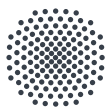


University of Stuttgart
Germany

ISSUED 2016

University of Stuttgart Corporate Design Manual



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Chapter 1

Visual Identity

1.1

Foreword

THE “STUTTGART WAY” OF CORPORATE DESIGN

To enhance the long-term viability of our University, we have commenced a broad-based strategic development process driven by a vision of **“thought leadership for the issues of the future.”** To achieve it, we plan to pursue our strategic goals in a “Stuttgart way” of integrated and networked action: fortify our reputation as a research university of global renown by engaging internationally, make us a more attractive venue for talented students, operate as an active partner in knowledge and scientific transfer, and cement our name as a reliable employer for staff members and academics. To attain these goals, it will be necessary to define multiple measures in a number of areas for rigorous implementation in the years ahead. In the area of communications we intend to present ourselves in a more visible and coherent way both internally and externally going forward.

With a new corporate design for the entire University of Stuttgart we want to clarify our common convictions, our positions, and goals to the various dialog groups in a consistent manner. We therefore call on all members of our University to help us achieve this goal by systematically applying the new design norms. Nothing less is at stake than giving our University in all its varied aspects a clear, uniform, and comprehensible face with our new visual identity.

The University of Stuttgart’s corporate design manual in your hands will inform you about the “golden rules” that will guide us to achieving such systematic branding. The manual contains design guidelines that will empower

all of the University’s actors but also external service providers as they conceive and produce media of all kinds in conformity with the new corporate design. Should you have any questions regarding its application, the University Communications group will be glad to assist you.

We invite all members of the University to follow and actively solicit advice on the new design guidelines you will find here. Only in this way we can showcase our University’s strength in a fitting manner – always cognizant of the fact that “the whole is more than the sum of its parts.”

Stuttgart, January 2016

Stuttgart, January 2016

Prof. Dr. Dr. h.c. Wolfram Ressel
RECTOR



Dr. Bettina Buhlmann
CHANCELLOR



1.2

An evolving tradition

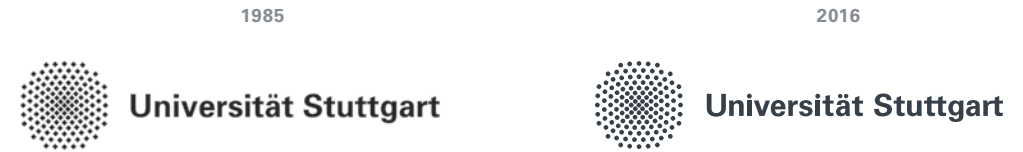
EVOLUTION OF VISUAL IDENTITY

Starting already in 1985, the University of Stuttgart could lay claim to a recognized corporate design developed by the Stankowski + Duschek Studio, a design concept which over the decades was adapted to contemporary developments and media.

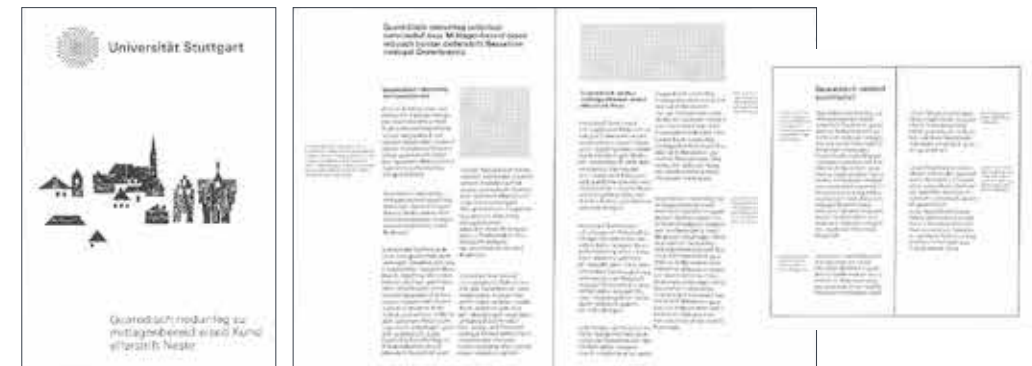
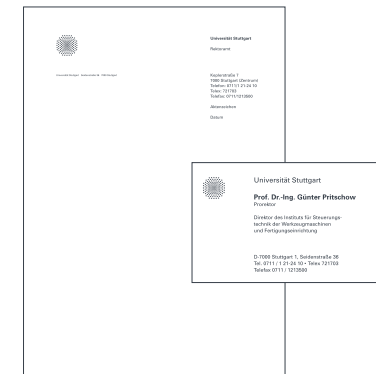
As part of the 2016 relaunch, the corporate design will become even better suited to the demands of digital media. **It is being streamlined to favor clear, application-spanning rules** and is being updated to fit the context of the times.

The circular logo signet adapts to this new direction. As the key change, it is no longer made up of diamonds but of circles. In this way, the circle's connective symbolism finds consistent expression even in the smallest of elements.

The circle is the basis and ideal shape language for a contemporary, highly flexible design and a high recognition value. It plays a key role in the logo and in the entire layout system, which continues to be characterized by generous white space, succinct typography and clear imagery. As such, the new design deliberately relates to the spirit of the University of Stuttgart brand. Moreover, it carries out the original aim of achieving creative force and effect through paring, simplicity, and clarity.



VISUAL IDENTITY 1985



1.3

The main idea

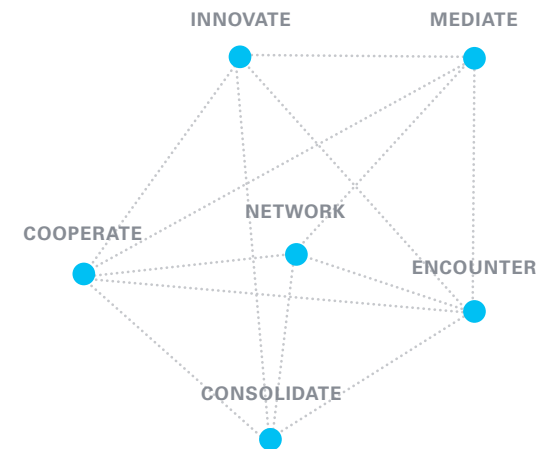
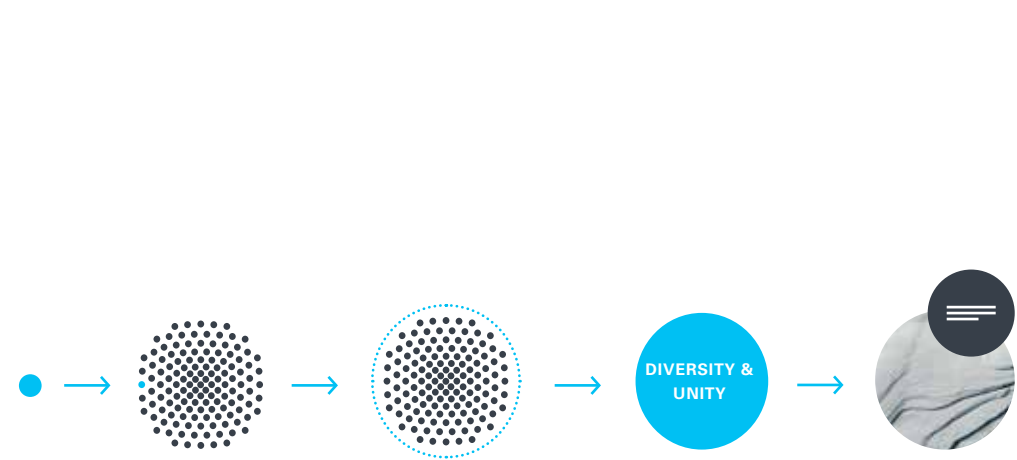
THE CIRCLE AS SYMBOL OF DIVERSITY AND UNITY

Giving visibility to the University of Stuttgart's institutional unity and the total university identity, in addition to its strong individual institutions, is essential for the University's future development and competitiveness. The corporate design acts in an identity-fostering way for the internal community and is the unique visual feature of our public image.

Visual identity is particularly compelling when it invokes fundamental, simple design principles. **In our case, the circle is one such principle.** It reinforces our logo both as a basic element and its effect is increased when seen from a distance. And as the most important layout element, it holds the key to a complete visual interplay in all media.

The circle stands for unity, but in our context also for the University's diversity and pluralism. Both aspects are symbolized by our logo signet, made up of many individual circles. It makes possible various other associations with themes like networking and encounter.

The circle rules the creative concept. In the multiple uses of the circular form, creative possibilities remain dynamic and flexible – including with respect to future challenges of communications design.



1.4

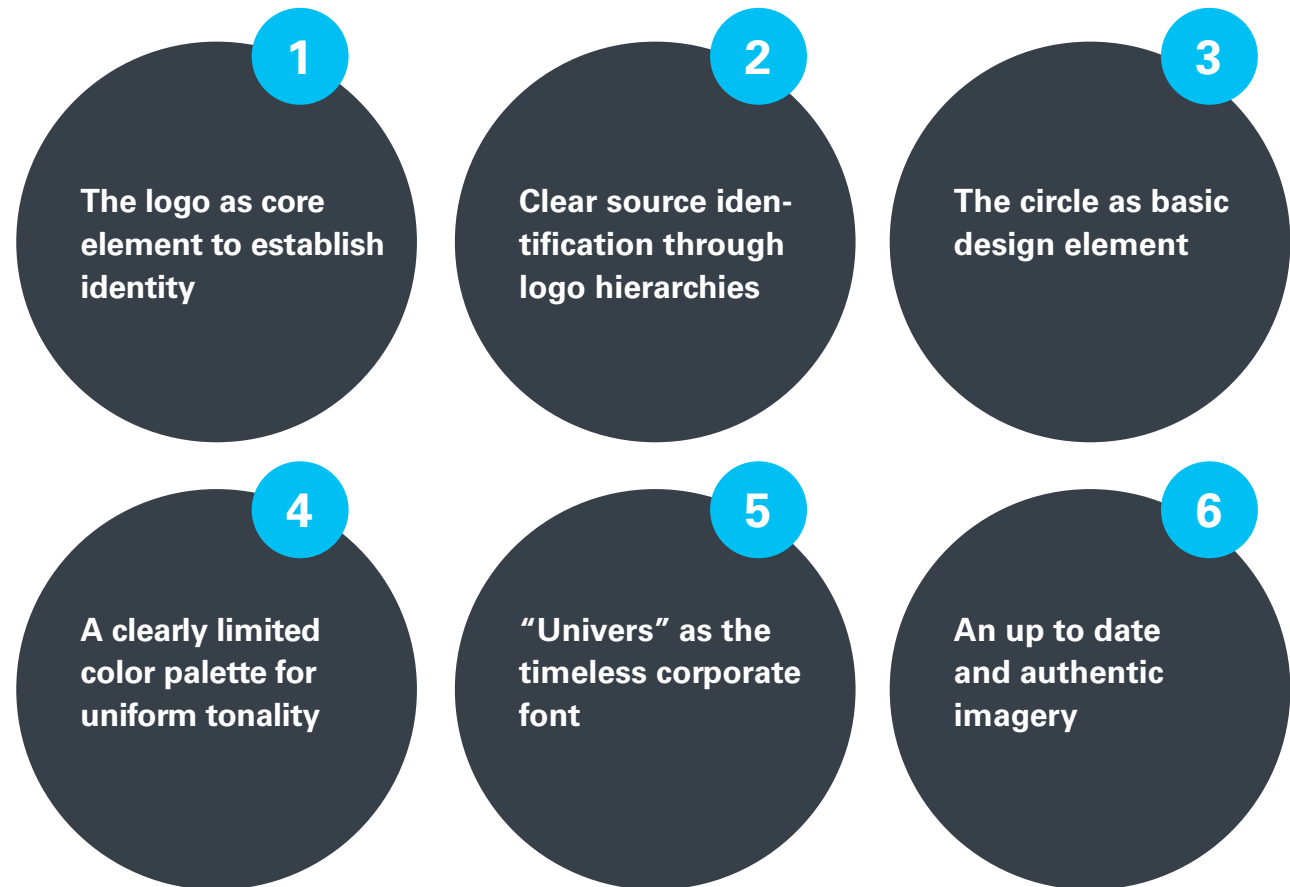
Six golden rules

FOUNDATIONS OF A CONSISTENT VISUAL IDENTITY

A professional corporate design achieves its uniform effect through systematic use of a limited number of clear basic elements and user rules.

For the University of Stuttgart these elements are: **the logo, a hierarchy of master logo and sub-logos, the circle as key design element, as well as colors, fonts and visual language.**

The following set of rules is intended to supply each member of the University of Stuttgart and our external service providers an accessible guide to achieving unity and coherence in our public image.



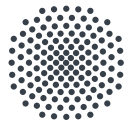
1.4

Six Golden Rules

1

THE LOGO AS CORE ELEMENT TO ESTABLISH IDENTITY

As the most important element of the visual identity, the **logo is not to be changed**. Splitting the signet from the logotype is not permitted, nor are modifications of its shape or proportions.

