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Guidelines: Use of the TPF-Brand

Distribution to Leitende der Technologieplattformen

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Table of contents

Basics **2**
Recognition feature of Technology Platforms 2
Protective Zone 2
Dimensions of the TPF-Brand 2
Colour Variants 3
Display Variant 3
Extended Application 4
Use of the TPF-Brand **5**
Office communication (Templates available) 5
Email signature 6
Websites 6
Posters (Templates available) 6
Presentation programmes such as PowerPoint (Templates available) 7
Titel slides 7
Advertising Material 8
Business Cards 8
Uncertainties and questions **8**
Minimum Sizes **9**

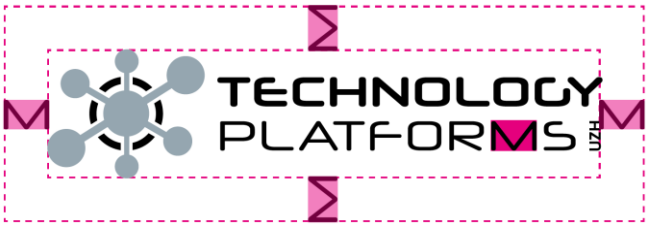
Basics

Recognition feature of Technology Platforms
The Technology Platforms are university facilities that enable the research community at the University of Zurich to utilise high-end infrastructure and state-of-the-art methods.
In order to identify them as such to researchers and to raise awareness of the diversity and importance of the technology platforms at UZH, the Technology Platform brand (TPF-brand for short) is to be added to the technology platform documents.

The image documents and templates as well as the current version of this guide are available for download at https://www.research.uzh.ch/de/infrastructure/platforms/documents.html.

The TPF-Brand
The TPF-Brand consists of a combination of word mark and an icon, a so-called word/figurative mark. The background is always white (exceptions are listed see *Display Variants*). The TPF-Brand usually consists of the colour combination grey and black. Exceptions are dealt with under *Colour Variants* and *Extended Application*.

Protective Zone
The TPF-Brand is surrounded by a protecive zone. No graphic elements may be placed within this zone or any striking colour changes made to the background. The protection zone around the image corresponds to the width of the letter M (see below). The image files are generally already provided with a corresponding protective zone. Of course, this provision also applies to the area directly under the word/figurative mark.



Dimensions of the TPF-Brand
The minimum display size of the TPF-Brand is shown on the last page of this document. Where no size is expressly specified in the following chapters, only the minimum size applies. The aspect ratios of the original images of the TPF-Brand must be retained in all cases.

Colour Variants

The TPF-Brand should always be used in the above colour variant. If the background is not white (e.g. for web-sites), the following variants can be used to ensure the contrast between the TPF-Brand and the background.

Variant black

Variant white negativ

Variant black/white negativ

Display Variant

To ensure the functionality of the TPF-Brand and its recognisability in all areas of application - print and digital media - two display variants are available:

- Oneliner brand (= regular brand)
- Stacked brand

It should be expressly noted that the oneliner variant is preferable to the stacked variant whenever possible! The same application rules apply to both variants (see p. 2).

Oneliner variant (favoured)

