

MERKI HÁSKÓLANS Í REYKJAVÍK
REYKJAVIK UNIVERSITY LOGO



MERKI LOGO

MERKI HÁSKÓLANS Í REYKJAVÍK

Merki Háskólans í Reykjavík á rætur í aðalbyggingu hans við Nauthólsvík og undirstrikar sköpun og miðlun þekkingar og þann kraft, metnað og frumkvæði sem einkennir starfsemi skólans. Einingarnar sem mynda hringformið snertast, skarast og mynda hreyfingu eða flæði. Einingarnar eru ólíkar að stærð, lögun og lit, en saman mynda þær mikilvæga heild. Merkið er opið og einingarnar vísa frá miðju – beina flæði fólks og þekkingar frá kjarnanum, eins og geislar og vísa þar með til miðlunar hugmynda og þekkingar.

MERKIÐ ER SAMSETT ÚR ÞREMUR RAUÐTÓNA LITUM

Rauður litur stendur m.a. fyrir kraft, kjark, lífsgleði, viljastyrk, metnað, raunsæi og hlýju. Rauður er einn af frumlitunum og sá litur sem augað nemur hvað sterkast.

GRUNNFORM MERKISINS ER HRINGUR

Hringformið hefur hvorki upphaf né endi og er tákn einingar, heildar, óendanleika og alheims.



THE LOGO OF REYKJAVIK UNIVERSITY

The logo of Reykjavík University is inspired by its main building in Nauthólsvík and emphasises the creation and dissemination of knowledge and the strength, ambition, and initiative which characterise the operations of the university. The units which comprise the circular form touch, intersect, and create movement or flow. The units are different in size, shape, and colour, but together they form an important whole. The logo is open and the units emanate from a centre – directing the flow of people and knowledge from the core like beams, and thus alluding to the dissemination of ideas and knowledge.

THE LOGO IS COMPOSED OF THREE RED-TONED COLOURS

Red stands for, for example, strength, courage, joy, will power, ambition, realism, and warmth. Red is one of the primary colours and among those most strongly perceived by the eye.

THE BASIC FORM OF THE LOGO IS A CIRCLE

The circular form has neither a beginning nor end. It symbolises unity, entirety, infinity, and the universe.



LETUR MERKIS MIÐJUSETT
LOGO WITH NAME CENTERED BELOW



HÁSKÓLINN Í REYKJAVÍK
REYKJAVIK UNIVERSITY

LETUR MERKIS VINSTRI JAFNAÐ
LOGO WITH NAME ALIGNED LEFT



HÁSKÓLINN Í REYKJAVÍK
REYKJAVIK UNIVERSITY



HÁSKÓLINN Í REYKJAVÍK
REYKJAVIK UNIVERSITY



HÁSKÓLINN Í REYKJAVÍK
REYKJAVIK UNIVERSITY

MERKI DEILDA
SCHOOL LOGOS



VIÐSKIPTAEILD
SCHOOL OF BUSINESS



KENNSLUFRAÐI- OG LÝÐHEILSUDEILD
SCHOOL OF HEALTH AND EDUCATION



TÖLVUNARFRÆÐIDEILD
SCHOOL OF COMPUTER SCIENCE



TÆKNI- OG VERKFRÆÐIDEILD
SCHOOL OF SCIENCE AND ENGINEERING



LAGAEILD
SCHOOL OF LAW



VIÐSKIPTAEILD
SCHOOL OF BUSINESS



KENNSLUFRAÐI- OG LÝÐHEILSUDEILD
SCHOOL OF HEALTH AND EDUCATION



TÖLVUNARFRÆÐIDEILD
SCHOOL OF COMPUTER SCIENCE



TÆKNI- OG VERKFRÆÐIDEILD
SCHOOL OF SCIENCE AND ENGINEERING



LAGAEILD
SCHOOL OF LAW

Eftirfarandi letursnið eru notuð í prentuðu efni Háskólans í Reykjavík.
Í rafrænu efni (Power Point, Word, Excel o.s.frv.) er mælst til þess að notað sé letursniðið HELVETICA
þó einnig sé heimilt að nota ARIAL.

