A GUIDE TO HOUSE STYLE

ALL THE TOOLS FOR THE CORRECT APPLICATION OF THE VUB LAYOUT STYLES

August 2022 edition

This is a booklet full of house-style information about VUB, VUB-ULB, EUTOPIA and TWNY. There is also a catalogue of communication products: see https://marcom.vub.be/catalogus.pdf
Are you a (new) staff member at Vrije Universiteit Brussel? Do you want to create the layout for communication products for your project/event, or have a logo designed? Do you work with an external agency and want to explain what to look out for and what house-style elements they can receive free of charge? Are you planning an action with ULB or a university in the EUTOPIA network, but have no idea what to look out for in order to correctly apply the different partner house styles?

This booklet, which explains the different house styles used by VUB and its partners and how to apply them correctly, is for you.

HOW TO GET STARTED
1. You need a product layout, with one of our partners perhaps, or as a newcomer you want to show that you are now part of VUB
2. You look at the options in this booklet
3. You send an e-mail to huisstijlproducten@vub.be
4. You mention the product or the service you want to receive
5. You will receive an explanation and/or the requested design by return
6. You provide your corrections to the design and/or any other feedback
7. You receive an adapted design or service
8. You give approval to print, and if necessary the desired print run and invoicing details (project code and cost centre).
9. Production starts on your behalf.
10. After delivery, you confirm by e-mail that everything is (or is not) OK and you will receive the invoice for payment (or a resolution of your complaint), also by e-mail.

HOW LONG DOES IT TAKE?
Designs are started once all (!) the content has been received.
You’ll receive the first draft within 5 working days (depending on your request).
The duration of any correction rounds depends on your own response time and the number of corrections.

SOME IMPORTANT AGREEMENTS
- You respect the agreed house style.
- Through the Marcom budget, VUB will pay for all your designs in accordance with the VUB house style, the VUB-ULB house style, the EUTOPIA house style and the TWNY style up to and including the second round of corrections. In the third correction round and beyond, you pay the additional layout cost yourself (via your PKC - a correction round consists of all the corrections (unlimited) bundled in a single e-mail). So you can send two e-mails with corrections.
- The requesting party checks the content and is responsible for its accuracy (the right text information, photos free of rights, correct address details and URLs, etc.)
- The requesting party pays the production/printing costs, if any. This booklet includes guide prices where appropriate. Prices include VAT and delivery to the VUB Central Warehouse. You will always receive a final quote as soon as we can correctly assess your request, the designs are finalised and we therefore know the exact formats and quantities.
WHAT IS A HOUSE STYLE?
MUCH MORE THAN JUST A LOGO

Naturally, there is the logo. This is an ‘image’ and a ‘name’ that fits the way we want to be seen. The colours and letters in our logo show that we are closely associated with ULB. The orange triangle is a reference to our independence and our out-of-the-box thinking.

What colours do we allow on each product? What sort of photographs do we use? What fonts do we use? What writing style and tone of voice are appropriate to who we are and how we want to come across? We call these aspects house-style elements.

For a service product like education, a house style also includes staff behaviour. A service cannot be separated from the behaviour of the service provider. In short, what you say, how you say it, what activities you launch, how you deal with people, and so on, all help determine the house style.
What is a house style?

Much more than just a logo.

There is a fixed format for layout, also known as **composition**. For example, the logo is always to the left or right. Photos are positioned in a particular way. And so on.

**What is it for?**

Your products are instantly recognised amid the flood of information that overwhms people. Furthermore, a professionally designed house style makes a strong first impression. You give the right message straight away: this is who we are and what we stand for. First impressions influence the contacts that follow. If the first impression was strong, a later slip-up is more quickly forgiven. So it gives you a head start. Of course, there is also ease of use: how everything should look is well established. You can get straight to work.
YOU AND THE HOUSE STYLE
HOW YOU SHOW YOU ARE PART OF VUB.

E-MAIL SIGNATURE

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘E-mail - Letter - Meeting - PowerPoint – Report’ and then select the e-mail signature corresponding to the department where you work. Download and enter your details. If your service/department is not mentioned, or if this doesn’t work, send an e-mail to huisstijlproducten@vub.be.

Price: VUB pays for this service for you through the Marcom budget.

TIP
VUB is a partner in the EUTOPIA European University. Do you want to show this in your e-mail signature? Ask about this via huisstijlproducten@vub.be.

BUSINESS CARDS

Ordering: Go to max.vub.be – choose ‘Administrative printing’ – Business card. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be.

Price: 100 cards = €39, 200 cards = €57, 300 cards = €74 and 500 cards = €115. All prices include VAT and delivery to the VUB Central Warehouse.

NOTE
To order business cards, you need a project and cost centre code. Ask your service/department about this.
POWERPOINT PRESENTATIONS

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘E-mail - Letter - Meeting - PowerPoint – Report’ and then select ‘PowerPoint basic’ or ‘PowerPoint light’. Download and enter your details. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be

Price: VUB pays for this service for you through the Marcom budget.

DIGITAL LETTERHEADS

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘E-mail - Letter - Meeting - PowerPoint – Report’ and then select the ‘digital letterhead’ corresponding to the department where you work. If your service/department is not mentioned, or if this doesn’t work, send an e-mail to huisstijlproducten@vub.be

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FORMS FOR AGENDA-SETTING, MINUTES, REPORTS, ETC.

