Kyushu University University Identity Design Manual



Kyushu University University Identity Design Manual

2019

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Introduction to the Kyushu
University Visual Identity

What Is University Identity?

UI is short for university identity, which refers to the university's brand—its unique strengths and principles—as well as how the brand should be communicated to internal and external communities. As academic competition increases amid declining birth rates and increasing availability to information, proper management of the Kyushu University brand is essential for the university to communicate its unique excellence.

Private corporations are keenly aware of the need to differentiate themselves from other companies and build a distinct brand identity as part of their corporate strategy, which is known as corporate identity. Corporations state their corporate identities to clearly assert their societal roles and individuality and improve their social standing and public image, which they use as a base to establish and grow their brand and gain an advantage over competitors.

Having realized the importance of university identity, universities have adopted this corporate methodology to proactively communicate with both internal and external stakeholders and increase the power of their brands. A university's mission and culture is not something visible. Precise use of the logomark and logotype, when used consistently with other visible elements of university identity such as typography and color palettes, represent Kyushu University's mission and projects a consistent image of the range of diverse information that the university generates.

University Identity & Affiliated Identities

The university, as a bastion for academic freedom, prides itself on the many unique identities among its longstanding undergraduate schools, faculties, graduate schools, and research departments. Many of Kyushu University's departments traditionally have their own logos, comprised of a logomark and logotype, each with unique nuances and stories to tell.

From a university identity standpoint, universities should emphasize this academic freedom as each department pursues independent scholarship. In establishing Kyushu University's visual identity guidelines, one main focus was to create a consistent image across the university while respecting the diversity inherent to an institution of higher education. The university has established rules that allow departments flexibility of use and advocates for the consistent use of its original logotype, so units and departments can maintain clear affiliations with the university. Refer to 3-8 Affiliated Identities for specific rules concerning the use of the Kyushu University logomark.

The above explains the usefulness of a visual identity for internal and external communication of university identity. Please find the specific policies set forth by Kyushu University below.

- UI must reflect Kyushu University's history yet remain relevant and contemporary in nature.
- The Kyushu University logo—a combination of logomark, logotype, color palettes, and fonts—and each of its parts reflects the identity of the university.
- UI must emphasize a consistent identity for the university and express the individuality and tradition of each internal department.

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.

九州大学

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







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.



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





Logomark with Japanese logotype combined in a vertically stacked composition



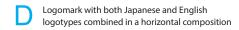


Logomark with English logotype combined in a vertically stacked composition



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.



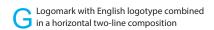


Logomark with Japanese logotype combined in a horizontal composition



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



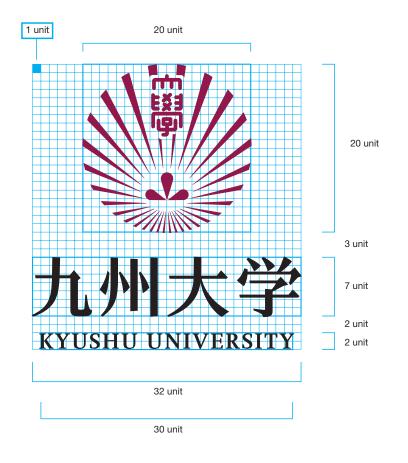


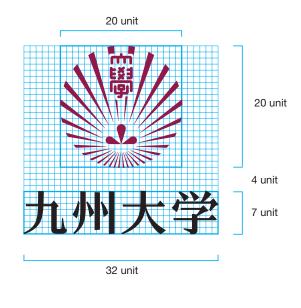


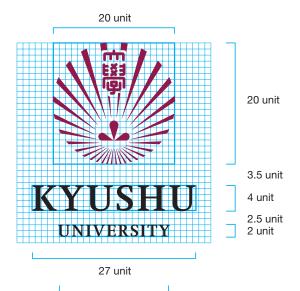
Identity System of Logomark

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.

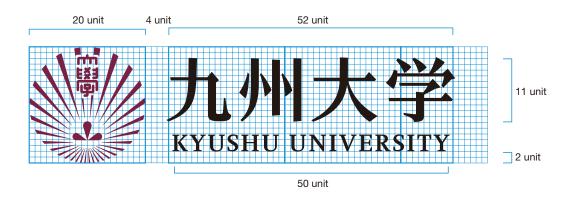
For example, for the following combination, the maximum width for the Japanese is 32 units. The ratio of 20 units for the logomark is 5:8, almost the same as that of the golden ratio.

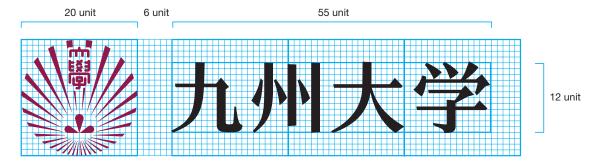


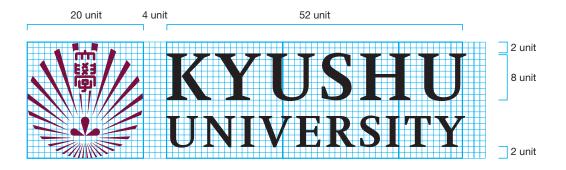


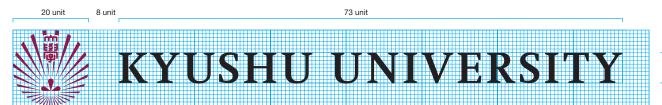


The space between the logomark and logotype depends on which composition is used. For example, the margins for some compositions may be narrower than others. This allows for flexibility of use when combining the logomark with other elements, such as the names and addresses of affiliated identities.









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





В

- · 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



九州大学

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



Е

- 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 sansserif 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

小塚ゴシック M







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.



