

A GUIDE TO HOUSE STYLE

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

August 2022 edition

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The digital
version of this
booklet is available
on sharepoint.
Check the latest

This booklet is a

BRIEF OVERVIEW

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.

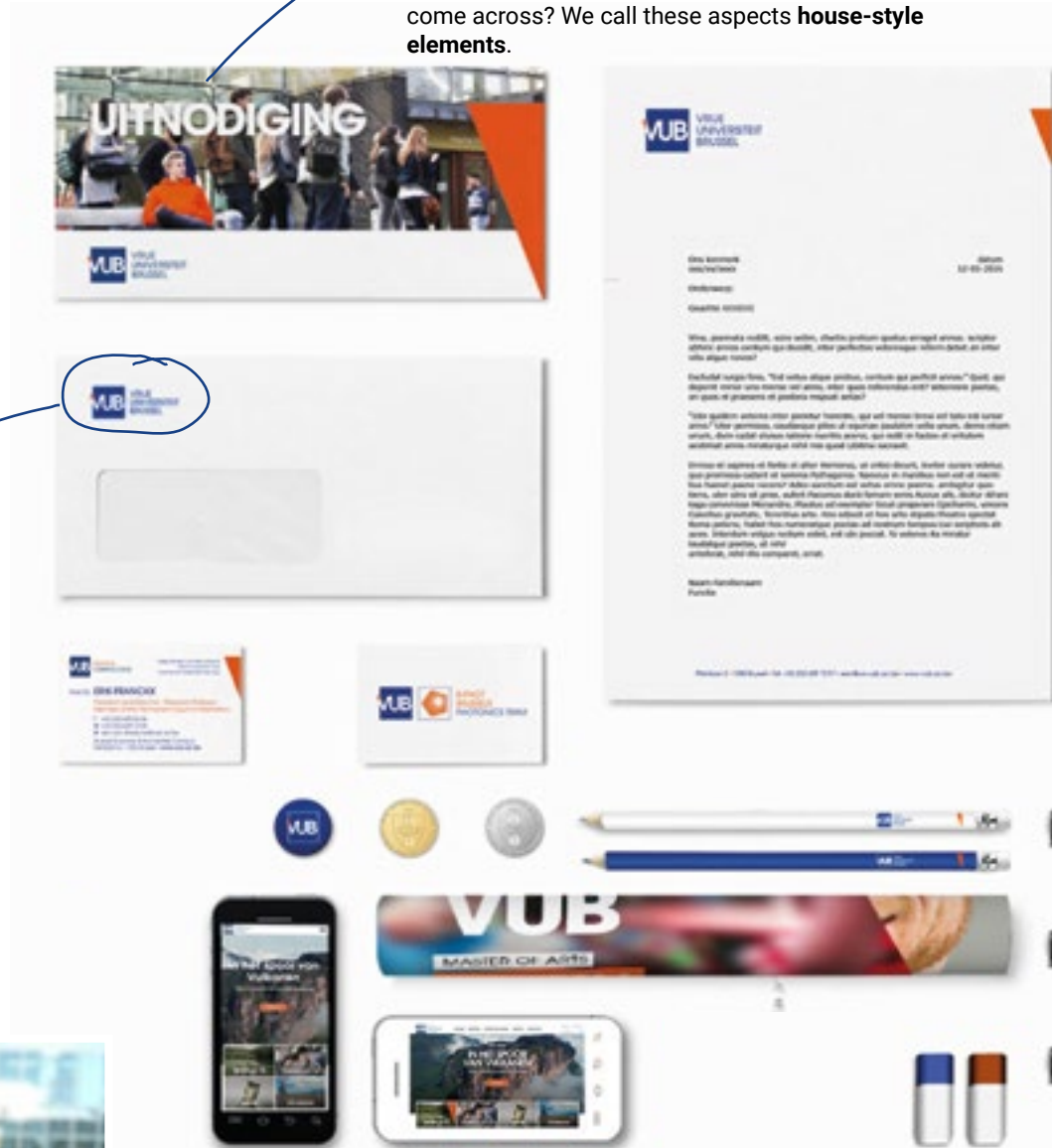
SOME IMPORTANT AGREEMENTS

- 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

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**.



