2

Basic Elements of
University Identity

Logomark

The history of the pine tree design as a symbol of Kyushu University dates back to 1949. That same year, the university put out a call for student badge designs, which resulted in 153 ideas from 70 students. A joint student-faculty committee was formed to screen the designs, whereupon the design of Shu Muneyoshi, a third-year undergraduate at the Department of Agricultural Engineering at the School of Agriculture, was selected. The design has been in use since February 10, 1950. Many of the submitted designs shared a pine motif, inspired by the field of pines that stretched from Hakozaki Campus to the university hospital.

The current logo design is a contemporary redesign of this original logomark. It was registered as a trademark in 2004 and has since been used as the university's official logomark.

Logotype

    There are two official logotypes for English and Japanese. The Japanese font is an original, designed to complement the shape of the logo. The English logo uses the Swift typeface, designed by Gerard Unger, to complement the image of the Japanese logotype. When using the university logomark with the logotype, the proper typography must always be used to maintain consistency.

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KYUSHU UNIVERSITY

The UI Color "Kyudai-Wine Red" and Color Palettes

The colors associated with a university identity create general impressions and become an instantly recognizable element of an institution. Colors are memorable, and thus are effective when emphasizing specific strengths and distinguishing the brand from other institutions.

The color used to symbolize Kyushu University is defined as its "UI color." In addition to the logomark, the UI color can be applied effectively to layouts in order to emphasize the Kyushu University brand.

Kyushu UI Color Palette

DIC:	DIC230
CMYK:	C35/M100/Y50/K35
RGB:	133,2,62
HEX:	#85023e
3M Color Sheet:	Nocs51-02
Munsell Color Table:	10RP3/12

Use of Color Palettes with Logomark

The preferred common use is a two-color treatment comprised of the UI color for the logomark and black for the logotype. An alternative one-color treatment may be allowed in black, UI color, and other single color with permission from the university.

Official Two-color Palette (UI Color & Black)

Black

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KYUSHU UNIVERSITY

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KYUSHU UNIVERSITY

The Kyushu University logomark and logotype are available in seven different combinations to meet a variety of purposes, applications, and conditions. These combinations are roughly divided into two types: vertical and horizontal.

1. Vertically stacked

There are three kinds of vertically stacked compositions that employ different Japanese and English logotypes.

A Logomark with both Japanese and English logotypes combined in a vertically stacked composition

九州大学
KYUSHU UNIVERSITY

B Logomark with Japanese logotype combined in a vertically stacked composition

九州大学

C Logomark with English logotype combined in a vertically stacked composition

KYUSHU
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2. Horizontal

There are four kinds of horizontal compositions that employ different Japanese and English logotypes. The English logotype allows users to choose between one-line and two-line layouts depending on the space allotted.

D Logomark with both Japanese and English logotypes combined in a horizontal composition

