

# Brand and Visual Identity Guidebook

# Brand Values and Brand Strategy

Based on the university's vision, mission statement and experiences collected during the first 5 years of operation, the following main "brand values" were identified, which serve as guidelines for the long-term student marketing brand strategy and are used mainly for promotion of the Undergraduate and Graduate study programs:

- Strong private ownership with non-profit legal status
- MODUL brand history as the oldest vocational training school with a long tradition in tourism and hospitality education worldwide
- MODUL University Vienna hosts the 'European Center' for tourism research
- Austria's leading international private university
- Focus on English-taught study programs
- International study population of more than 70% international students
- Value-based, holistic education concept (based on MODUL University's educational values)
- Sustainability as key principle of the university's philosophy
- Personalized service and community spirit
- Commitment to quality and innovation (AQ Austria and ENQUA accreditations)
- Multidisciplinary research and education with a faculty to student ratio of 1:20
- University exchange programs on most continents and international career partner companies
- Vienna as international student city and mount 'Kahlenberg' as unique study location; secure city with a high standard of living

Additionally, the following short image text serves as a **standardized lead text when communicating MODUL University's main brand story to the public:**

*MODUL University Vienna is widely considered as **Austria's leading international private university** and is owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria. The university campus is located on Kahlenberg, a scenic hill with a spectacular view of the capital of Austria. The MODUL brand stands for more than 100 years of excellence in education. Founded in 1908, MODUL College is the vocational training school with the longest tradition in tourism and hospitality education worldwide. Since 2007, MODUL University Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.*

## Within Austria

The following brand values are used in student marketing to successfully strengthen MODUL University Vienna's position as leading international private university in the country:

### 1. **Differentiation to public universities**

- Faculty to student ratio of 1:20
- English study programs also at bachelor level
- More than 70% international students
- Personalized service and community spirit
- Convention of theory and practice: High quality research-driven curricula with vocational training and internship opportunities

## **2. *Differentiation to universities of applied sciences***

- All faculty members are employed full-time and conduct cutting-edge research which enables them to teach state-of-the art innovative management approaches, methods, and case studies in their courses
- Study programs up to PhD level; all degrees are broadly recognized and enable continuous studies at other national and international universities
- English-taught study programs, diverse student population from more than 70 different countries, and international career partner companies
- MODUL University Vienna hosts the 'European Center' for tourism research (three professors are members of the International Academy of the Study of Tourism; one third of the tourism faculty are board members of leading tourism journals as well as coordinating editors; tourism faculty is either leading or at least involved in all important national and international tourism economic policy advisory boards)

## **3. *Brand strategy among private university sector***

- The only truly international university owned by an Austrian institution
- Focus on new media technology, sustainable development, tourism, and service management
- Austria's leading private university with a focus on tourism and hospitality management

## **Outside of Austria**

The following brand values are used in student marketing to allow a differentiation of MODUL University Vienna's tourism-specific study programs from other well-known hotel schools and higher education institutes (e.g. Lausanne, Les Roches, Glion), to focus on the advantages of a European university degree taught in English and to position Vienna as international student city:

### **1. *Differentiation to other hotel schools***

- Commitment to quality (university status with accreditation by an ENQUA recognized accreditation authority)
- The only higher educational institute in Germany, Switzerland, and Austria that offers complete university degrees in tourism and hospitality management
- MODUL brand history as oldest vocational training school in tourism
- Austria's only research-oriented university, with a focus on tourism and hotel management

### **2. *MU as a top 10 European university with English-taught programs***

- As part of the "European Universities Consortium"
- Diversity of European culture and chance to learn local language during studies
- International student mix, personalized service & commitment to quality
- Holistic education and fair admissions process
- Use of ECTS transfer system
- Non-profit legal status

### **3. *Vienna as an international student city and MU as a European center for tourism research***

- Study degree in the heart of Europe
- 2009 - 2015 'Quality of Life Award' & Vienna as the German-speaking city with the largest student population
- United Nations headquarters in Vienna
- Mount "Kahlenberg" as a unique study location
- MODUL University Vienna as a center for tourism research (Headquarters of the Tourism Research Center (TRC), BEST Education Network, Europe's leading Tourism Marketing Information System (TourMIS), etc.)

# Official Marketing Taglines

In the era of mass communications, messaging can be lost. That is why MODUL University Vienna uses two tagline phrases to connect it with its many audiences, both internally and externally. It is a challenge to all those who walk the university's halls and a promise to the university's community.

The University Board has identified two official marketing taglines that may be used in MU's communication efforts:

## 1. Expanding Horizons

"Expanding Horizons" was selected in the founding phase of MODUL University Vienna to represent our vision to broaden minds, and has subsequently been used in printed marketing materials, primarily next to the university's official logo. This tagline also became an important part of MU's internal communication culture, especially among the student community, and it is used in particular in promotion materials for its student marketing efforts.

