

Corporate Identity Manual 2024

Version: 1.1 | Valid until December 31st

Table of contents

Introduction	01	Typography	20	Workwear	35
Brand architecture	02	Typography Roboto	21	Merchandise	36
Prometheus	03	Typography Arial	22	Printed matter	37
Logo	04	House style elements	23	Car decals	38
Logo variants	05	Icons	24	Social Media	39
Logo international	06	Icons inspiration	25		
Logo white space	07				
Logo flame	08	Campaigns	26		
Logo cutouts	09	Images	27		
Extensions	10	Stock photography	28		
Multicamp extensions	11	Procurement images	29		
Tags	12	Brand partnership	30		
Labels 3rd layer	13	Email signature	31		
Slogan	14	Templates	32		
Colors	15	Word templates	33		
Primary colors	16	Templates Powerpoint	34		
Colors secondary	17				
Color transparency	18				
Colors coverage	19				

TU Delft corporate identity

At TU Delft, we realize "Impact for a better society. We tackle global challenges that affect everyone personally; climate, energy transition, growth of cities, digital society, health. We work ambitiously on positive change through world-class research, education and innovation. A strong and recognizable brand is essential for this, with all activities contributing to this goal, from faculties and students to scientists and collaborations.

TU Delft's character comes to life in every form of communication: from style and tone to photography. Protecting our strong brand ensures greater impact and recognizability in our communications. In this guide you will find all the style elements and tools to apply them effectively. In this way, together we ensure a consistent TU Delft brand in all our visual expressions.

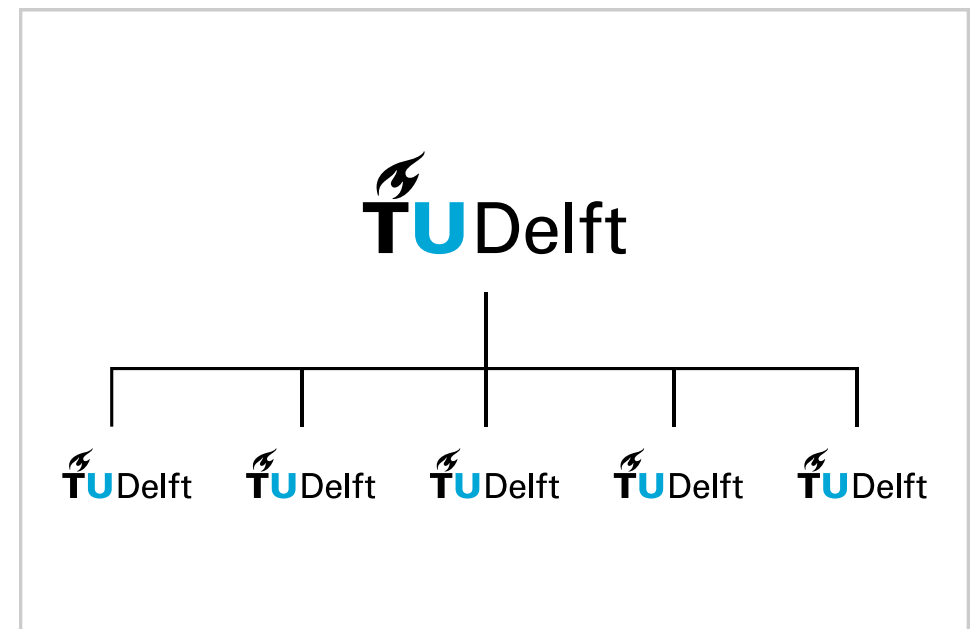
This guide was compiled by the Visual Communication team and is in line with the communication strategy. Do you have questions about the brand? If so, please contact us at: visualcommunication@tudelft.nl

Brand architecture

At TU Delft, we work according to a monolithic brand idea with a branded house strategy. This means that we stick to one logo and brand identity for all parts of the organization. In this way, TU Delft ensures a strong and recognizable presence, both internally and externally.

Within our brand architecture operate from one overarching brand. This policy helps strengthen the brand position and increase the impact of all the organization's communications. A strong brand creates recognition and thus increases the impact of our communications.

All departments and faculties contribute to this. Here we keep space in the design to name the different departments and university units.



Prometheus

Prometheus is a figure from Greek mythology, known as the protector of mankind. TU Delft's logo has long featured the flame of Prometheus. This flame symbolizes pioneering technology and remains an enduring source of inspiration for the Delft engineer.

Prometheus stole fire from the gods and gave it to humans, symbolizing the bringing of knowledge and civilization. This gave humanity the means to survive and evolve.

This policy helps strengthen the brand position and increase the impact of all the organization's communications. A strong brand creates recognition and thus increases the impact of our communications.

All departments and faculties contribute to this. In TU Delft's brand architecture, we therefore work from a single overarching brand. Here we keep space in the design to name the various departments and university divisions.



The TU Delft logo is an essential part of our identity and the primary visual element that makes us recognizable.

We use one logo as TU Delft. No other logos are used alongside or instead of this one. This uniform approach strengthens our visibility and consistency, contributing to a strong and recognizable brand identity.

The preferred position for placing the logo is in the lower left corner.

Downloads

[Logo PNG](#)

[Logo EPS](#)

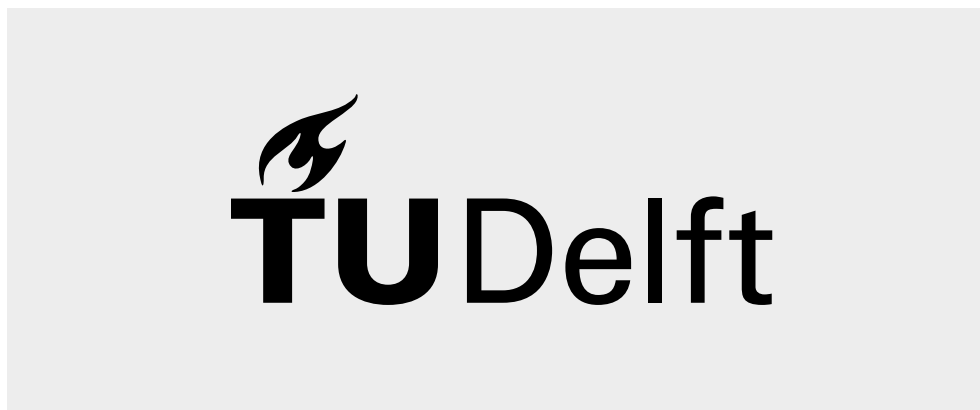
[Logo SVG](#)



There are 3 variations of the logo available.



