

TOPICS

6

## New Symbol-logos have been chosen!

In January 2007, Kyushu University decided upon its new logotypes & symbol. The design of the new logos was based on concepts of “legibility,” “usability” and “universality,” as well as the collated results from the input of over 750 people from inside and outside the university who were canvassed by questionnaire. In all, there are five logos which Kyushu University has decided to use in various media.



九州大学  
KYUSHU UNIVERSITY



九州大学



KYUSHU  
UNIVERSITY



KYUSHU UNIVERSITY



九州大学

### Components of Symbol-logos

A symbol-logo is composed of two elements; namely, a symbol and a logotype. The combination rule is precisely laid down and, depending on the occasion, one of the five symbol-logos will be used.

#### Symbol

**(Circular mark modeled on pine needles)**

The student badge, which has been used since 1950, was redesigned so that it could be more versatile and modern.

The new design has been used since 2004 as an official symbol.

#### Logotype

**(Characters of “KYUSHU UNIVERSITY” in Japanese (九州大学) and in English)**

An original typeface was designed for the logotype in Japanese, so that it would suit the shape of the symbol.

For the English version, Swift typeface from the Netherlands has been designated.



Symbol logo



## TOPICS

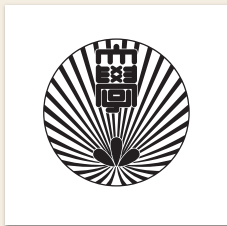
### History of the Kyushu University Symbol

The history of the Kyushu University symbol dates back to 1949. Design ideas for the student badge were collected, with 70 students sending in a total of 153 ideas. Many of the designs used a motif of pine components such as pine trees, pine needles, pine cones and bark. It was evident that the pine-covered university grounds, which at the time stretched from where the university hospital was located to the Hakozaki district, remained dear to the hearts of many students.

As a result of the deliberations of the screening panel, composed of an equal number of judges from university staff and students, the idea presented by Mr. Yoshihide Sou, a junior in the school of Agriculture, won the day. His design, using a pine needle motif was introduced on February 10, 1950. A

On March 3, 2003, the committee of Public Relations approved a new symbol which was a design based on the pattern of the student badge, which has a half century of tradition behind it, and is the present symbol. In the same year, as part of the university's brand strategy, an application was made to register the symbol as a trademark. B

A



B



### UI Project

The current symbol was registered as a trademark in 2004, and has been used on various occasions. However, with the aim of further establishing and reinforcing the brand image of Kyushu University, the "UI Project" was initiated with the participation of academics from the Faculty of Design and students specializing in design, as well as the staff of the Public Relations Office in April, 2006. One of the characteristics of this project was that many students were actively involved in deliberating over symbols, logotypes, designs and usage rules in and outside classes.



### UI Color

DIC230  
C35M100Y50K35  
Nocs51-02  
(10RP3/12)

A color symbolizing Kyushu University has been designated as the "UI Color." With the effective use of the UI Color for layouts, the uniqueness of Kyushu University can be emphasized.

