

# Regulations to use the Logo of the Hochschule Bonn-Rhein-Sieg (H-BRS)



**Hochschule  
Bonn-Rhein-Sieg**  
University of Applied Sciences

*for the print-media*



**Hochschule  
Bonn-Rhein-Sieg**

*for the online-media*

The symbol developed for Hochschule Bonn-Rhein-Sieg consists of two circles, the right one of which is shaded in, whilst the left one is an outline.

The lettering *Hochschule Bonn-Rhein-Sieg University of Applied Sciences* always appears in connection with the sign (except in continuous text) and is attached to the sign in two or three lines. The font used is Frutiger 65 bold for the top two lines to the right of the circles and Frutiger 45 light for the addition *University of Applied Sciences* in the German logo print version.

The circles may only be used without the lettering in special exceptional cases, which are exclusively defined as such by Hochschule Bonn-Rhein-Sieg.

The Hochschule Bonn-Rhein-Sieg circles are reproduced exclusively in the colours cyan (100% cyan / HKS 47 / RGB 0/157/224) or in 100% black or negative on dark backgrounds in white.

The symbol appears on all Hochschule Bonn-Rhein-Sieg's communication media giving them a succinct identifier. Only a consistent and correct use of the sign will guarantee recognition in internal and external communications. One of the most important and probably most versatile of Hochschule Bonn-Rhein-Sieg's communication media is the information platform on the Internet. There, too, a uniform and consistent layout contributes to the visual identification of H-BRS.

The H-BRS logo as such and in connection with the name of Hochschule Bonn-Rhein-Sieg is protected by copyright. The exploitation rights belong exclusively to H-BRS. As such, the Hochschule Bonn-Rhein-Sieg's logo, whether by itself or in connection with the name of the university may not be reproduced, distributed, stored, modified, published, used on other websites or otherwise used. This also applies to files made available by the University.

Any use of the logo requires the prior express consent of Hochschule Bonn-Rhein-Sieg, whereby it may withdraw its consent to the use of the logo at any time.

The design and production of printed matter is coordinated by the Corporate Design Officer.

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[www.h-brs.de](http://www.h-brs.de)

# Corporate Design

## What is corporate design?

Corporate design is one of the elements of the corporate identity of a company or institution such as Hochschule Bonn-Rhein-Sieg. It regulates the visual image both internally and externally. This is reflected in the design of the various printed and online information materials, in letters and forms and other business documentation, in trade fair appearances and other advertising activities.

## Why do we need a corporate design?

A corporate design supports our university in all its efforts to achieve a clear positioning in the education, research and business sectors and should therefore create a clear demarcation to other educational institutions, but above all to other universities.

The recognition value of the Hochschule Bonn-Rhein-Sieg brand will be strengthened by an unmistakable image. Thus, our advertising activities will have a more successful effect on our target groups.

## Use of the logo

Please do not download the logo from the website or copy it from other publications.

If you are an **employee** or **professor** at H-BRS and require various logo variants and templates for the preparation of letters and presentations in the University's corporate design, please contact: [sandra.preuss@h-brs.de](mailto:sandra.preuss@h-brs.de)

**Students** who need the logo, e.g. for the preparation of **seminar papers, practical reports**, theses or **other work within the scope of their studies** at H-BRS, should also contact: [sandra.preuss@h-brs.de](mailto:sandra.preuss@h-brs.de)

## University logo for seminar papers, practical reports and theses

Students may use the university logo on the title page of their theses. However, the H-BRS logo may not appear in the text of the theses, as these are the personal works of the students.

The logo can also be made available for download in other formats on request.