Corporate Design
TU Delft

General description of the corporate design:

• Technical, Scientific, Graphic, Functional, Plain, clearly set out; no frills or visual effects such as drop shadow or blur.
• Logo and texts to be placed in combination with images. Photos bleed to edge where possible. Text fields can have a coloured background extending to adjacent photographs and images, and forming a colour combination with them.
• The typography consists of Arial Regular, Arial Regular Italic, Arial Bold, Arial Bold Italic, supplemented with an UltraLight letter (TU Delft UltraLight), which is suitable for use in titles and headings, both for print and digital media.

Media Solutions

For information or questions about the corporate design, please contact: huisstijl@tudelft.nl
TU Delft Library, room 3.74.

Information about the corporate design, as well as examples and downloads, can be found at: www.huisstijl.tudelft.nl.

Logo

1 Preferred logo: black on a white or pale-coloured background.
2 Preferred logo: white reverse on a coloured or photographic background.
3 Logo for use in the house-style set (letter paper/visiting card/etc.) or in combination with black text on a white background (comparable/interchangeable with the use of the band).
4 The logo can be used with a descriptor if it is not immediately clear for the target group that TU Delft is a university.

• The logo may never be adjusted, recreated or changed in any way, and must always be used in its entirety.
• No new logos may be developed without express permission from the Executive Board.
• A set of A formats is available (to be used for flyers/posters) featuring a logo in the correct position.
• The logo should preferably be placed in the bottom left-hand corner.
• The flame may not be used separately, except for in the intro to a film, see page 8.
The corporate colours are cyan, black and white. These colours must be used with 100% saturation - no tints or grey shades, unless used in tables.

The colour system generates colours (see examples on page 6) which may be used freely. The combination of a background colour with a photograph is a dominant new stylistic device.

As a backup system, an adapted, supplementary colour palette is available, from which spot colours can be freely selected.
In these examples, the colours are extracted from the picture.

1. Blue from sweater
2. Green from grass
3. Brown from sweater
4. Purple from jacket

Additional colour palette
These colours may be used freely, and may never be claimed by faculties, or for particular subjects or target groups. In principle, lighter shades of the colours are not used. (only 100%). An exception is the use of colour in tables.
Typography

Fonts
The new typography is based on Arial (Regular, Italic, Bold, Bold Italic). Georgia is used for quotes and columns. Body text is always rendered in black or white, while a colour from the colour system or palette may be used for headings and subheadings. The guidelines are only meant for offline use.

Arial
Arial Regular is to be used for body text and headings. Arial Bold may only be used for subheadings, and then in the same size as the body text. Italic and Bold Italic may never be used for headings.

TU Delft UltraLight
The font TU Delft UltraLight has been specially developed for headings. This font may be used in font sizes starting from 24 points. The font TU Delft UltraLight can be downloaded from www.huisstijl.tudelft.nl.

Georgia
This font may be used in exceptional cases. This can be in the form of a quote, box text, or column. If there is a heading above the box text, the heading must be set in Arial.

Colour band

- The colour band is used in the following cases and adjacent examples.
- The colour band is a blue (cyan) band containing a white TU Delft logo without descriptor.
- It is recommended to use the band for one-page publications using black text on a white background (i.e. without images). A poster or flyer.
- The colour band is used vertically in PowerPoint slides.
- The band may only contain the TU Delft logo in white reverse. No other logos, images or texts may be placed within the band.
- A new set of colour bands is available on the corporate design site for all formats (to be used for flyers/posters).
Paper

Paper stock
The paper stock to be used is FSC certified. This means that the paper is made of materials from sustainable forests. The FSC logo may be used on condition that the product is printed by an FSC-certified printer (a list of preferred suppliers is available from Media Solutions).

For corporate, Bachelor’s and Master’s purposes:
• Plano Superior uncoated (80, 90, 100, 120, 160, 200, 250, 300 and 400 g) This is a matte paper.
• Luxosatin coated (90, 100, 130, 150, 170, 200, 250, 300 and 350 g) This is a glossy paper.

For other printed matter, there are two choices of paper (matte and glossy):

Print formats
Insofar as possible, standard A formats are used, such as A4, A5, A6, etc. For books, one-off publications or if necessary for technical reasons, a different format may be used.

Presentations

A basic PowerPoint template is available on the website in a standard format (4:3) and HD format (16:9). White pages with black text have a colour band. Pages with coloured graphical information feature a black logo. Coloured pages or photos that bleed off the edge contain a white logo.

