



**TEL AVIV UNIVERSITY  
INTERNATIONAL  
BRAND GUIDELINES 2021**



TEL AVIV UNIVERSITY  
INTERNATIONAL

• • • NON-STOP DISCOVERY • • •



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## Introduction

Tel Aviv University International was founded in 1958, with the goal of enabling students to study at Tel Aviv University for a semester or year abroad.

Over the years, as the trend in international education has grown, Tel Aviv University (TAU) has become a key destination for international students to study in English in Tel Aviv and in Israel.

Today, TAU International hosts thousands of students a year from all over the globe. It offers students more than 60 academic programs that range from a semester, year or summer abroad, to full degrees and research programs. In 2019, TAU International underwent a new

branding process to reflect its current status as a top destination for students to study in Tel Aviv and at one of the world's most innovative universities.

These brand guidelines are intended to serve as a resource guide on how to communicate TAU International's brand today. They are a result of a collaborative and strategic journey that evaluated feedback from students, academic programs and senior university personnel.

The TAU International brand is not separate to Tel Aviv University's brand – but rather an extension of its identity, with an international approach.



LEARNING FROM EVERYTHING. **TAU INTERNATIONAL**



## WHAT DO WE WANT TO ACHIEVE?

To Be the #1 Destination for Students  
Who Choose to Study Abroad



## WHAT DO WE WANT TO DO?

To Expose the World to the Enlivening & Empowering Experience,  
Unique to Studying at TAU and in Tel Aviv, Israel



## WHAT DO WE PROMISE TO OUR STUDENTS?

**TAU offers a unique experience for growth and discovery on many different levels:  
academic research and knowledge, cultural discovery and personal growth.**

TAU International is not only about learning from your syllabus, but just as much as learning from life. Learning happens everywhere and sometimes when you least expect it. Beyond having access to top-notch academic programs and faculty, TAU offers an additional layer of discovery and learning inside and outside the classroom. It happens during the informal communication between strangers, faculty, or friends, or on the inviting streets of Tel Aviv. Sometimes it leads you to think on your toes or anticipate moments of surprise, creativity and innovation.

Our slogan, "**Non-Stop Discovery**" is representative of this promise.



## WHAT ARE THE ATTRIBUTES THAT DEFINE OUR IDENTITY?

### **World-class & Reputable Academic Institution**

Renowned faculty • Cutting-edge programs • R&D & STEM Excellence • Global rankings • Interdisciplinary • Industry connections

### **Global & Diverse Outlook**

+60 Programs in English • Global network of students from +100 countries • Friendly & diverse atmosphere • Community-oriented

### **Energetic, Approachable, Dynamic**

Tel Aviv • Dynamic • Culture • Start-up Eco-system • Fun/Liberal • Beach • Innovative

## WHAT DO WE SOUND LIKE?

### **Thought Leaders**

We are proud and confident as a top research and cutting-edge education

### **Clear & Concise**

We are easy to understand and unambiguous, without using too many words

### **Approachable**

We are friendly, inclusive and professionally casual

### **Engaging**

We share stories and experiences that are both informative and spark curiosity



## High-Level Messaging

### **START YOUR PATH TO NON-STOP DISCOVERY AT TEL AVIV UNIVERSITY INTERNATIONAL**

Every year, TAU attracts thousands of talented students from around the globe. TAU International offers a broad cutting-edge academic experience in English, with over 60 programs to choose from in a variety of disciplines and across a range of academic levels (from a semester, summer or year abroad to full degrees at the Bachelor's and Master's levels and Doctoral research programs). A global hub on campus, TAU International is a home away from home for our students to immerse into Israeli and campus life.

Student life at TAU International extends beyond the classroom. Our programs are designed to provide our diverse student body with a well-rounded experience of learning and growth in multiple disciplines. Academic curriculums will be facilitated by Israel's leading faculty and experts where our students gain real-world professional insights. Coursework will be enhanced by hands-on workshops and professional internships, joined with extracurricular activities and excursions throughout the country.

**If your are ready for non-stop discovery in one of the most exciting cities in the word, Tel Aviv University is your destination!**

## **1. Globally Recognized**

First-class academic and research institution with exceptional faculty, talented students, and world-changing alumni.

## **2. Learn Everything**

Over 60 interdisciplinary programs in English spanning 125 schools across 9 faculties from the Arts to Zoology.

## **3. Value for Money**

First class university experience with highly competitive tuition fees.

## **4. Location, Location, Location**

Set in the culturally diverse city of TLV – globally recognized as 'Best Destination' by Forbes, one of the 'Best Cities in the World' by the Independent and one of the 'Most Innovative Cities in the World' by Wired Magazine.

## **5. Vibrant Campus Life**

A Campus life that never stops exploring and discovering the new. TAU students enjoy a variety of student clubs, activities, sports centers, museums, lectures, and more.

## **6. A 15,000 Strong international Alumni**

Study and network with thousands of internationals from over 100 countries! A truly multicultural, multinational, multidimensional experience. "Start-up Eco-system" based in Tel Aviv.

## **7. Heritage, Adventure, Travel**

Renowned for its rich heritage, fascinating sites and changing landscapes, Israel never fails to educate, enchant and enthrall.

## **8. Dedicated Student-Life Support Teams** – Access to an entire team solely committed to making the TAU student experience as smooth and as seamless as possible. From day-to-day assistance to on-campus housing assistance, and more.

## FACTS & FIGURES

- #1 Choice for Israelis
- Top 100 Innovation University
- #8 In world With Graduates Established Unicorn Companies Worth \$1 Billion
- #8 Of the Top 10 Schools Producing VC-backed Founders
- #19 Faculty Citation Impact
- #26 Asia Ranking THE 2019
- Strong International Partnerships with American & European Institutions
- 30,000 Students
- 200,000 Alumni
- 130 Research Institutes
- 125 Schools & Departments
- 9 Faculties



## Our Logo

The Logo is based on Tel Aviv University's logo and branding.

