



ΔΗΜΟΚΡΙΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΡΑΚΗΣ | DEMOCRITUS UNIVERSITY OF THRACE

Annex 1 Democritus University of Thrace Logo Usage Guide

Komotini 2024

The emblem-logo of Democritus University of Thrace

1. The Democritus University of Thrace emblem includes a depiction of the head of the ancient Greek philosopher Democritus facing to the left with the University's name displayed below it in capital letters; in Greek, it reads "ΔΗΜΟΚΡΙΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΡΑΚΗΣ" and in English "DEMOCRITUS UNIVERSITY OF THRACE".
2. The DUTH emblem-logo is used without prior authorization by the University:
 - a) in the correspondence of the University, the Schools, the Departments, the Sectors, and other academic units and services and their bodies, as well as members of the University Community;
 - b) in presentations, reports or publications related to educational, research, or development activities of DUTH;
 - c) in the University's Website and websites created by units or other structures of DUTH;
 - d) in DUTH's communication activities, such as cards, press releases, newsletters, social networks, etc.;
 - e) on signs of buildings, units or other DUTH structures, etc.
3. Use of the DUTH logo is permitted to:
 - a) members of the University Community as regards actions related to their academic role;
 - b) DUTH partners (e.g. partners in research programmes) in joint activities;
 - c) journalists, researchers and/or individuals who cite DUTH or reproduce material from DUTH.
4. Use of the DUTH emblem is prohibited for advertising commercial products.
5. Decision no. 26/9/17-1-2019 of DUTH's Senate has assigned the safeguarding and development of DUTH's trademark to the University's Property Development and Management Company.

Technical Information

The logo and specifications for its main colours are as follows:



Colour 1:

CMYK: C72%, M21%, Y2% K1%

RGB: R70, G150, B200

Colour 2:

CMYK: C100%, M100%, Y100% K100%

RGB: R0, G0, B0

The Antique Olive font of the logo is modern and timeless.

Terms of use

1. The DUTH logo may be used without prior authorization by the University:
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 - in presentations, reports or publications related to educational, research, or development activities of DUTH;
 - in the University's Website and websites created by units or other structures of DUTH;
 - in DUTH's communication activities, such as cards, press releases, newsletters, social

networks, etc.;

- on signs of buildings, units or other DUTH structures, etc.
- the University's permission is required for any other use.

2. For all stated uses, the parties involved shall follow the rules for proper use of the logo, as outlined in this User Guide. More specifically:

- The logo is reproduced only from its digital files and under no circumstances from photographic reproductions of any form.
- No design interference to the logo is allowed.
- The colours are used as is (without alterations or variations) in all logo applications.
- The logo in each application is surrounded by a clean area, so that it is not altered or misinterpreted or confused. This is especially true when the logo is combined with other logos (e.g. in the context of research projects).
- The logo should be used at optimal resolution depending on the application. The logo is available on the University's website in two resolutions: one for online use (approximately 150 dpi) and one for large prints (300 dpi). Where a higher resolution is required, please contact the competent DUTH department. Moreover, the interested parties can find the following high-quality materials concerning the University's image and specific templates on DUTH's website:
 - Presentation Template with logo
 - Document Templates with logo
 - Business Card template with logo

The use of presentation, document and business card templates is mandatory for DUTH members.

Right of Use

1. Use of the DUTH emblem is permitted to:

- a) members of the University Community as regards actions related to their academic role;
- b) DUTH partners (e.g. partners in research programmes) in joint activities;
- c) journalists, researchers and/or individuals who cite DUTH or reproduce material from DUTH.

2. Use by non-listed individuals and uses not mentioned above are allowed only with DUTH permission.

3. No commercial use of the logo is permitted without consent from DUTH.

4. Use of the DUTH emblem is prohibited for advertising commercial products.

5. Interested parties can find the following high-quality materials concerning the University's image and the relevant templates on DUTH's website:

- Presentation Templates with logo
- Document Templates with logo
- Business Card template with logo

The use of presentation, document and business card templates is mandatory for DUTH members.