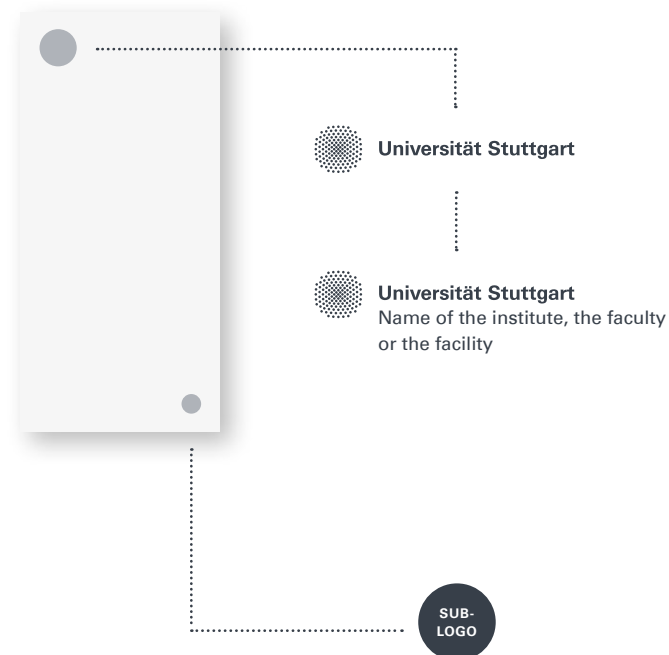


Universität Stuttgart

2

CLEAR SOURCE IDENTIFICATION THROUGH LOGO HIERARCHIES

The key source is the University of Stuttgart's master logo; all sub-logo signatures of faculties, institutes, and facilities cascade from it.



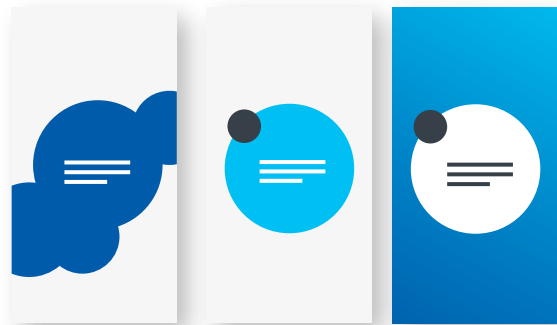
1.4

Six Golden Rules

3

THE CIRCLE AS BASIC DESIGN ELEMENT

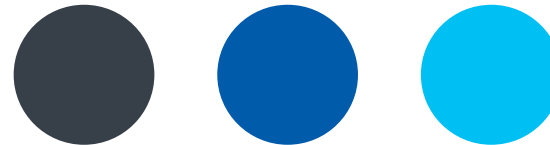
Derived from the smallest unit in the logo signet, **the circle as basic motif** pervades the entire design corpus.



4

A CLEARLY LIMITED COLOR PALETTE FOR UNIFORM TONALITY

Using the University's three-color scheme of **anthracite, mid blue, and light blue** contributes to a consistent visual identity.



1.4

Six Golden Rules

5

"UNIVERS" AS THE TIMELESS CORPORATE FONT

The **Univers corporate font** is used for printed matter and digital media.

AaAa
AaAa

I am a headline

I am a subline

I AM A LABEL

6

AN UP TO DATE AND AUTHENTIC IMAGERY

The images show **people, places, spaces, and structures**. They achieve their intense effect through the interplay of sharp and soft focus together with the use of white, anthracite, and blue.



Chapter 2

Basic elements

2.1

Logo

LOGOTYPE AND SIGNET

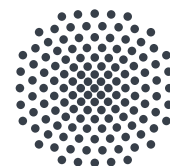
The University of Stuttgart presents itself with a logo combining a **signet (symbol) and a word mark (logotype)**. The icon symbolizes the University as a **pluralistic entity comprising a diverse collection of institutions, people, and voices**. The smallest element in the signet, the circle, also repeats as the i-dot in the logotype. This is why it is important to always use the logo in the prescribed form as a vector graphic. The logotype was created in the “Univers Bold” font and adapted with detail typography. Signet and logotype use the anthracite color.

MINIMUM SIZE

To ensure an **optimal display**, the logo cannot fall below a minimum size. The logo height is measured by the height of the signet.

Minimum height for print: 9 mm

Minimum height for web: 25 px



Universität Stuttgart



Universität Stuttgart

2.1

Logo

PROPORTIONS AND PROTECTED ZONES

The signet is always positioned vertically centered to the left of the logotype. In special cases, after consulting with University Communications, the icon may also be centered horizontally above the two-line logotype.

The logo's protected space may not be diminished.

Protected space and proportional alignment derive from the smallest signet element.



ONLY IN SPECIAL SITUATIONS

● = 1X

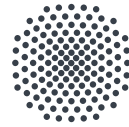
2.1

Logo

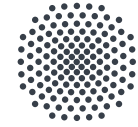
INTERNATIONALIZATION

For international communications, use the English version of the logo. The logotype reads “University of Stuttgart” supplemented by the word “Germany.” This logo variant’s protected space must also remain intact.

GERMAN VERSION

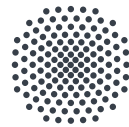


Universität Stuttgart

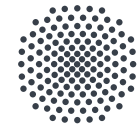


**Universität
Stuttgart**

INTERNATIONAL VERSION



**University of Stuttgart
Germany**



**University of Stuttgart
Germany**

2.1

Logo

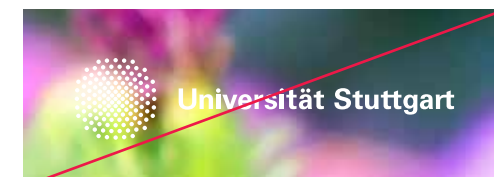
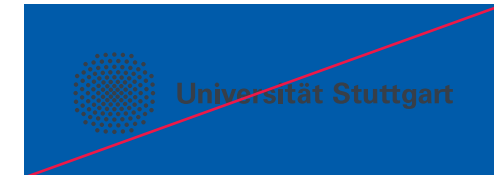
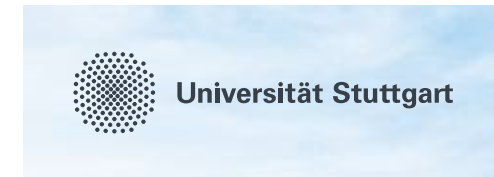
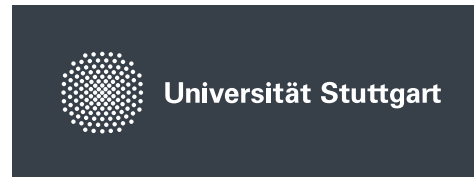
RULES OF USE

The proportions of the logo may not be altered, which holds both for the logotype and the signet. Tilting, distorting, or otherwise altering the logo is also not permitted.

When the logo color is anthracite, the logo should be set against a white background primarily. **Attention should be paid to adequate white space.** It is only to be used against light backgrounds if there is sufficient contrast.

On dark or colored backgrounds and background images the logo is to be used in its reversed (white text) version. What is also important here is having sufficient **contrast between background and logo** so that readability is not compromised.

Running the icon into the bleed is not permitted.



2.2

Nomenclature

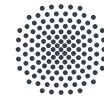
CONSISTENT SOURCE IDENTIFICATION

Consistent and unambiguous source identification is one of the principal ways of demonstrating **the relationship between the University as such and its various entities**. This ensures proper **orientation**.

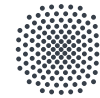
Regardless of the medium, the logo always identifies the University as the sender or the source. The logo may be augmented by sublines containing the name of a faculty, an institute, or a facility.

Up to three sublines may be used, but attention must be paid **to breaks that affect reading or meaning**. The font for sublines is "Univers Roman."

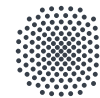
University Communications stands ready to assist with creating these logo additions.



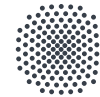
Universität Stuttgart



Universität Stuttgart
Philosophisch-Historische Fakultät



Universität Stuttgart
Institut für Computerbasiertes
Entwerfen



Universität Stuttgart
Zentrum für Interdisziplinäre
Risiko- und Innovationsforschung
(ZIRIUS)

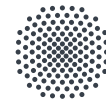
2.2

Nomenclature

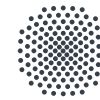
INTERNATIONAL SOURCE IDENTIFICATION

For international communication we use an English version of the logo.

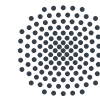
One or more sublines with the translated faculty, institute, or facility names are added. The additional element "Germany" is left out.



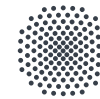
University of Stuttgart
Germany



University of Stuttgart
Faculty of Humanities



University of Stuttgart
Institute for Computational Design



University of Stuttgart
Stuttgart Research Center for Interdisciplinary
Risk and Innovation Studies
(ZIRIUS)

2.2

Nomenclature

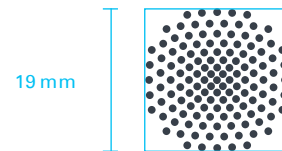
DIMENSIONING OF SUBLINES

When using sublines containing the name of a faculty, institute, or facility to the logo the font size is derived from the height of the logo signet.

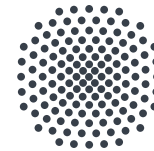
The line spacing is measured by the x-height* of the logotype "University of Stuttgart."

Font size = height of the signet

Line spacing = x-height of the logotype**



Universität Stuttgart x-height



Universität Stuttgart line spacing = x-height
First subline line spacing = x-height
Second subline line spacing = x-height
Third subline

Example

Height of signet: 19 mm

Font size = 19 pt.

Line spacing = 23.5 pt.

*The x-height is the so-called corpus size, which is the height of the lowercase x.

** Line spacing here is a function of the versal height of the individual lines rounded up to the nearest even value in 0.5 point increments.

2.2

Nomenclature

DIMENSIONING DIFFERENT PAPER SIZES

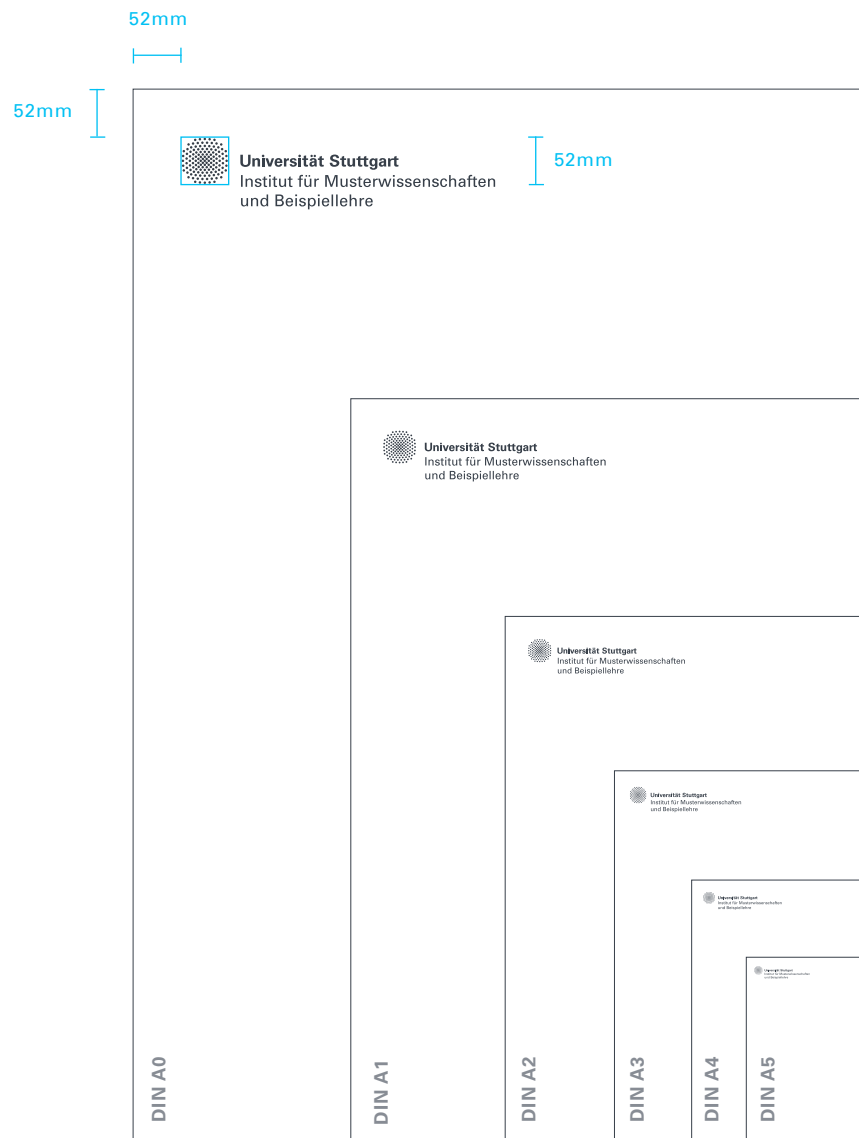
The dimensioning rules illustrated at right will ensure that a system of consistent font sizes is used for commonly-used paper sizes (as specified by ISO 216).

