

## Instructions for using the University of Groningen (UG) and the University Medical Center Groningen (UMCG) dual brand

To express the connection between the University of Groningen and the UMCG in the fields of teaching and research, a special style element has been developed, namely a white banner containing both logos. This can be used both in the University house style and the UMCG house style.

## Logos in white banners, 3 versions:

### Dutch-language communication material:

UG in Dutch + UMCG abbreviated



### English-language communication material:

UG in English + UMCG abbreviated



### Exclusively for English-language brochures and leaflets for use outside the Netherlands:

UG in English + UMCG in English (in full)



## Logos in white banners, grey versions:

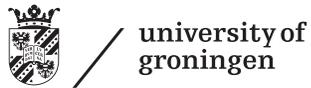
### Dutch-language communication material:

UG in Dutch + UMCG abbreviated



### English-language communication material:

UG in English + UMCG abbreviated



### Exclusively for English-language brochures and leaflets for use outside the Netherlands:

UG in English + UMCG in English (in full)



## Logos in negative format:

### Dutch-language communication material:

UG in Dutch + UMCG abbreviated



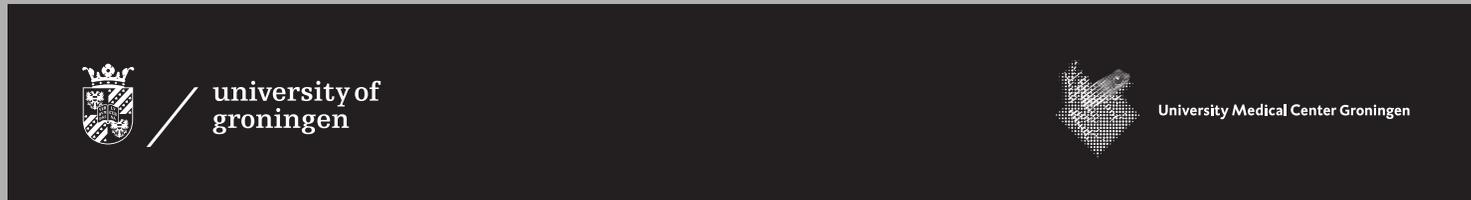
### English-language communication material:

UG in English + UMCG abbreviated



### Exclusively for English-language brochures and leaflets for use outside the Netherlands:

UG in English + UMCG in English (in full)



## Logo banner, sizes and scalability

There are eight versions of the UG-UMCG logo banner. These versions are based on the DIN A formats A6, A5, A4 and A3. Portrait and landscape logo banners have been created for these four A formats. The difference between the versions is the size of the logos in the banner. On smaller communication material, it is important that the logos are not too small. On the smaller formats, the logos are therefore relatively larger than on the larger formats.

### A6 portrait and smaller

The standard size of the A6 portrait logo banner is 105 mm (width) x 19.5 mm (height). This banner may be increased proportionately up to a maximum width of 127 mm. The A6 portrait logo banner may not be reduced in size because the logos would be too small.

### A5 portrait

The standard size of the A5 portrait logo banner is 148.5 mm (width) x 27.5 mm (height). This banner may be increased proportionately up to a maximum width of 179 mm and reduced to a minimum of 127 mm.

### A4 portrait

The standard size of the A4 portrait logo banner is 210 mm (width) x 40 mm (height). This banner may be increased proportionately up to a maximum width of 253.5 mm and reduced to a minimum of 179 mm.

### A3 portrait and smaller

The standard size of the A3 portrait logo banner is 297 mm (width) x 55 mm (height). This banner may be reduced proportionately up to a minimum width of 253.5 mm. The A3 portrait logo banner may also be used for all communication materials in portrait format that are wider than 297, e.g. A2, A1, A0 and all non-standard sizes in between.

#### A6 landscape and smaller

The standard size of the A6 landscape logo banner is 148.5 mm (width) x 19.5 mm (height). This banner may be increased proportionately up to a maximum width of 179 mm. The A6 landscape logo banner may not be reduced in size because the logos would be too small.

#### A5 landscape

The standard size of the A5 landscape logo banner is 210 mm (width) x 27.5 mm (height). This banner may be increased proportionately up to a maximum width of 253.5 mm and reduced to a minimum of 179 mm.

#### A4 landscape

The standard size of the A4 landscape logo banner is 297 mm (width) x 40 mm (height). This banner may be increased proportionately up to a maximum width of 358.5 mm and reduced to a minimum of 253.5 mm.

