Università degli Studi
della Campania
Luigi Vanvitelli

UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI

INTERNATIONAL CONTEST FOR VISUAL IDENTITY
REBRANDING AND CORPORATE IDENTITY DESIGN

Annex D - Case histories

aiap
associazione italiana design
della comunicazione visiva

Case histories

Below is a list of case histories that briefly outline visual identity systems recently developed for some Universities. The only function of the case histories is to provide a few insights and references on the state of the art at the international level.

For further details on visual communication and branding projects carried out for universities, see also:

on the visual identity project for IUAV, Venice:
«Progetto Grafico», no. 3, November 2004;
http://www.iuav.it/Servizi-IU/immagine-c/logo-Iuav-/

on the restyling of Politecnico di Milano's brand:
http://www.polimi.it/en/university/logo-and-corporate-identity/

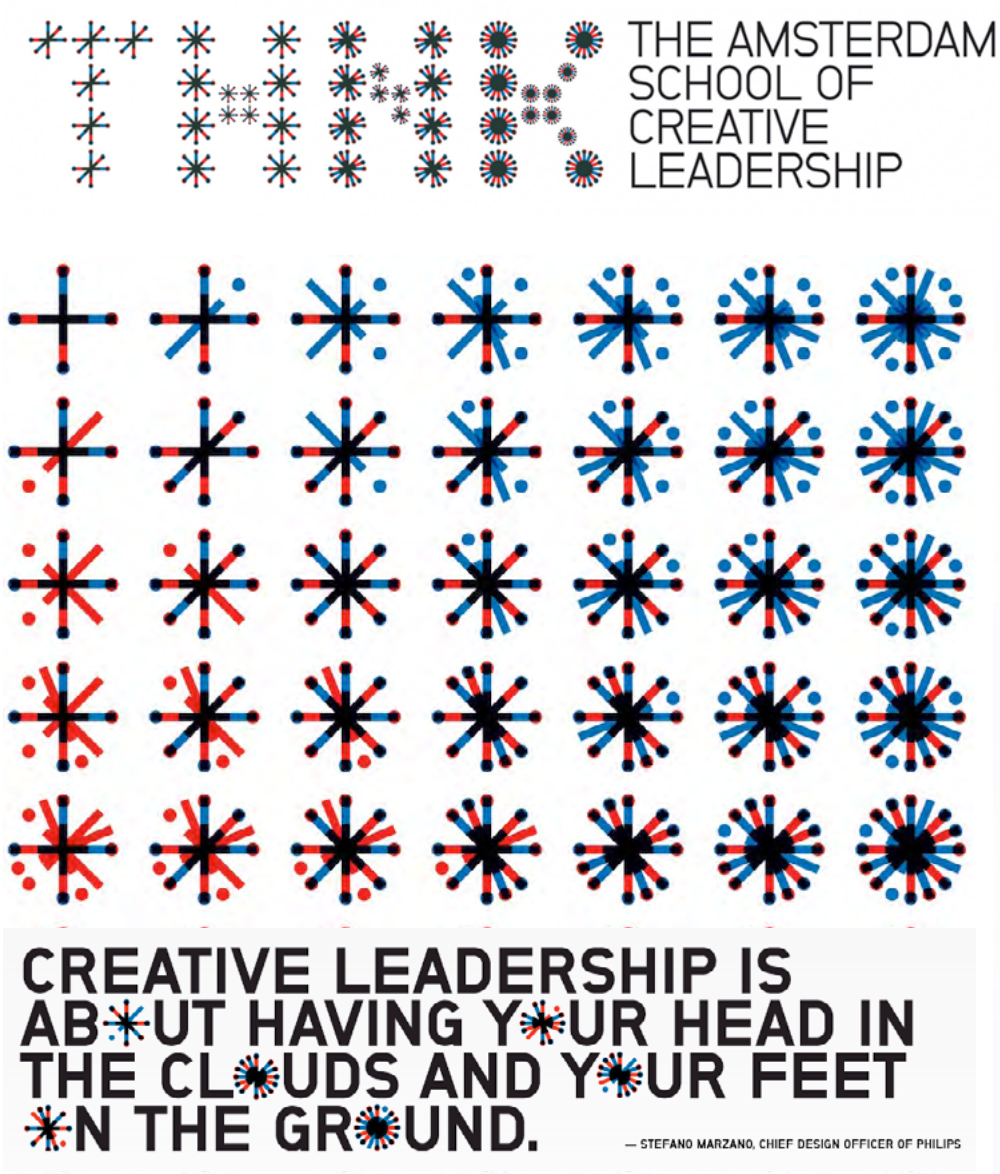
on the visual identity system of the University of Rome La Sapienza:
http://www.uniroma1.it/ateneo/chi-siamo/comunicazione-e-brand/marchio-identit%C3%A0-visiva-e-sistema-grafico