Improper Use of the Logo

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



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



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

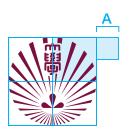


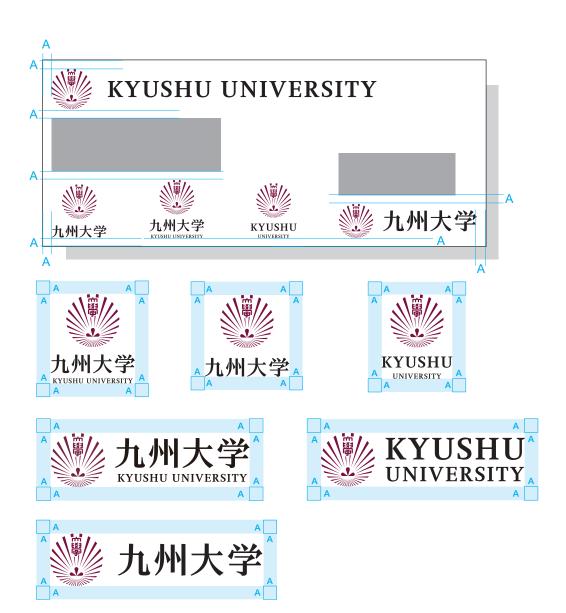
Clearance Area

With the exception of restrictions such as limited space, ensuring ample clearance area is the most effective way to emphasize the logo. The minimum clearance area between the logo and surrounding graphic elements or the edges of the page are defined to ensure the logo is never encroached upon by surrounding elements.

This placement of the logo, independent of other content, is called isolation. As a general rule, one-fourth of the diameter of the logomark is calculated as the minimum required margin (listed as "A" below) as illustrated in the figures below.

For convenience, we have factored in the minimum required margins in the logo data provided. This data, when used as is without overlapping images or characters, will be displayed correctly. However, this rule does not apply when combined with departments names or affiliated identities.







Logomark Sizing

The logo becomes difficult to recognize if it is too small. We have thus prepared a separate logo for smaller use, and the rules are as follows.

Standard Logomark



Small Use Regulations
If the logomark diameter is less
than or equal to 10mm, use the
specially designed Small Use logo
data.

Small Use Logomark



The lines for 大学 (daigaku, or "university") have been specially designed to be thinner in order to maintain readability at a smaller size.





Minimum Size

Upon consideration of the readability of both the English logotype and 大学 (daigaku), the Chinese character for university within the logomark, we have provided at right the minimum required sizes for the different types of logos (logomark/logotype) for standard printing.

It is necessary to consider the visibility and readability of the logo individually for desktop publishing and in low-resolution environments such as web browsers.







Logomark Background

When placing the logo on a photographic, patterned, or colored background, ensure that it is as light as possible and against an area of the background that is as simple and clear as possible. See the following for examples.

Choose a background color that does not affect the logo color. The example at right is achromatic



If the background color is the UI color or a similarly darker color, a one-color reverse treatment of white on color is appropriate.





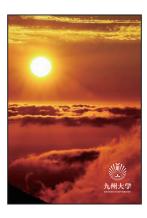


When placing the logomark on a patterned background, choose an area that is as simple and clear as possible. It can also be effective to reduce the contrast of the underlying pattern.





When placing the logo over a photo, choose a layout that makes sure the logo is located in an area that is as simple and clear as possible. It can also be effective to reduce the contrast of the underlying image. For dark color photos, a single-color contrasting treatment is appropriate.





Affiliated Identities

The combination of the logotype and organizational names is based on the E-Type logo, a horizontal combination of the logomark and the Japanese logotype. Vertically stacked and horizontal combinations are standard, but it is possible to combine proportions other than those stipulated by E-Type rules.

For examples of these specific combinations, see sections 3-6 through 3-9.

F-Type Logomark	KYUSHU UNIVERSITY	Using Unique Logos
Vertical Combination	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
Horizontal Combination	KYUSHU UNIVERSITY	KYUSHU
Other	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
G-Type Logomark	KYUSHU UNIVERSITY	Using Unique Logos
Vertical Combination	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
Horizontal Combination	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
Other	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY

Affiliated Identities

Standard Specifications

Combinations other than the standard E-Type logo are also possible if necessary. In this case, the Kyushu University logo is used and combined with the organizational name, with the logomark placed in front.

Reference templates are available for these types of combinations.

Vertically stacked placement of organizational names

KYUSHU

	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
Horizor	ntal placement of organizational names	
	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
Other		

KYUSHU

UNIVERSITY

KYUSHU UNIVERSITY

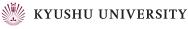
KYUSHU UNIVERSITY

Examples





School of Agriculture Graduate School of Bioresource and Bioenvironmental Sciences Faculty of Agriculture



School of Education



Graduate School of Bioresource and Bioenvironmental Sciences Faculty of Agriculture







School of Agriculture WIVERSITY

Graduate School of Bioresource and Bioenvironmental Sciences
Faculty of Agriculture









Affiliated Identities

Using a Unique Logomark

Some departments may have their own logo or logomark. In such cases, it is possible to use the logomark of the department in place of the logomark of Kyushu University, but please use the logotype specified by Kyushu University.

This generally follows the lateral combination rules of the E-Type logo. When listed horizontally, the departmental logomark is attached to the head of the department. Moreover, it is also possible to place the logomark at the front of a combination of the Kyushu University logotype and department name.

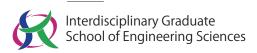
Reference templates are available for these types of combinations.