Standaard variant

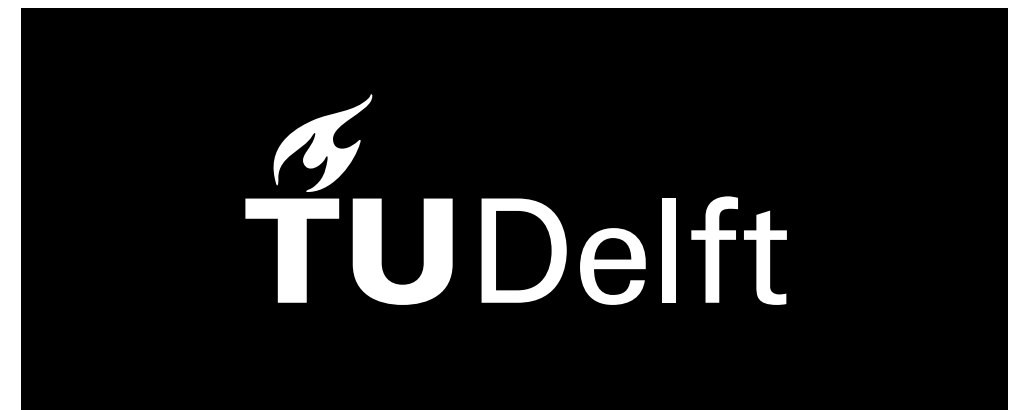


Zwarte variant

The number of possible variants of the TU Delft logo has been deliberately limited. We do this to ensure a strong and consistent brand image. In addition to the standard version of the logo, we use an all-black variant of the logo for use in media where color is not allowed. An all-white version of the logo is available for applications on dark surfaces. However, these are exceptions and we use them only when the standard variant cannot be used.

Downloads

[Logo \(ZIP\)](#)



Witte variant

Logo - Internationale variant

In addition to the regular variants of the logo, we use an international variant for expressions outside the Netherlands.



Standaard internationale variant



Zwarte internationale variant

In international settings, or if it is not clear to the target audience that TU Delft is a university, the logo with descriptor may be used. Outside the Netherlands, the abbreviation TU is not clear and brand awareness is less. Therefore, a modified logo is used internationally, in which a descriptor clearly indicates that TU Delft is a university.

Downloads

[Logo descriptor PNG](#)

[Logo descriptor EPS](#)

[Logo descriptor SVG](#)

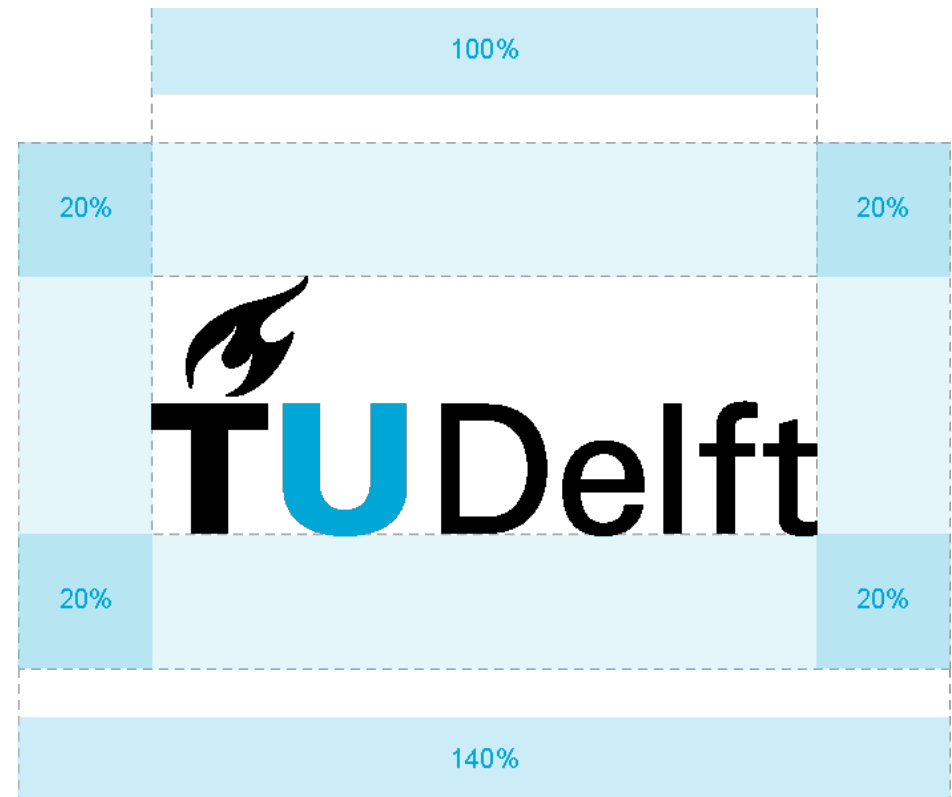
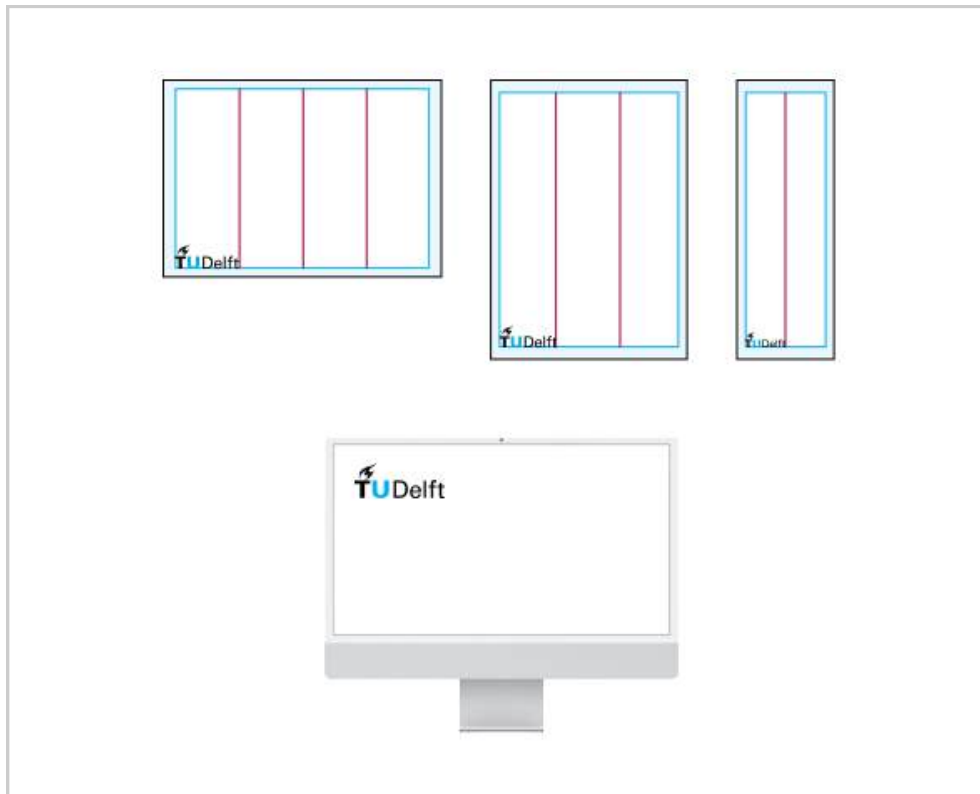


Witte internationale variant

Logo - Minimum white space placement

White space around a logo makes it more noticeable and more clearly represents the sender of the communication. As much as possible, having the logo in the same place in all communications creates a consistent brand image and thus recognition.

