Left margin:** 3 X = 54 mm

**Right margin:** 2 X = 36 mm

**Top margin:** 2 X = 36 mm

**Bottom margin:** 3 X = 54 mm

**Safe zone:** 8 X = 144 mm



## 4.2 Standard formats Dimensions A0

**Format:** A1 (841 x 1,189 mm)

**Wordmark:** 139.6%

(Folder: FAU\_Wortmarke)

**Wordmark width:** 248 mm

**University name:** 94%

(Folder: FAU\_Universitätskennung)

**Font size university name:**

52 pt FAU Sans Medium

**Line spacing university name:** 56.8 pt

**University name tracking:** optical / 18

**Font size URL:** 40 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 24 x 24 mm

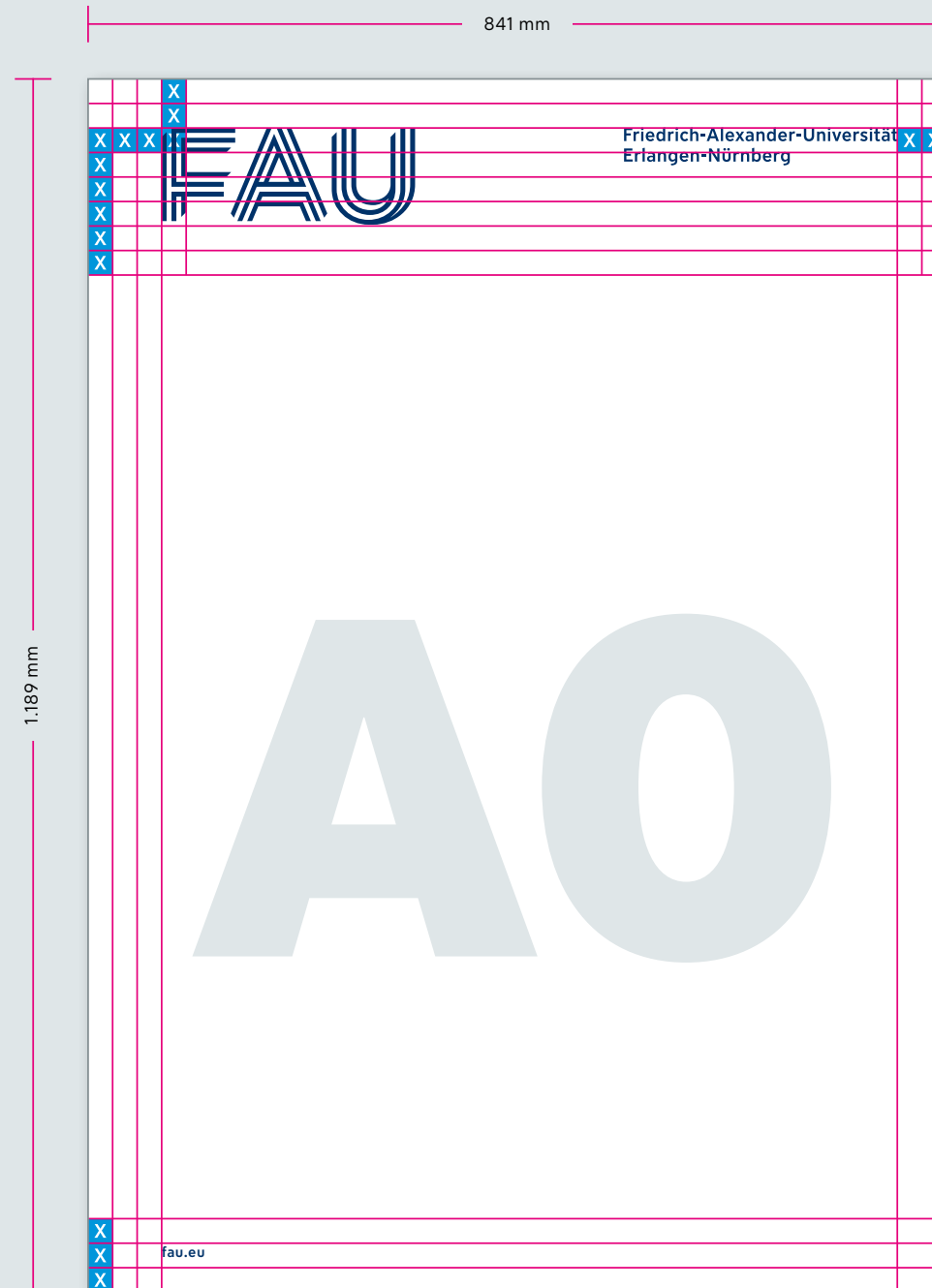
**Left margin:** 3 X = 72 mm

**Right margin:** 2 X = 48 mm

**Top margin:** 2 X = 48 mm

**Bottom margin:** 3 X = 72 mm

**Safe zone:** 8 X = 192 mm



## 4.2 Standard formats Overview

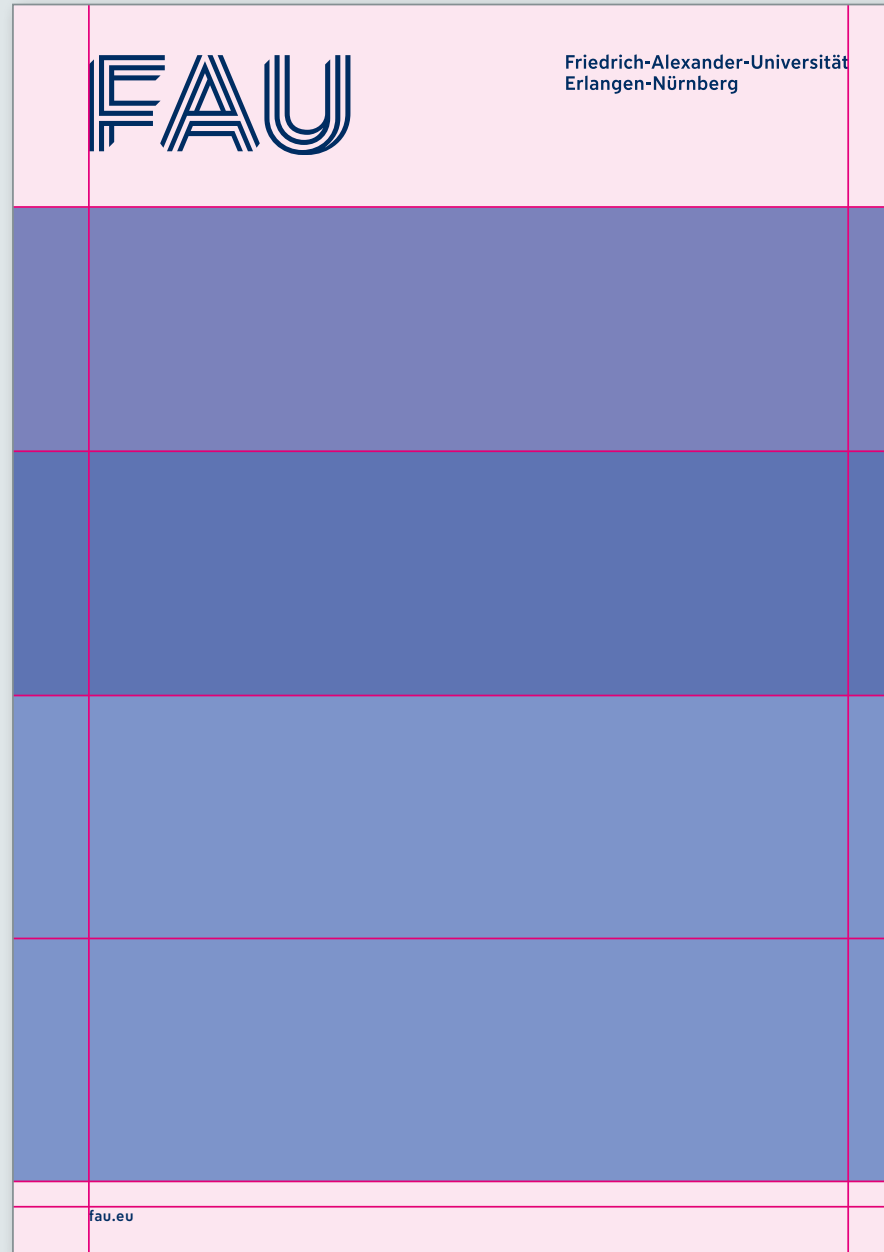
	DIN long 105 x 210 mm	DIN long landscape 210 x 105 mm	A6 105 x 148 mm	A6 landscape 148 x 105 mm	A5 148 x 210 mm	A4 210 x 297 mm	A3 297 x 420 mm	A2 420 x 594 mm	A1 594 x 841 mm	A0 841 x 1,189 mm
<b>Core mark</b>	20.35%	-	17.45%	-	-	-	-	-	-	-
<b>Wordmark</b>	-	23.25%	-	20.35%	26.15%	34.9%	52.3%	69.8%	104.6%	139.6%
<b>University name</b>	-	20.35%	-	17.45%	19 %	23.5%	33.5%	47 %	67 %	94 %
<b>Core mark width</b>	57.9 mm	-	49.6 mm	-	-	-	-	-	-	-
<b>Word mark width</b>	-	41.3 mm	-	36.2 mm	46.5 mm	62 mm	92.9 mm	124 mm	185.5 mm	248 mm
<b>FAU Sans Medium University name, font size, line spacing, letter spacing</b>	11.2 pt 12.3 pt optical / 3	11.2 pt 12.3 pt optical / -3	9.6 pt 10.5 pt optical / -3	9.6 pt 10.5 pt optical / -3	10.5 pt 11.5 pt optical / -1	13 pt 14.2 pt optical / 5	18.5 pt 20.25 pt optical / 8	26 pt 28.4 pt optical / 10	37 pt 40.5 pt optical / 14	52 pt 56.8 pt optical / 18
<b>URL typeface FAU Sans Medium, font size, spacing</b>	9 pt optical / 5	9 pt optical / 5	8 pt optical / 5	8 pt optical / 5	10 pt optical / 5	11 pt optical / 5	14 pt optical / 5	20 pt optical / 5	28 pt optical / 5	40 pt optical / 5
<b>Square <span style="border: 1px solid black; padding: 0 2px;">X</span></b>	3.5 x 3.5 mm	4 x 4 mm	3 x 3 mm	3.5 x 3.5 mm	4.5 x 4.5 mm	6 x 6 mm	9 x 9 mm	12 x 12 mm	18 x 18 mm	24 x 24 mm
<b>Left margin</b>	10.5 mm	12 mm	9 mm	10.5 mm	13.5 mm	18 mm	27 mm	36 mm	54 mm	72 mm
<b>Right margin</b>	7 mm	8 mm	6 mm	7 mm	9 mm	12 mm	18 mm	24 mm	36 mm	48 mm
<b>Top margin</b>	7 mm	8 mm	6 mm	7 mm	9 mm	12 mm	18 mm	24 mm	36 mm	48 mm
<b>Bottom margin</b>	14 mm	12 mm	12 mm	10.5 mm	13.5 mm	18 mm	27 mm	36 mm	54 mm	72 mm
<b>Safe zone</b>	42 mm	32 mm	33 mm	28 mm	36 mm	48 mm	72 mm	96 mm	144 mm	192 mm



## 4.2 Standard formats Graphic area

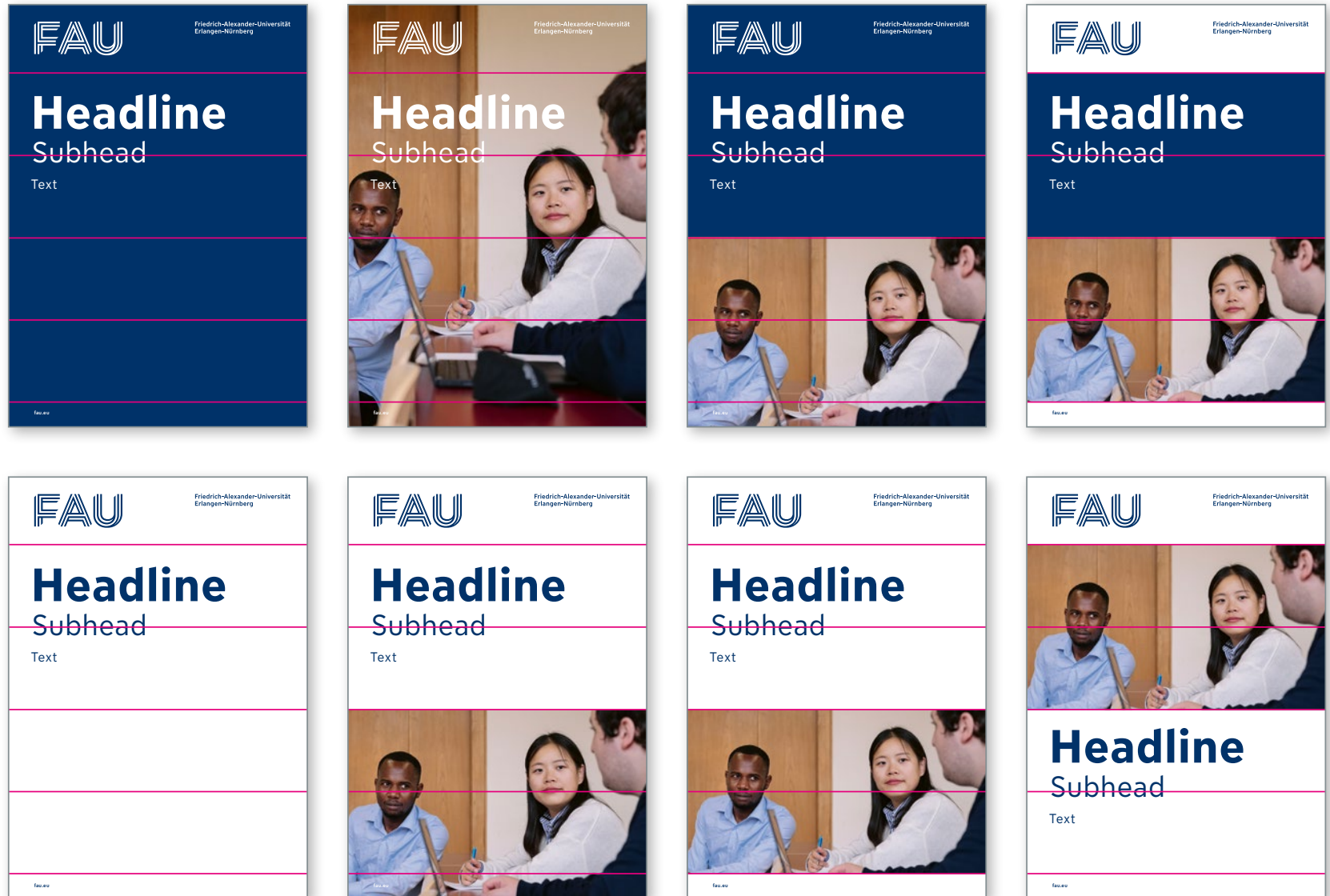
Standard formats are based on a design grid:  
The design areas for typography, images,  
or infographics are calculated from the X dimensions.