## 2. Austria's Leading International Private University

This tagline was identified as part of the university's development plan to provide both a long-term vision and a promise to all of its internal and external stakeholders, as it should be seen as a reminder of the university's commitment to continued quality and leadership among Austria's private university sector. It is therefore very important for public relations purposes and should be used in particular when publishing news stories and other papers that are of public importance or interest.

# Visual Identity

The MODUL University brand stands for quality higher education and supports the values the university was built on. The logo forms the basis for the university's visual identity, supported by standardized fonts and a strong colour scheme that unifies all our printed and digital material and makes a brand statement. The primary elements of our visual identity are the logo with approved variations, typography for print and for web, and the primary colour schemes.

## Logo

The official MODUL University logo consists of the MU Cube, the words MODUL UNIVERSITY underscored by the text WKO PRIVATE UNIVERSITY and must be used in its entire formation including the city declination VIENNA. The logo is a graphic element that uses official type fonts and colors, and a specific configuration. Always use the logo as provided and do not reposition any elements without the approval of the University Communications Office.

## Primary Wordmark

MU Red/MU Light Grey



This two colour version should be used whenever possible. If a two colour print is not possible, the logo may be used in white printed on a red background, or in 85% black.

Approved variations:

85 % Black



Inverted (preferred solution) – White on Red Background



The logo may be used inverted on an MU red background (in the case of fabric, a similar red is acceptable).  
Additional: Inverted – White on any other Background color (especially for merchandise and giveaway materials)  
Minimum size of the primary logo: 30mm x 10mm

## Monogram

The 'MU Cube' may be used in certain situations as "design element" to support the visual identity and where the full name of the university and/or website URL also appear. It should be avoided to use the cube as a stand-alone element (without the university logo) on products / publications that are used outside of the university community.

### MU Red



### Approved variations:

#### Grey Cube (85% black)



#### Inverted Cube (preferred solution) - White on Red Background



The cube may be used inverted on an MU red background (in the case of fabric, a similar red is acceptable)

Additional: Inverted cube on any other background colour (especially for merchandise and giveaway materials)

### Student Clubs



All University-approved student clubs receive a logo with the MU Cube, a background identity image, and the club name in Gotham Book for online usage. It should be avoided to use the Student Club cubes as a stand-alone element (without the university logo) on products / publications that are used outside of the university community.

Dimensions: 950 x 600 pixels

## Primary Colors

MU Red is our signature color and should always be used to further our corporate identity. Dark Grey and Champagne can also be used in conjunction with red as the base colour scheme. To maintain consistency, it is essential to reproduce our colors accurately. Always follow the CMYK, RGB, and web/hex values shown on this page.

### MU Red

CMYK  
11 | 99 | 96 | 2  
Pantone  
1797C  
RGB  
208 | 15 | 33



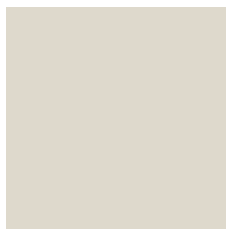
### Dark Grey

CMYK  
61 | 52 | 50 | 21  
Pantone  
418C  
RGB  
102 | 101 | 98



### Champagne

CMYK  
5 | 5 | 13 | 8  
Pantone  
7534C  
RGB  
231 | 227 | 214



There are six additional shades of grey and one champagne available for ONLINE use.

Very Dark Grey	RGB 34   34   34 = HEX #222222
Dark Grey	RGB 51   51   51 = HEX #333333
Grey	RGB 73   73   73 = HEX #494949
Light Grey	RGB 153   153   153 = HEX #999999
Very Light Grey	RGB 204   204   204 = HEX #cccccc
Super Light Grey	RGB 239   239   239 = HEX #efefef
Dark Champagne	RGB 196   190   172 = HEX #c4beac

# Typography

MODUL University Vienna uses three official typefaces in both online and printed material.

## Headlines and Stand Out Text

Arimo Family (Regular, Italic, Bold, Bold Italic)

MODUL University Vienna

*MODUL University Vienna*

**MODUL University Vienna**

***MODUL University Vienna***

Gotham Family (ExtraLight Italic, Light, Book, Bold, Black)

*MODUL University Vienna*

MODUL University Vienna

MODUL University Vienna

**MODUL University Vienna**

**MODUL University Vienna**

## Body Text

Source Sans Pro (ExtraLight, ExtraLight Italic, Light, Light Italic, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic, Black, Black Italic)

“MODUL University Vienna is widely considered as Austria’s leading international private university and is owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria.”

In promotional material on A4 or smaller paper sizes (e.g. brochures and flyers), Source Sans Pro should be used for body text in 9pt size.

## Iconography

Font Awesome



## Colour

Text can be in any of the approved primary colours or 85% black.