For optimal readability and visibility, the space around the logo should be respected by other elements, such as images, illustrations, animations and text, according to the established guidelines. The minimum white space around the logo is indicated by a light blue area in the example. This space is determined as a percentage of the total logo to ensure proportionality. The preferred position of the logo is in the lower left corner.

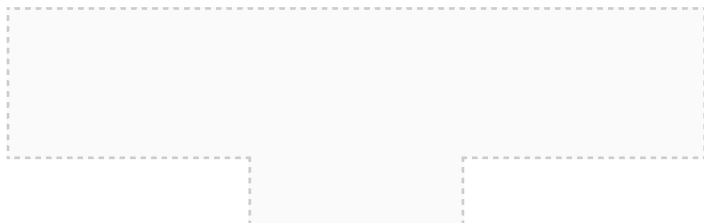
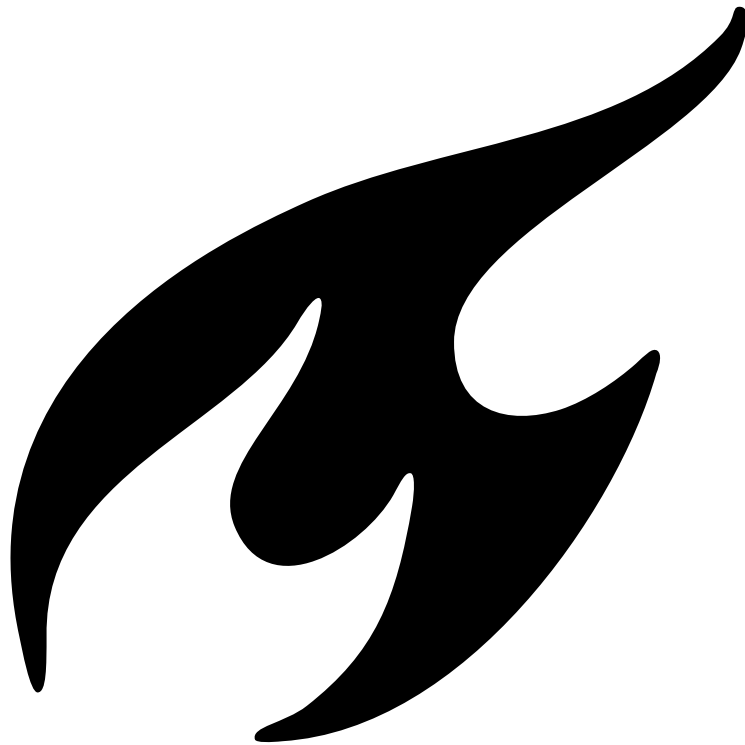


Logo - Flame

The shape of the flame is the most unique and recognizable element in our logo.

External research shows that the detached flame is not a recognizable brand element for an external audience. For this reason, the flame should not be used in isolation, and remains a permanent part of the logo.

For the merchandise line, however, we make an exception, under strict conditions, see the [TU Delft merchandise policy](#) for more information.



Logo - cutouts

The cutout of the flame can only be used sporadically as a decorative house style element.

We use a cutout of the flame as a style element. In doing so, only a limited portion of the flame is visible within a square or rectangular container. Zooming in on the flame creates a powerful, dynamic image.

To distinguish the flame from the background, TU Delft house style colors are used, where one of the colors is always TU Delft cyan (Blue).



Extensions

Having your 'own' logo within TU Delft is not possible as we work from a 'branded house'. However, when the main logo does not suffice, and it is important for the recipient to communicate more specifically about the sender, this is done via a logo extension.

This extension consists of additional text behind the TU Delft logo, separated by a vertical line. We apply a limit of two lines and no abbreviation can be used within an extension. Logo extensions are assigned to: Departments directly under the university department, Faculties, Delft Research Institute, Institutes and Labs (faculty transcending).

A logo extension can be requested through the Visual Communication Team:
visualcommunication@tudelft.nl

Providing a logo extension is subject to conditions.



Enkele regel



Dubbele regel

Campus Rotterdam and Campus The Hague - Logo

A specific logo is used for Campus Rotterdam and Campus The Hague based on a logo extension.

These logos fall under the main TU Delft brand and therefore follow the house style rules as laid down in this guide. All communications around the campuses also adhere to the TU Delft house style. The logos will always be shown in combination with the TU Delft logo, in all communications and always in their entirety. The logos may not be abbreviated.



A special label has been developed for TU Delft units that do not use their own logo extension.

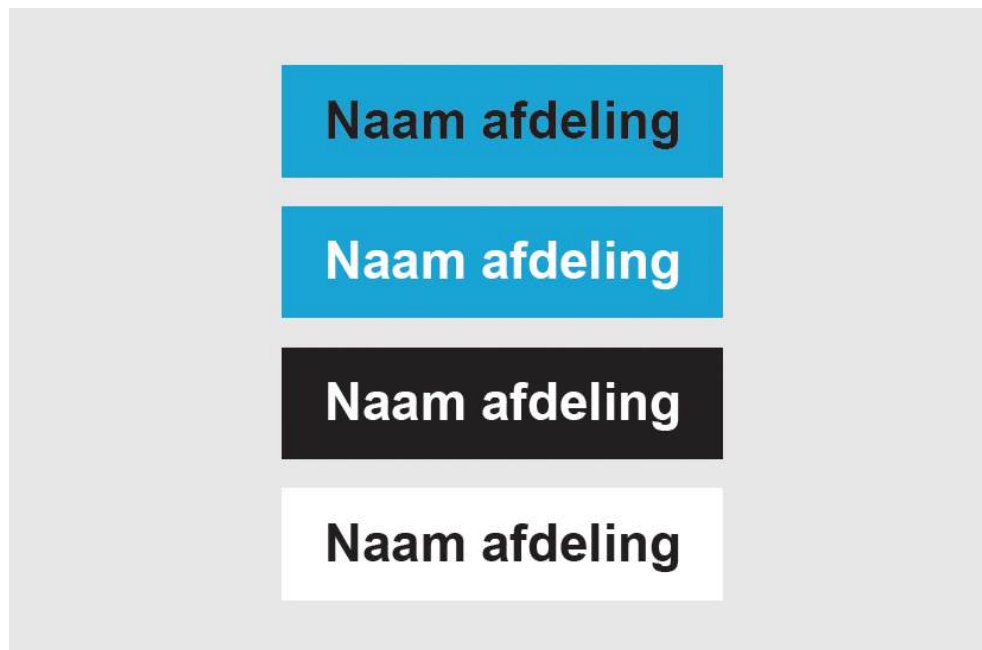
This label was developed in 2021 and is combined with the main logo and extension, if applicable. Place the label in an appropriate place consistent with the medium. Keep in mind the conditions for using labels:

Labels are for offline use only; they are not intended for online applications such as websites, social media or newsletters.

