

# Logo Guidelines

## This short guide provides an overview of:

- How to use SDU's primary logo
- Standard branding as a unit under SDU
- Development of a custom logo as a unit under SDU

For more information and examples, see **SDU's designguide**.

### SDU's primary logo:



University of  
Southern Denmark



### Guidelines for using SDU's logo

- The SDU logo (prefix and branch) is an independent, finished design. Do not add any element or otherwise alter the existing expression of the logo.
- The apple branch or other parts of SDU's logo may not be used in your own illustrations or logos.
- Preferably use the SDU logo with the full name underneath. Always consider the size of the format.
- The black logo is the primary logo and is used on all coloured surfaces except black and very dark images, where you can use the logo in white.
- The size of your own logos must not exceed the size of SDU's logo.
- The distance to SDU's logo must be as defined in the 'Free zone' section of the design guide.
- Any unit name associated with the SDU logo must be designed according to the design guide. This means the font and point sizes must be as specified in the guide.
- When funding major external sources or special collaborations, logo placements are occasionally determined by the grant agreement. Unless otherwise agreed, SDU's logo is placed first on the row.

## Variant 1 – standard branding

### Standard branding of units under SDU, 2 variants

'Standard branding' means that the department, centre or project always appears together with the SDU logo, but as independent units

This is to emphasise that the prefix SDU + apple branch is the University of Southern Denmark's logo. SDU + apple branch means 'the University of Southern Denmark'.

→  
Name of unit

Department of Psychology

# Ethics, Personality and Literature

SDU logo with  
monogram



**SDU**   
University of  
Southern Denmark

## Variant 2 – standard branding



Department of  
Psychology

In cases where only one graphic element is allowed, the department, centre or project and the University of Southern Denmark's logo can be linked together, and the variant below can be used.

Variant 1 is the recommended variant and will be suggested by default, as SDU's full name is the fastest decodable sender identity. It is therefore important that the name 'University of Southern Denmark' is printed so that it is clear who the sender is at the beginning of the communication product or text.



**SDU** 

**+ Department of Psychology +**

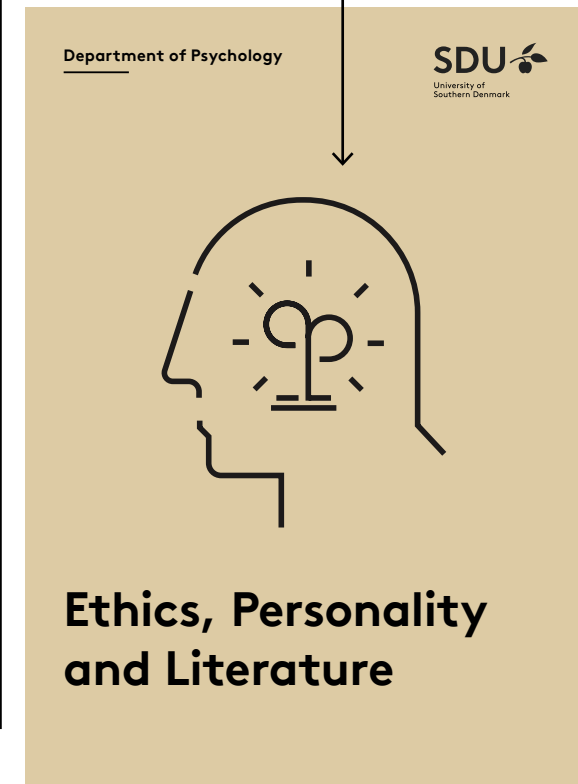
University of Southern Denmark



*Variant 1*



*Variant 1*



## Development of a custom logo

### Variant 1

'Standard branding variant 1 with icon' (for research units). The Graphic Center's art director creates the icon to ensure it matches SDU's visual identity across all units at SDU.

