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Guidelines on Using the ETH Zurich Logo

dated 9 December 2014

Pursuant to Article 4 (1) (g) of the ETH Zurich Organisational Ordinance dated 16 December 2003¹,

the Executive Board of ETH Zurich hereby adopts the following guidelines:

Section 1 General provisions

Art. 1 Purpose and scope

¹ The purpose of these Guidelines is to ensure that the ETH Zurich logo (ETH logo) is used correctly and to prevent improper use.

² The Guidelines apply to all organisational units of ETH Zurich.

Art. 2 The ETH Zurich logo

The ETH logo is a core component and consistent feature of the ETH Zurich Corporate Design. It reinforces the identity of the university both within ETH Zurich and in relation to the general public. The ETH logo also has an economic value.

Art. 3 Permitted options

¹ Two authorised versions of the ETH Zurich logo are available, depending on the type of use intended. The main element in both versions of the logo is the "ETH" acronym.

² The ETH Zurich long logo comprises the acronym "ETH" and the bylines "Eidgenössische Technische Hochschule Zürich" and "Swiss Federal Institute of Technology Zurich".



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

The ETH long logo should only be used for office materials, i.e. any materials that are routinely used, including letterhead, business cards, envelopes etc. The ETH Zurich long logo must be positioned in the top left-hand corner of all office materials. The clear space surrounding the logo, as prescribed in the Corporate

¹ RSETHZ 201.021

Design Manual, should always be preserved.

³ The ETH Zurich short logo consists of the acronym "ETH" and the word "zürich".



The ETH Zurich short logo is used in creative design, i.e. in professionally designed printed matter, including brochures, advertising posters, banners and flyers. It is also used on webpages, in video material and presentations, and on merchandise.

The ETH Zurich short logo should always be positioned in the top left-hand corner of all creative design materials. The clear space surrounding the logo, as prescribed in the Corporate Design Manual, should always be preserved.

⁴ The elements and design of the ETH Zurich long logo and the ETH Zurich short logo, as defined in the ETH Corporate Design Manual, may not be altered in any way. The original versions of the logos must always be used.

Art. 4 Colour and positioning

¹ The ETH Zurich short logo and ETH Zurich long logo are only available in black (positive) or white (negative). The black logo version is used on a white background and the white logo version on a coloured or black background.

² An umbrella brand strategy has been adopted for the ETH Zurich Corporate Design. Accordingly, the following rules apply to the positioning of logos as part of the ETH Zurich Corporate Design:

- a) The ETH logo should appear on all ETH communications material. The logo should be positioned in accordance with the specifications laid down in the Corporate Design Manual. The logo should generally appear in the top left-hand corner of both office materials and creative design publications.
- b) Where an ETH Zurich organisational unit is added to the sender information, this should be displayed less prominently than the ETH logo in the bottom left-hand corner. The position of the logo and a placeholder are defined in the digital templates (see Corporate Design Manual). The logos of ETH Zurich organisational units must be visibly smaller than the ETH logo. Organisational units have the option either to use their logo or to display their name in words.
- c) If it is necessary to display any additional logos belonging to cooperation partners or sponsors, the relevant position and placeholder are defined in the digital templates (see Corporate Design Manual). The logos of cooperation partners and sponsors must be visibly smaller than the ETH logo.

³ The relevant dimensions are set out in the Corporate Design Manual or may be obtained from the Corporate Communications department.

Art. 5 Commercial use

The ETH logo may only be used for commercial purposes with the consent of Corporate Communications. Corporate Communications is responsible for determining how the logo may be used, the scope of use, and any payment that may be required. It is also responsible for defining the rules on proper logo usage.

Art. 6 Non-commercial use

¹ The ETH logo may be used, in the interests of quality assurance, for events which are directly linked to ETH Zurich and organised under the auspices of the Executive Board, a member of the Executive Board, a department or institute, a Head of Department, a Head of Institute, or by an Independent Chair.

² Members of ETH Zurich are permitted to use the ETH logo in communications, provided that it is used for non-commercial purposes that are closely connected to ETH Zurich.

Art. 7 Enforcing proper usage

¹ The Corporate Communications department is responsible for issuing guidance on proper logo usage and for maintaining and supplying the ETH logo, ETH fonts and other useful resources. In addition, members of ETH Zurich may refer to the Corporate Design Manual which is available online.

² Corporate Communications is authorised to issue instructions and guidelines with a view to enforcing proper logo usage and shall inform the Executive Board of any breaches of the guidelines. The Executive Board is responsible for making decisions with regard to sanctions or exceptions at the request of Corporate Communications.

Art. 8 Special versions of the logo

¹ A special logo is available to organisational units of ETH Zurich intending to feature in third-party publications. This logo is a combination of the ETH Zurich short logo and the logo for the organisational unit concerned, or the name of the organisational unit displayed in words (cf. Corporate Design Manual). The logo may be obtained from Corporate Communications.

² If required, a logo incorporating the "ETH" acronym, but which is clearly distinguishable from the ETH logo, may be used under licence by organisations that are closely linked to ETH Zurich but are separate legal entities. Organisations linked to ETH Zurich may submit a request to the Executive Board to use a logo under licence that is designed for them by Corporate Communications.

Organisations using a logo under licence must agree to use their own corporate design, which should be clearly differentiated from ETH Zurich.

Art. 9 Logo for university partnerships

¹ University partnerships involve collaboration between universities on specific projects, or in providing certain services or facilities. A combination of logos is used for university partnerships. The ETH Zurich logo and the logo of the partner university/partner universities should be positioned alongside each other and given equal visual prominence.

² Where ETH Zurich is the lead partner in a partnership with another university or universities, the layout and design specified for the ETH Corporate Design should be used. The combined logos of partner universities should be positioned in the top left-hand corner of communications materials, as specified in the Corporate Design guidelines. The ETH logo should appear on the left and the logo(s) of partner universities should be placed immediately to the right of this.

³ If another university is the lead partner in a partnership, the corporate design guidelines of the university concerned will apply.

⁴ Joint professors who are not employed at a joint institute should use the letterhead of the institute (and therefore university) at which they work. The sender information should clearly indicate that a joint professorship is involved. However, the logo of the other university should not be included.

Section 2 Concluding provisions

Art. 10 Repeal of existing rules

The instructions regarding use of the ETH Zurich logo issued by the President, which are dated 16 December 2003², are hereby repealed.

Art. 11 Effective date

These Guidelines take effect on 1 January 2015.

9 December 2014

For and on behalf of the Executive Board:

President: Ralph Eichler
Secretary General: Hugo Bretscher

² RSETHZ 202.4