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.

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.



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 overwhelms 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

Met vriendelijke groet



[NAAM IN HOOFDLETTERS]
[functie]
T +32 (0)2 [xxx xx xx]
M +32 (0)475 [xx xx xx]
Pleinlaan 2 - 1050 Brussel - www.vub.be

DE WERELD HEEFT JE NODIG #WeAreVUB
THE WORLD NEEDS YOU



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.





TIP

PPT slides with general facts & figures about VUB are also available. This means you can briefly introduce VUB in your presentation using ready-made material. Take a look at max.vub.be

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

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



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.



TIP

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



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.

YOU AND THE HOUSE STYLE

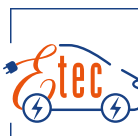
HOW YOU SHOW YOU ARE PART OF VUB.



PREVENTIE & MILIEU
HEALTH, SAFETY
& ENVIRONMENT



GENERAL CHEMISTRY
RESEARCH GROUP



ELECTRICAL ENGINEERING
& ENERGY TECHNOLOGY
DEPARTMENT



BRUSSELS
SCHOOL OF
GOVERNANCE

Vrije Universiteit Brussel



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

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

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.



*Zipped folder with:
Logo - Font*



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 Marcom budget and the VUB 'look' is sure to be just right.



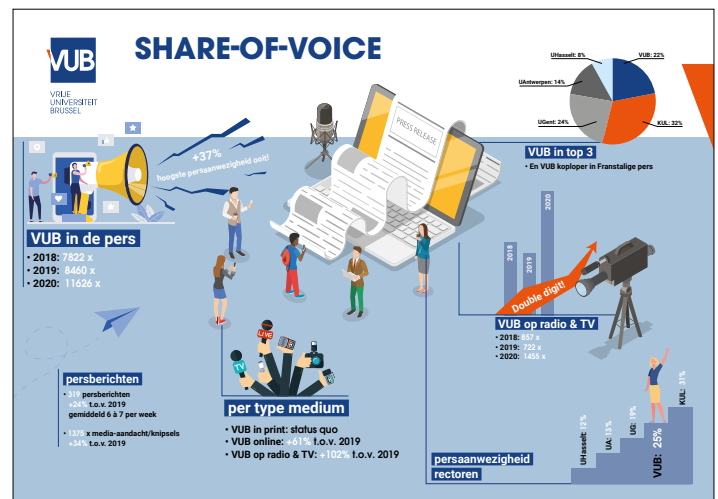
WEB PAGE BANNER

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

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

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.



FACTS & FIGURES

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

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



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

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.



TIP

Photos can give you a feel for the spirit of VUB at a glance! Use photos that convey the spirit of #WeAreVUB. A spontaneous image 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.

SUITABLE PHOTOS

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.



THE VUB HOUSE STYLE

We'll give you an overview of the main house-style elements.

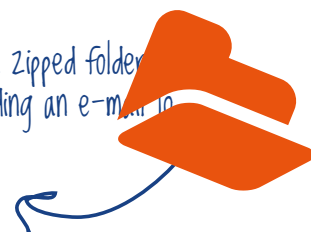
Want to know more? Send an e-mail to huisstijlproducten@vub.be

WHAT DOES IT COVER?

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

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

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.



WRONG

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



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



WRONG

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

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:



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).



COLOURS

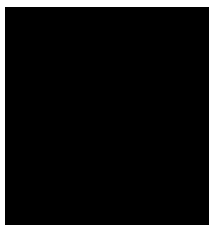
The logo is always displayed in orange and blue. These are also the basic house-style colours.
We also use white and black.



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



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

ITC Avant Garde Extra Light Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Book Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Extra Medium Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Demi
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Demi Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Bold Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Medium Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Demi Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto

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

Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana

Widespread in online communication and a good alternative to Roboto.