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘E-mail - Letter - Meeting - PowerPoint – Report’ and then select the general VUB models for agenda-setting or reporting. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be

Price: VUB pays for this service for you through the Marcom budget.

OFFICE TEMPLATES FOR MASTER’S THESIS, PHD, GROUP WORK, ETC.

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘Papers and doctoral invitations’ and then select the models for the cover page for master’s thesis, bachelor’s thesis, etc. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be

Price: VUB pays for this service for you through the Marcom budget.

TEAMS BACKGROUNDS

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘Teams screen image - Corona posters - facts & figures’ and then select the folder with Teams images. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be

Price: VUB pays for this service for you through the Marcom budget.

PROMOTIONAL MATERIALS LIKE ROLL-UP-BANNERS, POSTERS, INVITATIONS, SCREEN IMAGES, ETC.

Ordering: Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘E-mail - Letter - Meeting - PowerPoint – Report’ and then select the general VUB models for agenda-setting or reporting. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be

Price: VUB pays for this service for you through the Marcom budget.
DOOR SIGNAGE

**Ordering:**
Go to max.vub.be – choose ‘Models and templates’ – click on the folder ‘Door signage’ and select the door signage that applies to you. If this doesn’t work, send an e-mail to huisstijlproducten@vub.be

**Price**
VUB pays for this service for you through the Marcom budget.

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TIP
Consult the booklet Guide to Signage for much more information about signage and signs.

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LAY-OUT FOR MAJOR PROJECTS AND EVENTS

**Ordering:**
Send an e-mail to huisstijlproducten@vub.be

**Price**
VUB pays for lay-out in the VUB house style through the Marcom budget. It covers one design followed by a maximum of two correction rounds. If you need more correction rounds, or if the lay-out for your communication product does not fully conform with the VUB house style due to collaboration with other partners, you will pay on a time and expense basis at the rate of €60.50/hour incl. VAT.
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VUB HOUSE-STYLE ELEMENTS AND
ADVICE FOR EXTERNAL GRAPHIC
DESIGNERS

Ordering: Send an e-mail to
huisstijlproducten@vub.be

Price VUB pays for this service for you through
the Marcom budget.

LOGO

Ordering: Send an e-mail to
huisstijlproducten@vub.be

Price €350 incl. VAT. VUB pays via the
Marcom budget for the creation of a
logo in the VUB house style intended
for a research group. If it is for other
purposes, you pay for it yourself.

TIP
You’ll receive your new logo set by
e-mail, but we also upload it for you
ready to use on the DIY platform max.
vub.be. You can then use it directly
yourself for business cards, posters and

TIP
Do you already have a logo, but
communicate a lot with international
contacts who may not know what the
abbreviation VUB stands for? Then
we can put the name Vrije Universiteit
Brussel in full at the bottom of your logo
(always in Dutch). Send an e-mail to
huisstijlproducten@vub.be

TIP!
To ensure that everything you have had prepared
externally is still in keeping with the VUB house
style, we can help the external graphic designer
by forwarding house-style elements and giving
advice. Of course you can always have your
products laid out via huisstijlproducten@vub.
be. In this case VUB pays through the Macrom
budget and the VUB ‘look’ is sure to be just right.

NOTE
The recurring placement of several VUB logos on a
single medium, such as a poster, is subject to certain
rules. The VUB block is only used once, as shown above.
Ask about this via huisstijlproducten@vub.be

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Ordering: Send an e-mail to
huisstijlproducten@vub.be

Price VUB pays for this service for you through
the Marcom budget.
### WEB PAGE BANNER

**Ordering:** Send an e-mail to huisstijlproducten@vub.be

**Price**  
VUB pays for this service for you through the Marcom budget.

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### NOTE

When you request the creation of a banner, please provide the format in pixels, e.g. 1200 x 630 pixels or 2700 x 220 pixels, and so on.

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### ONE-STOP-SHOP MARCOM

**Ordering:** Send an e-mail to huisstijlproducten@vub.be

**Price**  
VUB pays for this service for you through the Marcom budget.

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### SHARE-OF-VOICE

**TIP!**  
Do you want to present VUB using ready-made facts and figures? Take a look on max.vub.be Would you like to include your own figures in a facts & figures sheet? Send an e-mail to huisstijlproducten@vub.be

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### FACTS & FIGURES

**Ordering:** Send an e-mail to huisstijlproducten@vub.be

**Price**  
VUB pays for this service for you through the Marcom budget.
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GADGETS

Ordering: Via webwinkel.vub.be (payment by PKC and delivery to the Central Warehouse) or via webshop.vub.be (payment by bank card and delivery to home address)

Price: Depending on the chosen gadget

TIP
Would you like to order a gadget bearing the logo of your research group or department? Send an e-mail to huisstijlproducten@vub.be
WRITING STYLE

Ordering: Go to pages 30–36 in this booklet to read all about the house-style guidelines for the use of Dutch and English in your publications and on your web pages. Would you like to hire a copywriter for your text, or have it reviewed by a final editor for errors? Send an e-mail to huisstijlproducten@vub.be and we will send you a quote.

Price: VUB pays for your tips on the VUB house style through the Marcom budget. You yourself pay for the revision of your texts by a final editor or copywriter. The price depends on the length of your text. Final editing costs about €1.09 per line of 60 characters including spaces. Copywriting costs €98/hour incl. VAT.

