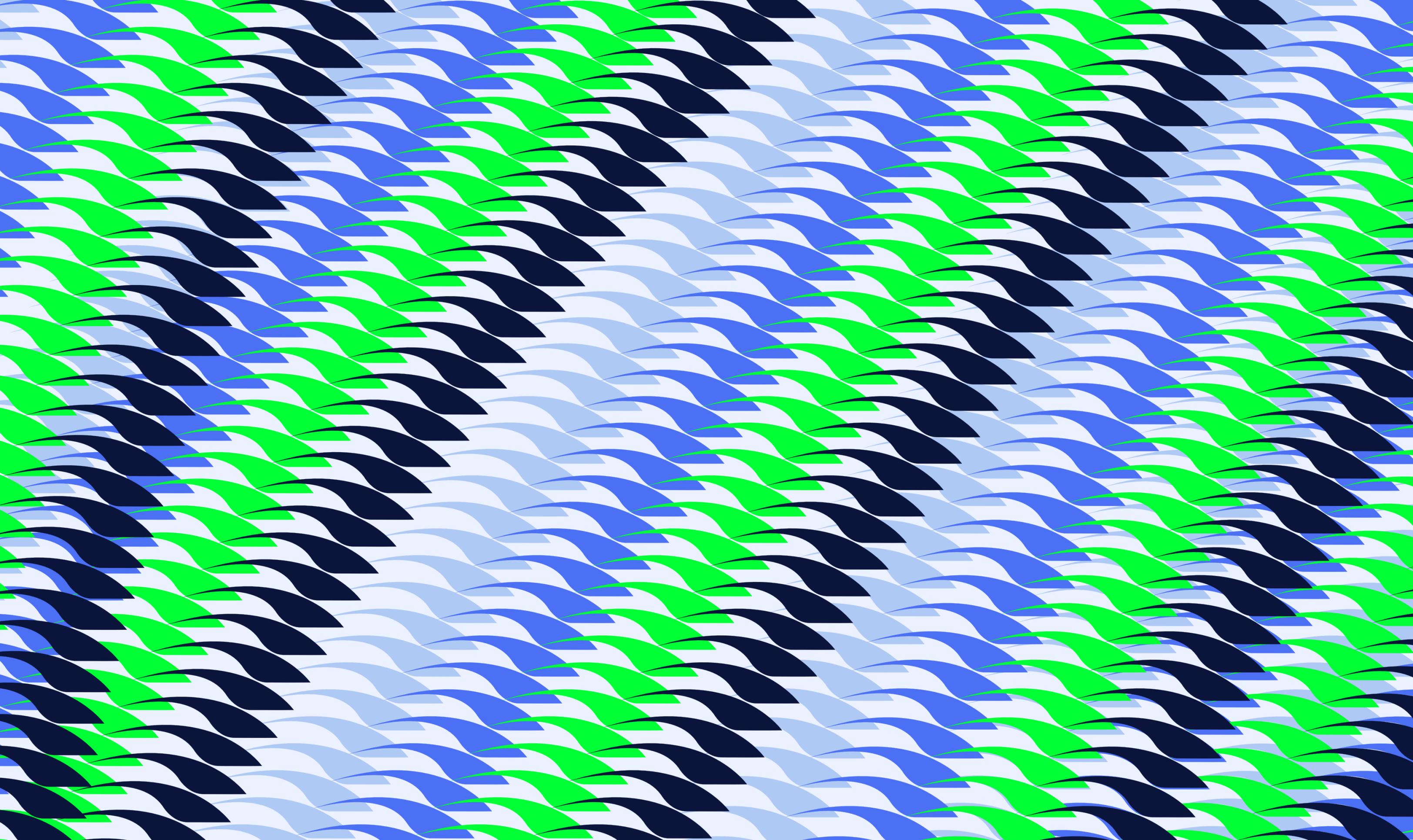


DESIGN GUIDE



AARHUS UNIVERSITY



Aarhus University's identity unites heritage and modern clarity.

The historic dolphin sigil anchors the brand in a tradition of intelligence, collaboration, and curiosity.

This design guide turns those principles into practical standards, defining when and how to apply each element so communications remain consistent, accessible, and flexible across formats and faculties.

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LOGO

Inspired by charcoal drawings of the dolphins featured on Aarhus University's historical sigil, the new logo presents a modern reinterpretation.

The four dolphin figures come together to symbolize collaboration and unity.

Dolphins have long been a part of Aarhus University's identity. They were chosen as a symbolic animal because they embody intelligence, cooperation, and playfulness. Values that continue to reflect the spirit of the university today.



LOGO

When required, use this lockup version of the logo.
The typeface used is Nimbus San L Bold,

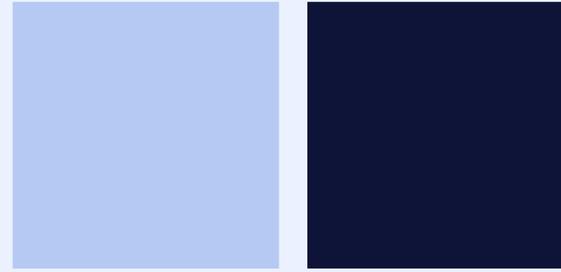


AARHUS UNIVERSITY

LOGO LOCKUP

The logo uses two primary colors: Light Blue and Deep Blue.

These colors reflect Aarhus University's identity. Balancing openness and clarity with depth and professionalism. They should always be used in their original shades to maintain consistency and recognition across all applications.

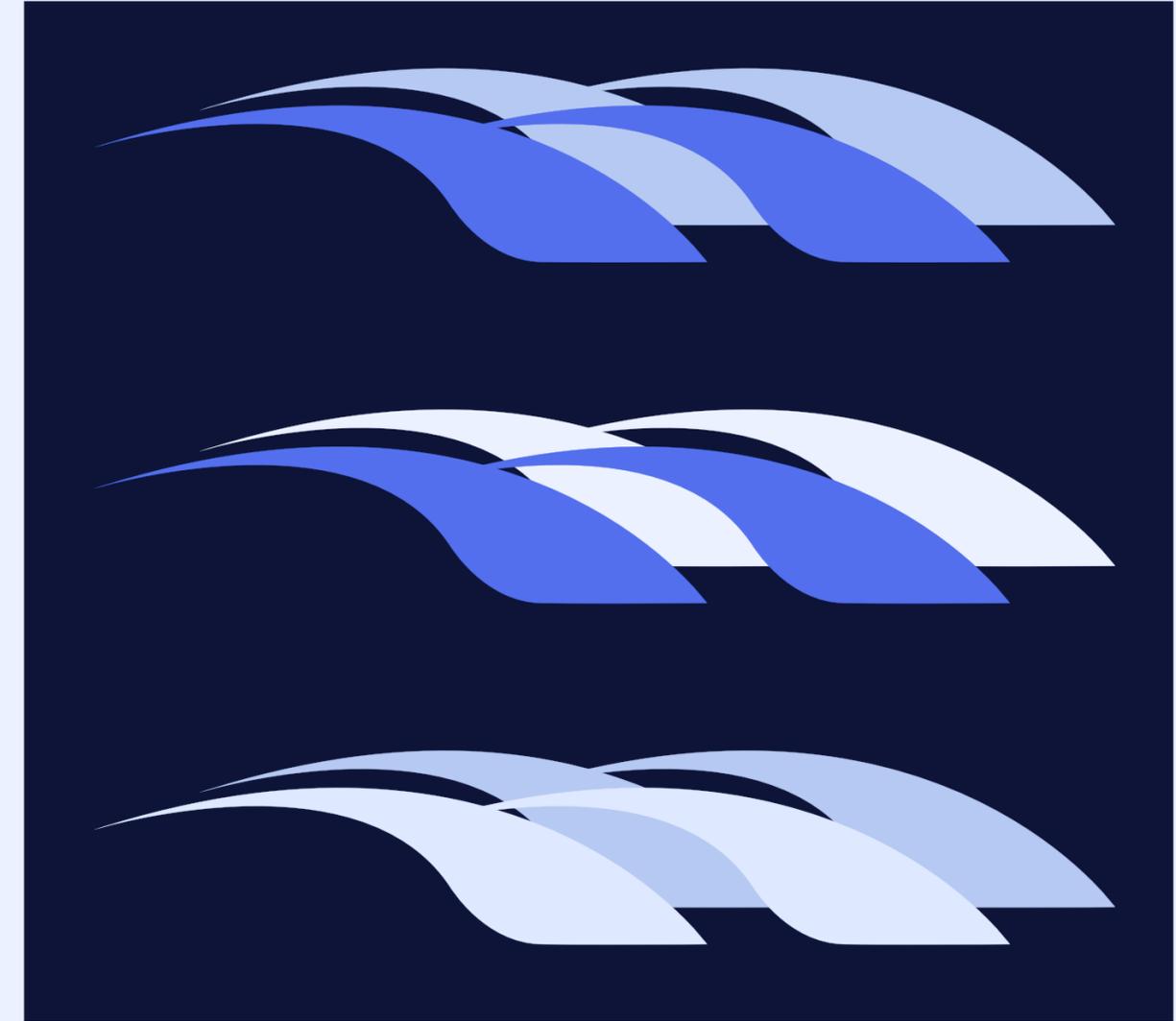


LOGO COLORS

In certain cases, alternative versions of the logo may be used.