HOUSE-STYLE ELEMENTS

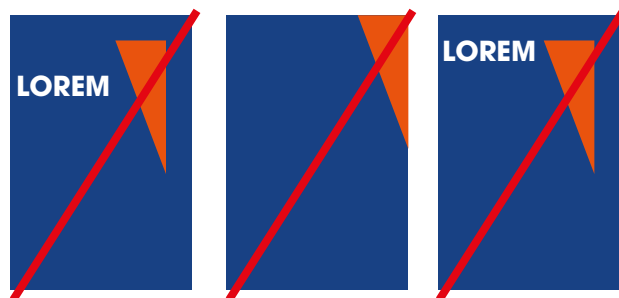
Orange triangle

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.



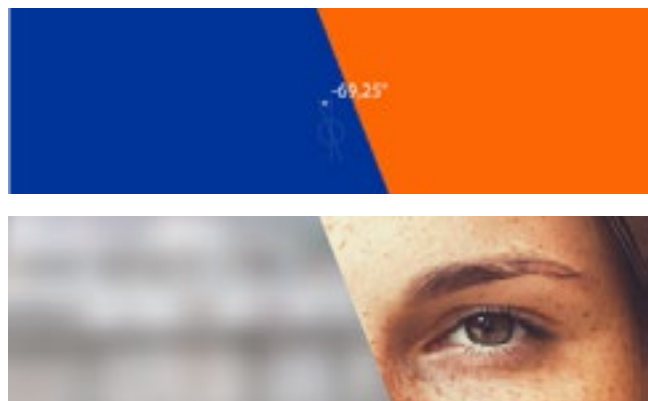
WRONG

The triangle should not float (without being aligned with a line of text or an image), nor should it become a donkey's ear.



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!



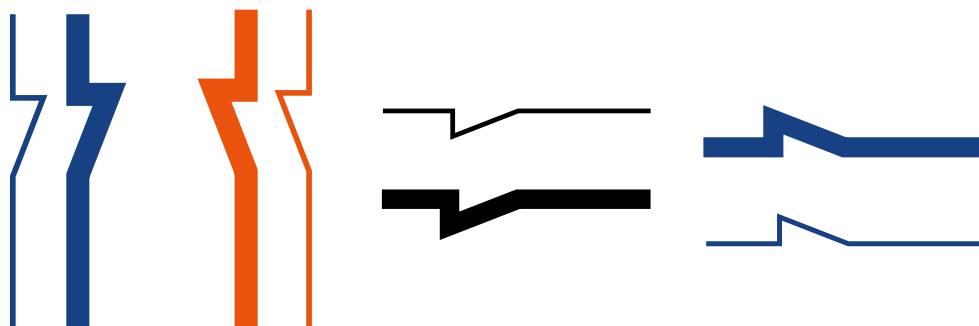
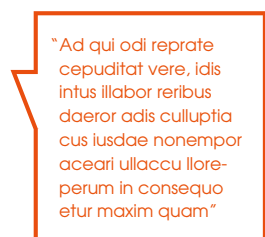
WRONG

We never depict the triangle as a line. The gradient must always be -69.25° and must not be tilted.



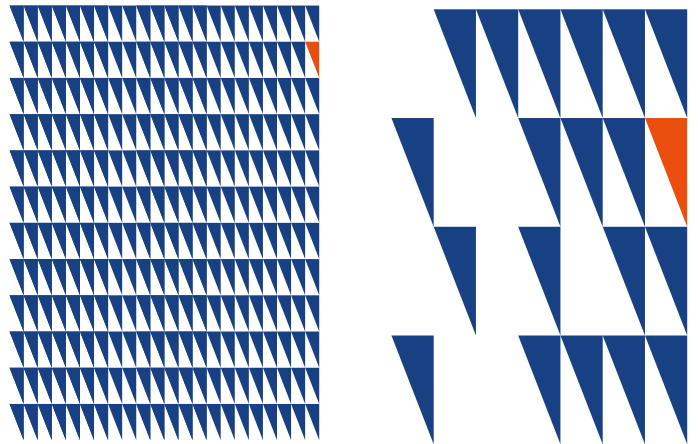
Quotes

Stands for freedom of expression. The shape itself must not be adapted, but it can be placed at an angle.



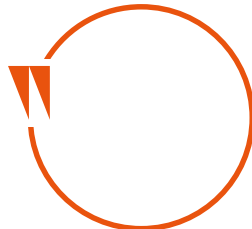
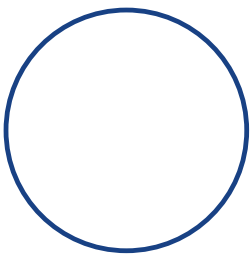
Triangle pattern

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.