E Logomark with Japanese logotype combined in a horizontal composition

**F** Logomark with English logotype combined in a horizontal one-line composition

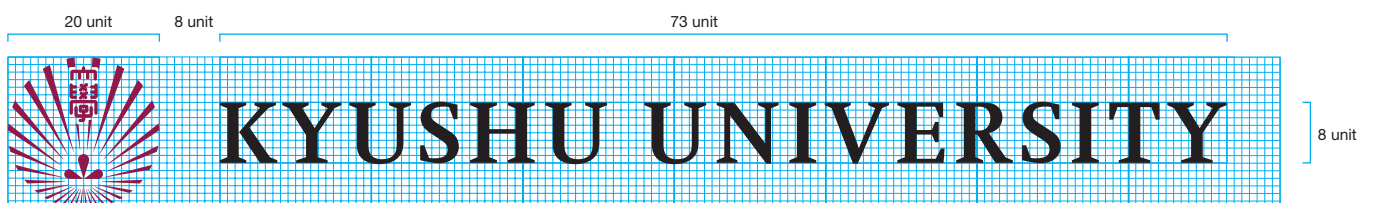**G** Logomark with English logotype combined in a horizontal two-line composition
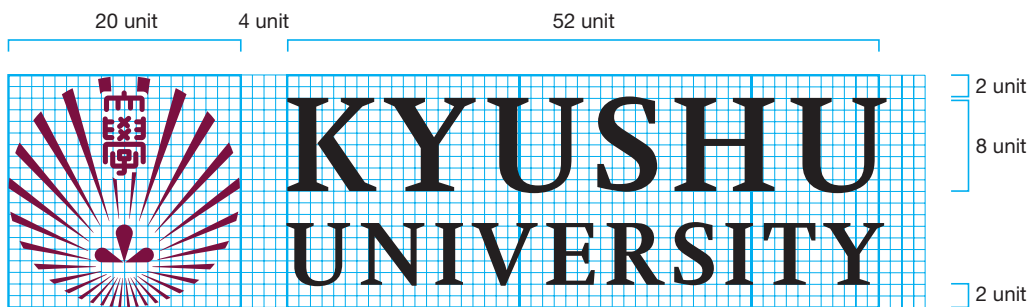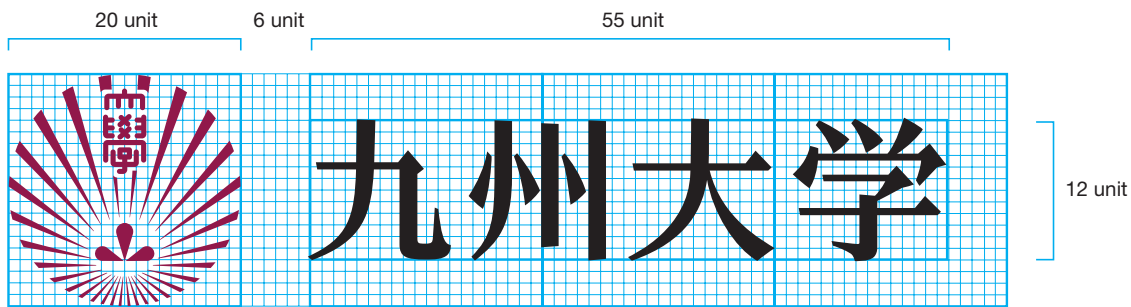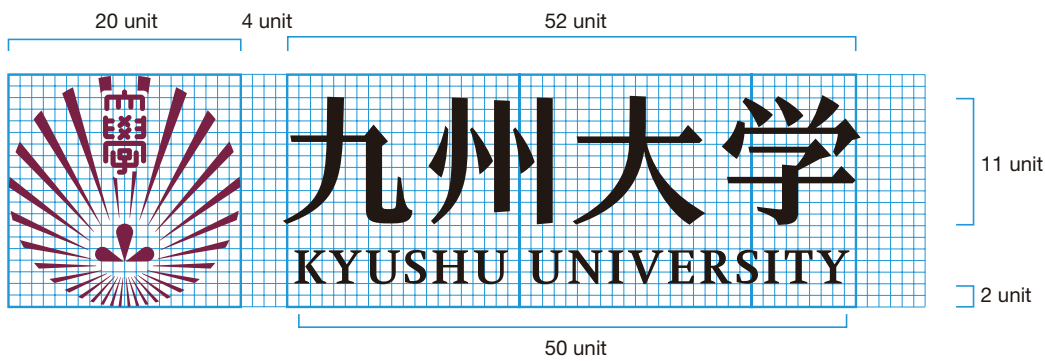
Identity System of Logomark

One unit is defined as 1/20 of the logomark diameter. This basic unit dictates the size of both the logomark and logotype as well as the space between them.