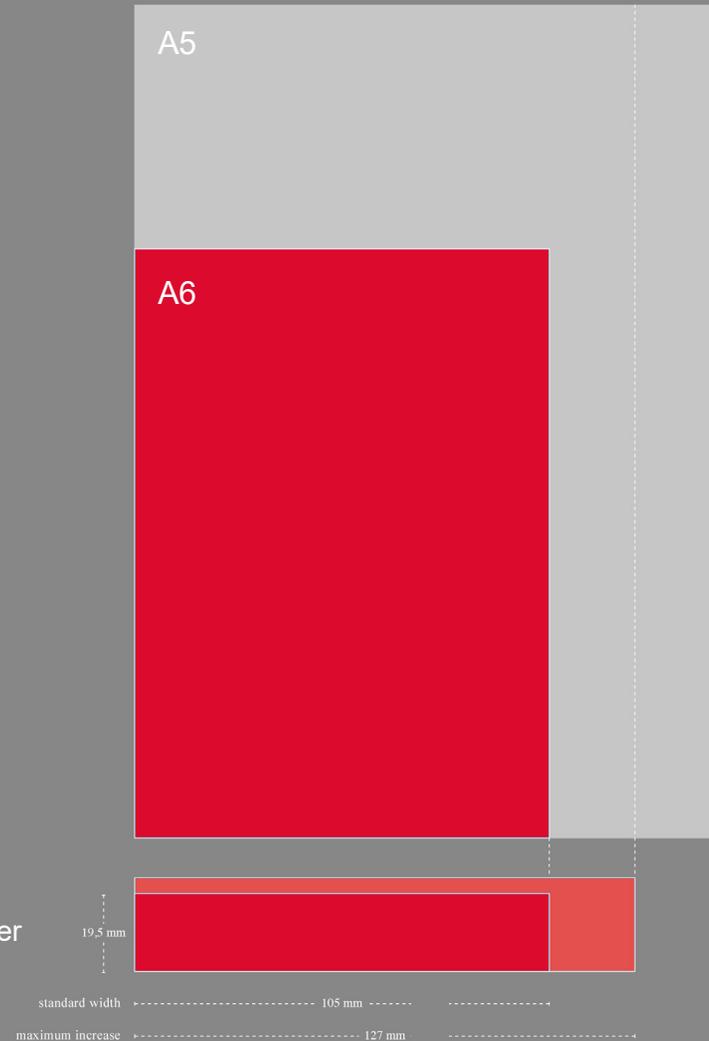
#### A3 landscape and larger

The standard size of the A3 landscape logo banner is 420 mm (width) x 55 mm (height). This banner may be reduced proportionately up to a minimum width of 358.5 mm. The A3 landscape logo banner may also be used for all communication materials in landscape format that are wider than 420, e.g. A2, A1, A0 and all non-standard sizes in between.

## A6 portrait logo banner and smaller

The standard size of the A6 portrait logo banner is 105 mm (width) x 19.5 mm (height). This banner may be increased proportionately up to a maximum width of 127 mm. The A6 portrait logo banner may not be reduced in size because the logos would be too small.

A6 portrait logo banner



## A6 landscape logo banner and smaller

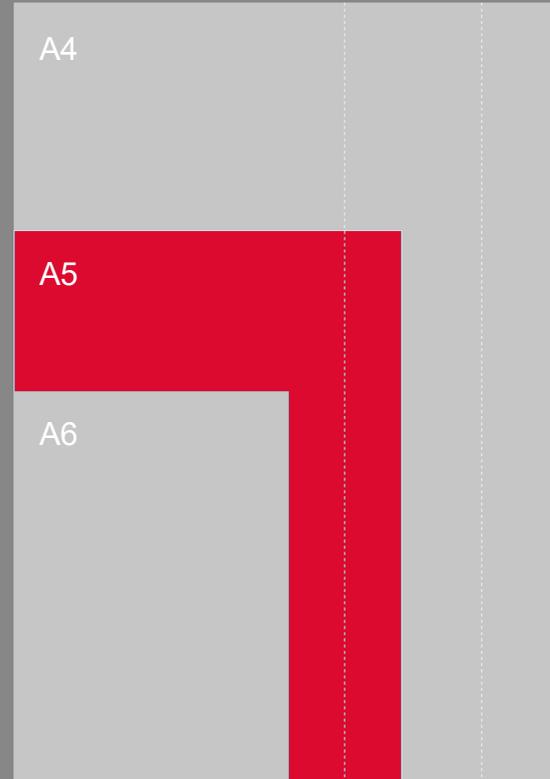
The standard size of the A6 landscape logo banner is 148.5 mm (width) x 19.5 mm (height). This banner may be increased proportionately up to a maximum width of 179 mm. The A6 landscape logo banner may not be reduced in size because the logos would be too small.