Minimum Logo Size:

**Print:** 2.5 cm with

**Digital use:** 100 pixel with





## Logo – Do's & Don'ts

In order to maintain proper usage of the logo and maintain a uniform brand, here are a few mistakes that should be avoided:

1. Do not distort the logo shape or its proportions.
2. Do not change the logo's original color
3. Do not change the order of the elements within the logo
4. Do not rotate the logo
5. Do not use the logo with transparency
6. Do not remove the word: International from the logo
7. Do use the negative logo with dark backgrounds
8. Do use the logo over images



1



2



3



4



5



6



7



8

## Our Primary Typeface: Myriad SemiCondensed

The main font is Myriad SemiCondensed.  
This font should be on any printed  
material and key digital messages.

Myriad SemiCondensed is not a freeware  
font and should be purchased legally.

In digital applications, where Myriad  
SemiCondensed is not a part of the OS,  
please use Open Sans instead  
[https://fonts.google.com/specimen/  
Open+Sans](https://fonts.google.com/specimen/Open+Sans)

When using Microsoft Office platform,  
please use the Calibri fonts.

Myriad Pro Light SemiCondensed  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro SemiCondensed  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Bold SemiCondensed  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Myriad Pro Black SemiCondensed  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Our Secondary Typeface: Aleo

The type face Aleo is used primarily for headlines. It can combine both weights in a single headline.

Aleo is a free to use Google Font you can download it at  
[https://fonts.google.com/specimen/  
Aleo?preview.text\\_type=custom](https://fonts.google.com/specimen/Aleo?preview.text_type=custom)

Aleo Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aleo Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aleo Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## Our Slogan

The slogan reflects TAU International's main brand strategy "Learning From Everything."

The slogan has two formats that connect the slogan with the brand's general appearance.

Please do not change the slogan wording or its appearance.

Double-row slogan



**NON-STOP  
DISCOVERY**



**NON-STOP  
DISCOVERY**



Single-row slogan



**NON-STOP DISCOVERY**



**NON-STOP DISCOVERY**





## Logo & Slogan Alignment

Since there are two different types of slogan formats, there are two key rules for aligning the logo with each slogan type.

These rules are to be applied in cases where the logo and the slogan appear together.

### Aligning the two rows slogan

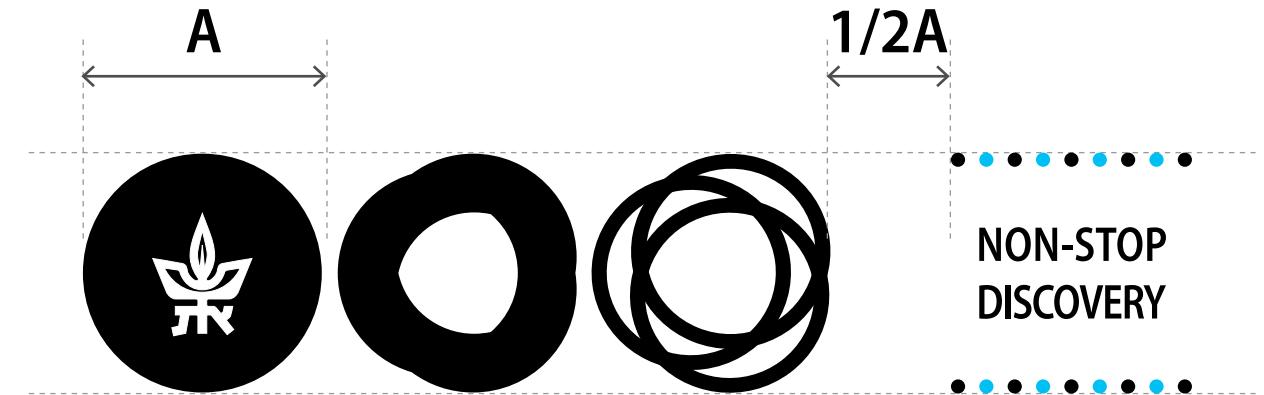
Align the slogan's height to the height of the black-filled logo circle.

The distance between the logo and slogan should be half the size of the black circle's diameter.

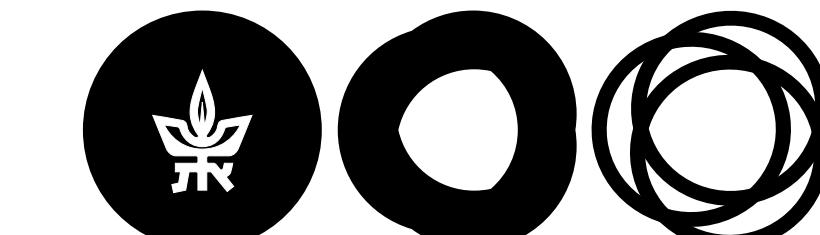
### Aligning the one row slogan

Align the slogan's width to the letters "T" and "Y" of Tel Aviv University.

Keep the distance between the logo and slogan at 1/4 size of the black circle's diameter.



**TEL AVIV UNIVERSITY**  
INTERNATIONAL



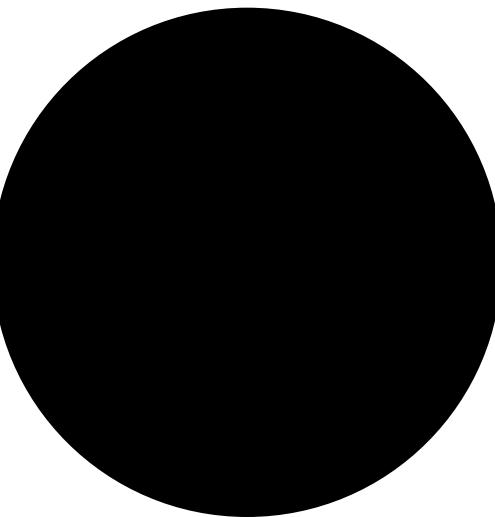
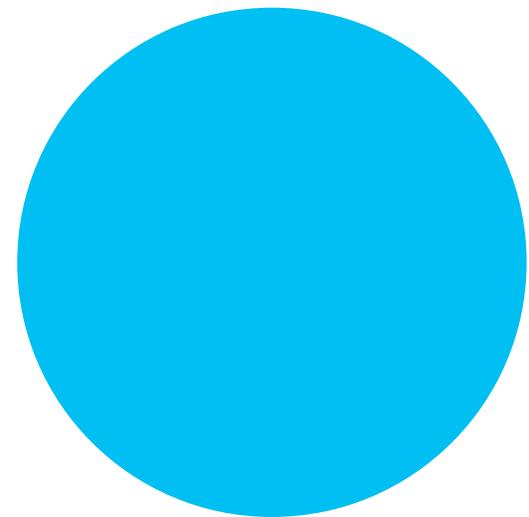
**TEL AVIV UNIVERSITY**  
INTERNATIONAL



## Our Color Palette

Our color palette is based on the Tel Aviv University color palette (black and light blue, with the addition of light grey).