COMPOSITION

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



STARTEN MET LESGEVEN AAN DE VUB



VUB
VRIJE
UNIVERSITEIT
BRUSSEL

VUB CAROLINE PAUWELS NOODFONDS VOOR STUDENTEN #SAMENVOR STUDENTENINNOOD U GEEFT ELKE MAAND STUDENTEN VOELEN HET ELKE DAG



Word nu studentensponsor
op www.donate.vub.be
en investeer duurzaam
in de toekomst van VUB
studenten die het financieel,
materieel of psychologisch
moeilijk hebben.

CREER MEE GEELKE
ONDERWISKANSEN

www.vubfoundation.be

VUB
FOUNDATION



AV SERVICES AUDIOVISUELE EN LOGISTIEKE ONDERSTEUNING



RIJKE
UNIVERSITEIT
BRUSSEL

REDE LIJK EIGEN ZIN NIG



REDELIJK EIGENZINNIG?
SCHRIJF JE NU IN!

Meer informatie via
redelijk.eigenzinnig@vub.be

inschrijving is mogelijk vanaf 16 augustus 2022!

STUVERS GEZOCHT!

WAT IS EEN STUVER?

Een stuver is een **studentenvertegenwoordiger**. Aan de VUB zijn er zijn 400 tel actief. Zij
zijn verantwoordelijk voor de stem van de VUB-studenten in de VUB-bestuur. VUB
sturen ervoor dat de stem van de VUB-studenten gehoord wordt bij het VUB-bestuur. VUB
sturen signalen over problemen, noden en verwachtingen die leven onder de VUB-
studenten en sturen deze naar de universiteit. Ze zorgen ervoor dat daarmee wordt rekening
gehouden in het beleid en het dagelijkse bestuur van de instelling.

WAT DOET EEN STUVER?

Studentenvertegenwoordigers nemen deel aan één of meer **bestuursraden** van de VUB. Ze
zijn verantwoordelijk voor de stem van de VUB-studenten in de VUB-bestuur. VUB
sturen ervoor dat de stem van de VUB-studenten gehoord wordt bij het VUB-bestuur. VUB
sturen signalen over problemen, noden en verwachtingen die leven onder de VUB-
studenten en sturen deze naar de universiteit. Ze zorgen ervoor dat daarmee wordt rekening
gehouden in het beleid en het dagelijkse bestuur van de instelling.

IN WELKE BADEN ZITTEN STUVERS?

De **Studentenraad** is het centrale
bestuursorgaan van de VUB. Het is een
adviesorgaan dat de VUB-bestuur
advies geeft over de VUB-bestuur.
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VUB
VRIJE
UNIVERSITEIT
BRUSSEL

WE ARE VUB

INTERNATIONAL FRANCOU PROFESSOR LEERSTOEL VOOR JANIS WHITLOCK

Prof. dr. Janis Whitlock is een uitmuntend onderzoeker
met een wereldreputatie op het gebied van mentaal
welzijn bij jongeren. Meer specifiek pakt ze
opzettelijke zelfverwonding (Doxey, 1999) aan,
waarin inmiddels meer dan 120 internationale
onderzoekers samenwerken. Daarnaast is ze een pionier in
jongeren in een digitale wereld. Prof. Whitlock is hoofd van het
Bronfenbrenner Center of Translational Research, een excellent
zijn op welzijn en ontwikkeling.

17-03-2022 Inaugurale rede
18-03-2022 Class of Excellence: Adolescent mental health in
the digital age
21-04-2022 Class of Excellence: Translational research
28-04-2022 in adolescents' mental health. The role of social media
19-05-2022 Class of Excellence: Advances in research on
self-compassion intervention
17-05-2022 Public BRUCC Lecture: Parenting teens in the digital age
21-06-2022 Class of Excellence: NSI prevention
5-07-2022 Symposium: Advances in the field

CONTACT

Inke Baetens, VUB (inke.baetens@vub.be) en
Prof. Laurence Claes, KU (laurence.claes@kuleuven.be)

VUB
VRIJE
UNIVERSITEIT
BRUSSEL

BRUCC | International Francoeur Professor
Registreer via



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

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 full 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.
- We use inviting language: come and join us, take a seat, explore with us, and so on.
- 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.