The logo safe zone and the URL area must be strictly  
observed and must not be impeded.



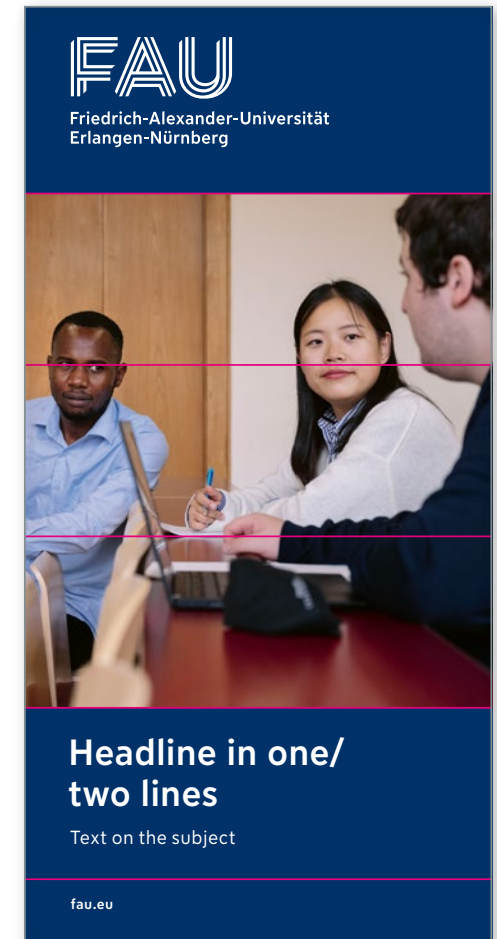
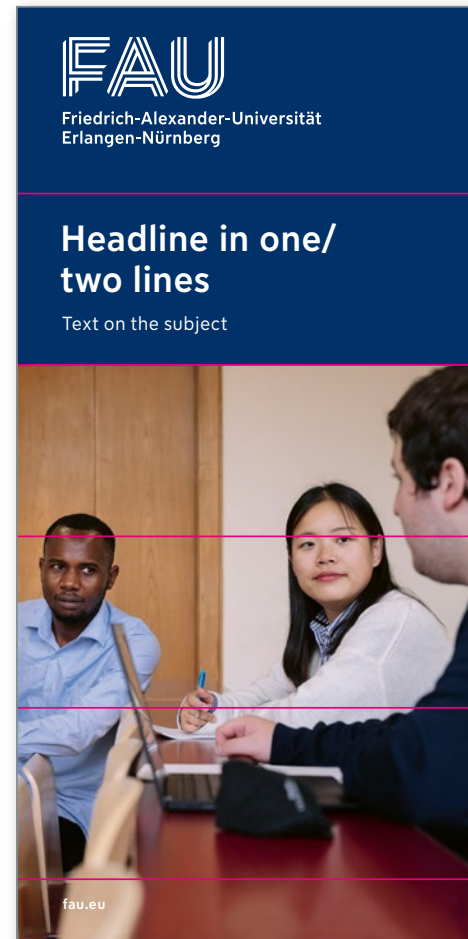
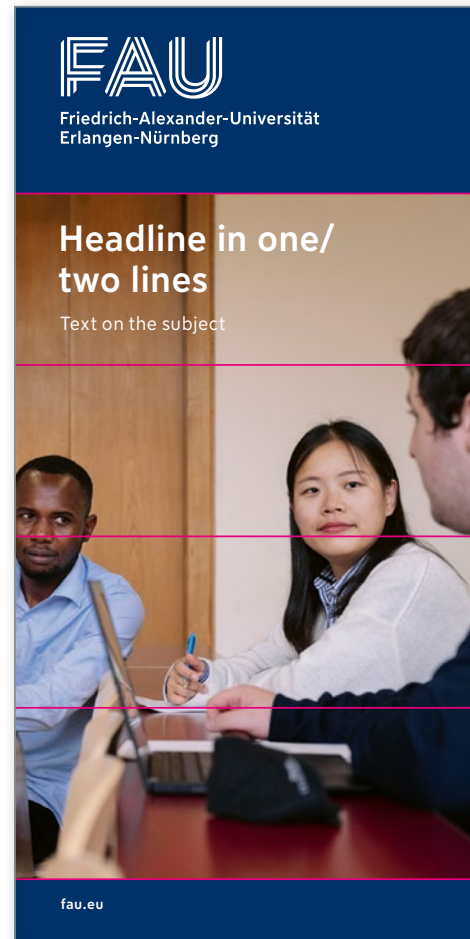
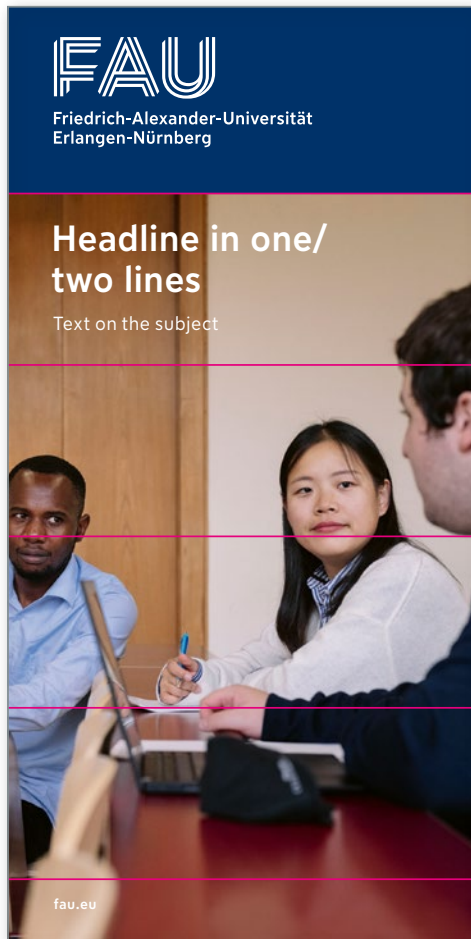
## 4.2 Standard formats

### Graphic area – Sections



## 4.2 Standard formats

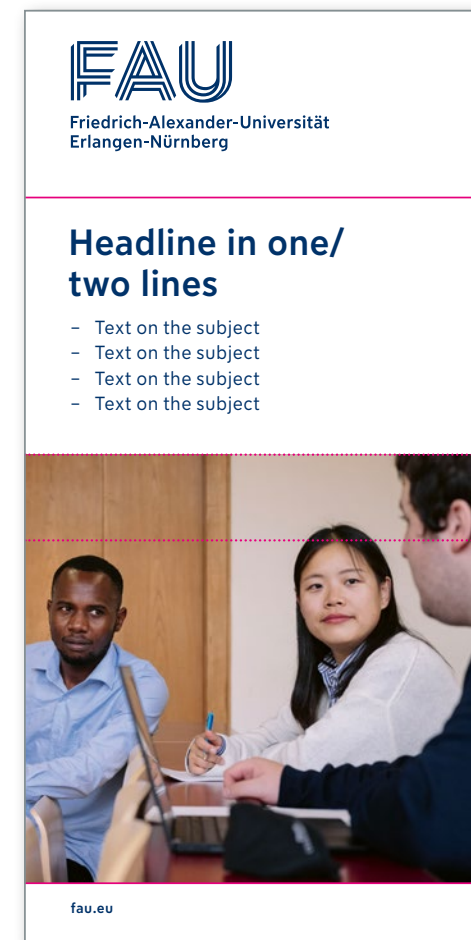
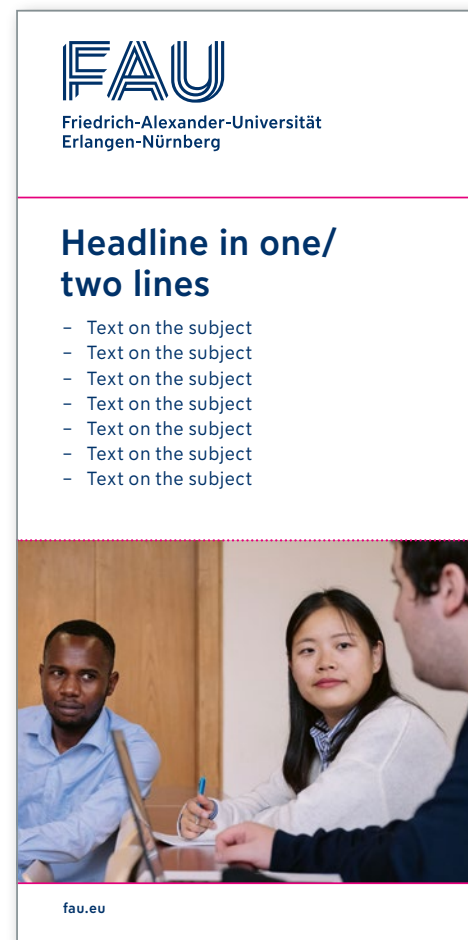
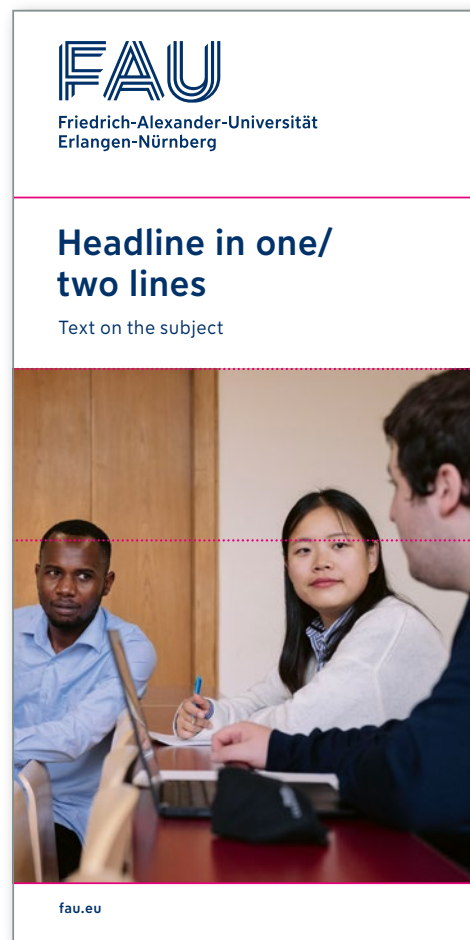
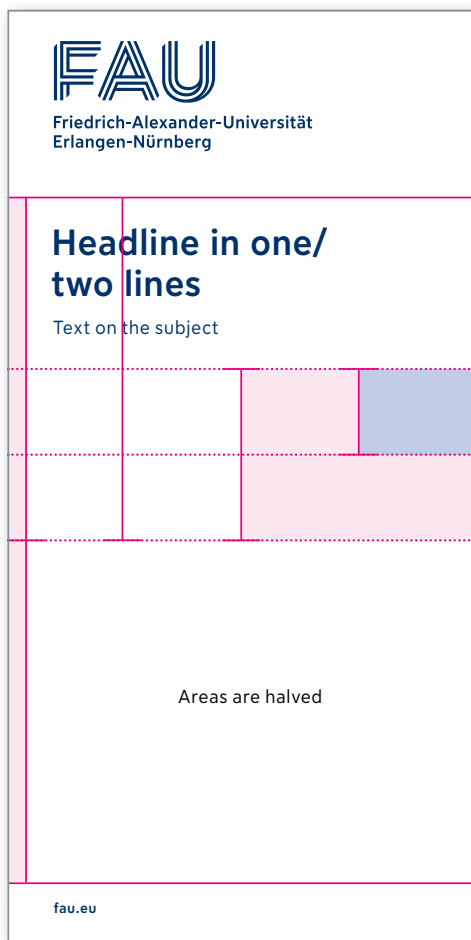
### Graphic area – Sections



## 4.2 Standard formats

### Graphic area – Sections

For optical and/or textual reasons, the graphic area can be freely moved (see image on the left). Here the graphic area is halved and design elements such as images, typography etc. are aligned accordingly.

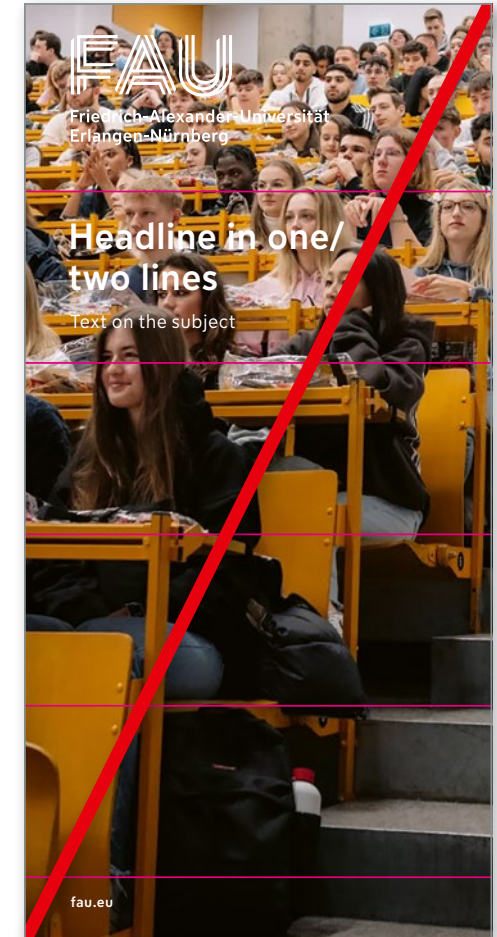
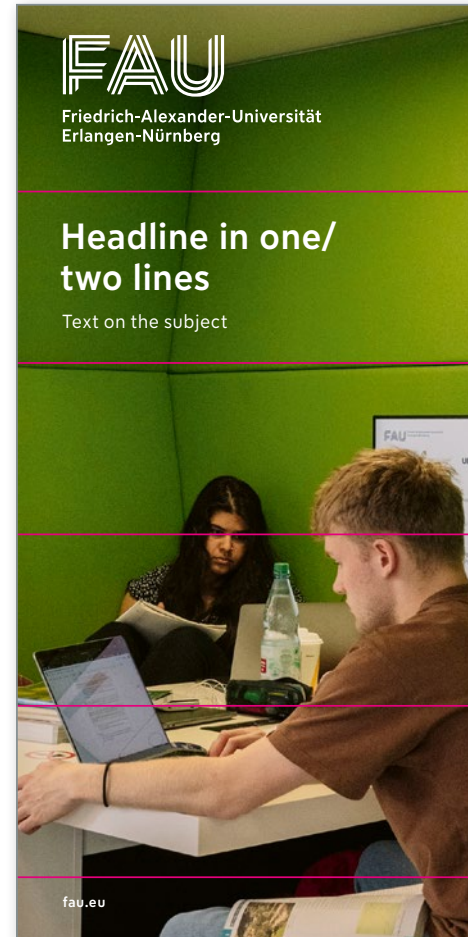
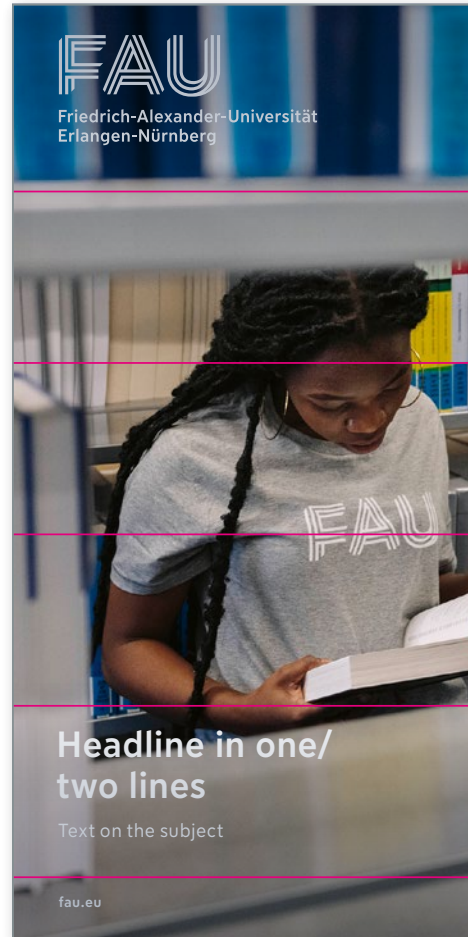


