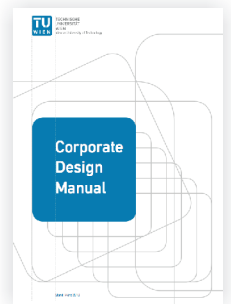
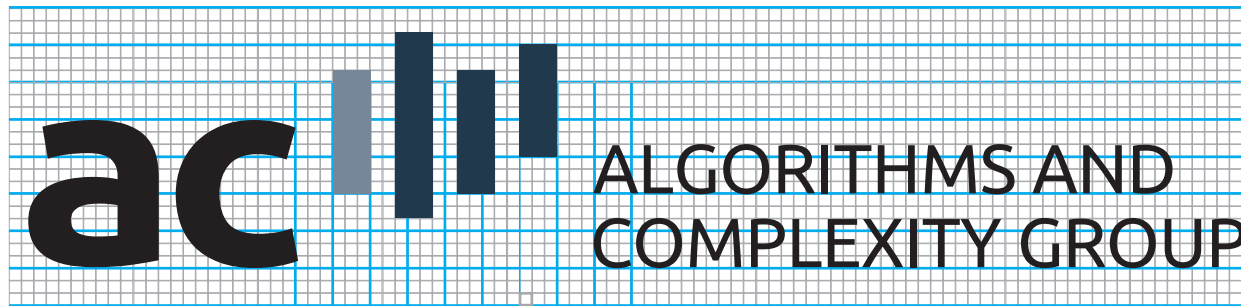


Sub-brand Manual*

***For detailed implementation rules see
TU Corporate Design Manual**



Essential Logo/Symbol in color



Short variant



Reduced variant



Symbol



Corporate Colors:



Dark Grey/Blue
RGB 26/46/61
CMYK 63/35/14/72
HEX 1A2E3D



Light Grey/Blue
RGB 111/135/152
CMYK 32/17/7/36
HEX 6F8798

Essential Logo/Symbol b/w



Short variant



Reduced variant



Symbol



Corporate Colors:



Dark Grey
RGB 51/51/51
CMYK 0/0/0/80
HEX 333333



Light Grey
RGB 153/153/153
CMYK 0/0/0/40
HEX 999999



Black
RGB 0/0/0
CMYK 0/0/0/100
HEX 000000

Logos all variations

Reduced, short simple, long simple variants. The following combinations can be used in according to the corporate needs.

1. Reduced logo



2. Short simple logo



3. Long simple logo



TU Corporate Design rules: implementation

4. Reduced combined logo



5. Short combined logo



6. Long combined logo

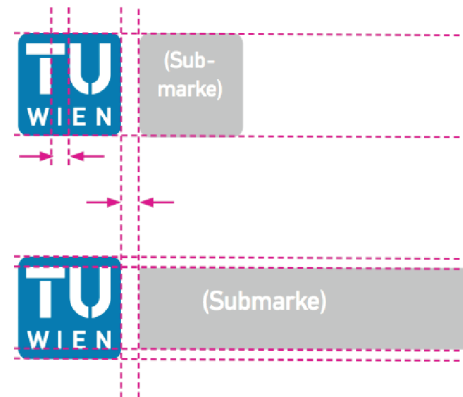


TU-Submarken, Anordnung

1.3.1

Submarken der TU Wien stehen immer rechts vom TU-Signet.

Der Abstand zwischen TU-Signet und Submarke entspricht dem Abstand zwischen dem Stamm des „T“ und dem „U“ im Signet. Eine Kombination von Submarken mit dem vollständigen TU-Logo ist nicht erlaubt.



Submarken, welche die Umrißform des TU-Signets zitieren, werden in gleicher Höhe neben das Signet gestellt.

Alle anderen Submarken werden in der Höhe dem „TU-Wien“-Textblock im Signet angepaßt.

Souvenirs implementation

It is preferable to put the logos on the white background.

Minimal sizes of printed logos are:

1. Reduced logo - 6 mm width
2. Long simple logo - 19 mm width
3. Short simple logo - 10 mm width
4. Long combined logo - 30 mm width
5. Reduced combined logo - 19mm width