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 Flagney
 - 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 open**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).

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.



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.

TWNY CAMPAIGN STYLE

VUB-THE WORLD NEEDS YOU CAMPAIGN STYLE

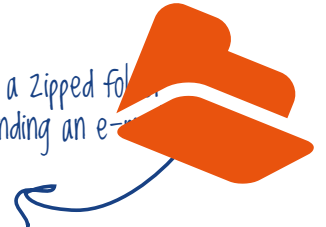
We give you an overview of the main house-style elements.
Want to know more? Send an e-mail to huisstijlproducten@vub.be

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.

Externally

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



PLEASE NOTE!

the emblem does not replace the VUB logo.

For VUB staff members

All house-style elements can be found on the Do-It-Yourself platform

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.



People



Peace



Prosperity



Planet



Partnership



Poincaré



RIGHT

In addition to the TWNY emblem, we also always include



WRONG

We never use the TWNY emblem alone



COLOURS

The VUB colours blue, orange, white and black (see page 24) are the permanent house style colours (the basic colours). But for activities and initiatives that fit into The World Needs You campaign, the colours below are used.

PLEASE NOTE!

these colours do not replace the original VUB colours.

Secundaire Kleuren

CMYK: 5-20-100-0 RGB: 245-200-0 HEX: #f5c800	CMYK: 75-0-75-0 RGB: 0-158-101 HEX: #2aac65	CMYK: 100-0-0-0 RGB: 0-158-227 HEX: #009ee3
CMYK: 100-57-35-0 RGB: 0-95-133 HEX: #005f85	CMYK: 65-80-0-0 RGB: 118-70-150 HEX: #764696	CMYK: 0-75-0-0 RGB: 235-95-158 HEX: #eb5f9e