For example, for the following combination, the maximum width for the Japanese is 32 units. The ratio of 20 units for the logomark is 5:8, almost the same as that of the golden ratio.
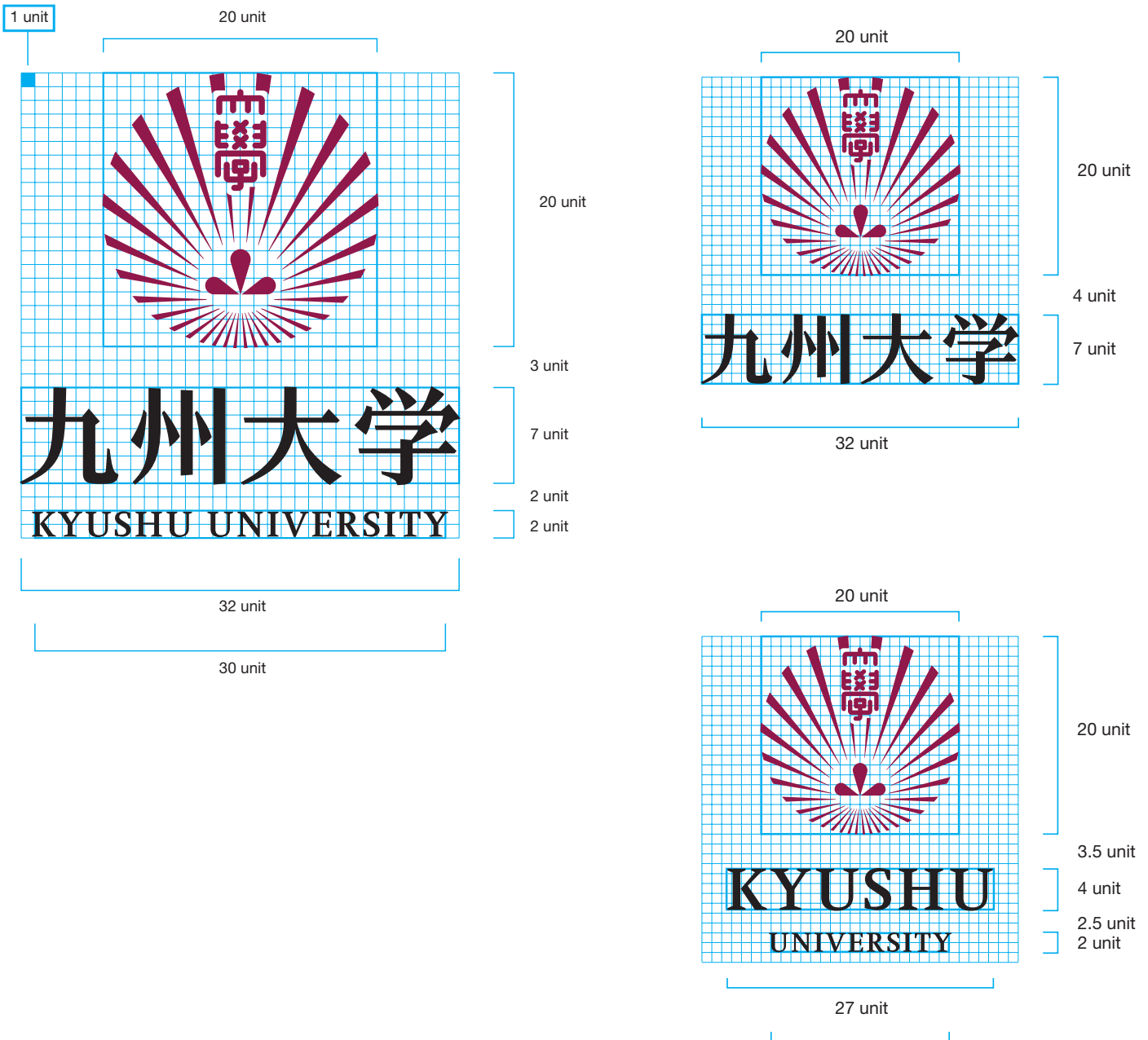
The space between the logomark and logotype depends on which composition is used. For example, the margins for some compositions may be narrower than others. This allows for flexibility of use when combining the logomark with other elements, such as the names and addresses of affiliated identities.

