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Visual Identity of Universities: Logo as a visual symbol of university

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Visual *Ide*ntity of Universities: Logo as a visual symbol of university

Abstract
The authors of the paper deal with the visual identity of educational institutions. They point at the importance of visual identity for communication about universities. Visual identity is understood as an element of corporate identity which is based on the philosophy of institution. The authors of this paper made research on public universities logos and based on the features they have in common, the authors divided them into three main groups taking into consideration the symbol the logos represent. The authors studied individual design manuals (logo manuals) as the aim of the paper was to identify fundamental issues/ mistakes universities make while creating a logo.

Keywords
Corporate identity, visual identity, university, communication, logo, symbol, design manual.

Introduction
Visual presentation of an educational institution represents in the best way the institution's history, scope of activity, culture, vision and all questions related to Corporate Identity creation and building. Visual presentation of an educational institution should be consistent, immediately recognizable and able to influence the presentation of all outputs of the university. Consistent perception of institution can be attained only by appropriate settings of an institution's identity. In many cases, the identity of an institution is reduced to its visual part therefore it is important to emphasize that culture, values, conduct and communication are equally significant elements. The authors Horáková, Stejskalová and Škapová describe corporate identity as *'strategically planned image emerging from corporate philosophy and long-term business goal. This image must be supported by company conduct and its communication, both internal and external, as planned corporate identity stops being a dream once it is consistently and thoroughly acknowledged by specific organization acting.'*

Identity is not a passive norm or static element. It is a lively element that requires being taken care of and active work by all subjects that intervene in identity creation and maintenance. At the same time, they emphasize that identity is *'strategically planned image that comes from corporate philosophy and long-term business goal. On the outside, this image manifests in corporate conduct and all forms of company communication.'*[1] A Similar opinion is presented by Krajčovič who claims that the choice of media is influenced by an organization's philosophy and culture[2]. An essential goal of an educational institution's Corporate Identity is its philosophy. All other visual elements of communication must come from it.

Visual communication and its use in education
Harscha[3] characterizes branding in university education *'as the last try of educational institutions to drag attention and attract students.'* His unfavourable opinion comes from practical experience from the marketing environment of educational institutions. The strategy of branding and visual identity often is understood only as accompanying, unnecessary 'process' of communication with target groups. Use of marketing and branding in educational institutions cannot be left to 'happen by chance'; especially thanks to continually rising numbers of schools and changes in demographic evolution. On the contrary, it should be a part of an educational institution's strategic plan. Boateng postulates[4] that the strength of a higher education brand is represented by thoughts, feeling, perception, images and experience linked to the brand in the mind set of audiences and what consumers (audiences) had learned, seen and heard about the institution over time. Higher educational institutions have branded their identities by use of trademarks such as a word, a name, a symbol or combination of all these to identify and distinguish their services from others.
Corporate visual identity is formed by name, symbol, logo, typography, colour, motto and other graphic elements. Logo or any other graphic symbols have the potential to express fundamental characteristics of institution.[5] It is a communication mediator between a university and target groups – students, teachers, graduates, potential students or/and other stakeholders. Universities have to concentrate more attention on visual communication because its influence on potential students' or other stakeholders' behaviour is considerable.
Theories on CVI focus mainly on identity structures – monolithic, endorsed and branded identities[6]

(Olins 1989) clarifying the relationships between strategy and visual identity[7] but very little research gives direction on how to manage corporate visual identity and make it consistent at the same time. Visual identity enables any university to present an image of a higher educational institution and its internal culture in a simple and easy to understand form. Communication abbreviations and semiotics are used. *'Visual identity and its perception can easily increase the value of educational institution product; and vice-versa, it can decrease it, too.'*[8] It is important to respect differences between target groups that should be influenced while planning visual identity.

