Style guide

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Table of contents

Introduction 3

Overview of the design language
Layout examples 5
Outdoor advertising 6
Posters 7
Posters using faculty colour schemes 8
Posters containing more information 9
Publication covers 10
Publication body pages 11
Book covers 12
Invitations 13
Envelopes 14
Document templates 15
Souvenirs and gifts 16
T-shirts 17
Web banners 18
Social media 19
Webpage 20

Main elements
Overview of logos 22
Logo 23
Round logo 24
Logomark 25
Logos of faculties and institutions 26
Protected areas of logos 27
Minimum sizes of logos 28
Colour schemes of logos 29
Forbidden use 30
Main colours 31
Faculty colours 32
Fonts 33
Visual language 34

Design principles
Using rotated figures 36
Overview of general design solutions 37
Schematic examples of logo and element layouts 38
Rules for using main and faculty colours 39
Using texts and colours 40
Forbidden use of colours 41
Introduction

The University of Tartu is an integral part of the cultural heritage of Estonia. The history of the university, in a way, entails the past, present and future of Estonia and Estonian people but also that of all other peoples who have lived here and live here currently. Many of our greatest figures have walked between the columns of the alma mater’s main building and will continue to do so in the future. It is difficult to overestimate the significance of the University of Tartu.

An integral part of the university’s image is its visual identity. Dignified history and a visionary and youthful approach have been brought together conceptually. Herein lies a combination of seriousness and ambitious playfulness.

This style guide gives a thorough overview of the visual elements tied to the University of Tartu and the ways they should be utilised – the focus will be on the logo, colour schemes, fonts, photos and design solutions. Both the overall impression and minute details are crucial. The elements form a whole, which is why equal attention must be paid to all details.

The essence of visual language is not constituted by rules but by the attitude conveyed by the design. It is important to follow this direction; the rules are there to help you stay on the right path. No one guide could describe everything and provide answers to all questions that may arise, there is always room for interpretation – this is unconditionally necessary to ensure the visual language survives. What matters most is retaining the attitude. That way the language remains complete and persists for a long time.

Good luck!

Guideline authors and the Marketing Unit of UT
Overview of the design language
Outdoor advertising

The design of the university’s outdoor media should prioritise the recognition of UT and the prominence of the message and visual. Outdoor advertisements use the main colour scheme of UT, the UT blue should be the centre of attention. The UT logo is always presented in white against the UT blue background. The UT round logo is not used on advertisements.

Fonts Rubik Bold and Rubik Regular are used. The shortest possible title that successfully conveys the message should be chosen. The point should be clear and concise. The title can be accompanied by an explanatory body of text. The web address and slogan can be the same size, the address can be enlarged, if needed.

The use of photographs is preferred, but if that is not possible, one or more squares should be added in the base colour. The square stencil of the photo as well as the coloured squares should be rotated in 15° intervals (15°, 30°, 45°, 60°, 75°) for the horizontal and vertical axes or left unrotated (0° or 90°). Rotated stencils and squares are preferred in advertisements.

Square and stencil rotation examples:

Examples on the right: large-scale posters, bus stops/advertising columns, A0/A1, etc.
Posters

The posters of the University of Tartu follow the same design as the outdoor media, but the elements' scales are different and the layout and size of features take into account the amount of information communicated as well as observation distance.

The UT logo can be used on both the blue background as well as the photo content if readability is guaranteed.

University-wide posters should, as always, follow the general colour scheme.

Fonts Rubik Bold and Rubik Regular are used on posters. Longer and smaller text paragraphs can be formatted using the Lora font family.

The UT round logo is not used on posters.
Posters using faculty colour schemes

The posters of specific faculties or other structural units can make use of the faculty’s colour scheme and the unit’s logo.

The faculty’s colour can take up at most 33% of the poster.

The faculty logo can be presented against a blue background or a photo, just like the UT logo. The logo of a faculty or another unit cannot be in the faculty’s signature colour or against it.

The UT round logo is not used on posters.