Always use the color values listed here.



**Print**  
C=70 M=0 Y=0 K=0

**Single Color**  
Pantone 306

**Web&Device**  
R=0 G=192 B=243

**Hex**  
00c0f3 #

**Print**  
C=40 M=0 Y=0 K=100

**Single Color**  
Black

**Web&Device**  
R=8 G=29 B=39

**Hex**  
# 081d27

**Print**  
C=0 M=0 Y=0 K=12

**Single Color**  
cool grey 2

**Web&Device**  
R=225 G=226 B=227

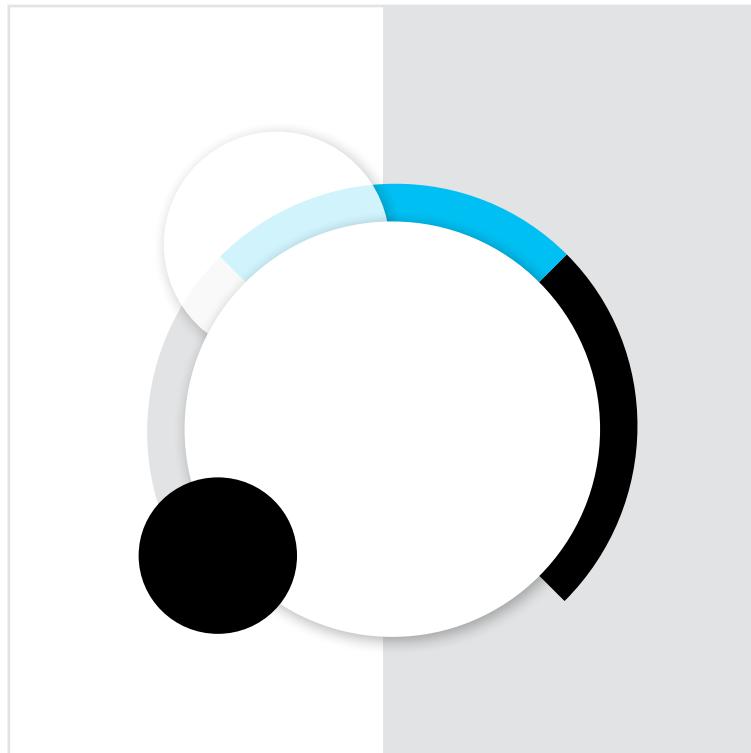
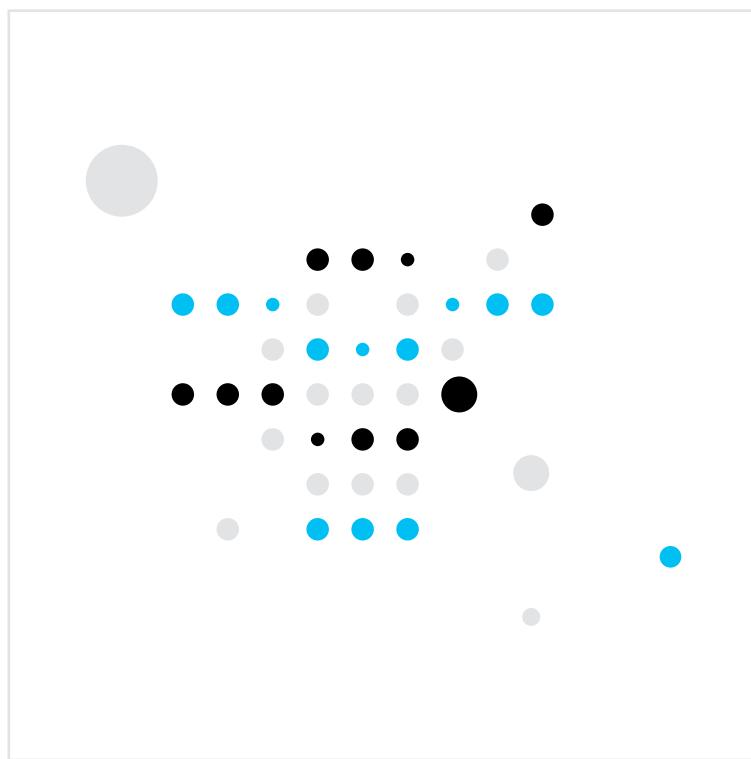
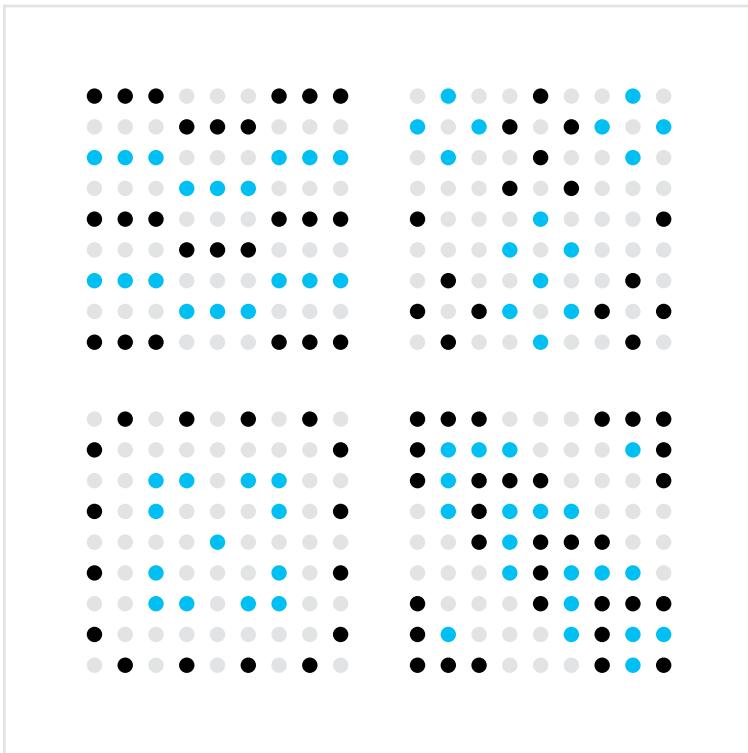
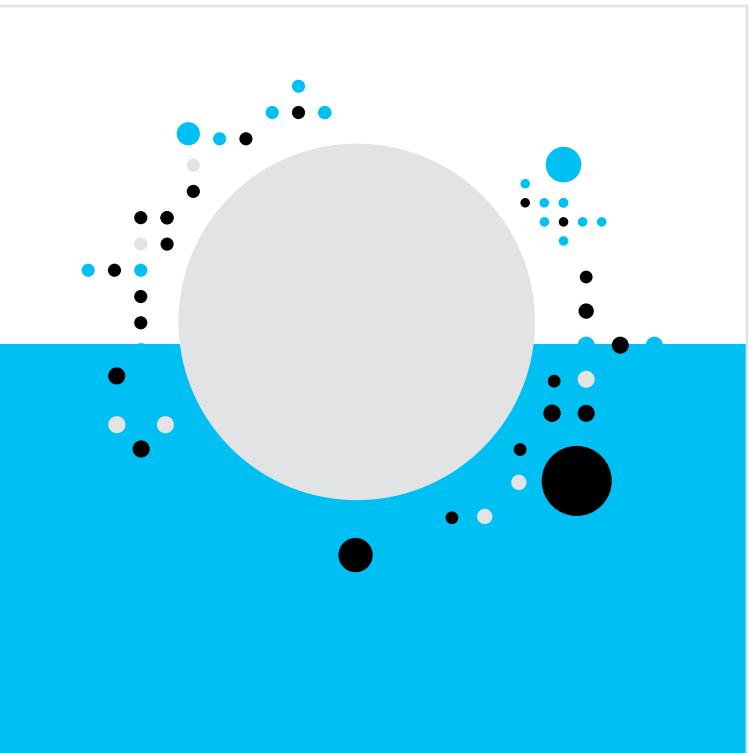
**Hex**  
# e1e2e3