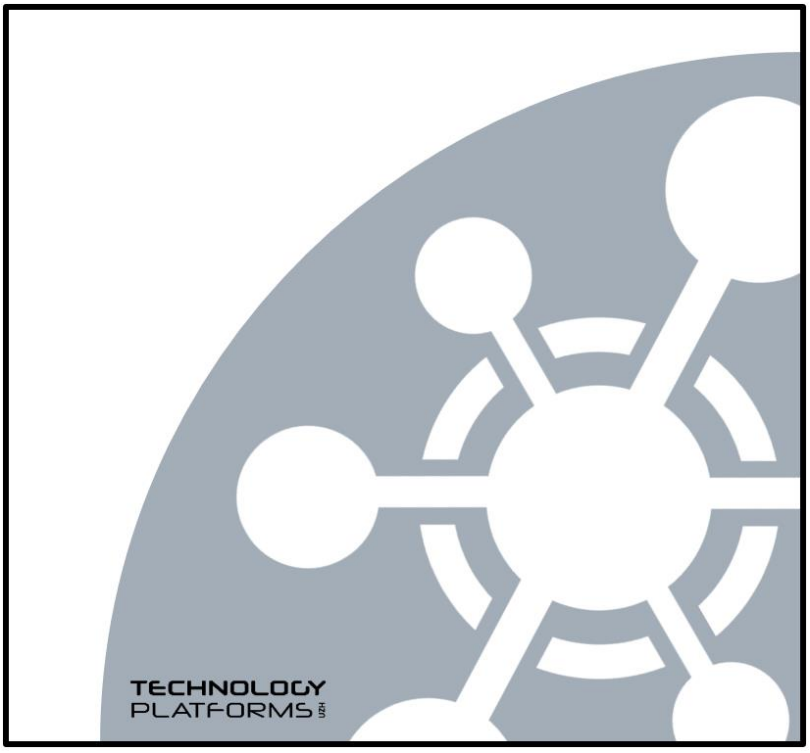
Stacked variant (restrained use)

Extended Application

In special cases, the parts of the TPF-Brand (word mark and icon) may be used separately as a design element, provided that it remains recognisable as a combination. In this case, the word mark must always be associated with the icon, whereby the protection zone of the size of the letter M only applies around the word mark.

In addition to the minimum size of the word mark (see last page), the icon must be at least 3.5 cm wide for the extended application, which corresponds to the minimal width of the word mark excluding the protection zone.

