graphic guidelines
by the University of Luxembourg
graphic guidelines

These guidelines are essential for a consistent use of the visual identity of the University of Luxembourg.

Their objective is to create coherence between different publications.

1 - logotype of the University of Luxembourg
2 - the faculties
3 - the Interdisciplinary Centre for Security, Reliability and Trust
4 - the Luxembourg Centre for Systems Biomedicine
5 - the Luxembourg School of Finance
6 - the research units
7 - the laboratories, departments and other entities at the University
8 - the Student Department (SEVE)
9 - the Chairs and the Cell for Sustainable Development
1.1 - logotype of the University of Luxembourg

The logotype may not be altered under any circumstances.

It is to be used like this for all communication mediums.
1.2 - logotype / colour code

It is advised to use the above listed colours of the logo for all documents.

**Red (uni)**
Pantone 485 / CMYK 0-96-97-0 / RGB 255-20-11

**Blue (.lu)**
Pantone 299 / CMYK 82-10-0-0 / RGB 0-170-220

**Grey (title)**
Pantone 425 / CMYK 10-4-9-70 / RGB 92-92-92
1.3 - logotype / colour code

The logotype is in printed in four colours.

In certain cases, the logotype can be used in black and white.
A narrow blank area around the logo and its title has to be preserved under any circumstances. This space corresponds to the width of the letter “u” (in grey on the visual).
1.5 - typography

The typography to be used are the font families Univers and Engel. Univers is used for headlines and Engel is used in body text. It normally ranges from 8 to 14 pts in size.

In all other documents, such as word documents or facsimiles, please use Arial.
The logo is enhanced by adding a line. This version exists in different formats and sizes. The lines are placed horizontally at the bottom of a document or vertically at the side at which the pages will be bound or folded. They are also used to separate between picture and text (for example on a poster).

A second grey line can further underline the logo to detach it from the white background.
1.7 - UL / business cards & letterheads

The different templates can be uploaded on the intranet (under “How to use the Logo and the Corporate Design”).
The flyers and posters of the University of Luxembourg always carry the baseline “University of Luxembourg | Multilingual. Personalised. Connected.”
2.1 - the faculties / the emblems

Each faculty is characterised by an emblem and a colour. Use the emblem of the faculty also for the study programmes of that faculty.
2.2 - the faculties / letterheads

In official and external communication mediums like letters, always use its grey lettering below the UL logo line.
2.2 - the faculties / business cards & letterheads

For stationery, templates are available for all elements: business cards (85 x 55 mm), letterheads, ...
2.3 - the faculties / leaflets & posters

**Leaflet (2 versions)**

1. 210 x 297 mm > accordion folding in 3 parts
   - Text in 1 column: max. of 7'500 characters (incl. blanks)
   - Text in 2 columns: max. of 8'000 characters (incl. blanks)

2. 210 x 392 mm > rolled-up folding in 4 parts
   - Text in 1 column: max. of 9'500 characters (incl. blanks)
   - Text in 2 columns: max. of 10'000 characters (incl. blanks)

Certain documents are produced in-house: A4 and A3 posters announcing events and leaflets of study programmes or for laboratories.

The leaflets can be folded like an accordion or rolled-up (see image). Note that in-house prints always come with a white border, it is impossible to print without.
3.1 - the Interdisciplinary Centre for Security Reliability and Trust

The SnT uses its own logo. It is used on all external communication tools in combination with the UL logo. Design guidelines are available at SnT.
3.2 - SnT / business cards & letterheads

On business cards, the SnT logo is positioned on the front side with the UL logo. On the back is the information on the card owner.

On letterheads, the SnT logo and the university name are positioned at the top left side. The UL logo is in the footer at the bottom of the page.
4.1 - the Luxembourg Centre for Systems Biomedicine

The LCSB uses its own logo. It is used on all external communication tools in combination with the UL logo. Design guidelines are available at the LCSB.
4.2 - LCSB / business cards & letterheads

On business cards, the LCSB logo is positioned on the front side with the UL logo. On the back is the information on the card owner.

On letterheads, the LCSB logo and the university name are positioned at the top left side. The UL logo is in the footer at the bottom of the page.
5.1 - the Luxembourg School of Finance

The LSF uses its own logo. It is used on all external communication tools in combination with the UL logo and the lettering of the faculty.
5.2 - LSF / business cards & letterheads

On business cards, the LSF logo and faculty lettering are positioned on the front side with the UL logo. On the back is the information on the card owner.

On letterheads, the LSF logo and the faculty lettering are positioned at the top left side. The UL logo is in the footer at the bottom of the page.
If you're considering graduate studies in finance, the Luxembourg School of Finance offers a first-class master's programme. You will be taught by renowned professors open to your ideas. You will be part of a highly international school, with small class sizes and modern premises, situated in the heart of Europe. A rich and promising setting to prepare your future in finance.

Aline Muller,
Visiting Professor of International Finance, Luxembourg School of Finance

Luxembourg School of Finance
info@lsf.lu
+352 46 66 44 6807
www.lsf.lu
6.1 - the research unit INSIDE

The research units’ logo are grey and in lettering only, thus respecting the typography of the UL logo. On letters, the research unit’s logo is placed at the right side of the UL logo and above the grey line.
On posters designed by other institutions, the UL research unit's logo is to be used in combination with the UL logo and the UL lettering.
6.2 - the research unit EMACS
6.2 - the research unit EMACS in alignment with uni.lu
6.3 - the research unit LCMI
6.3 - the research unit LCMI in alignment with uni.lu
6.4 - the research unit IPSE
6.4 - the research unit IPSE in alignment with uni.lu
6.5 - the research unit CSC
6.5 - the research unit CSC in alignment with uni.lu
6.6 - the research unit RUES
6.6 - the research unit RUES in alignment with uni.lu
6.7 - the research unit PHYMS
6.7 - the research unit RUEN in alignment with uni.lu
6.8 - the research unit LSRU
6.8 - the research unit LSRU in alignment with uni.lu
6.9 - the research unit RMATH
6.9 - the research unit RMATH in alignment with uni.lu
6.10 - the research unit CREA
6.10 - the research unit CREA in alignment with uni.lu
6.11 - the research unit RUL
6.11 - the research unit RUL in alignment with uni.lu
7.1 - the laboratories, departments and other entities at the University

The laboratories research teams and other structures within the research units, as well as the university departments (except SEVE), do not dispose of logos. They are represented by lettering placed beneath the grey line that goes along with the UL logo.
7.2 - the laboratories, departments and other entities at the University
8.1 - the Student Department (SEVE)

The Student Department is the only UL department with a logo. Its logo is grey and in lettering only, thus respecting the typography of the UL logo. On letters, the Student Department logo is placed at the right side of the UL logo and above the grey line.
The Chairs use the UL logo and that of the sponsor compliant with the contract. The sponsor’s logo is positioned in a second box beside that containing the UL logo.
9.2 - the Cell for Sustainable Development

The Cell for Sustainable Development uses the UL logo in green and this only for internal communication.
The more consistent the University presents itself to the public, the better its brand recognition and its advantage in building up an international reputation.

The creation of a new logo has to be approved by the rectorate and the Communication Department and has to be designed in cooperation with the latter.

In external communication, secondary logos have to be used in combination with the UL logo.

You will find the new templates for logos, letters and PowerPoint presentations of the research units on the intranet. For questions, advice or suggestions about the University's corporate design, please contact the Communications Department: communication@uni.lu, phone: -6525