

Kyushu University communicates a large volume of information via its website and printed matter and press release on a day-to-day basis. In addition, in order to provide a visually consistent brand image and to make it easy to identify the Kyushu University as the information source, the symbolic logo, the style of business cards and press releases, etc. have been standardized and are used in the daily dissemination of information.

## Dissemination of information to the media (press releases, press conferences)

The General Affairs and Public Relations Division provides information to various media outlets, including the Kyushu University Press Club (15 companies), primarily using the methods listed below. If you are considering a press release or have questions relating to the media, please refer to the Public Relations Response Guidelines beforehand and contact the Public Relations Division at your earliest convenience.

Please access the Kyushu University website for information about the Public Relations Response Guidelines, the procedures for press release and previous press releases.

- Kyushu University Public Relations Guidelines (for faculty and administrative staff only)

<https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/kohoguidline/>

- Dissemination of information to the media (press releases, press conferences) (for faculty and administrative staff only)

<https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/pressrelease/>

### 1. Regular press conference

A regular press conference is held under the attendance of the President and relevant Executive Vice Presidents, with the Executive Vice President for Public Relations or the Vice President acting as the host. Two or three different topics, such as new Kyushu University initiatives, research presentations of particular interest to society, student initiatives, and various events are introduced clearly so that the public can understand them through the media. It also provides opportunities to answer various questions from the press.

### 2. Press releases

At times, the University issues press releases to its Press Corps via email.

(e.g., new initiatives of Kyushu University, announcements of research results, various events, information on entrance examinations, notifications of decisions on new department heads, obituary notifications, etc.)

### 3. Press conferences

Whenever necessary, special press conferences and briefings (available online) are held to answer questions from journalists, or when there is a risk that accurate information may not be conveyed through e-mail alone due to the volume of questions.

(For example, where research by one of our employees features in journals such as “ Science ” or “ Nature, ” or in the case of an agreement, ceremony, incident, accident, etc.)

[Media briefings concerning research results]

- Press releases concerning research results are of great social interest and attract considerable media attention.
- To provide journalists with as full an understanding of the research results as possible, please hold press briefings and make presentations as necessary. No matter how impressive the research results that you have worked so hard to achieve, they will not attract media coverage unless reporters understand them properly. Accordingly, we request that you explain your findings in language that is as easy to understand as possible, avoiding technical jargon.
- Press briefings on research results are also held online.

\*Dissemination of research results in English

Our science communicators write articles in English for the EurekAlert!, where overseas research results are disseminated in English, and for the English version of the Kyushu University website.

## Dissemination of information on websites

The website has three sections for postings: 'News' (topics, research results, etc.), 'Events,' and 'Notices' (announcements).

For details about publication, please refer to the website.

If you are planning to create a website for your department or project, please refer to the guidelines for website creation.

- Procedures for publishing on the website (only for faculty and administrative staff)

<https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/keisai/>

- Website creation Guidelines (for faculty and administrative staff only)

[https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/website\\_guidelines](https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/website_guidelines)

## UI (University Identity)

UI stands for University Identity. Establishing a university identity and making this clear both inside and outside the university allows us to clarify our role and individuality within society, and allows us to move towards promoting both a correct awareness and a positive image.

UI consists of visual elements such as the symbol and logo typeface, and also of invisible elements such as operational policies and strategies. These are equivalent to the wheels of a car, and it is necessary to ensure that they are developed in step with one another. Recently, the University has begun to work towards visualizing these invisible elements, which assists in the clear promotion of our message, and revitalizes our communication both inside and outside the university. Many universities are engaged in similar projects.

UI design manual (Japanese and English)

[https://www.kyushu-u.ac.jp/ja/university/publicity/logo/index\\_manual](https://www.kyushu-u.ac.jp/ja/university/publicity/logo/index_manual)

[https://www.kyushu-u.ac.jp/en/university/publicity/logo/index\\_manual](https://www.kyushu-u.ac.jp/en/university/publicity/logo/index_manual)

### 1. Symbols and logos

The symbol logo was based on the concepts of logo typeface clarity, ease of use and international recognition, and was designed based on comments gathered in a survey of over 750 people, both inside and outside the university. There are seven different types of symbol logo, which are used on a wide range of media distributed by Kyushu University. (In principle, the symbol is not used on its own, but in one of the five designated combinations.)

If you have an SSO-KID, you can apply for it on the Kyushu University website.

In principle, use of the logo by Kyushu University faculty, administration, students, alumni associations, supporters' associations, and other related parties is permitted but not for commercial purposes. A contract is required for any exceptional use.

- Kyushu University Symbol Logo

【和文英文並置方向組み合わせ】



【英文並置方向組み合わせ】



【和文並置方向組み合わせ】



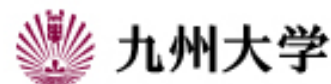
【和文英文水平方向組み合わせ】



【英文水平方向二段組み合わせ】



【和文水平方向組み合わせ】



【英文水平方向組み合わせ】



## 2. UI business cards

### [Creating UI business cards]

Business cards used by University faculty members can be produced and paid for by University, providing they contain both the Kyushu University symbol logo (as based on the UI manual, hereinafter referred to as “ UI business cards ” ). The University accepts applications for the production of UI business cards via the “ business card ordering request ” page linked to the University ’ s website. We do not accept order requests via any other medium.

UI business cards can only, in principle, be ordered by University faculty members. Other persons who require University business cards, however, such as additional administrative staff, dispatched staff, etc., may be permitted to create UI business cards subject to a proposal explaining their relationship to the organization and their occupation.

Business cards not based on the UI manual, and cards that include information not related to University business, as well as any cards that are not ordered from the single University-designated print company, will not be paid for by the University.

### [Use of UI business cards]

UI business cards printed on University expenses may only be used expressly in the business of the University (teaching, research, social responsibility, PR, management or operations).

・ About UI business cards (for faculty and administrative staff only)

[https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/ui\\_card/](https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/ui_card/)

## Photo Archives

The Photo Archives is one of our initiatives to improve our reputation through branding, and provides photos related to our university that faculty and administrative staff can use to disseminate information. These photos are downloadable (for faculty and administrative staff only). Please read the "Notes on the Use of Photos" carefully and use them proactively as publicity content for various purposes (e.g., preparation of internal documents, presentation materials for academic conferences, creation of websites, etc.).

- Photo Archives (for faculty and administrative staff only)

<https://qu365.sharepoint.com/sites/photo-archive>

## University Introduction videos

The University introduction videos are released for each theme as part of our initiative to increase our reputation by conveying fascinating information about the University. Please note that the videos are downloadable (excluding some) for faculty and staff only. Please use them proactively as publicity content in your various activities (such as handling visits from external parties and conferences).

- University introduction videos (Japanese and English)

\* Download (for faculty and administrative staff only)

<https://www.kyushu-u.ac.jp/ja/university/publicity/movie/>

<https://www.kyushu-u.ac.jp/en/university/publicity/movie/>

## Digital signage

As part of information dissemination within and outside the university and inner branding, digital signage has been installed across each campus. With this signage, content such as internal information is repeatedly delivered in video format, allowing for visually clear and effective information sharing. Please make active use of it.

- About the operation of digital signage (for faculty and staff only)

[https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/digital\\_signage](https://www.kyushu-u.ac.jp/ja/Qdai-only/public-relations/digital_signage)

## Contact

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