An interesting form of visual communication, as part of marketing strategy, can evoke expectations and arouse interest but at the same time induce negative reactions. The visual identity of a school is often the first point of contact by which a potential student or a partner forms their image of it. *'If this induced image does not correspond with the real identity of the school, chaos is created and there happens to be space for negative emotions induced by unfulfilled expectations.'*[9]

1   HORÁKOVÁ, I., STEJSKALOVÁ, D., ŠKAPOVÁ, H.: *Strategie firemní komunikace.* Prague : Management Press, 2000, p. 74.
2   KRAJČOVIČ, P.: Use of media to raise awareness of eco-innovations. In *Communication Today,* 2019, Vol. 10, No. 2, p. 122-123.
3   HARSHA, P., SHAH, S.: Creating brand value of higher institution. In *International Journal of Management Technology,* 2011, Vol. 19, No. 2, p. 15.

4   BOATENG, A.: Developing Country Studies Branding Public Universities through Advertising: A Study of Two Public Universities in Ghana. In *Developing country studies,* 2015, Vol. 5, No. 21, p. 46.
5   VAN RIEL, C. B. M., VAN DEN BAN, A.: The added value of corporate logos: an empirical study. In *European Journal of Marketing,* 2012, Vol. 35, No. 3/4, p. 431.
6   Compare with: OLINS, W.: *Corporate identity: Making business strategy visible through design.* London : Thames & Hudson, 1989, p. 126-38.

7   See also: VAN DEN BOSCH, A. L. M., DE JONG, M. D. T., ELVING, W. J. L.: Managing corporate visual identity: use and effects of organizational measures to support a consistent self-presentation In *Public Relations Review,* 2004, Vol. 30, No. 2, p. 225-34.
8   ČÁBYOVÁ, Ľ., PTAČIN, J.: Benchmarkingové porovnávanie marketingovej komunikácie vysokých škôl na Slovensku. In *Communication Today,* 2014, Vol. 5, No. 1, p. 59.
9   ČÁBYOVÁ, Ľ., PTAČIN, J.: Benchmarkingové porovnávanie marketingovej komunikácie vysokých škôl na Slovensku. In

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These represent huge risks that an incorrectly created marketing communication of an institution will be made. Visual identity should reflect the real image and culture of an institution as this is essential for expectations formation.

Based on our research conducted in 2020, nearly half of the universities in Slovakia have created a design manual that consists of the basic possibilities of logo usage. There is visible a certain shift from traditional signs towards more modern forms of alphabetical signs. The quality of individual elements varies based on the graphic capabilities of authors. A great number of logos came from school competition winners and are created by students or graduates. However, there are multiple schools with logos created by professional agencies.

Lowrie[10] indicated that service orientation in the branding of higher educational institutions (such as universities) is even more important than for businesses that produce material goods. Corporate branding is the most adequate branding orientation for universities, including their faculties. The key task[11] is to build and maintain strong relationships with the relevant public (students, staff, and stakeholders) and to establish differentiation and set preferences at the university

as well as at the faculty level. As faculties offer similar or identical study programs names, subjects or academic degrees, they need to apply marketing activities in order to differentiate their brand and values in the minds of potential students.[12] An appropriate strategy on how to use a logo is the so called 'umbrella brand'; it is a term used when all faculty logos are based on and derive from the university logo. Slovak University of Technology in Bratislava, University of P. J. Šafárik in Košice, Academy of Performing Arts and many others are examples of 'umbrella branding' in Slovakia. There exist multiple ways to create a logo and there are several types. One type of logo comes from the university name and its initials. The next type of logo is a visual logo and another one is a combination of the name and image. Visual adaptation of a logo is important as well as the right font to be used – typography. *'Typography is the art of the right choice and usage of adequate font, description or family of fonts in a way that emphasizes the intention of the chosen words and helps to picture the message as well as the overall shapes of words. Each font style sends a different message to the recipient.'*[13] There are innumerable fonts available, so it is necessary to choose a font for a brand that reflects the main idea, the vision and the values of

the brand.[14]
Other factor playing an important role in branding apart from the logo font is the logo colour. It has a psychological function. Even though logo colours should evoke certain feelings, a logotype cannot be dependent on colour combination. Even in black-and-white versions, a university logo must make sense and represent the organization. A logo creator should interpret the use of colour in a logo and how this influences a person. Adamson claims that[15] *'while making the right choice of university our brain works the same way just like when we pick up the red and white tin when we are thirsty. It uses shortcuts and simplification'*. As such, it is important to work with the psychology of colours and shapes, and, at the same time, social stereotypes in regards to colours, shapes and fonts while creating a visual identity. A university on a quest for a young, dynamic and modern school image uses different colours and font styles than an education institution whose image is rather conservative and linked to its long-term history.