A6 landscape logo banner

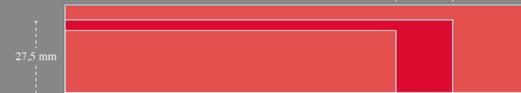


## A5 portrait logo banner

The standard size of the A5 portrait logo banner is 148.5 mm (width) x 27.5 mm (height). This banner may be increased proportionately up to a maximum width of 179 mm and reduced to a minimum of 127 mm.

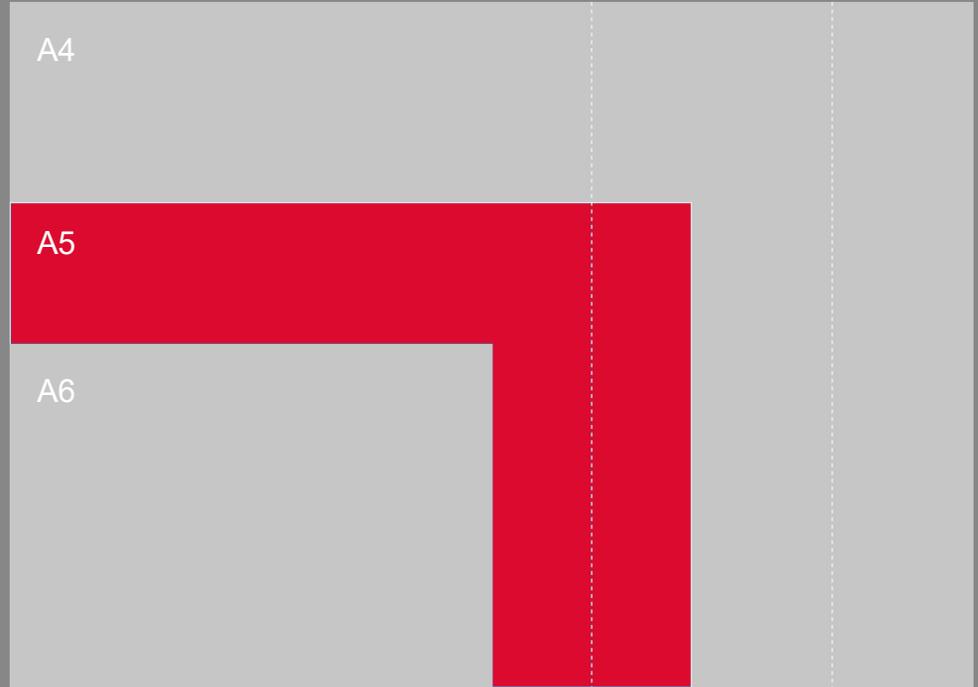


## A5 landscape logo banner



## A5 landscape logo banner

The standard size of the A5 landscape logo banner is 210 mm (width) x 27.5 mm (height). This banner may be increased proportionately up to a maximum width of 253.5 mm and reduced to a minimum of 179 mm.

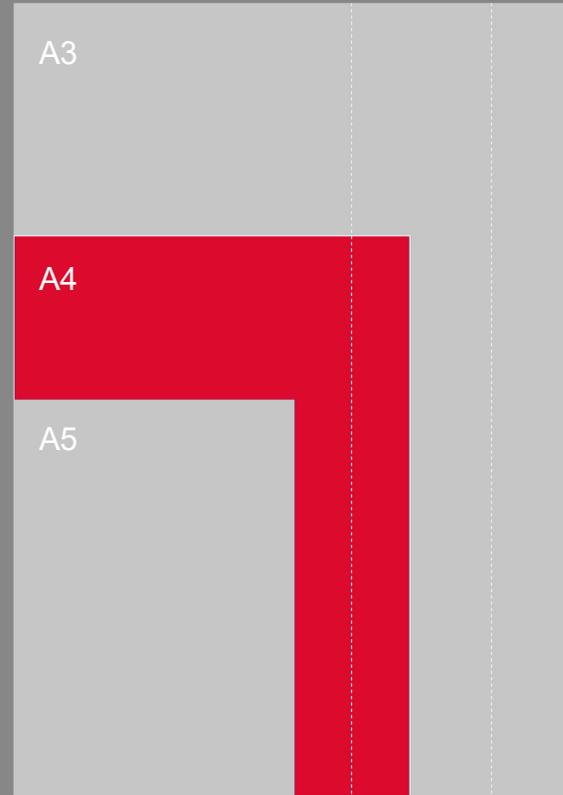


A5 landscape logo banner



## A4 portrait logo banner

The standard size of the A4 portrait logo banner is 210 mm (width) x 40 mm (height). This banner may be increased proportionately up to a maximum width of 253.5 mm and reduced to a minimum of 179 mm.