Vertically stacked examples		
KYUSHU UNIVERS	KYUSHU UNIVERSITY	
Horizontal examples		
KYUSHU UNIVERSITY		KYUSHU
KYUSHU UNIVERSITY		KYUSHU
Other		
KYUSHU UNIVERSITY	KYUSHU UNIVERSITY	KYUSHU UNIVERSITY
		KYUSHU UNIVERSITY

Examples

KYUSHU UNIVERSITY

KYUSHU UNIVERSITY













KYUSHU UNIVERSITY | 🙀 Interdisciplinary Graduate School of Engineering Sciences

KYUSHU UNIVERSITY | Paculty of Design

KYUSHU UNIVERSITY | Paculty of Design Graduate School of Design School of Design









Interdisciplinary Graduate School of Engineering Sciences







A Note on Online Use

Websites are displayed in a different manner from printed materials, and as such, there are a few things to keep in mind. The display of the logo on a website, especially on a landing page, should receive the same visibility and appeal as the website title. It is necessary to determine the display sizes and color palette taking into account color contrast and the size of the logo relative to the entire page content, based on the width of the content. In recent years, there has been an increasing trend to minimize or simplify logo displays so users can better concentrate on the content as they scroll through the landing page and view other pages on the site.

Recommended Content Width

As of 2018, two common screen resolutions are 1920x1080 and 1366x768. Of the two, Kyushu University uses the smaller 1366x768 as standard. Similarly, 750px is the standard for smartphone screens, or 375px multiplied by two (device pixel ratio). In light of these specifications, Kyushu University complies with the recommended maximum width for computers is 1000px and 750px on smartphones.

Appendix

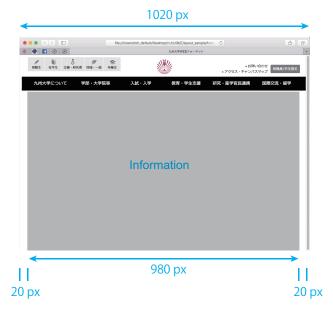
The dimensions for website content, excluding page margins, is as follows.

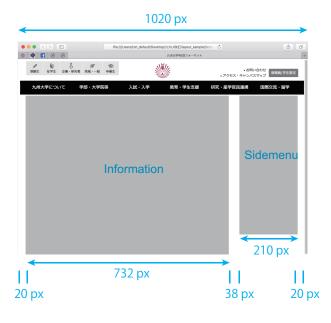
 One-column layout Content: 980px

 Two-column layout with sidebar Sidebar: 210px Content: 732px

• One-column screen configuration

• Two-column screen configuration





Logo Size in a Header

• A-Type Logo Combination

Height 120px

• Using the Standalone Logomark & D, E, F & G-Type



Logo Combinations Height 50px

• Isolation



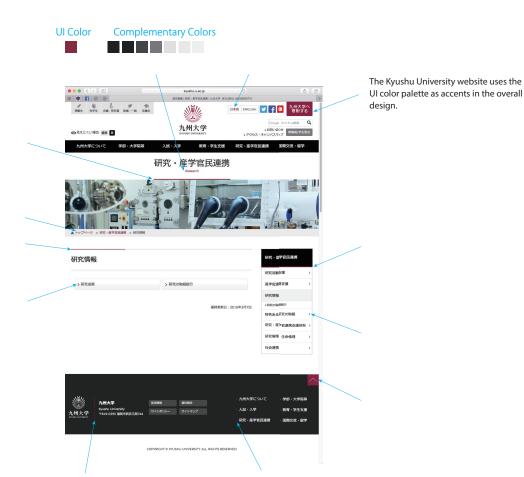
The University complies with the basic stipulations set out in 3-2. The University recommends using the stipulated ratios, calculated in pixels, and either adjusting the image margins or setting the CSS to match.

• UI Color

The following are color codes to recreate the UI colors stipulated in 2-4 on computer and electronic displays.

The Kyushu University website does not exaggerate the use of the UI color palette but uses it as an accent.

HEX: #85023e RGB: 133,2,62



4

Application

Application 4-2

Envelopes, Letterhead & Business Cards

The following policy dictates combinations with affiliated identities such as departmental names. Moreover, there are regulations for bilingual Japanese-English and English-only envelopes and letterhead.

Basic Categorical Use (Bilingual Japanese-English Example: Chou 3-type Envelope)

Category 1 **University Headquarters**

Combine Kyushu University logomark and address

Use only the logotype in English



6-10-1, Hakozaki, Higashiku, Fukuoka 812-8581, Japan

田出祭碑·氏名

Category 2 Affiliated Undergraduate Faculties, Graduate Schools & Other Schools

• Category 2a

Departments without a unique logomark Combining the University logo with the names of affiliated faculties, graduate schools, and schools. Do not use the logomark with the English logotype. It may be necessary to adjust the font size for height when combining the names of affiliated faculties, graduate schools, and schools depending on the number of departments listed.



大学院人文科学研究院 大学院人文科学府 文学部

812-8581 福岡市東区箱崎 6 丁目 10 番 1 号 Phone: 092-642 Fax: 092-642

Faculty of Humanities Graduate School of Humanities School of Humanities Kyushu University

Faculty of Languages and Cultures Kyushu University

九州大学 大学院言語文化研究院

810-8560 福岡市中央区六本松 4 丁目 2 番 1 号 Phone: 092-726-4555 Fax: 092-726-4511

Category 2b

Departments with a unique logomark Combining the Kyushu logotype with the names of affiliated faculties, graduate schools, and schools. Use the logomark of the affiliated department, not that of Kyushu University. Do not use the logomark with the English logotype. It may be necessary to adjust the font size for height when combining the names of affiliated faculties, graduate schools, and schools depending on the number of departments listed.

