

Visual identity

The overall framework for visual identity at SDU is SDU's branding platform.

The organisation has one principal logo, which is the SDU logo:

Acronym + apple branch.

As a rule, units at SDU are given a monogram together with SDU, and the SDU logo is displayed separately.

Human Health

Ethics, Personality and Literature



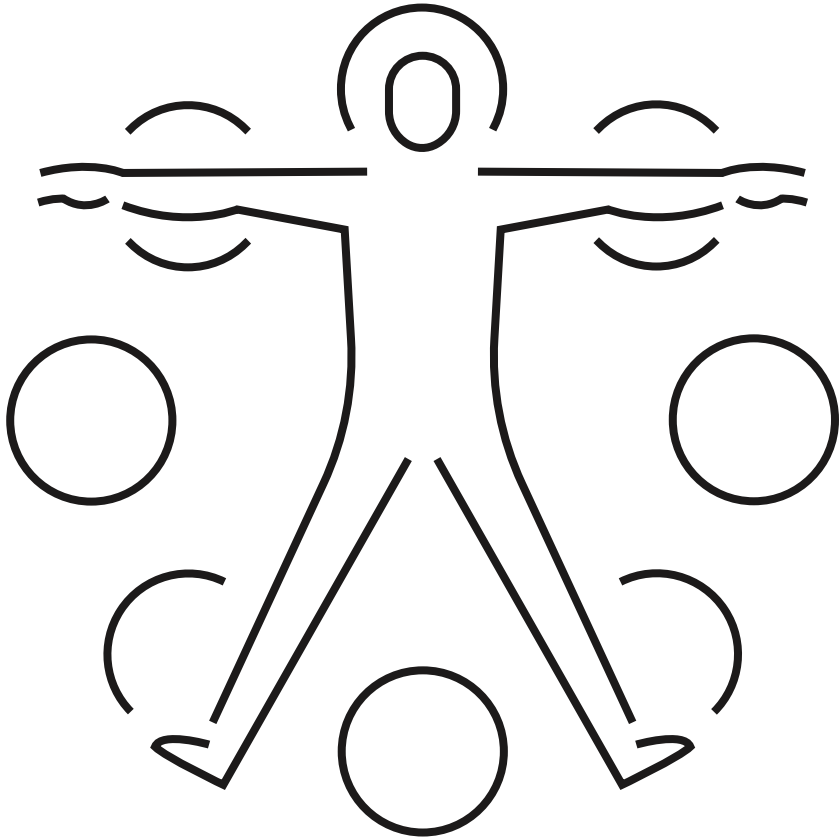
Building a visual profile for units under SDU

For centres, research units and projects, we can create a graphic design that reflects the area or message to be communicated. This gives each initiative a clear connection to the SDU brand and to its own subject area.

The Graphic Center creates visual profiles by means of:

- A monogram
- A simple illustration showing what the topic is about (often referred to as the 'logo').
- This illustration is *not* a logo but can be used as a special creative identifier on all communication products
- Layout style on roll-up panels, report covers, social media profiles, merch, posters, etc.
- Social media profiles
- An image pack with selected images that, like the illustration, reflect the topic being researched or communicated about

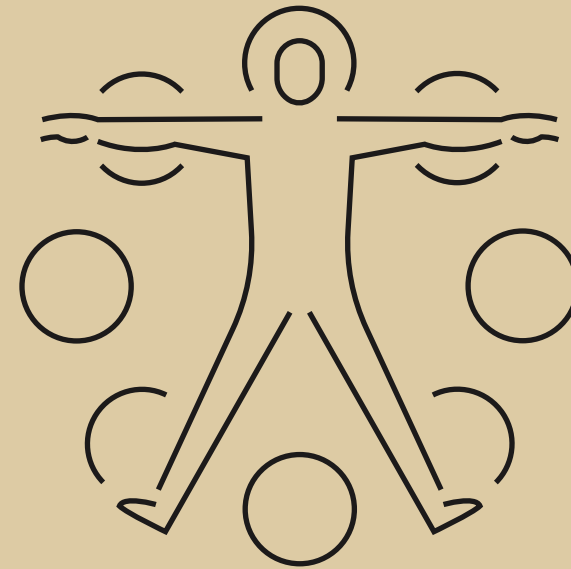
*Example of a simple
identity illustration*



*Example of using a
simple identity illustration
on report cover pages*

Human Health

SDU 
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Southern Denmark



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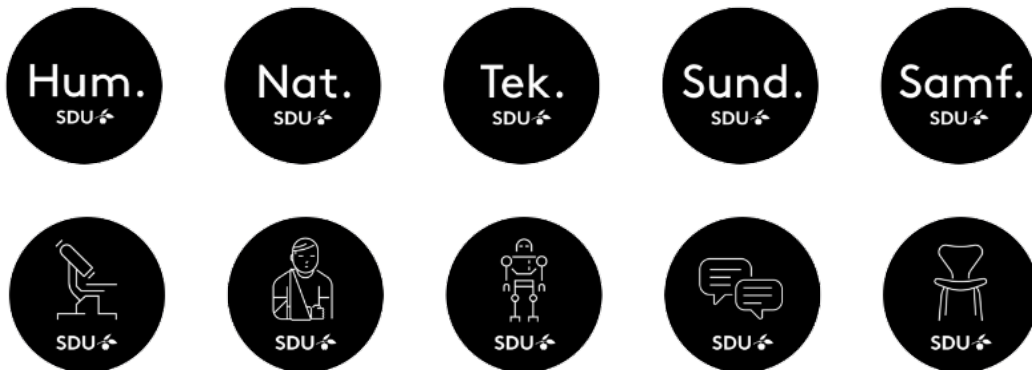
Example of merch



Example of image style and roll-up panel layout



Example of social media profiles





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