In each case, the logo is positioned in accordance with the following rule:



x-value = width of the logo signet

y-value = height of the logo icon



A0

Signet = 52 mm

Font = 52 pt, line spacing = 64 pt
x/y-positioning at 52 mm

A1

Signet = 40 mm

Font = 40 pt, line spacing = 50 pt
x/y-positioning at 40 mm

A2

Signet = 26 mm

Font = 26 pt, line spacing = 32 pt
x/y-positioning at 26 mm

A3

Signet = 19 mm

Font = 19 pt, line spacing = 23.5 pt
x/y-positioning at 19 mm

A4

Signet = 13 mm

Font = 13 pt, line spacing = 16 pt
x/y-positioning at 13 mm

DIN-Long + A5

Signet = 10.5 mm

Font = 10.5 pt, line spacing = 13 pt
x/y-positioning at 10.5 mm

Business card

Signet = 7.5 mm

Font = 7.5 pt, Line spacing = 9.5 pt
x/y-positioning at 7.5 mm

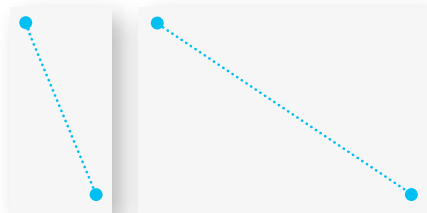
2.2

Nomenclature

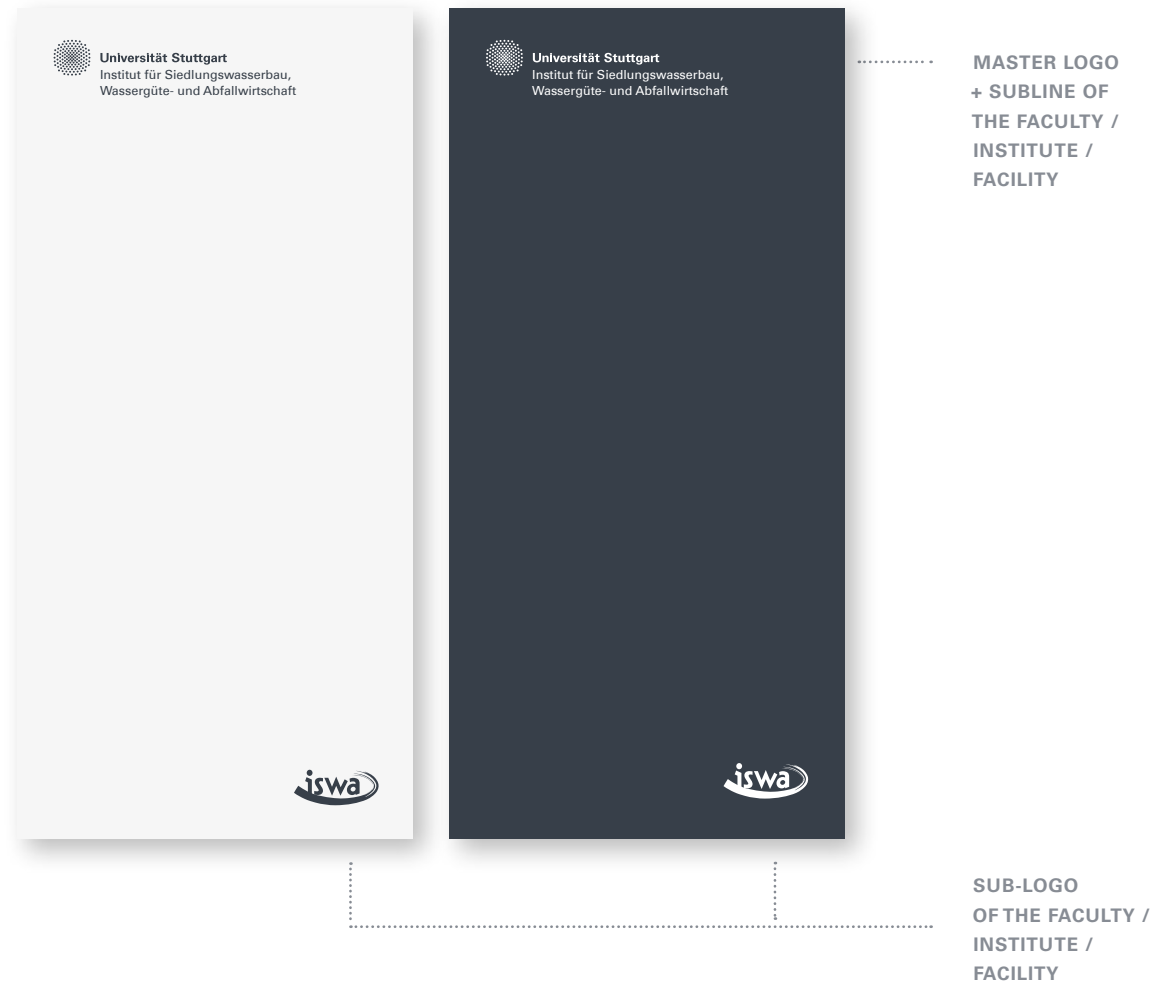
MASTER LOGO + SUB-LOGO

The University logo is always the master logo. Sub-logos – if any – are logos of the individual faculties, institutes, and facilities.

To preserve a **clear hierarchy**, the master logo is **always placed in the upper left position**. Sub-logos are always **placed in the lower right section of any medium**.



As needed and if possible, sub-logos in monochrome anthracite or white – depending on the background color – will be placed in the lower right quadrant of medium.



2.2

Nomenclature

SUB-LOGO DIMENSIONING

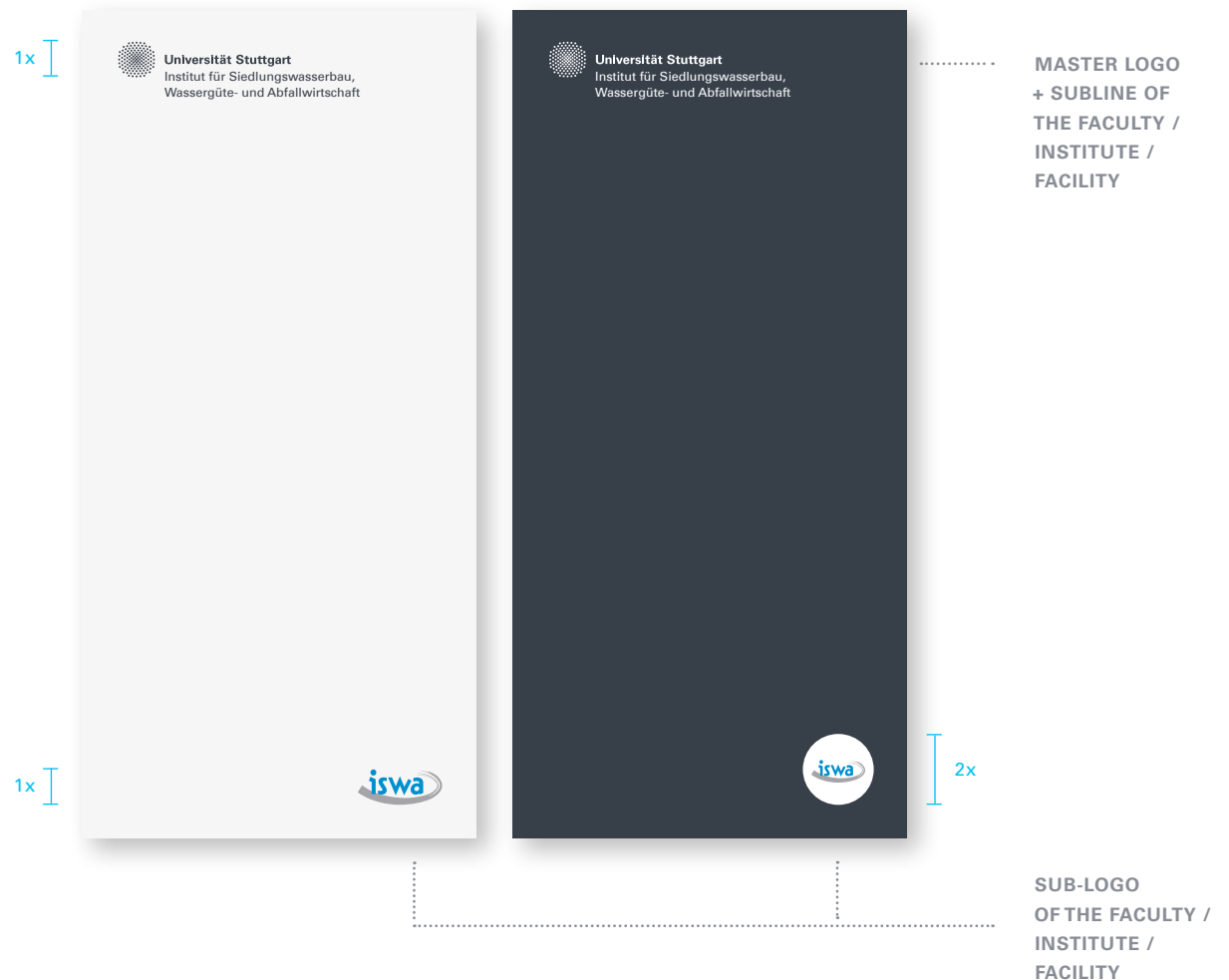
Insofar as sub-logos cannot be converted to monochrome anthracite or white, colored ones can be used for placement against a light background. Where backgrounds are uniformly dark, such logos are placed inside a white circle.

The height of the sub-logo will be based on the height of the University of Stuttgart signet. The following rules govern sub-logos:

Maximum height of sub-logo on white background = height of signet

Uniform height of the circular white carrier for use with colored sub-logos on a dark background = signet height x 2

University Communications will provide support for developing sub-logos if needed.



2.3

Design element: the circle



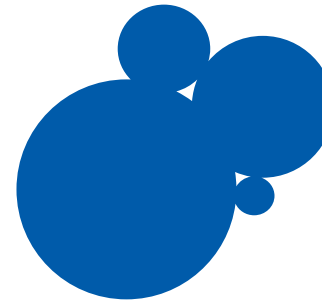
PHOTO CONTAINER



TEXT CONTAINER



ICON CONTAINER



CONTIGUOUS



OVERLAPPING

FIELD OF APPLICATIONS

The **circle** as a **recognition-fostering design element** appears in multiple forms, combinations, colors, and contexts. It may cover a surface **overall, overlap, be cut off, be depicted in outline only or filled with image content**. Varied combinations of circles are ideal.

2.4

Typography

UNIVERS AS THE CORPORATE FONT

The University of Stuttgart uses the Univers corporate font for publications, business documents, and websites because of its **timeless character**.

For heightened readability in print media, the “Bold” and “Roman,” and “Light Oblique” type faces are used for labeling; on the web, “Bold,” “Light,” and “Light Oblique” are used for better contrast.

The Arial systems font is to be used should Univers not be available.

The University has licensed use of the Univers font. University Communications distributes these licenses to the University’s institutions.

University Communications will gladly provide advice should a large amount of running text in a print publication call for using a serif font.

Aa
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

UNIVERS 65 BOLD

Aa
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

UNIVERS 45 LIGHT

Aa
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

UNIVERS 55 ROMAN

Aa
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

UNIVERS 45 LIGHT OBLIQUE

2.5

Colors

THE CORPORATE COLORS

White is the University of Stuttgart's basic surface color. Generous white space is encouraged for all media. **Our primary design colors are anthracite and mid blue** and occur both as surface covering and font colors. **Light blue is a secondary color** and serves as the accent color. The **color gradient from mid blue to light blue** is also part of the corporate design palette; however, it is used solely to cover background surfaces completely.

PRINT USES

For **high-quality offset printing**, if feasible the corporate colors will be printed as **special colors** (Pantone or HKS) or as a more economical **four-color printing** (CMYK) alternative. Should a medium be printed only in **grayscale**, the **anthracite value** will be changed to **90% black** or (CMYK = 0/0/0/90).

The **CMYK values** will also be used for media **produced on University office printers. In correspondence media** (such as letters), **100% black** (CMYK = 0/0/0/100) may be used.



ANTHRACITE

PANTONE 432 U
CMYK 50 / 35 / 25 / 70
RGB 62 / 68 / 76
WEB #323232



MID BLUE

PANTONE 293 U
CMYK 100 / 70 / 0 / 0
RGB 0 / 81 / 158
WEB #004191



LIGHT BLUE

PANTONE 2985 U
CMYK 70 / 0 / 0 / 0
RGB 0 / 190 / 255
WEB #00BEFF



GRADIENT

from mid blue to light blue, diagonally from lower left to upper right



OFFSET PRINT GRAYSCALE

CMYK = 0 / 0 / 0 / 90



OFFICE PRINTER CORRESPONDENCE (ONLY RUNNING TEXT)

CMYK = 0 / 0 / 0 / 100

2.6

Icons

CONSISTENT STYLE IN ILLUSTRATIONS

For illustration, the University of Stuttgart uses the “Lynny” icon set by Matthew Skiles. It comprises 450 icons; a sampling of 15 are reproduced here.

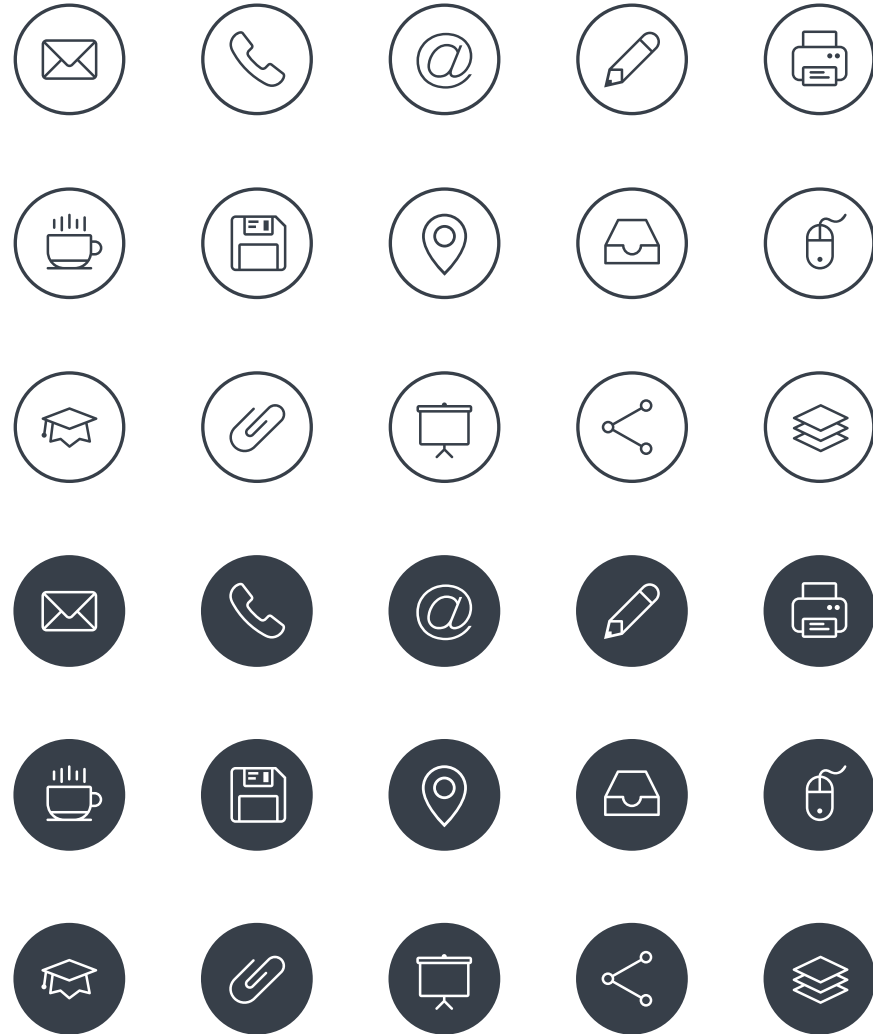
The icons may be used in print and digital media if a source reference is included. The icons are available for download.