Proper placement of labels is crucial. This requires careful attention to contrast and positioning within the expression.

Advising on placement or requesting a label can be done through:

visualcommunication@tudelft.nl



Labels - 3rd layer

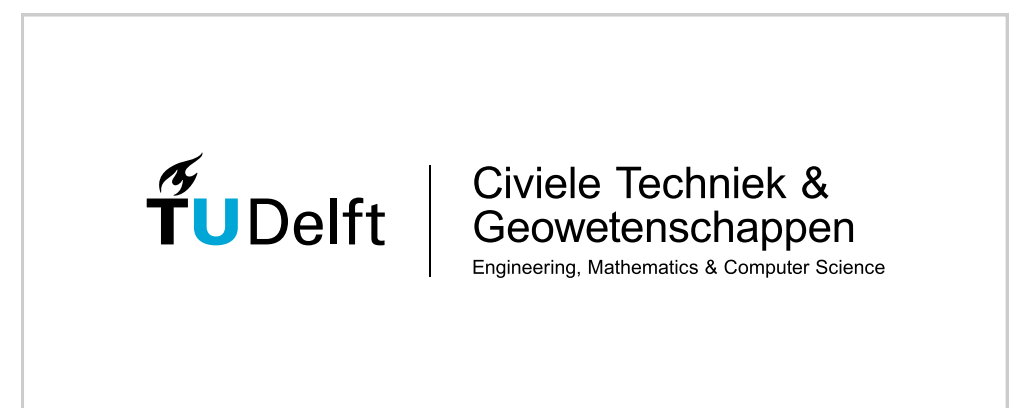
In the TU Delft house style, the 3rd layer of the logo extension refers to specific subdepartments, institutes or labs that fall under a faculty or department.

This 3rd layer provides additional specificity without detracting from the overarching brand. It enables departments to clearly communicate their identity within the broader TU Delft context. The introduction of this extra layer helps to better respond to the different organizational levels in communication, while keeping the corporate identity consistent.

To advise on placement or to request a third-layer extension, please consult the [policy document](#) or contact the appropriate communications department.



Enkele regel



Dubbele regel

Slogan

At TU Delft we use the slogan: Impact for a better society.
This is the only slogan we use.

After all, educating the next generations of top engineers is the biggest impact TU Delft has on society. Adhering to one slogan strengthens brand identity, increases recognizability and creates emotional attachment.



At TU Delft, we use an extensive color palette carefully chosen for use in both online and print media.

This color palette contains a combination of warm and versatile colors that are consistent with our visual identity. Below are the colors intended for general online use and print.

We use two types of color systems:

- **RGB** (Red, Green, Blue) is used for screens. In this guide, we use the hexadecimal notation (Hex)
- **CMYK** (Cyan, Magenta, Yellow, Black) is used for printing. In this guide, we write out the four ink colors.

Links

[See what colors are available in Typo here](#)

Colors - Primary corporate identity colors

Cyan (Blue) is the primary color and always appears in your expression. complemented by full black and white. In addition, the secondary color palette can be used as a complement.

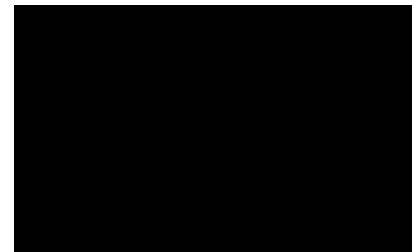
Cyan blue is an essential color within TU Delft's visual identity and should be visibly present in every expression. This color strengthens the recognizability of our brand and ensures consistency in all communicative expressions. Whether applied subtly or as an entire background color, cyan blue forms a unifying factor that makes our corporate identity instantly recognizable.



Blue

Hex
#00A6D6

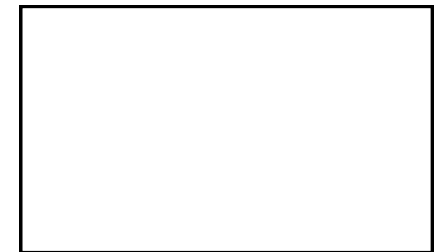
CMYK
(100%, 0%, 0%, 0%)



Black

Hex
#000

CMYK
(0%, 0%, 0%, 100%)



White

Hex
#FFF

CMYK
(0%, 0%, 0%, 0%)

Colors - Secondary corporate identity colors

The secondary colors join cyan as a complement or contrast. These colors are free to use and cannot be claimed.



Dark blue

Hex
#0C2340

CMYK
(100%, 80%, 8%, 70%)



Turquoise

Hex
#00B8C8

CMYK
(72%, 0%, 24%, 0%)



Royal blue

Hex
#0076C2

CMYK
(98%, 40%, 0%, 0%)



Light purple

Hex
#6F1D77

CMYK
(65%, 100%, 0%, 12%)



Pink

Hex
#EF60A3

CMYK
(0%, 70%, 0%, 0%)



Burgundy

Hex
#A50034

CMYK
(5%, 100%, 48%, 30%)



Red

Hex
#E03C31

CMYK
(0%, 85%, 75%, 0%)



Orange

Hex
#EC6842

CMYK
(0%, 70%, 75%, 0%)



Yellow

Hex
#FFB81C

CMYK
(0%, 31%, 98%, 0%)



Green

Hex
#6CC24A

CMYK
(63%, 0%, 84%, 0%)



Forrest green

Hex
#009B77

CMYK
(100%, 0%, 68%, 4%)



Dark Grey

Hex
#5C5C5C

CMYK
(0%, 0%, 0%, 80%)

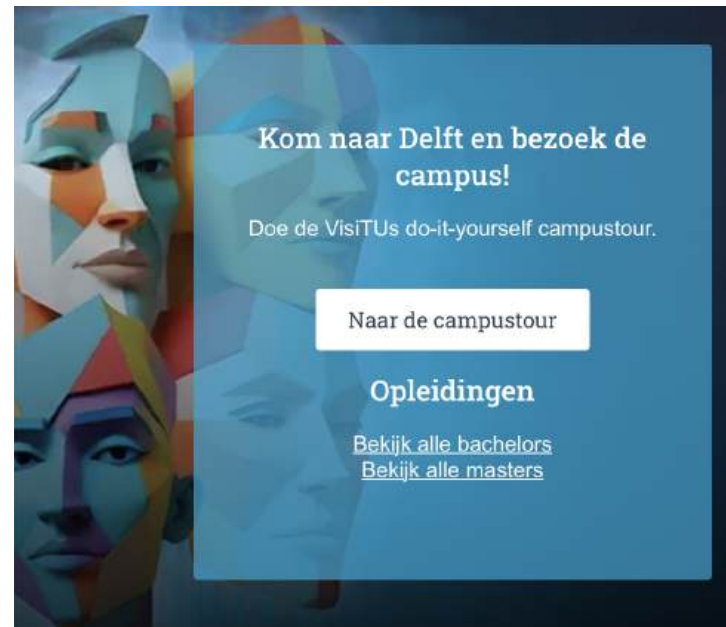
Sometimes it may be desirable to apply transparency when using color. When using transparency, there are some important guidelines to adhere to.