For example, if a design uses one of the logo's primary colors as a background, a corresponding version of the logo should be applied to ensure proper contrast and visibility.

Always use the official logo variations provided. Creating new or modified versions of the logo is not permitted.



LOGO SPECIAL VERS.

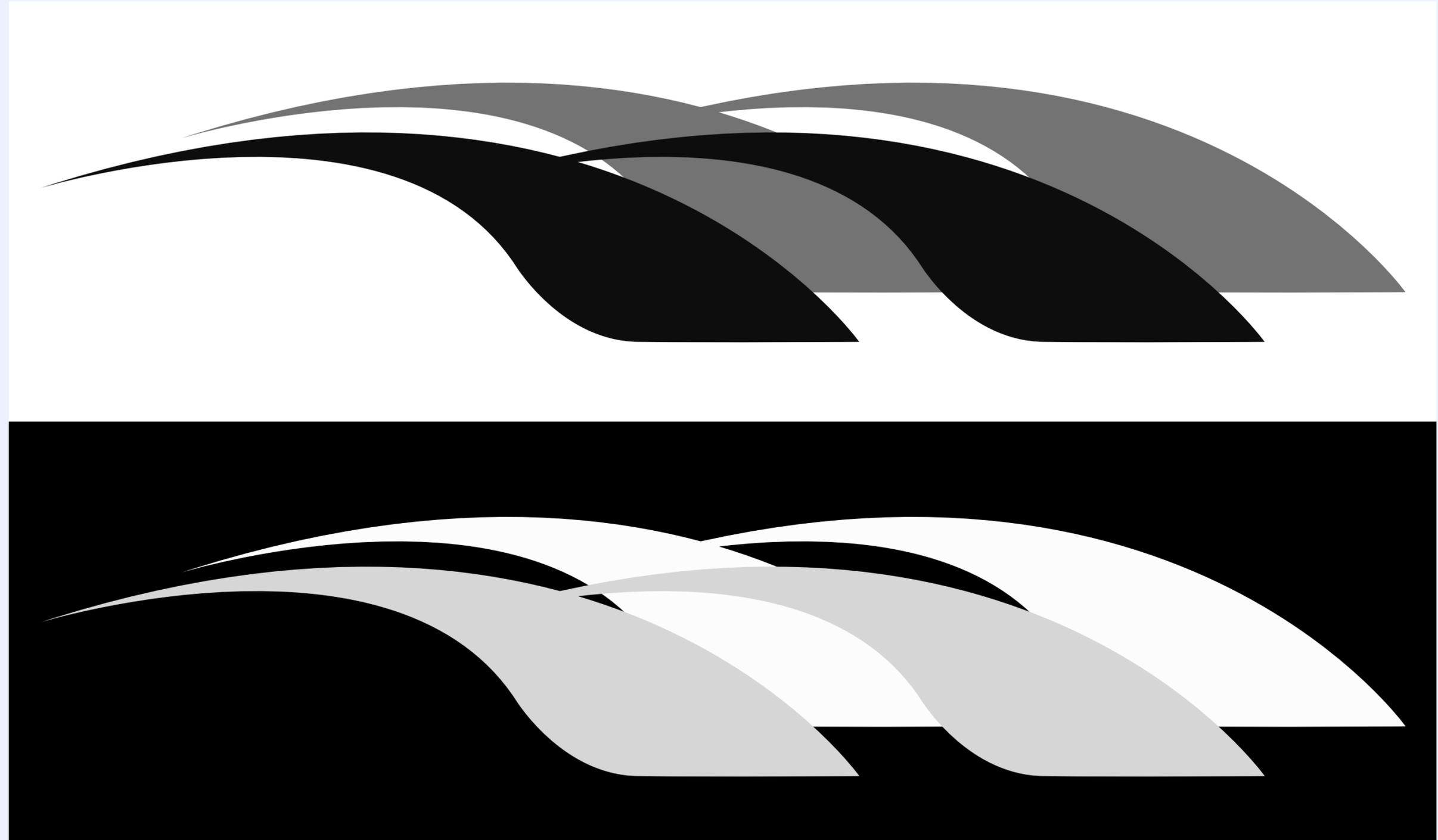
The greyscale version of the logo is used when color printing is not available or appropriate.

Colors in use are:

Black logo on white background:
#000000 & #737373

White logo on black background:
#ffffff & #d6d6d6

These variations ensure that the logo remains clear, balanced, and recognizable in monochrome applications.



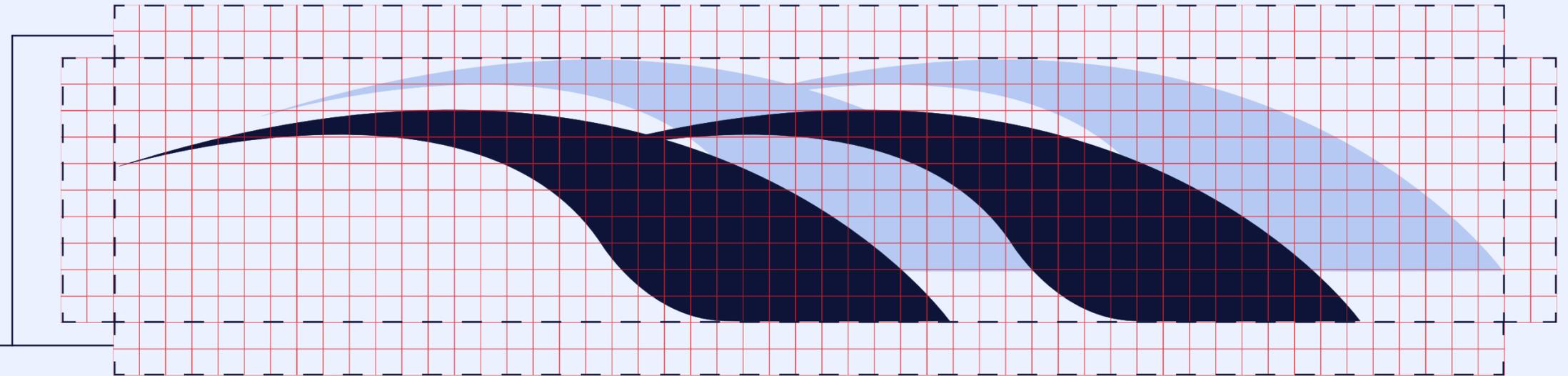
LOGO GREYSCALE

To maintain the logo's visibility and impact, a clear space must always surround it. This area ensures that no other elements interfere with or crowd the logo.

The clear space acts as a protective zone, keeping the logo distinct and prominent in any layout.

The required clear space is equal to 20% of the logo's height on all sides.

20% of the logo's height



LOGO CLEAR SPACE

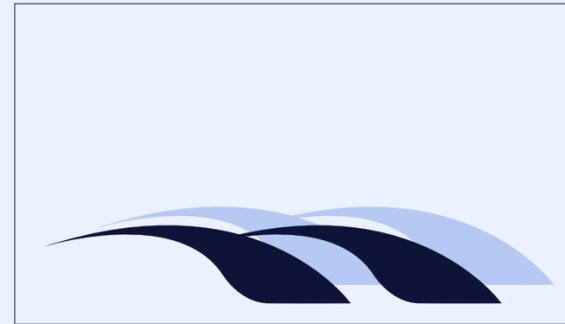
The placement of the logo should always be deliberate and consistent. Depending on the format, such as business cards, A4 documents, web pages, or banners, the logo should be positioned to ensure maximum visibility and balance within the layout.