TIP: Tone of voice or language use is an important aspect of the house style. We want to come across as personal, empathetic and inviting. That’s why we write as we speak, focus on personal stories and use some words more often and avoid others. Read how a VUB voice sounds in the VUB house-style chapter on pages 30-36 at the back of this booklet!

TIP!
Would you like your text rewritten or translated? Send an e-mail to huisstijlproducten@vub.be and we will send you a quote.

SUITEPHOTOS

Ordering: Go to the VUB photo albums at https://www.flickr.com/photos/vrije_universiteit_brussel/albums. The DIY platform max.vub.be has loads of photos ready for you to insert directly into your poster, roll banner, etc. Search for a photo on Shutterstock and e-mail the photo code to huisstijlproducten@vub.be. You will also find many VUB photos at images.vub.be.

Price: VUB pays for this service for you through the Marcom budget (provided that your layout is in the VUB house style).
BEHAVIOUR

Ordering: This isn’t something available to order. But your employer can “order” it from you. A university is a service to students, researchers, partners, and so on. A service cannot be separated from the behaviour of the service provider. So how you receive people and what initiatives you take are - although this may sound strange - part of the house style. VUB wants to come across as personal, empathetic and inviting.

Price Priceless! Your behaviour is of inestimable value. It determines the image we project together: how people see us, and what they think of us.

TIP VUB embraces diversity and rejects inequality. VUB strives for the equality of every student and employee; an equality that it understands as an equivalence that does not erase differences. VUB campuses are welcoming places where discrimination, disadvantage and transgressive behaviour are not tolerated. VUB aspires to be an agent of change, giving opportunities, correcting inequalities, and steering new generations towards greater equality and appreciation of diversity. Want to know how VUB staff behave? Check out page 38 in this booklet.

HOUSE-STYLE ADVICE

Ordering: Send an e-mail to huisstijlproducten@vub.be for house-style advice or if you have any questions about the house style and how to apply it correctly.

Price VUB pays for this service for you through

NOTE A house style is much more than just sticking a logo on something. That’s why every house style needs a guardian. The guardian ensures that all the house-style rules are followed correctly and checks that an organisation’s communications affirm the brand identity it wants to project. VUB has designated Marcom as the guardian of its image.
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

We’ll give you an overview of the main house-style elements.
Want to know more? Send an e-mail to huisstijlproducten@vub.be

WHAT DOES IT COVER?
Logo, seal, brand architecture, colours, fonts, various house-style elements, predetermined compositions, writing style, tone of voice, behavioural style and

LOGO

The logo is always on a white background (or in white on a coloured background). It can be horizontal or vertical, and can also be used without the full name if VUB is a sponsor.

There is also a monochrome version of the logo. This is always in a solid colour (black, blue, etc.) and a ‘negative’ image can also be used.

It is only used for official documents. Its use is thus very limited and subject to formal approval.

WRONG
The logo is always used as supplied. Colours, font and shape can therefore never be adapted!

WRONG
We never use the seal in place of the VUB logo.

Externally
Professional graphic designers can request a zipped folder containing the house-style elements by sending an e-mail to huisstijlproducten@vub.be

For VUB staff members
All house-style elements can be found on the Do-It-Yourself platform.
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

BRAND ARCHITECTURE

VUB applies a four-level brand architecture:

UMBRELLA BRAND
All VUB faculties, services and locations fall under the umbrella brand.

Examples include:

EXTENDED BRAND
VUB includes several entities that operate under different names but are still an essential part of VUB. Research groups, partner schools, projects, channels, chairs, etc. fall into this category.

Examples include:

CO-BRANDING
These are initiatives that VUB undertakes with partners external to the main brand. If VUB is the initiator of the collaboration, we keep to the VUB house-style colours; otherwise we use neutral colours. To indicate the relationship, we use explanatory descriptors such as “in partnership with”, “an affiliation”, “empowered by”, “an initiative of”, “spin-off company of”, or “research alliance of”.

Examples include:

SUB-BRAND
Used only for a unique set of VUB services or products that must be differentiated for successful marketing to a particular target group.

Examples include:
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

COMBINING LOGOS

Sometimes you might put several logos on a product. No problem. But when these are multiple VUB logos, the repetitive display of the blue VUB block is too much of a good thing. We resolve this by using the VUB block just the once.

THE VUB LOGO IN INTERNATIONAL USE

If you have lots of international contacts where the abbreviation ‘VUB’ doesn’t ring a bell, then the name Vrije Universiteit Brussel may be placed in full under the logo (however, it has been decided that this will always be written in Dutch).
The logo is always displayed in orange and blue. These are also the basic house-style colours. We also use white and black.

**COLOURS**

- **PMS 021 C**
  - C 0 M 78 Y 100 K 0
  - R 255 G 102 B 0
  - HEX #FF6600
  - RAL 2800

- **PMS 286**
  - C 100 M 80 Y 16 K 3
  - R 0 G 51 B 153
  - HEX #003399
  - RAL 5002
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

**font**

**ITC Avant Garde**
A font based on the logo of the US magazine Avant Garde. Well suited for slogans, titles, subtitles, short texts and quotes. But not for running text.