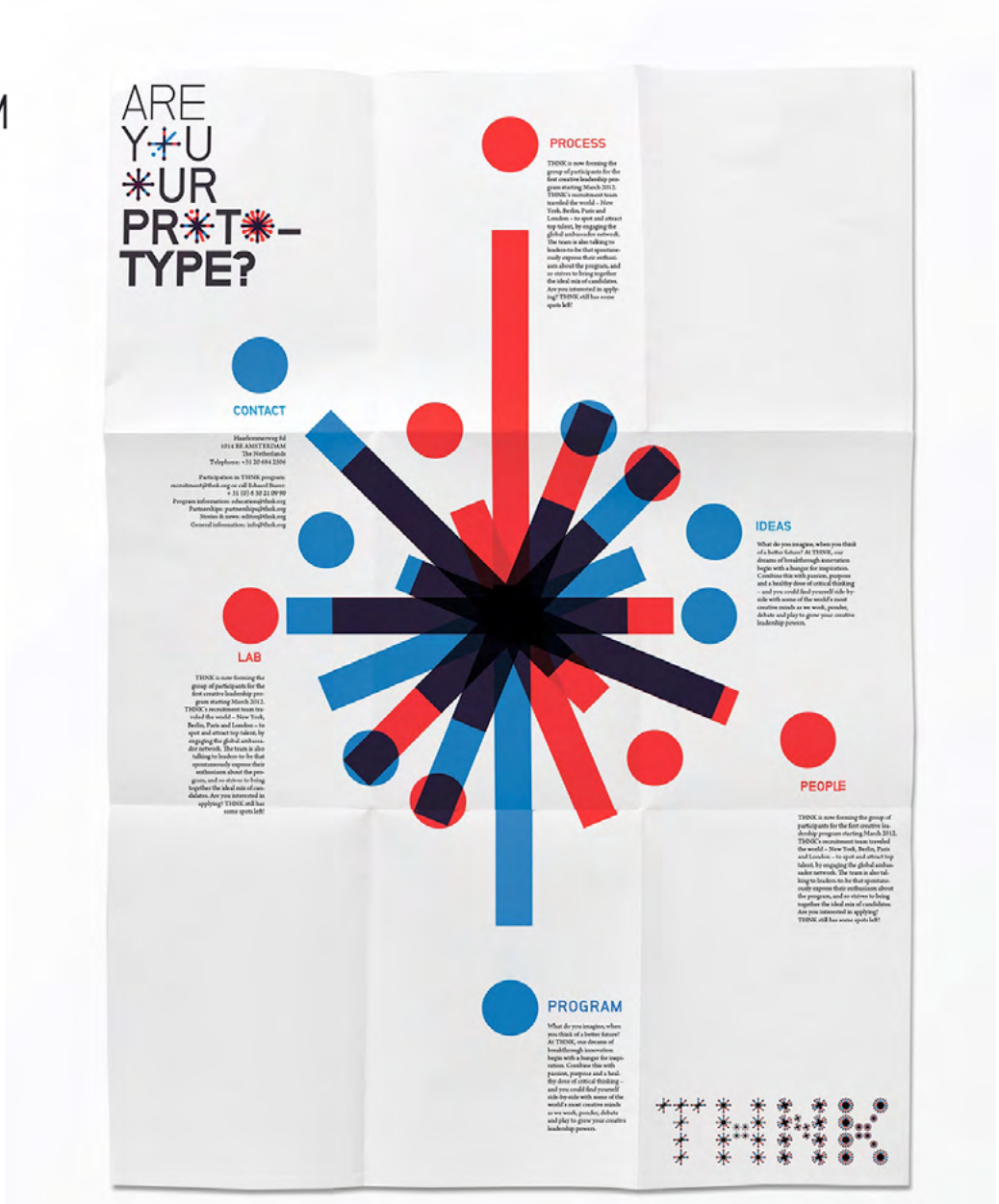


THNK The Amsterdam School of Creative Leadership Lava design, 2015

PROJECT lava.nl/projects/thnk
VIDEO www.youtube.com/watch?v=cSSUi_6zyNI
WEBSITE www.thnk.org

A visual approach to a leadership programme.
The Amsterdam School of Creative Leadership, THNK provides leadership programmes that help professionals such as managers, consultants and entrepeneurs collaborate and engage people in addressing the societal challenges that we face today.
There is no "I" in the brand name "THNK."
Lava took the missing "i" to design a series of different shapes and icons called "ThnkBats". They form an endless variety of playful shapes that represent co-creation and collaboration.
The project consists of visual identity, creative strategy, branding, website.


THE AMSTERDAM SCHOOL OF CREATIVE LEADERSHIP
CREATIVE LEADERSHIP IS ABOUT HAVING YOUR HEAD IN THE CLOUDS AND YOUR FEET IN THE GROUND.
— STEFANO MARZANO, CHIEF DESIGN OFFICER OF PHILIPS

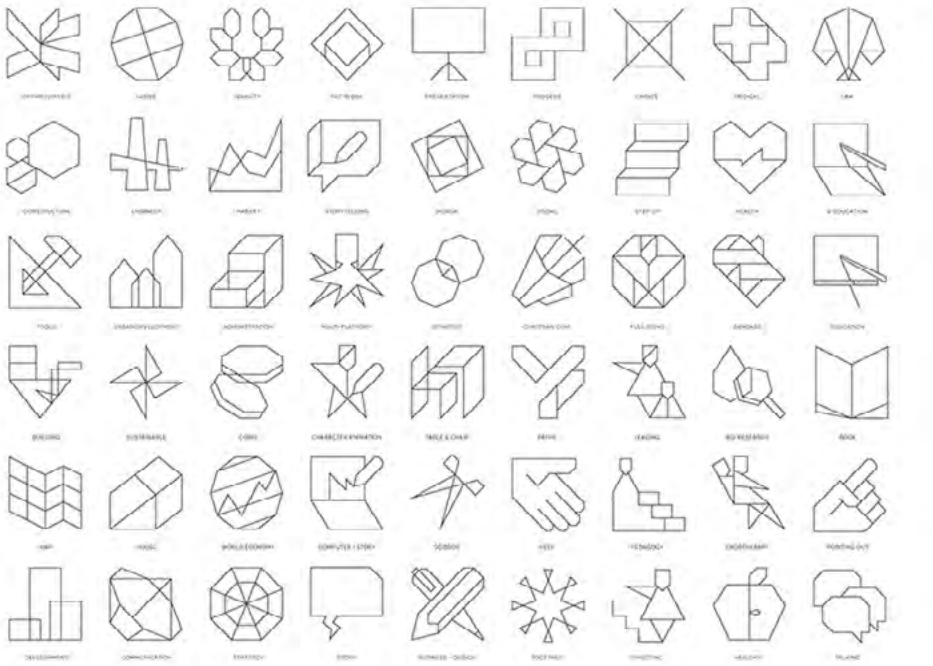

ARE YOU YOUR PROTO-TYPE?
PROCESS
CONTACT
IDEAS
LAB
PEOPLE
PROGRAM



VIA UNIVERSITY COLLEGE 1508 A/S, 2014

PROJECT en.1508.dk/cases/via-university-college/
WEBSITE en.via.dk

VIA was established in 2008 as a fusion between various teaching centres, and is now the largest Danish university college with more than 18.000 students and 8 different campuses in Jutland.
VIA managed to create high brand awareness, but failed to be known for anything particular. The brand wasn't connected to their most valuable assets: the lecturers, students and employees. The logotype consists of a statement and VIA as a catalyst for the relevant sender of information. On top of this comes a graphic logo, and these elements combined form a unique logo, that is designed to fit the specific context. With a range of 110 graphic logos – as opposed to a single corporate logo – and the context-driven logotypes, the attention is centred on the relevant sender of information, whether it's a specific education, a campaign or a research centre, and on the appropriate target group.

