



MORE THAN A LOGO.

EVERY SYMBOL TELLS A STORY.

STRUCTURED



GEOMETRIC

OFFICE OF STUDENT LIFE

What does Student Life mean?



Engagement.



Leadership.



Innovation.

**What do we do
for the students?**



overcrowded

unclear

Amateur

hard to use



over all



MULTIPLE CONCEPTS.
One unifying mark.



HERITAGE & MODERNITY.
Respecting the past, designing for tomorrow.



MEMORABILITY.
Instant recognition.



INTERNATIONAL SCALE.
A visual language without borders.

SIMPLICITY

SYMBOLISM

TIMELESSNESS

SCALABILITY

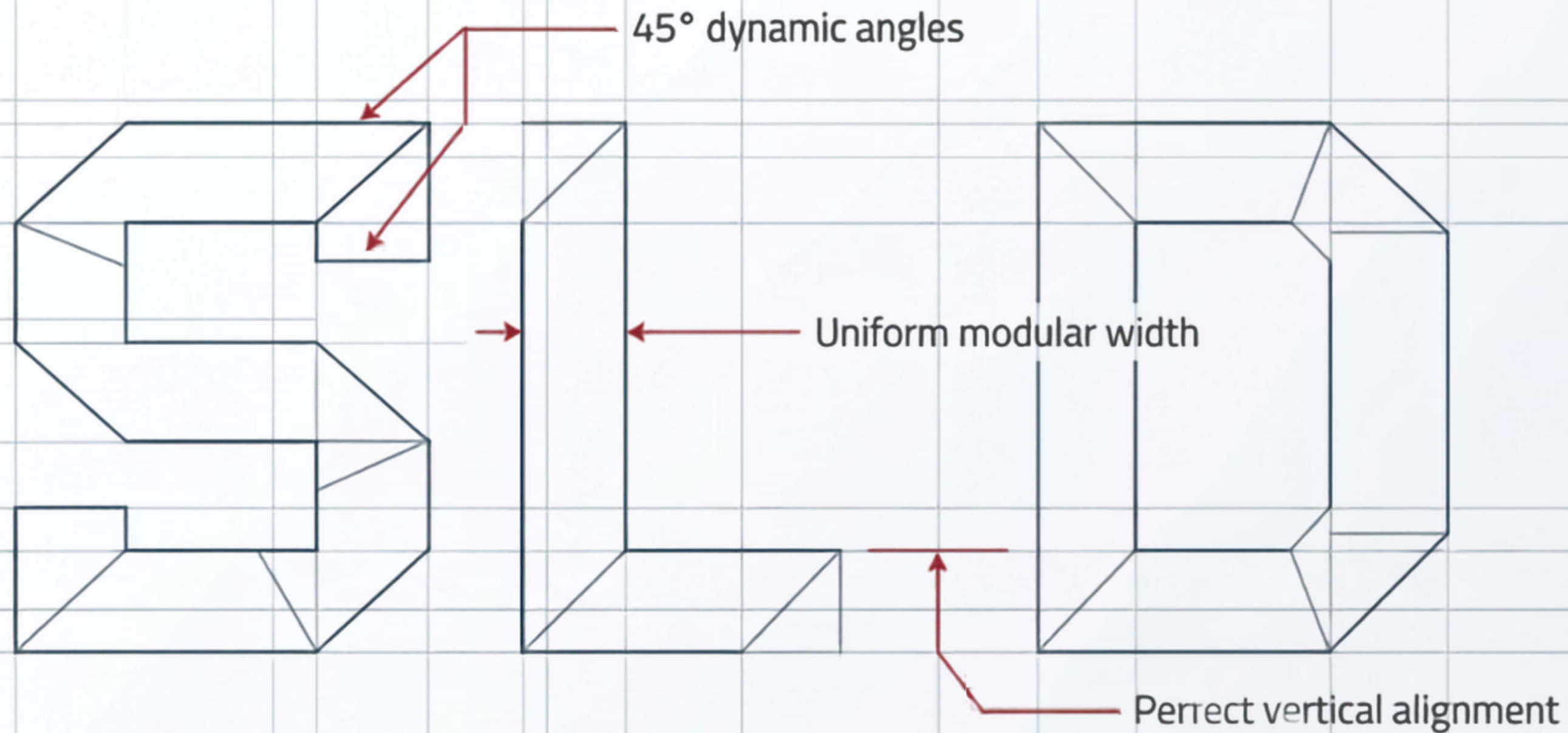
MEMORABILITY

Every line has a purpose. Every angle holds a meaning.