- **ITC Avant Garde Extra Light**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **ITC Avant Garde Extra Light Oblique**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **ITC Avant Garde Book**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **ITC Avant Garde Book Oblique**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **ITC Avant Garde Medium**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **ITC Avant Garde Medium Oblique**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Thin**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Thin Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Light**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Light Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Regular**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Bold**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Bold Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Medium**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Medium Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Thin Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Bold Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Medium**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890
- **Roboto Medium Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - A1234567890

**verdana**
Widespread in online communication and a good alternative to Roboto.
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

HOUSE-STYLE ELEMENTS

Orange triangle
Stands for independence and out-of-the-box thinking. In orange, it’s immediately recognisable. But sometimes the triangle is given a photographic form. The preferred position of the triangle is as it appears in the logo. Take care: don’t make it a donkey’s ear! It is best to line it up level with a text or image.

Oblique line
The oblique line always reflects the slope of the orange triangle from the logo. The slanted line is always filled in with blocks of colour or images. It’s never just a drawn line!

Quotes
Stands for freedom of expression. The shape itself must not be adapted, but it can be placed at an angle.
**Triangle pattern**
This is purely decorative. Excessive use overloads the house style. So use with caution.

**Geometric shapes**
In keeping with the triangle, the square (the shape of the VUB logo) and the circle (the shape of the VUB seal) can also be added as shapes.

**Text strips**
Strips can be used in orange, blue, black and white. White is used for the text on blue, black and orange bars. Black text is used on a white bar.

*Wrong*
We use no more than three text strips one above the other. For headings and subheadings, we use different coloured text strips.

- **STRIP BLAUW**
  - BLACK TEXT
  - ORANGE TEXT

- **STRIP BLAUW**
  - BLACK TEXT
  - ORANGE TEXT

- **STRIP BLAUW**
  - BLACK TEXT
  - ORANGE TEXT

- **STRIP ORANJE**
  - BLACK TEXT
  - ORANGE TEXT

- **STRIP ZWART**
  - BLACK TEXT
  - ORANGE TEXT

- **STRIP BLAUW**
  - BLACK TEXT
  - ORANGE TEXT
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

COMPOSITION

Below you can see some examples of what can be used where in the VUB house style.

DRAAG ZORG VOOR DE ENERGIE DIE JE BINNENBRENGT IN DEZE RUIMTE
JOUW WOORDEN EN DADEN DOEN ERTOE, DE MENSEN DIE HIER WERKEN OOK.

Haal diep adem en breng jezelf in balans voor je binnenkomt.

Bedankt en ... welkom bij Mens & Organisatie, we staan klaar om jou te helpen!

UITNODIGING
De decaan van de faculteit Psychologie en Educatiewetenschappen nodigt U uit op het diner ter gelegenheid van het emeritaat van prof. dr. Roland Pepermans.
30 september 2020 om 19.00 uur
La Mère (bovenzaaltje)
Vlaamsesteenweg 99
1000 Brussel
https://www.lamaree-sa.com/nl/
Graag bevestiging van uw aanwezigheid voor 25 september
op decanat@vub.be
VUB CAROLINE PAUWELS NOODFONDS VOOR STUDENTEN

#SAMEN VOOR STUDENTEN IN NOOD

U GEEFT ELKE MAAND. STUDENTEN VOELEN HET ELKE DAG.
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

WRITING STYLE

| Inspireren, prikkelen & uitdagen | Nieuwsgierigheid opwekken rond opleidingen en projecten
| Kritisch denken stimuleren |
| Engagement uitstralen & engageren | Passie uitstralen in alles wat we doen
| Een uitnodigende indruk maken |
| Publiek meetrekken in maatschappelijk engagement |
| Efficiënt wegwijs maken & ontzorgen | Niet overweldigen met aanbod maar snel helpen
| Efficiënt in contact brengen met de juiste mensen |
| Corporate thema’s glashelder uitleggen |
| Vertrouwen opbouwen & overtuigen | De kwaliteit van de opleidingen en projecten benadrukken
| Vernieuwend karakter in de verf zetten |
| Corporate thema’s glashelder uitleggen |
| Inclusiviteit uitstralen | Zorgen dat iedereen zich welkom voelt
| De VUB positioneren als vrijdenkend en divers |
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

WRITING STYLE

Sympathetic!
- We always address our readers as individuals.
  - We always refer to ourselves in the first person plural. Wherever possible, we don’t talk about ‘VUB’; instead we say ‘we’.
  - Wherever possible, we refer in the text not to ‘services’ but to people (e.g. ‘you can contact our study counsellors’ rather than ‘the study guidance service’). We don’t refer to services in the logos. This has been determined in the house style.
  - Academics are always referred to once in full, with their title, first and family names (e.g. Prof. Dr. Jan Janssens). Later in the text we drop the ‘Prof. Dr.’ and just use the first name (e.g. Jan).
  - We write the way we speak: naturally, authentically and informally.
  - We use recognisable examples from our public’s world in text and images.
  - We focus on personal stories and photography depicting people, rather than high-level stories or abstract visuals.
  - We create a connection by addressing the reader directly and asking questions.
  - Where possible we make our communications personal: if we can, we address the reader by their first name and sign off with ‘<first name> of VUB’. We also sign social media reactions with our first names.
  - We are not afraid of a touch of humour, but use it sparingly and only when it can't be taken the wrong way.

Energetic!
- We use the active voice. Passive constructions and ‘noun style’ are inadmissible.
  - We lend colour to our language with synonyms and sensory words (e.g. deafening, warm colours).
  - We write the way we speak: naturally, authentically and informally.
  - We give rhythm to our texts by alternating long and short sentences. We also occasionally use ellipses.
  - Our communication always has a clear objective: we start from a clear question, and formulate a clear answer which is useful to the reader.
  - That answer comes at the start of the message: first the key info, then the explanation.
  - Emojis support our energetic communication on the student portal and on social media. We stick to safe, standard emojis (like hearts, smileys and thumbs-up signs) and we use them sparingly.
  - We limit the use of exclamation marks, and never use them in successive sentences.