Transparency may be applied to secondary design elements such as backgrounds and graphic accents and images.

Transparency may be used behind a text as a background. Provide sufficient contrast to ensure readability.

No transparency on primary color areas: Transparency should not be used on color areas that contain important information or main messages. These color areas must be bright and full of presence to properly fulfill their informational function.

Important: The TU Delft logo should never be made transparent. The logo should always be used in its original form and color. This ensures that the logo remains recognizable and TU Delft's identity remains strong.



Colors - Color Coverage

We use our colors at full 100% coverage. However, sometimes it is desirable to apply transparency or adjust different degrees of coverage of certain shades.

This should only be applied to surfaces and not to text or logos. When using transparency, it is important to always check contrast values carefully to ensure readability and visual impact. We apply variable coverage only to Blue and Dark Grey in the following percentages:

Blue 100%

Blue 50%

Blue 10%

Dark Grey 100%

Dark Grey 60%

Dark Grey 40%

Dark Grey 15 %

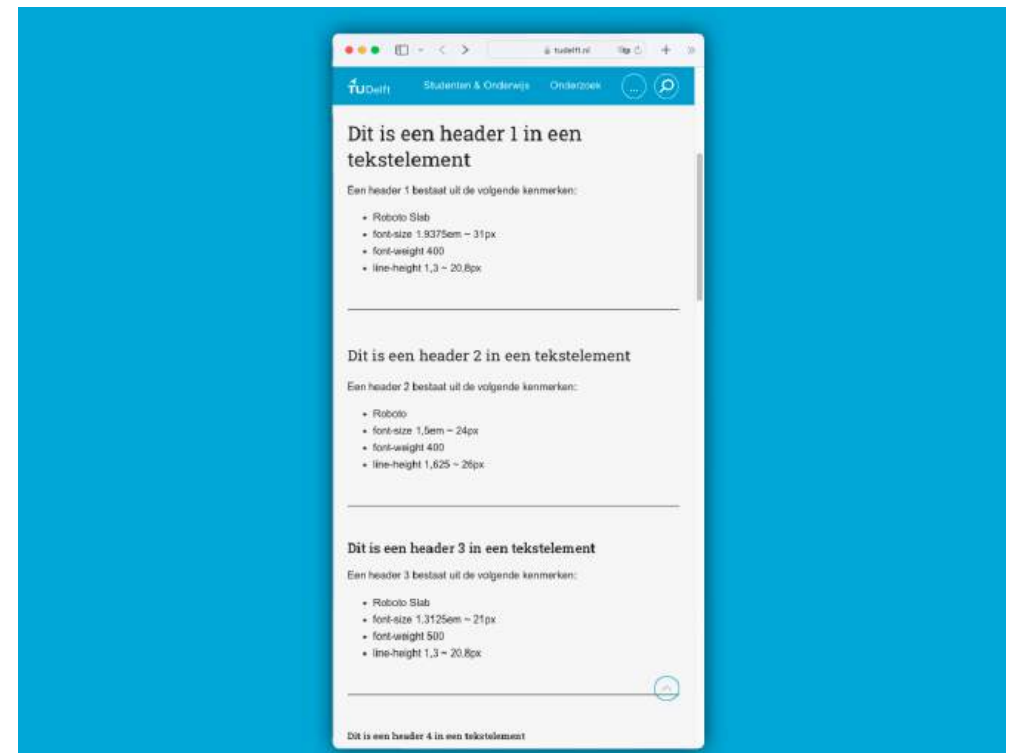
TU Delft uses two different fonts in its communications; Arial and Roboto Slab.

We chose a clear contrast between the fonts, which helps create a clear hierarchy and structure in the information presented. Arial is used for body text and can be used for subheads. Roboto Slab is used as the header font for all expressions. For typography use online see: www.tudelft.nl/admin/fontgebruik

Downloads

[Arial \(ttf\)](#)

[Roboto Slab \(ttf\)](#)



Roboto Slab is used for headlines in all communications.

This robust serif font has a modern look and feel and is designed for online use, but is also excellent for print. This font, with its sturdy serifs, gives our headlines a distinctive and professional character, helping to give important information immediate attention. Roboto Slab's technical and modern aesthetic fits well with our organization's innovative and progressive identity.

Downloads

[Roboto Slab \(ttf\)](#)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial is used for body text and any subheads.

Aria is a practical and versatile font suitable for both print and digital media. Body text and headings are always displayed in black, white, or cyan. For accents, such as quotes or frames, a color from the secondary palette can be used. Arial is an extremely versatile and accessible font that has a clean, modern appearance. Additionally, Arial contributes to a consistent and professional appearance in all of our communications, helping to promote a unified brand identity.

Downloads

[Arial \(ttf\)](#)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Corporate identity elements

Corporate identity tools such as icons, images and infographics are crucial to a brand's recognition and professionalism.

Consistent use of this strengthens the brand identity and inspires confidence in the target audience. It exudes professionalism and creates an organized and reliable impression. In addition, standardized visual elements improve the efficiency and clarity of communication. In short, a consistent corporate identity is essential for a strong and recognizable brand.

The TU Delft icon set is designed to ensure and reinforce a consistent visual identity.

Icons support text and make information understandable. An icon set was developed for TU Delft that matches the corporate identity. The icons can be used separately or in combination to create a suitable image. The colors are carefully chosen to match the corporate identity and provide a recognizable appearance. By providing SVG and EPS files, the icons are versatile on a variety of platforms and formats. This technical flexibility supports both web applications and print.