Avoid placing the logo too close to the edges or other visual elements. When in doubt, follow established placement examples to maintain a cohesive visual identity across all materials.

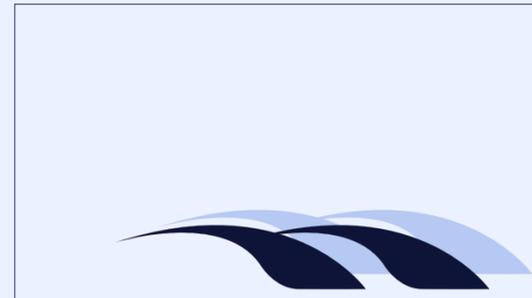
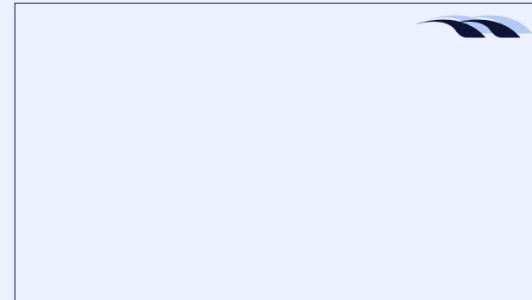
A4



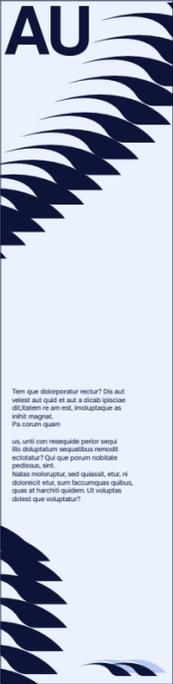
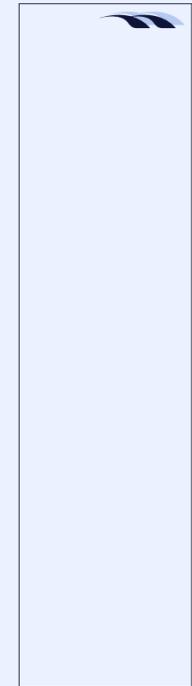
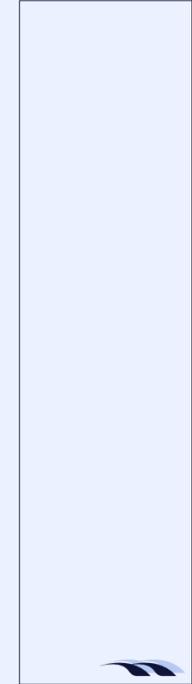
Business Card



Web



Banner



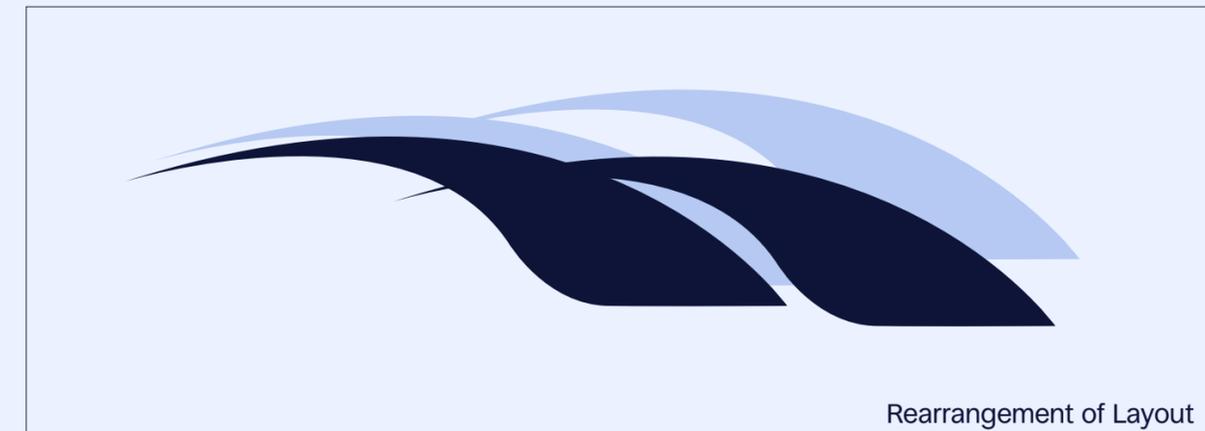
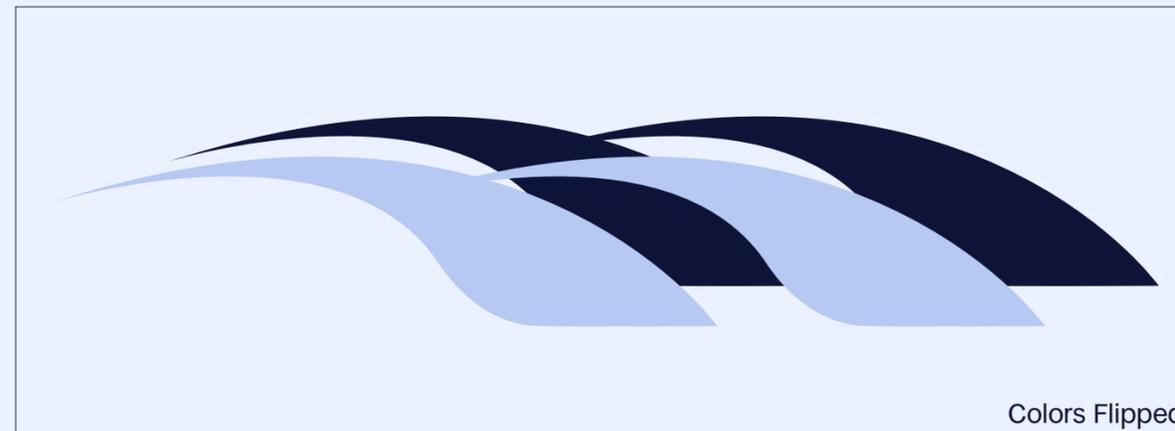
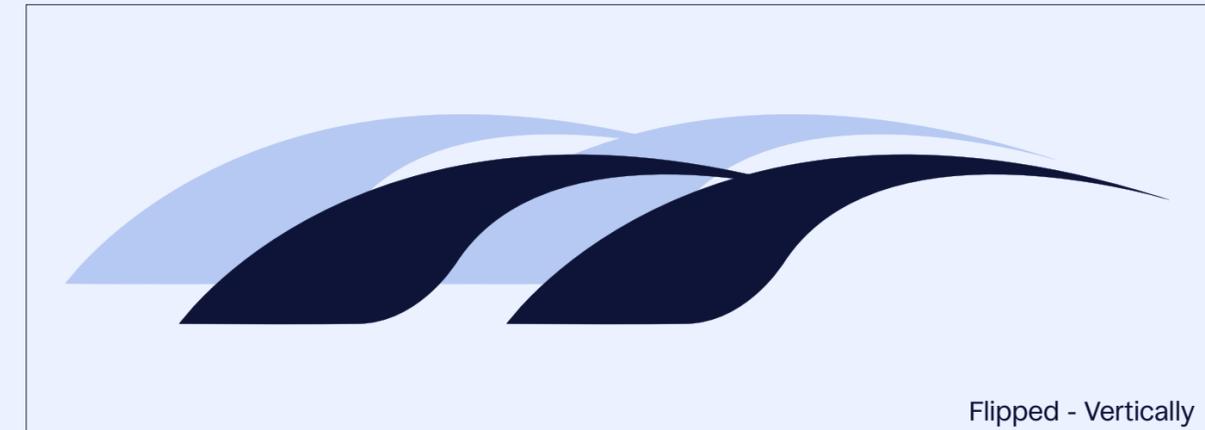
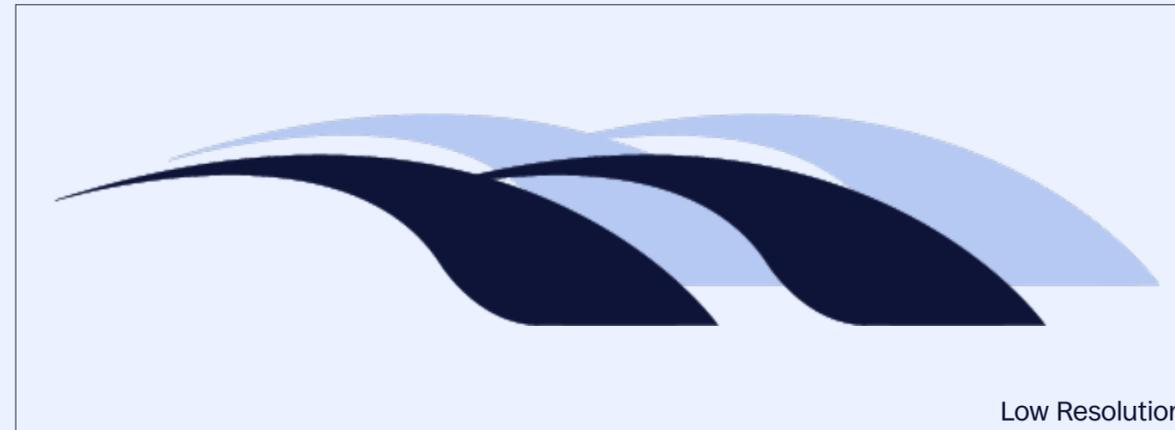
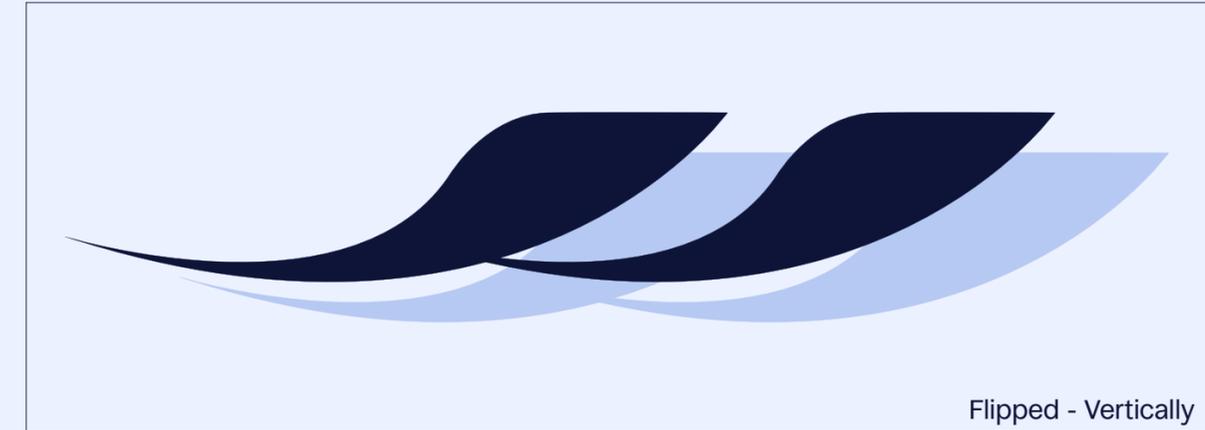
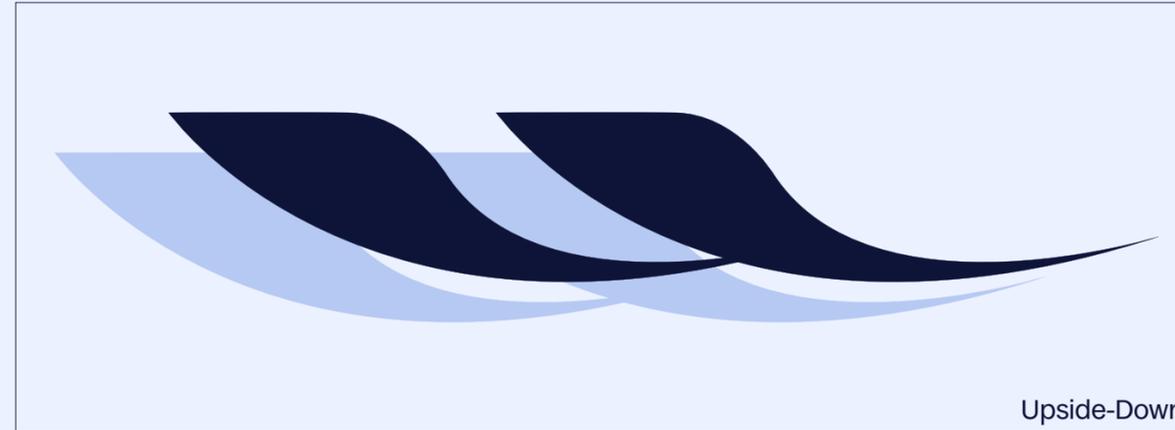
LOGO PLACING