These fonts are to be used in all printed material from Reykjavik University
In all documents produced internally (Power Point, Word, Excel etc.) HELVETICA is the preferred font, but ARIAL is also allowed.

Helvetica Neue LT Std, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue LT Std, Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue LT Std, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue LT Std, Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

LITIR
COLOURS



CMYK

NR 1. RAUÐUR | RED
CMYK: 0-100-100-10
Cyan: 0
Magenta: 100
Yellow: 100
Black: 10

NR 2. RAUÐUR | RED
CMYK: 0-100-100-0
Cyan: 0
Magenta: 100
Yellow: 100
Black: 0

NR 3. RAUÐUR | RED
CMYK: 0-90-100-0
Cyan: 0
Magenta: 90
Yellow: 100
Black: 0



RGB

NR 1. RAUÐUR | RED
RGB: 215-25-33
R: 215
G: 25
B: 33
#D71921

NR 2. RAUÐUR | RED
RGB: 235-65-36
R: 235
G: 65
B: 36
#EB4124

NR 3. RAUÐUR | RED
RGB: 236-28-36
R: 236
G: 28
B: 36
#EC1C24



BLACK

NR 1. SVARTUR | BLACK
CMYK: 0-0-0-90
Cyan: 0
Magenta: 0
Yellow: 0
Black: 90

NR 2. SVARTUR | BLACK
CMYK: 0-0-0-75
Cyan: 0
Magenta: 0
Yellow: 0
Black: 75

NR 3. SVARTUR | BLACK
CMYK: 0-0-0-55
Cyan: 0
Magenta: 0
Yellow: 0
Black: 55

NOTKUN MERKIS Á DÖKKUM FLETI
USAGE OF THE RU LOGO ON A
DARK BACKGROUND

**MERKI NOTIST Í FJÓRLIT ÞEGAR
UNNT ER, Í SÉRSTÖKUM TILVIKUM
ER ÞAÐ NOTAÐ HVÍTT MEÐ 85%
GRÁUM LÍNUM**
THE COLOURED VERSION IS USED
WHENEVER POSSIBLE, OTHERWISE
WHITE WITH 85% GRAY

PRENT MEÐ EINUM LIT
ONE COLOUR PRINT



LITIR
COLOURS



HÁSKÓLINN Í REYKJAVÍK
REYKJAVIK UNIVERSITY



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REYKJAVIK UNIVERSITY

CMYK

■ **NR 1. RAUÐUR** | RED
CMYK: 0-100-100-10
Cyan: 0
Magenta: 100
Yellow: 100
Black: 10

■ **NR 2. RAUÐUR** | RED
CMYK: 0-100-100-0
Cyan: 0
Magenta: 100
Yellow: 100
Black: 0

■ **NR 3. RAUÐUR** | RED
CMYK: 0-90-100-0
Cyan: 0
Magenta: 90
Yellow: 100
Black: 0

RGB

■ **NR 1. RAUÐUR** | RED
RGB: 215-25-33
R: 215
G: 25
B: 33
#D71921

■ **NR 2. RAUÐUR** | RED
RGB: 235-65-36
R: 235
G: 65
B: 36
#EB4124

■ **NR 3. RAUÐUR** | RED
RGB: 236-28-36
R: 236
G: 28
B: 36
#EC1C24

BLACK

■ **NR 1. SVARTUR** | BLACK
CMYK: 0-0-0-90
Cyan: 0
Magenta: 0
Yellow: 0
Black: 90