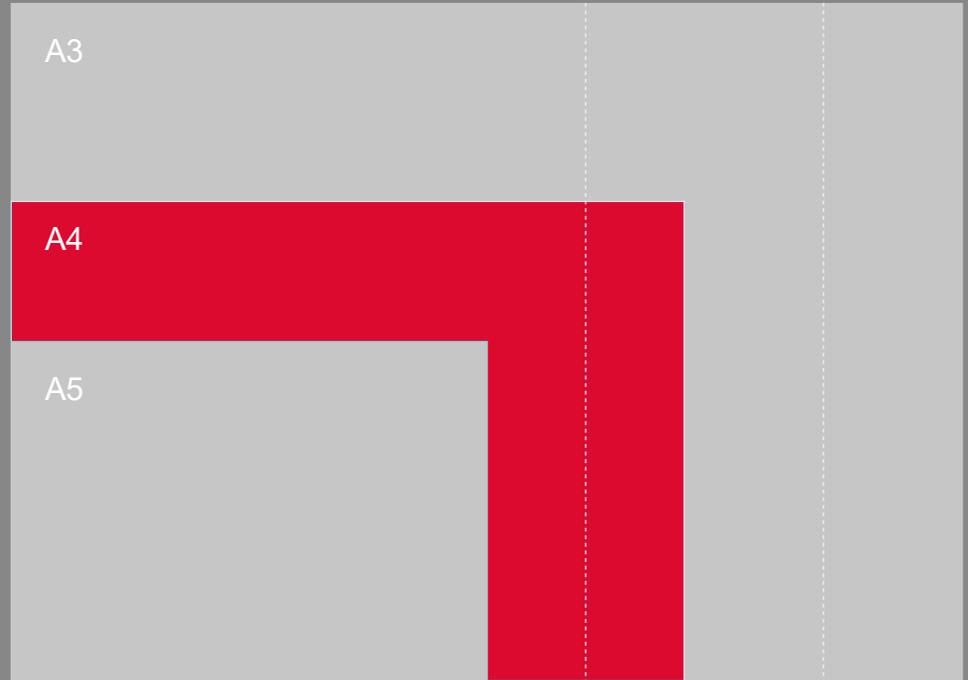


A4 portrait logo banner



## A4 landscape logo banner

The standard size of the A4 landscape logo banner is 297 mm (width) x 40 mm (height). This banner may be increased proportionately up to a maximum width of 358.5 mm and reduced to a minimum of 253.5 mm.



A4 landscape logo banner

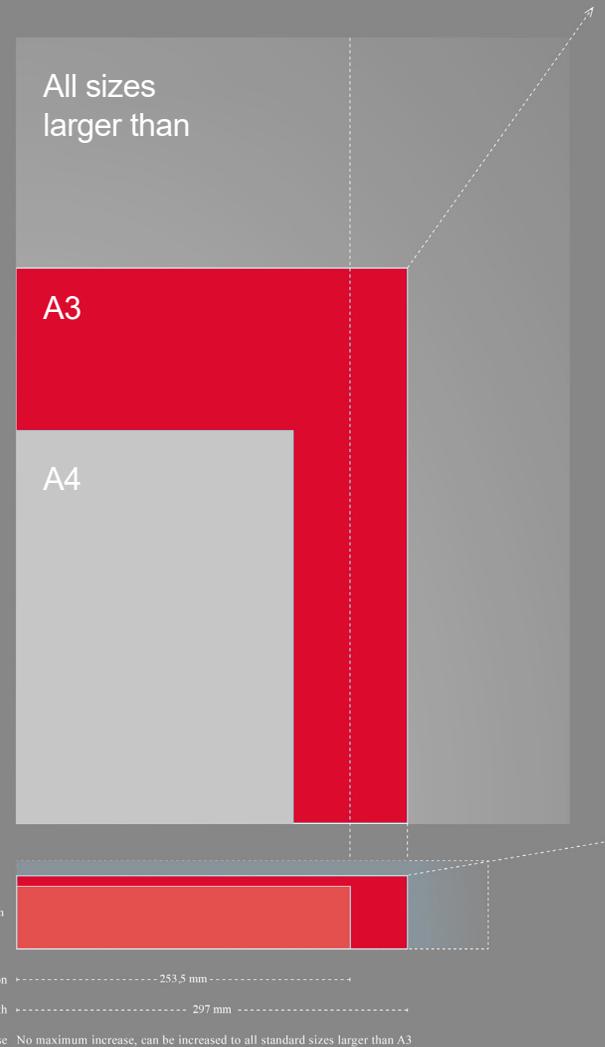


maximum reduction	----- 253.5 mm -----
standard width	----- 297 mm -----
maximum increase	----- 358.5 mm -----