To preserve the integrity of Aarhus University's visual identity, the logo must never be altered or distorted in any way.

Avoid the following:

- Using incorrect colors
- Flipping the logo horizontally or vertically
- Rotating the logo upside down
- Rearranging the layout or proportions
- Using low-resolution or pixelated versions

Always use the official logo files provided to ensure quality and consistency across all platforms.



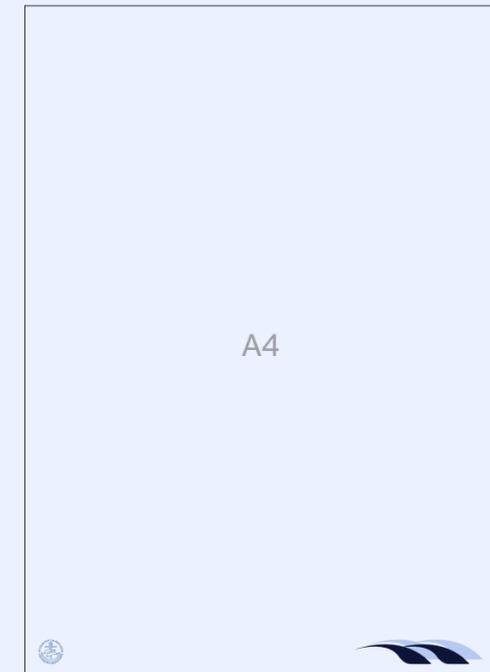
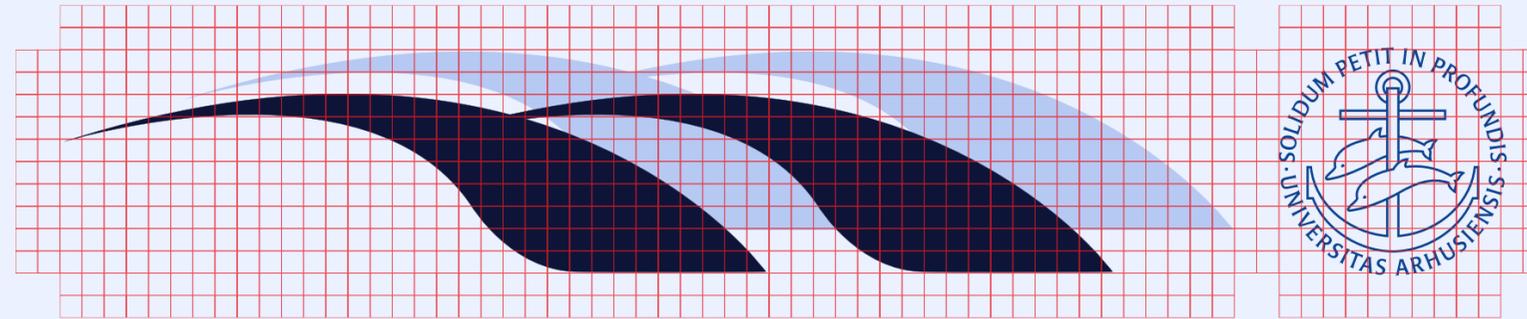
LOGO INCORRECT USE

The historical sigil is a cherished part of Aarhus University's visual heritage and continues to hold symbolic value.

It may be used alongside the modern logo to highlight the university's tradition and continuity.

When used together, the sigil should be placed side by side with the AU logo and aligned so that both are equal in height.

The sigil can appear on either the left or right side, depending on the composition and context.

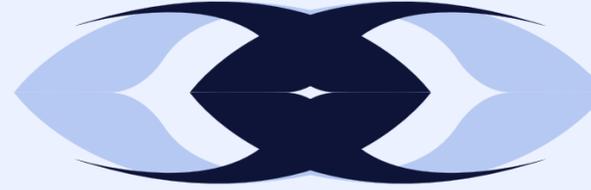


LOGO WITH OLD SIGIL

Each faculty within Aarhus University has its own sub-logo, derived from the same visual principles as the main logo. These variations visually express the unique focus and spirit of each faculty:

Natural Sciences

Represented by an “X” over a wide circle, symbolizing broad scientific reach with a strong focus on innovation.