## 4.2

### Standard formats

#### Graphics area – Full-page images

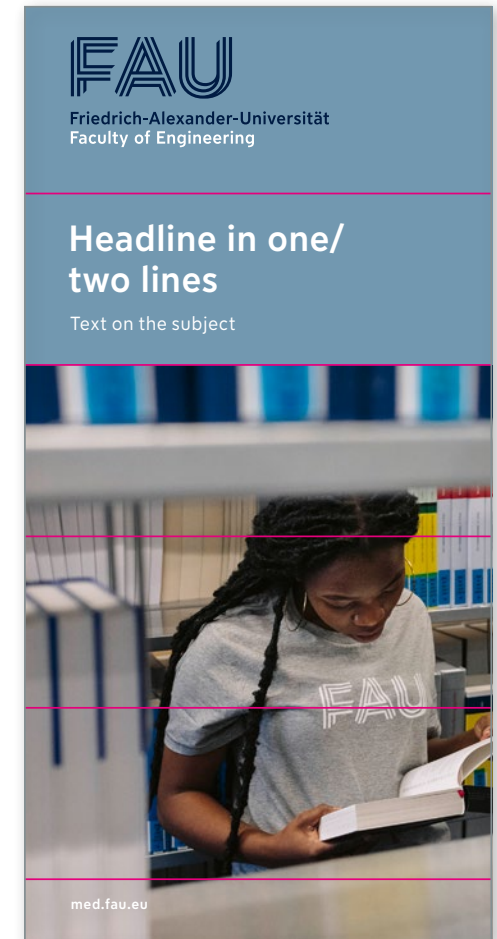
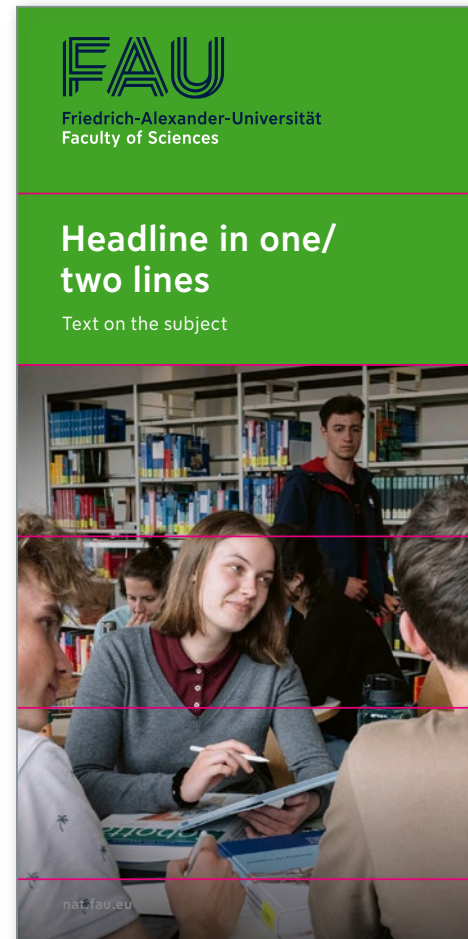
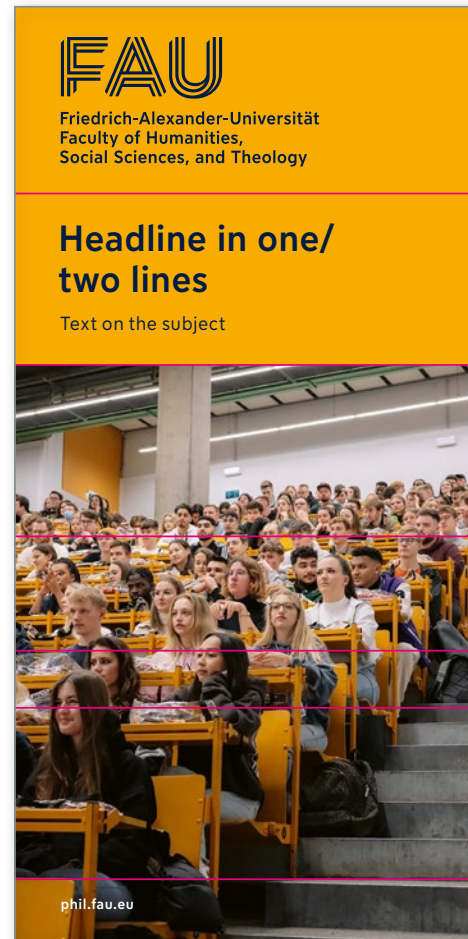
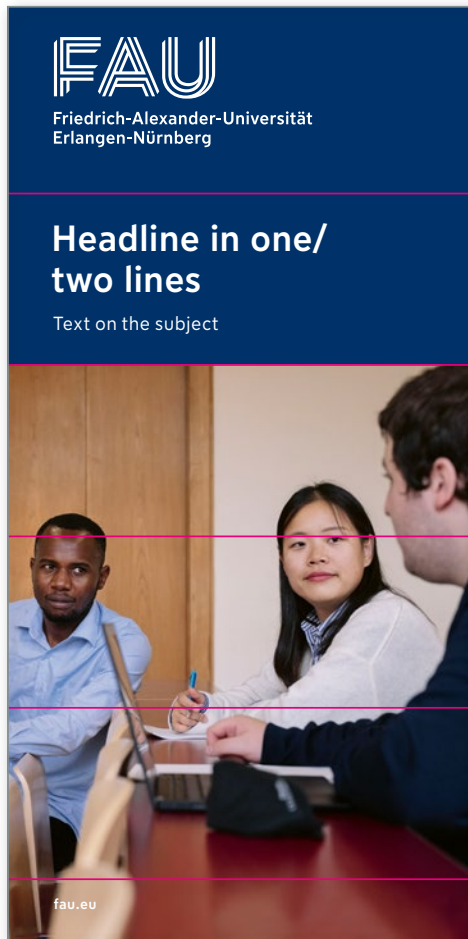
Images can be arranged to cover the entire page. Ensure that such images are exciting and interesting and not too busy (further information on FAU visual language on page 58 ff.). If necessary, retouch and darken the image to ensure text can be placed effectively. The FAU logo must always be be easily readable.



Avoid busy images

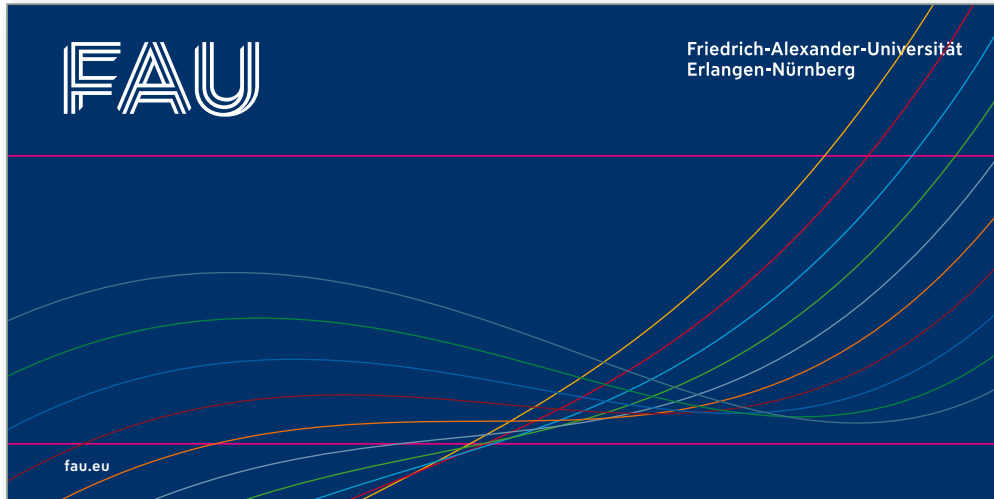
## 4.2 Standard formats

### Graphic area – Applications



## 4.2 Standard formats

### Graphic area – Applications



## 4.3 Special format 170 x 240 mm

**Format:** 170 x 240 mm

**Wordmark:** 30%

(Folder: FAU\_Wortmarke)

**Wordmark width:** 53.3 mm

University name: 21.8%

(Folder: FAU\_Universitätskennung)

**Font size university name:**

12 pt FAU Sans Medium

**Line spacing university name:** 13.2 pt

**University name tracking:** optical / 7

**Font size URL:** 10.5 pt FAU Sans Medium

**URL letter spacing:** optical / 5

**Square X:** 5.15 x 5.15 mm

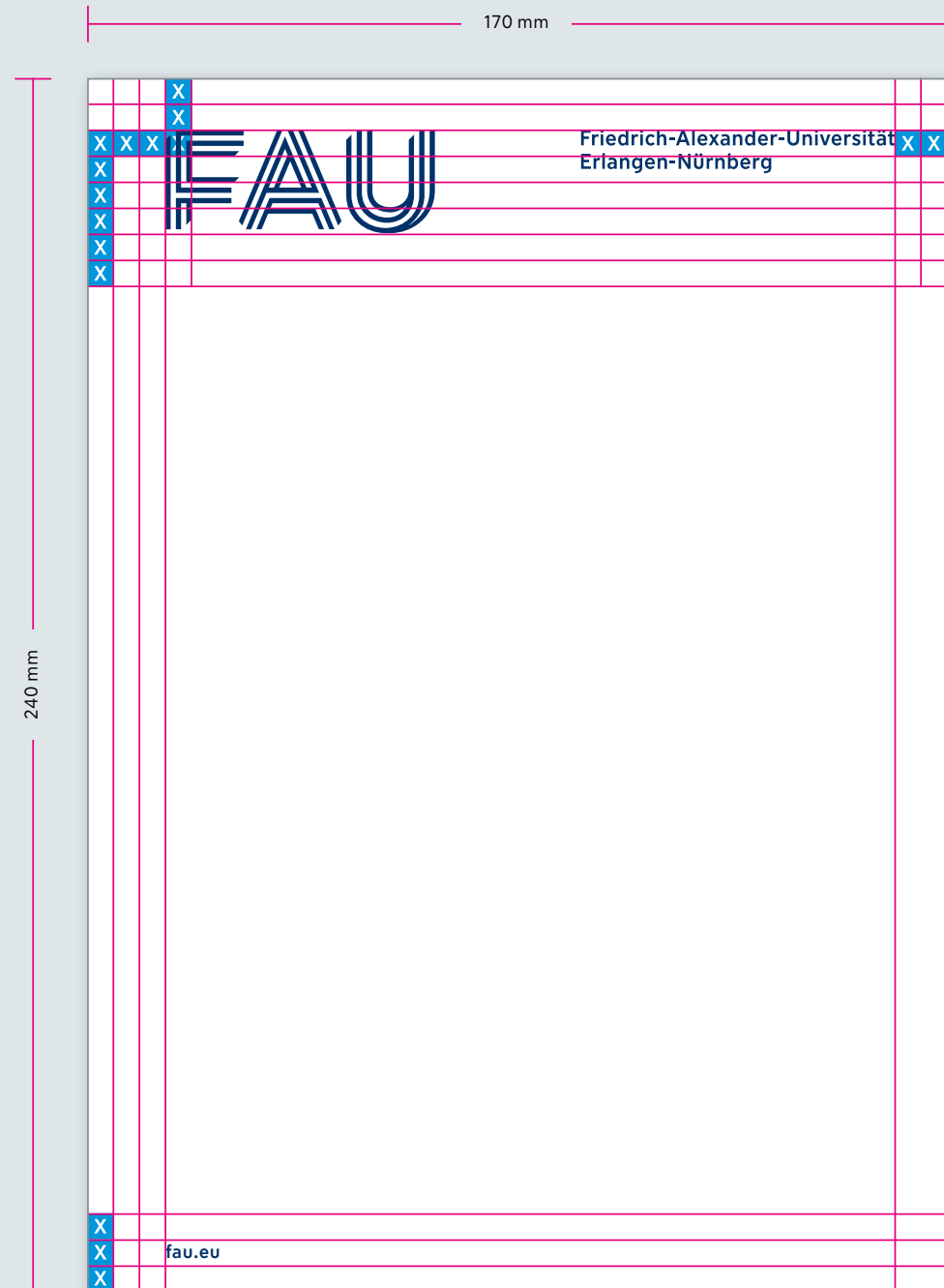
**Left margin:** 3 X = 15.45 mm

**Right margin:** 2 X = 10.3 mm

**Top margin:** 2 X = 10.3 mm

**Bottom margin:** 3 X = 15.45 mm

**Safe zone:** 8 X = 41.2 mm





## 4.3 Special format A4 special format

Some applications, such as forms or very text-heavy documents, require special formatting. In this case, the FAU logo is scaled down and the page margins are reduced. The graphics area is increased compared to the regular A4 format.