## Our Main Graphic Language

The graphic language displays a variety of shape and size configurations, that are all extension of TAU's circles.

The graphics are meant to evoke a sense of dynamism, discovery, exploration, and unexpectedness.

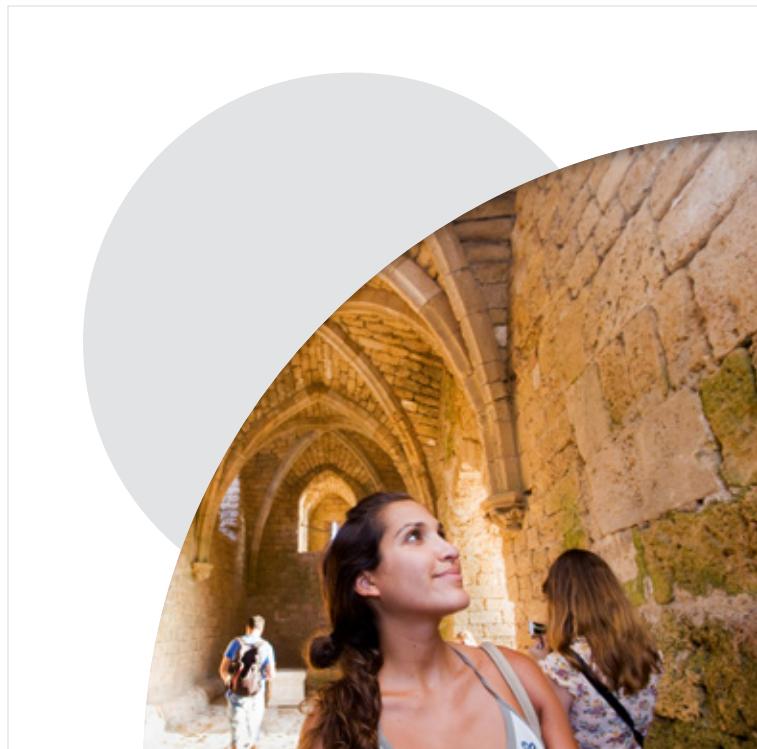




## Graphic Language

### Using the Graphic Language with Images

The graphic language communicates with other images by encircling them or intertwining its elements with the image. Since our language is dynamic in nature, it can evolve depending on the context or brand requirements.