九州大学



大学院数理学研究院 大学院数理学府

www.math.kyushu-u.ac.jp

Faculty of Mathematics Graduate School of Mathe Kyushu University

812-8581 福岡市東区箱崎 6 丁目 10 番 1 号

九州大学



大学院芸術工学研究院 大学院芸術工学府 芸術工学部

815-8540福岡市南区塩原 4 丁目 9 番 1 号

Application 4-3

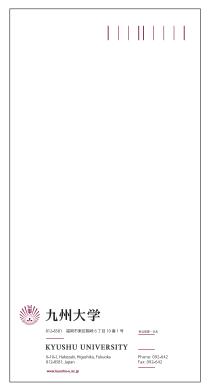
Envelopes 1

Category 1 University Headquarters

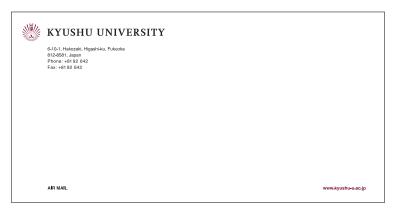
Kaku 2-Type Envelopes Envelopes



Chou 3-Type Envelopes



English Envelopes



Application 4-4

Envelopes 2

Category 2a

Departments without a unique logomark: Using all three department names of faculty, graduate school, and school

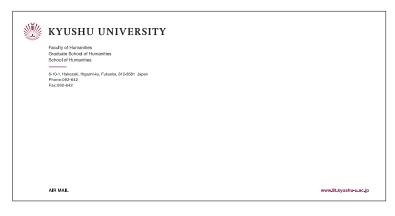
Kaku 2-Type Envelopes Envelopes



Chou 3-Type Envelopes



English Envelopes

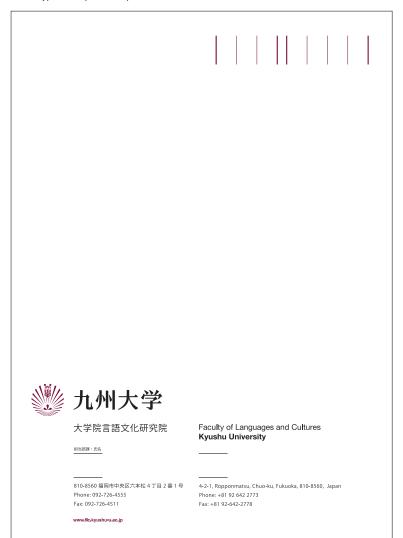


Envelopes 3

Category 2a

Departments without a unique logomark and using only one department name

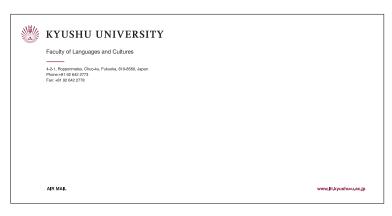
Kaku 2-Type Envelopes Envelopes



Chou 3-Type Envelopes

		1	_	11		1		
				П				
九州大学								
大学院言語文化研究院 ———	K	acult yusi	y of nu Ui	Lang	uages sity	and	Culti	ures
810-8560 福岡市中央区六本松 4 丁閏 2 番 1 号 Phone: 092-726-4555 Fax: 092-726-4511 www.lit.kyushu-u.sc.jp	81 PF	0-8560 ione:+6	oponme ; Japan 11 92 64 92 642 2	2 2773	uo-ku, Ful	luoka		

English Envelopes



Envelopes 4

Category 2b

Departments with a unique logomark and using all three department names of faculty, graduate school, and school

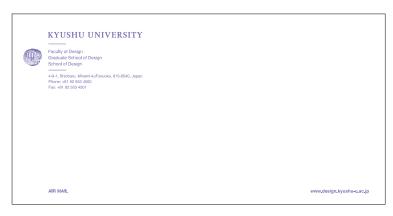
Kaku 2-Type Envelopes Envelopes



Chou 3-Type Envelopes

九州大学								
大学院芸術工学研究院 大学院芸術工学府 芸術工学部	- 6	Gradu Schoo	y of De ate Sch I of Des u Univ	nool d sign		sign		
815-8540 編岡市南区塩原 4 丁目 9 番 1 号 Phone: 092-553 Fax: 092-553 www.design.kyushu-u.ac.jp		Japan, Phone	ru 4-9-1 815-854 +81 92 1 92-553	553	nmi-ku	ı, Fukç	ioka	

English Envelopes



Envelopes 5

Category 2b

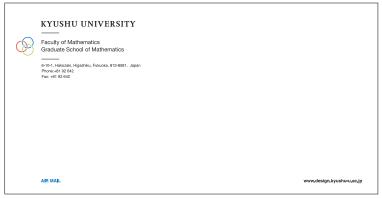
Departments with a unique logomark using two department names

Kaku 2-Type Er	nvelopes Envelopes								
	九州大学								
	大学院数理学研究院 大学院数理学府 ^{週調練・氏}	Faculty of Graduate Kyushu U	Schoo	of Ma		tics			
	812-9581 福岡市東区箱崎 6-10-1 Phone: 092-642 Fax: 092-642 www.math.kyushu-u.ac.jp	6-10-1, Hako Phone: +81 Fax: +81 92-	92 642	gashiku	, Fukuok	a, 812-8581	, Japan		

Chou 3-Type Envelopes

	九州大学						
(E)	大学院数理学研究院 大学院数理学府	Gradi	ty of Ma Jate Sc hu Univ	hool	of Ma		atics
		_					
	812-8581 福岡市東区箱崎 6 丁目 10 番 1 号 Phone: 092-642 Fax:092-642 www.math.kyushu-u.ac.jp	812-858 Phone:	si 6-10-1, H II, Japan +81 92 642 I 92 642		u, Fukuc	rka	

English Envelopes



Envelopes 6

Category 1

Kaku 2-Type Envelope Layout (Illustrated example of good layout at 60% of actual size)

*The two sizes written as #pt/##pt refer to font size and line spacing, respectively.