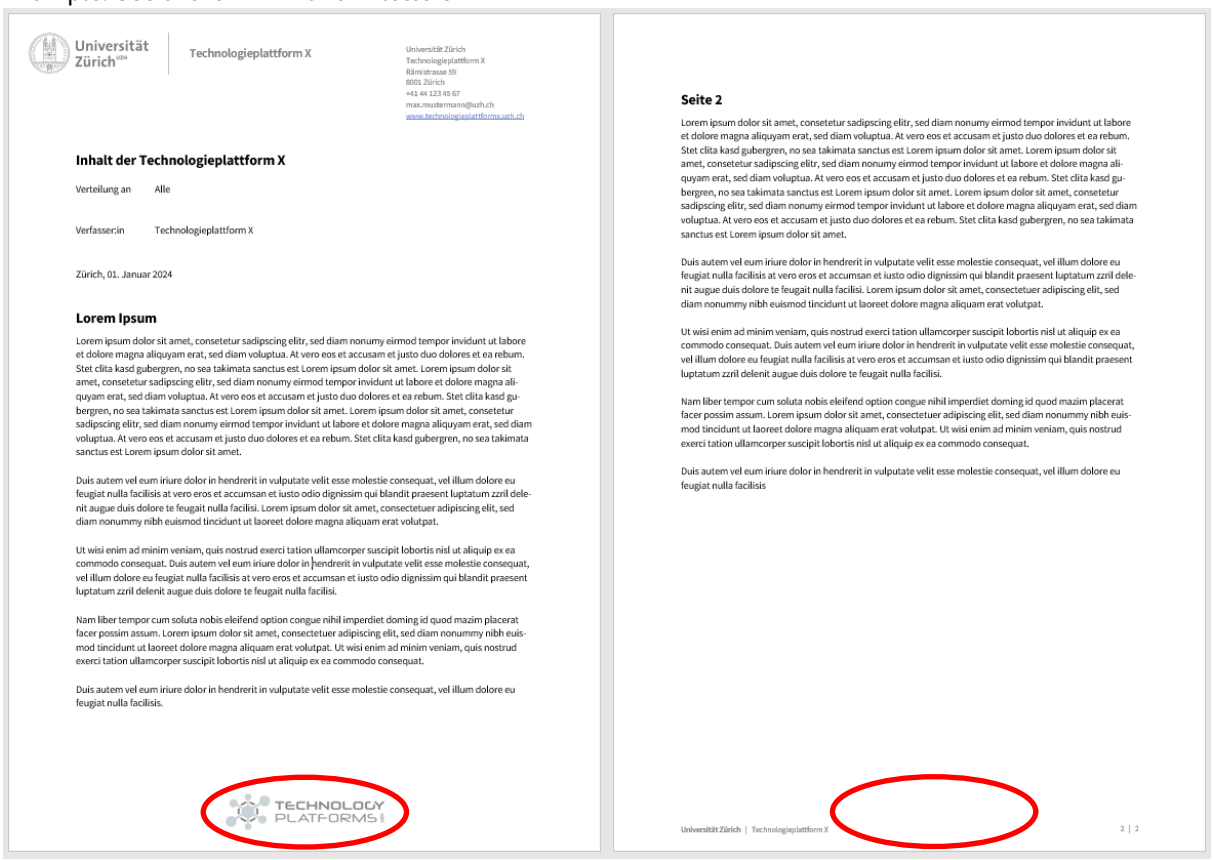
Exampel of the extended application



Use of the TPF-Brand

Office communication (Templates available)
The TPF-Brand should be used in all documents of the Technology Platforms and the SFP Department. However, it should not contradict the university's guidelines. To this end, the TPF-Brand should be centred in the footer of the first page. On the following pages, however, the TPF-Brand is no longer to be inserted.
For A4 format, the TPF-Brand must be 6.5 cm wide and 2.21 cm high including the protective zone (=39% of the 300dpi file size). If the document has a full-page title page, the TPF-Brand must be placed on the second page or below the table of contents.

Example: Use of the TPF-Brand in letters



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max.mustermann@uzh.ch
www.technologieplattformx.uzh.ch

Inhalt der Technologieplattform X

Verteilung an Alle

Verfasser:in Technologieplattform X

Zürich, 01. Januar 2024

Lorem Ipsum

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TECHNOLOGY PLATFORMS

Seite 2

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Universität Zürich | Technologieplattform X 2 | 2

Email signature

In the email signature, the TPF-Brand must be attached directly below the previous signature. Any separation (lines or similar) must be removed. If the TPF-Brand is inserted in the signature flush left with the font, the left-sided protective zone must be omitted (a separate image file '[…]Signatur_Solo[…]' in the right size can be found in the picture collection). If a UZH logo is also added below the signature, the TPF-Brand including protective zone must be added to the right of it at the same height (image file '[…]Signatur_Kombi[…]).

The TPF brand should be linked to the website https://platforms.uzh.ch.

Examples:

Websites

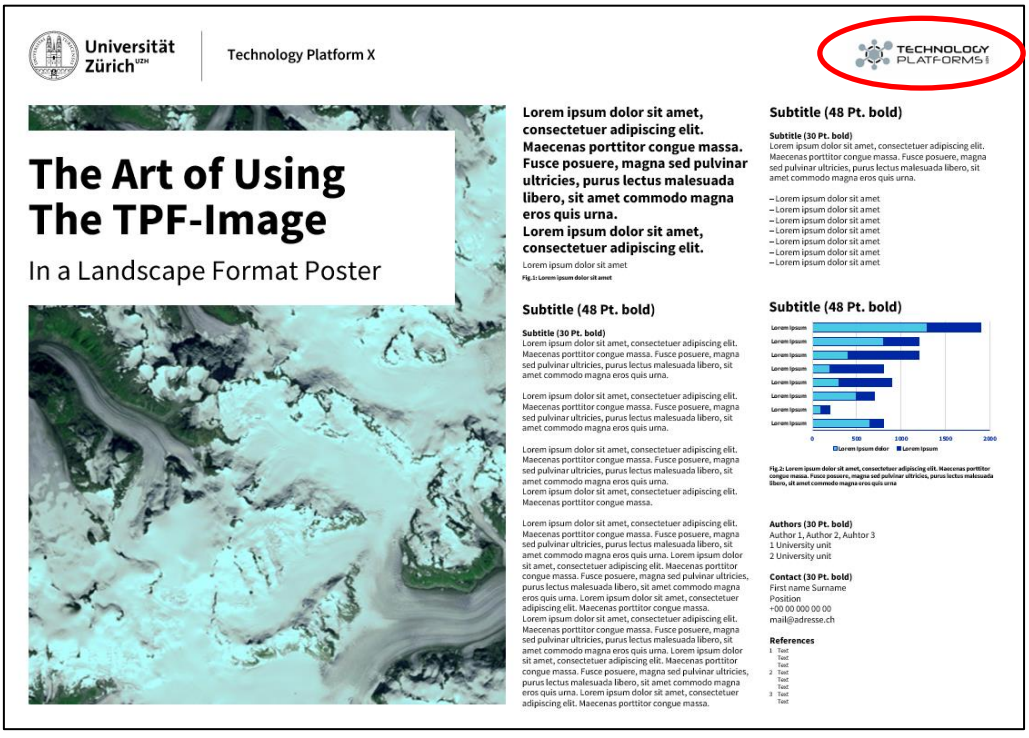
The rules from the Basic chapter also apply to the online application.