The icons may not be modified or supplemented without permission. In addition to the specific TU Delft icon set, the Visual Communication department also has a general icon set. For questions mail to: visualcommunication@tudelft.nl

Links

[View all icons here](#)

Downloads

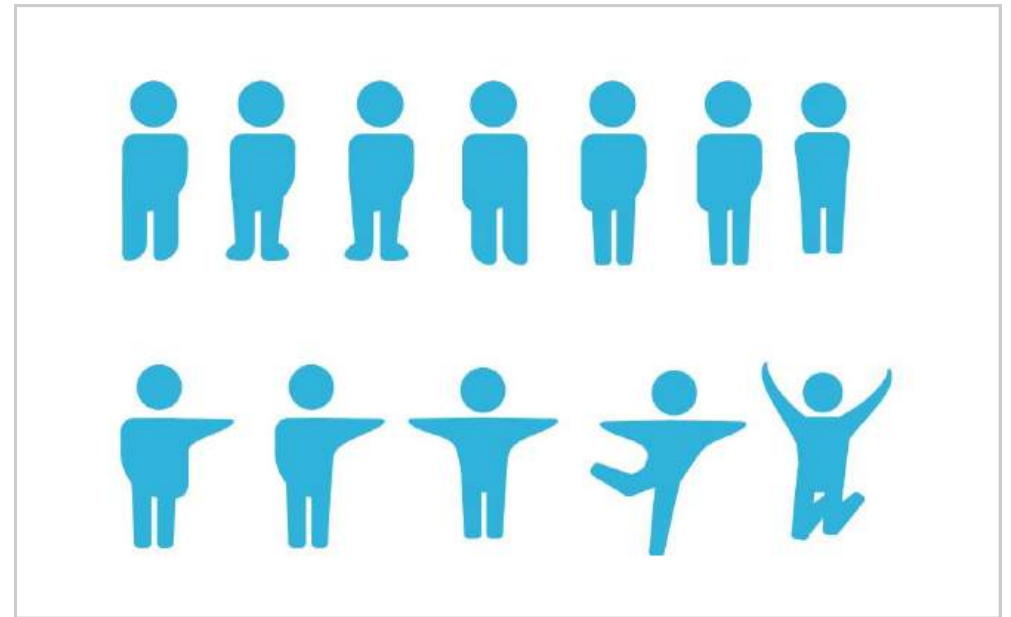
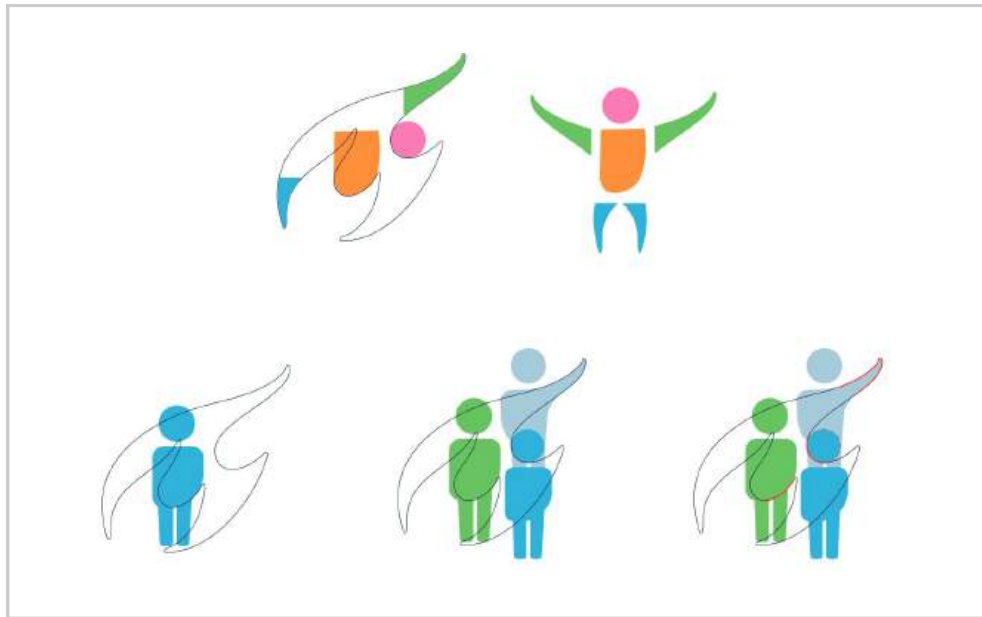
[Download the Icon Set \(ZIP\)](#)



Icons - Inspiration

The inspiration for the icon set comes from the flame characteristic of the TU Delft logo.

Using the flame as a basis, a direct link is made to the overarching identity of TU Delft.



Photography and video are crucial visual mediums that support TU Delft's core values.

Our imagery reflects TU Delft's visual vision, focusing on the core values: **Challenge, Change, Impact.**

Examples

[View examples of photography](#)



Challenge the viewer

Het beeld verbindt met de inhoud, maar niet letterlijk. Het heeft meer een conceptuele of metaforische invalshoek.



Change the perspective

Laat de 'werkelijkheid' zien maar wel met een verrassende invalshoek, door letterlijk te kiezen voor een ander perspectief of uitsnede van het beeld. Dat kan een doorkijkje zijn, een close up of een extreem laag perspectief.



Feel the impact

Dit beeld laat emotie zien of roept emotie op, de kijker voelt zich betrokken.

Images - Stock Photography

Photography is a strong visual tool to support, enhance our content message and entice our audiences to delve deeper.



The Image Portal

This is TU Delft's image management system, this tool is managed and used by the Communication Department. See: mediaportal.tudelft.nl

Are you looking for specific visual material, please send a request to: visualcommunication@tudelft.nl

There are two sources for obtaining (stock) photos:



Getty Images

TU Delft has a subscription with Getty Images, whereby stock images may be used under certain conditions. These images are for TU Delft purposes only and may not be provided to third parties or for open source purposes.

Stock images are only used if the main subject of the message cannot be told with TU Delft's own material. When people are prominent in the photo, we prefer photos of people working or studying at TU Delft, rather than stock photography.

TU Delft has completed a European Tender (partly due to legality requirements) and contracted several photographers.



Photographers are divided into two categories (types of images), based on their specialization. All photographers work according to our image vision.

- **Category 1:** Conceptual Photography Photographers capture complex concepts and ideas in images. They are involved in projects that explore the boundaries of science and use the power of images to tell the fascinating stories behind them.
- **Category 2:** Photography general Team of versatile photographers with diverse photographic styles. They are engaged in capturing academic events, research presentations, portraits of our staff and students and everything else TU Delft has to offer.

It is mandatory to purchase the services of these suppliers

View the supplier overview [on Intranet](#).

Campaignes

A campaign within TU Delft is a series of communications aimed at promoting events or raising awareness around important themes.

Long-term campaigns are evaluated to determine whether they should remain within the existing corporate identity, or be allowed to develop a temporary additional style. ViCo and the Communications Advisor should be involved in this process.

Providing of a campaign style is subject to conditions. A campaign can be requested through the Visual Communication Team: visualcommunication@tudelft.nl



Brand partnership external

TU Delft works closely with various partners to achieve its goals. In these instances, we use the same colors and logo format as the other partners to ensure uniformity.

In all collaborations it is essential that the TU Delft brand is clearly and consistently applied. The best application to emphasize both the visibility of TU Delft and the collaboration with the partner is considered per situation. TU Delft's logo must never be subordinate, but must be presented in a balanced way alongside that of the partner(s).