## A3 portrait logo banner and larger

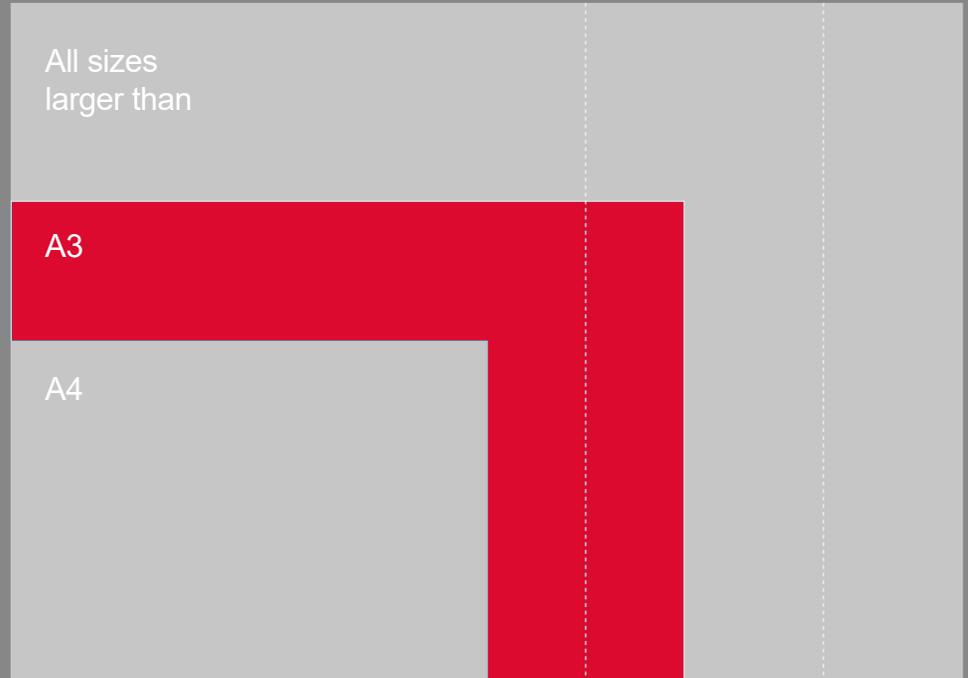
The standard size of the A3 portrait logo banner is 297 mm (width) x 55 mm (height). This banner may be reduced proportionately up to a minimum width of 253.5 mm. The A3 portrait logo banner may also be used for all communication materials in portrait format that are wider than 297, e.g. A2, A1, A0 and all non-standard sizes in between

A3 portrait logo banner



## A3 landscape logo banner

The standard size of the A3 landscape logo banner is 420 mm (width) x 55 mm (height). This banner may be reduced proportionately up to a minimum width of 358.5 mm. The A3 landscape logo banner may also be used for all communication materials in landscape format that are wider than 420, e.g. A2, A1, A0 and all non-standard sizes in between.



A3 landscape logo banner

40 mm

maximum reduction

253.5 mm

standard width

297 mm

maximum increase

358.5 mm



## Examples of usage

# Report

UG in-house  
printing,  
title page

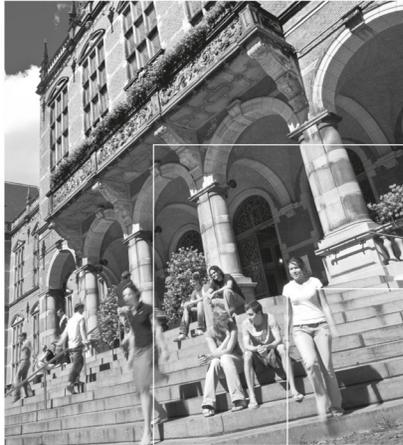
## Titel

Subtitel

vrije tekstruimte voor rapportnummer

Auteur

datum/jaartal



UG in-house  
printing,  
following  
pages  
(different  
banner)

## Inhoudsopgave

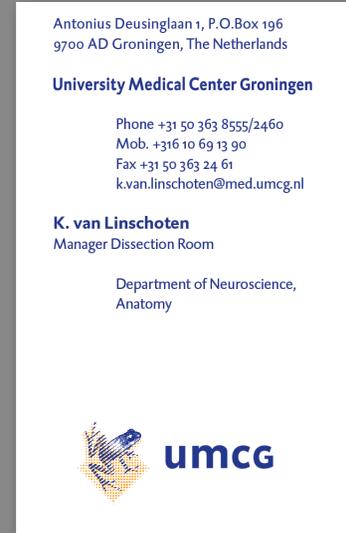
<b>1 Iliquat incillit ad enjt euipit nostrufd tat dolor ilit</b>	1
1.1 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	
1.2 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	2
<b>2 Iliquat incillit ad enjt euipit nostrufd tat dolor iilit</b>	3
2.1 XXXX XXXXX XXXXXX.	
2.1.1 XXXX XXXXX XXXXXX.	4
2.2 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	5
2.3 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	6
2.3.1 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	
2.3.1.1 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	7
2.3.2 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	8
2.4 Put ipsim nos doloretuae magna feugait aliquipusto ea faccum vel eu facin ut veliqui sseuibh et venit eugiametum autet la feugait wis doloreros dip et lorperiuereet laore feu faccum volessequat.	88
	88

