



#### Application examples

Layouts on coloured surfaces and with images within the segments of the »Gaußraster«, with and without institute logo and institute name.

#### Corporate Design-Guidelines

Detailed information on the corporate design can be found at [www.tu-braunschweig.de/presse/cd/toolbox](http://www.tu-braunschweig.de/presse/cd/toolbox) (logged in with your user ID of the Gauß-IT-Zentrum). The CD toolbox provides you with layout examples of common applications as well as digital logo templates, Nexus typefaces and sample layouts in InDesign, Word, PowerPoint and LaTeX for business equipment, flyers, posters, brochures, presentations, videos and much more.

[www.tu-braunschweig.de/presse/cd](http://www.tu-braunschweig.de/presse/cd)

#### Commitment to the Corporate Design Guidelines

Since 1 October 2010, the Corporate Design Guidelines have been mandatory for all publications and materials of all institutes and facilities of the TU Braunschweig.

Resolution of the Presidency of the TU Braunschweig, September 2009

#### Contact and advice

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# Corporate Design

Communicating Science

## Basic Elements

The logo, the specific colours and the house fonts are the basic elements of the corporate design. They are the basis for a consistent visual presentation and, in combination with the design principles, ensure a unique and lively appearance.

### Sealing band / Logo



The Technische Universität Braunschweig is clearly committed to using the seal as a visible sign of its long tradition within its corporate image. The logo of the TU Braunschweig consists of the seal with the inscription »Carolo-Wilhelmina Braunschweig« and the adjoining university name. Both are placed on a rectangular sealing band. The logo is always used in this unit and may not be changed in form or proportion.

### Fonts

The house font of the TU Braunschweig is **Nexus**. It is used to create professional print publications such as brochures, flyers, advertisements and posters.

**NexusSans Regular**, **NexusSans Bold**  
**NexusSerif Regular**, **NexusSerif Bold**

The **Arial** font is used exclusively in office communication and in all office programs.

**Arial**, **Arial Bold**

### Colours

In addition to the primary colours red, black and white, secondary colours create a varied and independent colour climate. The secondary colour series consists of a total of 12 colours. They are divided into four areas: yellow-orange, green, blue and violet. All secondary colours and black can be brightened in 20 percent intervals. The colour values, CMYK for four-colour printing, RGB and HEX can be found in the CD toolbox at [www.tu-braunschweig.de/presse/cd/toolbox/basis/farben](http://www.tu-braunschweig.de/presse/cd/toolbox/basis/farben)

TU Braunschweig Red (HKS 15)	10-100-80-0	190-30-60
Black	0-0-0-100	0-0-0
White	0-0-0-0	255-255-255

#### Primary colours

0-25-90-0	255-200-42	40-0-100-0	172-193-58
0-58-93-0	225-109-0	45-0-100-40	109-131-0
0-100-60-60	113-28-47	94-0-59-64	0-83-74
Colour Area Yellow-Orange		Colour Area Green	
70-7-10-0	102-180-211	54-93-0-0	138-48-127
100-0-6-40	0-112-155	50-100-0-50	81-18-70
100-20-12-73	0-63-87	50-100-35-60	76-24-48

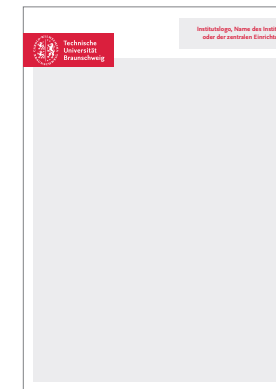
#### Colour Area Blue

#### Colour Area Violet

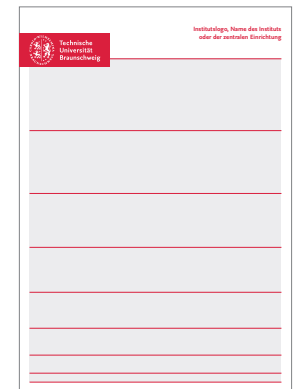
## Design Principle

### Layout system

The layout system, which is used in all media, is a defining element of the image of the TU Braunschweig. It distinguishes between a sender area (who speaks?) and a communication area (content). The sealing band forms the clasp between the two areas.



Segmentation into sender and communication area



The »Gaußraster« with 8 segments

The characteristic »Gaußraster« is based on the sum formula of Carl Friedrich Gauss. It divides the communication space for publications into different areas. Several segments can be combined.

$$1 + 2 + 3 + 4 + \dots + n = \frac{n(n+1)}{2}$$

Sum formula of Carl Friedrich Gauss