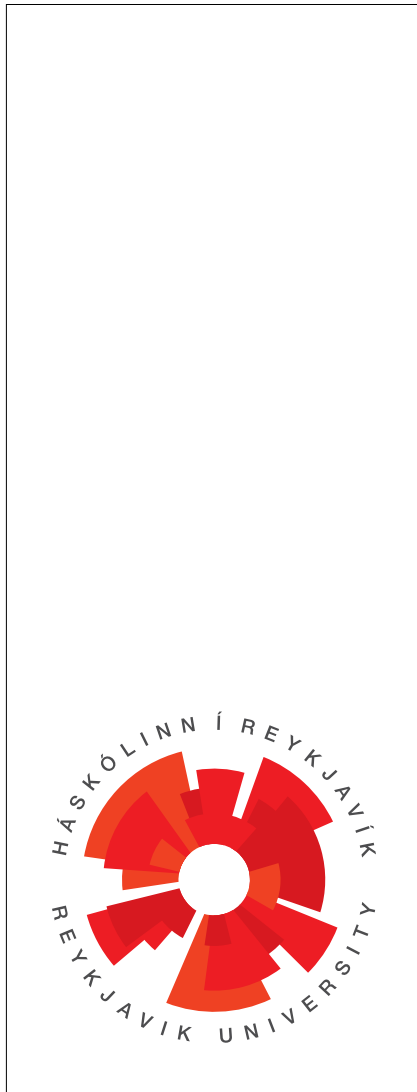
■ **NR 2. SVARTUR** | BLACK
CMYK: 0-0-0-75
Cyan: 0
Magenta: 0
Yellow: 0
Black: 75

■ **NR 3. SVARTUR** | BLACK
CMYK: 0-0-0-55
Cyan: 0
Magenta: 0
Yellow: 0
Black: 55