Innovative!
- We use positive, can-do language, we invariably link difficulties and problems to the solutions and opportunities.
  - We think and speak in a forward-looking way. We value our past, but always link tradition with a look towards the future.
  - We sound confident and present ourselves as a professional, high-quality university, constantly committed to improving our courses and research.
  - We are proud of what we do, but never arrogant. We don't feel superior, but always remain self-aware and self-critical.
  - We always start from the facts, but neither are we afraid to share our opinions and views as well-established values.
  - We offer insights into innovative processes and scientific projects (e.g. in-house experiments, special collaborations).
  - We are not afraid to deviate from grids and templates and come up with unexpected content (e.g. surprising content types, angles or themes).
  - Visually, we come up with creative compositions or unexpected perspectives, without becoming abstract: recognisable, human situations take centre stage.

Inclusive!
- We use inclusive language: no purely masculine pronouns and expressions (e.g. manpower, manfully), avoid racial stereotypes, etc.
  - Nor do we make any assumptions about our audience in terms of content: everyone should recognise themselves in our communication (e.g. making no assumptions about ‘the typical student’).
  - Our images and emojis strive for a healthy balance of gender and ethnicity.
  - We avoid figurative language which is strongly culturally specific (e.g. cycling imagery - race, pack, breakaway).
  - We write accessibly: no vague wording or jargon. Our sentences are short and easy to read, without lengthy subordinate clauses or complex grammatical constructions.
  - At the same time, we don't oversimplify: we can use limited academic terminology, but only when it's necessary and does not undermine the clarity of the message.
  - We avoid unfamiliar abbreviations (e.g. the ICT department rather than DICT – or even better: our IT people).
  - We respond to both formal enquiries and mentions on social media. If there is adverse feedback on social media, we move the conversation to a one-to-one basis as quickly as possible. We sign social media reactions with our first names.
  - We always clearly display how our audience can reach us, in every setting (e.g. on the website, on social media, at trade fairs).
  - We use inviting language: come and join us, take a seat, explore with us, and so on.
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

LANGUAGE USE

VUB
When writing about our university, we never use the definite article: ‘the’ VUB.
• At VUB you can choose between 31 bachelor’s and 78 master’s programmes.
• At Vrije Universiteit Brussel we aim to tailor education to each student.

Het woord 'universiteit' is vrouwelijk, dus gebruiken we vrouwelijke verwijswoorden.
• De VUB maakt extra middelen vrij voor onderzoek. Daarmee wil ze denegatieve effecten van de coronamaatregelen compenseren.
• De VUB belt al haar studenten op om hun welzijn te monitoren.

'The' versus 'our'
When we want to emphasise our accessibility, we use us and our.
• Put your questions to our professors and assistants.
• Register for our info day.

For factual information and in press releases and crisis communications, we write 'the'.
• VUB is calling for work on a charter to combat discrimination in the rental market.
• The student concerned will be temporarily denied physical access to the VUB’s buildings.

Faculties and campuses
We write ‘faculty’ without capitalisation. Disciplines are capitalised.
• The faculty of Physical Education and Physiotherapy has the most students (not ‘Faculty of Physical Education and Physiotherapy’ or ‘faculty of physical education and physiotherapy’).

We use the same designation for our campuses everywhere. The names of our university’s campuses are preceded by ‘VUB’.
• VUB Main Campus - not the ‘Brussels Humanities, Sciences and Engineering campus’
• VUB Health Campus - not ‘Brussels Health Campus’
• VUB Photonics Campus - not ‘Brussels Photonics Campus’
• VUB Kunstwet Campus - not ‘Jozef II’
• VUB Usquare Campus - not ‘Usquare’.
• VUB Konekt Campus - not ‘Brussels City Campus’ - with the following locations:
  - in KVS
  - in Flagey
  - at Bozar
  - at the Flemish Parliament
  - at the KMKG
  - in Square

• The VUB Main Campus has the most sports facilities.
• The VUB Kunstwet Campus is a 13-minute cycle ride from the VUB Usquare Campus.
• VUB Health Campus
  Laarbeeklaan 103
  1090 Jette

If appropriate you can follow the name of the campus with the location.
• The VUB Health Campus in Jette lies close to several nature reserves.
• The VUB Konekt Campus in Flagey is in a former national radio and TV building.

In the case of the external campuses for adult education we omit ‘VUB’.
• The Campus De Oranjerie Diest - not ‘CVO Campus de Oranjerie Diest’
• The Campus Volt Heverlee - not ‘CVO Campus De Oranjerie Leuven’
• The Campus Coovi Anderlecht - not ‘Coovi Campus Anderlecht’

On the Campus Coovi Anderlecht you can take a shortened education master’s.

Student housing
We call the building where students stay a ‘VUB Residence Hall’, followed by the specification.
• VUB Residence Hall XY
• VUB Residence Hall Nieuwelaan
• VUB Residence Hall Schoofslaan
• etc.

We refer to student accommodation as ‘rooms’ If the room is in a VUB Resident Hall, ‘VUB room’ or ‘VUB dorm’ are both correct.
The Universitair ziekenhuis UZ Brussel
When we mention the hospital by name, we always say it is the VUB university hospital:
• The VUB Universitair ziekenhuis UZ Brussel
• UZ Brussel, the VUB university hospital...
• Our university hospital UZ Brussel...

