

**Our  
brand identity**

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KNOWLEDGE

ACTION

CHANGE



**A brand doesn't need  
to send out sparks  
in every direction  
like fireworks.  
It should be more  
like a campfire  
that people gather  
around of their own  
free will to share  
their stories with  
one another.**

YOUSEF HAMMOUDAH

## WE ARE HAW HAMBURG.

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What we develop at HAW Hamburg has a direct impact on society. This makes it all the more important to clearly express the core elements that make our university what it is: our values, our goals and our self-image.

The following pages provide a picture of this brand identity. HAW Hamburg students and staff can use this guide to understand how they can best represent our brand.

## A CLEAR MISSION.

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**We are the university of applied sciences for people who want to engage actively with the world.**

Knowledge, action, change: each day, these intrinsically linked values inspire us to meet and tackle the societal and technological challenges of our time. As well as providing the specialists and managers of tomorrow with the interdisciplinary knowledge they will need in their future careers, we seek to advance their problem-solving skills and their awareness of their responsibility in and to the world.

With the applied sciences at the heart of all we do, we work hand in hand to create a visionary campus with a positive and enduring effect on Hamburg and the surrounding region.

**HAW Hamburg.  
Because you can make a difference.**

# OUR INNER COMPASS.

Clearly defined values and characteristics drive every aspect of our thinking and our actions. They determine how we interact

with one another, what we do, what goals we set and our attitude as we pursue them. They thus form the core of our brand.

## THE FOLLOWING ATTRIBUTES ARE CENTRAL TO WHO WE ARE:

**We interact as equals,** especially our professors and students.

We develop **sustainable solutions**

to the societal challenges of today and tomorrow.

We focus on **the health of our students and employees.**

- We offer a high level of practical experience to give students the best career prospects possible.
- We are a strong player in applied research, in cooperation with partners from the business sector and society.

**Anchored in the Hamburg metropolitan region**

**Approachable**

**Authentic**

**Reliable**

**Open-minded**

**Independent**

- Connected to the city of Hamburg
- Engaged
- Trustful
- Trustworthy
- Appreciative
- Self-aware
- Amiable
- Self-confident

**'Doing' mentality**

**Pioneer spirit**

**Committed**

**Future-oriented**

**Creators**

**Sustainability-focused thinking and growth**

**Curious**

- Courageous in driving change
- Motivated
- Ambitious
- Progressive
- Agile
- Changemakers
- Drivers of innovation
- Inventive

**Societally relevant**

**Meaningful**

**Responsible**

**Educationally just**

**Solution-oriented**

**Application-oriented**

- Skills-oriented
- High-performing
- Aspiring to excellence
- Culturally diverse
- Socially minded

### DIFFERENTIATION

THIS IS HOW WE STAND OUT.

THESE ARE THE VALUES AND CHARACTERISTICS WE STAND FOR.

## BRAND CORE

### PERSONALITY

### SIGNALS

### PERFORMANCE

THIS IS WHAT WE DO.

THESE ARE THE SIGNALS WE SEND.

#### Skills-, application- and future-oriented degree courses

37 Bachelor's degree courses, 35 Master's degree courses, cooperative degree programmes

#### Comprehensive advising offers

(Student Counselling Office for matters related to starting studies, advising for students with disabilities or chronic illnesses, etc.)

#### Training of academic professionals and managers

#### Participation and responsibility

#### Diversity

- Empowerment
- Excellence in teaching
- Intercultural community
- Internationalisation
- Academics and science
- Research and transfer centres
- Competence centres
- Professional continuing education

#### Intercultural projects

#### Start-ups Service

#### Alumni

- Sports programmes
- Study programmes such as Erasmus and HAW goes USA
- Language courses
- Student projects, e.g. HAWKS
- HAW choir
- Libraries /HIBS
- Mentoring
- Career Service
- Coaching programmes
- CamPuls (student health)

#### BRAND NAME

HAW Hamburg

#### EXTENDED BRAND NAME

Hamburg University of Applied Sciences

#### LOGO

A graphic element for all institutional units consisting of two interlocking columns of horizontal lines and the brand name

#### CLAIM

HAW Hamburg. Because you can make a difference.

#### PRIMARY COLOURS

Hanseatic, clear, future-oriented shades of blue:

- HAW Hamburg main blue
- HAW Hamburg medium blue
- HAW Hamburg light blue

Supplemented by a modern secondary palette of colours

#### TYPOGRAPHY

- Two house fonts: Open Sans and Martel Heavy
- Plus one horizontal line from the logo to underline important content and headings

#### KEY VISUALS

Authentic close-up photos of students and employees in on-campus situations. A blue gradient overlay is added to the photos.

#### TONE OF VOICE

**Approachable**

**Inspiring**

**Authentic**

- Welcoming
- Supportive
- Diverse
- Receptive
- Open
- Positive
- Appreciative
- Future-oriented

# OUR VALUES IN BRIEF.

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## **People-focused.**

We emphasise skills-oriented teaching with an interdisciplinary approach. Each HAW Hamburg graduate leaves us with the necessary skill set for their individual personality and is perfectly prepared for the world of work. We nurture talent and see ourselves as a supportive coach. Our wide-ranging network in business and society means that we offer our students the best possible platform for making a lasting difference in the world.