Please do not forget to link the TPF-Brand to https://www.platforms.uzh.ch!

Posters (Templates available)

On scientific posters, the TPF-Brand is placed flush right, at the same height as the UZH logo. The minimum size must not be less than 107% of the file size with 300 dpi. This corresponds to a file width (including protective zone) of 17.86 cm and a file height of 6.07 cm.

If the stacked version is used, the minimum file size of 107% also applies (file width = 13.17 cm/ height = 8.55 cm). Otherwise, the usage rules mentioned under «Basics» apply

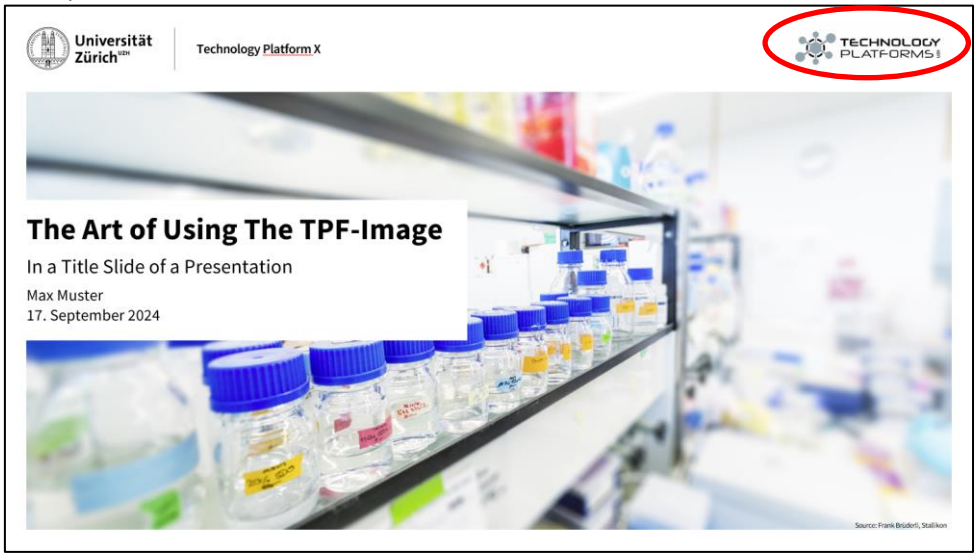


Presentation programmes such as PowerPoint (Templates available)

Titel slides

- Where a UZH logo is included, the TPF-Brand must be placed 35% of the original 300dpi file size at the same height as the UZH logo, flush right (incl. protective zone) above the content area.
- Where there is no UZH logo, the guidelines of the content slides apply