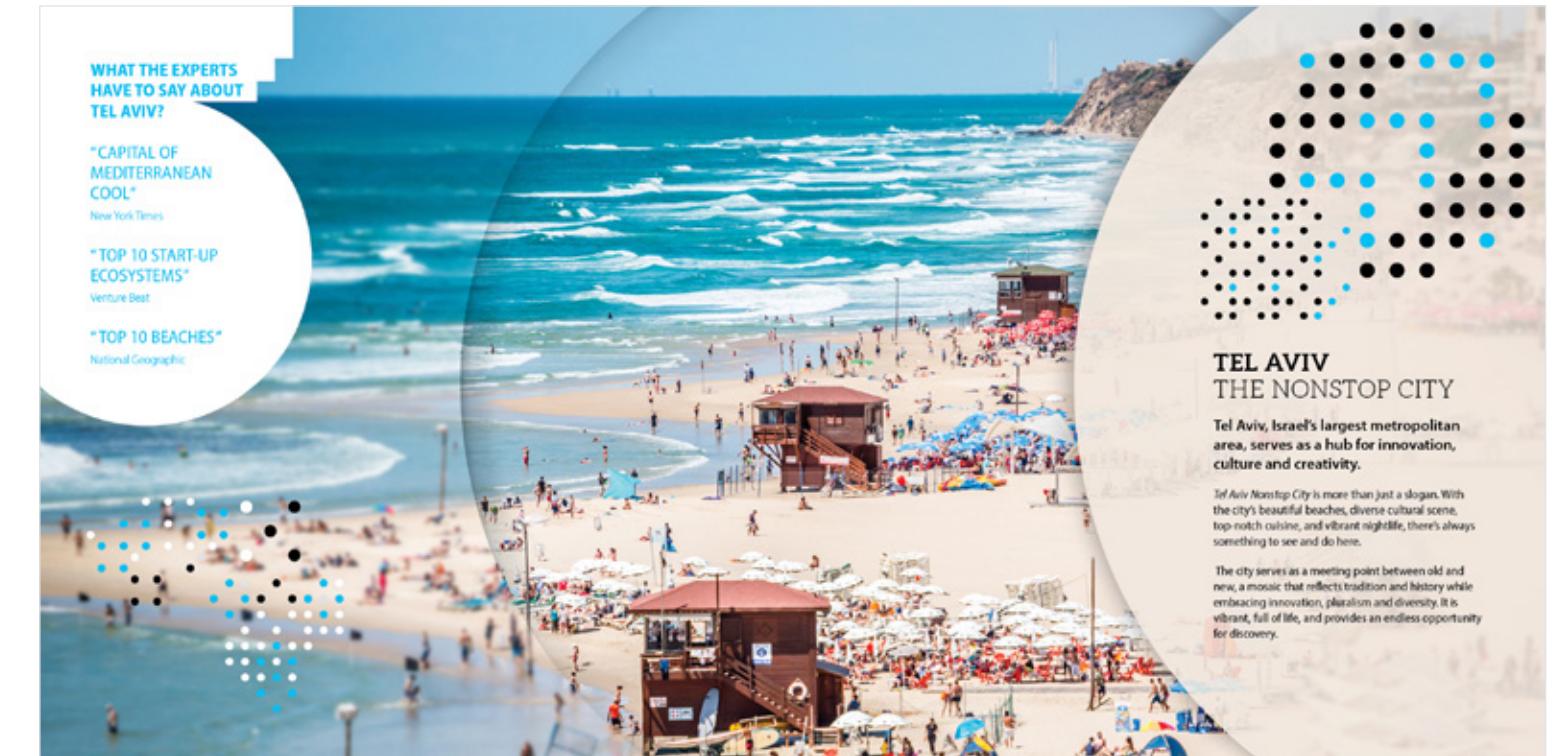
●●● Graphic Language

## Using the Graphic Language with Images



# ●●● Graphic Language

## Using the Graphic Language with Images



●●● Implementation

## General Brochure



●●● Implementation