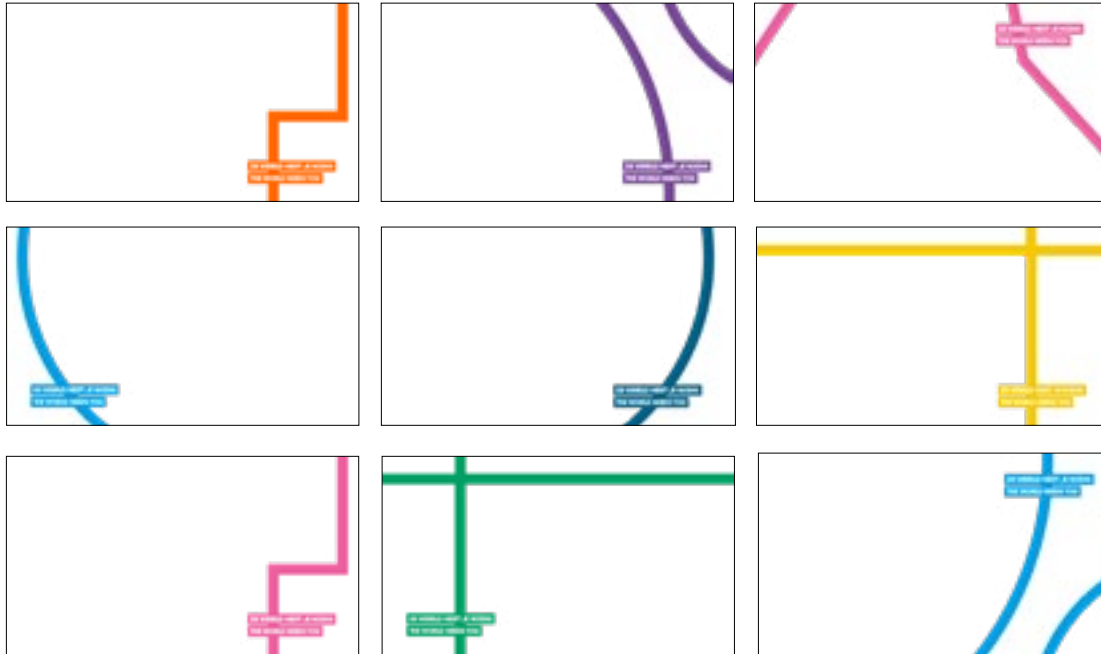
Tertiaire Kleuren

CMYK: 0-10-50-0 RGB: 255,229,149 HEX: #ffe595	CMYK: 33-0-50-0 RGB: 188-216-154 HEX: #bcd89a	CMYK: 50-10-0-0 RGB: 133-194-235 HEX: #85c2eb
CMYK: 46-0-20-0 RGB: 148-209-211 HEX: #94d1d3	CMYK: 35-45-0-0 RGB: 177-150-199 HEX: #b196c7	CMYK: 0-35-0-0 RGB: 246-191-217 HEX: #f6bfd9



COMPOSITION

Below are some examples of what this layout looks like in terms of composition.



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.

Externally

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For VUB staff members

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LOGO



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

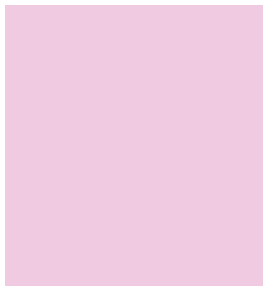
The VUB-ULB house style has its own set of colours. From the moment a joint activity is set up, this blue colour replaces the original VUB blue.



C 100 M 78 Y 9 K 10
R 0 G 63 B 150
html #003f96



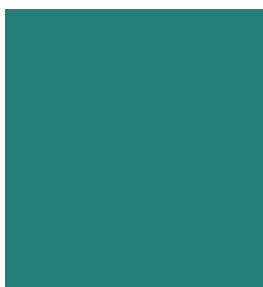
C 100 M 89 Y 35 K 31
R 25 G 45 B 90
html #192d5a



C 5 M 28 Y 0 K 0
R 245 G 201 B 236
html #f5c9ec



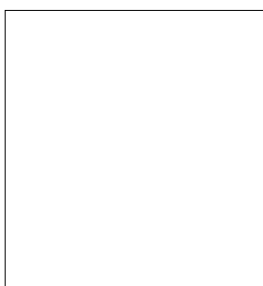
C 44 M 90 Y 4 K 0
R 159 G 55 B 135
html #9f3787



C 81 M 29 Y 52 K 14
R 36 G 125 B 119
html #247d77



C 0 M 0 Y 0 K 100
R 0 G 0 B 0
html #000000



C 0 M 0 Y 0 K 0
R 255 G 255 B 255
html #ffffff



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.



C100 M78 Y9
K10
R0 G63 B150

VUB-ULB



C100 M80 Y16
K3
R0 G51 B153

VUB



ULB

FONT

Freight Sans Pro

Freight Sans Pro Book

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Sans Pro Book Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Sans Pro Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Sans Medium Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Sans Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Sans Pro Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Freight Sans Black

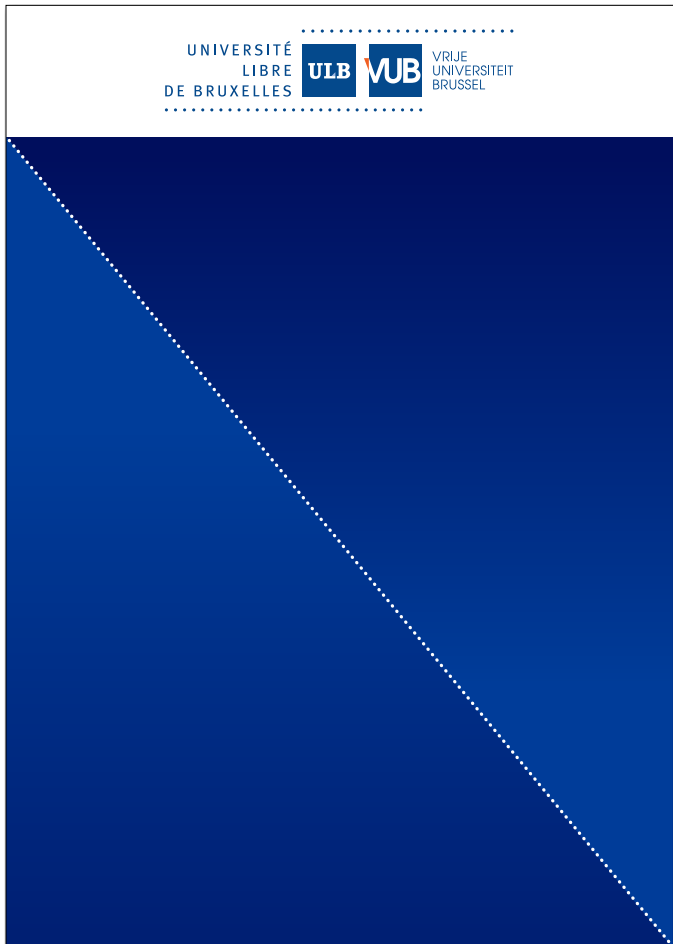
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