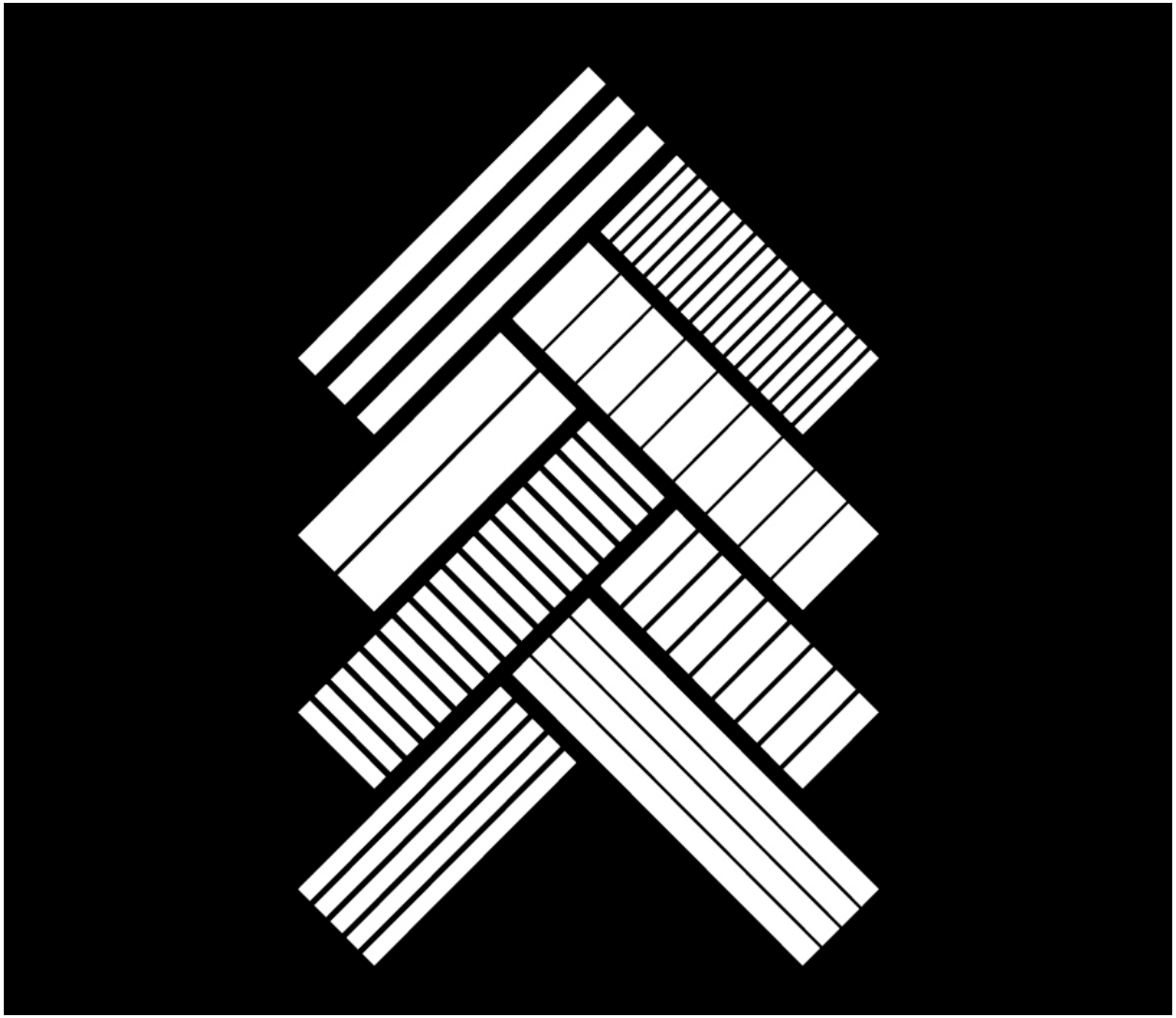



Make sense
VIA University College





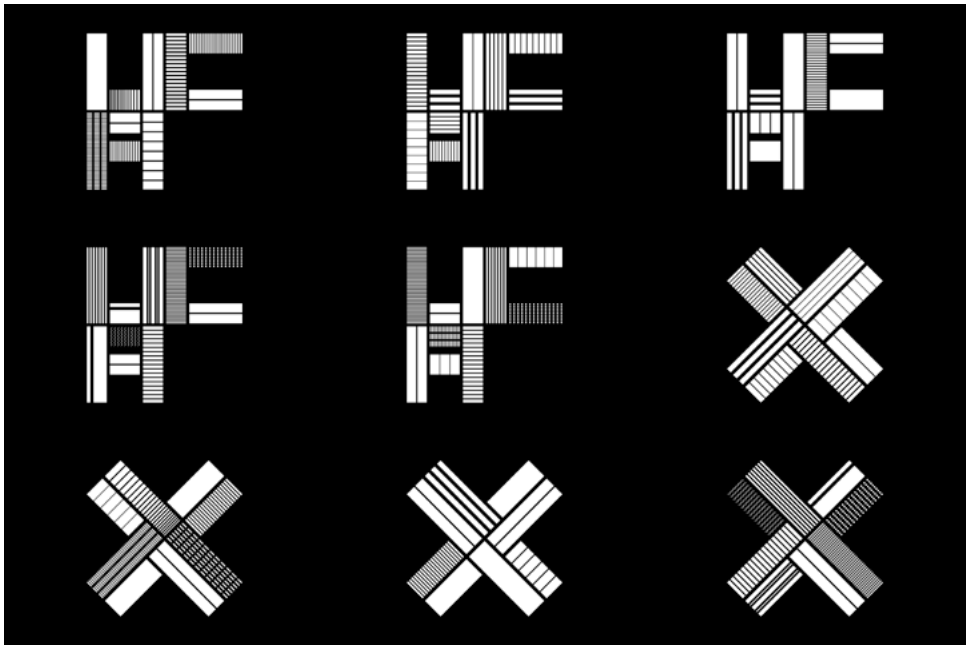

Create your world
VIA Design & Business
Suit yourself
VIA Fashion Design
Design your dream Dress