## General Brochure





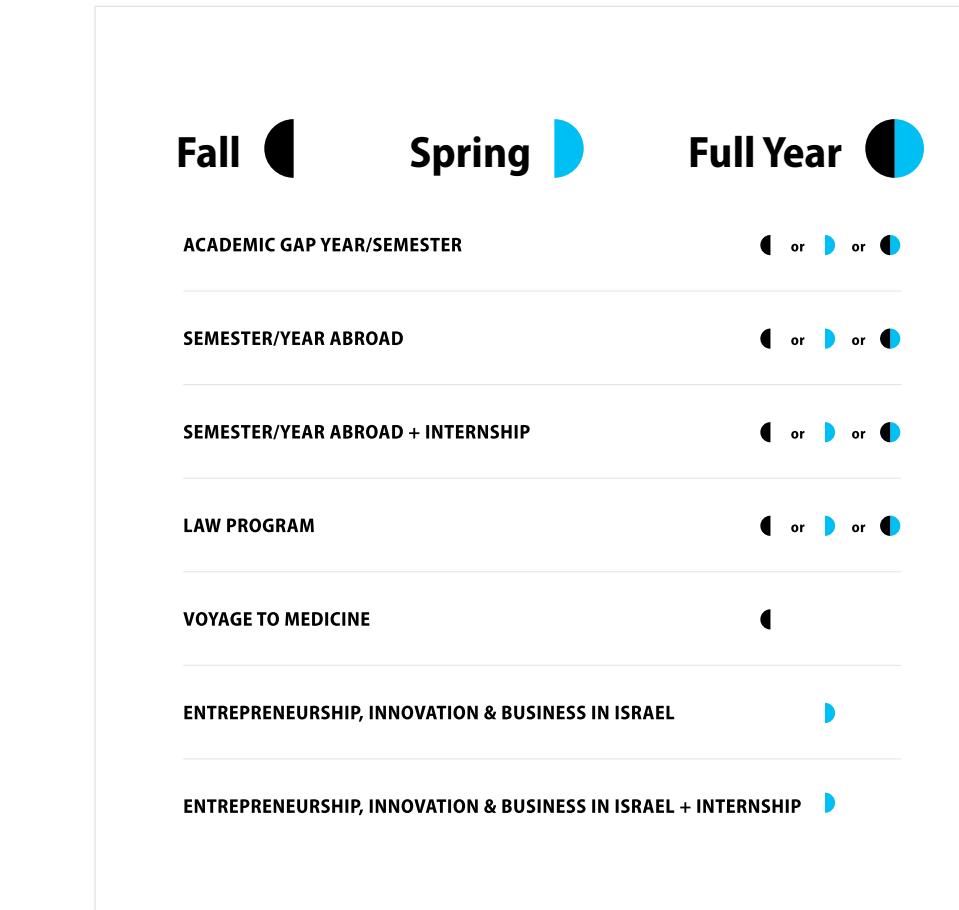
## Academic Program Brochure



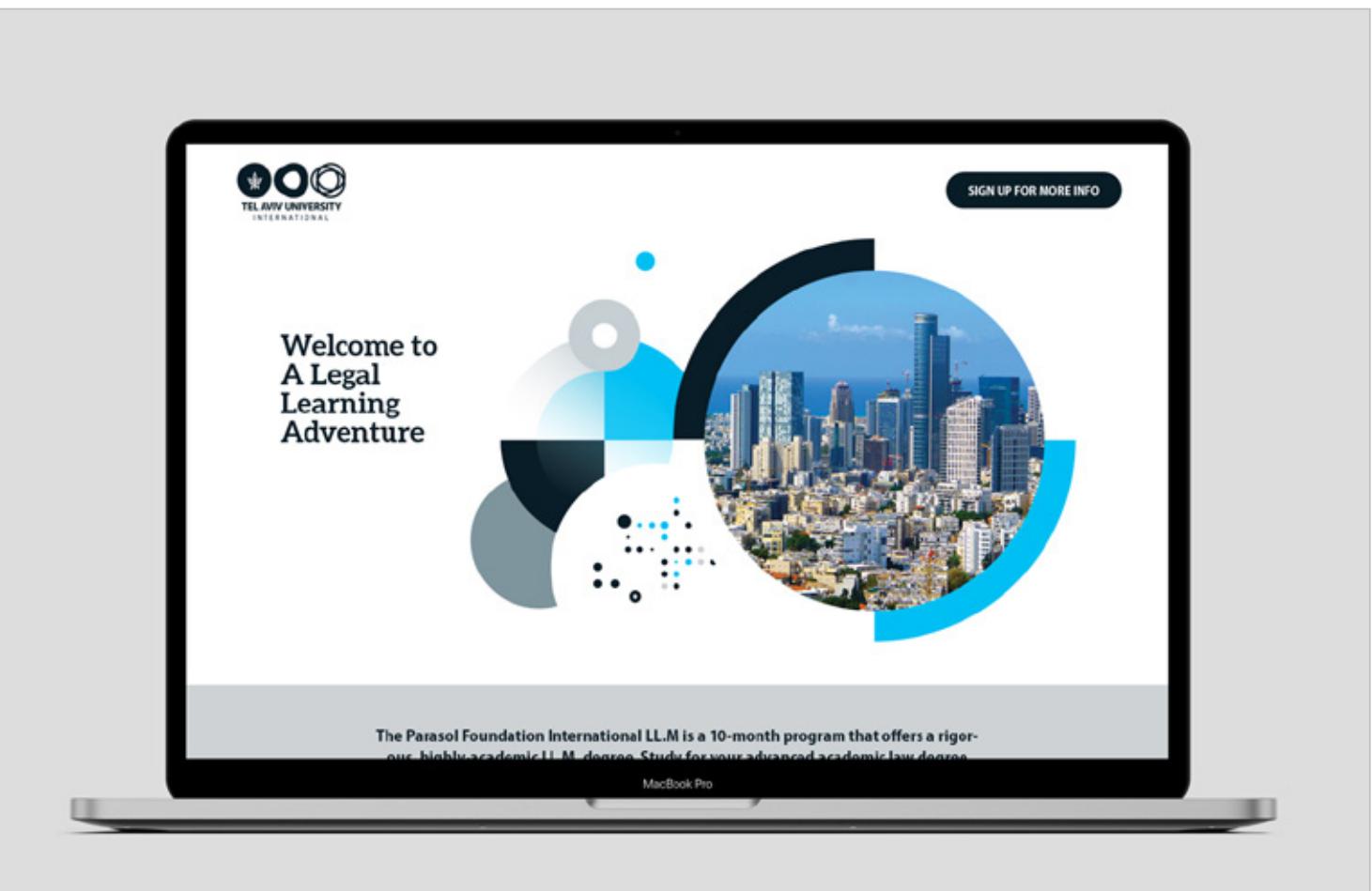
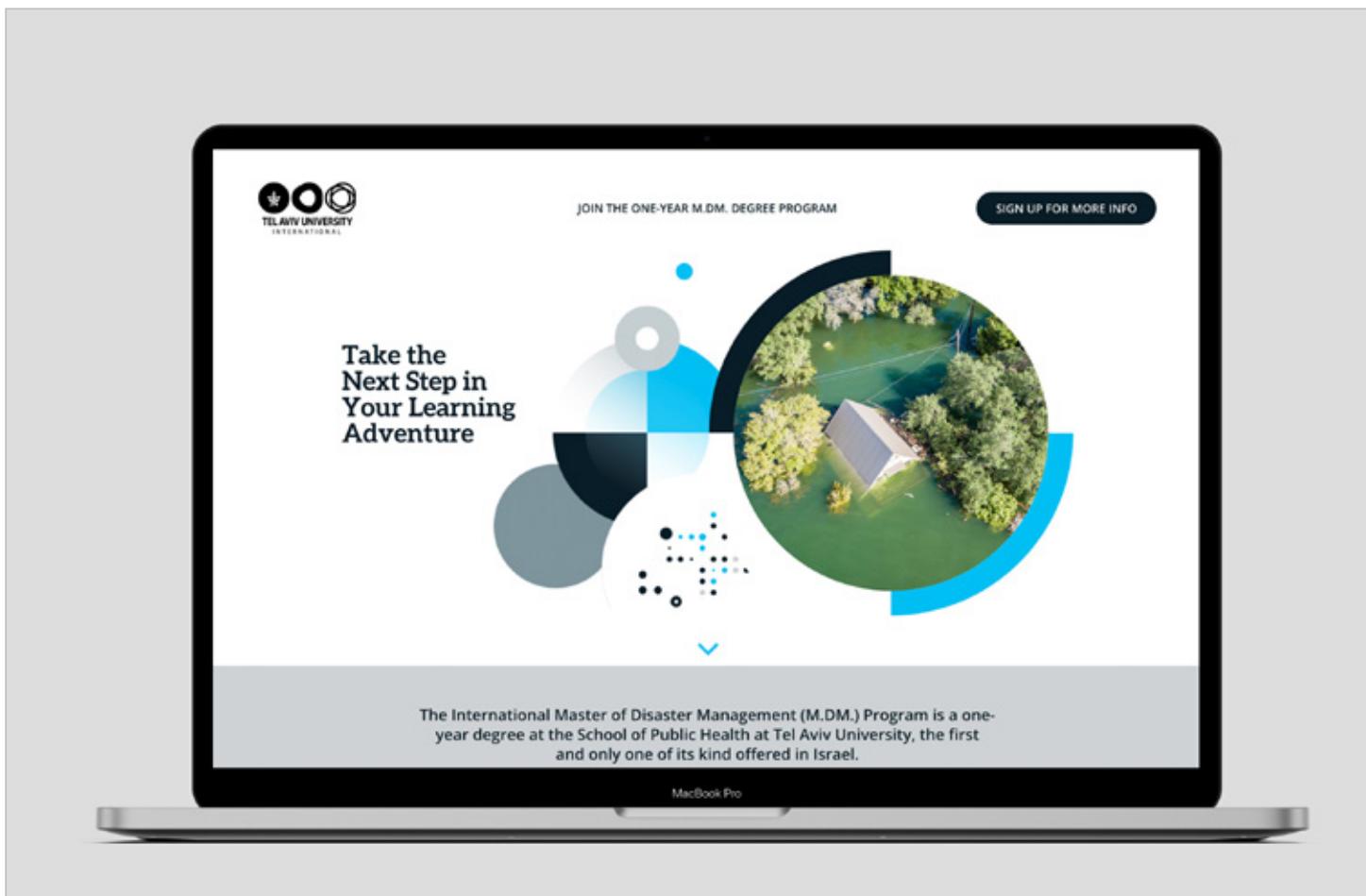
● ● ● Implementation



