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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.