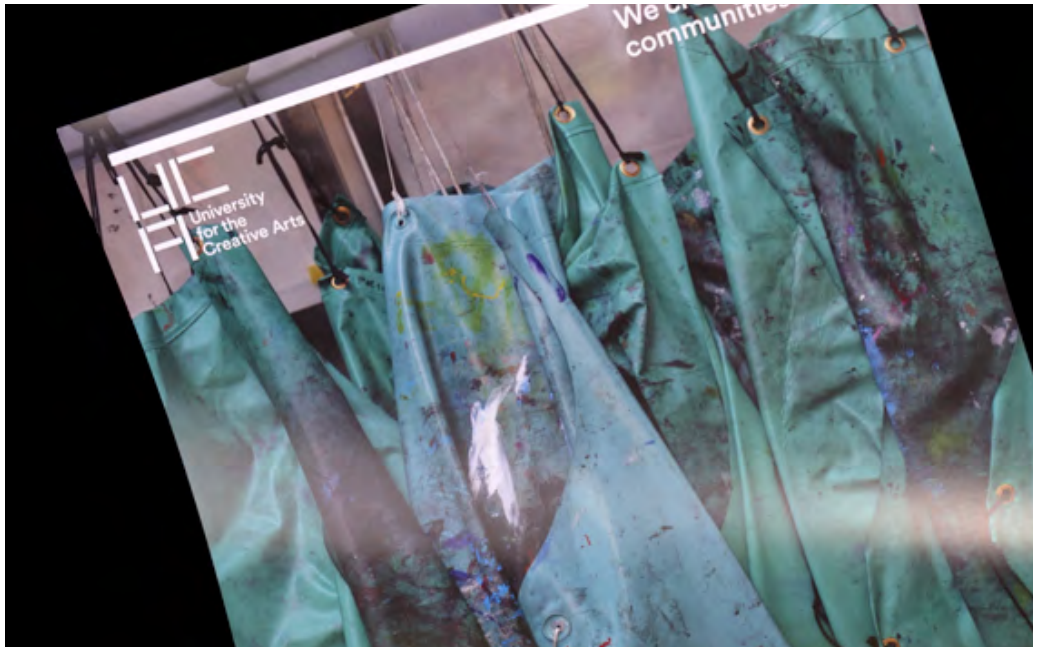


UNIVERSITY FOR THE CREATIVE ARTS Spin, 2014

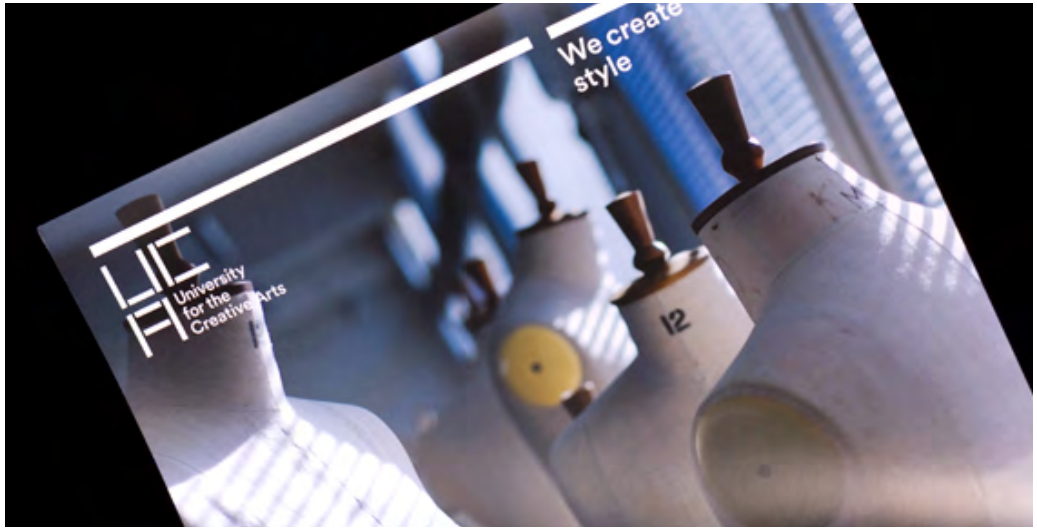
PROJECT spin.co.uk/work/university-for-the-creative-arts
VIDEO vimeo.com/121228757
WEBSITE www.uca.ac.uk

The University for the Creative Arts is a specialist arts institution in the south east of England. Their primary focus is on practice-based and industry-orientated learning experience. Following on an extensive research and consultation phase with senior management, lecturers, students and members of the board of trustees at UCA It was founds a clear picture emerging. The starting point is a visual language synonymous with designers and architects and employed by them as a way of marking work in progress, the humble stencil. It was from this seed the identity grew. It was created a solid anchor point in the logo whose essential stencil component parts will form the visual root from which the identity grows. Its creative potential has no end and can be developed year on year.




University for the Creative Arts




We create style
University for the Creative Arts



DUSSELDORF UNIVERSITY OF APPLIED SCIENCES
Studio Laucke Siebein, 2014

PROJECT www.itsnicethat.com/articles/studio-laucke-siebein-university-of-applied-sciences-dusselfdorf
VIDEO http://assets.itsnicethat.com/system/files/122015/566865ed7fa44c8478000103/images_slice_large/Studio-Laucke-Siebein-INT-16.gif?1449682641
WEBSITE www.hs-duesseldorf.de/en

The new corporate design represents the ideas of unity/diversity and tradition/progress. The custom-designed, modular display typeface HSD Sans acts as the voice of the institution. There are modified unique styles for the seven faculties to suit their needs of communication. The corporate design can perform either controlled-objective or playful-expressive. It is built from these basic elements that are cut in even sized modules: a horizontal, vertical and diagonal bar, a small and a big circle. The typeface styles are based on the same metrics. It is suited for display use only and forms with its unique and strong look the visual identity of the university. Arial and Times New Roman serve as typefaces for body copy.

Hochschule Düsseldorf
University of Applied Sciences
HSD

Peter Behrens School of Arts
Faculties of Architecture and Design
PBSA

Peter Behrens School of Arts
Fachbereich Architektur
Faculty of Architecture
A

Peter Behrens School of Arts
Fachbereich Design
Faculty of Design
D

Fachbereich Elektro-
und Informationstechnik
Faculty of Electrical
and Information Technology

Fachbereich Maschinenbau
und Verfahrenstechnik
Faculty of Mechanical
and Process Engineering

Fachbereich Medien
Faculty of Media

Fachbereich Sozial-
und Kulturwissenschaften
Faculty of Social Sciences
and Cultura Studies
SK

Fachbereich
Wirtschaftswissenschaften
Faculty of Business Studies
W

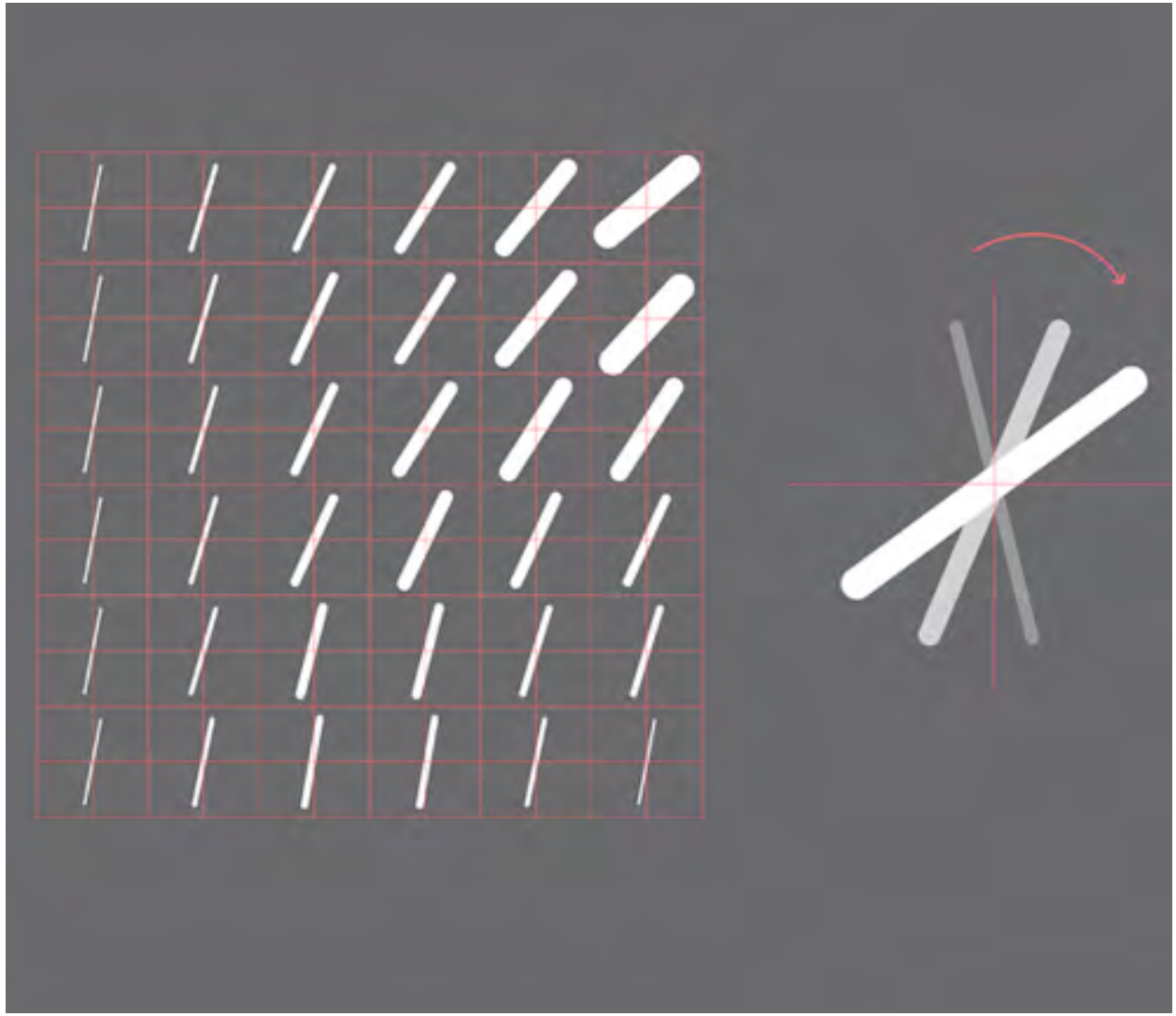
ABCDEFGHI
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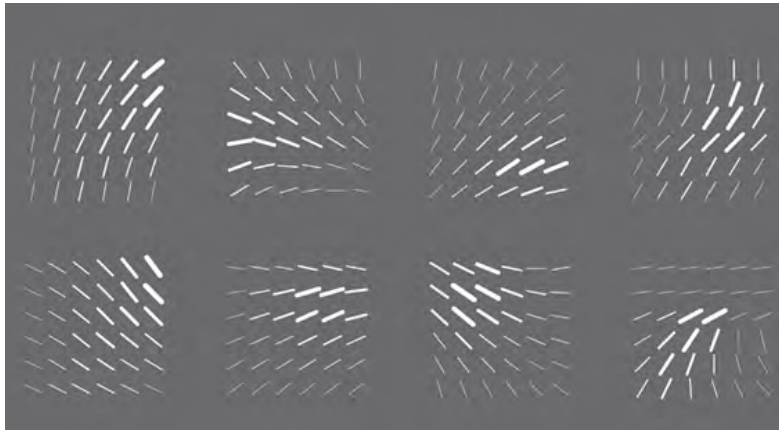