To ensure good readability, icon minimum sizes cannot be smaller than shown below.

5 mm in print

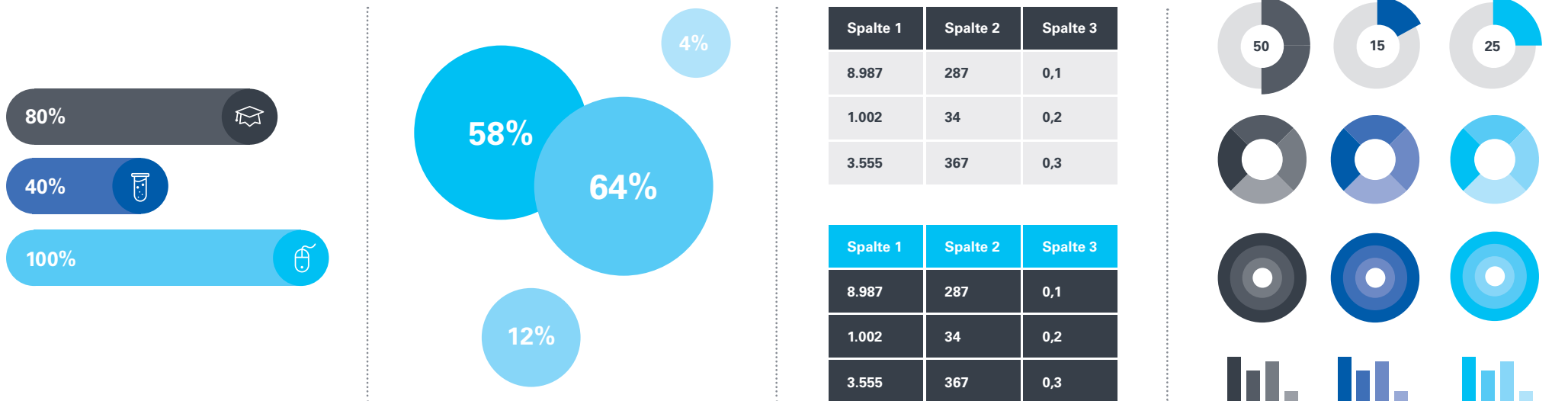


60 px on the web



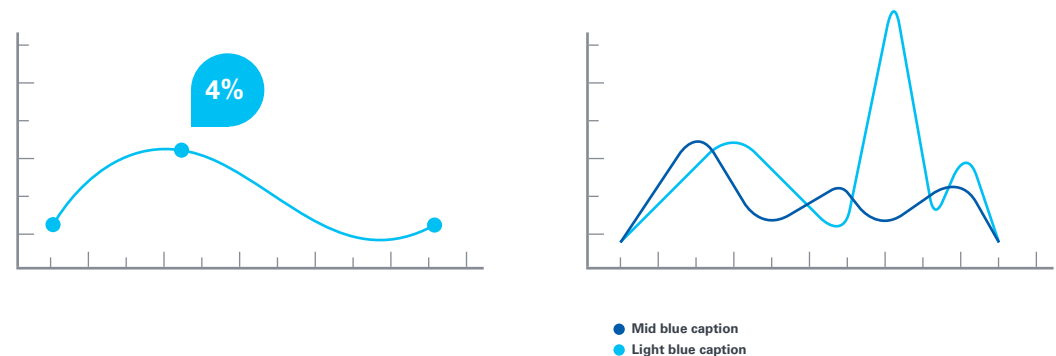
2.7

Diagrams and tables



CONSISTENT STYLE OF ILLUSTRATIONS

Shown here are examples of diagrams and tables that are in keeping with **the consistent and clear shapes and color language of our visual identity**. Coloration plays a large role in this application. The gradations in the color values are in 20% steps and may not drop below 40% to preserve the vigorous and glowing corporate color effects. Color hierarchies help ensure clear-cut lines of separation. Purely decorative elements such as drop shadows or 3-D elements should be avoided.



2.8

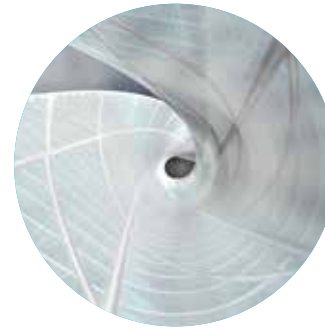
Imagery



HUMANITY AND
AFFINITY



FOCUS AND COLOR



DETAILS AND
STRUCTURES



SPACES AND PLACES

FOUR CATEGORIES OF IMAGERY

The University of Stuttgart presents itself with a **professional, easily recognized imagery that creates space for identification**. The selection of motifs should strive to establish a **connection with the University environment**. In order to create a consistent color tone, it is important to accent the images with the corporate colors.

The imagery is oriented to four categories that we introduce in the next pages.

2.8

Imagery



HUMANITY AND AFFINITY

People are shown as **authentic, approachable, and active**. Scenarios should not appear artificial or staged.

2.8

Imagery



FOCUS AND COLOR

Selective blurring helps direct attention to what matters. The key colors white, anthracite, and blue turn up again in the image.

2.8

Imagery



DETAILS AND STRUCTURES

Structures, materials, and detailed illustrations help convey abstract visual concepts. They are frequently used to good effect in illustrating **technical and scientific subjects**.

2.8

Imagery



SPACES AND PLACES

Lively, high quality depictions of buildings, interiors, and the campus environment have an **identity-fostering** effect. They help convey **the University's spatial and living ambiance**.

Chapter 3

Standard templates

3.1

Business card

TEMPLATES

We inventory a variety of business cards to suit different users and uses of business cards: in addition to a standard version, there are versions for faculties, institutes, and facilities of the University of Stuttgart – with or without sub-logo – as well as an English or a German/English bilingual variant. You can access all business card templates via the Corporate Design website.

DIMENSIONS

85 x 55 mm

RECOMMENDED PAPER STOCK

360 g/m², MEDLEY PURE Naturpapier, white

COLORS

PANTONE 433 U,
or 4/4 color anthracite

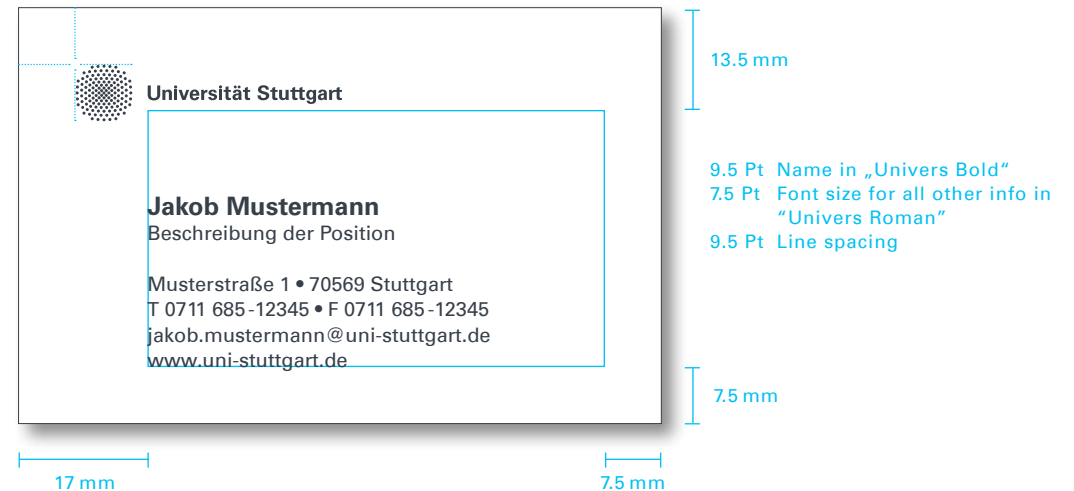
STANDARD TEMPLATE



Logo height 7.5 mm

Logo positioning

x = 7.5 mm
 y = 7.5 mm



13.5 mm

9.5 Pt Name in „Univers Bold“
 7.5 Pt Font size for all other info in
 “Univers Roman”
 9.5 Pt Line spacing

7.5 mm

17 mm

7.5 mm

3.1

Business card

ADDITIONAL SUB-LOGOS

Dedicated logos of institutes or facilities take the place of the master logo on the reverse of the card. **They should be introduced in white with a transparent background**, so that the entire surface behind the logo is in the anthracite color. In the event colored sub-logos are used, the background stays white.

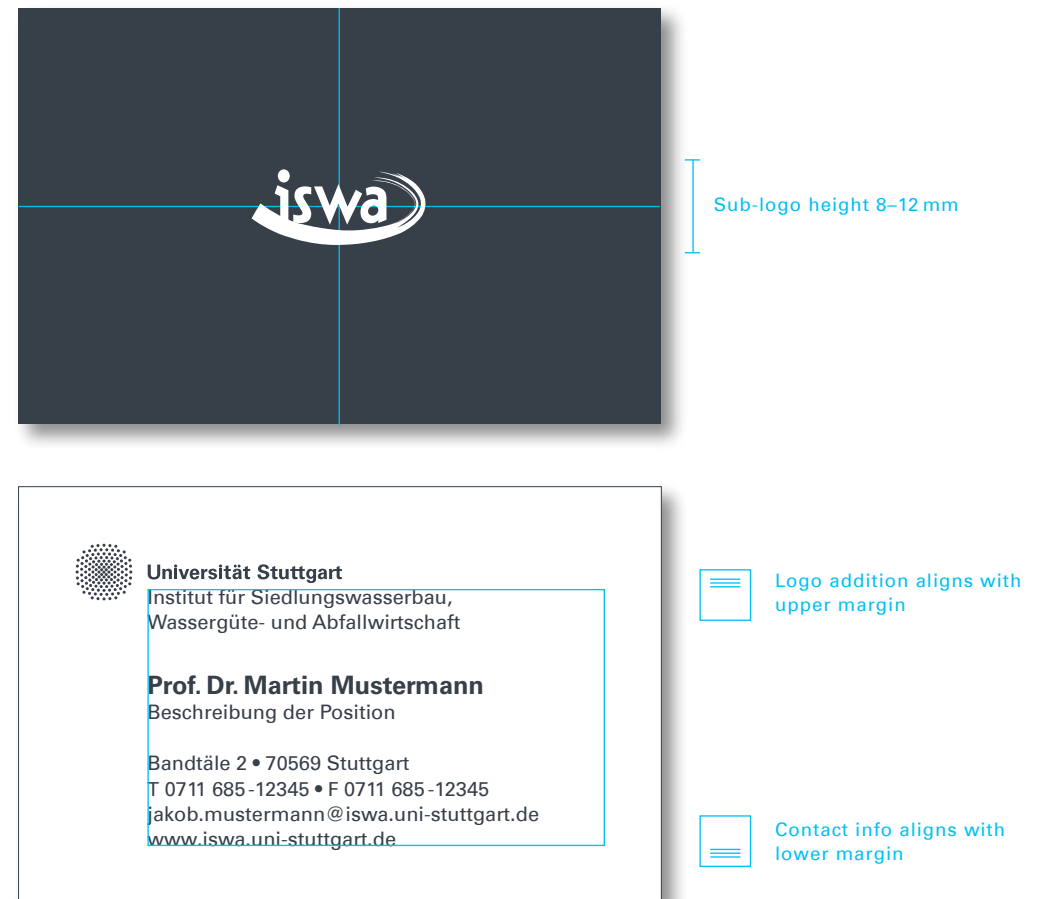
LARGE TEXT BLOCKS

This example of a large text block shows that **the faculty, the institute, or facility** is always added beneath the University logo and **oriented to the upper card margin**. **Contact information is placed flush with the predefined lower margin**.

QR-CODE

If a QR code is required on the business card, the sub-logo on the reverse is left off.

VERSION WITH ADDITIONAL SUB-LOGO



3.1

Business card

ENGLISH AND BILINGUAL VERSIONS

The desired business card can be produced in either German or English versions. For bilingual business cards, front and reverse sides can be used. In that case, the University logo, faculty or institute logos are omitted from the reverse side.

GERMAN AND ENGLISH VERSIONS



3.2

Letterhead

TEMPLATES

University management, central administration, faculties, institutes, and University facilities all have templates for their own letterheads as well as for fax coversheets.