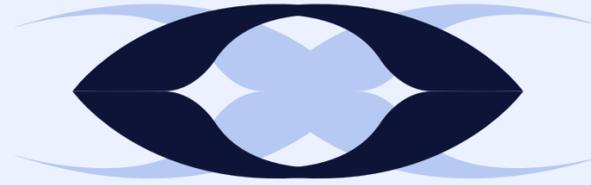
Health

Forward-pointing elements express progress and the pursuit of betterment for humanity.



Technical Sciences

The “X” with a tight circle on top represents curiosity, technology, and the drive for practical innovation.



Business

Arrows pointing both forward and backward symbolize learning from the past to guide the future.



Arts

The elements form an eye, representing vision, creativity, and empathy, seeing the world through others' perspectives.



LOGO FACULTIES

COLOR

The color palette is built around two primary colors, Deep Blue and Light Blue. They are complemented by a set of secondary colors that add flexibility and vibrancy.

Primary Colors

Deep Blue and Light Blue should primarily be used together.

For example, Light Blue text on a Deep Blue background creates a clean, consistent expression that conveys professionalism and trust.

Secondary Colors

The secondary palette is more playful and can be used for internal or external student-focused contexts, such as Friday bars, student administration, or specific projects. It can also be used to liven up any type of media.

Base Color

Base White Blue serves as a neutral background tone and should primarily be used as a foundation for layouts.

Together, these colors provide a versatile system that ensures both consistency and creative freedom across Aarhus University's visual communication.

Digital

Primary Deep Blue	HEX RGB CMYK	#0d1438 13 / 20 / 56 99 / 92 / 44 / 56
Primary Light Blue	HEX RGB CMYK	#b5c9f2 181 / 201 / 242 27 / 15 / 0 / 0
Secondary Blue	HEX RGB CMYK	#536fed 83 / 111 / 237 73 / 60 / 0 / 0
Secondary Green	HEX RGB CMYK	#6bff8f 107 / 255 / 143 48 / 0 / 67 / 0
Secondary Light Blue	HEX RGB CMYK	#dee9ff 222 / 233 / 255 11 / 5 / 0 / 0
Base White Blue	HEX RGB CMYK	#ebf1ff 231 / 241 / 255 6 / 2 / 0 / 0

Print

Primary Deep Blue P	CMYK	99 / 92 / 44 / 56
Primary Light Blue P	CMYK	27 / 15 / 0 / 0
Secondary Blue P	PANTONE 2125 C CMYK	73 / 60 / 0 / 0
Secondary Yellow P	PANTONE 7548 C CMYK	48 / 0 / 67 / 0
Secondary Purple P	PANTONE 2098 C CMYK	48 / 0 / 67 / 0
Secondary Light Blue P	CMYK	11 / 5 / 0 / 0
Base White Blue P	CMYK	6 / 2 / 0 / 0

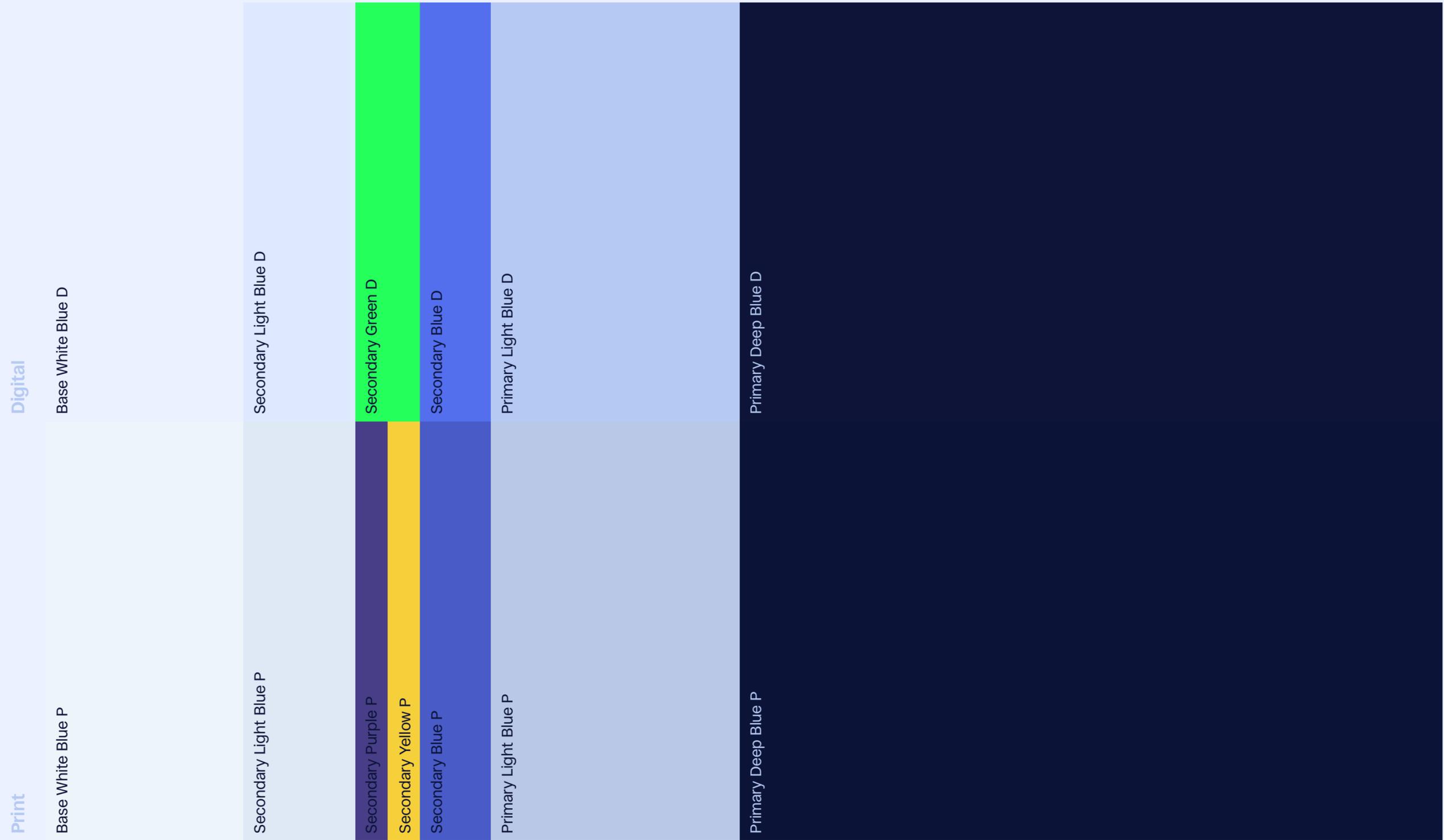
COLORS

Use primary blues for core brand expressions and high-visibility communications.

Apply secondary colors sparingly to add contrast, loudness and character.

Base tones should support legibility and balance.

This hierarchy is a guideline intended to promote consistency, not a rigid rule.



COLOR HIERARCHY

TYPOGRAPHY

Titles

Nimbus San L - Bold

A B C D 1 2 3 4**Intro / Manchet**

Ronzino - Bold

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.

Subheading

Ronzino - Bold

Body Text

Ronzino - Regular

Secondary option (use only if there is a problem with the main typeface)

Subheading (system font)

Arial - Bold

Body Text

Arial - Regular

Aarhus University Strategy 2020-2025**Aarhus University Strategy 2020-2025**

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.

Aarhus University Strategy 2020-2025

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.

TYPOGRAPHY

When working with headings, subheadings, and a body, it's important to create a dynamic and engaging text layout.

The composition should balance contrast without becoming a heavy block of text.

The Heading should always be written in all caps. Line spacing should be adjusted to match the provided examples. Headings should also be simple, strong, and impactful.

The Intro text, or **Manchet**, should always be written in lowercase. It should always be bigger than any subheading that follows. This hierarchy is important to maintain consistency with the typeface and font.

The Subheading should always be in lowercase. There should be 1mm of space after each subheading.

The Body text should always be in lowercase.

INTELLIGENCE & CURIOSITY

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge.

Aarhus University Strategy 2020-2025

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.