## Business cards



Front

The UG side of the business card can be in red or white

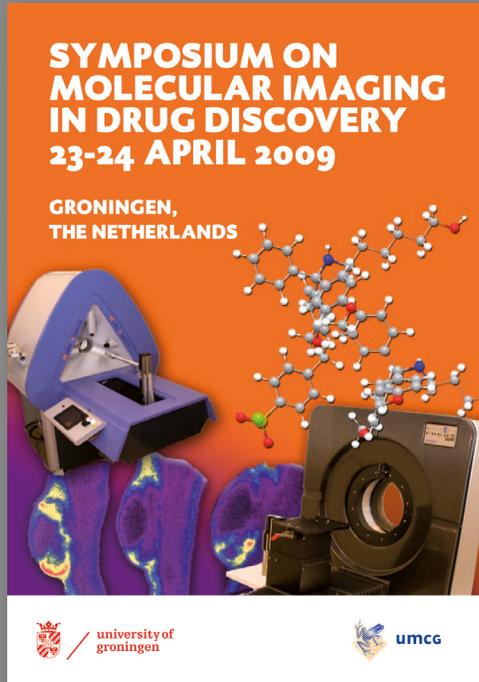


Back

# UMCG leaflets

**SYMPOSIUM ON  
MOLECULAR IMAGING  
IN DRUG DISCOVERY**  
**23-24 APRIL 2009**

**GRONINGEN,  
THE NETHERLANDS**

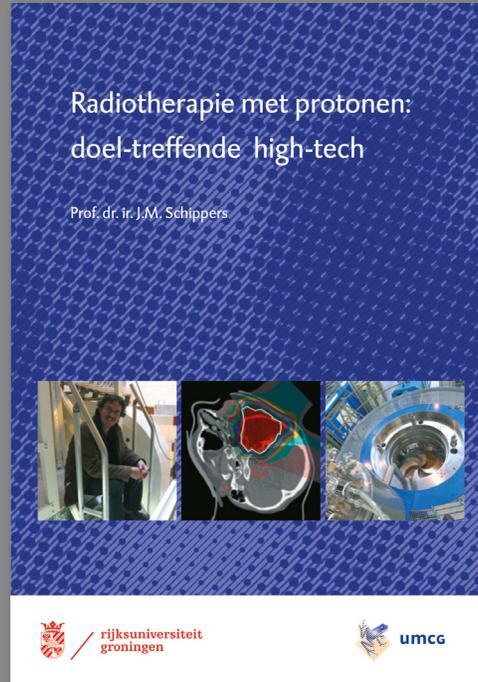


The leaflet cover features an orange background with a white molecular structure on the right. On the left, there are images of a PET scanner and several PET scan images showing internal organs. The text is in white and black.

 / university of  
groningen  **umcg**

Radiotherapie met protonen:  
doel-treffende high-tech

Prof. dr. Ir. J.M. Schippers



The leaflet cover has a blue background with a repeating pattern of the letters 'UMCG'. It features three small images at the bottom: a person in a lab, a cross-section of a human body with a red target area, and a proton beam accelerator. The text is in white.

 / rijksuniversiteit  
groningen  **umcg**

**Building the Groningen Particle Therapy Facility**  
**University Medical Center Groningen**



A collage of six images showing the construction and operation of the particle therapy facility. The images include: a patient being prepared for treatment, the exterior of the facility building, a patient lying on a treatment table, a helicopter on a helipad, a patient being moved into a treatment room, and medical staff working in a control room.

 / university of  
groningen  University Medical Center Groningen

## UG leaflets/online posters



rijksuniversiteit  
 groningen

umcg

Bewegings-  
 wetenschappen

2020 - 2021

**BSc**

open academic community – since 1614

The leaflet features a photograph of a student wearing a blue and red motion capture headgear in a laboratory setting. Other students and equipment are visible in the background.



university of  
 groningen

umcg

Fast track your research and career ambitions

**Young Talent  
 Grants Week 2019**

22 - 23 May - workshops & presentations

Register now at: [rug.nl/grants-week](https://rug.nl/grants-week)

The poster includes a collage of images showing students in a laboratory and a woman smiling in a white lab coat.