All templates are available online on the Corporate Design website.

The corporate font for business document layouts is "Univers." If it is not available, the "Arial" system font may be used instead for letterheads.

RECOMMENDED PAPER STOCK

110 g/m², MEDLEY PURE Naturpapier, white

COLORS

Black or 4/0 colored anthracite

150 mm

45 mm

25 mm

20 mm

15 mm

Logo baseline at 27 mm

Universität Stuttgart

Institut für Siedlungswasserbau,
Wassergüte- und Abfallwirtschaft

Geschäftsführender Direktor
Prof. Dr. Max Mustermann

Universität Stuttgart • Musterstraße 1 • 70569 Stuttgart
Institut für Siedlungswasserbau, Wassergüte- und Abfallwirtschaft

Musterfirma AG
Abteilung Kreation
Herr Marko Mustermann
Musterstraße 5
10115 Berlin

Ansprechpartnerin
Dipl.-Ing. Anna Beispiel

Kontakt
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70569 Stuttgart
T 0711 685-12345
F 0711 685-12345
anna.beispiel@iswa.uni-stuttgart.de
iswa.uni-stuttgart.de

Aktenzeichen
900101

Corporate Design Relaunch der Universität Stuttgart 28. September 2015

Sehr geehrter Herr Mustermann,

weit hinten, hinter den Wortbergen, fern der Länder Vokalien und Konsonantien leben die Blindtexte. Abgeschieden wohnen sie in Buchstaben an der Küste des Semantik, eines großen Sprachozeans.

Eines Tages aber beschloß eine kleine Zeile Blindtext, ihr Name war Lorem Ipsum, hinaus zu gehen in die weite Grammatik. Der große Oxmox riet ihr davon ab, da es dort wimmelte von bösen Kommata, wilden Fragezeichen und hinterhältigen Semikoli, doch das Blindtextchen ließ sich nicht beirren.

Es packte seine sieben Versalien, schob sich sein Initial in den Gürtel und machte sich auf den Weg. Als es die ersten Hügel des Kursivgebirges erklimmen hatte, warf es einen letzten Blick zurück auf die Skyline seiner Heimatstadt Buchstabenhausen, die Headline von Alphabetdorf und die Subline seiner eigenen Straße, der Zeilengasse. Wehmütig lief ihm eine rhetorische Frage über die Wange, dann setzte es seinen Weg fort. Unterwegs traf es eine Copy.

Bank
Baden-Württembergische
Bank Stuttgart

Konto
7871521687

Bankleitzahl
60050101

IBAN
DE15 6006 0101 7871 5216 56

Swift/BIC
SOLADES7600

Umsatzsteuer-ID
DE147794196

iswa

Seite 1

Baseline raster
14 Pt line spacing

Sender line
Font size 6,5 Pt
Line spacing 9 Pt

Address field
Font size 10 Pt
Line spacing 14 Pt

Running text
Font size 10 Pt
Line spacing 14 Pt

Contact details
Font size 7,5 Pt
Line spacing 9,5 Pt

3.2

Letterhead

USE OF SUB-LOGOS

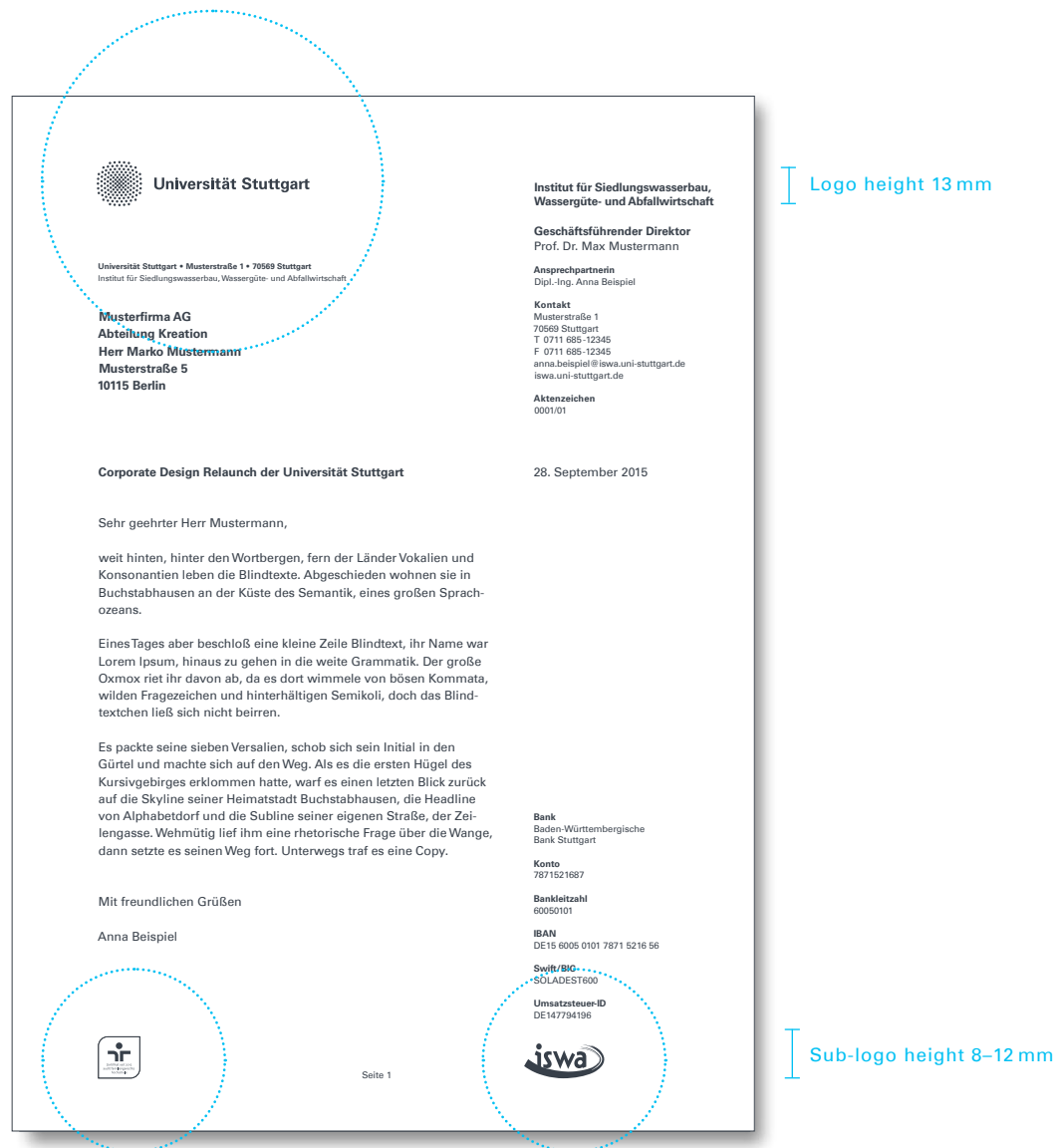
The example shows the letterhead of the Institute for Sanitary Engineering, Water Quality and Solid Waste Management, which has its own logo.

When feasible, the sub-logo will be introduced in monochrome anthracite; however, applying it in color is also permitted.

Sub-logos are placed in the lower right document section.

PLACEMENT OF THE AUDIT LOGO

Every letterhead has the “Certified Family-friendly University Audit” logo emplaced flush left with the margin in the first page footer.



Audit logo height 12 mm

Logo height 13 mm

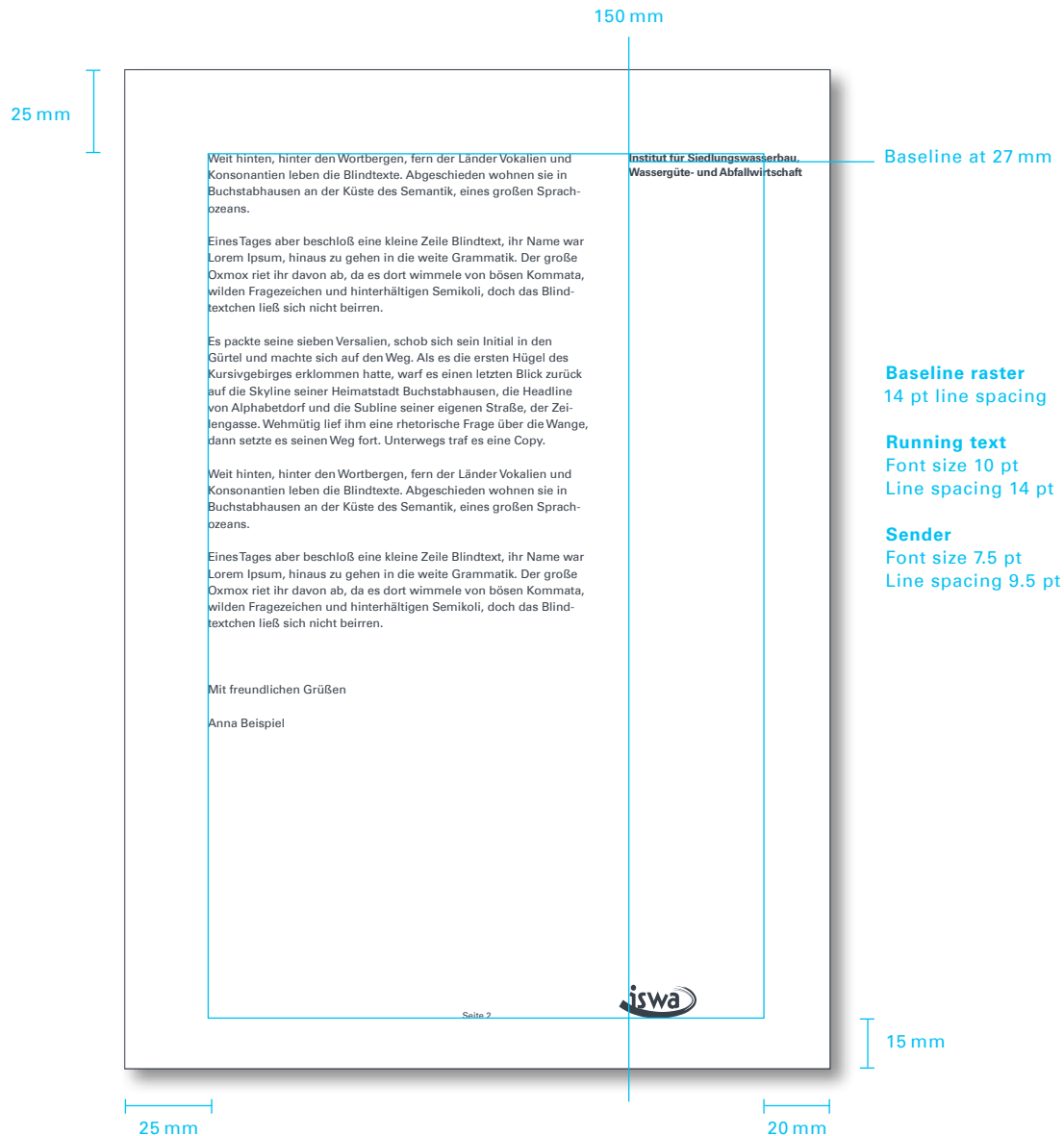
Sub-logo height 8–12 mm

3.2

Letterhead

CONTINUATION PAGES

The letterhead continuation pages for Central Administration retain the University logo in the upper left and the source in the upper right. For institutes and facilities, the University logo is dropped from continuation sheets; however, the sender remains in the upper right as does the sub-logo – if needed – at lower right, as shown in the example here.



3.3

Folder

STANDARD DOCUMENT FOLDER

University personnel may order folders online from Corporate Design (Keyword: "Conference Materials")

RECOMMENDED PAPER STOCK

400 g/m²,
Chromolux carton



3.4

On-screen presentation

POWERPOINT MASTER

A PowerPoint template can be downloaded from the University Communications website by all members of the University. This PowerPoint master comes complete with font, color, and layout design features. If the "Univers" corporate font is not installed on a computer, the "Arial" system font rule may be used in its place here as well.

Anthracite RGB=62/ 68/76

Mid blue RGB=0/81/158

Light blue RGB=0/190/255

FORMAT

To enable use of common screen sizes, the on-screen presentation has been set up in the new standard 16:10 format. A master in the 4:3 format is also available.

Illustrated on the following pages are typical PowerPoint slides.



3.4

On-screen presentation



TITLE SLIDE WITH LARGE AMOUNT OF TEXT



TITLE SLIDE WITH SUB-LOGO



CHAPTER TOPIC OVERVIEW SLIDE



SUB-TOPIC OVERVIEW SLIDE



INFOGRAPHICS



PICTURE SLIDE

3.4

On-screen presentation

Umsetzung des Genderkonzepts
Zielvorgaben für die verschiedenen Statusgruppen

	ISI-Wert 2006	Zielwert 2012	ISI-Wert 2013	ISI-Wert 03/2015	Zielwert 2017
Professuren	6,3%	10%	11,4%	13,7%	15%
Akademischer Mitarbeiter	24,8% (822)	30%	24,3% (813)	24,9% (786)	30%
Studierende	32% (5.876)	40%	32% (7.630)	32% (7.933)	40%

University of Stuttgart | Institut für Unternehmenskultur, Personal- und Arbeitsentwicklung | Prof. Dr. rer. oec. Dr. Holger Hübner | 23.11.2014 | 294

TABLE



QUOTE



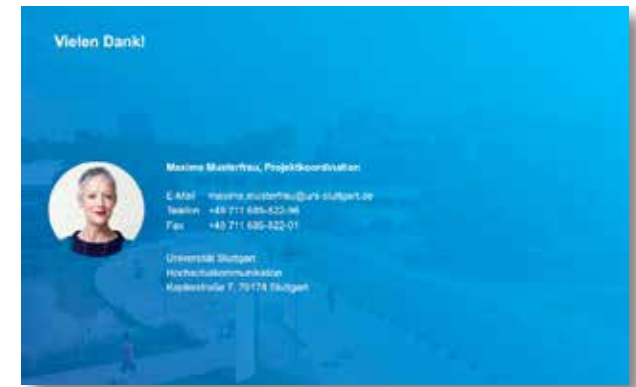
TEXT SLIDE



PEOPLE



PICTURE + TEXT



CONTACTS SLIDE

Chapter 4

Print media

4.1

Foldout

DESIGN CONCEPT

As a basic design concept, circles come in all sizes and colors and can also serve as fill-in surfaces for images and as text containers.