TYPOGRAPHY

The color of the typography depends on the color of the background.

If there is a picture as the background, then we use Primary Light Blue or Primary Deep Blue, depending on which gives best contrast with the picture.

**INTELLI
GENCE
& CURI
OSITY**

Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge.

Aarhus University Strategy 2020-2025
 Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.
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 Aarhus University's vision is to be a research-intensive university that aspires to the highest international quality and excels in creating value through knowledge, new insights and collaboration, in addition to facilitating connections between Denmark and the world.




TYPOGRAPHY EXAMPLE

PHOTOSTYLE

Photography plays a key role in expressing Aarhus University's personality. Images should convey authenticity and emotion while supporting the tone of the message.

All photographs used across social media and communication materials should align with one or more of the following qualities:

Hopeful, Bright, Busy, Exciting.



PHOTOSTYLE

When placing text over an image, ensure that the background has low contrast so that the text remains clearly legible. The photo should complement the message, not compete with it.

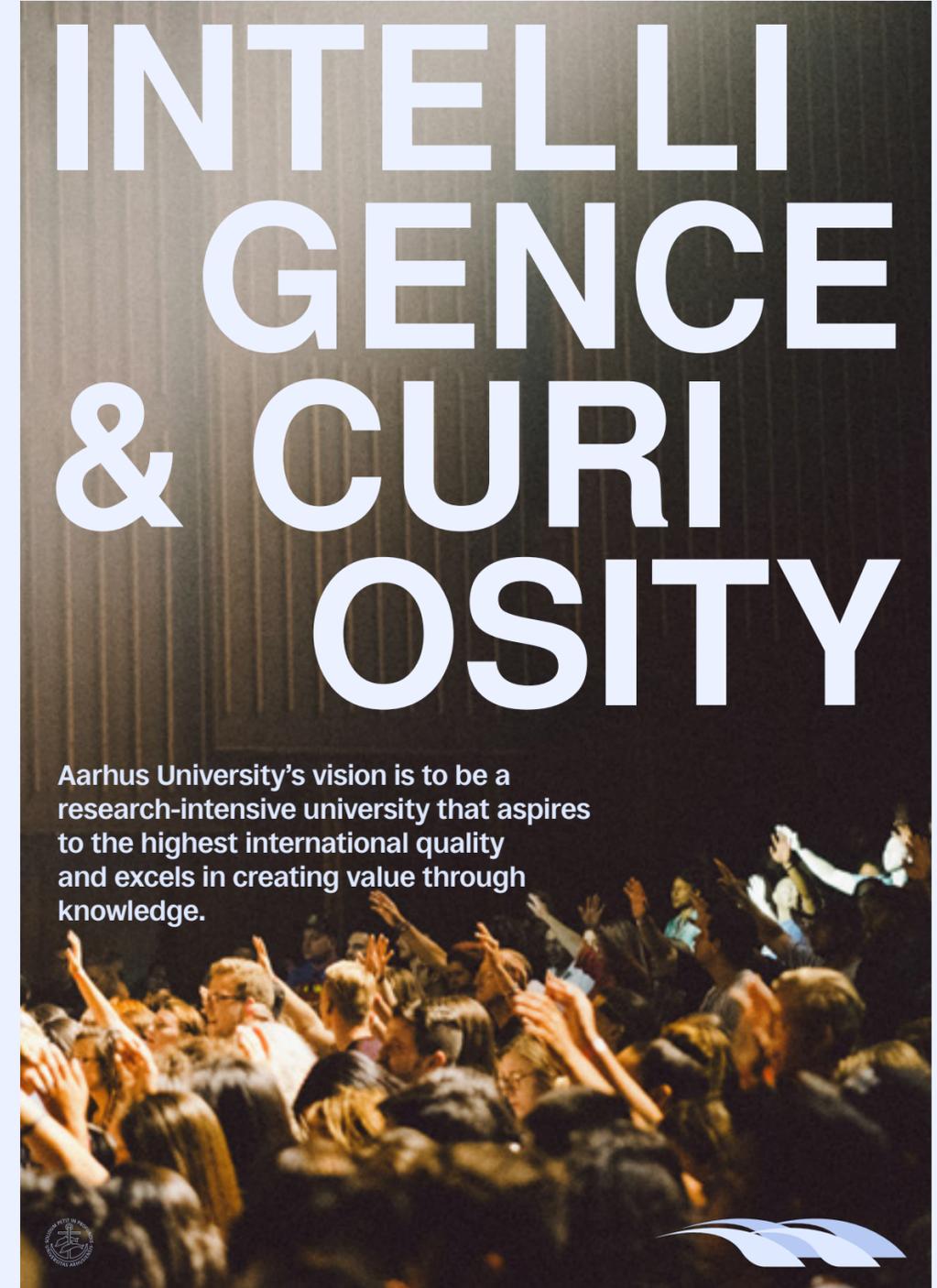
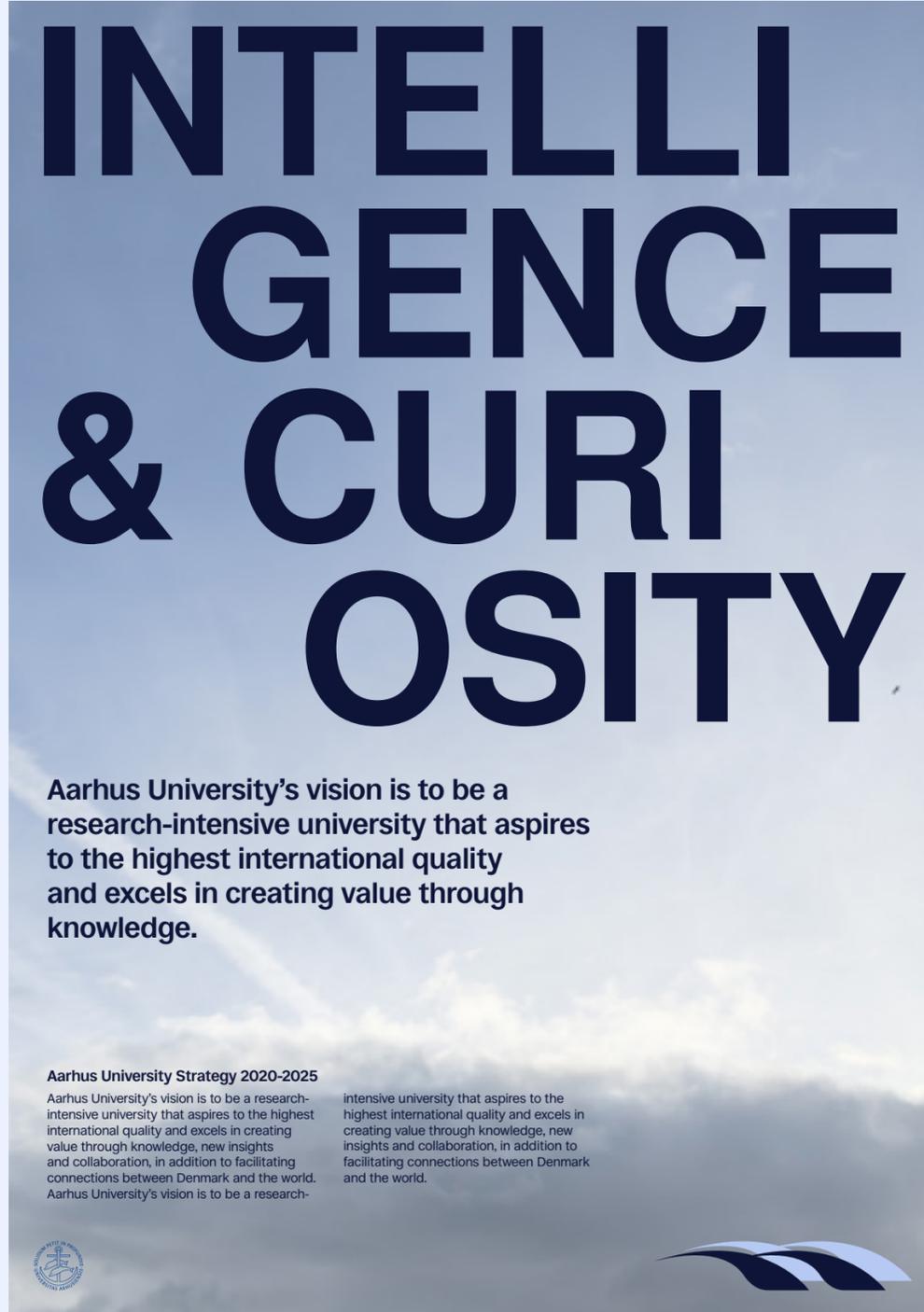


PHOTO + TEXT

Avoid using photos with overly high contrast, distracting elements, or textures that make text difficult to read. Text must always remain clear, accessible, and visually balanced.