EMSCOM AT USI
Studio Moving Brands, 2013

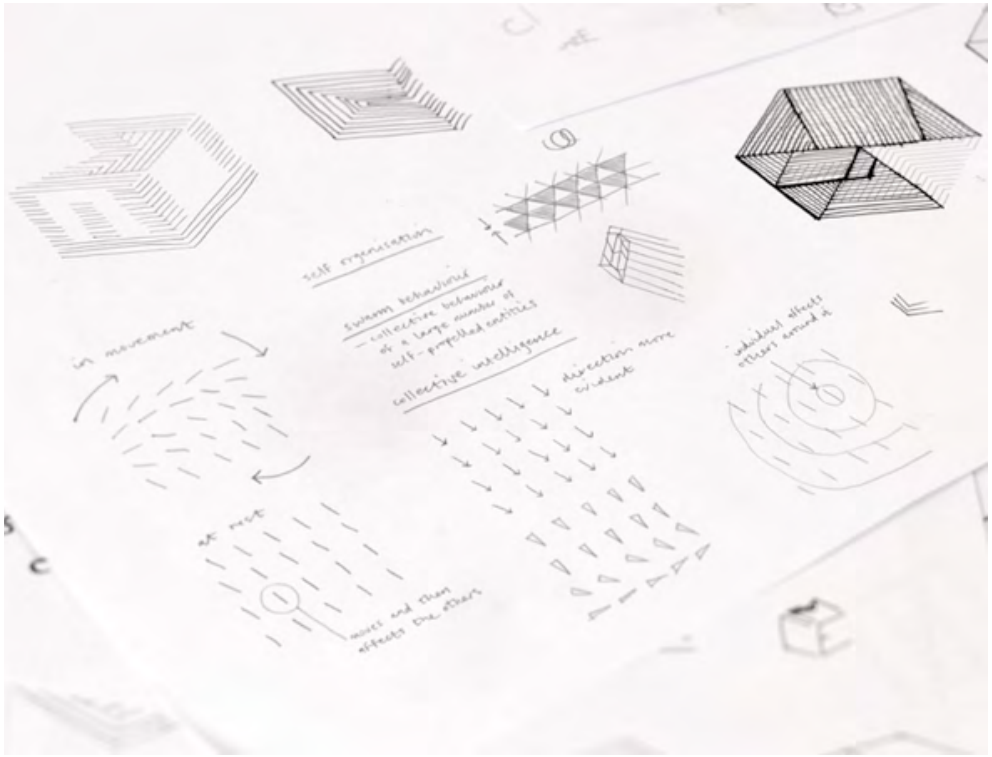
PROJECT http://bpando.org/2013/03/15/branding-emscom/
VIDEO https://vimeo.com/60484030
WEBSITE http://www.movingbrands.com/work/usi

Based around the theme of 'changing perspectives', Moving Brands has created a 'living identity' that draws its inspiration from the natural phenomena of murmuration and infuses it into a logo-mark with multiple permutations and motion. Its thirty-six strokes, their changing weight and orientation – bound by a grid – really capture the concept of collective thought, structured learning and the dispersion of information – through shared educative experience and personal/proffessional development – with an abstract but understandable fluidity. These themes feel equally well expressed as both a pattern, grid and guide detail across the print work – managing to extract a sense of motion and dimensionality from a static form – and within dynamic, digital settings.

COMMUNICATION
MANAGEMENT
EXECUTIVE EDUCATION











MIT
Media Lab
Pentagram, 2011

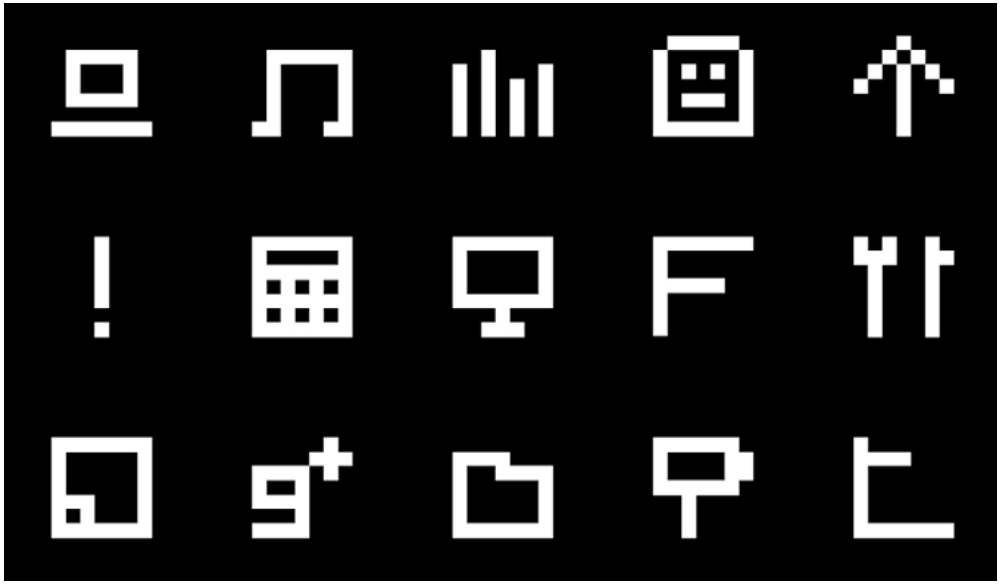
PROJECT www.pentagram.com/#/projects/118579
VIDEO vimeo.com/109891648
WEBSITE www.media.mit.edu