STUDENT LIFE DEPARTMENT

Mathematical precision. Architectural foundation.





**TRUST &
EXCELLENCE**



**STABILITY &
LEADERSHIP**



**INNOVATION
& OPENNESS**



**GROWTH &
DEVELOPMENT**



**ENERGY &
OPPORTUNITY**



STUDENT LIFE DEPARTMENT

**A brand is not a logo.
It is a living system.**

Typography

Color

Geometry

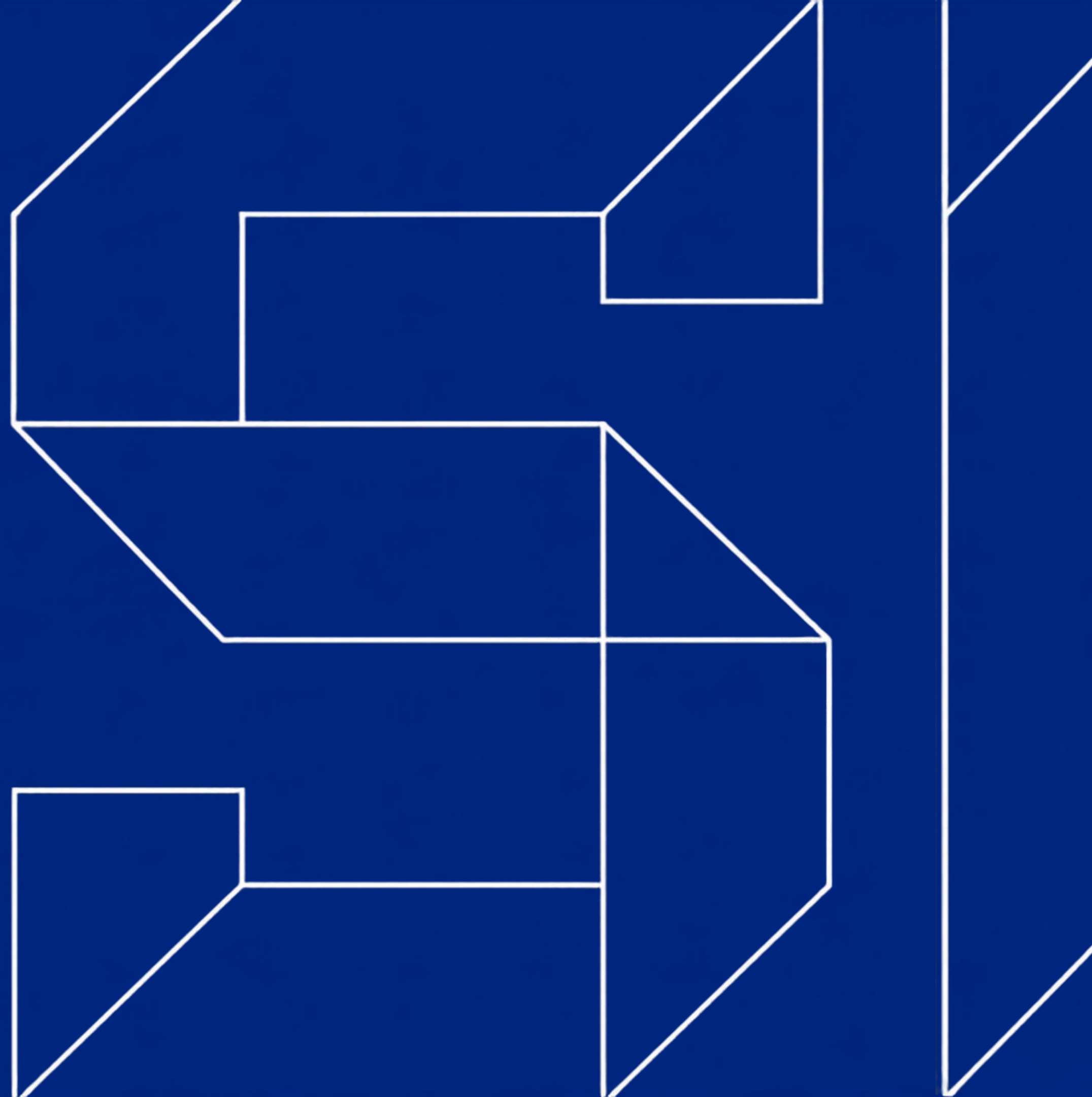
Voice

"SAME ROOTS, NEW ENERGY"



Worn with pride.
Built for the community.

Building
the future of
student life.



Thank you