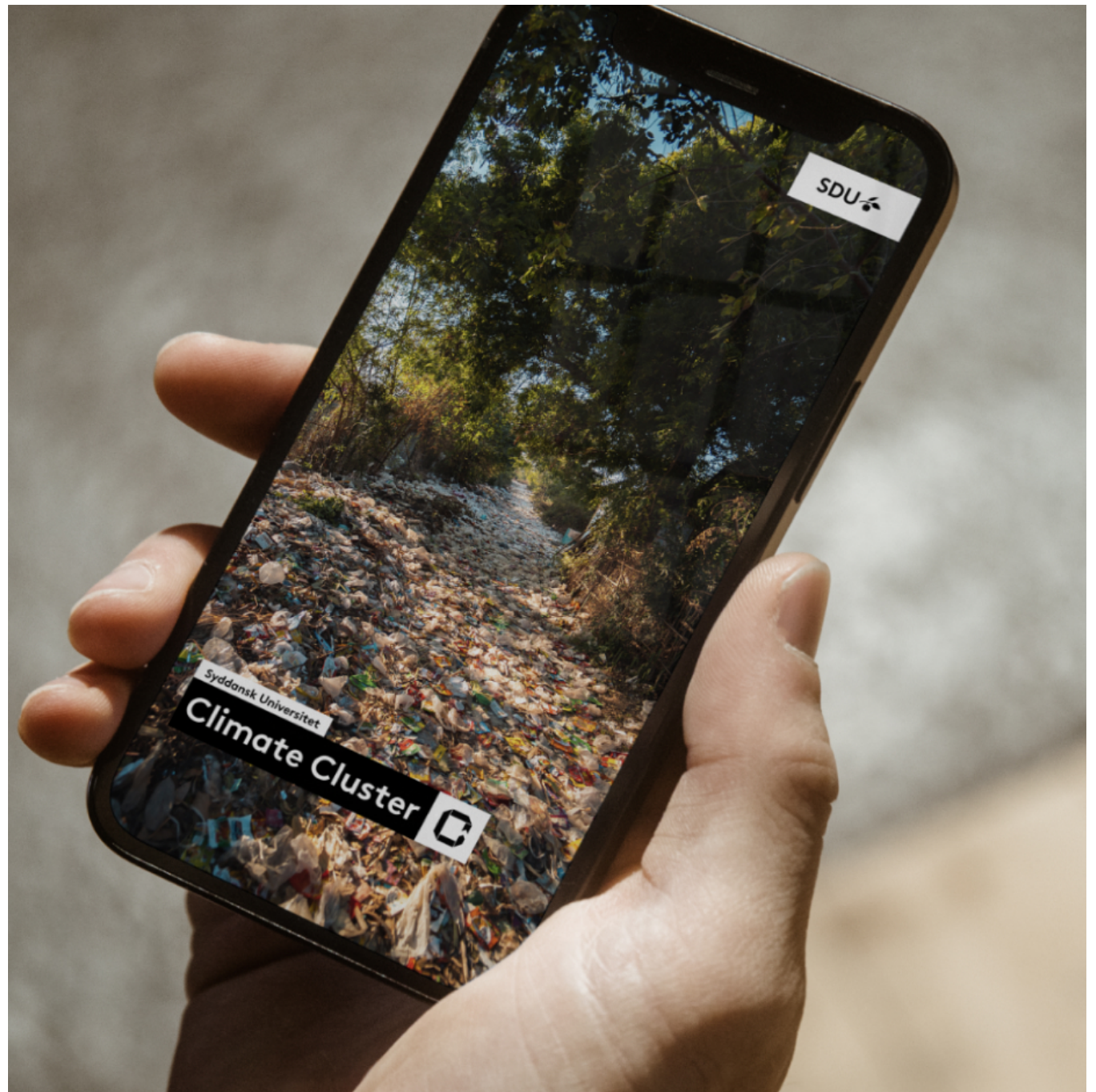
## Variant 2



## Variant 2

Visual package consisting of:  
Block system and custom marker  
(a visual marker/icon) for box  
in block system.

Variant 2 is applied to units deemed to have a particularly strategic potential towards a given target group. The Executive Board assesses the strategic importance for SDU and makes decisions based on recommendations, which must be approved by the faculty's senior management. A strategically selected centre/unit/project will develop the visual package in collaboration with the art director of SDU Communications.





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