



Styleguide

German-Israeli Virtual Campus

Version 0.1

Logo / Typography / Video



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Idea

German-Israeli Virtual Campus

The Hebrew University of Jerusalem and Freie Universität Berlin are jointly developing the German-Israeli Virtual Campus (GIVCA), a platform for the strategic joint development of digital teaching initiatives and for the implementation of joint research projects. The goal of this joint project is to go beyond the two initial universities and to have a long-term impact on the use of digital technologies in teaching, research and the internationalization of universities.

Goals of GIVCA

- Shaping the digital future of German-Israeli cooperation in higher education through the development of joint digital teaching and learning projects
- Development of recommendations for the strategic use of cutting-edge technology and media in international cooperation in higher education
- Digitalization of specific teaching components or of complete online study programs to expand curriculums and make use of reciprocal fields of expertise
- Connecting the strategically important fields of digitalization and internationalization at German and Israeli universities with a focus on research and teaching
- Advancing innovative digital didactic approaches, research and the integration of technological advancement in science

Logo Arrangement Color Specification

The logos are displayed in alphabetical order from left to right.

The colors of the project logo are represented by the corporate identity colors of both university logos: light green for Freie Universität Berlin, blue and red for The Hebrew University of Jerusalem.



	Green #99cc00 RGB 153 / 204 / 0
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	Red #891317 RGB 137 / 19 / 23
--	-------------------------------------

	Green #99cc00 RGB 153 / 204 / 0
--	---------------------------------------

	Blue #003366 RGB 0 / 51 / 102
--	-------------------------------------

	Turquoise #047383 RGB 4 / 115 / 131
--	---

	Red #891317 RGB 137 / 19 / 23
--	-------------------------------------

	Blue #369cbe RGB 54 / 156 / 190
--	---------------------------------------

	Turquoise #047383 RGB 4 / 115 / 131
--	---

	Dark Green #009a8f RGB 4 / 115 / 131
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	Grey #666666 RGB 102 / 102 / 102
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	Light Green #67b595 RGB 103 / 181 / 149
--	---

	Grey #88896e RGB 4 / 115 / 131
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	Mixture Green Grey #004e49 RGB 0 / 78 / 73
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	Mixture Blue Red #311a1b RGB 49 / 26 / 27
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Logo Forms and Characters

The graphical elements in the logo also refer to the university logos: The green line and the circle of Freie Universität combined with the flag of The Hebrew University of Jerusalem.



Long form in whole words



Short form

Typography

Corporate- and Logo Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Medium Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! „ § \$ % & / () = ? ` ` < > , . - ; : _ @ » « € # + *

Noto Bold Italic

Video Opening



Opening: logos

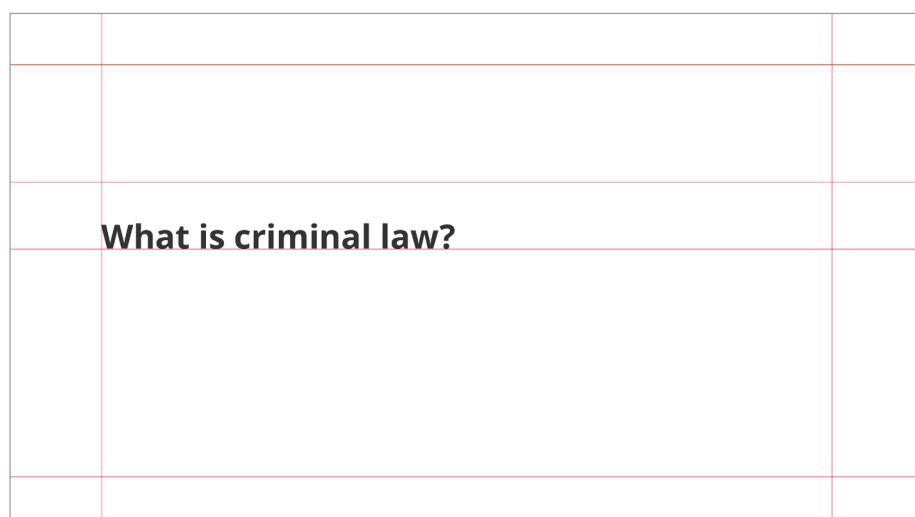
	Interdisciplinary seminar
	Key Legal Concepts in Law, History and Literature
	Joint course of Freie Universität Berlin and The Hebrew University of Jerusalem within the framework of the German-Israeli Virtual Campus
	Prof. Dr. Klaus Hoffmann-Holland, Freie Universität Berlin Prof. Yuval Shani, PhD, The Hebrew University of Jerusalem Prof. Dr. Susanne Zepp-Zwirner, Freie Universität Berlin Renana Keydar, PhD, The Hebrew University of Jerusalem

Opening: text
Font: Noto Sans, 90 px regular, 120px bold, RGB 51 / 51 / 51

Video Title Cards



Lecture Series
Font: Noto Sans, 120 px, bold and regular, RGB 51 / 51 / 51



Individual Lecture
Font: Noto Sans, 140 px bold, RGB 51 / 51 / 51

Video Background Picture



Neutral, coolish colors, soft-focus effect. Total view.



Zoom

Video Text Panel



Text panel as Powerpoint export with typography specification



Text panel with handwriting

Video Lower Third



Text on background with white logo (without text)

Font: Noto Sans, 80 px bold, 70px regular



Important content is presented within 10% lateral length

Video Ending



Copyright information

Font: Noto Sans, 90 px bold and regular, RGB 51 / 51 / 51

Logo of Freie Universität Berlin

(Accordingly logo/text of The Hebrew University of Jerusalem for videos produced there)

