Our brand identity
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.

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.

We are the university of applied sciences for people who want to help shape the world.

Knowledge, action, change – each day we draw on this powerful combination to grapple with the societal and technological challenges of our time. We not only provide the professionals and managers of tomorrow with the necessary interdisciplinary knowledge, but also strengthen their problem-solving skills and their sense of responsibility.

Whether online or in person, our flexible and multifunctional teaching, which is specifically tailored to small-group learning, is enabling us to create a visionary campus with a lasting impact on the Hamburg metropolitan region.

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

**DIFFERENTIATION**
- This is how we stand out.
- These are the values and characteristics we stand for.

**PERSONALITY**
- These are the values and characteristics we stand for.
- Personal values:
  - Differentiation
  - Authenticity
  - Reliability
  - Independent
  - Connected to the city of Hamburg
  - Engaged
  - Trustful
  - Trustworthy
  - Appreciative
  - Self-aware
  - Appreciative
  - Self-confident

**SIGNALS**
- These are the signals we send.

**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

**PERFORMANCE**
- This is what we do.

**Skills**, application- and future-oriented degree courses
- 37 Bachelor’s degree courses, 35 Master’s degree courses, cooperative degree programmes

Training of academic professionals and managers

Participation and responsibility

Diversity

Intercultural projects

Start-ups Service

Alumni
  - Sports programmes
  - Study programmes such as Erasmus and HAW goes USA
  - Language courses
  - Student projects, e.g. HAWKSA
  - HAWK chair
  - Libraries
  - Mentoring
  - Career Service
  - Coaching programmes
  - CamPuls (student health)

**SOCIETALLY RELEVANT**
- Empowerment
  - Intercultural community
  - Internationalisation
  - Academics and science
  - Research and transfer centres
  - Competence centres
  - Professional continuing education

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**SKILLS**, application- and future-oriented degree courses

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

**COMPREHENSIVE ADMISSION OFFERS**
- Comprehensive advising offers
  - (Student Counselling Office for matters related to starting studies, advising for students with disabilities or chronic illnesses, etc.)

**ECONOMICALLY JUST**
- High-performing
  - Aspiring to excellence
  - Culturally diverse

**EDUCATIONALALLY JUST**
- Skills-oriented
  - Application-oriented
  - Solution-oriented

**SIGNALS**
- The signals we send.
OUR VALUES IN BRIEF.

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.

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

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**

**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.

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

STUDENTS & TALENTS

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

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

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.

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