Logo as a visual symbol of a university

There were 20 public, 3 state and 12 private higher educational institutions in Slovakia in 2019.[16]
Apart from them, there were other

5 foreign universities providing studies here. In 2018, there were 133 152 university students in Slovakia. This means that there was a 2.58 % year-on-year decrease in students which means 3532 students. The number of foreigners studying in Slovakia increased by 10.19 % (1145 students of other than Slovak nationality). Approximately 30.000 Slovaks study abroad.[17] Especially interesting is the number of Slovaks studying in the Czech Republic; there are more than 21.000 Slovak students studying at Czech higher educational institutions. There are several reasons why. Based on the survey analysis,[18] students study in the Czech Republic because of better accessibility, higher quality and better equipped schools. Prolonged studies are not charged extra fees and distant study (?) is in general shorter. The Czech educational system has a better reputation and image. Slovak schools as compared to Czech schools have a significant con and that is their design; Slovak schools are old-fashioned from the point of view of design, their communication lacks innovations. The Slovak educational system should direct attention towards corporate visual identity and its building as one of its top priorities. Logo creation and its usage in accordance with created design manuals are of vital essence for university visual communication. And that is definitely not all

that matters in regards to visual communication strategy.
The design of the logo should fit the type and the character of university to be able to address the target group. It is important what associations are linked with the university logo. A university logo should be easily recognizable and easy to remember. What also matters is the possibility to apply the logo to any materials and carriers. In our research, we studied logos of public universities in Slovakia. Our ambition was to find common features and classify them into three main groups.
One type of logo that is often used by Slovak universities is a visual logo of a figure (a famous personality) which is part of the university name, such as the University of Pavel Jozef Šafárik in Košice, Comenius University in Bratislava, the University of Ss Cyril and Methodius in Trnava and Constantine the Philosopher University in Nitra. The universities in Prešov and in Trnava use logos created in a similar way; the character of Christ and the figure of a woman. Universities that use such a logo present themselves as conservative educational institutions that emphasize history, cultural values and tradition. For some universities, the university name influences the choice of logo.

The basic shape of Košice's University of P. J. Šafárik logo[19] was created along with the establishment of the university itself back in 1959 and the logo was based on a university medal. It depicts a relief of P.J. Šafárik on the medal. The personality was a famous scientist and nationalist. The university name encircles the portrait of Šafárik. At the bottom of the logo can be found the year when the university was established. The redesign of the logo resulted in font changes. The basic shape of logo is gold and brown. The logo of University of Ss Cyril and Methodius in Trnava[20] is formed by the image of the theologists and missionaries Ss Cyril and Methodius. It is surrounded by the university name. Each part of the university is represented in the logo by its colour. This is also the reason why it is preferred to use the logo in its colour variant, given convenient technological and economic backgrounds. The university logo is created by figures of the brothers from Solun, both of whom hold an open book – the Holy Scriptures. Method holds an archbishop's double cross crozier in the other hand. The idea of the logo comes from Alojz Rigele – Sculptural group of Ss Cyril and Methodius exhibited

Communication Today, 2014, Vol. 5, No. 1, p. 59.

10   COMPARE WITH: LOWRIE, A.: Branding higher education: Equivalence and difference in developing identity. In *Journal of Business Research,* 2007, Vol. 60, No. 9, p. 990-999.

11   SEE ALSO: VOSS, A. K., KUMAR, A.: The value of social media: are universities successfully engaging their audience? In *Journal of Applied Research in Higher Education,* 2013, Vol. 5, No. 2, p. 156-172.

12   EGER, L., EGEROVÁ, D., KRYSTON, M.: Facebook and Public Relations in Higher Education. A Case Study of Selected Faculties from the Czech Republic and Slovakia. In *Romanian Journal of Communication and Public Relations,* 2019, Vol. 21, No. 1 (46), p. 55.