Founded in 1985 by MIT (Massachusetts Institute of Technology) the MIT Media Lab is one of the world's most renown research and development centers. The Media Lab introduced a new identity by Pentagram, headed by Michael Bierut. He generated a simple ML monogram to serve as the logo for the Media Lab, then extended to each of the 23 research groups. The result is an interrelated system of glyphs that at once establishes a fixed identity for the Media Lab, but celebrates the diversity of activity that makes the Lab great. As a logo-logo, however, it wasn't the most functional. Yearning for an MIT Press-like logo without losing the flexibility of its existing identity, the Media Lab's new identity successfully marries both.

mit media lab director's fellows program

program in media arts & sciences

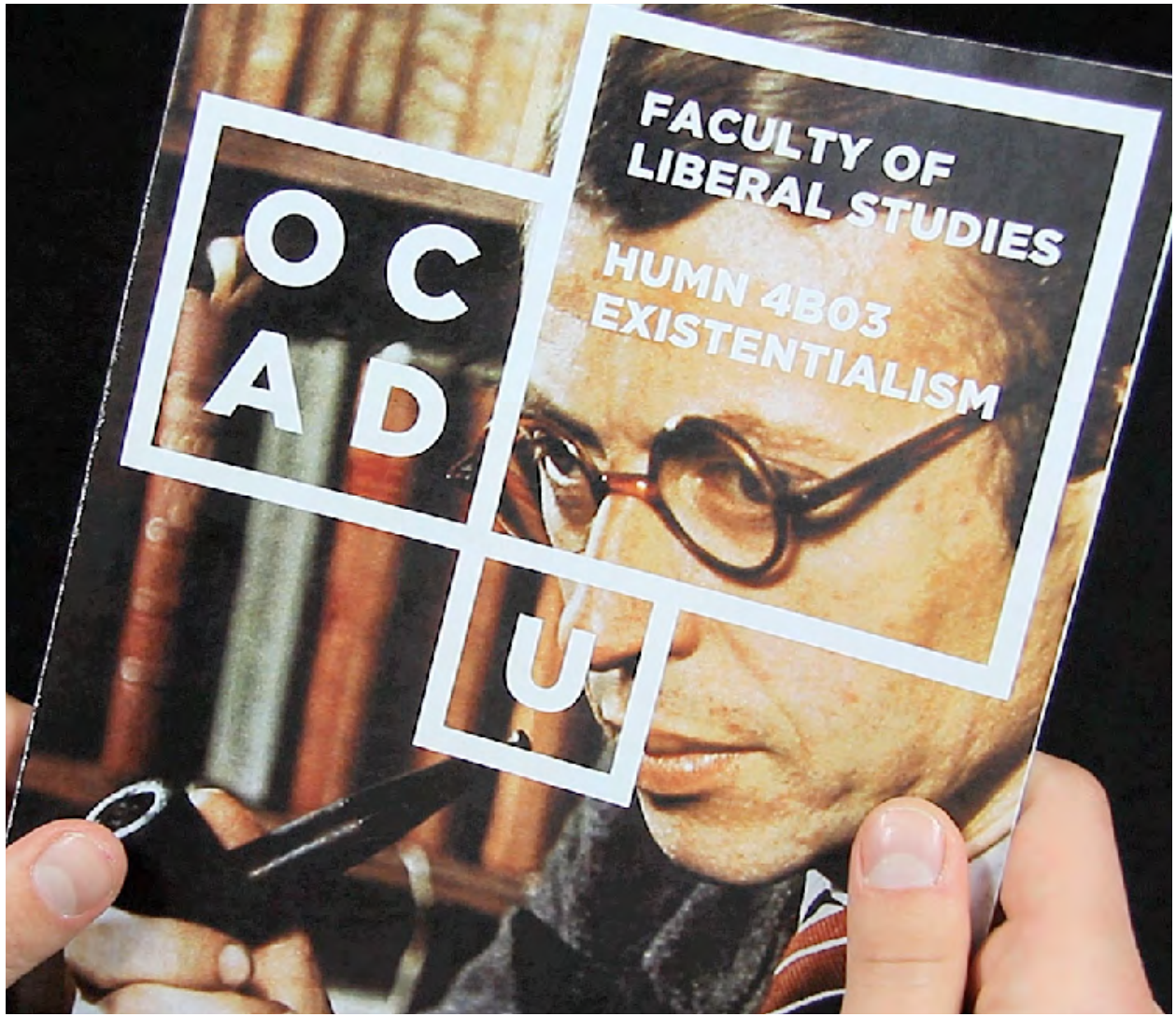
re-think food









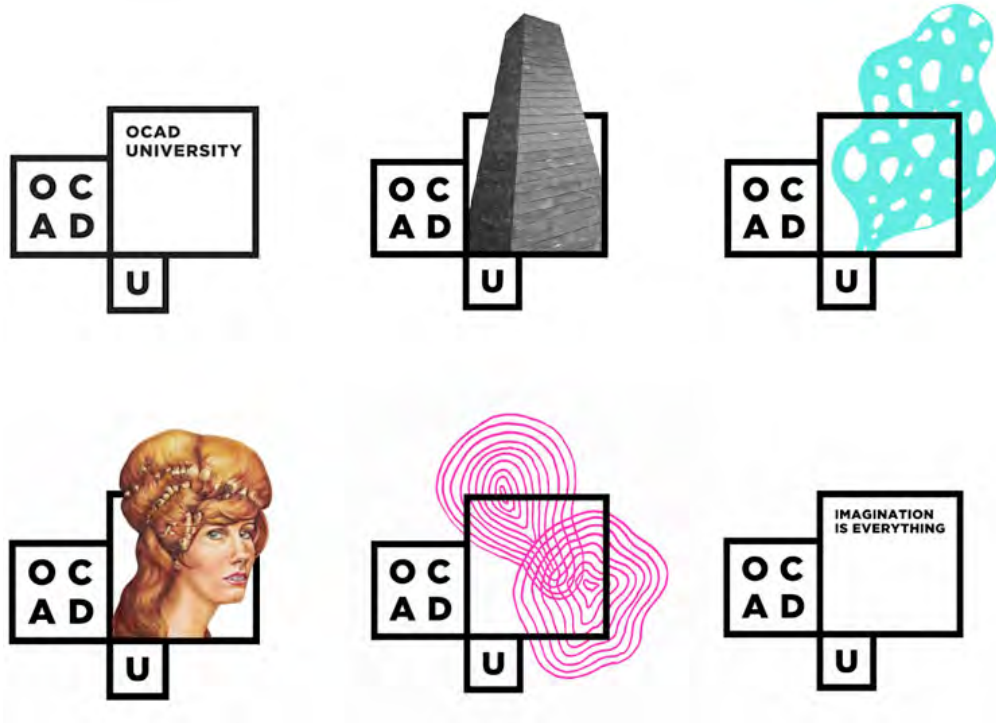


OCAD University
Ontario College of Art & Design
Bruce Mau, 2011

PROJECT www.brucemaudesign.com/work/ocad-university
VIDEO vimeo.com/85457201
WEBSITE www.ocadu.ca

In 2011, OCAD University, Canada's pre-eminent art and design school, needed a new visual identity. The new identity had to reflect a 135-year-old institution moving quickly into the future.
The BMD team worked in an intensive research and engagement phase, in which were involved students, alumni, faculty and staff. It was clear that the visual identity needed to be a true reflection of what it was heard and seen during that phase.
OCAD is an inclusive, vibrant and vital institution built on creativity, risk and innovation.
BMD created a dynamic and modular identity. Since the identity launch in 2011, Fast Company named it among 'best brands of 2011' and was awarded a Core77 Design Award.