If in doubt about the correct application, please consult visualcommunication@tudelft.nl

Leiden-Delft-Erasmus
Universities



Universiteit
Leiden

 **TU**Delft

Erasmus
University
Rotterdam


Part of the [4TU.Federation](#)

4TU.Federation

 **TU**Delft

TU/e EINDHOVEN
UNIVERSITY OF
TECHNOLOGY

UNIVERSITY
OF TWENTE.

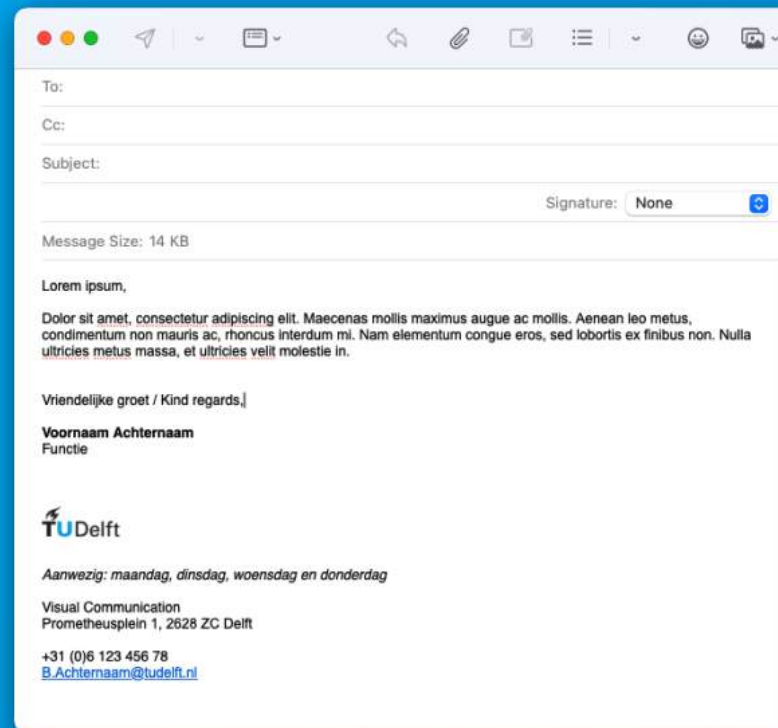
 **WAGENINGEN**
UNIVERSITY & RESEARCH

Email signature

A standardized email signature reinforces our brand identity and ensures consistency in all our communications. It instantly makes our emails more professional and reliable.

The email signature below can easily be copied, including formatting, and applied within Outlook.

[Download an example to get started \(.docx\)](#)



We at TU Delft like to work with templates. This offers important advantages such as consistency in brand identity, time savings, and reduction of errors.

Templates provide professional-looking documents, accessibility for all employees, and are easily adaptable as they grow.

Templates increase efficiency and quality of work, contributing to a professional appearance and organizational success.

- [Word templates](#)
- [PowerPoint templates](#)

If you are missing any templates please contact: visualcommunication@tudelft.nl

Templates - Microsoft Word

Word templates are widely used. We have developed a number of templates that are available directly in Word.

Templates are available within Word for:

- Letters
- Policy documents
- Memos
- Minutes
- Process documents
- Reports
- Thesis

For this you can go to Word itself. Under Templates there are TU templates in addition to the standard Office templates.

[See the detailed explanation on how to access the templates.](#)



Within TU Delft, presentations are made for various purposes. We have developed a number of templates that are available directly in PowerPoint.

The presentation is prepared in the standard HD format (16:9) and is automatically offered as a basic format under "New from template" in PowerPoint. In addition, the basic slides from the Corporate presentation are available on the website, which you can use (in part) in external presentations. In the notes you will find explanations and links to the most recent figures on TUDelft.nl.

Note: The presentations are only accessible for TU Delft students and employees. Access is possible after logging in with a personal NET ID.

Separately, several PowerPoint templates are available for download:

[Slidedeck PowerPoint](#)

[Corporate presentation - Basic slides NL](#)

For international purposes:

[Standard corporate slides ENG](#)



Corporate clothing

Corporate apparel is an essential part of an organization's visual identity. Through clothing that is recognizable and in line with the corporate identity, a company exudes consistency and professionalism.

We keep our corporate clothing simple and consistent. The TU Delft logo is always placed in the same place and in the same size. We use simple colors for the textiles, which ensures a uniform look, with the staff recognizable as one.

In exceptional cases, logo extensions can be applied on clothing to meet specific needs, without losing recognizability.

To request corporate clothing, please reach out to visualcommunication@tudelft.nl



Merchandise

TU Delft offers its own range of merchandise, with the aim of strengthening the connection within the TU Delft community. Promoting the TU Delft brand and increasing brand awareness.

Merchandise provides valuable value to a university's brand experience. By offering items such as clothing, accessories, and stationery with the university logo, students, employees, and alumni can express their connection to the university.

These products not only reinforce pride and loyalty, but also increase brand visibility both on and off campus. Merchandise thus acts as a tangible reminder of the university and contributes to a stronger, recognizable and positive image.

Important: For merchandise, expressions are somewhat more flexible within the framework of our corporate identity. This applies to typography and images used. This is because merchandise often requires an informal look. This flexibility makes it possible to respond creatively to trends and preferences of the target group.

For the current offer see: shop.tudelft.nl

For the creation of new merchandise, please contact visualcommunication@tudelft.nl



Print

Business cards, stationery, or resources for undergraduate and graduate programs - good printing is essential for a strong brand.

Business cards, stationery and envelopes in various sizes can be easily ordered through our regular printer's [ordering system](#). There are six color schemes to choose from. Each user must sign up once and receives their own login.

The papers used are FSC-certified, meaning they come from responsibly managed forests. Where possible, standard A sizes such as A4, A5 and A6 are used, but for books and one-off issues, a different size is possible if necessary.

Our preferred print suppliers are listed [on Intranet](#).