13   HEALEY, M.: *Design loga: analýza úspěchu 300 mezinárodních značek.* 1st ed. Brno : Computer Press, 2011, p. 216.

14   JURIŠOVÁ, V.: Using copywriting, language, and costumized font in creation of visual and communication brand identity. In PAVLŮ, D., MAJERIK, P. (eds.): *Creative strategy / strategy of creativity : trends in creative marketing communication,* Prague : Professional Publishing, 2019, p. 55.

15   ADAMSON, P. A.: *Marketing: Jednoducho značka.* Bratislava : Eastone Books, 2011, p. 17.

16   *Universities in Slovakia.* [online]. [2019-12-21]. Available at: <https://portalvs.sk/sk/informacie-o-vysokych-skolach>.

17   *Počet študentov medziročne klesol o 10.979.* [online]. [2019-12-21]. Available at: <https://eduworld.sk/cd/tasr/4003/pocet-studentov-vysokych-skol-medzirocne-klesol-o-10979>.

18   *Statistika výkonových ukazovatelů veřejných a soukromých vysokých škol ČR.* [online]. [2019-12-21]. Available at: <http://109.238.209.120/vykonyVS1.aspx>.

19   *Design manual of UPJS.* [online]. [2019-12-20]. Available at: <https://www.upjs.sk/aktuality/2008/dizajn-manual-upjs>.

20   *Design manual of UCM.* [online]. [2019-12-20]. Available at: <https://www.ucm.sk › logo-ucm>.

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in Ján Koniarek Gallery in Trnava. The idea of the Comenius University logo comes from the figure of Ján Ámos Komenský[21]; the typographic part of the logo is formed by the university name encircling the figure. The first logo was created based on a UK medal obverse that dated back to 1969 and it was used on paper documents, diplomas, as well as a dry seal of the UK. The Current UK logo has been used since 2008 and it sketches the medal from 1924. (Source: www.uniba.sk)

In Nitra, there is Constantine the Philosopher University[22] whose logo was created based on a graphic transcript of a wall painting fragment in Constantine's tomb. The tomb is situated in St. Clement Basilica in Rome. The sign illustrates a historically acknowledged image of the saint and it is applied as an illustrated sign with Constantine himself. The half-figure is holding a book (a bible) and it is located in the middle of a circle. Constantine stretches out his hand to be shaken – as a symbol, a gesture of friendship. The font of the logo is sans serif; the letters are located around Constantine's image in a circle. In the rich lower part of the logo, there are five irregular smaller circles that represent the five faculties. The number of circles (faculties) can be changed, if needed. The logo variant uses pale blue colour. (www.ukf.sk) Trnava University in Trnava advocates Christian principles and wants to guard moral and spiritual values, to educate people in and lead them

towards ecumenism, to cooperate with other universities, educational and scientific institutions in both in the Slovak Republic and abroad. The essence of the logo[23] is the image of Christ encircled by the university name. The year 1992 is listed in the logo as the function of Trnava University was renewed in this year. The symbol of the University in Prešov[24] is the sign whose author is Dušan Srvátka, an academic painter. It consists of a scarlet circle in which there is a scarlet silhouette of a long-haired girl on white background. In the logo there are three heraldic roses and the silhouette is encircled by the text "UNIVERSITAS PRESOVIENSIS 1997".

The second group consists of logos of universities that reflect the name of the educational institution or its acronym. This type of logo comes from up-to-date actual trends and is used by the University of Matej Bel in Banská Bystrica, Economic University in Bratislava and Technical University of Košice. An interesting finding is that all three public art universities use this type of logo (Academy of Performing Arts in Bratislava, Academy of Fine Arts and Design and Academy of Arts in Banská Bystrica).

The University of Matej Bel in Banská Bystrica started to use the current logo[25] at the beginning of the academic year 2015/16. It consists of the abbreviation UMB, which is rooted in the consciousness of the professional and general public. Modern elements, a new typeface and a change in colour reflect the will to move as close as possible to current trends and create a modern, dynamic, long-term usable brand. The original logotype depicting the character of Matej Bel will, in the spirit of university tradition, continue to be

used for important moments in the life of the academic community. On other occasions, it will be visible in combination with the new logo. (Source: www.umb.sk)

The logo of Economic university, like the University of Matej Bel in Banská Bystrica, consists of the abbreviation of the name of the university. The full name of the university has the form of a circle surrounding the name of the university. The university communicates with blue and grey colours.