20 unit 4 unit 52 unit

九州大学
KYUSHU UNIVERSITY

11 unit

2 unit

50 unit

20 unit 6 unit 55 unit

九州大学

12 unit

20 unit 4 unit 52 unit

KYUSHU
UNIVERSITY

2 unit

8 unit

2 unit

20 unit 8 unit 73 unit

KYUSHU UNIVERSITY

8 unit

Overview of Basic Compositions & Uses

A,D

- Most formal type
- Can be used for any application
- Should be placed at left, right, or center
- Should be used independently of department name or other affiliated identity

B

- Less formal type
- Mainly used in Japanese-language documents
- Should be placed at left, right, or center
- Should be used independently of department name or other affiliated identity

C

- Less formal type
- Mainly used in English-language documents
- Should be placed at left, right, or center
- Should be used independently of department name or other affiliated identity

E

- General purpose type
- Mainly used in Japanese documents
- Should be placed at far-left or far-right
- Can be used in combination with department name or other affiliated identity

F, G

- General purpose type
- Mainly used in English-language documents
- Should be placed at far-left or far-right
- Can be used in combination with department name or other affiliated identity
- Differentiate use of one-line and two-line layouts depending on the space allotted.

Typefaces

Sans-serif fonts are specified when combining department names, addresses, and contact information with the university logo. Among sans-serif fonts, 1) FOT-UD KAKU-GO (Small M), 2) New Go (R), and 3) Kozuka Gothic are recommended. For English, MyriadPro is recommended.

Myriad Pro Semi bold

We continue to work toward an improved standing in world university rankings in order to be counted among the world's top 100 universities.

Myriad Pro Regular

We continue to work toward an improved standing in world university rankings in order to be counted among the world's top 100 universities.

Use of Logo

九州大学　教育学部

K-UD 角ゴ _ スモール _M

九州大学　教育学部

新ゴ R

九州大学　教育学部

小塚ゴシック M

KYUSHU UNIVERSITY　School of Education

KYUSHU UNIVERSITY　School of Engineering

Myriad Pro regular

KYUSHU UNIVERSITY　School of Education

KYUSHU UNIVERSITY　School of Engineering

Myriad Pro regular

Reference: K-UD Font

K-UD Font is a collection of fonts designed for internal use only. K-UD Font is a general term for nine typefaces selected from the universal design (UD) font developed by Fontworks Co., Ltd. based on joint research with the Kyushu University Faculty of Design. Of the nine, K-UD Kaku Go corresponds to FOT-UD Kaku Go, K-UD Maru Go to FOT-UD Maru Go, and K-UD Mincho to FOT-UD Mincho, all fonts designed by Fontworks.

K-UD Kaku Go Small-B
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Kaku Go Large-DB
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Kaku Go Small-M
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Kaku Go Small-R
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Maru Go Small-B
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Maru Go Large-DB
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Mincho B
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Mincho DB
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

K-UD Mincho M
Kyushu University celebrated its centennial in 2011 and is determined to continue being a university that tackles the challenges of the next century.

Allowed Uses of Logomark

The Kyushu University logomark can be used in isolation from the logotype in special cases such as an official flag or badge.

Logotype substitutes are prohibited

The logomark and logotype each have an important role in representing the university identity of Kyushu University. Similarly, the logotype generally cannot be substituted for other fonts.

The recommended combinations of logomark, logotype, and font are outlined in Use of Basic Elements.

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Improper Use of the Logo

The aspect ratio of the logotype must never be reshaped or distorted.

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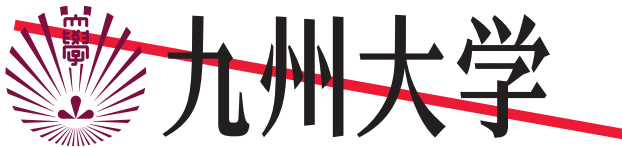
No typeface other than the original logotype may be used together with the Kyushu University logomark.

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The logo should never have additional text added to the Kyushu University logotype. For examples of these specific combinations, see sections 3-5.

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