Example: 9pt/11pt refers to a font size of 9pt and a line spacing of 11pt. (The same applies below)

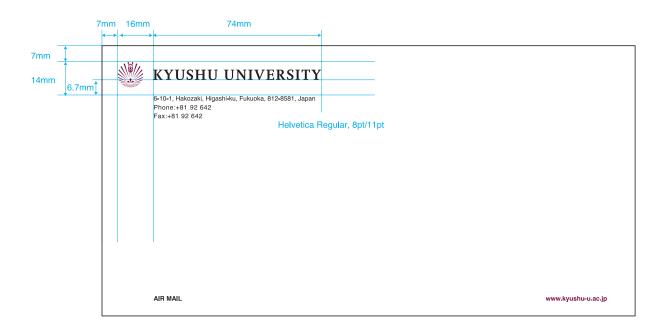


Envelopes 7

Category 1 Chou 3-Type Envelope & English Envelopes

51mm 17mm 7pt 812-8581 福岡市東区箱崎6丁目10番1号 5pt 7.5mm KYUSHU UNIVERSITY 6.2mm 6-10-1, Hakozaki, Higashiku, Fukuoka 812-8581, Japan Phone: 092-642 7pt/9pt Fax: 092-642 17mm 7pt/9p1 6mm 6pt 6mm 16.5mm 52mm 5.5mm

(Illustrated example of good layout at 60% of actual size)



Envelopes 8

Category 2a

Departments without a unique logomark: Using all three department names of faculty, graduate school, and school

Kaku 2-Type Envelope Layout (Illustrated example of good layout at 60% of actual size)

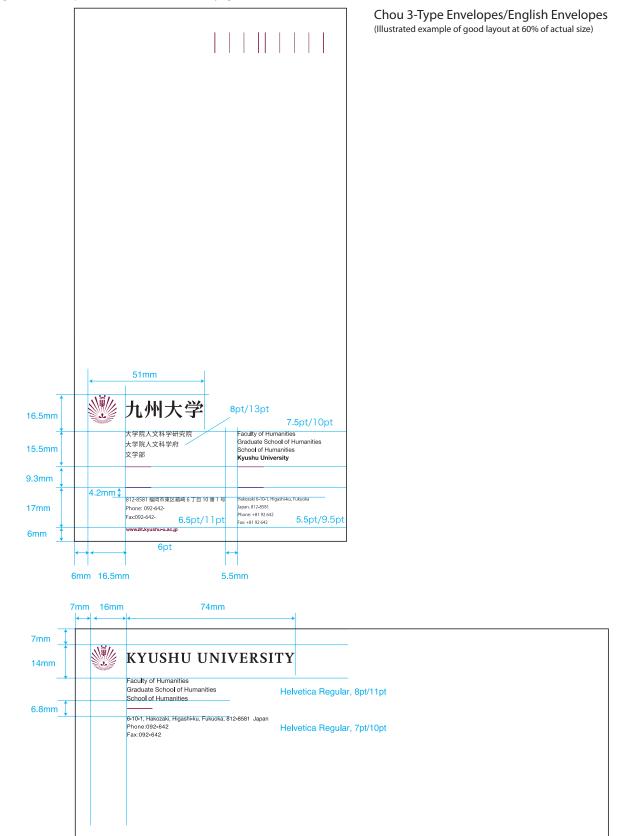


Envelopes 9

Category 2a

Departments without a unique logomark:

Using all three department names of faculty, graduate school, and school



Helvetica Bold, 8pt

Helvetica Bold, 8pt

www.lit.kyushu-u.ac.jp

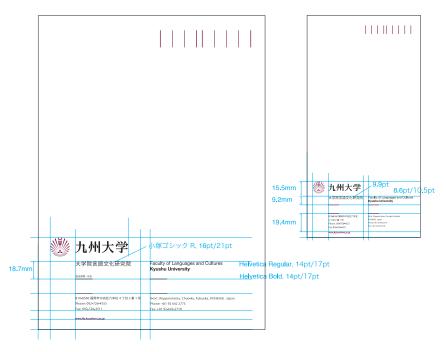
AIR MAIL

Envelopes 10

Category 2a

Departments without a unique logomark and using only one department name

*Sizes equal to those stipulated for Envelope 8 and Envelope 9 have been omitted here.



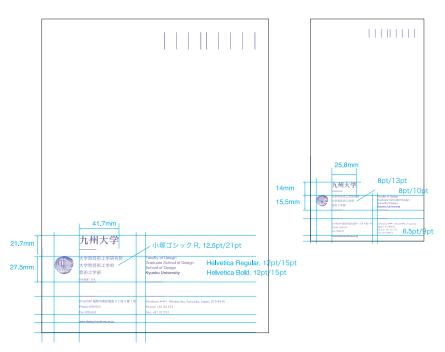


Envelopes 11

Category 2b

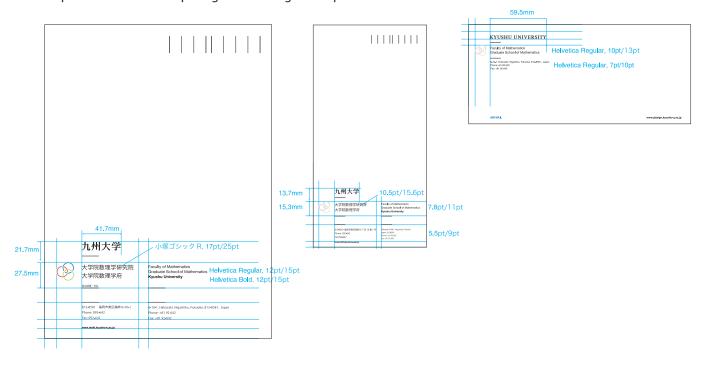
Departments with a unique logomark: Using all three department names of faculty, graduate school, and school

*Sizes equal to those for Envelope 8 and Envelope 9 have been omitted here.