**Format:** A4 special (210 x 297 mm)

**Core mark:** 17.45% (folder: FAU\_Kernmarke)

**Core mark width:** 83.65 mm Square X: 3 x 3 mm

**Left margin:** 4 X = 12 mm

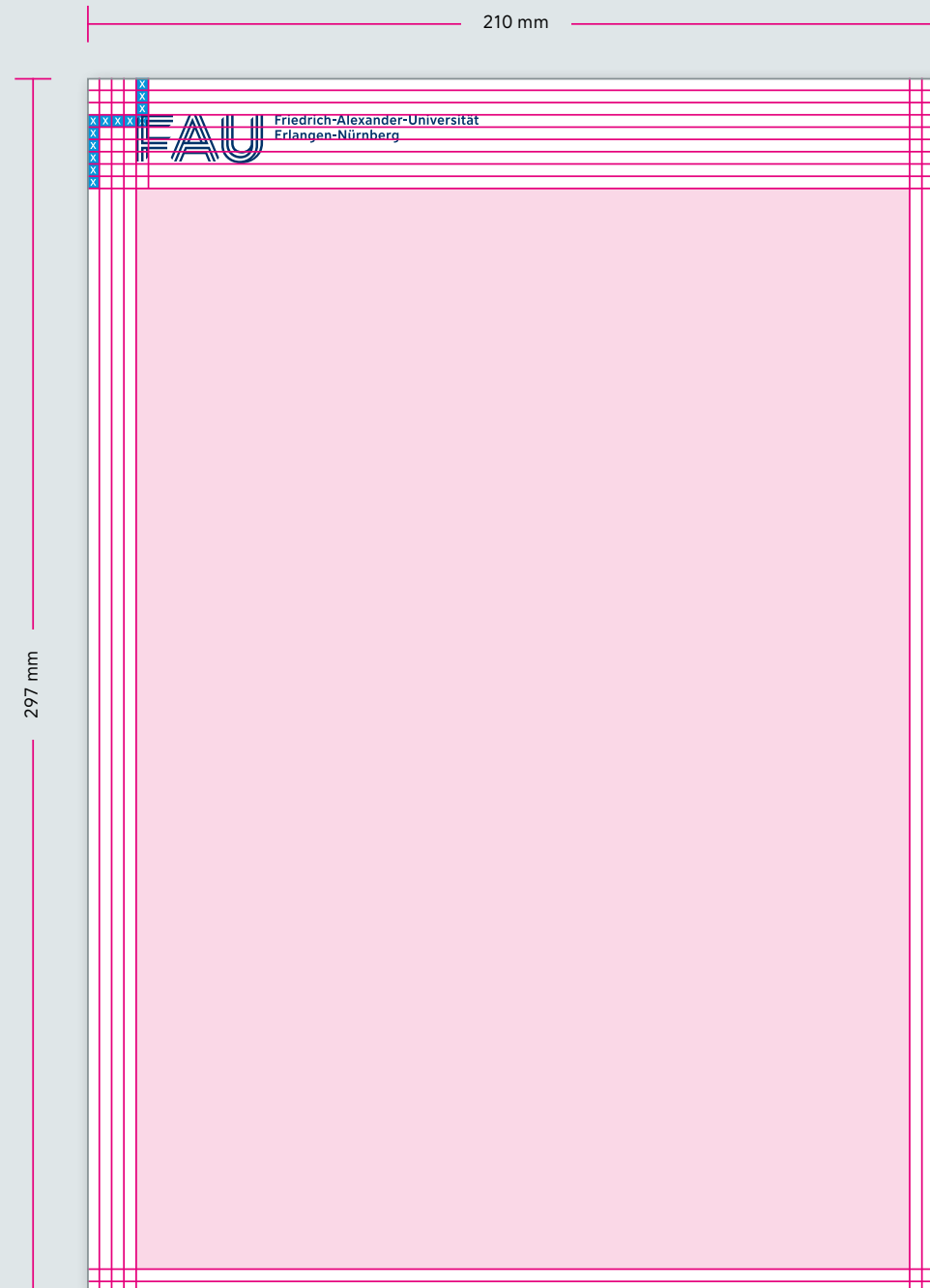
**Right margin:** 3 X = 9 mm

**Top margin:** 3 X = 9 mm

**Bottom margin:** 2 X = 6 mm

**Safe zone:** 9 X = 27 mm

**Graphic area:** 189 x 264 mm



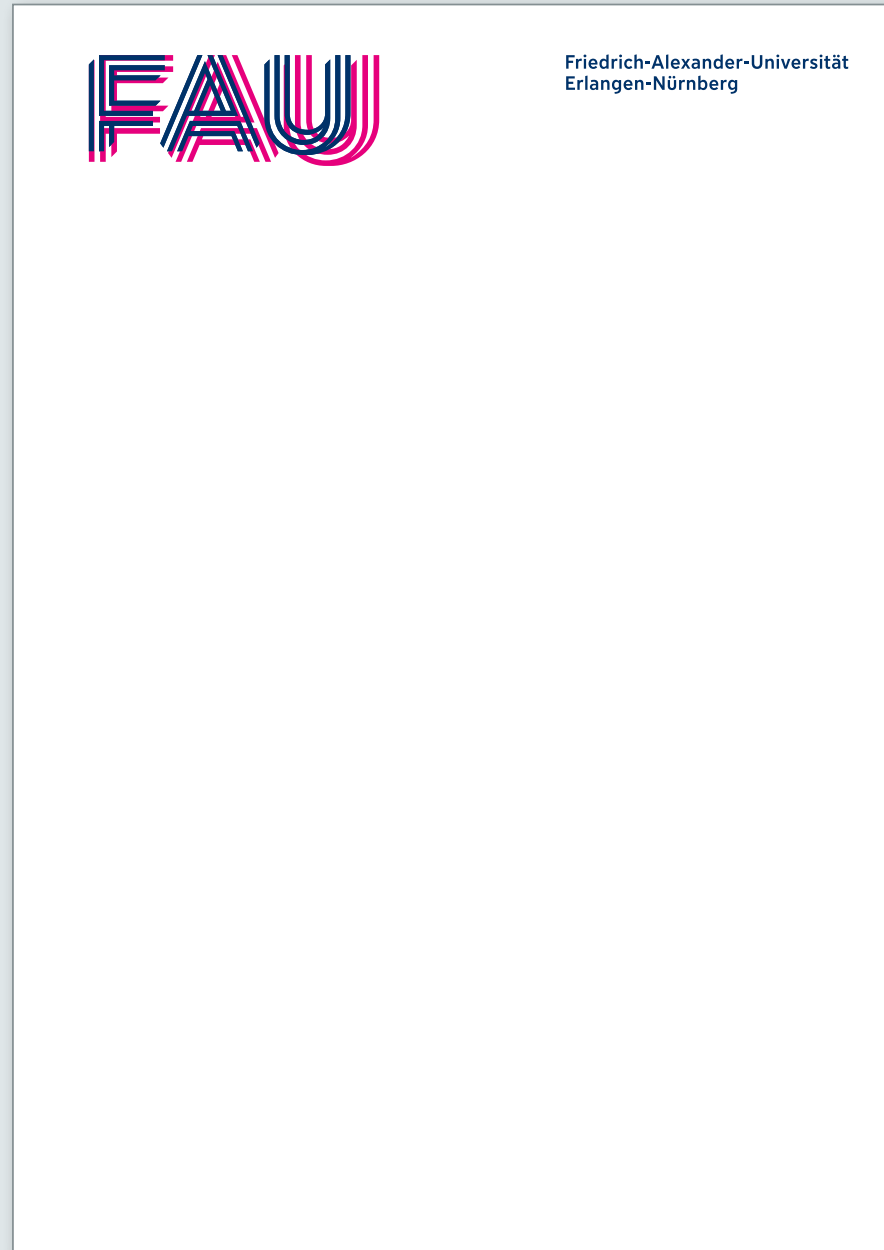
## 4.4 Academic documents

For certificates, document folders or other special formats different logo dimensions are used for design reasons. In comparison to the standard formats, the wordmark and the university name are enlarged by 160% and more whitespace is used. This factor depends on the format or the purpose of the document.

Special formats are to be used only after coordination and approval by the FAU Brand Office (contact page 5).

### Guide

1. Select a standard template (e.g. A4)
2. Enlarge wordmark by 160% (see below), Width of wordmark = Width of university name
3. Adopt scaling of the A4 template.  
**Do not** determine a new size for the square X.



## 4.4

### Academic documents

#### Certificate folder and certificate

The certificate design is fixed and may not be changed. Certificate templates for Microsoft Word are available. The font (Arial), font size and dimensions have been set correctly in these templates and individual text may be added in the placeholder fields.

Templates are available from the Brand Office (Contact page 5)



Certificate folder with silver print, closed 220 x 305 mm



Certificate with silver print and watermark, A4

## 4.4 Academic documents

### Thesis templates

FAU students and staff have access to Microsoft Word templates for creating cover sheets for their theses (which can take various forms, including seminar papers, written assignments, Master's and Bachelor's theses, doctoral and postdoctoral theses) The Microsoft Word templates define font (Arial), font sizes and spacing and only the individual text needs to be added.

Silver text on a dark blue background is recommended.

**The use of the seal is reserved for doctoral and postdoctoral theses only.**

Templates for Microsoft Word are available for download at [www.intern.fau.de/corporate-design](http://www.intern.fau.de/corporate-design).

FAU Friedrich-Alexander-Universität Erlangen-Nürnberg

**Form of work**

---

Semester XXXX/XXXX or year

---

First name and last name

---

Title \*

---

FAU Friedrich-Alexander-Universität Erlangen-Nürnberg

**Doctoral thesis**

---

Semester XXXX/XXXX or year


---

First name and last name

---

Title \*

---



FAU Friedrich-Alexander-Universität Faculty of Medicine

**Form of work**

---

Semester XXXX/XXXX or year

---

First name and last name

---

Title \*

---

**Uniklinikum Erlangen**

FAU Friedrich-Alexander-Universität Faculty of Medicine

**Doctoral thesis**

---

Semester XXXX/XXXX or year

---


First name and last name

---

Title \*

---

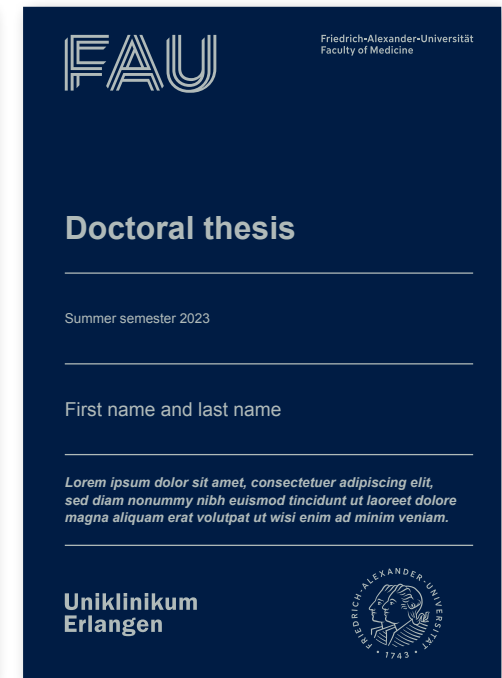
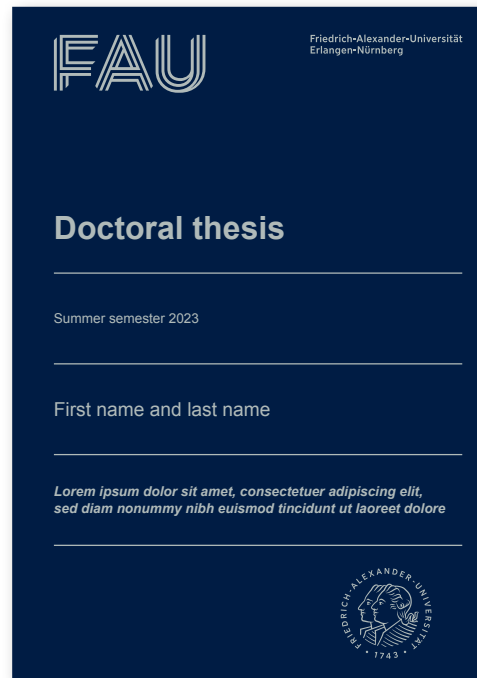
**Uniklinikum Erlangen**



\* Set title in one to three lines and aligned vertically to the center of the guidelines (see page 109).

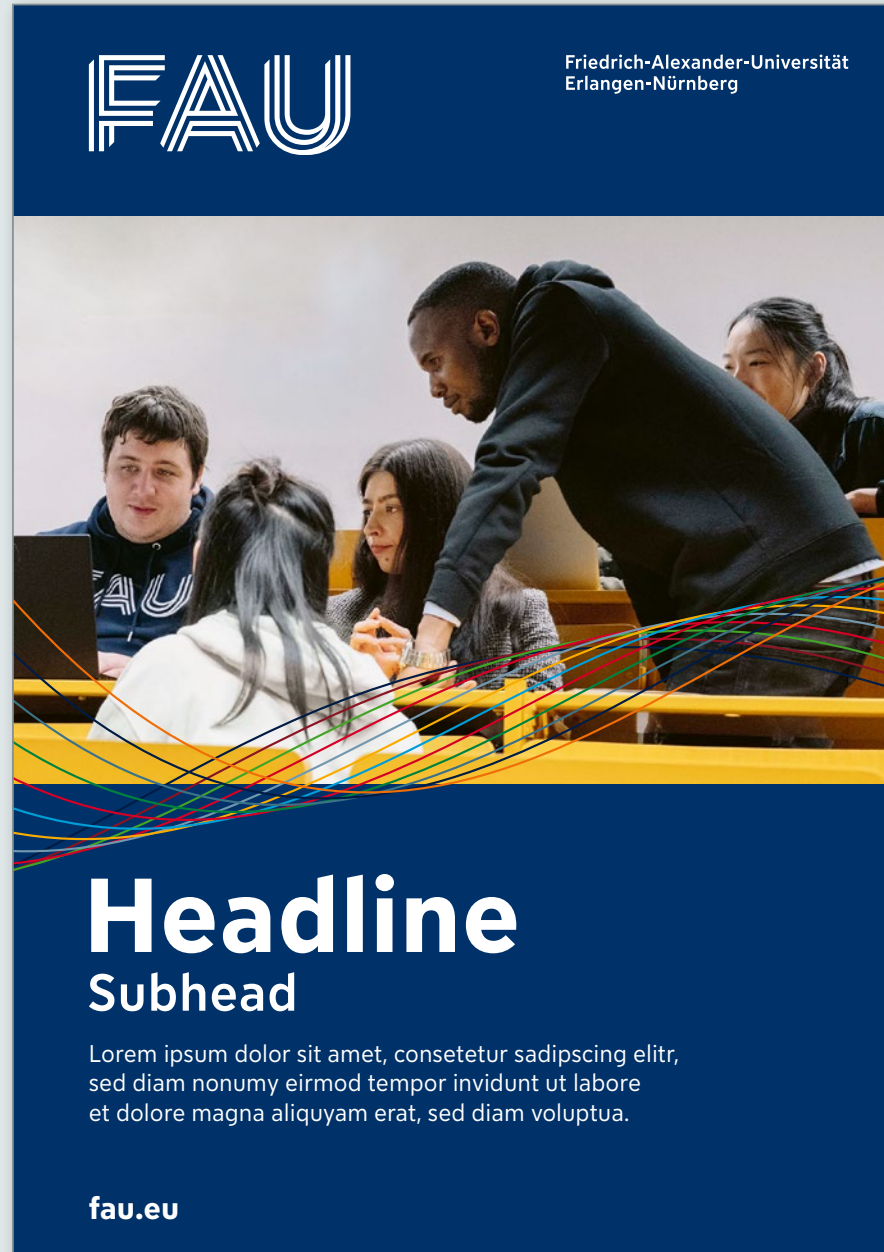
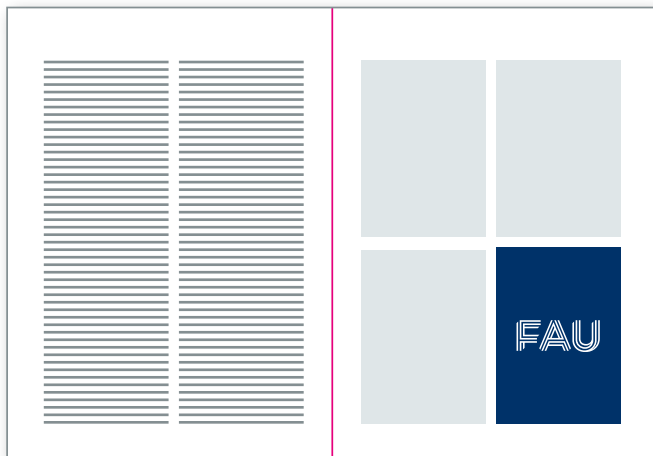
## 4.4 Academic documents