A corporate PowerPoint presentation is available containing general information about TU Delft

huisstijl.tudelft.nl/presentaties
Photography
Images are a very important distinguishing element of the corporate design. To use the images as effectively as possible, we prefer to work with a limited number of large photographs rather than a large number of small photographs. Photographs are placed in their entirety and with bleed where possible. We do not use composite photographs (i.e. a number of different images combined in a single image). Covers of brochures always feature a single image.

Film
To ensure that TU Delft videos have a uniform appearance and that it is clear who they are from, we have developed templates for intros, outros and names. An intro may take 2 – 3 seconds before the video starts. An outro may take longer and offer space for extra information. Since the film appears behind the titles, an animation template has been developed for various software packages. Templates have been developed for Windows Moviemaker, iMovie, After Effects, Premiere Pro and Final Cut Pro, allowing text to be adjusted easily. The flame may not be used separately, except for in intros to videos.
Examples


Dit is de titel. Er is ruimte voor 2 regels.
Maak ’m niet te lang!

Omschrijving van de activiteiten.
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam sit amet ligula
sit amet ante sollicitudin consectetur.

Gebouw 36 | HB 16.250 |
10.00 uur

Aliquam quis cursus eros.

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Aliquam quis cursus eros.
Launch your energy start-up

Do you want to develop your innovative energy idea and kickstart your own business? Do you need support to make this possible?

Delft Energy Initiative offers a Start-up Voucher of €2,500 and participation in the 1-2 Launch start-up event.

energy.tudelft.nl/startup

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Visual graphical resources
Examples of layout ratios, composition, colour combinations
Voorbeelden van toepassingen. Masterbrochures.

(The Netherlands)

Rotor Design
Wind farm aerodynamics

For more information on all courses:
Total number of credits MSc programme = 120 EC
UniOL = the Carl von Ossietzky Universität Oldenburg
NTNU = Norwegian University of Science and Technology

Offshore Engineering

colleagues.

faster: wind energy jobs throughout
Career prospects
universities and research institutions.

exercises or working on projects. Studying
interested in topics related to modelling and

The second reason is that the programme

3. Proof of English language proficiency
2. A BSc Cumulative Grade Point Average
1. Candidates must have obtained a BSc
will be used to consider applications.

Applicants should apply online according
by the TU Delft International Office and
coordinator and will be considered on
doesn't have an own bridging minor.

Degree from a (Dutch) university

AHEAD (Advanced Hybrid Engine for
Research programmes

perhaps on the longer term hydrogen

and this is why a new engine configuration
about air breathing engines, aerodynamics,
portfolio full of different aircraft design

"I first had some difficulty. Due to this wide
content.

perhaps the most important part of the
master thesis is the last year, where the
students have to conduct research for
their Master theses. This is where all the
knowledge from the first years can be put into
practice and where students can take on an early role in real world research projects.

Bas Verheugt

Electrical Power systems
Power systems
Power electronics and drives
Efficient Engineering

The educational programme is designed
to provide the students with a solid,
fundamental knowledge of these key areas.

Power Flight Performance and Propulsion

Aircraft Design & Design Methodologies

The second major specialisation is Aircraft Design & Design Methodologies. This specialisation aims at the modern design of aircraft, with an emphasis on the design process, analysis, and performance evaluation. The main task consists of the complete design of aircraft, from initial concept to final prototype. Students who would like to focus on aircraft design and propulsion design are encouraged to follow this specialisation.

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practice and where students can take on an early role in real world research projects.

Bas Verheugt

• Aircraft Design & Design Methodologies

Our graduates find work with EWEM
research, remain in academia or begin
their own firms.

I like mathematics, aircraft performance,
and this is why a new engine configuration
about air breathing engines, aerodynamics,
portfolio full of different aircraft design

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Examples of layout templates and graphical ratios
Het fysieke met het digitale combineren

Dr. Jouke Verlinden is universitair docent Innovatieve Ontwerpondersteuning bij de faculteit Industrieel Ontwerpen (IO). Op 17 oktober 2014 promoveerde hij op zijn onderzoek naar digitale prototypes, dat zijn prototypes waarin de werelden van het fysieke en het digitale bij elkaar komen: 'Dat werkt heel goed, vooral in de samenwerking met niet-ontwerpers,' aldus Verlinden.