Category 2b
Departments with a unique logomark: Using two department names



Letterhead 1

Kyushu University letterhead is A4 and is available in either bilingual Japanese-English or Englishonly formats. The basic rules of composition for logos and department names are the same specifications stipulated for envelopes.

Category 1:University Headquarters (Japanese + English and English-only formats)



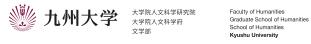
Letterhead 2

Category 2a: Departments without a unique logomark



Faculty of Humanities Graduate School of Humanities School of Humanities

6-10-1, Hakozaki, Higashi-ku, Fukuoka, 812-8581 Japan Phone:092-642-1234, Fax:092-642-5678



Letterhead 3

Category 2b: Departments with a unique logomark (Japanese + English and English-only formats)

KYUSHU UNIVERSITY



Faculty of Design Graduate School of Design School of Design

4-9-1, Shiobaru, Minami-ku, Fukuoka, 815-8540, Japan Phone: +81 92 553 Fax: +81 92 553





815-8540 福岡市南区塩原 4-9-1 Shiobaru 4-9-1, Minami-ku, Fukuoka, Japan, 815-8540 Phone: 092-553 Pax: 092-553 Fax: 4-81 92 553 Fax: +81 92 553

Letterhead 4

Designated Layouts

				126pt (44,5mm)	35pt (12.5mr
				九州大学	42pt (15mm)
		小塚ゴシック	6pt/9pt	812-8581 福岡市東区箱峰 6 丁目 10 番 1 号 Phone:092-642-2773 Fax: 092-642-2778	36pt (13mm)
				KYUSHU UNIVERSITY	18,5pt (6,5m
		小塚ゴシック	6pt/9pt	6-10-1, Hakozaki, Higashiku, Fukuoka-city, 812-8581, Japan Phone: +81 92 642 2773 Fax: +81 92-642-2778	
1 11	1				
	126pt (44,5mm)	98,5pt (34,5mr			35pt (12.5mr
	业 九州大学	小塚ゴシック 7pt/1 大学院人文科学研究院 大学院人文科学府 文学部		Helvetica 6.5pt/9pt Faculty of Humanities Graduate School of Humanities School of Humanities Kyushu University	42pt (15mm
		812-8581 福岡市東区箱総 Phone:092-642-2773 Fax: 092-642-2778	6-10-1	6-10-1, Hakozaki, Higashiku, Fukuoka-city, 812-8581, Japan Phone: -81 92 642-2773 Fax: -81 92-642-2778	9,5pt (3,3mn
		小塚ゴシック 6pt/9	pt	小塚ゴシック 6pt/9pt	
	126pt (44 , 5mm)	98,5pt (34,5mr	n)		
		小塚ゴシック 7pt/1	1pt	Helvetica 6.5pt/9pt	35pt (12.5mr
	九州大学 💮	大学院芸術工学研究院 大学院芸術工学府 芸術工学部		Faculty of Design Graduate School of Design School of Design Kyushu University	42pt (15mm)
		815-8540 福岡市南区塩原 4 Phone: 092-553-	l-9-1	Shiobaru 4-9-1, Minami-ku, Fukuoka, Japan, 815-8540 Phone: +81 92 553	9.5pt (3.3mm
		Fnone: 092-553- Fax: 092-553- 小塚ゴシック 6pt/9	pt	Phone: +81 92 553 Fax +81 92 553 小塚ゴシック 6pt/9pt	
1 11					
				193pt (68mm)	35pt (12.5mr
			KYU	SHU UNIVERSITY	42pt (15mm)
			6-10-1, H Phone:09: Fax:092-6		
			1 ax.002-0	Helvetica 7.5pt/9.5pt	
		s ini s		193pt (68mm)	35pt (12.5mr
				JSHU UNIVERSITY	42pt (15mm)
			Graduate S School of H	chool of Humanities	36pt (13mm)
			6-10-1, Ha Phone:092	kozaki, Higashi-ku, Fukuoka, 812-8581 Japan -642-1234, Fax:092-642-5678	
				Helvetica 7.5pt/9.5pt	
				193pt (68mm)	35pt (12.5mr
			KYU	SHU UNIVERSITY	42pt (15mm)
			Faculty o Graduate School of	School of Design	
			4-9-1, Sh	iobaru, Minami-ku, Fukuoka, 815-8540, Japan	36pt (13mm)
				81 92 553 4500 92 553 4501 Helvetica 8pt/10pt	
1					

Business Cards 1

Business cards should reflect the identity of the department yet accommodate the basic preferences of the individual. Two approved variations are indicated below.

Traditional

The traditional type uses the vertically stacked logo. Business cards are available in both horizontal and vertical orientations and in serif or sans-serif fonts. This card is an example of an orthodox, traditional style.

Standard

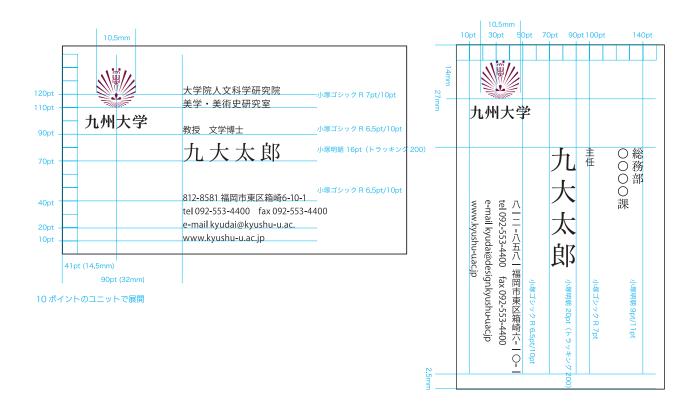
Similar to the envelopes, the standard type is based on the horizontal logo. Horizontal format only.