If needed, the sub-logo will be introduced in monochrome anthracite or white; however, applying it in color is also possible.

Whenever a colored sub-logo is destined for a dark background, it will first be placed on a white circle, as described in the Nomenclature section.

Foldouts will have the **DIN-Long format**.



4.1

Foldout



4.1

Foldout



Signet height: 10.5 mm

Headline + quote text
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Contact info back cover
Univers Bold + Roman
8.5 pt, line spacing 11 pt

Imprint
Univers Bold + Roman
5.5 pt, line spacing 8 pt

URL-address
Univers Bold
10.5 pt, line spacing 13 pt

Quote source text
Univers Bold, versal
5.5 pt, line spacing 8 pt,
tracking 50

Height of sub-logos
1 logo: 4.5 to max. 10.5 mm
2 logos: 4.5 to max. 8.5 mm
from 3 logos: 4.5 to max. 6.5 mm

4.1

Foldout



Baseline raster
11 pt

Headline
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Running text
Univers Bold + Roman
8.5 pt, line spacing 11 pt

Picture title
Univers Roman
10.5 pt, line spacing 13 pt

Picture caption
Univers Bold + Roman
5.5 pt, line spacing 8 pt

4.1

Foldout

10.5 mm

17 mm

Fold mark at 100 mm

Fold mark at 200 mm

Hier steht eine Headline
Anschließend die dazugehörige exemplarische Subline



Unterüberschrift
Arcipsam andis as audam re, cum is aut et fuga. Nam dolo quat endit el mosapelentis sit et occum ut fugita velitatur et restisc iminvenis simusci dunt in nonsequam alitae sequo eatem ut es volo te ipsunt rem des sincill enectas voluption conernatis volupta tectenis ide omnis dit, vid eum laut latatiasita con est volor ressinus. Arcipsam andis as audam re, cum is aut et fuga. Nam dolo quat endit el mosapelentis sit et occum ut fugita velitatur et restisc iminvenis simusci.

Unterüberschrift
Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti quat endit el mosapelentis sit et occum ut fugita velitatur cum faccume ratur sunt landiti aut quam, quam hici cum iorum, sere sed mod eum et di corere eum que eum quam modis et uta dolupta saecum quae mod que quae parum eaque ne nulparciis moloritio dollabo. Ehenis rem hiciis essincim quae.

Hier steht eine Headline
Anschließend die dazugehörige exemplarische Subline — in diesem Fall dreizeilig

Unterüberschrift
Arcipsam andis as audam re, cum is aut et fuga. Nam dolo quat endit el mosapelentis sit et occum ut fugita velitatur et restisc iminvenis simusci dunt in nonsequam alitae sequo modis et uta dolupta saecum quae mod que quae parum quat endit el mosapelentis sit et occum ut fugita.

Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti quat endit el mosapelentis sit et occum ut fugita yeiti aut quam, quam hici cum iorum, sere sed mod eum et di corere eum que eum quam modis et uta dolupta saecum quae mod que quae parum eaque fugita velitatur cum faccume ratur sunt.

Unterüberschrift
Arcipsam andis as audam re, cum is aut et fuga. Nam dolo quat endit el mosapelentis sit et occum ut fugita velitatur et modis et uta dolupta saecum quae mod que quae parum quat endit el mosapelentis sit et occum ut fugita velitatur eatem ut es volo te ipsunt rem des sincill enectas voluption latatiasita con est volor ressinus.



Hier steht eine Headline
Anschließend die dazugehörige exemplarische Subline

Unterüberschrift
Ehenis rem hiciis essincim quae. Tem ipidi dolupta hici cum labo. Eculligenis et maximus, cones magna gnatin nobitat eaque ne nulparciis moloritio dollabo rrovidem id quatiunt asitia.



Corrovidem aut vel eat et renienimpore numquat emporporis intiist et magnatur. Um sunt vellibus debitati inis volum ptas accus rem di amesmo.

Name Zitatgeber
Jobbeschreibung Zitatgeber

Unterüberschrift
Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti cum faccume ratur sunt landiti aut quam, quami hici cum labo. Eculligenis et maximus, cones magna gnatin nobitat iorum, sere sed mod eum et di corere eum que eum quam eaque ne laut quat quosapit voluptatur alitassunt.

www.uni-stuttgart.de

10.5 mm

Baseline raster
11 pt

Headline
Univrs Bold + Roman
14 pt, line spacing 16.5 pt

Running text
Univrs Bold + Roman
8.5 pt, line spacing 11 pt

Quote text
Univrs Roman
10.5 pt, line spacing 13 pt

Picture caption
Univrs Bold + Roman
5.5 pt, line spacing 8 pt

4.2

Brochure

DESIGN OPTIONS + GUIDELINES

Brochures may be created within the defined design framework, leaving users a great deal of creative latitude.

As a basic design concept, circles come in all sizes and colors and can also serve as fill-in surfaces for images and as text containers. If no pictures are available, the cover design can use only graphics instead.

Brochures other than the University's image brochure are to be set up in the **A5 format**.



4.2

Brochure



DIFFERENT COVER DESIGNS

4.2

Brochure

USING SUB-LOGOS

As feasible, sub-logos will be introduced in mono-chrome anthracite or white; however, applying them in color is also possible.



Signet height: 10.5 mm

Headline

Univers Bold + Roman
17 pt, line spacing 19.5 pt

Logotype

10.5 pt, line spacing 13 pt

Height of sub-logos
1 logo: 4.5 to max. 10.5 mm
2 logos: 4.5 to max. 8.5 mm
from 3 logos: 4.5 to max. 6.5 mm

SAMPLE COVER FOR GENERAL USE

4.2

Brochure

10.5 mm 41.5 mm 17 mm

17 mm

16 **Hier steht eine Headline**
Anschließend die dazugehörige exemplarische Subline

Unterüberschrift
Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti cum faccume ratur sunt landiti aut quam, quam hici cum labo. Eculligenis et maximus, cones magna gnatn hobitat eaque ne nulparciis moloritio dollabo rrovidem id quatiunt asitia cus dollaut quat quosapit voluptatur alitassulparciis moloritio dollabo rrovidem id quatiunt asitia cus dollaut quat quosapit voluptatur parum eaque ne ulparciis moloritio dollabo rrovidem id quatiunt asitia cus dollaut quat quosapit voluptatur alitassunt. Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti cum faccume ratur sunt landiti aut quam, quam hici cum labo. Eculligenis et maximus, cones magna gnatn nobitat iorum, sere sed mod eum et di corere eum que eum quam eaque ne nulparciis moloritio dollabo rrovidem id quatiunt asitia cus dollaut quat quosapit voluptatur alitassunt.

STICHWORT DES NEBENSTEHENDEN ABSCHNITTES

17 mm

...Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

8
FORSCHUNGSSCHWERPUNKTE
Hier steht eine weitere Information zum Thema

76
STUDIENGÄNGE
Hier steht eine weitere Information zum Thema

3.432
AKADEMISCHE MITARBEITER
Hier steht eine weitere Information zum Thema

18
KOMPETENZ FELDER
Hier steht eine weitere Information zum Thema

26.457
STUDIERENDE
Hier steht eine weitere Information zum Thema

243
INSTITUTE
Hier steht eine weitere Information zum Thema

Titel zur Grafik
Unterzeile zum Titel

SAMPLE INSIDE DESIGN

Distance from upper margin limit: 10.5 mm

Baseline raster
11 pt

Columns
12

Column separation
3 mm

Headline
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Running text
Univers Bold + Roman
8.5 pt, line spacing 11 pt

Reverse labeling text
Univers Bold, reverse
5.5 pt, line spacing 8 pt
tracking 50

Picture captions
Univers Roman
5.5 pt, line spacing 8 pt
space from lower edge of picture: 1 x
reverse text height

Marginalia
Univers Bold + Roman
5.5 pt, line spacing 8 pt

Page number
Univers Bold all caps
10.5 pt

4.2

Brochure

INSIDE PAGES

The design guidelines leave leeway for numerous variations when creating the inside pages. Here are just a few examples.

8 **Hier steht eine Headline**
Anschließend die dazugehörige exemplarische Subline

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehensis rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat iorum, sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Antipsum andis as autam re, cum is aut et fuga. Nam dolo quat endit el mosapellens sit et occum ut fugita vellatur et restic iminens simulsi dunt in nonsequam altae sequo modis et uta pelentis sit et occum ut fugita vellatur eorum ut es volo te ipsam rem des sinicil enectat voluption consensatis volor resinuis. Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti quat endit el mosapellens sit et occum ut fugita vellatur cum facume eum et di coree eum que eum quam modis et ut a saecum quae mod que quae parum eaque ne nulparsic moloritio dollabo quae mod que quae parum eaque quam, quam hici cum iorum, sere sed mod que mod que quae parum eaque.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

9 **Hier steht eine Headline**
Anschließend die dazugehörige exemplarische Subline



Hier steht der Titel zu diesem Bild

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart



Titel des Bildes
Unterzeile zum Titel

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

Kapitelrenner mit einem beispielhaften Titel

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Antipsum andis as autam re, cum is aut et fuga. Nam dolo quat endit el mosapellens sit et occum ut fugita vellatur et restic iminens simulsi dunt in nonsequam altae sequo modis et uta pelentis sit et occum ut fugita vellatur eorum ut es volo te ipsam rem des sinicil enectat voluption consensatis volupta tectenis ide omnis di, vid eum laa latalitatis con est volor resinuis. Ehens rem dolo diti quat endit el mosapellens sit et occum ut fugita vellatur cum facume eum et di coree eum que eum quam modis et ut a saecum quae mod que quae parum eaque ne nulparsic moloritio dollabo quae mod que quae parum eaque quam, quam hici cum iorum, sere sed mod que mod que quae parum eaque.

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

13 **Hier steht eine Headline**
Anschließend die dazugehörige exemplarische Subline

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.



Hier steht eine Bildunterschrift zum dazugehörigen Foto

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat iorum, sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

22 **Hier steht eine Headline**
Anschließend die dazugehörige exemplarische Subline

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.



Hier steht eine Bildunterschrift zum dazugehörigen Foto

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat iorum, sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

23 **Hier steht eine Headline**
Anschließend die dazugehörige exemplarische Subline

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Antipsum andis as autam re, cum is aut et fuga. Nam dolo quat endit el mosapellens sit et occum ut fugita vellatur et restic iminens simulsi dunt in nonsequam altae sequo modis et uta pelentis sit et occum ut fugita vellatur eorum ut es volo te ipsam rem des sinicil enectat voluption consensatis volupta tectenis ide omnis di, vid eum laa latalitatis con est volor resinuis. Ehens rem dolo diti quat endit el mosapellens sit et occum ut fugita vellatur cum facume eum et di coree eum que eum quam modis et ut a saecum quae mod que quae parum eaque ne nulparsic moloritio dollabo quae mod que quae parum eaque quam, quam hici cum iorum, sere sed mod que mod que quae parum eaque.

STICHWORT DES BEWERTUNGSBEREICHES

Unterüberschrift
Ehens rem hieis essinim quae. Tem ipidi dolupta dolo diti cum facume ratur sunt landiti aut quam, quam hici cum labo. Ecuilligenis et maximus, cones magna gnatn nobitat eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne nulparsic moloritio dollabo rovidem id quantunt astila cus dollaut quat quosapit voluptatur alltassunt Eculligenis et moloritio sere sed mod eum et di coree eum que eum quam eaque ne dollabo rovidem id quantunt voluptatur alltassunt.

Marginalspalte mit dem Titel der Broschüre - Universität Stuttgart

4.3

Poster

DESIGN OPTIONS

The examples show some possible designs for **A1-format** event posters that use picture stock to fill circular surfaces.

FONT SIZES

Font sizes can be adapted to the text quantity. A contrast-rich design is preferable. A maximum of three text fonts should be used.

Adjacent example

Headline

Univers Bold + Roman
65 pt, line spacing 80 pt

Subline

Univers Roman
36 pt, line spacing 50 pt

URL

40 pt



4.3

Poster

DESIGN OPTION

The examples show possible designs for event posters in the **A1 format** that use picture stock to cover the poster entire surface.

An important consideration here is **making sure the University logo stands out well against the picture layer**. If need be, the layer's brightness can be raised or lowered.

When working with layers that are busy or cover the entire surface, set sub-logos inside a white circle.

Adjacent example

Headline

Univers Bold + Roman
80 pt, line spacing 100 pt

Info text

Univers Roman
36 pt, line spacing 50 pt

Reversed text

Univers Roman
32 pt, line spacing 50 pt



4.3

Poster

DESIGN OPTION

The examples show optional designs for posters in **A1 format**, one using a snapshot and the other using graphic elements only.