Names of services
When possible, we refer to people rather than services.
• Our study counsellors can help you to achieve success.
• For computer problems, you can contact our ICT team.
• Questions about sports facilities at VUB? Our staff at Exercise and Sports are there to help.

We also use abbreviations as little as possible, both internally and externally. If there is no alternative, we choose an abbreviation that everyone understands.
• ‘Study guidance’ rather than ‘the SBC service’
• ‘ICT’ rather than DICT service.

Summary of central services
• People and Organisation
• ICT
• Finance
• Marketing, Communication & Engagement
• Infrastructure
• Legal Service
• Prevention & Environment
• Information Management and Archives
• Strategy and Policy
• Rectorate

Summary of central services and vice-rectorates
• Research & Data Management
  - Researcher Training & Development Office
  - Science Outreach & Office
  - Research Grant Office
  - European Liaison Office
  - Legal & Ethics Office
• Education and Student affairs
  - Student Information
  - Housing
  - Study Guidance
  - Housing
  - Education and Student Administration
  - Student status & Study finance
  - Standard Student Shop
• International Relations
• TechTransfer
  - Foundation
  - Crosstalks

Summary of services for all
• Childcare
• Library
• Student Restaurant
• Exercise & Sports
• Pilar, the House for Arts & Sciences

Job titles

Who has what job title?
A doctor (Dr) has written a doctoral thesis, successfully defended it at the university and been awarded a doctorate. An honorary
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

**doctor** is an exception. This title is given to someone who has received an honorary doctorate for an exceptional contribution to scholarship or society.

A **professor** (Prof.) is a professor who teaches at VUB. The university appoints professors.

If a professor has taken retirement, we write **emeritus professor** (Em. Prof.)

A **lecturer** is someone teaching at the university who is not a professor.

A **doctoral student** is a student working for a doctorate.

An **assistant** is a doctoral student who assists a professor with teaching duties.

A **vice-rector** chairs advisory boards and committees, in consultation with the rector.

Anyone who practices a science professionally at the university, but does not belong to this list, is a **researcher** or a **scientist**. Both are correct.

**Stating and writing job titles correctly**

Academics are **always referred to once in full**, using their **abbreviated title, first and family names**. The order is (Em.) Prof. Dr and correct English usage requires them to be **capitalised**. Later in the text we drop the ‘Prof. Dr’ and just use the **full first name**.

- Prof. Dr Jan Janssens has been teaching anatomy since 2001. Jan is still doing so with great dedication.

When referring to a **vice-rector** we capitalise the **first word** of the suffix.

- vice-rector Education and Student Policy
- vice-rector Research Policy
- vice-rector Internationalisation Policy
- vice-rector Innovation and Valorisation Policy

**Students and staff**

**Students**

- **Work students** = students who combine their course with a job.
- **Student workers** = students who do a job on behalf of the university.
- **Prospective students** = people searching for a course (so not ‘course searchers’).
- **Alumni** = graduates of VUB (not: ‘old students’ or ‘graduates’)

- alumnus = masculine singular
- alumna = feminine singular
- alumni = masculine or mixed plural
- alumna = feminine plural

**Staff**

We consistently use **staff** - not ‘employees’, ‘personnel’ or ‘personnel members’. In combinatie met ‘VUB’ gebruiken we een liggend streepje.

- VUB has more than 4,000 staff.
- Some 47% of VUB staff are women.

**Masculine or feminine?**

VUB uses the most inclusive language possible. We therefore avoid masculine pronouns and expressions.

- The vice-rector opens the doors for students - not ‘his’ doors.
• We strive **all-out** for a sustainable campus - not ‘manfully’.

Verwijzen we naar een functietitel, dan gebruiken we standaard de mannelijke vorm van het woord om de vlotheid van de tekst niet onderuit te halen.

• Professor
• Onderzoeker
• Rector
• Vicerector
• Student
• ...

**Figures, digits, percentages and fractions**

In running text, **we spell out the numbers one to nine** and use digits thereafter. Starting from the thousands, we use a **comma** to separate groups of 3 digits. For **percentages** we use the symbol ‘%’. For fractions we use ‘in’ to describe relationships.

• In the last academic year the Linguistics and Philosophy faculty **had 2,382** students (not ‘2382’ students)
• About **3%** of VUB students have French nationality (not ‘three percent’)
• **One in five students** never take resits (not ‘a fifth’ of the students).
WHAT HOUSE STYLES ARE THERE?
THE VUB HOUSE STYLE

Time

Times of day are written in English without ‘h’ or ‘hrs’. Avoid leading zeros (e.g. 9.00, not 09.00).

• The tour takes place from 13.00 to 16.00.
• The meeting begins at 16.30

Telephone numbers

Use a point after ‘tel.’

Telephone numbers start with a country code, putting a ‘+’ in front. Then comes the area code (example 2) This is followed by the subscriber number in groups of two, separated by a space. If the phone number has an uneven number of digits, we group the first 3 digits of the subscriber number together.

• tel. +32 2 33 45 67
• tel. +32 2 345 67 89
• mobile +32 477 12 23 34
PHOTO STYLE

Photos must express the spirit of ‘WE ARE VUB’. A spontaneous feeling of commitment. People are at the heart of VUB. Real people looking confidently into the camera, in and around the campuses, with Brussels as the backdrop. Individual and modern.