# Inside pages

## It is not compulsory to use the dual brand on inside pages

### Studying and working in Groningen

Groningen is an old city situated in the north of the Netherlands with 187,000 inhabitants of which 25% are students. The cultural climate of the city is nice and vivid with lots of art galleries, theatres, museums, bookshops and full of restaurants and pubs, well suited to its youthful population. The university has a visible presence: the historic buildings in the inner-city tell the tale of a rich academic tradition, while the university campus in the north of the city as well as the premises of the University Medical Centre Groningen show modern, ground-breaking architecture.

The University of Groningen is the only Dutch institution in the top 10 of 'Best Places to Work in Academia 2009' (*The Scientist*).

#### > Facts & Figures <

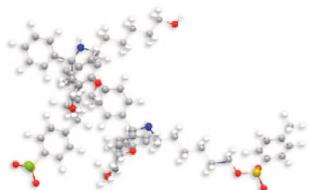
- 26,500 students of which 2,600 international students
- Close to 1,200 PhD students of which almost 50% international
- Over 80 English-taught degree programmes
- 908 PhD presentations
- 5,500 Research publications

#### > Rankings <

- Times Higher Education Supplement - 138
- Essential Science Indicators (ESI) Citation Impact - 58
- Shanghai Jiao Tong ranking (ARWU) - shared position 10

A stay here doesn't only give you a solid academic base for the future, but is also an enriching personal experience that will open your mind to the world.

- *Mayra Mascareño Lara, Chile / Research Master student in Human Behavior in Social Contexts*



#### Cancellation policy

Cancellations received before 28 March 2009 will be refunded under the deduction of € 50.00 administration fee. Cancellations received from 28 March onwards will not be refunded.

#### Venue

The symposium will be held in the University Medical Centre Groningen in the Red Hall (Rode zaal), which is located centrally in the hospital on the 2nd floor. Drinks and lunches will be served in the Fountainpatio, which is on ground level. At the same location an industrial exhibition will be held.

University Medical Center Groningen  
Hanzeplein 1  
9713 GZ Groningen  
Tel: +31 (0)50 361 22 05 (after 10:15 AM)  
e-mail: [symposium@ngmb.umcg.nl](mailto:symposium@ngmb.umcg.nl)

### Praktische uitvoering

De ziekenhuisapotheek verstrekt medicatie voor de reguliere patiëntenzorg en ook geneesmiddelen die in onderzoek gebruikt worden. Dit vraagt een goede afstemming tussen de onderzoeker, de ziekenhuisapotheek en eventueel de firma die de geneesmiddelen levert. Het is daarom van belang in een vroeg stadium contact op te nemen met de ziekenhuisapotheek om de studie met de bijbehorende medicatie te bespreken.

#### Studiemedicatie

De in de studie gebruikte medicatie is zeer divers. Het betreft bijvoorbeeld een experimenteel nieuw middel, een in de EU geregistreerd product (voor een andere indicatie), medicatie die voor toediening gereedgemaakt dient te worden voordat deze afgeleverd kan worden (bijv. cytostatica) of een product gemaakt door de ziekenhuisapotheek van het UMCG. Ook komen uitleveren, distributie en verstrekken van de studiemedicatie aan bod. Afhankelijk van de aard van het product verloopt de ondersteuning van de ziekenhuisapotheek anders. Per studie worden hierover afspraken gemaakt.

#### Bereiden studiemedicatie en randomisatie

De ziekenhuisapotheek heeft de vergunning, die volgens EU Directive 2001/20/EC vereist is, om de volgende soorten studiemedicamenten te bereiden en te verpakken: radiofarmaca, steriele bereidingen voor parenterale toediening (ampullen, injectiefacings, infusen), niet-steriele bereidingen (capsules en tabletten, dermatica en dranken). Daarnaast kan de ziekenhuisapotheek ook placebo-medicatie maken en randomiseren. Als een onderzoeker een geneesmiddel wil laten ontwikkelen



#### Klinisch farmacokinetisch onderzoek

Het is mogelijk om de concentratie van een geneesmiddel in bloed, urine of andere lichaamsvloeistoffen als zweet, speeksel en liquor te laten bepalen van zowel mens als proefdier. Het laboratorium van de ziekenhuisapotheek heeft hiertoe een groot aantal analysemethoden\* operationeel. Indien een onderzoeker een analysemethode wil laten ontwikkelen voor klinisch geneesmiddelonderzoek dan is daarvoor een formulier\* beschikbaar. Voor het opzetten, uitvoeren van farmacologisch onderzoek en eventueel