OCAD UNIVERSITY
IMAGINATION IS EVERYTHING


DATA WITH SOUL

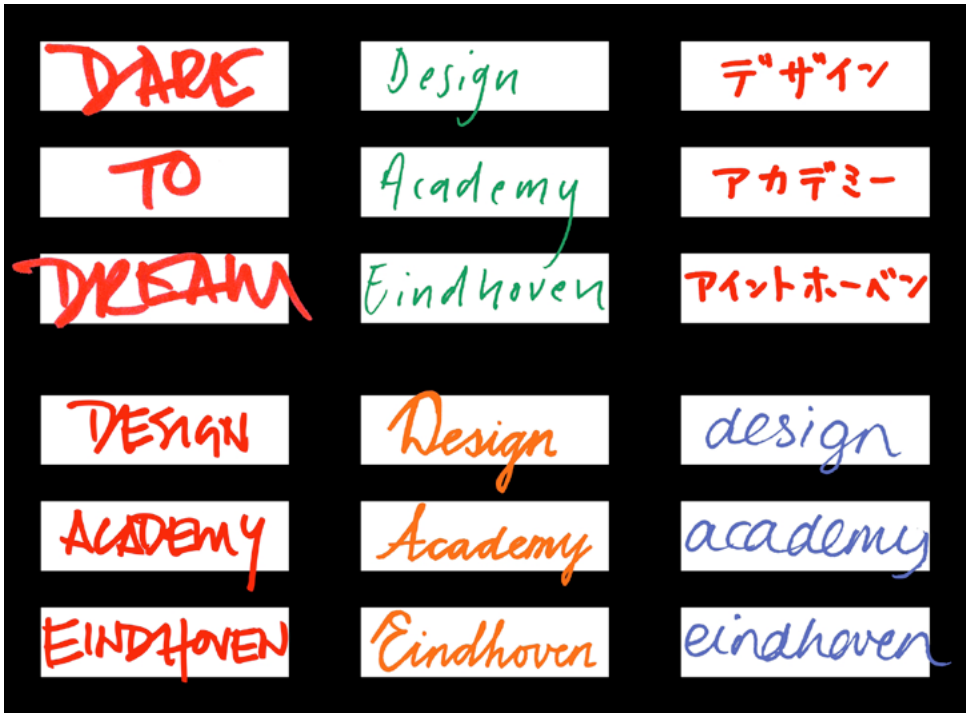




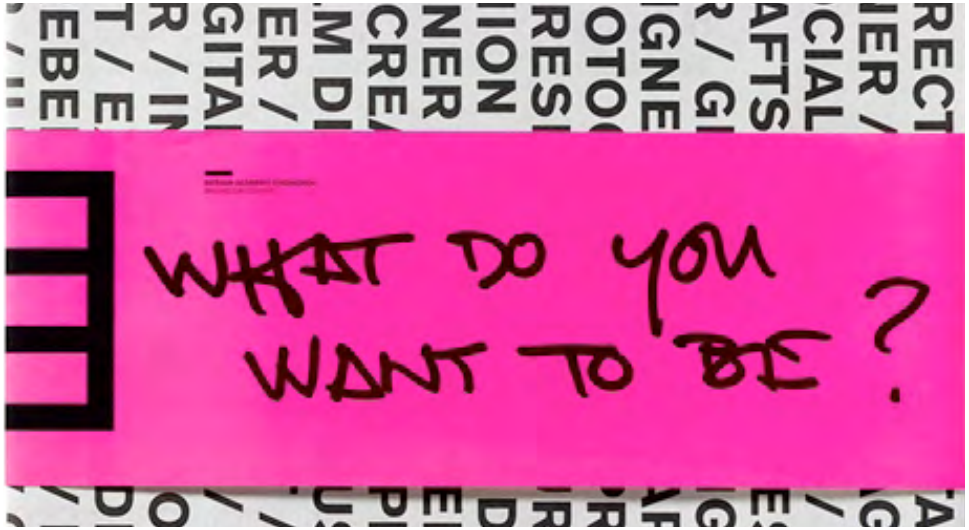
EINDHOVEN DESIGN ACADEMY
The stone twins, 2010

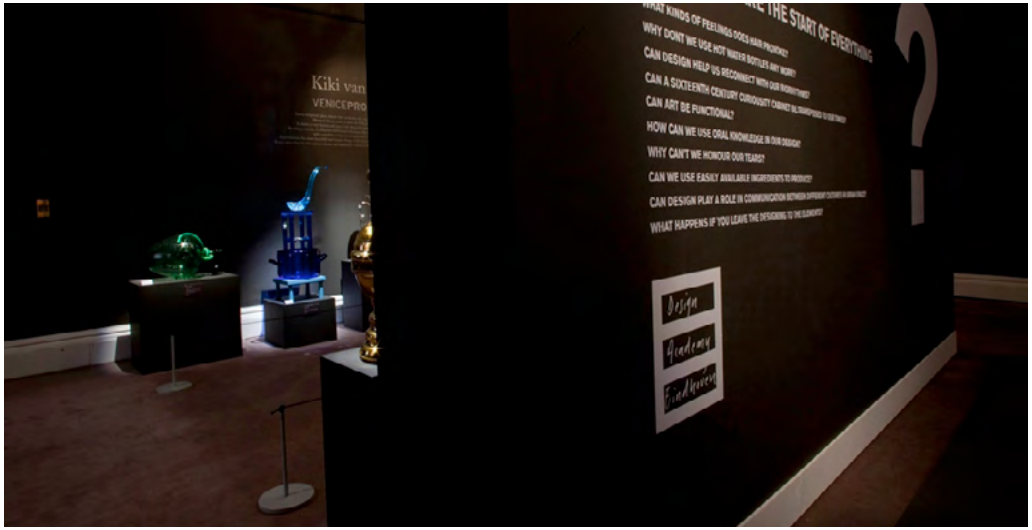
PROJECT www.stonetwins.com/Portfolio/Design-Academy-Eindhoven
VIDEO http://www.stonetwins.com/Portfolio/DAE-Identity-Promos
WEBSITE www.designacademy.nl