As already mentioned, all three art colleges use a logo made up of letters of the school name. The logo of the Academy of Fine Arts and Design consists of the initials of the school on the horizontal (vertical?) plane and the full name of the school on the horizontal plane of the logo. The logo also includes the English name of the school. The logo of the Academy of Performing Arts consists of the initial VŠMU by which the school is known. The creative element in the logo is a triangle which is also found in the logos of the individual faculties. The logo of the Academy of Arts consists of initials based on the name of the school, with the letter A shown in the upright position and the letter U in the lying position. White letters, or characters, appear on a dark blue background.

The logo of Technical University of Košice shows the symbols "T" and "U", which fit together and form the central part of the logo, and are drawn through the negative space bounded by a contour line. The logo therefore gives a clear, geometric and timeless impression. The logo is complemented by an appropriately selected Camber font family, the structure of which corresponds to the internal structure of the graphic

character itself, and a redefined colour scheme. (Source: www.tuke.sk) Into the third and the largest group we included the logos of Slovak public schools which consist of an image (symbol) and are supplemented by the name of the university. The central theme of the logo is an image which symbolizes the focus of the university, e.g., a cob with the Slovak University of Agriculture, a tree trunk with the Technical University in Zvolen, medical scales which are displayed in the logo of the University of Veterinary Medicine and Pharmacy, the symbol of the Holy Trinity in the case of the Catholic University.

The basic theme of the Slovak University of Agriculture's logotype[26] is a cob. The logotype consists of two parts. The graphic part of the logo consists of a circular mark with a cob, the typographic part is created by the text of the university name. (Source: www.spu.sk)

The logo of Alexander Dubček University of Trenčín[27] consists of a graphic symbol and a typographic part which is the name of the university. The graphic part consists of the letters TU (Trenčín University), the symbol of Trenčín castle and a plant consisting of four parts symbolizing the four founding faculties. On the 20th anniversary of the university, the logo was changed to take the form of a stamp – it is slightly inclined and the similarity with the stamp is also shown in the imperfections of the circular lines. The Catholic University in Ružomberok symbolically chose the logo[28] representing the Holy Trinity. The university was founded in the Jubilee Year 2000. The Holy

21   *Logos and templates of UK.* [online]. [2020-01-05]. Available at <https://uniba.sk/o-univerzite/loga-a-symboly-uk/uk-100-loga-a-sablony>.

22   *Logomanual.* [online]. [2020-01-05]. Available at <https://www.ukf.sk/univerzita/logo>.

23   *Logo of Trnava university.* [online]. [2020-01-05]. Available at <https://www.truni.sk/univerzita>.

24   *Logo of Prešov university.* [online]. [2020-01-05]. Available at <https://www.unipo.sk/pracoviska/urs/logo>.

25   *Logo of Matej Bel University in Banská Bystrica.* [online]. [2020-01-02]. Available at <https://www.umb.sk/univerzita/univerzita/fotogaleria/rektorat/nove-logo-umb.html>.

26   *Manual of the Slovak university of agriculture.* [online]. [2020-01-02]. Available at <https://www.uniag.sk/sk/graficky-manual-a-loga-spu-v-nitre>.

27   *Design manual of Alexander Dubček university in Trenčín.* [online]. [2020-01-02]. Available at <http://www.ku.sk/index.php/ouniverzite/dizajn-manual>.

28   *Design manual of Catholic University in Ružomberok.* [online]. [2020-01-02]. Available at <http://www.ku.sk/index.php/ouniverzite/dizajn-manual>.