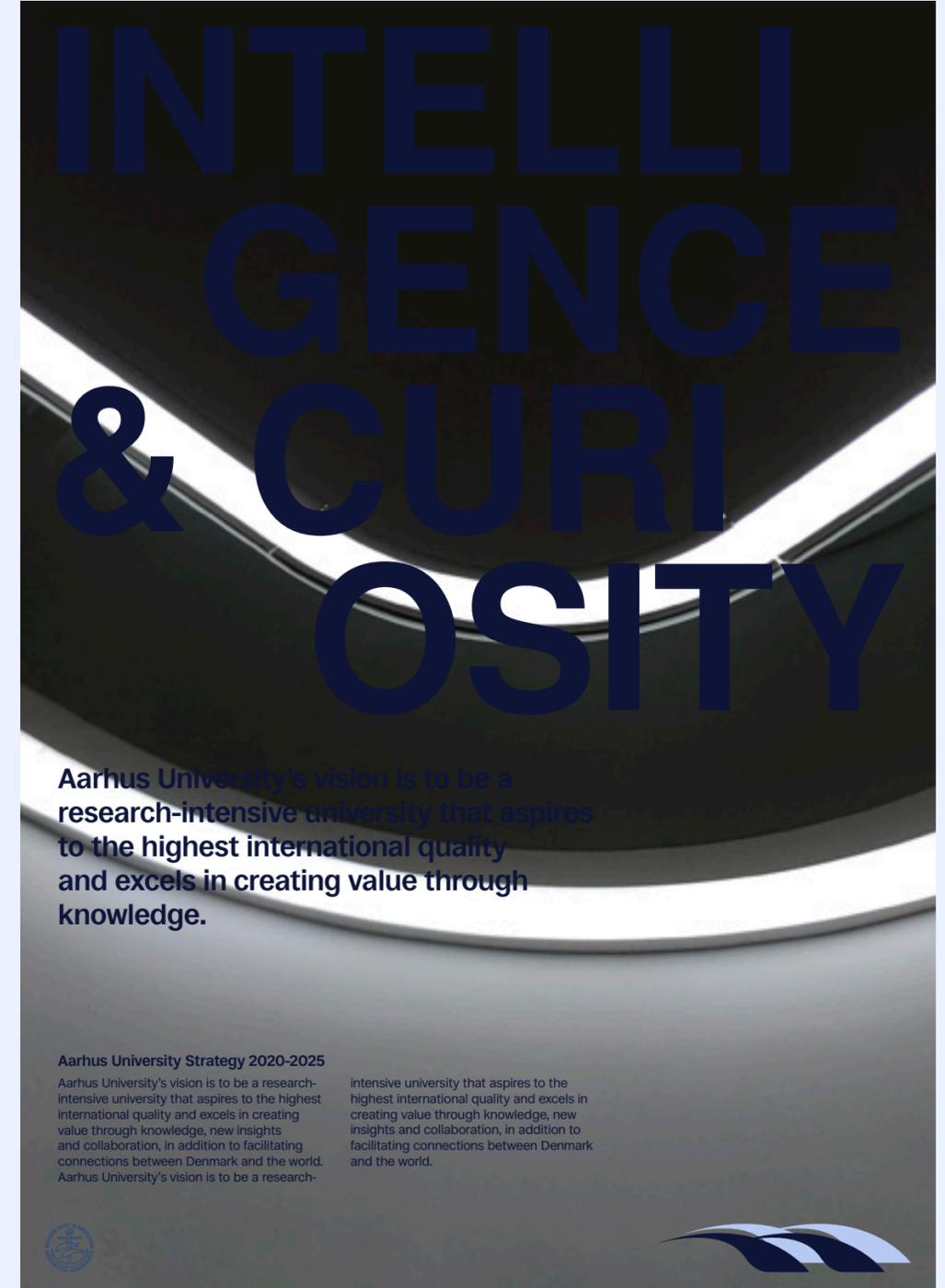
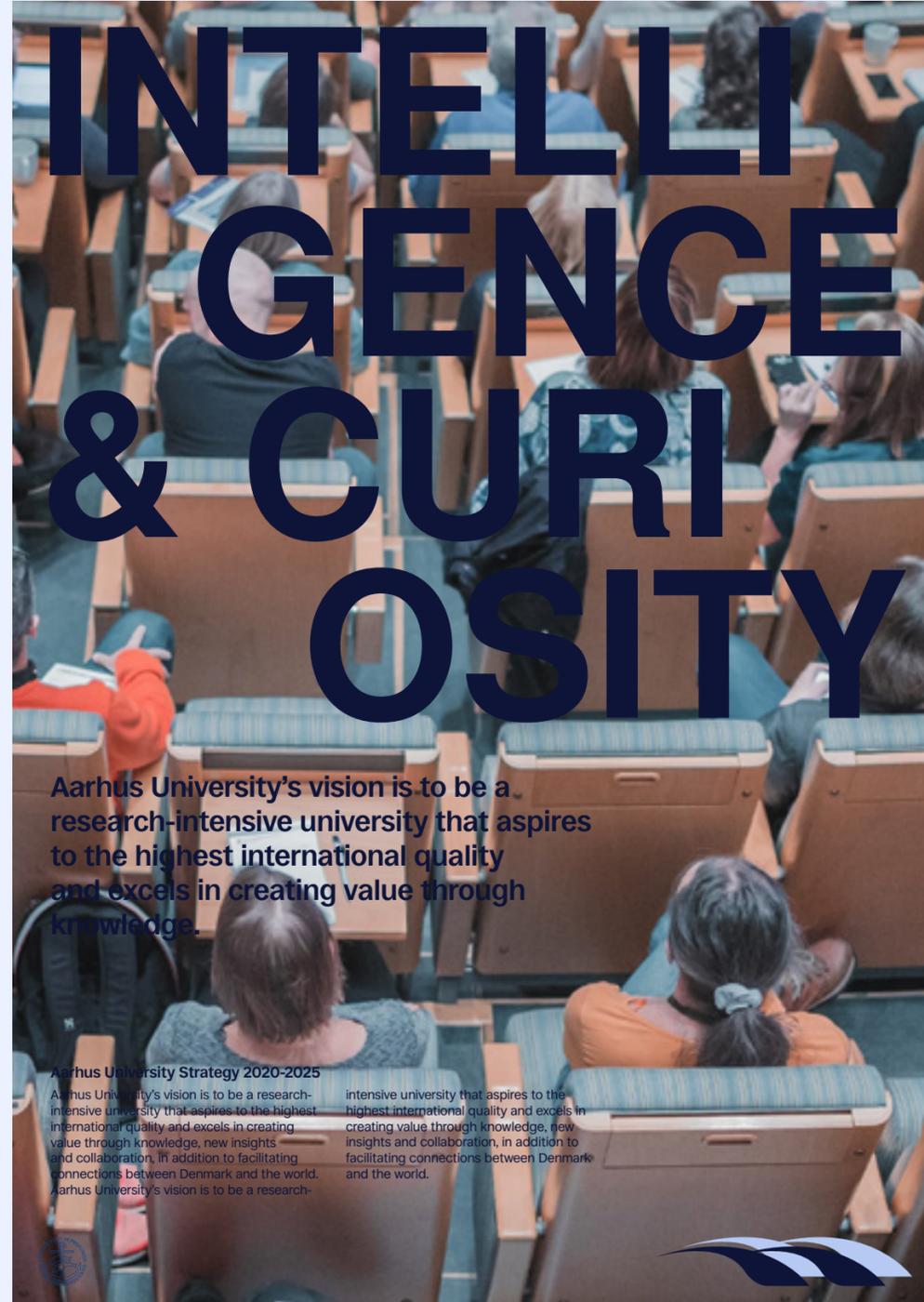


PHOTO INCORRECT USE

5. ELEMENT

The brush is a dynamic visual tool designed to add expressive, graphic energy to materials. It helps bring motion and personality into the visual language while maintaining brand coherence.

Use the presets provided.