Examples: average sizes A0/A1/A2/A3
Posters containing more information

Posters containing more information should follow the general design principles. The more info presented, the smaller the text should be. Fonts Rubik Bold and Rubik Regular can be used for larger texts, smaller (longer) paragraphs can be formatted using the Lora font family.

A blue background is preferable, but posters can also make use of an inverted colour scheme (blue logo and text against a white background) if it is necessary to increase readability.

Upon using faculty colours, the following rule applies – the signature colour can take up at most 33% of the poster.

If more information is presented, we recommend using a 0° angle for the photo stencils and background squares, i.e. they should not be rotated.

The UT round logo is not used on posters.

Examples:
average sizes A0/A1/A2/A3/A4
Publication covers

Cover designs for publications like books and brochures should follow the same principles as posters.

The logo of the University of Tartu or a faculty/subunit should be presented in white against a blue background.

The font for the title and additional info on the cover is Rubik Bold. smaller texts can be in Rubik Regular.

Smaller body paragraphs and longer texts on the cover can be formatted using the Lora font family.

Faculty-centred publications can use the faculty colour scheme, but the additions should not make up more than 33% of the cover.

The UT round logo is not used in commercial and informational publications.

Examples:
different size publication design options
Publication body pages

You are welcome to use the UT colours as well as photo stencils and squares that have been rotated by 15° intervals in the body pages of commercial publications and brochures. Orange accent colours can also be used.

Faculty-coloured publications use the faculty colour as an accent.

Fonts Rubik Bold and Rubik Regular are used for titles, highlights, subheadings, web addresses, etc., font family Lora for longer body paragraphs.

Content-centred materials can refrain from using graphics and colour play, focus on texts and be more subdued.

Example:
publication for foreign students (A5)
Book covers

Both the main logo of the University of Tartu and the round logo can be used on book covers.

Depending on the type of publication, the squares and photo stencils that have been rotated by 15° intervals can be utilised in cover designs or a more conservative layout can be chosen. Font family Rubik is used on covers, if appropriate, texts can be in elegant Rubik Light and if necessary, font family Lora can be used for smaller texts.

If calico cloth or coloured paper is used, the closest colour to the UT blue should be chosen. To make the books more special and valuable, different printing technologies, e.g. embossing, hot-pressing, punching and spot varnishing, can be used.

Examples: possible book cover layouts
Invitations

The University of Tartu round logo is used on invitations.

To make the invitation more special, techniques like embossing, hot-pressing, etc. can be used.

The used fonts are Rubik Light and Regular and Lora.

Simple layouts

Special layouts

Examples:
possible book cover layouts
Envelopes

The main logo of the University of Tartu is used on the frontside of the envelope. The sender’s address is written on the backside of the envelope.

If a subunit’s logo is preferred, then it should be added in place of the UT main logo.

Different size envelopes should follow the same design principles.
International NASA hackathon to take place in Tartu

From 19 to 21 October, Tartu will host the international NASA hackathon Space Apps Challenge. The event is simultaneously held in several places across the globe. The objective of the event is to bring together people and ideas from different fields and solve important societal problems using open data. The event is based on citizens’ initiative and is free. The operating language is English.

All those are welcome who are interested in remote-sensing information and space technology and wish to work together with people of different backgrounds from the university and elsewhere.

The event is not only centred around apps and participants do not have to know how to code. Every skill, piece of knowledge and idea is helpful at the hackathon.

Registration

More information and registration is on the webpage spaceapps2018.ut.ee. The hackathon is organised by the UT Department of Geography, Institute of Computer Sciences, Tartu Observatory and club EGEA-Tartu. The event is sponsored by CGI Eesti AS, Cybernetica AS, OÜ Positium LBS, Tartu Science Park and Daai AS.

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Souvenirs and gifts

Upon designing souvenirs and gifts, their purpose and use is taken into account. Both the main and the round logo can be used and if necessary, the name or logo of the faculty/subunit can be added (font Rubik).