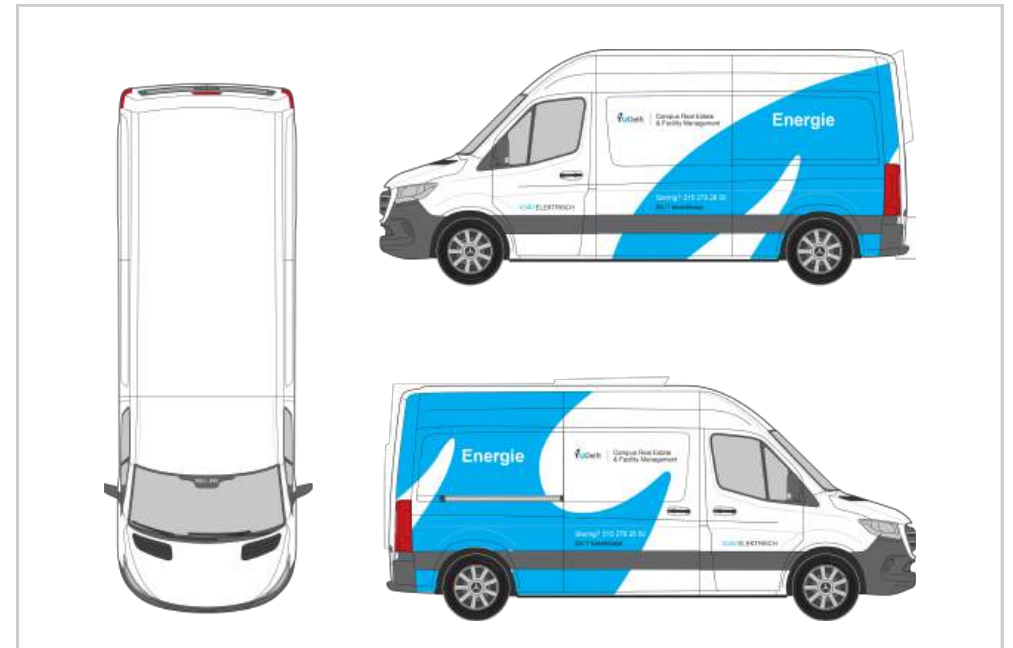
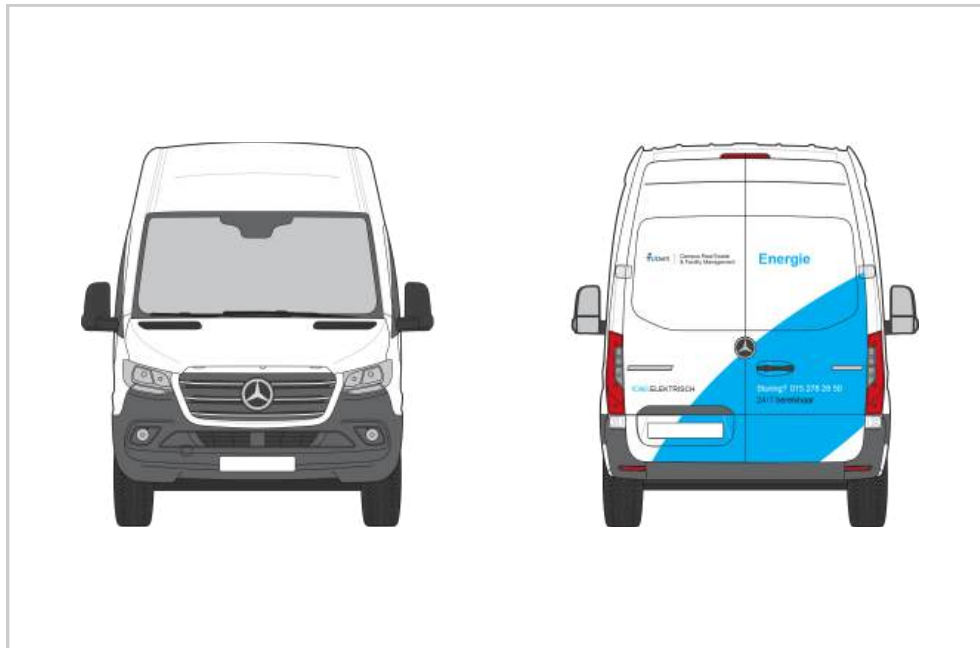
Car decals

Good car stickers act as a driving business card, making our brand visible on the road and everywhere the vehicle goes.

Consistently designed and applied decals provide a uniform and recognizable look within the campus fleet.

We work with a fixed template that we adapt in terms of size depending on the type of car.

The use of your own extensions or URLs is negotiable. Please contact: visualcommunication@tudelft.nl



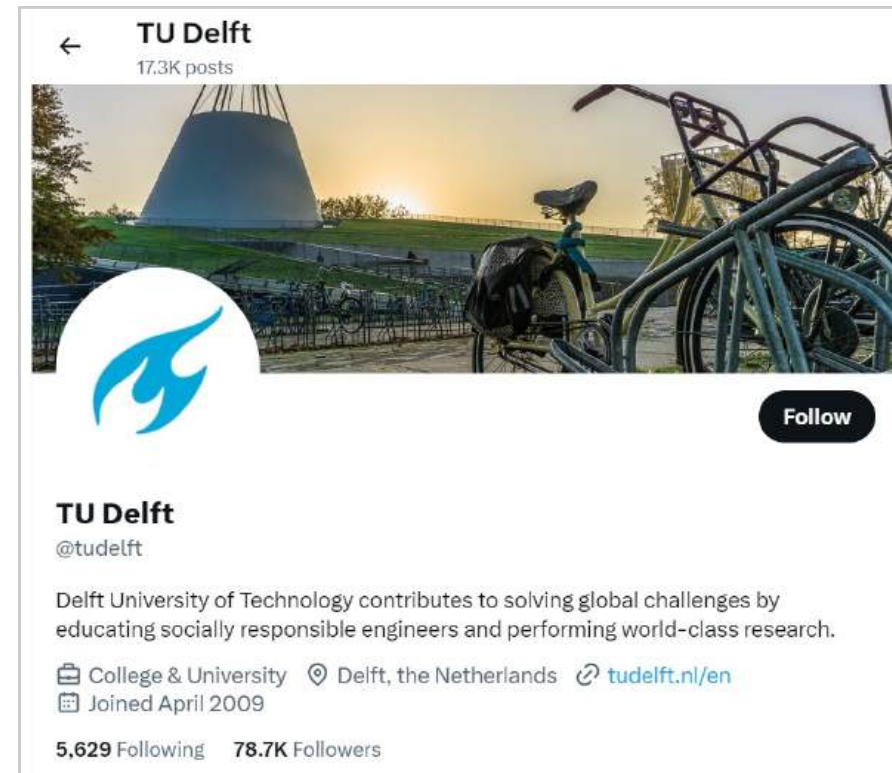
Social Media

TU Delft is present on various social media channels. When posting on social media, it is always important to use TU Delft's general house style and brand values to establish a strong, recognizable brand.

We use an informal but professional tone that resonates with our diverse target audiences, including students, employees, and industry partners.

Visually, posts should always be in line with the TU Delft corporate identity. Use appropriate logo extensions, corporate identity colors, and accredited images. Make sure the imagery matches TU Delft's themes.

Questions about the social media channels? Check out the [corporate identity website](#) first for more information. Or contact Social Media Advisor **Esther van Kan** esther.vankan@tudelft.nl



Thank you!

This brand book is intended as a guideline for the use of TU Delft's visual identity. The style elements, colors, typography and design principles established herein have been developed to ensure consistency and recognizability of our brand.

Deviations from these guidelines are permitted only with prior approval from TU Delft's Visual Communication Department. Improper use of the brand or any of the graphic elements without permission may result in loss of visual consistency and undermining of the brand image. TU Delft reserves the right to make changes to this document without notice.

For questions or advice on the proper use of the TU Delft brand identity, please contact the Visual Communication Department.