## Infographics & Icons



## Digital



● ● ● Implementation

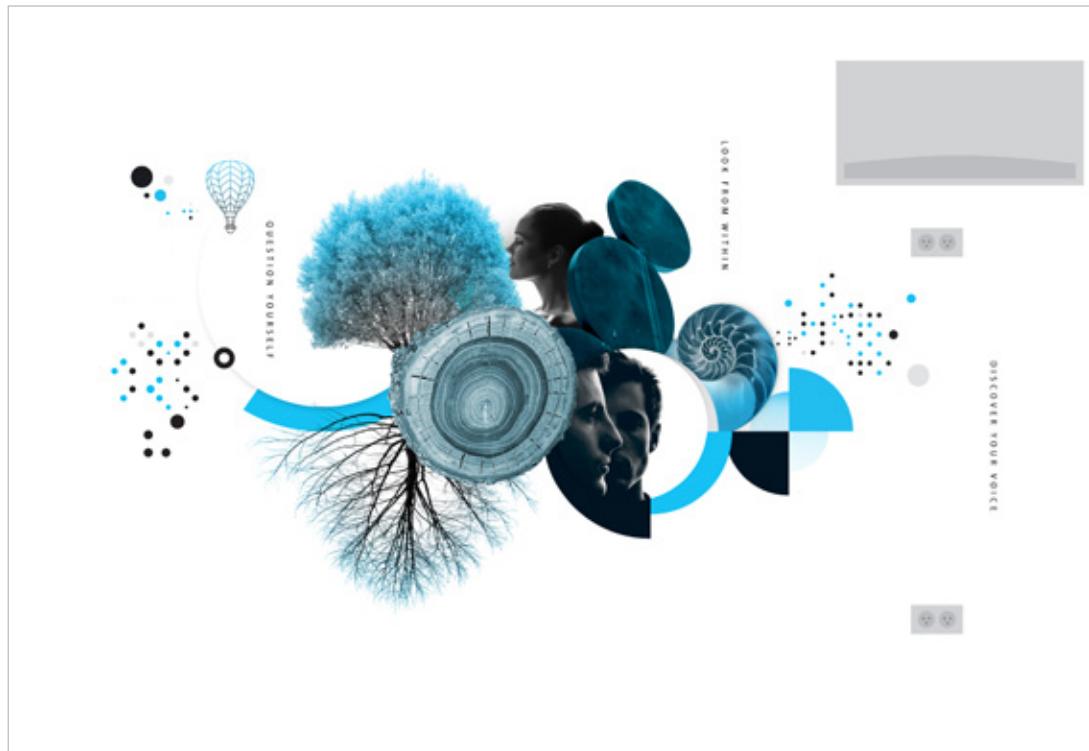
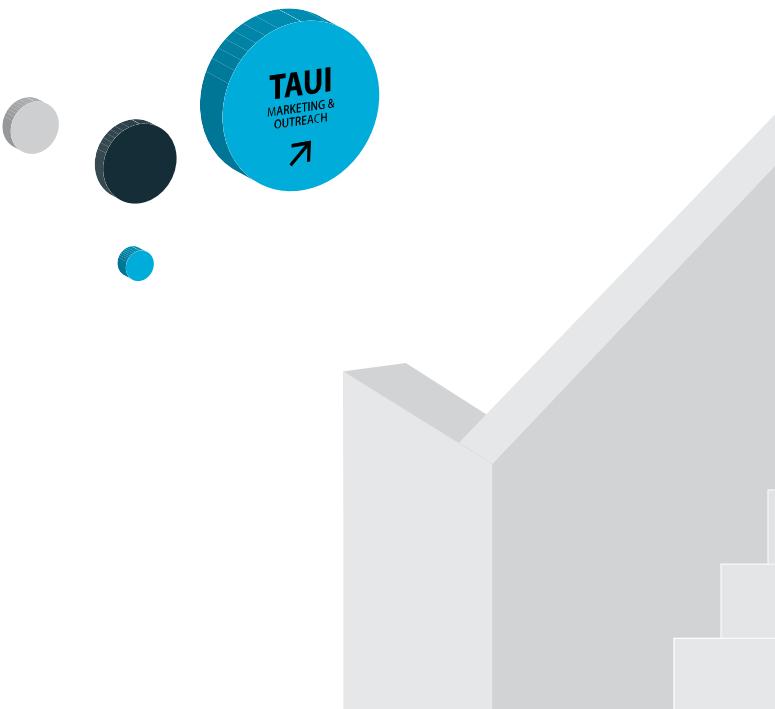
## Digital

The screenshots show the following content:

- Page 1:** Home page with the title "JOIN THE PARASOL FOUNDATION INTERNATIONAL LL.M. PROGRAM" and a "SIGN UP FOR MORE INFO" button. It features a brief description of the program, three circular icons representing "THREE SPECIALIZATIONS", "TOP RANKING", and "INNOVATION NATION", and a "READ MORE" button.
- Page 2:** "VIRTUAL TOUR" page showing two circular images of university buildings with "TLV" and "TAU" labels, set against a background of a city skyline and palm trees.
- Page 3:** "PROGRAM HIGHLIGHTS" page featuring a video player with a play button, text about a "10-MONTH GRADUATE PROGRAM", "3 SPECIALIZED FIELDS", and "50+ COURSES TO CHOOSE FROM", and a "GRADUATES ANSWERING YOUR QUESTIONS" section.
- Page 4:** Contact form page with fields for "First Name", "Last Name", "E-mail", "Where are you from?", "Do you have a LL.B or undergrad in law?", and a checkbox for "I agree to receive news and updates from Tel Aviv University". A "SEND" button is located in a circular graphic at the bottom.