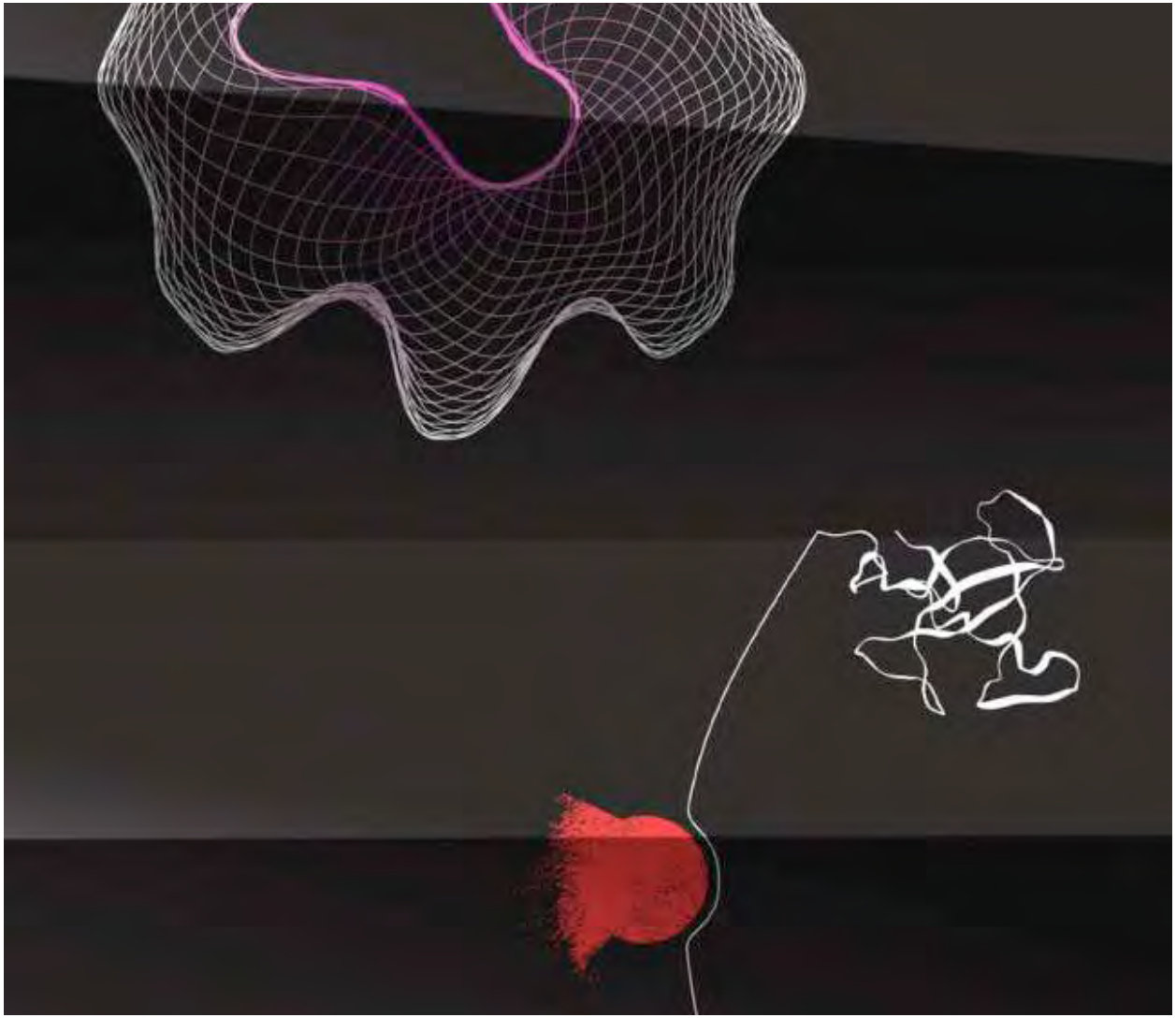
Visual identity for Design Academy Eindhoven is the project for one of the world's foremost design schools. Staff and students are encouraged to customise the logo (a bold graphic E for Eindhoven) with different messaging in order to convey the academy's inclusive, progressive and dynamic nature. By hand writing the words 'Design Academy Eindhoven' within the three blank bars, there are infinite permutations of the logo. Users are also encouraged to employ different three-word phrases depending on context, for example: Kiss the Future, Dare to Dream or Nothing is True.
The visual identity of Design Academy Eindhoven won a D&AD 'Wood Pencil' in 2011. It was also shortlisted in the Dutch Corporate Identity Prize 2011 (Nederlandse Huisstijlprijs).


DARE
Design
デザイン
TO
Academy
アカデミー
DREAM
Eindhoven
アイントホーベン
DESIGN
Design
design
ACADEMY
Academy
academy
EINDHOVEN
Eindhoven
eindhoven


VERDER STUDEREN?
OF METEEN AAN DE SLAG?
AF EST
GRAD
DE
UATE
R
D
FURTHER STUDY?
GET A JOB?


WHAT DO YOU
WANT TO BE?


Kiki van
WHY DONT WE USE HOT WATER BOTTLES ANY MORE?
CAN DESIGN HELP US RECONNECT WITH OUR ROOTS?
CAN A SIXTEENTH CENTURY CURIOSITY CABINET
CAN ART BE FUNCTIONAL?
HOW CAN WE USE ORAL KNOWLEDGE IN OUR DESIGN?
WHY CAN'T WE HONOUR OUR TEARS?
CAN WE USE EASILY AVAILABLE INGREDIENTS TO
CAN DESIGN PLAY A ROLE IN COMMUNICATION
WHAT HAPPENS IF YOU LEAVE THE DESIGNING TO
Design
Academy
Eindhoven



UNIVERSITY OF TWENTE
Studio Dumbar, 2009

PROJECT studiodumbar.com/work/university-of-twente
VIDEO vimeo.com/28712064
WEBSITE www.utwente.nl/en/

Committed to exploring the links between science and social-economic advancement, University of Twente (UT) offers courses in social sciences and technology. UT is also known for its entrepreneurial spirit. Seeking to strengthen their brand, UT appointed Studio Dumbar to design a new visual identity. The identity is driven by a colourful collection of images – a 'universe of shapes' derived from real scientific studies. Reflecting UT's diversity and innovative spirit, the energy of these images is counterbalanced by a solid uppercase logotype with a full stop. These combine to establish a confident base, supporting UT's academic endeavours. Diverse, dynamic and consistent, the new identity has succeeded in uniting UT's various departments under one style – a cost effective solution that ensures a stronger, more coherent brand.





UNIVERSITY OF TWENTE.







AARHUS UNIVERSITY
1508 A/S, 2009

PROJECT en.1508.dk
WEBSITE www.au.dk/en/
medarbejdere.au.dk/en/administration/communication/guidelines/graphicdesign/

The design is anchored in modernism, resulting in a distinctly modern, clean and simple design based on the geometric forms square, triangle and circle and identifying with the period in which the University was built. The new visual identity also takes the fundamental meaning of AU's motto, "solidum petit in profundis", ("seeking in the depths of the solid ground") and combines it with a distinct graphical element. The graphical element, called "The Fifth Element" is comprised of a simple geometric, abstract alphabet that also derives its origin from modernism. The new visual identity was developed in cooperation with design agency 1508 A/S and has won silver at the Creative Circle Awards 2009 in the category "Corporate Identity".



AARHUS UNIVERSITY