The brush is found in 6 different colors.

Secondary Blue D & P

Primary Deep Blue D & P

Secondary Green D

Secondary Yellow P

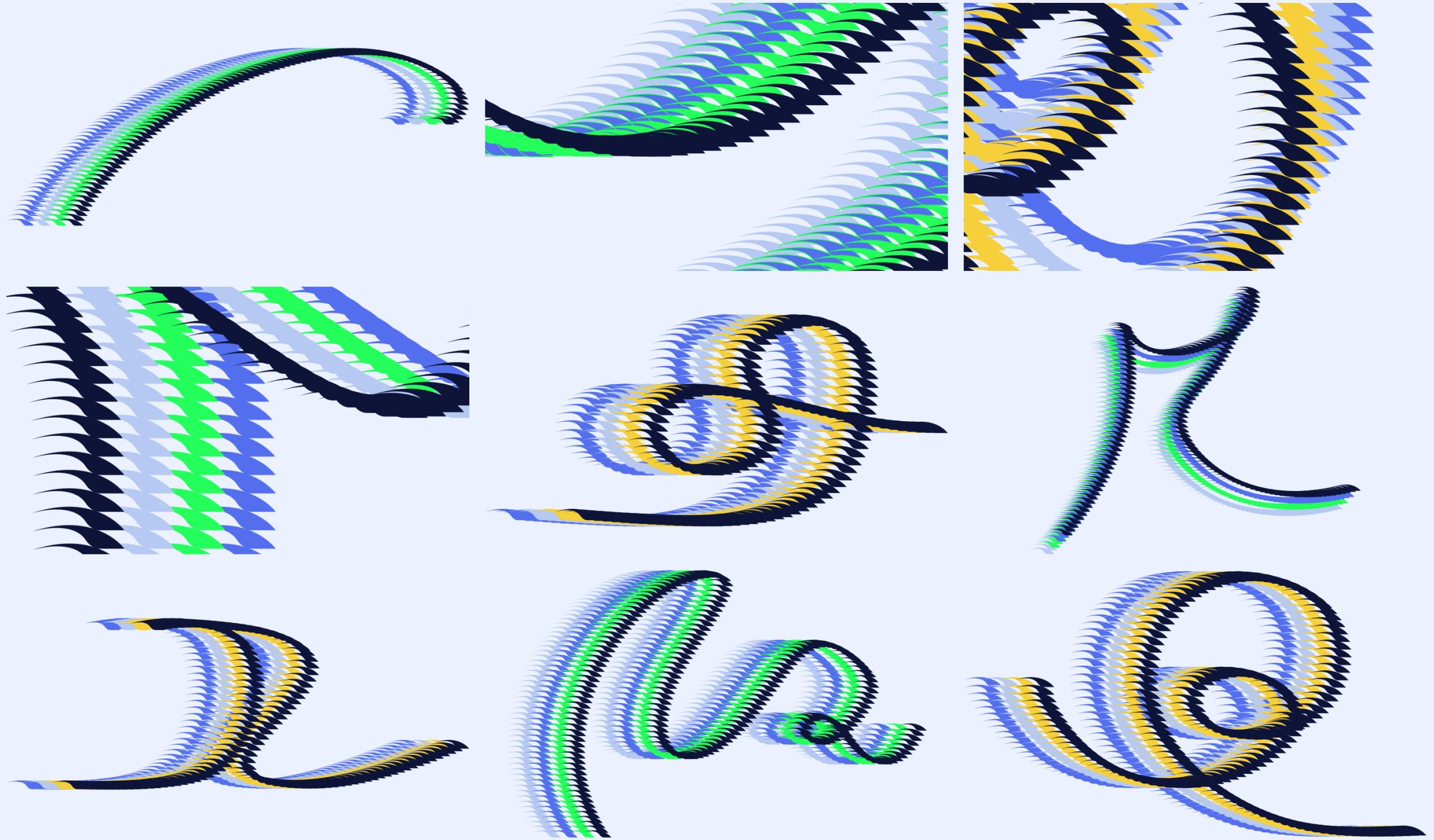
Secondary Purple P

Primary Light Blue D & P

BRUSH



Here are some examples of possible shapes that the brushes can make when used together.



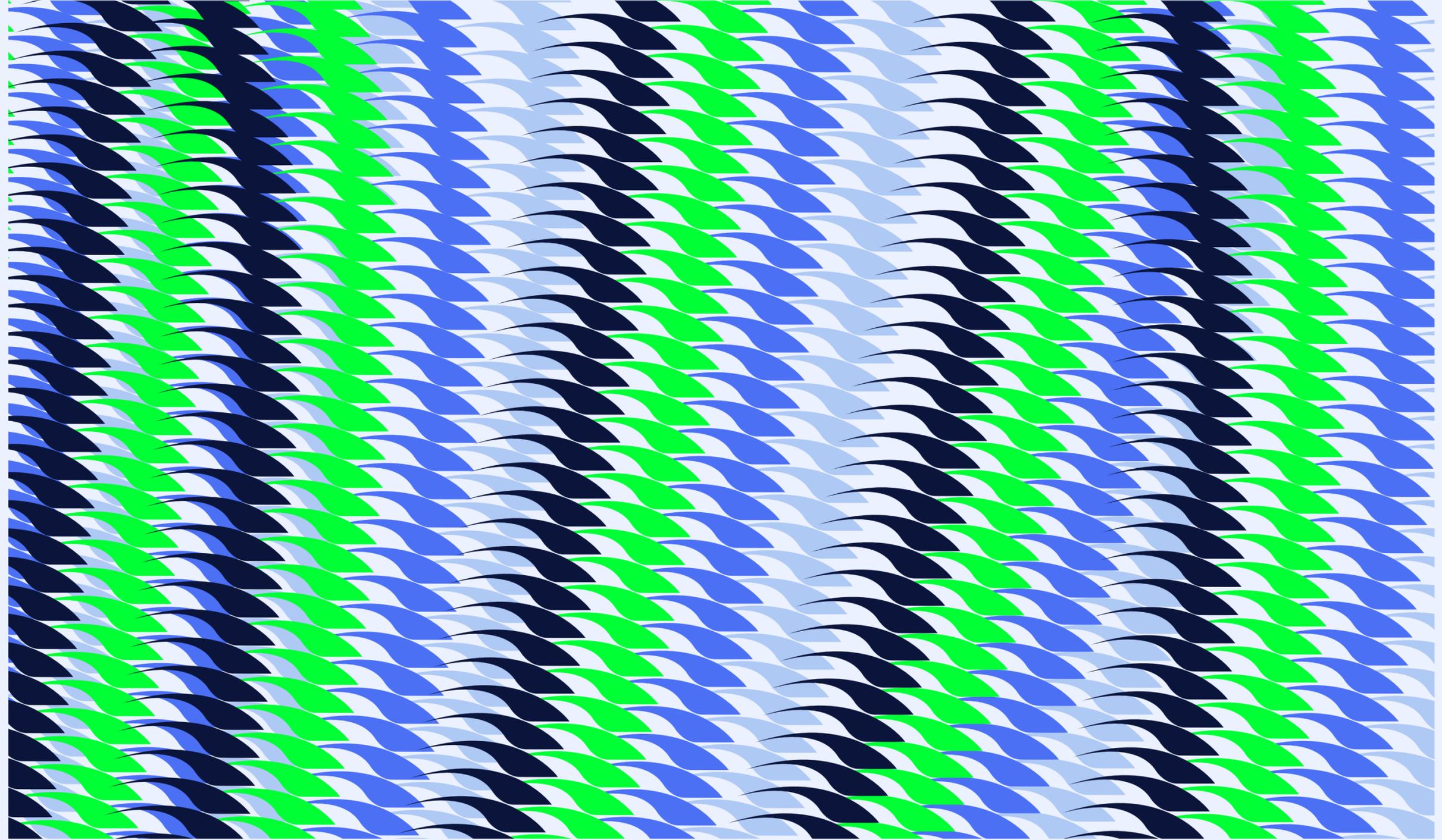
BRUSH EXAMPLE

The brush can overlap with key elements to create dynamic compositions—but ensure it never overpowers important content or reduces readability.



BRUSH EXAMPLE 2

It can also be used more freely to create full-scale graphics, backgrounds, or supporting design elements that add visual identity while keeping a clean and professional tone.



BRUSH EXAMPLE 3





Designguide for Aarhus University

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