Pens, pencils and other small objects should bear the main logo of the university, and if necessary, the name of the faculty/subunit can be added in Rubik. Designs take the perspective of right-handed people, and the logo and text are aligned to the right side.

Examples of possible souvenir designs:

- Pen
- Pennant
- Scarf
- Keychain
T-shirts

When choosing T-shirts, fabrics in colours similar to the UT blue are preferred. Images can be printed or embroidered.

The design of the shirts can be very simple and limited to printing or embroidering the main, compact or round logo on the shirt. The shirts can also make use of graphic designs. More extravagant and youthful T-shirts do not have to put all focus on the logo.

Examples: possible shirt designs
Web banners

Depending on their size, web banners are designed following the example of outside media and posters.

On skyscraper banners, using the two-line logo is preferred.

The UT round logo should not be used on banners.
Social media

On social media platforms (e.g. Facebook, Instagram), the UT design (image of main building and the year 1632) should be set as the profile photo. There is usually no need to use the main or compact logo as well because the name of the university is already highlighted.

General design elements (e.g. header images) can make use of photos combined with graphics or graphic images and photos only. Headers should not feature the university logo because that would repeat the imagery in the profile picture, however, the specific features of each platform should be taken into account.

Photos do not have to be accompanied by graphics in posts because this element is already present via the profile picture or as the name of the institution.

Examples:
signature graphics on Instagram and Facebook
Webpage

It is only necessary to use rotated squares and photo stencils in outstanding areas of the page if the design execution is plausible. Other elements (subheadings, information boxes, etc.) do not have to make use of rotated squares.

The UT signature blue should be prevalent in the colour scheme.

Presenting content against a white background is preferred.
Main elements
Overview of logos

The UT logo family includes the following kinds of logos.

- **Logos** or main logos (wide logos) are used in Estonian, English and Latin. If possible, this type of logo should always be preferred.

- **Compact logos** or two-line logos are available in three languages. This kind of logo is used instead of the main logo in case the former would be too small due to the restricted amount of available canvas (e.g. smaller web banners).

- **Round logos** or formal logos are bilingual and mostly used in formal prints (invitations, diplomas, books). Round logos can never be used in advertisements or brochures.

- **The logomark** is used independently in case the full logo cannot be used or is redundant (e.g. graduation rings, insignias, social media profile photos). The logomark should not be used alongside the UT logo.
Logo

The logo of the University of Tartu comprises the image of the main building, the year 1632 and the name of the university in Estonian, English and Latin. We also call these logos the main logos of UT. Using these logos is preferable.

The University of Tartu compact logo (two-line logo) is only used if there is not enough space to use the main logo or it is unnecessary.

The datum can only be omitted in special cases and omissions should be coordinated with the UT Marketing Unit (turundus@ut.ee).

Logo in Estonian

TARTU ÜLIKOOD

Logo in English

UNIVERSITY OF TARTU

Logo in Latin

UNIVERSITAS TARTUENSIS

Compact logo in Estonian, English and Latin

TARTU ÜLIKOOD

UNIVERSITY OF TARTU

UNIVERSITAS TARTUENSIS
Round logo

The University of Tartu round logo is used on certificates, diplomas, invitations, pennants, formal souvenirs, etc., but also in formal publications (e.g. yearbooks) and information materials concerning these formal events.

The round logo should never be used in everyday communication (advertisements, etc.) or be accompanied by the UT logo.
Logomark

The University of Tartu logomark comprises a pictogram depicting the main building and the year 1632.

The logomark is used independently in case the full logo cannot be used or is redundant (e.g. graduation rings, insignias, social media profile photos).

The logomark should not be used alongside the UT logo.

In some extreme cases, the standalone logomark (not part of the logo) can be used without the year, when reproducing the datum might be impossible (e.g. metal milling). In case the year is omitted, logomark usage should be coordinated with the UT Marketing Unit (turundus@ut.ee).
Logos of faculties and institutions

The logos of faculties and institutions comprise the minimised UT logo and the name of the institution, faculty or other subunit.