Horizontal Traditional

Vertically Stacked Traditional





Business Cards 2

Traditional (English)

Kyudai Taro

Professor, PhD



Department of Philosophy Faculty of Humanities

4-2-1, Ropponmatsu, Chuo-ku, Fukuoka 810-8560, Japan Phone:+81 92 642 2773 Fax: +81 92-642-2778 e-mail: kyudai@kyushu-u.ac.jp



Business Cards 3

Standard Category 1: University Headquarters



学務部 学生生活課

九大太郎

812-8581 福岡市東区箱崎6-10-1 tel 092-553-4400 fax 092-553-4400 e-mail kyudai@jimu.kyushu-u.ac.jp www.kyushu-u.ac.jp

Standard Category 2a: Departments without a unique logomark

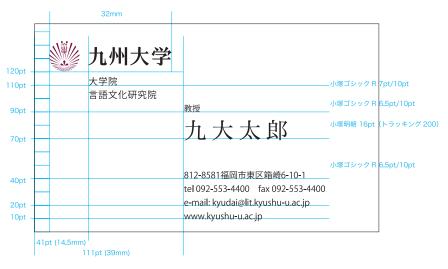


大学院 言語文化研究院

教授

九大太郎

812-8581福岡市東区箱崎6-10-1 tel 092-553-4400 fax 092-553-4400 e-mail: kyudai@lit.kyushu-u.ac.jp www.kyushu-u.ac.jp



10 ポイントのユニットで展開

Business Cards 4

Standard Category 2b: Departments with a unique logomark

九州大学



大学院 芸術工学研究院

視覚情報部門

牧授

芸工太郎

815-8540 福岡市南区塩原4-9-1 tel: 092-553-4400 fax: 092-553-4400 e-mail: kyudai@design.kyushu-u.ac.jp www.design.kyushu-u.ac.jp

九州大学



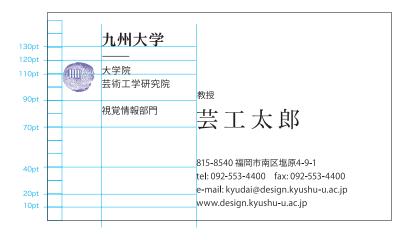
大学院 数理学研究院

数理科学部門 非線形数理 处授

数理一郎

812-8581 福岡市東区箱崎6丁目10番1号 tel: 092-553-4400 fax: 092-553-4400 e-mail: kyudai@design.kyushu-u.ac.jp www.math.kyushu-u.ac.jp

10 ポイントのユニットで展開





Business Cards 5

Standard (English) Category 2a: Departments without a unique logomark

Taro Kyudai

Professor, PhD

Faculty of Languages and Cultures



KYUSHU UNIVERSITY

4-2-1, Ropponmatsu, Chuo-ku, Fukuoka 810-8560, Japan Phone:+81 92 642 2773, Fax: +81 92-642-2778 e-mail: kyudai@kyushu-u.ac.jp

Standard (English) Category 2b: Departments with a unique logomark

Taro Geiko

Professor, PhD



Department of Visual Communication Design Faculty of Design

KYUSHU UNIVERSITY

4-9-1, Shiobaru, Minami-ku, Fukuoka, 815-8540, Japan Phone: +81 92 553 4500 Fax: +81 92 553 4501 e-mail: kyudai@design.kyushu-u.ac.jp

9 ポイントのユニットで展開





Standard Publications - 1

Among the printed materials published every year at Kyushu University, the following employ a consistent application of UI guidelines:

- 1. University Overview (Documents/Photographs)
- 2. University Bulletin/Report
- 3. University Information
- 4. Campus Life Handbook.

Classification of Printed Materials

Printed materials are classified into "formal" and "flexible" according to content and audience: formal materials should place emphasis on format while flexible materials may exhibit more flexibility in design.

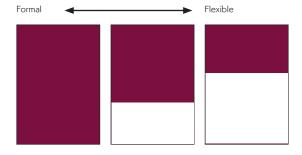
The following materials are classified based on this standard.

Formal: 1. University Overview (Fact Book/Photographs)

2. University Bulletin/Report

Flexible: 3. University Information

4. Campus Life Handbook

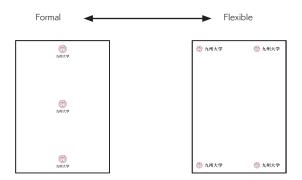


Classification Rules

The following two methods are used to distinguish the difference between formal and flexible classifications.

- 1. The amount of the cover that is occupied by UI colors There is no official UI color ratio, but as a general rule, the more color used the more formal the document.
- 2. The type of logo and its placement

Formal: Vertically stacked composition placed at left, right, or center Flexible: Horizontal composition placed at left or right



Other

1. Proposals for yearly color system

In addition to the UI color palette, we propose the following year color system, which repeats in ten-year cycles, for the following two purposes: 1) to give printed materials a sense of consistency and 2) to implement a color palette standard for two-color printing. In the case of two-color printing, an approximate color should be used.



2. Visuals based on pine motif (Recommended)

From a university identity standpoint, it is effective to use visuals related to the pine tree when there is no particular motif for an illustration.