### Examples of theses



## 4.5 Print advertisements

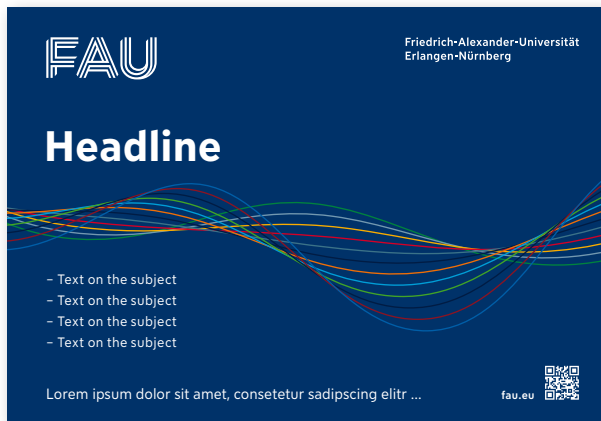
As print media are relatively busy and FAU advertisements compete with other advertisements on the page, eye-catching design is particularly important in order to reach readers with advertisements. The design is based on the communicative synergy of logo, clear text message and strong image. The university name and the URL are also essential elements on advertisements.



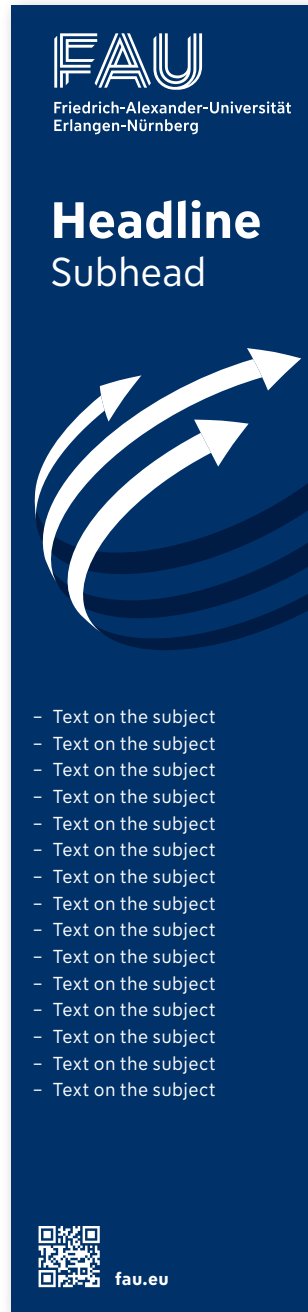
## 4.5 Advertisements Examples



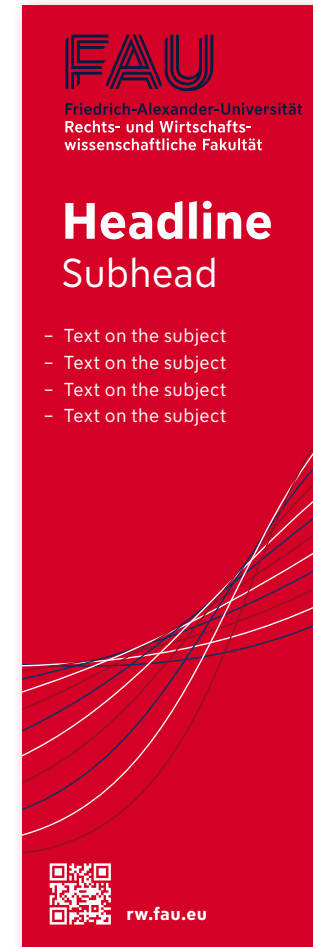
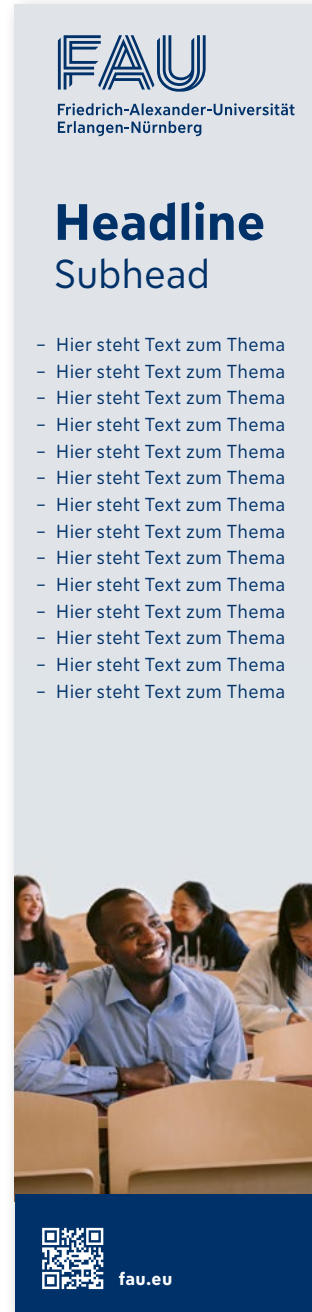
Advertisement dimensions 92 x 100 mm



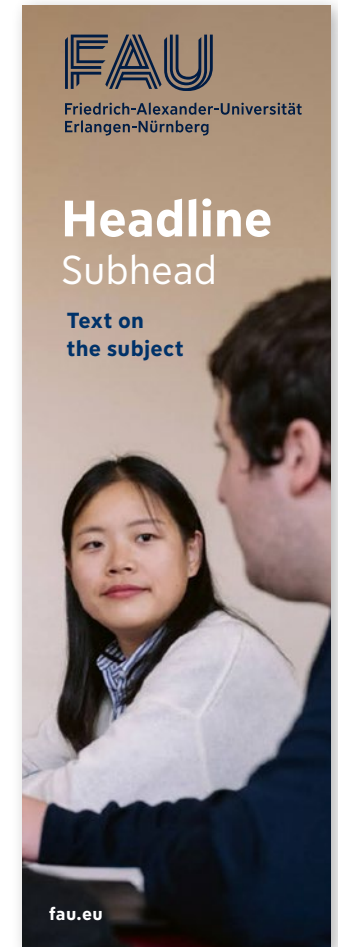
Advertisement dimensions 215 x 148 mm



Advertisement dimensions 68 x 289 mm



Advertisement dimensions 68 x 210 mm



## 4.6 Campaigns

Campaigns for large formats such as those used in outdoor advertising often require a more striking version of the logo. Only the wordmark is used to ensure that the design is associated with FAU. Faculty names are not used here. Dimensions are calculated on the Fibonacci grid and not DIN/standard format measurements.

Campaigns and special formats are to be used only after coordination and approval by the FAU Brand Office (contact page 5).

### Guide

1. Select a standard template (e.g. A0)
2. Enlarge wordmark using the Fibonacci system – the ratio is 5:13 wordmark to format height.
3. The new wordmark size results in a new size of square X
4. The new size of square X results in new margin sizes (left 1.5 X, right 1 X, bottom 1 X)
5. The upper margin is the top edge of square X

Example A0 (841 x 1,189 mm)

Logo width = 45.73 cm (1,189 : 13 · 5),

Square X = 4.423 cm,

Left margin = 6.635 cm,

Right and bottom margins = 4.423 cm,

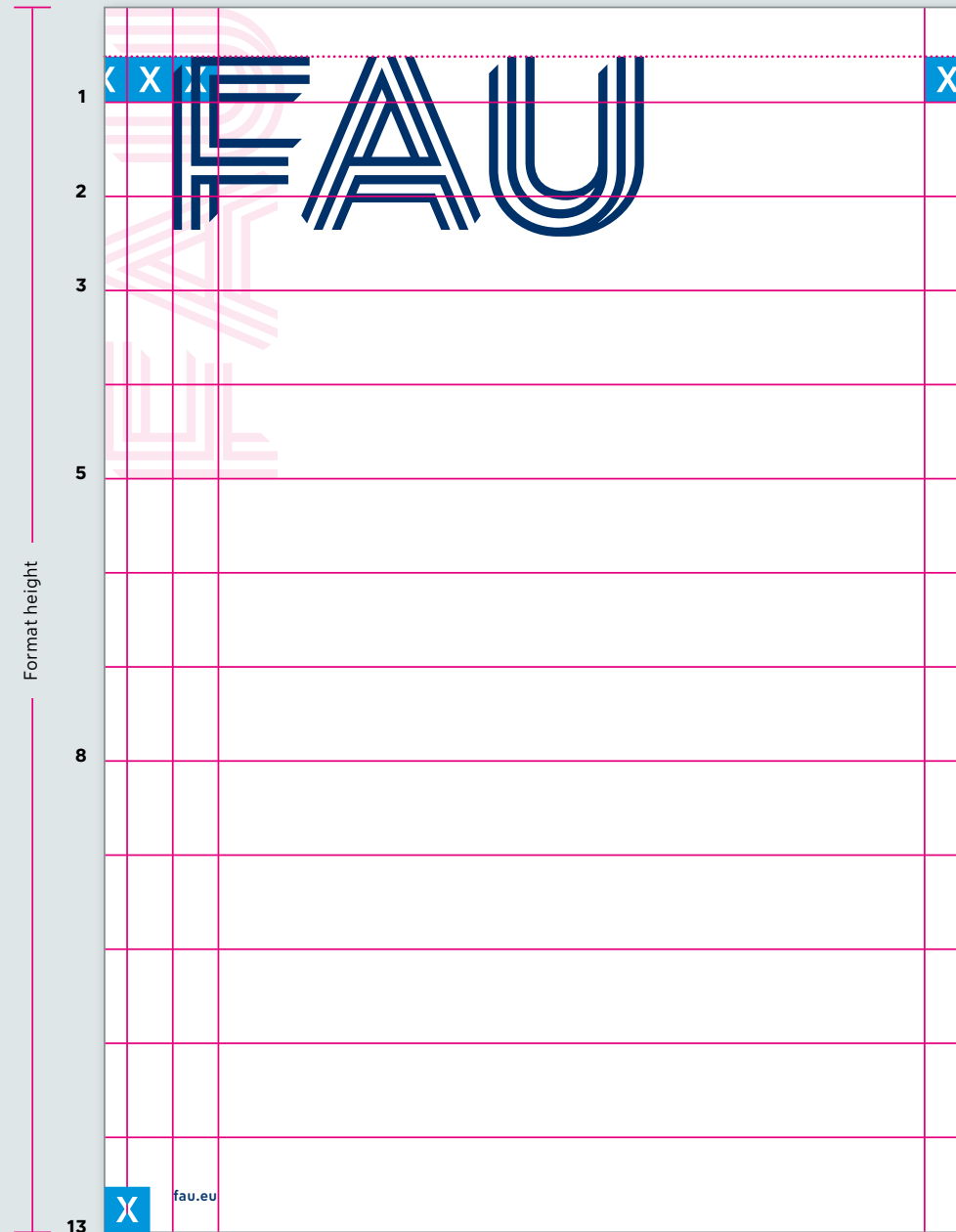
Top margin (Upper edge of square X) = 4.723 cm  
(1189 : 13 - 4.423 cm)

The square X and the margins can be rounded to the first decimal place.