![Photo example](image1)

![Photo example](image2)

![Photo example](image3)

![Photo example](image4)
WHAT HOUSE STYLES ARE THERE?

THE VUB HOUSE STYLE

BEHAVIOURAL STYLE

VUB embraces diversity and rejects inequality. VUB strives for the equality of every student and employee; an equality that it understands as an equivalence that does not erase differences. VUB campuses are welcoming places where discrimination, disadvantage and transgressive behaviour are not tolerated. VUB aspires to be an agent of change, giving opportunities, correcting inequalities, and steering new generations towards greater equality and appreciation of diversity.

Our behaviour

• Diversity is a fact, here at our university too. Like Brussels, the city that surrounds them, the VUB campuses are home to a population that is extremely diverse. These differences are seen as an added value.
• Staff and students at VUB treat each other with respect. They do not do or say anything that could be seen by another person as offensive and a violation of dignity.
• Staff and students refer to each other by their chosen pronouns (she/he/they).
• No form of transgressive behaviour - bullying, verbal and physical violence and sexual transgressive behaviour - or discrimination or disadvantage on the basis of socio-economic position, class, outlook, religion, nationality, skin colour, ethnicity and migration background, or in terms of age, sexual orientation, gender identity and expression, physical and mental capacities and limitations will be tolerated. This applies to direct verbal communication and to images, actions, behaviours, and online communication.
• Students, staff or lecturers who witness discrimination, disadvantage or transgressive behaviour do not look away, but try to stop it. They stand up for the victim. If they cannot stop this objectionable behaviour, they take the responsibility to report it, possibly as an (anonymous) witness.
• Managers and lecturers are aware that they are role models in word and deed. They take every report or incident seriously and follow it up. They also address covert or unintentional racism, sexism and homophobia when they encounter it, seeing it as a collective learning moment.

Our commitment

• VUB pursues a diversity and equality policy that includes students and staff, as well as governance, culture and institutional practices.
• Every report of discrimination, disadvantage and transgressive behaviour is investigated and handled thoroughly and confidentially, always ensuring the privacy of those involved.
• Every report is seized on as a learning moment, and a solution is sought together.
• If communications contain words, texts or images that incite segregation, hatred, discrimination or violence, VUB will be open to criminal proceedings. If this occurs, further action will be taken.
WHAT HOUSE STYLES ARE THERE?

VUB-THE WORLD NEEDS YOU CAMPAIGN STYLE

We give you an overview of the main house-style elements. Want to know more? Send an e-mail to huisstijlproducten@vub.be

WHAT DOES IT COVER?
This campaign style is for all products and initiatives that fit one of the six themes in The World Needs You campaign. It consists of emblems, colours and predetermined compositions.

PLEASE NOTE!
the emblem does not replace the VUB logo.

EMBLEM
The circle below is the label we put on the products and initiatives that fit the TWNY story. The six pictograms stand for the six Ps that underpin the sustainable development goals (SDGs) established by Unesco. Going clockwise, we have Planet, Poincaré, Partnership, People, Peace and Prosperity.

Externally
Professional graphic designers can request a zipped folder containing the house-style elements by sending an e-mail to huisstijlproducten@vub.be

For VUB staff members
All house-style elements can be found on the Do-it-Yourself platform

We give you an overview of the main house-style elements. Want to know more? Send an e-mail to huisstijlproducten@vub.be

RIGHT
In addition to the TWNY emblem, we also always include the VUB logo.

WRONG
We never use the TWNY emblem alone
The VUB colours blue, orange, white and black (see page 24) are the permanent house style colours (the basic colours). For activities and initiatives that fit into The World Needs You campaign, the colours below are used.

**Tertiaire Kleuren**

<table>
<thead>
<tr>
<th>CMYK:</th>
<th>RGB:</th>
<th>HEX:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-20-100-0</td>
<td>245-200-0</td>
<td>#f5c800</td>
</tr>
<tr>
<td>75-0-75-0</td>
<td>0-158-101</td>
<td>#2aac65</td>
</tr>
<tr>
<td>100-0-0-0</td>
<td>0-158-227</td>
<td>#009ee3</td>
</tr>
</tbody>
</table>

**Secundaire Kleuren**

<table>
<thead>
<tr>
<th>CMYK:</th>
<th>RGB:</th>
<th>HEX:</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-57-35-0</td>
<td>0-95-133</td>
<td>#005f85</td>
</tr>
<tr>
<td>65-80-0-0</td>
<td>118-70-150</td>
<td>#764696</td>
</tr>
<tr>
<td>0-75-0-0</td>
<td>235-95-158</td>
<td>#eb5f9e</td>
</tr>
</tbody>
</table>

**PLEASE NOTE!**

these colours do not replace the original VUB colours.
Below are some examples of what this layout looks like in terms of composition.
WHAT HOUSE STYLES ARE THERE?

THE VUB-ULB HOUSE STYLE

We give you an overview of the main house-style elements. Want to know more? Send an e-mail to huisstijlproducten@vub.be

WHAT DOES IT COVER?
House style for all joint VUB/ULB products and initiatives. It consists of the logo, colours, fonts, house-style elements and predetermined compositions.

LOGO

Externaly
Professional graphic designers can request a zipped folder containing the house-style elements by sending an e-mail to huisstijlproducten@vub.be

For VUB staff members
All house-style elements can be found on the Do-It-Yourself platform

RIGHT
We always use the combined ULB-VUB logo on these materials.