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Trinity – the source of all wisdom, truth, beauty, goodness and love – is for the Catholic University the starting point as well as the goal of all study and formation activities. The logo of the university is thus a sign of its dynamism which springs from and is aimed at the mystery of the Trinity. (Source: www.ku.sk)
The logo of the Slovak University of Technology in Bratislava[29] is made up of a graphic symbol and typographic characters STU, at the bottom of the logo is the name of the university. The graphic symbol consists of 12 points placed in a network (4x3) supplemented by the abbreviation of the university's name. The logo respects the internal structure of the university, equal conditions for all universities (Source: www.stu.sk)
The figural motif which is located on the logo of the University of Žilina[30] dates back to the mid-1960s, depicting a flying woman holding a branch, symbolizes the joy and flowering of students. At the bottom of the logo is the form of a winged railway wheel, the signature of the author RP and the wording Vysoká škola dopravná. The outer circle of the logo consists of the name of the university in both Slovak and Latin versions. (Source: www.zu.sk)
J. Selye University in Komárno bears the name of a scientist. Hans Hugo Bruno (János in Hungarian, Ján in Slovak) Selye, was a Canadian physician, biologist, chemist and

endocrinologist of partly Hungarian and Austrian origin born in the territory of today's Komárno. Experts call him the father of modern stress research. Some supporters of his work in the university environment compare him to the Czech giant and teacher Komenský.
The logo of J. Selye University[31] was created by graphic designers Noémi Rácz and Zsolt Lukács. The logo depicts the colours of the town of Komárno as well as the colours of the individual faculties of the university (red – Faculty of Economics and Informatics, yellow - Reformed Theological Faculty and green – Faculty of Education). In the arched shapes of the colours, the initial letters of Ján Selye (J S) are hidden. At the same time, the arches symbolize the town's rivers, as Komárno lies at the confluence of the Danube and the Váh.
The logo of Technical University in Zvolen[32] is formed by an image of the auditorium roof, which is typical for this university. The focus of the university is also underpinned by the green colour which is used in the logo. Technical University focuses on forestry, timber and ecology.
The University of Veterinary Medicine and Pharmacy in Košice communicates with a logo[33] characterized by its focus. The basic part of the logo consists of medical scales symbolizing

pharmacy. The snake (aesculapian snake) and the letter "V" bevelled in a representative manner- symbolize veterinary medicine, the snake is wrapped threefold around the Rod of Asclepius. The entire name of the university is written along the periphery of the circle.
Every Slovak public university has a logo on its website to communicate. Almost all schools (except for one) have design manuals available on their websites, mostly focusing only on the logo, colour, font, basic logo design, minimum size, acceptable variations, presentation materials. Detailed and complete processing of the design manual is an exception. In particular, they lack the "incarnation" of the philosophy and culture of the university into their communication outputs. The universities work with images, symbols without explanation and subsequent understanding by the internal and external public. The exception is e.g., University of Veterinary Medicine and Pharmacy which in the design manual explains precisely the symbolism of its logo. University of Žilina, Constantine the Philosopher University in Nitra are positive examples.

Logo as a part of communication strategy

Basic elements of visual identity are used in communications of the university via various carriers – buildings, lecture rooms, mercantile printed materials (headed paper, invitation, business card), publications, final theses, diplomas and other official documents, templates and presentations, navigation system, scientific and professional events, student events, merchandising items, media walls, flags, roll ups. They are used in

communication with target groups on social networks, university or faculty websites or in other online or offline forms of communication. The rebranding of visual identity needs to be very well considered as it requires significant financial investment and time to communicate this change. Among the basic reasons for universities approaching rebranding is modernization and better adaptation to the young generation (current and potential students) which requires a creative and innovative approach. Another reason for changing the visual identity may be an organizational change in the educational institution. However, most schools opt for less visible change (evolution, not revolution). The basic principle is that corporate identity is based on the philosophy and culture of an educational institution that cannot be changed regularly.[34] Philosophy is the cornerstone and should be incarnated in all visual and communication outputs of the school in both internal and external environments.

An example of gradual rebranding is the logo of Comenius University in Bratislava. In all versions of the logo, the portrait of J.A. Komenský is used as the central symbol. The first ranked logo was used until 2008 according to the obverse of the medal of 1969. After 2008, the logo created by modifying the first logo while adhering strictly to heraldic principles, began to be used. Another logo that is in use is the logo based on the medal of 1924.