The name of the institution/faculty should not be capitalised unless it begins with the name of a person or geographical location – in that case, grammar rules should be followed (e.g. Johan Skytte Institute of Political Sciences). Long names should be presented in two lines.

Hyphenation is allowed and recommended in the case of compound nouns.

Independently creating new logos for institutions and subunits is forbidden.

In order to create a logo, the UT Marketing Unit (turundus@ut.ee) must be contacted.

Examples of wrong usage of logos

The logos of faculties and institutions cannot be in the subunit’s signature colour. The logo must always be in blue or in white against a blue background.

The logos of faculties and institutions cannot be in white against the subunit’s signature colour background. The logo must always be in blue or in white against a blue background.
Protected areas of logos

The protected area of a logo is the minimal free space surrounding the logo that should not be cluttered by text or graphics, including other logos.

- **Protected area:** the letter “O” as a measure
- **Protected area:** two letter “O’s” as a measure
- **Protected area:** 50% of the width of the logomark
- **Protected area:** two letter “O’s” as a measure
Minimum sizes of logos

The minimum size of logos and insignias is defined by their height.

In special cases (e.g. metal milling), the possibilities of using the material must be considered, exceptions should be coordinated with the university’s Marketing Unit (turundus@ut.ee).

Smallest allowed sizes on screen and on print. NB! These examples do not have the correct measurements.
Colour schemes of logos

The logo of the University of Tartu can be used:

• in blue against a white background;
• in white against a blue background;
• in blue or white against a photo background.

If a photo is used in the background, the logo must remain readable.

In the case of limited availability of printing technology (e.g. a black and white printer), the logo can be in black against a white background or in white against a black background. The logo can also be engraved and left uncoloured (e.g. engraved in metal or cast in concrete).
Forbidden use

The logo of the University of Tartu cannot be deformed (e.g. the scales and positions of the elements or the fonts and text sizes cannot be changed), no elements can be omitted, special effects cannot be added (e.g. shine or shadow), the logo’s elements cannot be coloured and the logo cannot be used against a background that decreases readability.

The logo can only be used in the university’s signature blue colour and in white or black. If engraved in a material (e.g. milled in metal or cast in concrete), the logo can be left uncoloured. The logo design can be executed using special printing techniques (e.g. embossing, hot-pressing).

Do not change the colour of the logo’s elements.

Do not change the text of the logo.

Do not deform the logo.

Do not change the text added to the logo.

Do not place the logo against a background that is hard to read.

Do not use the text of the logo without the logomark.

Do not use the outline of the logo.

Do not change the scales of the logo’s elements (e.g. added text).

Do not add shadows or other design effects to the logo.
Main colours

A large portion of the graphics used at the University of Tartu utilise the main colours of the university, namely the UT signature blue. The colours of the main colour scheme can be used independently (e.g. only the signature blue, two blues or all three blue tones at once) or with an accent colour.

Accent colour

The orange accent colour is used in addition to the main colour scheme to highlight smaller elements (e.g. web address in a publication, a button on a webpage). Accent colours are only used in prints that utilise the main colour combinations. In designs with faculty colours, the accent colour is the respective faculty colour or the light blue of the main colour scheme.

Additional colours

Additional colours accompany the main colour scheme if the main palette is insufficient (e.g. tables, graphs).
Faculty colours

Faculty colours are used alongside the University of Tartu main colour scheme in faculty-related materials and as accent colours. In that case, orange accents are not included.

Faculty colours can take up at most 33% of the space, the UT signature blue must be in focus.

**Faculty colours**

- **Medicine**
  - CMYK: 0/94/64/0
  - Pantone: 192
  - RGB: 229/33/67
  - RGB: E52143

- **Arts and Humanities**
  - CMYK: 36/60/0/0
  - Pantone: 7440
  - RGB: 174/120/177
  - RGB: AE78B1

- **Science and Technology**
  - CMYK: 54/0/100/0
  - Pantone: 376
  - RGB: 135/188/31
  - RGB: 87BC1F

- **Social Sciences**
  - CMYK: 0/40/100/0
  - Pantone: 137
  - RGB: 250/164/26
  - RGB: FAA41A
The University of Tartu’s fonts are Rubik and Lora.