## **Up close.**

Our degree courses are designed to teach usable knowledge and practical skills from the very beginning. We work closely with our partners in the business sector and are thus able to give our students a head start in the job market – all in an interdisciplinary and inspiring setting.

## **Responsible.**

HAW Hamburg promotes educational justice, and we take on responsibility for societal progress. We not only develop sustainable solutions to the challenges of our time but also make the well-being of our students a focus of our work. For example, we actively support student health management at our university through the CamPuls project.

## **Open-minded.**

We create a diverse environment for our community. Made up of people from over 100 nations, HAW Hamburg is an international university. It also cooperates with more than 140 universities around the world.

# MAKING A DIFFERENCE IS OUR JOINT PROJECT.

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We give our students and staff an ideal framework for initiating change. At our university, people come together to form a creative community.

In this inspiring setting, you can work to bring about a world where the future is also worth living in. Making a difference is what drives us and is therefore part of our DNA.

## OUR POSITIONING

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**HAW Hamburg is the university of applied sciences for people who want to help shape the world.**

In the claim, we communicate the positioning and the promise in a brief, unifying statement.

#### OUR CLAIM

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**HAW Hamburg.**  
**Because you can make a difference.**

The motivation to make a difference and create change is the reason to choose us as a university. However, the claim intentionally leaves open what can be changed. This could also be people's own goals. We allow space for individual interpretations.

## LIVING AND LOVING THE BRAND.

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Our brand is more than just a logo, a claim or a good design. It builds trust, generates positive associations and creates joint experiences.

This is what our brand stories are for. They explain, concisely and without fuss, why people simply have to love us.



# BRAND STORIES

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## STUDENTS & TALENTS

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**Still don't know what you want to do? We'll help you find your mission. Because that's where the adventure that is your studies and your career begins! Your time is too valuable to waste. With a mission in mind, your studies will be more enjoyable, focused and efficient – and your path to a fulfilling work life is guaranteed.**

## EMPLOYEES

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**HAW Hamburg is the university of applied sciences for people who want to accomplish something. We value a strong internal drive. In return, we do everything to support our employees in fulfilling their personal mission.**

GOVERNMENT, THE PUBLIC, BUSINESS

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**HAW Hamburg is the university for people with a mission who work within the fields of administration, teaching, academia and research to develop solutions that address the needs of all stakeholders.**

**Our students acquire the skills that society will urgently need in future. Our employees make a valuable contribution to ensuring regional, national and international educational quality.**

**We undertake application-oriented work on the highly relevant topics of energy, health, mobility and logistics, design, AI and data science, digitalisation, migration and poverty – in direct dialogue with government, the public and the business sector. Together we are working towards a sustainable transformation.**

# UNMISTAKABLE SIGNATURE.

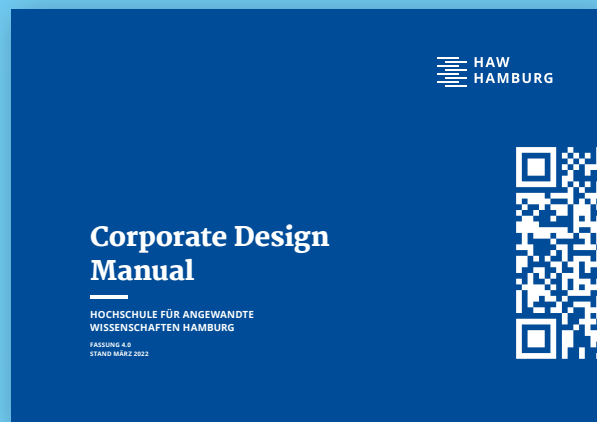
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HAW Hamburg stands for change. But there are still a few things that should always stay the same. Alongside our values and ideals, this applies above all to our unmistakable signature.

By speaking with one voice, we ensure that our messages can be heard among the many voices that make up the media.

Especially for a university with the stated goal of working for change, a solid brand is essential. It is both inspiration and calling card. For prospective students, it provides guidance in choosing a university. For the public and partners, it communicates what we stand for as an institution. It shapes our work culture and is the guiding star for our future development.

**HAW HAMBURG'S VALUES, PRINCIPLES AND CHARACTERISTICS ARE RELEVANT EVERYWHERE THAT PEOPLE FROM THE UNIVERSITY INTERACT OR COMMUNICATE ON ITS BEHALF.**



DETAILED INFORMATION ABOUT OUR BRAND ELEMENTS AND THEIR USE ARE OUTLINED (IN GERMAN) IN OUR CORPORATE DESIGN MANUAL.

## IMPRINT

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(HAW Hamburg)

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Design:  
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© HAW Hamburg, June 2024

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The brand identity was developed in a participatory process with HAW Hamburg members and will be further developed on an ongoing basis.



**HAW-HAMBURG.DE/  
MARKENREISE**

**HOCHSCHULE FÜR ANGEWANDTE  
WISSENSCHAFTEN HAMBURG**  
Hamburg University of Applied Sciences

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