However, Matej Bel University took a completely different approach. In 2005, it began to use a new, completely different logo. The original logo can only be used in combination with the new logo. Modern elements in the new logo, new typeface and colour change reflect the desire to get as close as possible to current trends to create a modern, dynamic, long-term brand that meets the international dimension and characterizes the university's mission and philosophy.[35]

Authors Ptačin and Čábyová[36] conducted a research in 2016 finding that most of the high-school graduates surveyed could not remember the logo of the school they wanted to study at. Two-thirds of the students could not remember the colours of some of the schools they wished to study at in the future. In our view, the results relate to craft imperfection and improper design of the logo as well as to inconsistent communication in which contexts the logos are used. It is the non-uniformity and inconsistency that often does not make it possible to establish the correct links to the educational institution's brand in the student's mind. In many cases, however, the university logos do not meet the basic criteria of quality professional design and rules for a brand to be better remembered. They are unnecessarily complex, using too many colours. In other cases, the institution is inconsistent when communicating individual fields, and the logos of the smaller organizational units of the institution are, by their visual identity, able to "shout down" the principal identity of the institution.
Despite the lack of funding for large-scale implementation, universities have a huge advantage in what target group they need to attract. Especially for high-school students and young people, they can take advantage of more affordable methods of communication and use non-standard forms of

29   *Grafic manual of Slovak University of technology.* [online]. [2020-01-02]. Available at <https://www.stuba.sk/sk/media/graficky-manual.html?page_id=2604>.

30   *Design manual of University of Zilina.* [online]. [2020-01-02]. Available at <https://www.uniza.sk/index.php/verejnost/informacne-materialy/dizajn-manual>.

31   *Logo of J. Selye University in Komárno.* [online]. [2020-01-02]. Available at <https://www.ujs.sk/sk>.

32   *Dizajn manuál Technickej univerzity vo Zvolene – identifikačné štandardy univerzity.* [online]. [2020-01-02]. Available at: <https://dokumenty.tuzvo.sk › pdf_dm_tu_tlacova_zostava_hlavna_cast>.

33   *Design manual of University veterinary medicine and pharmacy in Košice.* [online]. [2020-01-02]. Available at <http://www.uvlf.sk/logo-sk>.

34   For more information see: RADOŠINSKÁ, J.: OMNIVORE VS UNIVORE: A Reflection on the Current Knowledge on Cultural Taste and Cultural Consumption, In *European Journal of Media, Art & Photography*, 2018, Vol. 6, No. 2, p. 98-109.

35   *Design manul of Matej Bel University in Banská Bystrica.* [online]. [2020-01-02]. Available at <https://www.umb.sk/univerzita/verejnost-a-media/logo-umb/aktualne-logo-umb.html>.

36   PTAČIN, J., ČÁBYOVÁ, Ľ.: Marketing a identitá vzdelávacích inštitúcií. Trnava : FMK UCM v Trnave, 2016, p. 100.

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Visual Identity of Universities: Logo as a visual symbol of university

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European Journal of Media, Art & Photography

communication for their marketing campaigns. At the same time, the digital world provides more options for rigorous control over the effective spending on such campaigns and their follow up check. The visual communication of a university should reflect its orientation, anticipate the situation in the space and guarantee distinctiveness during the present information-saturated times. It should also reflect the culture of the school and create space for communication with the external environment.

Conclusion

The current social, economic and socio-demographic situation has raised the issue of how schools should continue to address potential students. The competition for students has intensified, with each student being a source of additional income for the school. It is very important for each school to be able to address the best students, and especially those whose value orientation coincides with the value orientation of a particular educational institution. One of the options is to build a strong, easy-to-remember and distinct identity of an educational institution that operates within integrated marketing communication. It is thanks to a well-established identity that the institution is able to communicate its value orientation to potential applicants. Such a form of effective communication is one of the tools that can provide the educational institution with a competitive advantage and increase the efficiency of the resources spent on communication activities.
As mentioned in the previous sections, complex and consistent

marketing communication, in collaboration with a well-established identity of an educational institution, are non-existent tools for addressing potential students in many institutions. It is the direction of identity that is very often a missed chance by many schools, its correct setting and usage in educational institutions represents the most important competitive advantage.

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