●●● Implementation

## Office Interiors & Signage



## Printed Posters



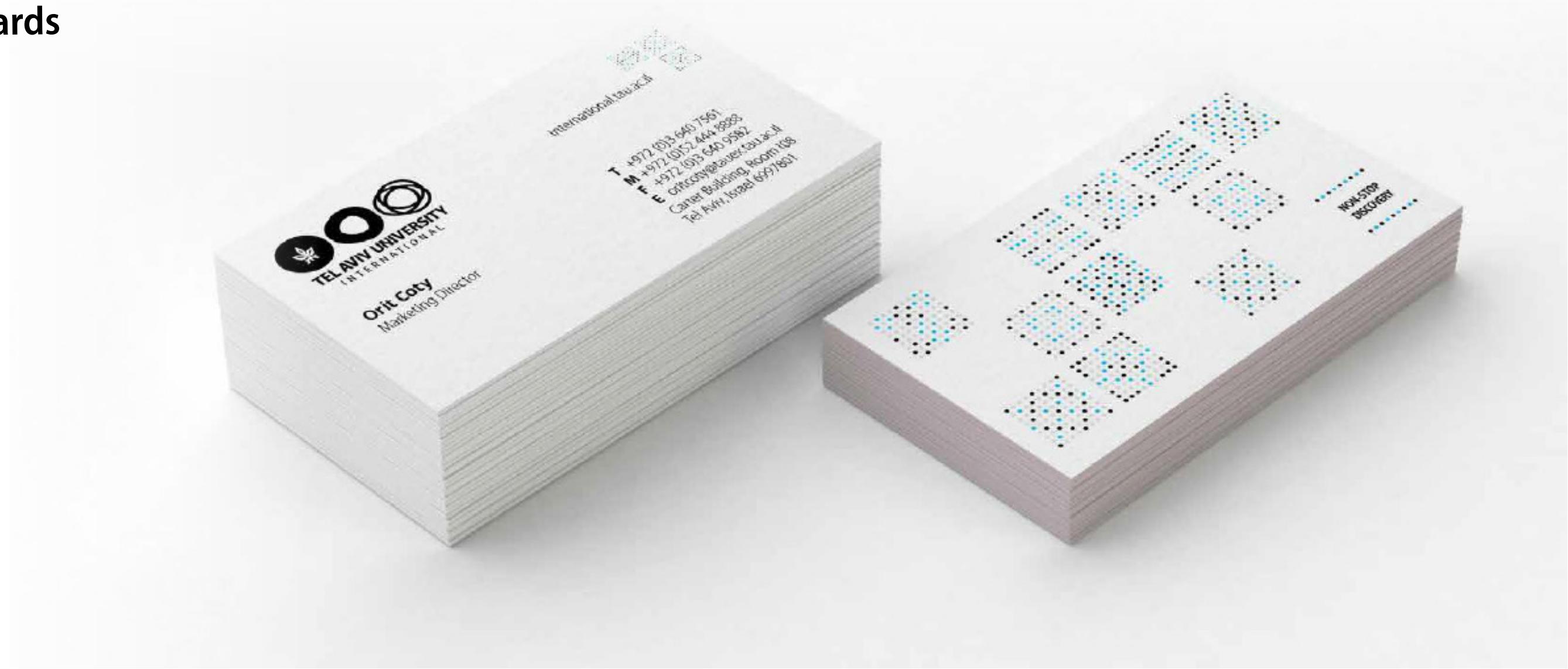
## Ceremony Invitation



## Branded Merchandise

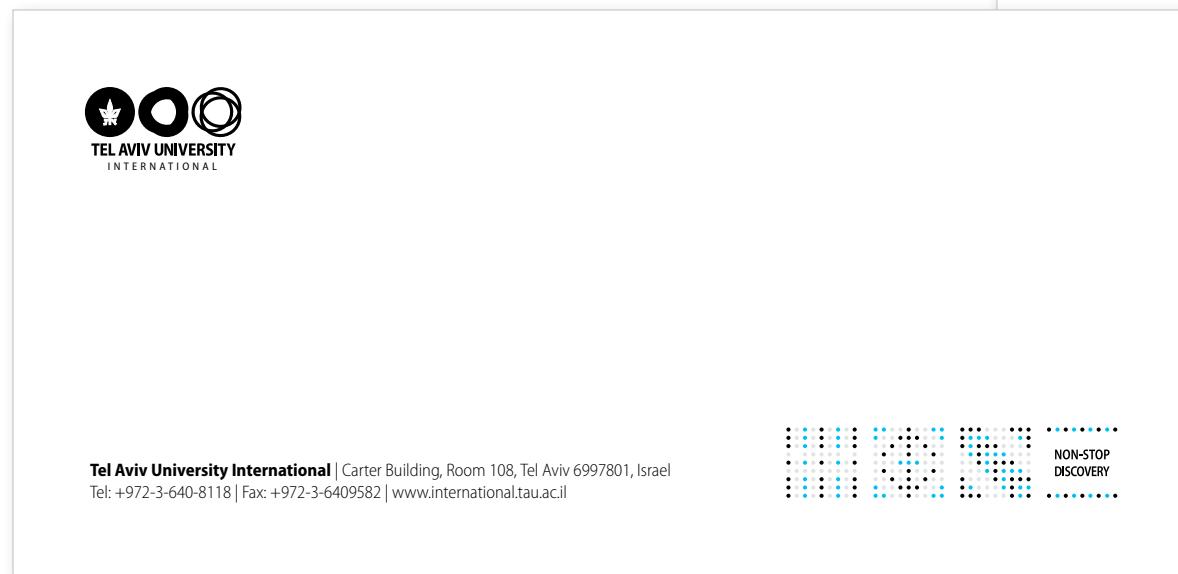


## Business Cards



●●● Implementation

## Stationary



Thank You For Using Tel Aviv University International's Brand Guidelines



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**W:** [www.international.tau.ac.il](http://www.international.tau.ac.il)



**You may access our logo and graphic files at:**

[https://international.tau.ac.il/tau\\_i\\_brand\\_kit](https://international.tau.ac.il/tau_i_brand_kit)

TAU International Marketing Department

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