

LOGO - THE TU/e LOGO

The basic logo is the acronym 'TU/e'. It is the shortest possible indication of the name. The capital letters 'TU' and the lower case letter 'e' are separated by a 'slash'. This logo without descriptor is used on items where space is very limited or where legibility is insufficient. It is also used in places where TU/e is well known and the addition of the descriptor will not be necessary.

The logo with descriptor consists of the basic logo and the English text 'Eindhoven University of Technology', fully capitalized. The use of the English name, also in Dutch contexts, contributes to an international reputation.

The logo with descriptor has two variants: the 'Line' version, in which the English text is to the right of the basic logo, and the 'Stack' version in which the text line is placed under the basic logo.

Modifying logos or developing other variants is not permitted. The following pages describe which variant is used where.

In plain text, the name is first given in full, written with the acronym behind it in brackets. In all instances after that, only the acronym will be used:

Eindhoven University of Technology (TU/e)

Eindhoven University of Technology (TU/e)

TU/e

Basic logo

The basic logo consists of the letters 'TU' in a bold, sans-serif font, followed by a forward slash, and then a lowercase 'e' in the same font.

Logo with descriptor

'Line' version

The 'Line' version of the logo features the 'TU/e' acronym on the left, followed by the full name 'EINDHOVEN UNIVERSITY OF TECHNOLOGY' in a smaller, bold, sans-serif font, all in red.

'Stack' version

The 'Stack' version of the logo features the 'TU/e' acronym on the left, with the full name 'EINDHOVEN UNIVERSITY OF TECHNOLOGY' stacked in three lines below it, all in a bold, sans-serif font and red color.