Geometric pine needle patterns



Photo image representation of pine needles



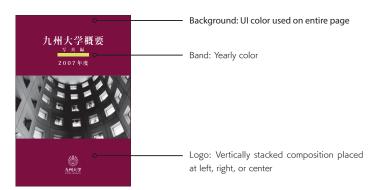
Pine cones

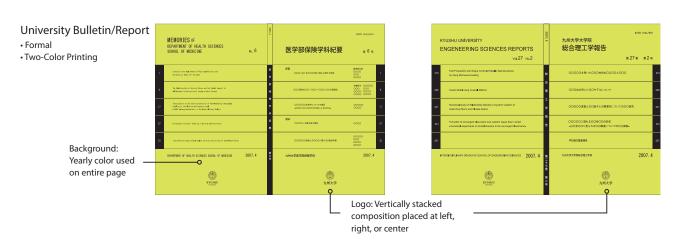


Standard Publications - 2

- 1. University Overview (Fact Book/Photographs) 2. University Bulletin/Report
- 3. University Information 4. Campus Life Handbook









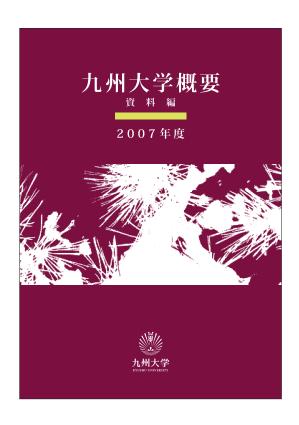


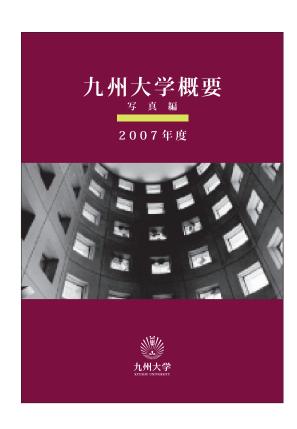




Standard Publications - 3

University Overview (Fact Book/Photographs)





Standard Publications - 4

University Bulletin/Reports

	(YUSHU UNIVERSITY ENGENEERING SCIENCES REPORTS	2007. 4	九州大学大学院 総合理工学報告	1346-7883
	Vol. 27 No.2		第 27 巻	第2号
219	Fast Proparation and Shape Control of Metallic Nanostructures by Using Microwave Heating	総	〇〇〇〇〇を用いた〇〇〇材料の〇〇〇〇と〇〇〇	219
229	Ocean Model using Cut-Cell Method	合理	〇〇〇法を用いた〇〇モデルについて	229
241	Numerical study on Relationship between Long term variation of Asian Dust Storm and Climate factors	工学	○○の○○変動と○○因子との関連性についての○○研究	241
251	Formation of convergent cloud band over western Japan Sea in winter - Numerical experiments on frontal structure in the convergent cloud band -	報告	○○○○に現れる○○状○○の形成 -○○状○に見られる○○構造についての○○実験-	251
257			学位論文審查報告	257
II	NTERDISCIPLINARY GRADUATE SCHOOL OF ENGENEERING SCIENCES 2007. 4	第二	九州大学大学院総合理工学府 2	007. 4
	KYUSHU Intersectivy	T七巻 第二号	九州大学	

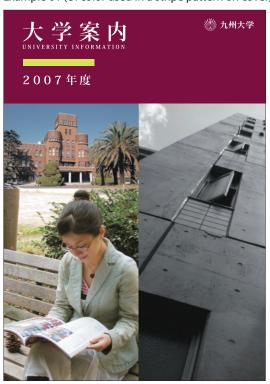
*Figure 1 & Figure 4

	MEMORIES OF		2007. 4		ISSN 1348-2319	
	DEPARTMENT OF HEALTH SCIENCES SCHOOL OF MEDECINE	No. 6		医学部保険学科紀要	第 6 号	
1	A Study on the Abolishment of Physical Restraint and Accidents at Momes for the Aged		医学	原著 ○○○における○○○の取り組みに関する研究	箱崎医太郎 〇〇〇〇 〇〇〇 〇〇〇〇	1
9	The Relationships of Anxiety, Stress, and the Family Support to Self-Estoem in Patients with Jochemic Heart Disease		部保	○○○患者の○○・○○○・○○○と○○の限達性	伊都保子 00000 000 000 0000 0000 0000 0000	9
17	Investigation on the Staining Condition of Post-embedding Immunogold Labeling at the Electron Wicroscopic Level - GBGA Immunogrotochemistry in the Mouse Offsctry Bulb -		学科	〇〇〇〇〇の条件についての検討 -〇〇〇における〇〇〇〇本による〇〇〇-	00000	17
27	An approach to better Teaching in Nursing Administration		紀要	資料 「〇〇〇〇」授業方針の検討	0000	27
33	Consideration about mental health services and nursing of Japan-South Korea			〇〇の〇〇〇朝度とその〇〇に関する文献的寿祭	00000 000 0000 0000	33
	DEPARTMENT OF HEALTH SCIENCES SCHOOL OF MEDECINE	2007. 4	第六号	九州大学医学部保険学科	2007. 4	
	KYUSHU DMYWREET			九州大学		

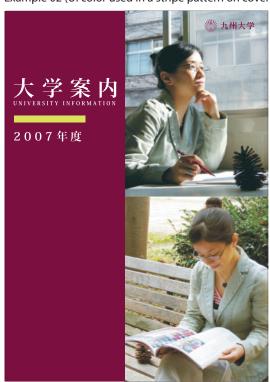
Standard Publications - 5

University Information

Example 01 (UI color used in a stripe pattern on cover)



Example 02 (UI color used in a stripe pattern on cover)



Example 03 (UI color used on label)



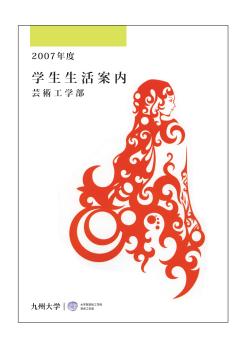
Standard Publications - 6

Campus Life Handbook

A4 Editions



A5 Editions



Kyushu University University Identity Manual Revised Edition

Edited by Kyushu University Public Relations Office Faculty of Design, Kyushu University Shinji Wakiyama, Minako Ikeda, Hisayasu Ihara, and Kiriko Toh with cooperation from Ning Yang

Revised on March, 2019 Published by Kyushu University Public Relations Office