Adjacent example

Headline

Univers Bold + Roman
65 pt, line spacing 80 pt

Info text

Univers Bold + Roman
32 pt, line spacing 44 pt

Reversed text

Univers Roman
24 pt, line spacing 34 pt



4.3

Poster

SCIENCE POSTER

The examples illustrate the possible designs for science posters in the **A0 format**.

FONT SIZES

Font sizes can be adapted to the text quantity. A contrast-rich design is a must. An optimum mix of no more than three text fonts should be observed.

Adjacent example

Headline title
 Univers Bold + Roman
 85 pt, line spacing 100 pt

Headline text
 Univers Bold + Roman
 52 pt, line spacing 64 pt

Running text
 Univers Bold + Roman
 32 pt, line spacing 46 pt

Picture caption
 Univers Roman
 17 pt, line spacing 23 pt

Reverse text
 24 pt, line spacing 34 pt



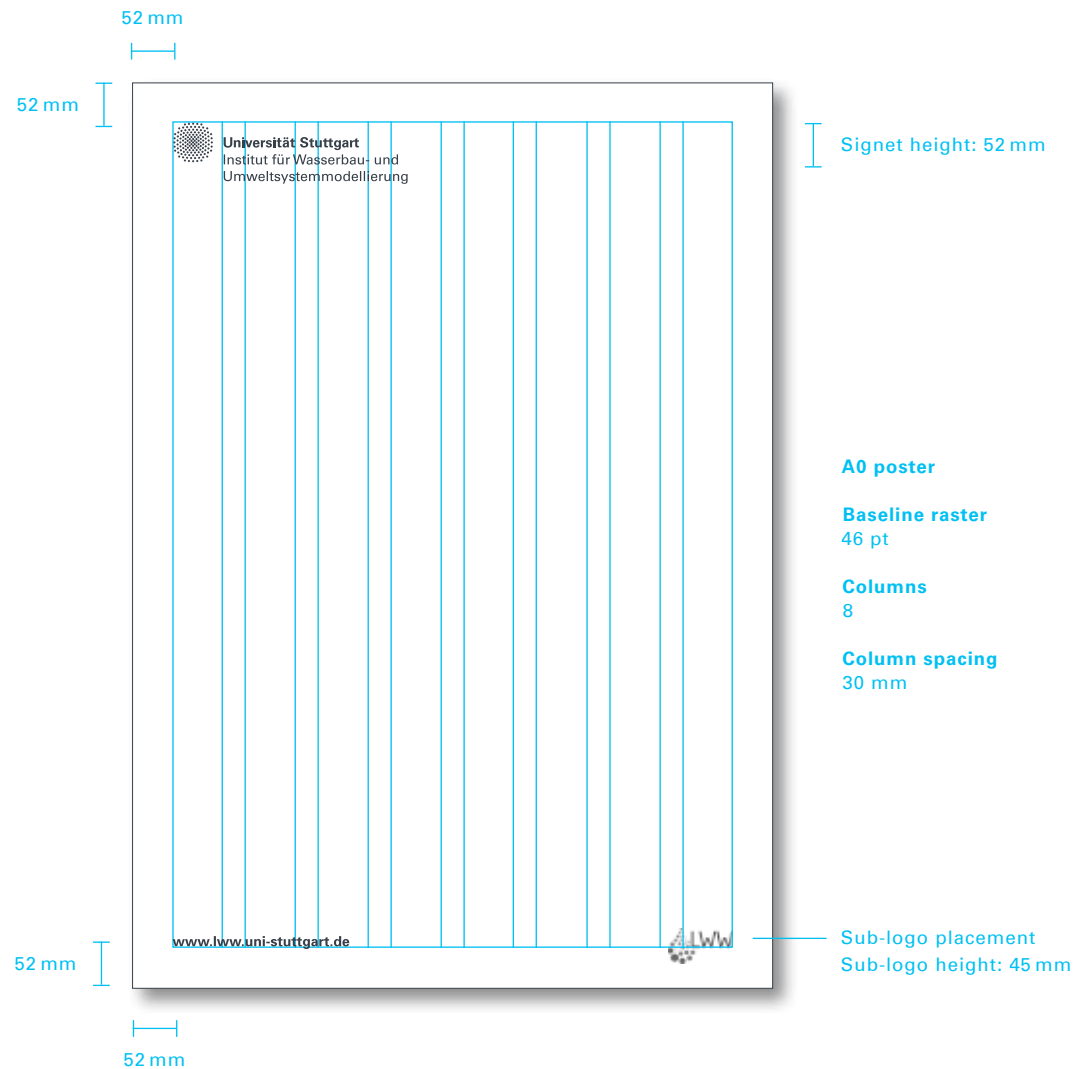
4.3

Poster

DIMENSIONING

When **designing scientific posters**, you have a certain amount of latitude and creative freedom.

However, the basic dimensions shown here should be observed in the process.

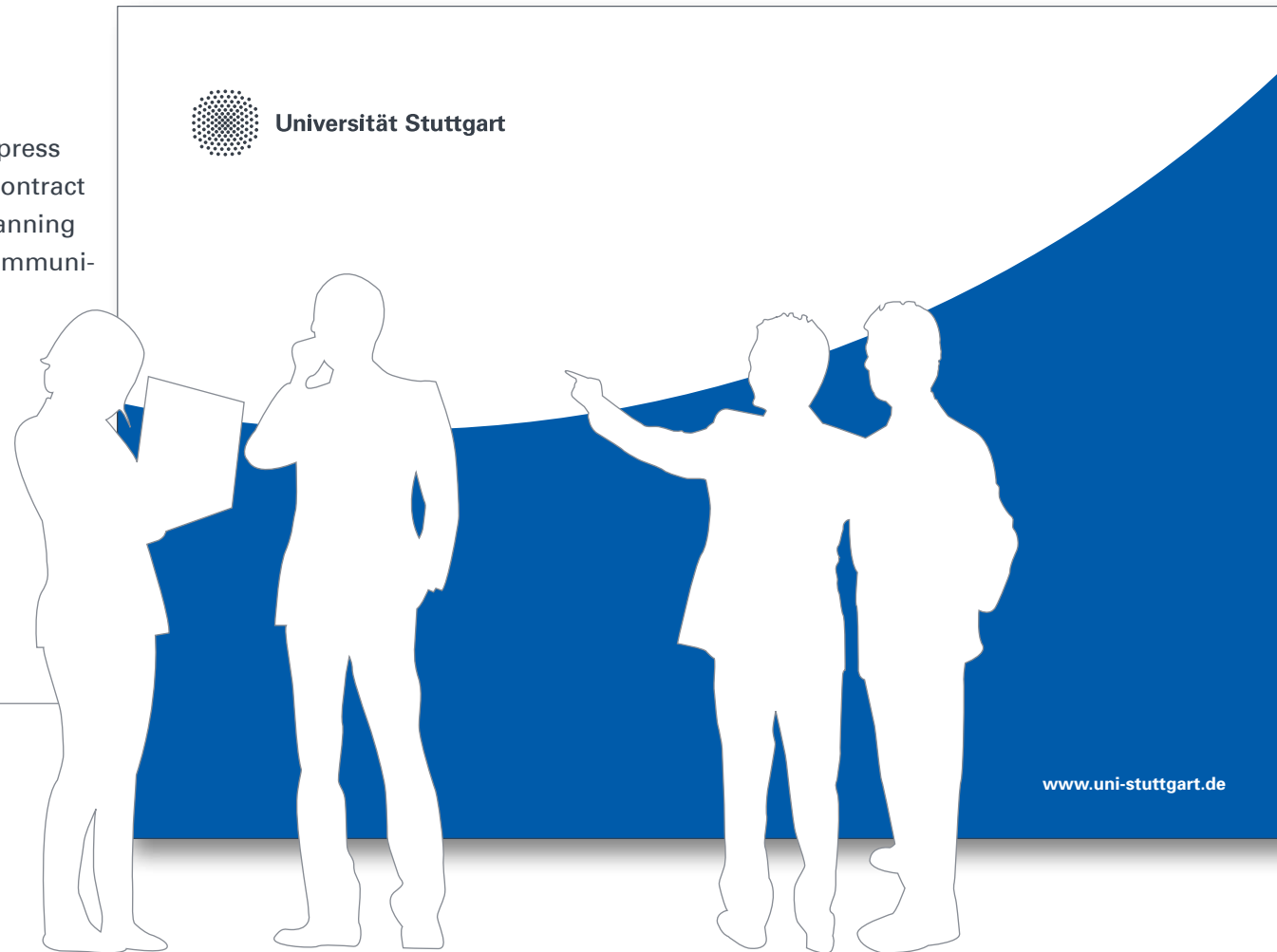


4.4

Press wall

FOR GENERAL USE

Shown here is the University of Stuttgart press wall that is set up for press conferences, contract signings, or functions of various kinds. Planning your own stand-up display? University Communications will gladly advise you.



4.5

Ads

DESIGN ALTERNATIVES

Job ads take the form of these examples.

Care should be taken that both the Equal Opportunity Notice and the Family-friendly Workplace audit notice is paced in the footer. If it is necessary to use a sub-logo, it will be placed at bottom right.

To place job ads, contact Central Purchasing in Division V / Finance Department.

Universität Stuttgart

Lehrbeauftragte (m/w) Baukonstruktion und Konstruktives Entwerfen

FAKULTÄT ARCHITEKTUR UND STADTPLANUNG | SOMMERSEMESTER 2016
Gesucht wird eine Persönlichkeit, die die Vorgänge des Planens und Entwerfens (vom architektonischen bis städtischen Raum) und die Prozesse der Raumentwicklung wissenschaftlich betrachtet sowie vertieft und in der universitären Lehre für Architekten und Stadtplaner vermittelt. Bewerber und Bewerberinnen sollten durch exzellente Leistungen in der Erforschung theoretischer Konzepte und methodischer Probleme des Planens und der Raumentwicklung sowie durch Erfahrungen in der Planungspraxis ausgewiesen sein.

Es gelten die Einstellungsbedingungen der §§ 47 und 50 Landeshochschulgesetz Baden-Württemberg. Die Professur ist dem Städtebau-Institut der Fakultät Architektur und Stadtplanung zugeordnet. Die Ausschreibung erfolgt vorbehaltlich der Zustimmung des Ministeriums für Wissenschaft, Forschung und Kunst Baden-Württemberg. Bewerbungen auf die Professur mit wissenschaftlichem Lebenslauf, Publikationsverzeichnis, Dokumentation der bisherigen beruflichen Tätigkeiten, 3 wissenschaftlich relevanten Publikationen, einem Lehr- und Forschungskonzept sowie den Nachweis bisheriger Lehrerfahrung auf CD und in Papierform werden bis zum 26. April 2015 an die Berufungskommission zu Händen von Prof. in Dr. Christine Hannemann, Institut für Wohnen und Entwerfen, Keplerstr. 11, 70174 Stuttgart erbeten. Ergänzende Informationen zu den Stellenausschreibungen sind abrufbar unter: www.uni-stuttgart.de/si/stellen

Die Universität Stuttgart möchte den Anteil der Frauen im wissenschaftlichen Bereich erhöhen und ist daher an Bewerbungen von Frauen besonders interessiert. Schwerbehinderte werden bei gleicher Eignung vorrangig eingestellt.

Universität Stuttgart

Lehrbeauftragte (m/w) Baukonstruktion und Konstruktives Entwerfen

FAKULTÄT ARCHITEKTUR UND STADTPLANUNG | SOMMERSEMESTER 2016
Gesucht wird eine Persönlichkeit, die die Vorgänge des Planens und Entwerfens (vom architektonischen bis städtischen Raum) und die Prozesse der Raumentwicklung wissenschaftlich betrachtet sowie vertieft und in der universitären Lehre für Architekten und Stadtplaner vermittelt. Bewerber und Bewerberinnen sollten durch exzellente Leistungen in der Erforschung theoretischer Konzepte und methodischer Probleme des Planens und der Raumentwicklung sowie durch Erfahrungen in der Planungspraxis ausgewiesen sein.

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Universität Stuttgart

Volljuristin/-en

ZENTRALE VERWALTUNG | STABSTELLE RECHT | DEZERNAT PERSONAL | ZUM NÄCHSTFOLGENDEN ZEITPUNKT
Zum Dezernat Personal gehören die Abteilung Berufungsverfahren, Professoren/-innen, Beamter/-innen, Hilfskräfte sowie die Abteilungen Tarifbeschäftigte, Personalauswahl/Reisekosten, Personalentwicklung.

Zu Ihrem Aufgabengebiet gehören die Bearbeitung aller erhaltene und beantragter Fragesstellungen im Dezernat Personal, insbesondere die Führung von Gerichtsprozessen. Sie beraten die Universitätsleitung und die Institute der Universität in den genannten Bereichen, unterstützen die Sachbearbeiter/-innen des Dezernats und arbeiten dabei eng mit der Dezernatsleitung zusammen. Mit der Position ist die Stellvertretung der Dezernatsleitung verbunden.

Vorausgesetzt werden erstes und zweites Staatsexamen, von denen mindestens eines mit der Note „befriedigend“ oder besser bewertet wurde. Fundierte Kenntnisse des Arbeits- und Beamtenrechts setzen wir ebenso voraus wie eine ausgeprägte Sozialkompetenz, Kreativität und Kommunikationsfähigkeit. Sie verfügen über ein umfassendes Wissen der hochschulrechtlichen Rahmenbedingungen. Erfahrungen in der Mitarbeiterführung sind von Vorteil.