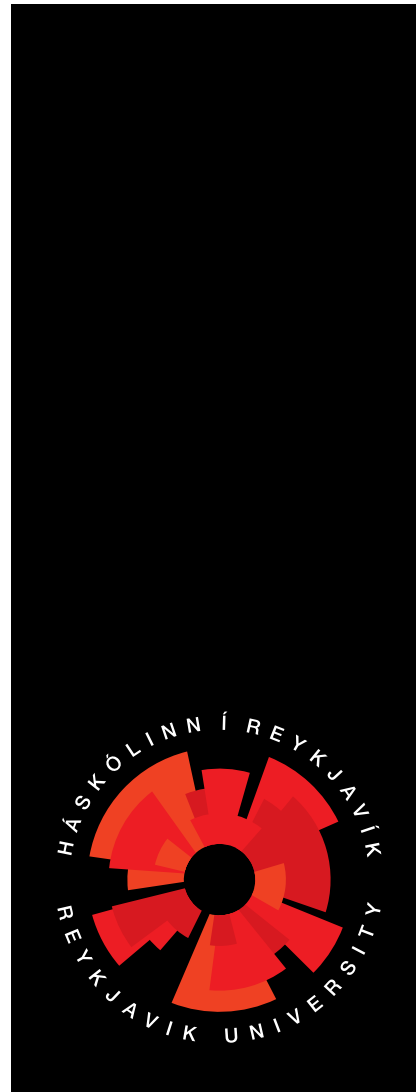


NOTKUN MERKIS Á MISMUNANDI BAKGRUNNI
THE LOGO ON DIFFERENT BACKGROUNDS

HVÍTUR BAKGRUNNUR
WHITE BACKGROUND



SVARTUR BAKGRUNNUR
BLACK BACKGROUND



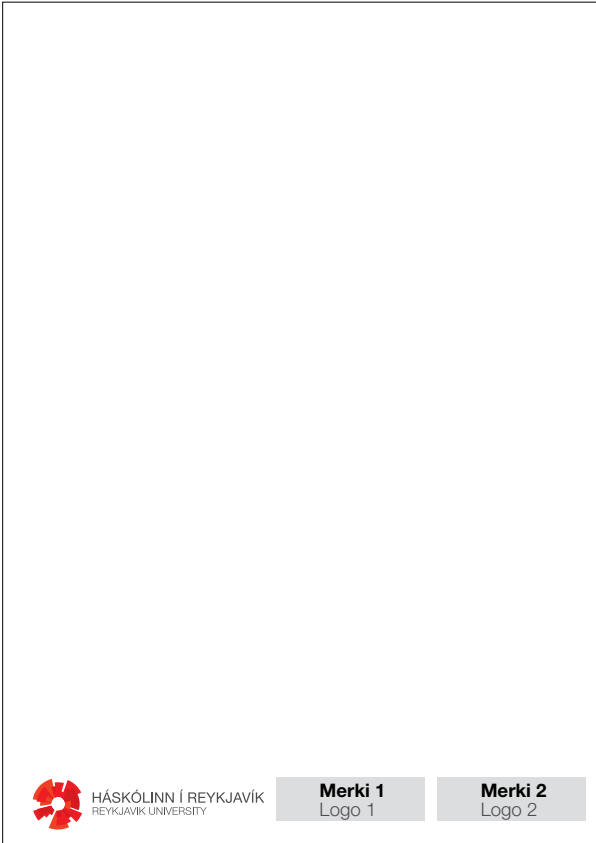
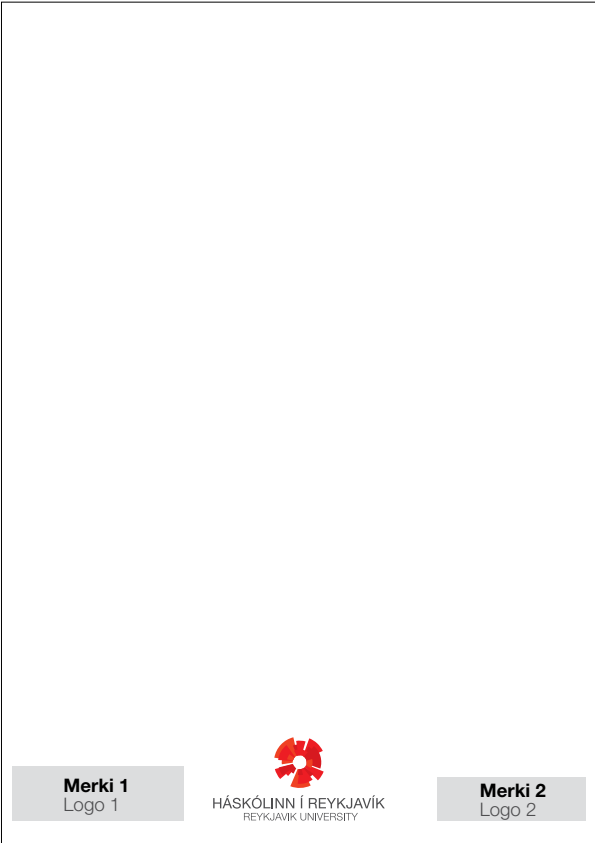
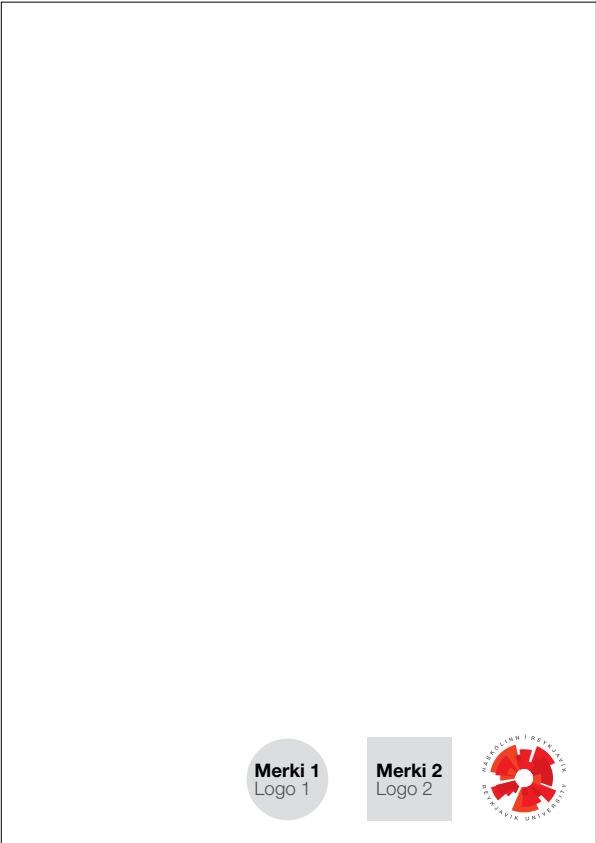
RAUÐUR BAKGRUNNUR
RED BACKGROUND