Example above: Logo width = 45.73 cm, Square = 4.4 cm,

Left margin = 6.6 cm, Right and bottom margin = 4.4 cm,

Top margin (top edge of square X) = 4.7 cm





## 4.6 Campaigns Examples



## 4.7 Roll-up

### Dimensions 1,000 x 2,150 mm

**Format:** 1,000 x 2,150 mm

**Core mark:** 216.15% (Folder: FAU\_Kernmarke)

**Core mark width:** 615 mm (rounded from 615.38 mm)

**Square X:** 37.15 x 37.15 mm

**Left margin:** 2.5 X = 93 mm (rounded from 92.875 mm)

**Right margin:** 1.5 X = 56 mm (rounded from 55.725 mm)

**Top margin:** 2.5 X = 93 mm (rounded from 92.875 mm)

**Bottom margin:** 150 mm

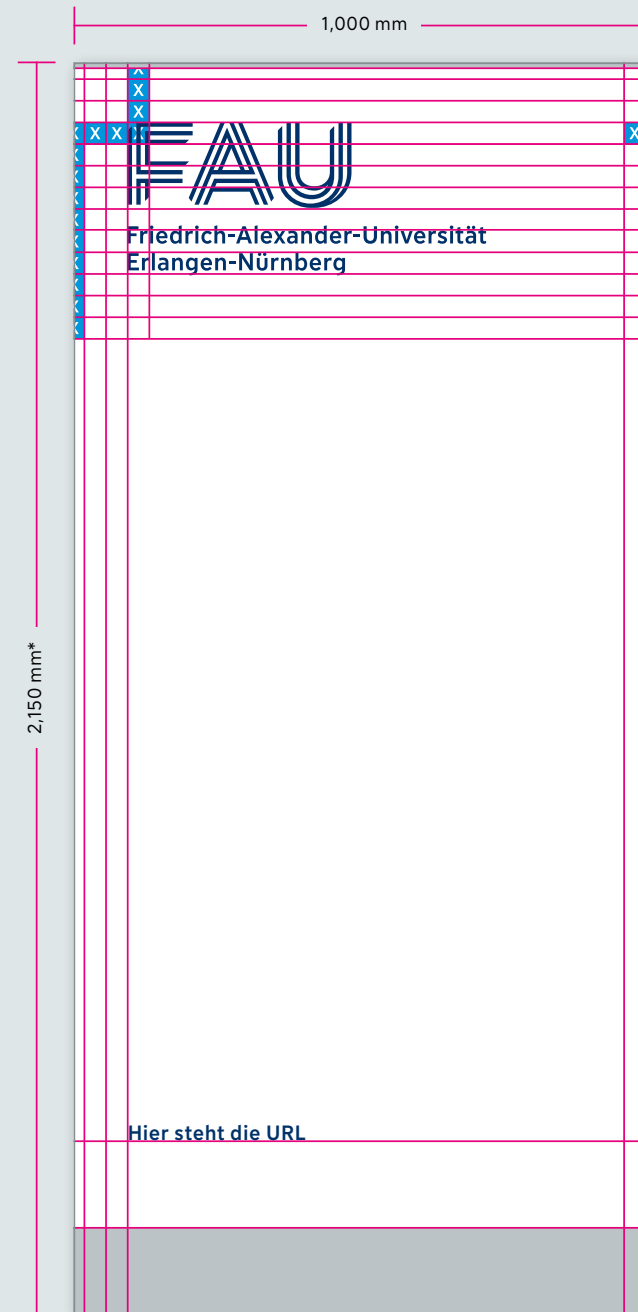
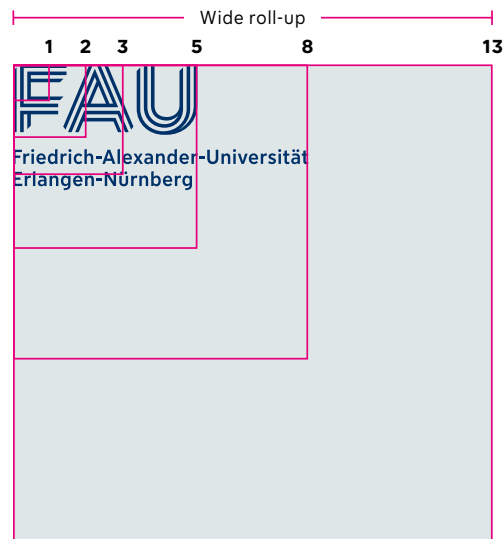
**Safety zone:** 12.5 X = 464 mm (rounded from 464.375 mm)

**Top section (gray):** No graphic due to bracket (10 mm)

**Bottom space (gray):** No graphic due to box (150 mm)

**Font size URL:** 100 pt FAU Sans Medium

(guideline – can be enlarged, reduced, or moved)



\* Varies by manufacturer  
from 2,000 - 2,400 mm

## 4.7 Roll-up Examples



## 4.8 Signage Logo sizes

Signs are a quick way to provide orientation. By using a clear structure – FAU/Faculty/Chair/Translation/Professor/Location/Address/Building – in FAU Sans Medium or FAU Sans Sans Book, we avoid the parentheses that have been used so far. Proportions for logo and font sizes are derived from the Fibonacci system.

The horizontal lines in vivid faculty colors underscore the affiliation and represent another element of the structure.

The texts on elevator signs are presented in FAU Blue and white background, with accents in the respective faculty color for better readability.

Logos of departments, chairs, themes or programs are not used.

### Logo sizes

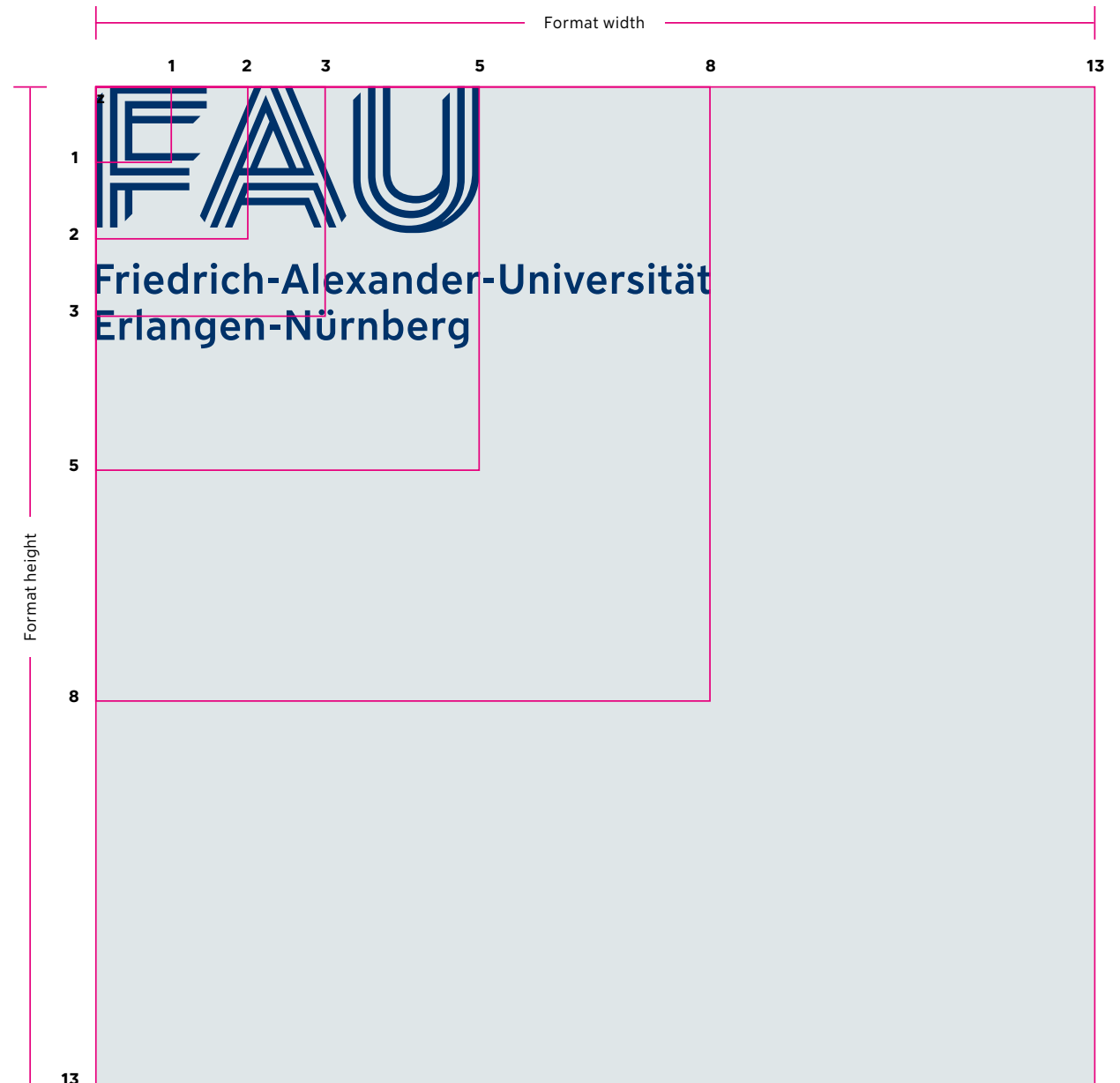
The logo size is determined by the dimensions of the sign. The design is based on the Fibonacci system:

**5 = Wordmark**

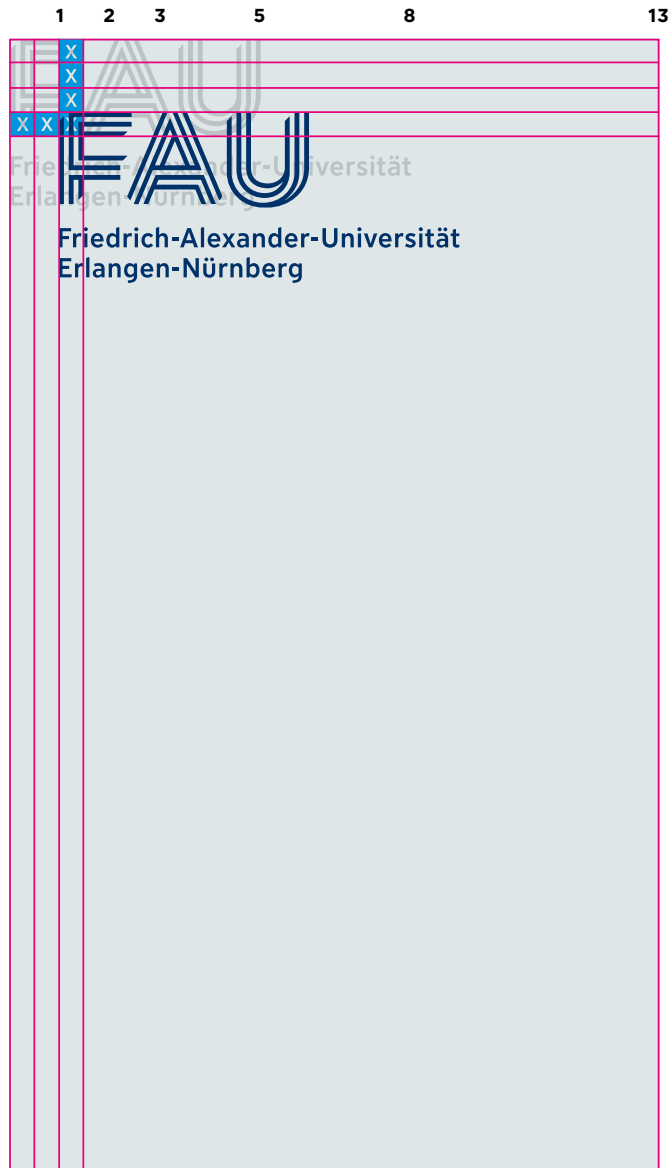
**8 = University name**

**13 = Narrow format side**

The FAU logo is used in portrait format on square signs, while landscape format is used on text heavy signs.



## 4.8 Signage Margins



### Portrait

Left margin 2 X, Top margin: 3 X

Example: Sign 86 cm wide x 150 cm high (= ratio left image)

Logo width = 52.925 cm ( $86 : 13 \cdot 8$ ), square = 3.198 cm, Left margin = 6.396 cm, Top margin = 9.594 cm

### Landscape

Left margin: 3 X, Top margin: 2 X, Right margin: 2 X

University name is located at the right format edge, the minimum distance to the logo must be maintained.

Example: Sign 162 cm wide x 75 cm high (= ratio top image)

Logo width = 46.15 cm ( $75 : 13 \cdot 8$ ), Square X = 2.789 cm, Left margin = 8.367 cm, Top and right margins = 5.578 cm

The square X and the edges can be rounded to the first decimal place.

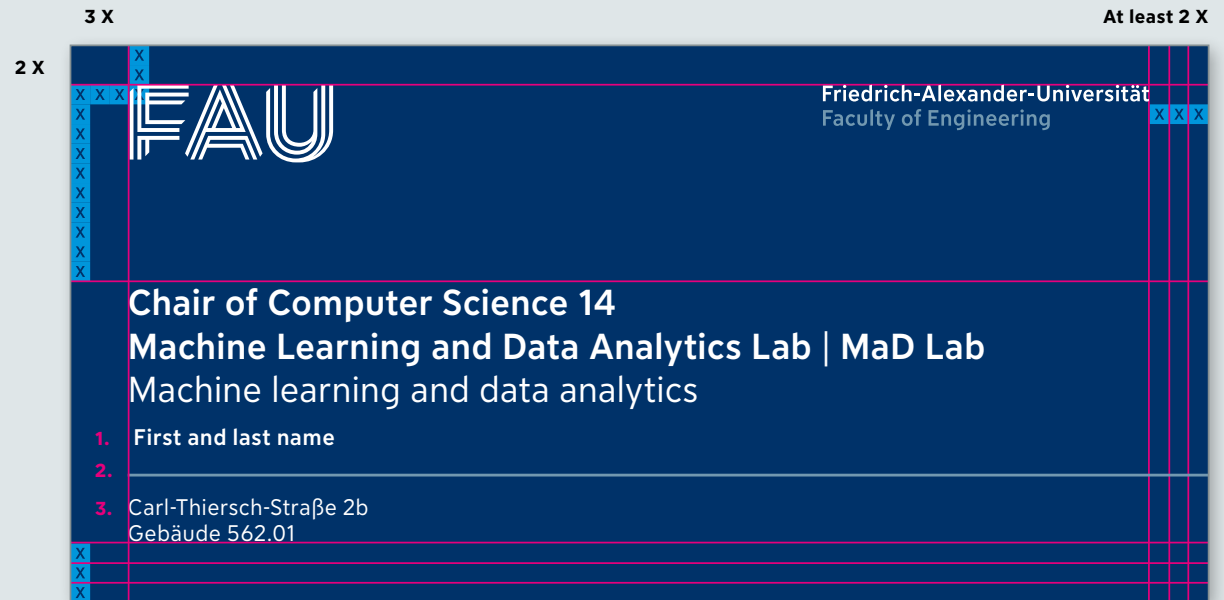
Example above: Logo width = 46.15 cm, Square X = 2.8 cm, Left margin = 8.4 cm, Top and right margins = 5.6 cm

## 4.8 Signage Signs

### Example

- Logo size: 107 %
- Font size: 59 pt
- Large text:  $59 \times 1.6 = 95$  pt
- Medium text: 59 pt
- Font styles Book and Medium
- Spacing between text blocks: automatic line spacing

1. Distance to large font text block: automatic line spacing of the large font
2. Font weight: FAU Sans Medium, 12.5% of font size  $59 \text{ pt} = 7.4 \text{ pt}$  (rounded), automatic line spacing of large font, line in the vibrant faculty color, for example, TF Metallic (above) and Phil Orange (below), visually center the line between the text blocks
3. Distance to the line: automatic line spacing of small font