WRONG
On joint VUB and ULB communications, we do not use the individual logos separately.
COLOURS

The VUB-ULB house style has its own set of colours. From the moment a joint activity is set up, this blue colour replaces the original VUB blue.

**WRONG**

For the joint VUB-ULB house style, we only use the shade of blue provided for that purpose. We do NOT use the ULB blue and the VUB blue in a VUB-ULB layout.
WHAT HOUSE STYLES ARE THERE?
THE VUB-ULB HOUSE STYLE

FONT

Freight Sans Pro

Freight Sans Pro Book
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Freight Sans Pro Book Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Freight Sans Pro Medium
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Freight Sans Medium Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Freight Sans Pro Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Freight Sans Pro Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Freight Sans Black
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
HOUSE-STYLE ELEMENTS

- We use the dotted line on all BUA materials.
- The dotted line is in white for preference. If the background colour is too light, the line may also be in black or in BUA light blue.
- The dotted line should not be too thin - it must remain recognisably a dotted line.
- Image and/or text shifts are optional.

- The dotted line is used on ALL of BUA's communication materials.
- The dotted line is preferably white. However, if the background proves too light, black and the lighter blue from the BUA colour palette can also be used.
- The dotted line must not be too thin, because it should remain recognizable as a dotted line.

WHAT HOUSE STYLES ARE THERE?

THE VUB-ULB HOUSE STYLE
WHAT HOUSE STYLES ARE THERE?
THE VUB-ULB HOUSE STYLE

COMPOSITION
EUTOPIA
HOUSE STYLE OF THE EUROPEAN UNIVERSITY, THE NET-

We give you an overview of the main house-style elements.
Want to know more? Send an e-mail to huisstijlproducten@vub.be

WHAT DOES IT COVER?
House style for all joint EUTOPIA products and initiatives.
It consists of the logo, colours, fonts, house-style elements and predetermined compositions.

LOGO

Externally
Professional graphic designers can request a zipped folder containing the house-style elements by sending an e-mail to huisstijlproducten@vub.be

For VUB staff members
All house-style elements can be found on the Do-It-Yourself platform
WHAT HOUSE STYLES ARE THERE?

THE VUB-ULB HOUSE STYLE

COLOURS

C 89 M 82 Y 19 K 51
C 65 M 80 Y 0 K 0

C 2 M 3 Y 90 K 1
C 64 M 0 Y 86 K 0
**FONT**

**ITC Avant Garde**
A font based on the logo of the US magazine Avant Garde. Well suited for slogans, titles, subtitles, short texts and quotes. But not for running text.

- **ITC Avant Garde Extra Light**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **ITC Avant Garde Extra Light Oblique**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **ITC Avant Garde Book**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **ITC Avant Garde Book Oblique**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **ITC Avant Garde Medium**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **ITC Avant Garde Medium Oblique**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

**Roboto**
For running text. This is a royalty-free font that everyone may use.

- **Roboto Thin**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Thin Italic**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Light**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Light Italic**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Regular**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Italic**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Medium**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

- **Roboto Medium Italic**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - 1234567890

**Verdana**
Widespread in online communication and a good alternative to Roboto.
WHAT HOUSE STYLES ARE THERE?
THE VUB-ULB HOUSE STYLE

HOUSE-STYLE ELEMENTS AND COMPOSITION
THE SOLVAY CONFERENCES

The International Solvay Institutes for Physics and Chemistry, located in Brussels, were founded by the Belgian industrialist Ernest Solvay in 1912, following the historic 1911 Conseil Solvay, considered to be a turning point in the world of physics. This conference was attended by among others Albert Einstein, Max Planck, Niels Bohr, Marie Curie and Henri Poincaré.*

In 1923, Solvay set up the Solvay Business School, which today still forms part of the ULB and VUB.

*The French philosopher Henri Poincaré, from whom VUB derives its motto that thinking should submit to nothing, except the facts themselves.

VUB is an 'urban engaged university', strongly anchored in Brussels and Europe and working according to the principles of free research.

NOBEL PRIZE WINNER

FRANÇOIS ENGLERT

VUB's honorary doctorate François Englert is a Belgian theoretical physicist and 2013 Nobel Prize laureate. Englert is professor emeritus at our sister university, the Université libre de Bruxelles. He was awarded the 2010 J. J. Sakurai Prize for Theoretical Particle Physics, the Wolf Prize in Physics in 2004 and the High Energy and Particle Prize of the European Physical Society in 1997 for the mechanism which unifies short- and long-range interactions by generating massive gauge vector bosons. Englert has made contributions in statistical physics, quantum field theory, cosmology, string theory and supergravity. Englert was awarded the 2013 Nobel Prize in Physics, together with Peter Higgs for the discovery of the Brout-Englert-Higgs mechanism.

EUTOPIA

EUTOPIA, that’s 10 like-minded universities ready to reinvent themselves, joining forces to build the European University of the future. And construction works are well underway. The core of a future-proof EUTOPIA university? Connecting our communities.

With and for the students, staff, researchers and stakeholders of our 10 institutions.

Ready for the future? So are we!

More info:
vub.be/en/eutopia
eutopiaweekbxl@vub.be
CONTACT

Any questions?
Send an e-mail to huisstijlproducten@vub.be

AVAILABLE IN THIS SERIES:
Wegwijs in signalisatie
A Guide to Communication (Marcom catalogue)
A Guide to Events