MYNSTRADUR MYND
PATTERNED PICTURE

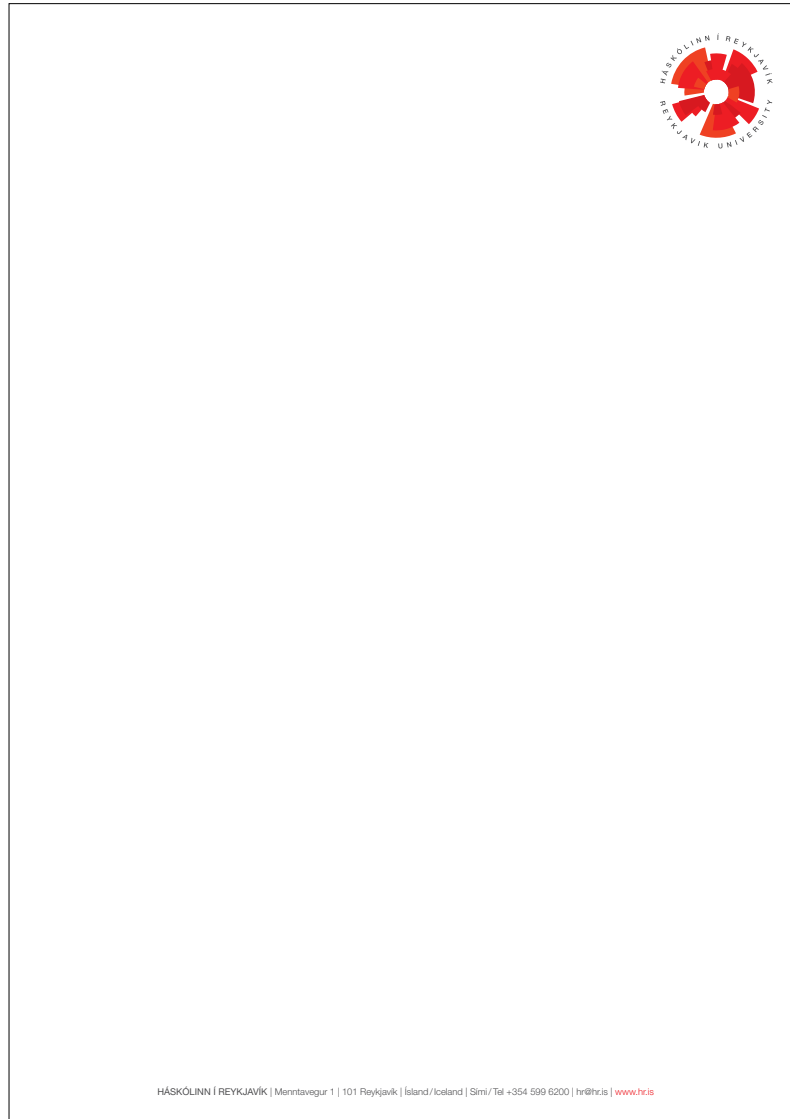


NOTKUN MERKIS MEÐ ÖÐRUM MERKJUM
USE OF THE LOGO IN COMBINATION WITH OTHER LOGOS

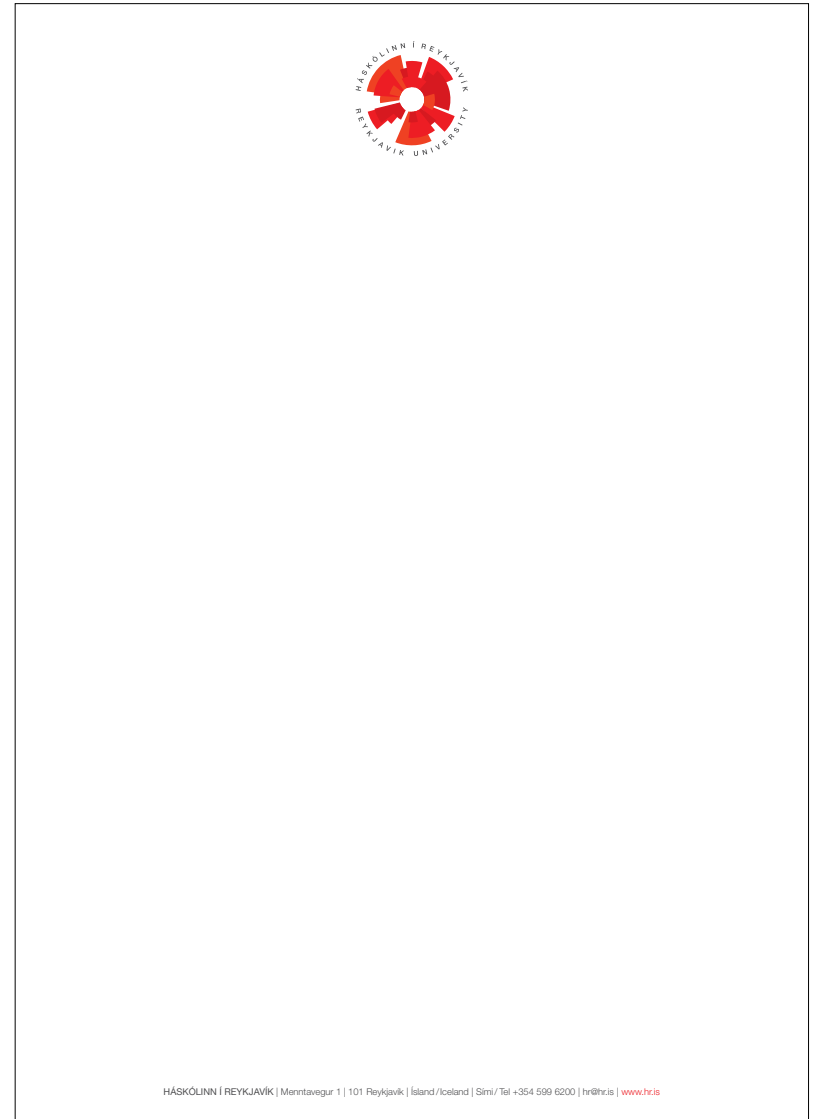


BRÉFSEFNI A4
LETTERHEAD

1.
Almennt bréfsefni
General Letterhead



2.
Formlegt bréfsefni
Formal Letterhead



NAFNSPJALD 55 x 85mm
BUSINESS CARD



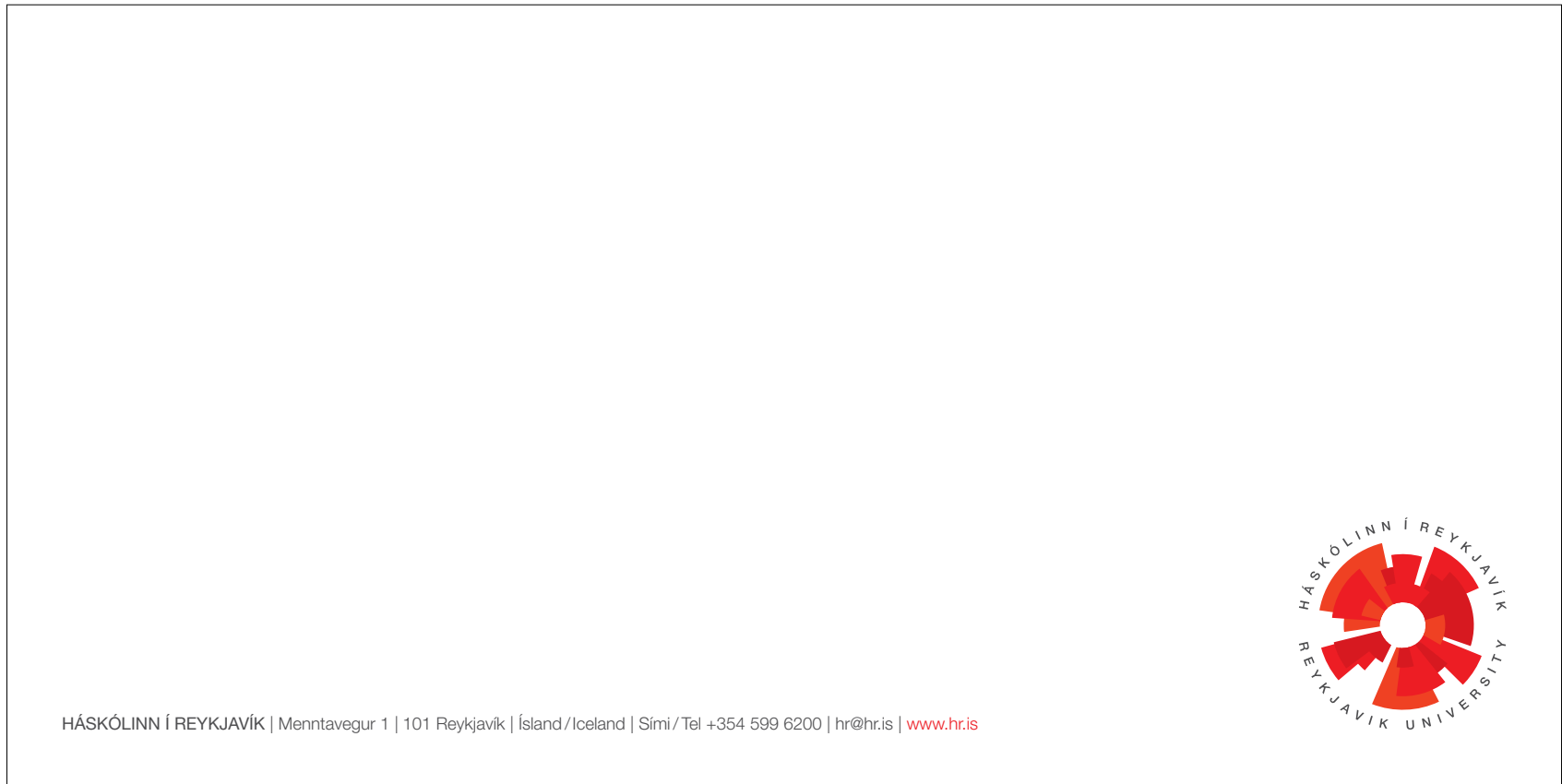
Framlið
Front



Baklið
Back

UMSLAG
ENVELOPE M65

Dæmi
Example



HÁSKÓLINN Í REYKJAVÍK | Menntavegur 1 | 101 Reykjavík | Ísland / Iceland | Sími / Tel +354 599 6200 | hr@hr.is | www.hr.is





Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ultricies faucibus leo. Cum sociis **natoque penatibus et magnis dis parturient montes**, nascetur ridiculus mus. Suspendisse lobortis massa id magna. Ut luctus, dui quis dictum pretium, mauris arcu tempus dolor, eu scelerisque lectus nulla in urna. Nunc bibendum. Donec aliquet cursus elit. Integer dui tortor, tincidunt vitae, mollis vel, consectetur in, libero.

Fyrirsögn:

Nafn, starfsheiti

Nafn, starfsheiti

*Bestu kveðjur,
Nafn*

Aenean convallis gravida ipsum. Nunc nec nunc sed lectus feugiat egestas.

Donec pharetra. Cras at neque.

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EMAIL SIGNATURE

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Subject:

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Háskólinn í Reykjavík | Reykjavik University
name@hr.is
Menntavegi 1 við Nauthólsvík | 101 Reykjavík | Iceland | Sími/Tel +354 599 6200 | Fax + 354 599 6201 | www.hr.is