**Rubik** is used for titles and highlighted text parts, also for content paragraphs of short info materials.

**Lora** is used in body paragraphs and for the names of the UT faculties and institutions in logos.

Alternative fonts can be used for content on the UT webpage upon request, these exceptions must be coordinated with the UT Marketing Unit (turundus@ut.ee).

**Download links:**
- fonts.google.com/specimen/Rubik
- fonts.google.com/specimen/Lora

**Replacement font**
Ariel font is used in day-to-day intra-university communication and when using Rubik and Lora is impossible due to practical reasons. These instances include emails and Word and PowerPoint files that are sent as open data to people who may not have installed the University of Tartu fonts.
Visual language

Only very high-resolution photos can be used.

People should be depicted against a natural, rather than a white background. We recommend capturing subjects candidly and naturally. Depending on the use of the photos, the international makeup of the academic family should be taken into account.

Using still life (room, technology, architecture, nature) and abstract photos is also allowed.
Design principles
Using rotated figures

The main graphic element of UT’s visual language is the square rotated by 15° intervals. It is used as a coloured background and a stencil for photos. When using photos, only the stencil is rotated.

The graphical element and photo stencil are always square-shaped.

Using angles in photographs

True: only rotate the stencil, rather than the photo.

Wrong usage of rotated squares

False: the photo has been rotated together with the stencil.

Horizontal usage of photos

Using the stencils and squares at a 0° angle is also allowed.

Rotated squares in the background

International Summer University 2019

2 June–29 August
Overview of general design solutions

The general materials (i.e. materials that are not specific to the faculty) of the University of Tartu are designed using the colours of the main colour scheme – the signature blue should be in focus, light and dark blue as well as orange accents can be used.

The main logo or, if necessary, its compact version is used (e.g. small web or cloth banners).

The fonts used are Rubik Bold and Rubik, and for smaller and longer additional texts, font family Lora can also be used.

The title/main message should always be larger and in focus.
Schematic examples of logo and element layouts

Here we have presented schematic examples of how elements can be assembled on posters, advertisements and other such materials.

The text is aligned to the left, and in the case of utmost necessity, to the right. Middle alignments should be avoided, except in designs of formal prints (invitations, diplomas, etc.).

The web address is not used on the web banner.

Alignment to the left is preferred.

Centre texts are never used.

The logo should preferably be in the upper left corner. The web address should be in the lower left or right corner.
Rules for using main and faculty colours

On posters, advertisements and print covers, the University of Tartu blue should be in focus. Dark and light blue can accompany the signature colour on covers and dominate in the content of the print.

Faculty colours can take up at most 33% of the surface, the same applies to the content pages of prints.

We recommend using the UT signature blue on the front page of communication materials. If necessary, blue complementary colours can also be used – they can take up at most 33% of the surface.

As an alternative, a white background layout can be used. The content pages of prints can use additional blue tones throughout.

Faculty colours can take up at most 33% of the surface.

In communication materials, faculty colours are always secondary, the main colours must be in focus.
**Using texts and colours**

Texts should mostly be in black. If other colour solutions are preferred, the examples on the right as well as other possible layouts outlined in the style guide should be followed.

If necessary, additional or accent colours (against the signature colour) can be used to highlight a single element in the text. In that case, it must be made sure that the text is readable.

Do not use texts in faculty colours against any backgrounds except white.
Forbidden use of colours

The logo of the University of Tartu and the logos of faculties/institutions are used in white against a blue or dark photo background or in blue against a white or light photo background, and if necessary, in black against white or in white against black.

Logos are never used in faculty colours or against a faculty-coloured background.

The university’s signature blue must be in focus, the faculty colour can take up at most 33% of the surface.

Faculty colours cannot be in focus on print covers.

Logos cannot be used against the faculty colours (e.g. yellow).

Other colours cannot be used (grey is not a part of the main colour scheme and not a faculty colour).