# PowerPoints based on UMCG template

 rijksuniversiteit  
groningen 

## Universitair Medisch Centrum Groningen (UMCG)

### Algemene UMCG Bedrijfspresentatie

---

Rijksuniversiteit Groningen  
Universitair Medisch Centrum Groningen

Title page

 rijksuniversiteit  
groningen 

## Profiel

- 1 van de 8 UMC's, 1 van de 120 ziekenhuizen in  
Transplantatiecentrum, Traumacentrum,  
Speciale aandacht voor chronisch zieken
- Samenwerken aan zorg:
  - Revalidatiecentrum Beatrixoord
  - RAV (Ambulancevervoer)
  - Stichting Verloskundige Stadspraktijk
  - Huisartsenpraktijk
  - HanzeVision, Pharma Bio-Research, Transmurale zorg etc.



Following pages

## PowerPoints based on UG template (DotOffice)



The slide features a white header with the logos of 'rijksuniversiteit groningen' and 'umcg'. A red horizontal bar contains the text '(datum dd.mm.jjjj) | (dianummer)'. The main content is on a dark grey background, with the title 'Oost West, RUG Best Werven van bachelorstudenten in eigen land' in white. Below this, on a white background, is a bullet point: '> Studenten Adviesbureau Groningen'. At the bottom left, the text 'Rijksuniversiteit Groningen' and 'Universitair Medisch Centrum Groningen' is displayed.

rijksuniversiteit groningen

umcg

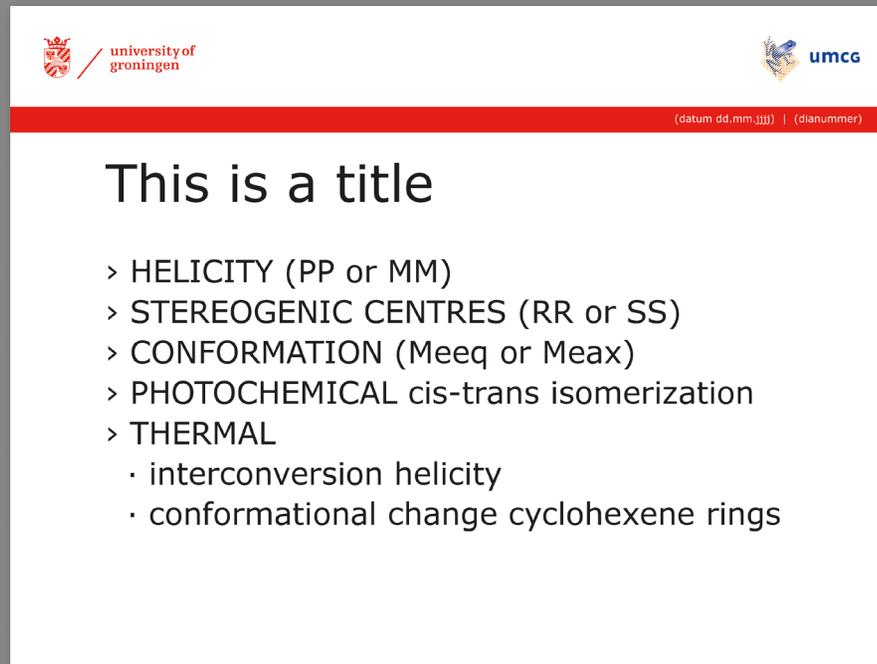
(datum dd.mm.jjjj) | (dianummer)

# Oost West, RUG Best Werven van bachelorstudenten in eigen land

- > Studenten Adviesbureau Groningen

Rijksuniversiteit Groningen  
Universitair Medisch Centrum Groningen

Title page



The slide features a white header with the logos of 'university of groningen' and 'umcg'. A red horizontal bar contains the text '(datum dd.mm.jjjj) | (dianummer)'. The main content is on a white background, with the title 'This is a title' in large black font. Below this is a list of topics: '> HELICITY (PP or MM)', '> STEREOGENIC CENTRES (RR or SS)', '> CONFORMATION (Meeq or Meax)', '> PHOTOCHEMICAL cis-trans isomerization', and '> THERMAL'. The 'THERMAL' item has two sub-bullets: '· interconversion helicity' and '· conformational change cyclohexene rings'.

university of groningen

umcg

(datum dd.mm.jjjj) | (dianummer)

# This is a title

- > HELICITY (PP or MM)
- > STEREOGENIC CENTRES (RR or SS)
- > CONFORMATION (Meeq or Meax)
- > PHOTOCHEMICAL cis-trans isomerization
- > THERMAL
  - interconversion helicity
  - conformational change cyclohexene rings

Following pages