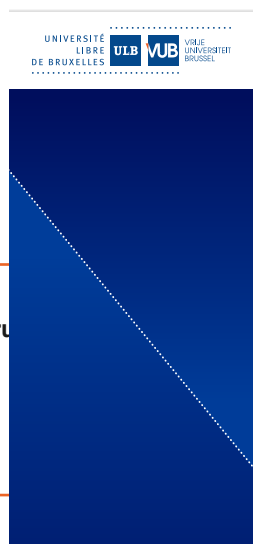
HOUSE-STYLE ELEMENTS

- 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.



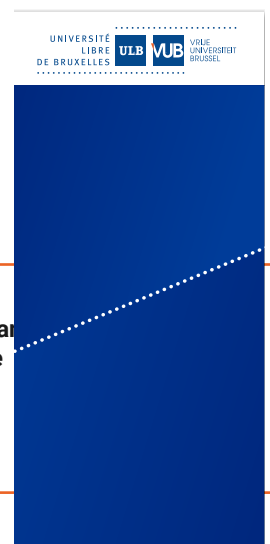
RIGHT

The oblique line always runs from the top-left corner to the bottom right.



WRONG

Although the correct angle and thickness of the dotted line is not specified, it may not be tilted.



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?

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Externally

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For VUB staff members

All house-style elements can be found on the Do-It-Yourself platform

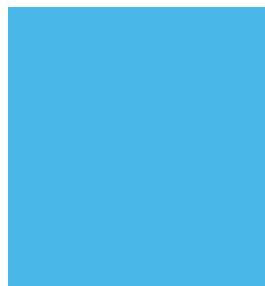
LOGO



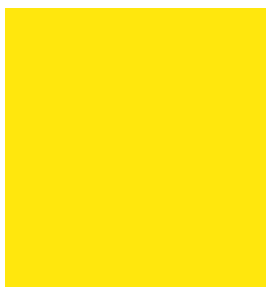
COLOURS



C 89 M 82 Y 19 K 51



C 65 M 8 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

ITC Avant Garde Extra Light Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Book Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Extra Medium Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Demi
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Demi Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Avant Garde Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto

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

Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana

Widespread in online communication and a good alternative to Roboto.

HOUSE-STYLE ELEMENTS AND COMPOSITION



EUTOPIA
European University

BRUSSELS IS OUR CAMPUS

WE ARE EUTOPIANS
BRUSSELS 27.06.22 - 01.07.22

EUTOPIA Week brings together key players – students, researchers, experts and strategic partners - from across our European alliance network, every six months.

	8.00	9.30	10.30	11.30	12.30	13.30	14.30	15.30	16.30	17.30	18.30	19.30	20.30	21.30	22.00
Sunday June 26th															
Monday June 27 City Centre															
Tuesday June 28 Campus Etterbeek															
Wednesday June 29 Campus Etterbeek															
Thursday June 30 Campus Jette, Etterbeek, City Centre															
Friday July 1 Warrade															

Legend:

- Closed sessions hybrid format
- Open workshops in situ only
- Open sessions in situ but also livestreamed
- Open visits in situ only
- Practical

More info:
vub.be/en/eutopia
eutopiaweek@vub.be

COMPOSITION



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