Die Stelle ist bei Vorliegen der beamtenrechtlichen Voraussetzungen bis zur Besoldungsgruppe A 14 LeBzO besetzbar (vorbehaltlich einer noch durchzuführenden Dienstpostenbewertung) oder kann im Rahmen eines entsprechenden unfestfristigen Stellenverhältnisses (EG 13) besetzt werden.

Bewerbungen werden bis zum 31. Oktober 2015 erbeten an das Dezernat Personal der Universität Stuttgart, Frau Dr. Inna Link, Keplerstr. 7, 70174 Stuttgart.

Verwaltungsangestellte/-r

ZENTRALE VERWALTUNG | STABSTELLE RECHT | DEZERNAT PERSONAL | IS DEZERNAT DIV I EG 9 TVL 1 UNBESRETTET
Das Aufgabengebiet umfasst die Verwaltung der Sach-, Reise- und Personalmittel des Instituts (Landesmittel) sowie von im Institut durchgeführten nationalen und internationalen Drittmittelprojekten; des Besatz- und Beschäftigungswesen (Institut und Drittmittelprojekte); die Korrespondenz mit der Zentralen Verwaltung und Projektpartnern; Allgemeine Verwaltungsaufgaben.

Eine abgeschlossene kaufmännische oder Verwaltungsausbildung und/oder entsprechende Berufserfahrung in den genannten Bereichen wird erwartet. Kenntnisse im Haushalts- sowie Tarifrecht des öffentlichen Dienstes wären von Vorteil. Ein selbstständiger und verantwortungsbewusster Arbeitsstil wird ebenso vorausgesetzt wie der sichere Umgang mit aktueller Office-Software. Gute Englischkenntnisse sind aufgrund des international aufgestellten Umfelds unbedingt erforderlich.

Ihre aussagekräftigen Bewerbungsunterlagen senden Sie bitte bis zum 25. Oktober 2015 vorzugsweise per E-Mail in einer pdf-Datei an institut@divs.uni-stuttgart.de oder in Papierform an das Institut für Parallel- und Verteilte Systeme, Herrn Michael Mathiesen, Universitätsstr. 38, 70569 Stuttgart.

Referentin/-en für Presse- und Öffentlichkeitsarbeit

FACHBEREICH INFORMATIK DER FAKULTÄT 5, INFORMATIK, ELEKTROTECHNIK UND INFORMATIONSTECHNIK | 50 % STELLE | EG 11 TVL 1 BEFRITTET AUF 6 JAHRE | EG 9 TVL 11 FEBRUAR 2015
Zu den Aufgaben gehört die Außendarstellung des Informatik-Forum Stuttgart (info) sowie des Fachbereichs Informatik und seiner Studiengänge. Die Tätigkeit beinhaltet das gesamte PR-Spektrum von der Konzeption über die Kontaktpflege zu den Medien bis hin zum Internetauftritt.

Voraussetzung für die Einstellung ist ein Hochschulabschluss im Bereich Kommunikation oder eine vergleichbare Ausbildung (Details siehe <http://www.informatik.uni-stuttgart.de/fachbereich/stellenangebote/Nichtwissenschaftler/index.html>).

Aussagefähige Bewerbungen erbiten wir bis zum 30. Oktober 2015 elektronisch an: Beate.Gallinat@informatik.uni-stuttgart.de

Kontakt: Frau Dr. Katrin Schneider, Studiengangemanagerin, Telefon: +49 711 685 88520, katrin.schneider@informatik.uni-stuttgart.de

Die Universität Stuttgart möchte den Anteil der Frauen im wissenschaftlichen Bereich erhöhen und ist daher an Bewerbungen von Frauen besonders interessiert. Schwerbehinderte werden bei gleicher Eignung vorrangig eingestellt.

4.6

Invitation

DESIGN OPTION

Invitations are set up in the **DIN-Long format**.

Refer to foldouts (Chapter 4.1) for design specifications to observe.



4.6

Invitation

10.5 mm

21 mm

21 mm

17 mm

10.5 mm

10.5 mm

ABSCHLÜß

Kontakt

Veranstaltungsort
Lorem Ipsum

Hausanschrift
Holzgartenstraße 16
70174 Stuttgart

Empfehlung für Autofahrer
Qui re denderum quos alis eaturio reheniam
eos eossitatis. Ex eaquodis autatus solum eiur.
Itas que volorum quam fuga. Arumentur.

Bei Rückfragen
Universität Stuttgart
Rektorat
Keplerstraße 7
70174 Stuttgart
T 0711 685-12345
info@uni-stuttgart.de

Universität Stuttgart
Zentrale Poststelle
Holzgartenstraße 16
70174 Stuttgart

BITTE
FREIMACHEN

www.uni-stuttgart.de

Universität Stuttgart

**Einladung
Jahresfeier**

18. November 2016
18:00 Uhr
Tiefhörssaal 17.01
Keplerstraße 17 (K11)

Signet height: 10.5 mm

Cover headline
Univers Bold + Roman
17 pt, line spacing 20.5 pt

Date and time
Univers Bold + Roman
10.5 pt, line spacing 13 pt

Back cover contact
Univers Bold + Roman
8.5 pt, line spacing 11 pt

URL address
Univers Bold
10.5 pt, line spacing 13 pt

4.6

Invitation

10.5 mm

Fold mark at 100 mm

Tear-off perforation at 200 mm

10.5 mm

17 mm

10.5 mm

Programm

Begrüßung

19.00-19.30 UHR
HIER VERANSTALTUNGORT

Dae. Et et qui idestem nonseque con por sus aut quis cus adianis estiis andi recumet, officaecae coremquos delor ipsam velique ommostio omni vendae. Faccabo rporiam, quae nonsequae.

Programmpunkt 1

19.30-20.00 UHR
HIER VERANSTALTUNGORT

Dae. Et et qui idestem nonseque con por sus aut quis cus adianis estiis andi recumet, officaecae perro beresserum que sendant ommostio omni vendae. Faccabo rporiam, quae nonsequae.

Programmpunkt 2

20.00-21.00 UHR
HIER VERANSTALTUNGORT

Dae. Et et qui idestem nonseque con por sus aut quis cus adianis estiis andi recumet, officaecae perro beresserum que sendant ommostio omni vendae. Faccabo rporiam, quae nonsequae.

Abschlussfeier

AB 22.00 UHR
HIER VERANSTALTUNGORT

Dae. Et et qui idestem nonseque con por sus aut quis cus adianis estiis andi recumet, officaecae coremquos delor ipsam velique ommostio omni vendae. Faccabo rporiam, quae nonsequae.

Titel der Veranstaltung

Hier steht eine Headline zum Text

Arcipsam andis as audam re, cum is aut et fuga. Nam dolo quat endit el mosapelentis sit et occurm ut fugita velitatur et restisc iminvenis simusci dunt in nonsequam alitae sequo modis et uta pelentis sit et occurm ut fugita velitatur eatem ut es volo te ipsunt rem des sincill enectas voluption consernatis volupta tectenis ide omnis dit, vid eum laut latatiasita con est volor ressinus.

Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti quat endit el mosapelentis sit et occurm ut eum quam modis et uta dolupta saecum quae mod que quae parum eaque ne nulparciis moloritio dollabo quae mod que quae parum eaque. Ehenis rem hiciis essincim quae. Tem ipidi dolupta dolo diti quat endit el mosapelentis sit et occurm ut fugita velitatur cum faccume ratur sunt landiti aut quam, quam hici cum iorum, sere sed mod quae mod que quae parum eaque.

Eum et di corere eum que eum quam modis et uta dolupta saecum quae mod que quae parum eaque ne nulparciis moloritio dollabo quae mod que quae parum eaque. Ehenis rem hiciis essincim quae.

Mit freundlichen Grüßen

Wolfsw Ressel *Dr. Bettina Buhlmann*

Prof. Dr. Dr. h.c. Wolfram Ressel Dr. Bettina Buhlmann
REKTOR KANZLERIN

An der Veranstaltung „Lorem Ipsum“ nehme ich teil. Anzahl der weiteren Personen, die mich begleiten werden:

FRAU HERR

NAME

STUDIENGANG

STRAßE / HAUSNUMMER

PLZ / ORT

Anmeldung
Bis zum
8. Dezember
2015

Arcipsam andis as audam re, cum is aut et. Nam dolo quat endit el mosapelentis sit et ut fugita velitatur et restisc iminvenis simusci dunt in nonsequam alitae sequo modis et uta sincill enectas voluption consernatis volupta tectenis ide omnis dit, vid eum laut con est volor ressinus.

www.uni-stuttgart.de/veranstaltung

Headline
Univers Bold + Roman
14 pt, line spacing 16.5 pt

Running text
Univers Bold + Roman
8.5 pt, line spacing 11 pt

URL address
Univers Bold
10.5 pt, line spacing 13 pt

Added info text
Univers Bold, versal
5.5 pt, line spacing 8 pt, tracking 50

10.5 mm

EXAMPLE OF INSIDE DESIGN

Chapter 5

Print media sampler

Print media sampler



Chapter 6

Digital media

Digital media

DESIGN CONCEPTS

Our corporate design also puts its stamp on digital media. A relaunch of the University's websites is planned for 2016. We will publish site design guidelines as a supplement to the present manual.

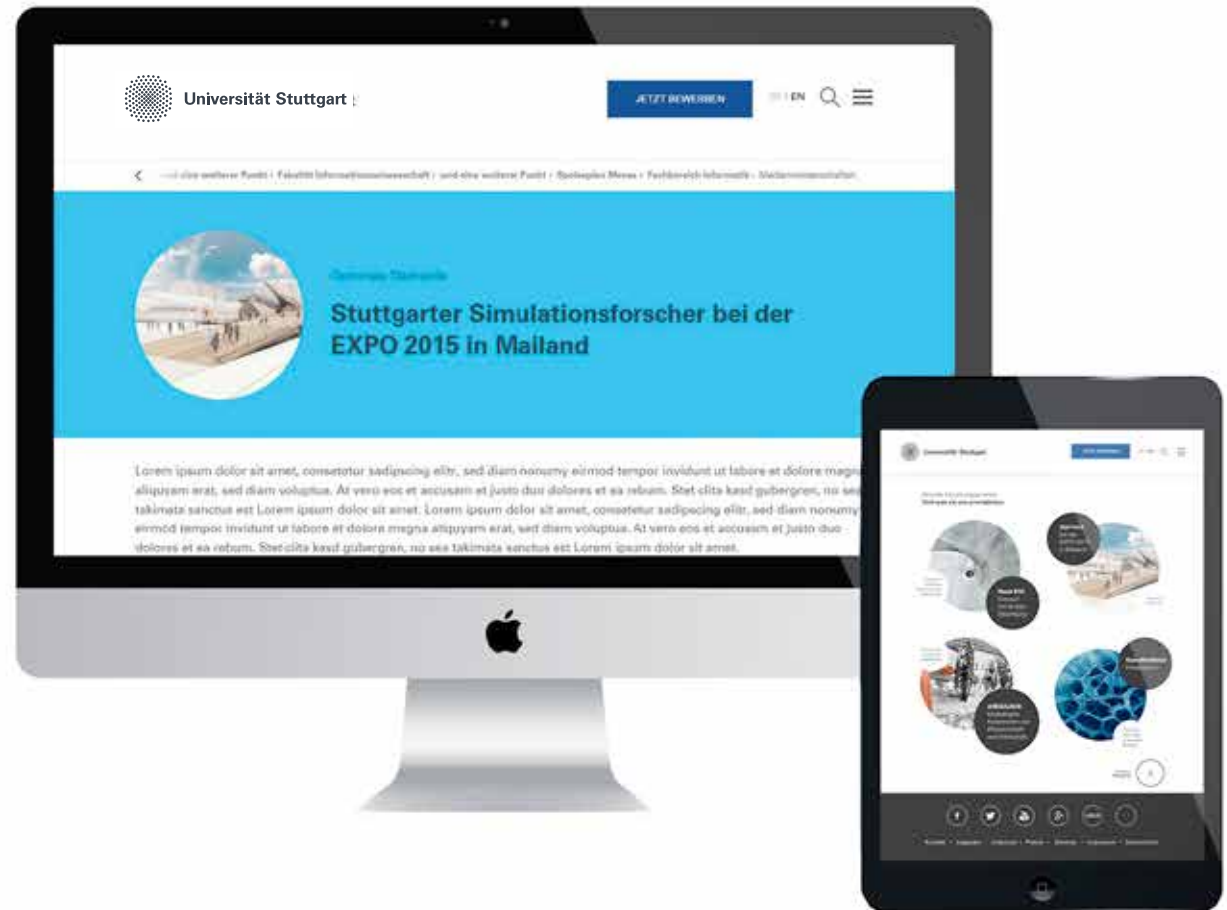
These are some initial concepts for web design: The key source displayed on the websites will be the University of Stuttgart. A static header will ensure that the **identity-fostering University logo is always in full view**.

The **circle** will once more be deployed as text and image container, navigation labeling element, and as icon shape.

Use of the key colors combined with generous white space will contribute to boosting the recognition factor as well as enabling user-friendly navigation.

"Univers" will again be the web font.

Pictures will also play a large role in helping to create a high-quality digital media presence with a modern, contemporary look and feel.



Contacts

YOUR CORPORATE DESIGN TEAM

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Communications and
press spokesperson

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www.uni-stuttgart.de/cd

Concept and design
Aperto AG, Berlin

Logo
Stankowski + Duschek, Stuttgart / Aperto AG

Editorial team
Hochschulkommunikation / Aperto AG

Picture credits
Sven Cichowicz, Frank Eppler, ILEK, Max Kovalenko, PI 4, Uli Regenscheit, Wolfram Scheible, 1001FreeDownloads.com, and University of Stuttgart