Bottom clearance: at least 2 X



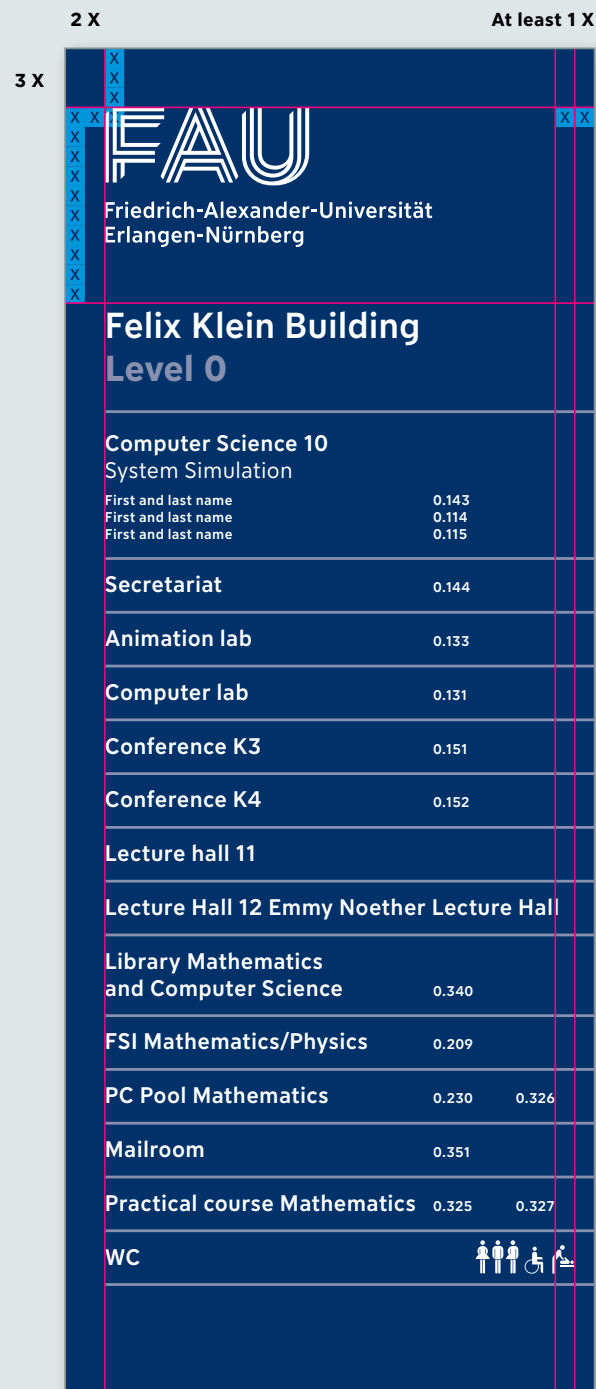
Bottom clearance: at least 2 X

## 4.8 Signage Signs

Signs for buildings with multiple faculties are usually in FAU Blue. The core mark is used in this case with the university name. Line color is 37.5% FAU Dark Blue. If the architecture clashes with blue signs, use white signs with logo and text in FAU Blue, line color 37.5% FAU Dark Blue.

### Example

- Logo size FAU core mark: 100%
- Font size: 55 point
- Large text:  $55 \times 1.6 = 88$  pt
- Medium text: 55 pt
- Small text:  $55 \times 0.625 = 34$  pt (rounded) Font weights: Book, Medium, Bold (for levels)
- Distance between text blocks: automatic line spacing (may be reduced depending on the amount of text)
- Line weight: FAU Sans Medium, 12.5% of font size  $55 \text{ pt} = 6.9 \text{ pt}$  (rounded), line in 37.5% FAU Dark Blue, visually center the line between the text blocks
- Levels in 37.5% FAU Dark Blue

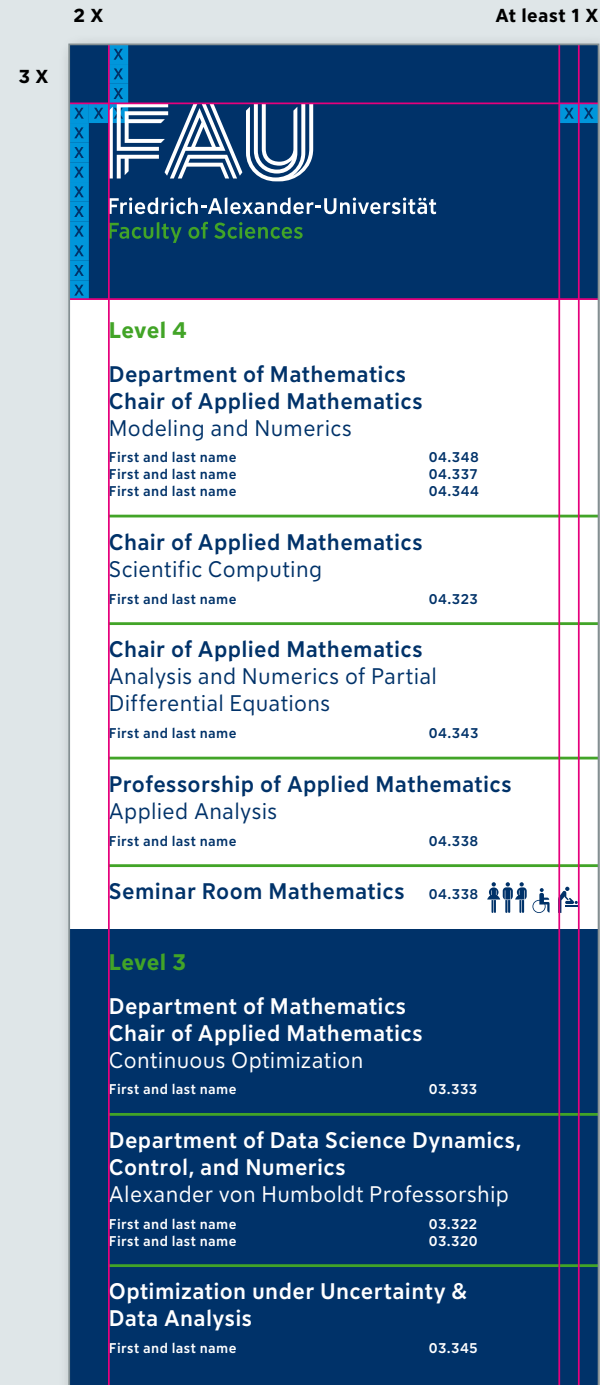


## 4.8 Signage

### Elevator sign

#### Example

- Logo size FAU core mark: 76%
- Font size: 42 pt
- Medium text: 42 pt
- Small text:  $42 \times 0.625 = 26$  pt (rounded) Font weights: Book, Medium, Bold (for levels)
- Distance between text blocks: automatic line spacing (may be reduced depending on the amount of text)
- Line weight: FAU Sans Medium, 12.5% of font size  $42 \text{ pt} = 5.3 \text{ pt}$  (rounded), line in the vibrant faculty color, e.g. Nat Green
- Levels in the vital faculty color, e.g. Nat Green
- The respective level is displayed on a white background with text in FAU Blue.





## 4.8 Signage Columns

The font sizes for signage columns are derived from the font size of the university name.\*

### Top logo (3 font sizes)

**Large text** = 160% of university name

**Medium text** = university name font size

**Small Text** = 62.5% of university name

(values may be rounded after the decimal point)

- Line spacing is automatic, if necessary, a space may need to be added after a third paragraph. Blank lines can be inserted for better separation.
- The line weight corresponds to the font weight of FAU Sans Medium at 12.5% of **medium text**\*\*.
- The distance between two blocks corresponds to the line spacing of large text.
- The dividing line is centered.
- Line color in vibrant faculty color on FAU blue columns. FAU Dark Blue on faculty color.
- Pictograms are placed on the right. In exceptional cases, these can also be placed on the left.

### Example

1. Logo size FAU core mark: 130%
2. Font size: 72 point
3. Large text:  $72 \times 1.6 = 115$  pt (rounded)
4. Medium text: 72 pt
5. Font weights: Book and Medium
6. Spacing between text blocks: automatic line spacing\*
7. Line weight: FAU Sans Medium, 12.5% of medium text  
 $72$  pt =  $9$  pt (rounded), line in the vibrant faculty color, e.g. TF Metallic

\* In exceptional cases (large amount of text, multiple levels, German-English etc.), these can also be reduced.

\*\* If there is a lot of text, this can also be based on small text.



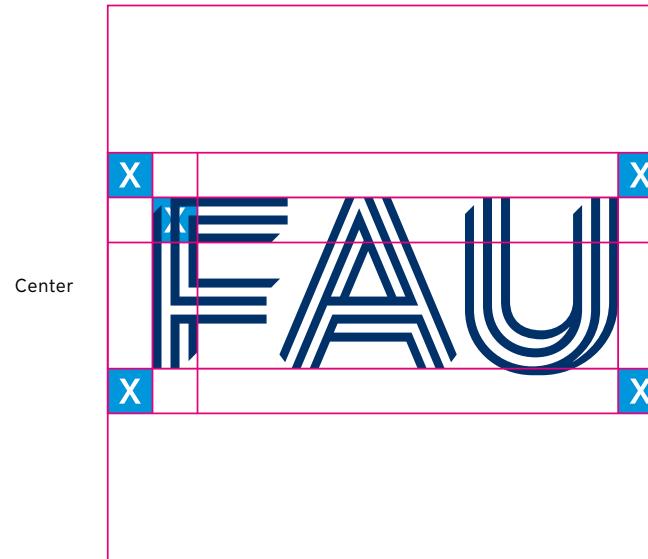


## 4.9 Social media Icons

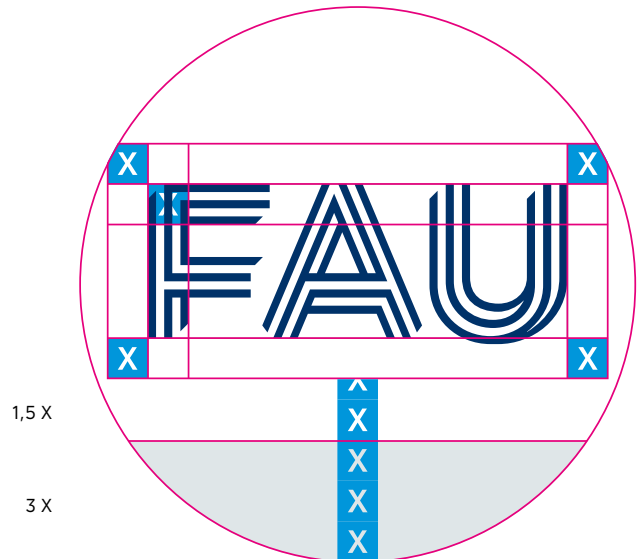
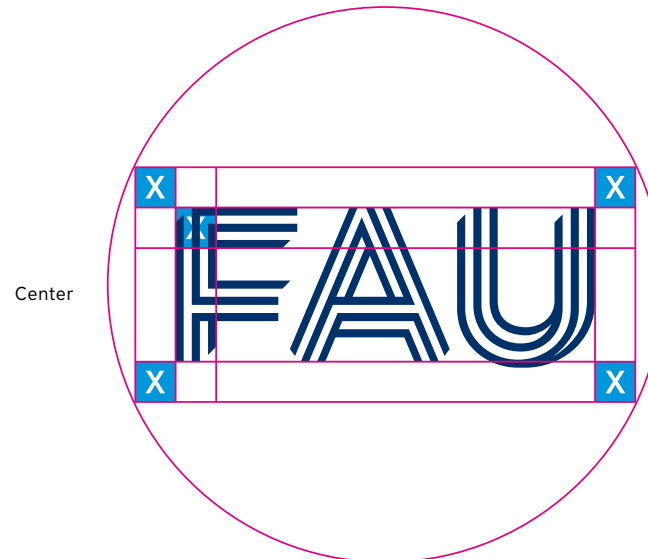
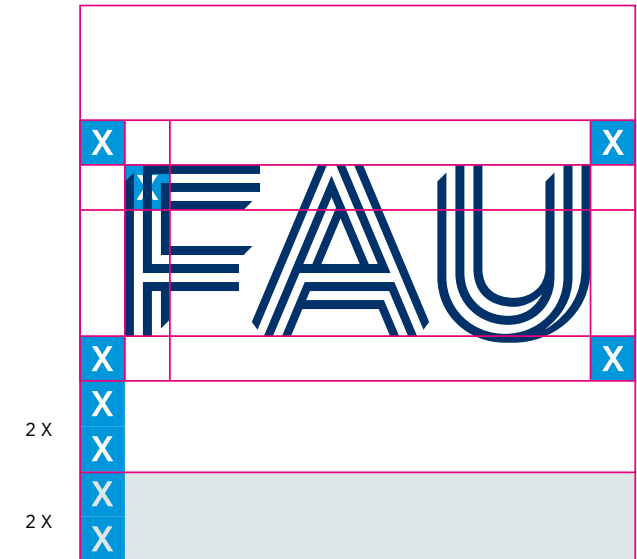
In addition to the blue icons for FAU in general, there are also social media icons for the faculties in their faculty colors.



Central level



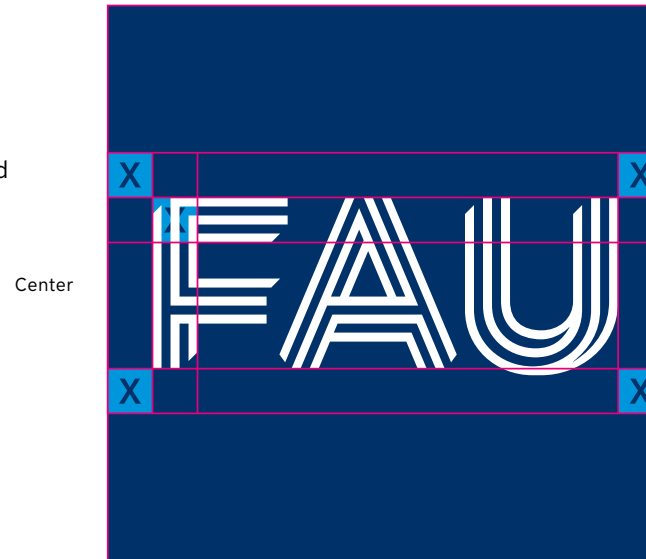
Faculties



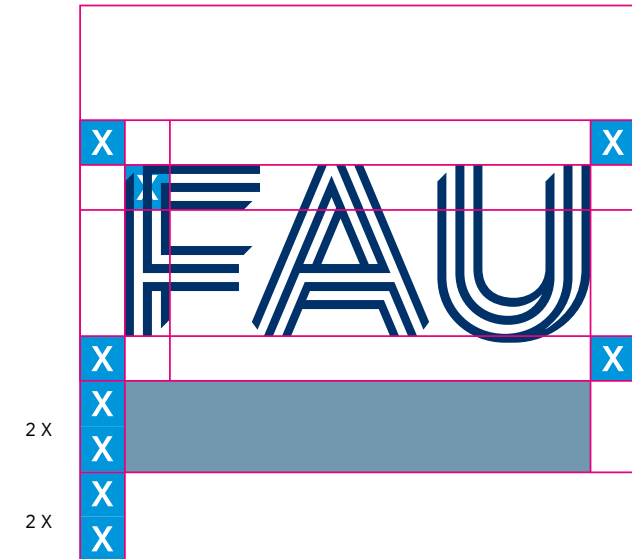
## 4.9 Social media Favicons

A favicon is a small image that is displayed in the web browser's address bar next to the page title. The most common formats are 16 x 16 pixels or 32 x 32 pixels. Text in the subtitle should be displayed in mixed case, not in uppercase letters.

