



A new look for Humboldt-Universität: The Corporate Design 2023

The HU has a new, refreshed corporate design. It now meets the requirements of digital applications and gives Humboldt-Universität a modern appearance.

The essential brand elements of the HU, the dark HU blue and the corporate font HU-Scala, remain unchanged, the logo with the illustration of the Humboldt brothers has been minimally adapted for online use and the background colours also stand for continuity. New features are the supplementary accent font D-Din, the open colour concept for accent colours, the photographic imagery and graphic design elements. They allow for creative freedom and make the design versatile, yet always recognisable.

The new design possibilities within the Corporate Design facilitate communication that does account for the diversity of content, communication media and addressed target groups. In Humboldt Intern, the intranet of Humboldt-Universität, and on the HU website, employees can find all information about the design and its application: logo, colours, fonts as well as templates for PowerPoint presentations, letterheads, business and greeting cards.

Further information & downloads

[Have a look at the new corporate design on the intranet](#)

[Find out more about the new corporate design on the website](#)

Printed version of the Corporate Design Manual

HU employees can order the printed HU Corporate Design Manual from the in-house print shop.

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Get in touch

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