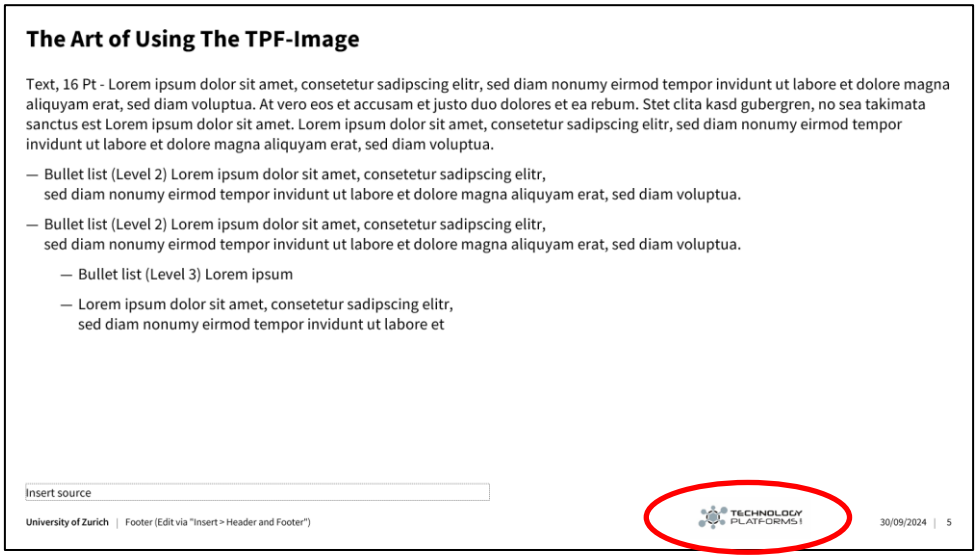
Example titel slide



Content slides

- For content slides, the TPF-Brand must be placed in the footer at 25% of the original 300dpi file size. The protection zone can be reduced in the footer as an exception, but cannot be omitted completely. The TPF-Brand must not be placed below the footer area and must be flush right with a distance of 5 cm to the right end of the content area.
  (To achieve the 5 cm distance in the official UZH PPP template, the footer area can be shortened to 19 cm and the TPF-Brand placed in the centre between the footer area and the date field).

Example content slides



Advertising Material
The UZH guidelines require the UZH logo to be placed at the top left of all advertising material such as brochures or flyers. In addition, the TPF-Brand must be placed at the top right at the same height, flush right with the edge of the content (incl. protective zone) and with the same width as the UZH logo.

Business Cards
For space reasons, it is not recommended to use the TPF-Brand on UZH business cards.

Uncertainties and questions

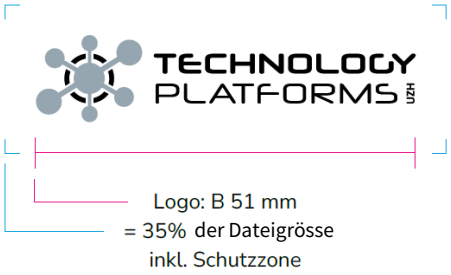
In the event of any uncertainties or questions, please contact remo.sprecher@uzh.ch or another member of the Strategic Research Infrastructures department.

Minimum Sizes

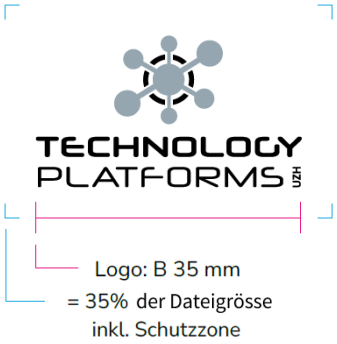
As a general rule, the TPF-Brand should be recognisable. To this end, the following minimum sizes should be observed , unless otherwise defined in the above explanations. The values refer to the image data with a resolution of 300 dpi.

(The information on the minimum excl. protective zone is listed for the use of the TPF-Brand in graphics programmes)

Standard	Absolute width	Relative width	Absolute height	Relative height
File size	16.84 cm	100%	5.7 cm	100%
Minimum	5.91 cm	35%	2 cm	35%
Minimum Excl. protect. zone	5.1 cm	35%	1.2 cm	35%



Stacked	Absolute width	Relative width	Absolute height	Relative height
Standard	12.29 cm	100%	8.01 cm	100%
Minimum	4.3 cm	35%	2.8 cm	35%
Minimum Exkl. Schutzzone	3.5 cm	35%	2 cm	35%



Word mark Solo	Absolute width	Relative width	Absolute height	Relative height
Standard	12.29 cm	100%	4.3 cm	100%
Minimum	4.3 cm	35%	1.5 cm	35%
Minimum Exkl. Schutzzone	3.5 cm	35%	0.7 cm	35%