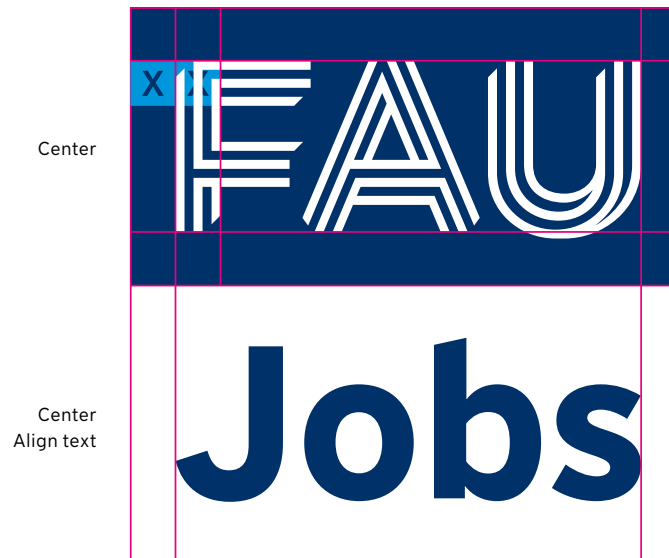
Central level



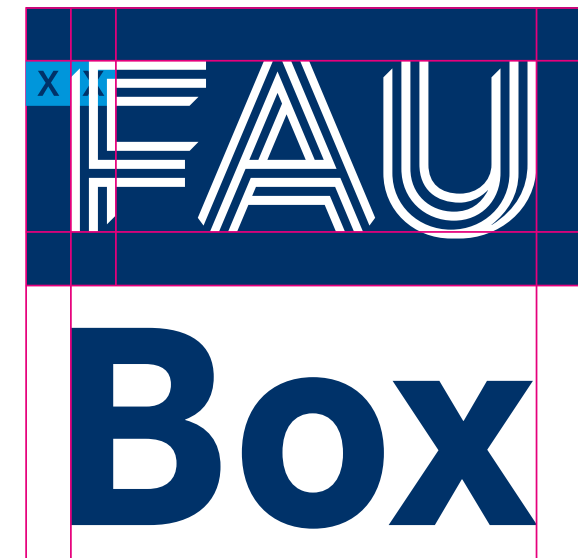
Faculties



Central level

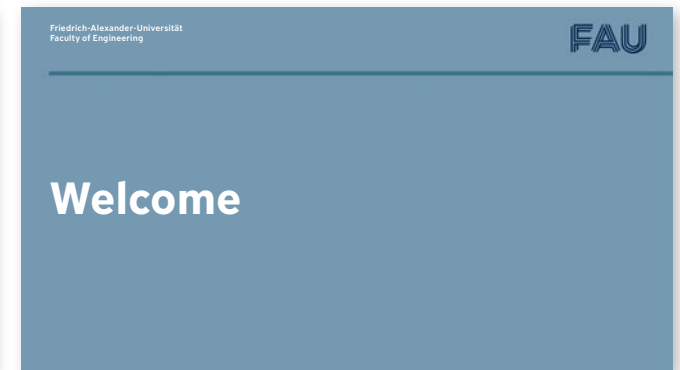
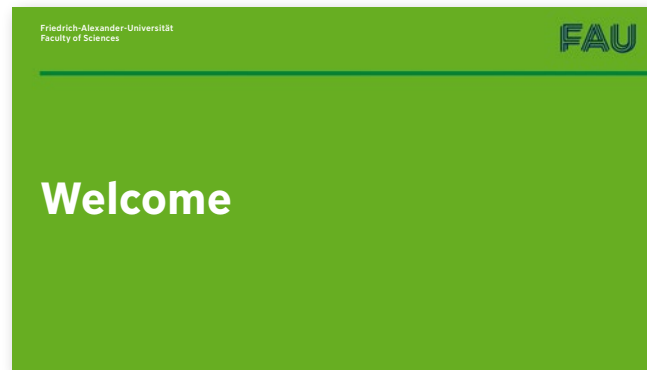
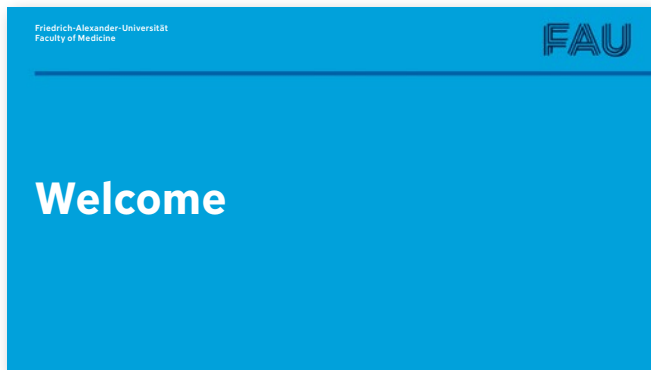
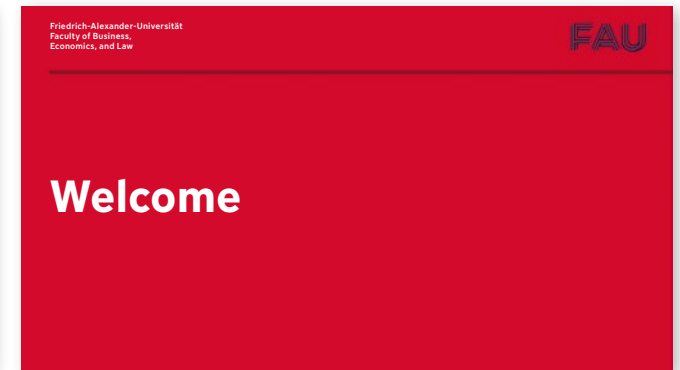
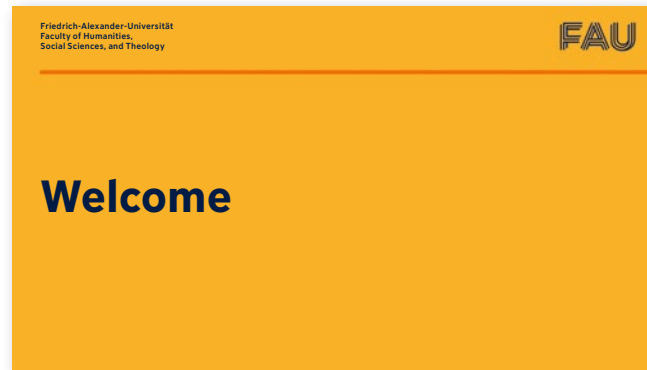
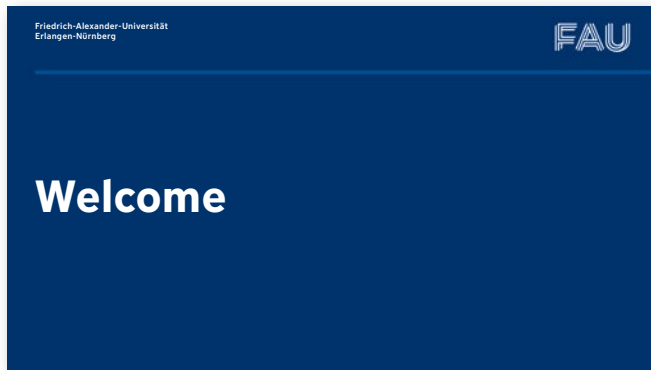


Central level



## 4.10 PowerPoint 16:9

PowerPoint templates have been created for each faculty and they should be used.





## 4.11 Video Design principles

Video has a firm place in brand communication today. Interviews, recordings of events, livestreams, instructional videos, and promotional films are all important types of video content created at FAU.

Consistent design and brand visibility are also important in videos. The criteria for visual language at FAU also apply to videos (page 58 ff.).

For a strong identification with the brand FAU, actors should ideally wear T-shirts or sweaters with FAU branding (available for loan from the FAU Brand Office).

The content design is the responsibility of project managers. The brand office should be involved from the planning stage to ensure that the FAU brand and corporate design are represented properly (contact page 5).

### **The Brand Office offers:**

Consultation on corporate design in video projects. It should be consulted in advance for video projects.

### **Contact:**

- Branding and brand communication  
**brand@fau.de**
- Graphic services and production consulting  
**grafik@fau.de**



## 4.11 Video Introduction

### Video introduction

Video intros can display either an animated logo or a static logo on the first video frame. The animated logo (with sound) is available in both FAU Blue and the faculty colors. This video serves as an example:

[gemeinsam.fau.de](https://www.gemeinsam.fau.de)

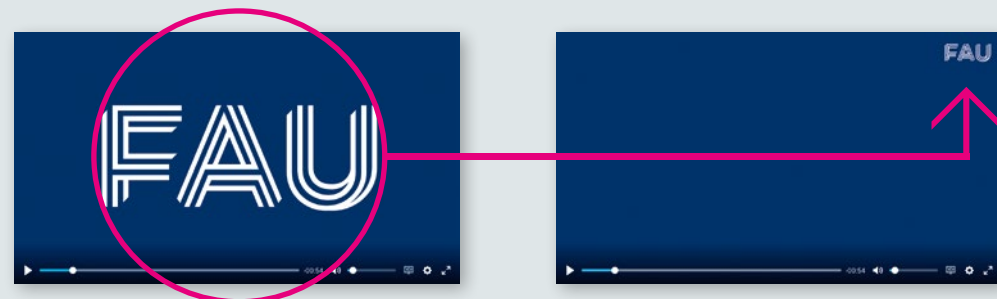
Alternatively, the wordmark can be displayed on a white background on the first video frame.

This video serves as an example:

[youtube.com/watch?v=ZA7PtFrFyll](https://www.youtube.com/watch?v=ZA7PtFrFyll)

The wordmark moves to the upper right after the introduction in both versions. The logo will now remain displayed for brand visibility throughout the entire length of the video.

Animation and logo files for the wordmark are available at [intern.fau.de/corporate-design](https://intern.fau.de/corporate-design).





## 4.11 Video Lower third

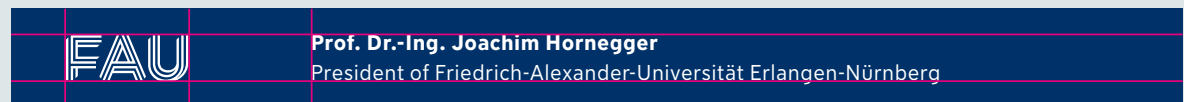
The lower third provides space to introduce people who speak in the video by name and, if applicable, job title/position.

**Background color:** FAU Blue, RGB 4/49/106, 100%, across the entire format

**Font color:** white

**Font "Name":** FAU Sans Bold or Roboto Bold

**Font "Function":** FAU Sans Regular or Roboto Regular  
Text only in mixed case (no capitals)



## 4.11 Video Outro

If the animated logo was used in the intro, the video ends with the same animation after the last frame.

When using the static logo in the intro, the video ends with the white FAU logo on a blue background.

Videos should be uploaded to the video portal of FAU  
[www.fau.tv](http://www.fau.tv).

### Download:

Animation and logo files for the wordmark are available at [intern.fau.de/corporate-design](http://intern.fau.de/corporate-design).



## 4.12 Website

Official FAU websites should follow the corporate design of the university. Templates are available to ensure a professional online appearance.

The Regional Computing Center Erlangen (RRZE) has developed individual WordPress themes for faculties, chairs, and institutions of the university. WordPress is an extensive and powerful Content Management System (CMS).

The screenshot displays the official website of Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU). The header includes navigation links for 'UnivIS', 'Campus', 'Contacts and directions', and 'Careers at FAU', along with a search icon and a language selector set to 'Deutsch'. The main navigation menu features 'FAU', 'People', 'Education', 'Research', and 'Outreach'. A large hero banner shows a group of students and a professor in a classroom setting, with the text 'Many different ways – one destination: Studying at FAU'. Below the banner is a horizontal menu with categories: 'Prospective students', 'Students', 'Researchers', 'Staff', 'Alumni', 'Companies', and 'Press'. The 'News' section contains three articles: 'New Vice President Education' featuring Prof. Dr. Andrea Bréard, 'ZOLLHOF one of the top start-up hubs in Europe' highlighting FAU's tech incubator's ranking, and '#Zusammenland: Diversity makes us strong' promoting the university's stance on diversity. A 'News portal' link is located at the bottom right of the news section. The footer features a dark blue banner with the text 'Study at FAU for a promising future' and 'Choose from over 270 degree programs', accompanied by an image of students.

# 4.12 Website Examples

Depending on the affiliation with institutions, chairs, and faculties, there are specific WordPress themes. These can and should be used for guidance within FAU. Each theme is designed based on individual faculty colors or FAU Blue.

Logos for FAU institutions and chairs can be automatically created for use on the website using the RRZE quick start guide. However, these logos are not permitted for any other use beyond the website (more information on page 49).

**Download:**  
Templates, themes, and plug-ins are available for download from: [www.wordpress.rrze.fau.de](http://www.wordpress.rrze.fau.de)  
**Also on the RRZE website:**  
Instructions for setting up a website as well as contact information for the RRZE.



# Legal

## Publisher

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## Responsible

FAU Brand Office

## Concept and design

zur.gestaltung, Nuremberg

## Corporate design

CLAUS KOCH, Hamburg

## Proof-reading

Wordfindung, Susanne Hofmann, Nuremberg

## Image

Page 58, top; Page 59, bottom left; Page 60, bottom right; Page 62, bottom right: Giulia Iannicelli;  
Page 58, bottom; Page 59, top, bottom right; Page 60, top, bottom left, bottom center; Page 61;  
Page 62, bottom left, top; Page 68; Page 77, top center left, bottom center left: Anna Tiessen;  
Page 63: Shutterstock (top center left: PureSolution; bottom left: LvNL, middle right, right: Sunset Paper);  
Page 64: Shutterstock (Illus free: The Studio, bottom: Vector Tradition, top right: Fehmiu Roffytavare,  
2 x middle left: Sunset Paper); Adobe Stock (middle right: EH graphics); Gerd Beck (bottom right);  
Page 65: Shutterstock (top left: BNP Design Studio, middle left: Christos Georghiou,  
bottom left: autumn, top right: VectorBar, middle right: lycreative.id, bottom right: Nature line);  
Page 77, top right: Shutterstock (rozmarin); Page 98-103, 110, 111: Anna Tiessen;  
Page 111: Shutterstock (PureSolution); Page 113: Anna Tiessen

### Please note:

Following the resolution of the Executive Board of January 24, 2024, using the FAU corporate design is mandatory for all members of the university. Complying with the corporate design is an essential contribution toward ensuring coherent standards and professionalism at FAU.



[fau.eu](https://www.fau.eu)