Regulations on the Corporate Design of the University of Zurich

(Dated 3 June 2010)

The Executive Board of the University has resolved:

A. General Provisions

§ 1 Object and Purpose

1 The Corporate Design (CD) of the University of Zurich (UZH) establishes the visual identity of UZH.

2 The CD includes all possible manifestations of the name of the University of Zurich, in particular, the name “University of Zurich,” the abbreviation “UZH,” the logo and the seal.

§ Responsibilities

The President’s Delegate for Communication is responsible for the introduction and implementation of the CD. The President makes the final decisions.

B. Scope and Exceptions

§ 3 Scope of the Corporate Design

1 The CD is binding for all organizational units of UZH.

2 The use of the CD or parts thereof by institutions or organizational units that are not directly affiliated with UZH requires prior consent.

3 Use by third parties can be approved if the requester demonstrates that the such use has a close connection to UZH or promotes the prestige of UZH. This may be the case, in particular, for events organized by University committees or members of the University.
§ 4 Exceptions

1 As an exception, an organizational unit of UZH may be permitted to use its own logo or its own CD in accordance with the criteria specified by the Executive Board of the University.

2 The prerequisites for approval of an exception are compliance with the basic elements of the CD, demonstration of the benefit both for the organizational unit and for UZH, and assurance of funding for the separate visual identity.

C. Application

§ 5 Basic Principle

1 The CD and all of its elements, in particular the appearance, font, logo and seal, may not be altered.

2 Prior consent is required for any use of the CD other than what has been specified in § 3, e.g. for merchandising items.

3 With the exception of degree certificates, the seal is not used alone.

4 The details of the application of the CD are set out in the CD manuals.

§ 6 Use of the Corporate Design by Joint Organizational Units and Partner Institutions

1 In the case of joint organizational units and joint institutions established between UZH and third parties as well as partnerships and agreements between UZH and partner institutions in which UZH assumes the lead role (“leading house”), the UZH CD is used. Details of the visual identity of the partnership are specified in the CD manuals.

2 When a new joint organizational unit or joint institution is established, the planned CD must be submitted to the President’s Delegate for Communication for comment.

§ 7 Use of the Corporate Design by Dual Professors

For dual professors who do not work at a joint department/institute, the rules of the department/institute where they work apply, although they must ensure that there is a reference to their standing as a dual professor.
§ 8 Use of the Corporate Design by Associated Institutes and Spin-off Companies

At associated departments/institutes and spin-off companies of UZH, the designations “associated institute of the University of Zurich” or “a spin-off company of the University of Zurich” or “a spin-off company at the University of Zurich” are permitted. Aside from this designation, spin-off companies must obtain prior consent to use the logo on company documents and correspondence.

D. Implementation

§ 9 Responsibility

1 The respective head of an organizational unit is responsible for implementation of the CD in their area.

2 Furthermore, all employees are required to apply the CD correctly.

E. Approvals

§ 10 Approvals

The President’s Delegate for Communication is responsible for granting approvals in accordance with these regulations. Approvals must be requested in writing. The President makes the final decisions.

F. Final Provisions

§ 11 Repeal of Previous Decrees

All decrees and provisions that govern the CD of UZH are repealed, in particular:

a. The Directive on the Corporate Design of the University of Zurich, dated 28 February 2002
c. The Guidelines on the Use of Logos on Correspondence, dated 6 December 2001
d. The Directives on the Corporate Design of Joint Institutes of the University of Zurich and ETH Zurich, dated 7 May 2002, amended on 2 March 2006
§ 12 Use of the Shared Corporate Design with ETH Zurich and PH Zurich

The partner logos with ETH Zurich and the Zurich University of Teacher Education are repealed and replaced with the logos of the respective participating institutions.


1 For correspondence documents and the like (e.g., business documents, letters, invoices), the new CD must be used from 1 November 2010.

2 All print media (e.g., publications, reports, posters, advertisements) with a publication date after 1 November 2010 must be prepared in accordance with the new CD.

3 There is a transitional period for existing stocks of print media and websites through 31 July 2012.

4 There is a transitional period for signage through 31 July 2015. This period can be extended if necessary.

5 Existing paper stocks for degree certificates can be used up.

§ 14 Entry into Force

These regulations enter into force on 1 August 2010.

On behalf of the Executive Board of the University
The President: The Secretary General:
Fischer Reimann