



Brand guidelines

DB

Brand guidelines

Introduction

GENERAL PRINCIPLES OF VISUAL IDENTITY

This style guide outlines the core principles that define the brand's visual identity and establishes the necessary guidelines to ensure a consistent application across all platforms. Its objective is to unify criteria, streamline the design process, and ensure that every communication piece conveys a clear, recognizable image aligned with the brand's values.



DB

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01. SCHILLER

02. SCHILLER CITIES

03. 60 YEARS + OTHER LOGOS

04. COLORS

Schiller logotype

VISUAL IDENTITY

Our logo is the cornerstone of our identity, the primary visual element that identifies us. The **lockup** is a combination of our brand's typography, colors, and style. These elements maintain a fixed relationship that must never be altered in any way.

Its main element is the original name, **Schiller International University**. Everything revolves around the letter "U", which is the symbol representing the concept of "university," as well as our **Global Academic Model U**.

BACKGROUND APPLICATION

- **White background:** Use the positive version or the full-color version of the logo (ensuring legibility).
- **Light background:** Use the negative version of the logo.
- **Colored background:** Use the negative version of the logo.
- **Dark background:** Use the negative or positive version, depending on which provides the highest contrast.
- **Image background:** Use the master color version, the positive version, or the solid blue version. Priority should always be given to the master logo



Schiller logotype

CLEAR SPACE AND MINIMUM SIZE

It is essential to keep the logo free from any other graphic elements. To ensure this, an **exclusion zone** has been established around the logo. This zone defines the minimum distance required between the logo and any other graphic element or message. **X** represents the minimum permitted clearance and is equal to the horizontal and vertical size of the uppercase letter "S" in the word **SCHILLER**.



TAMAÑO MÍNIMO

Dependiendo del espacio, el tamaño mínimo que puede tener el logotipo es de 3 cm de altura.



Schiller logotype

CITY VERSIONS

The following logo versions may only be used for printed materials, such as those used for trade fairs, exhibition stands, and off-campus presence.

SPACING

In the four-city version, we use the horizontal width of the letter “S” from the word **SCHILLER** to define the line spacing. In the case of a single-city version, it will also be applied horizontally.



TAMPA | MADRID | PARIS | HEIDELBERG



TAMPA



MADRID



PARIS



HEIDELBERG

Wordmark Guidelines

WORDMARK APPLICATION

When the full logo is not used, the brand may appear as a wordmark set in the original logo typeface. This version must always preserve the approved typography and color specifications to ensure consistency and recognition. The wordmark may be shown in its original colors on a white background, or reversed in white on an approved brand color background.

SCHILLER
INTERNATIONAL
UNIVERSITY

SCHILLER
INTERNATIONAL
UNIVERSITY

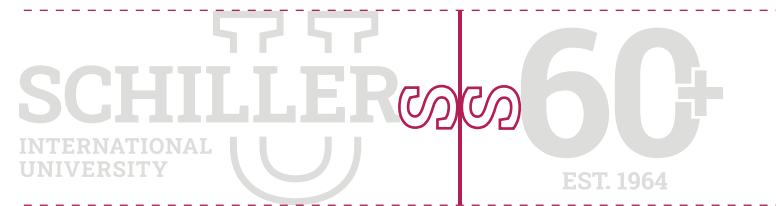
Other logos

60+, STUDENT GOVERNMENT Y 1ST AMERICAN MULTICAMPUS UNIVERSITY

These special logo applications allow us to communicate specific value propositions, awards, or distinctive features within the brand universe, while maintaining visual and conceptual consistency at all times.

SPACING

We use the horizontal width of the letter “S” from the word SCHILLER to define the separation between the logo, the gray divider line, and the text. The gray divider line must be the same height as the “U” symbol, and its thickness must be equal to the width of the serifless stem of the letter “I” in SCHILLER. Its color must be set to CMYK 0 0 0 50%.



STUDENT
GOVERNMENT
MADRID



STUDENT
GOVERNMENT
PARIS



STUDENT
GOVERNMENT
PARIS



STUDENT
GOVERNMENT
HEIDELBERG



STUDENT
GOVERNMENT
DISTANCE
LEARNING



1st AMERICAN
MULTICAMPUS
UNIVERSITY
IN EUROPE

Other logos

SCHILLER NEWS, STUCO Y ALUMNI

These special logo applications are used to communicate value propositions, awards, or distinctive features within the brand universe, while maintaining visual and conceptual consistency at all times.



Primary lockup with endorsement

POWERED BY

This version combines the brand's primary identity with an external endorsement mention, reinforcing its value proposition and strategic partnership within a unified visual system.



POWERED BY _____

Deloitte.



POWERED BY _____

Deloitte.  **TOYOTA**



POWERED BY _____

Deloitte.  **TOYOTA** ING 

Secondary collaboration lockup

POWERED BY

This version presents a collaborative identity where an external brand takes visual prominence, supported by our brand as a seal of endorsement, trust, and strategic connection.



Deloitte.

POWERED BY —



Co-branding logo

CO-BRANDING SCHILLER

This co-branding version features both brands in a shared vertical composition, separated by a divider line that reinforces clarity and visual balance. When applied over the corporate background color, this configuration ensures consistency, visibility, and a harmonious coexistence between both identities.



Seal

WHY TWO SEAL EXIST

The seals represents the institution's heritage, authority, and academic legitimacy. To balance tradition with modern brand needs, two versions are defined with clear roles:

ACADEMIC SEAL (OFFICIAL)

This is the institution's legal and formal identifier.

Usage:

- Diplomas, transcripts, and certificates
- Legal, notarized, or accredited documentation
- Institutional agreements and official records
- Academic ceremony materials.

Principle: Maximum integrity and consistency. This version must never be altered, stylized, or replaced.

COMMERCIAL SEAL

This is a brand expression tool, designed for visibility and flexibility in marketing contexts.

Usage:

- Marketing and communication materials
- Website, presentations, and branded assets
- Campus environments and promotional campaigns
- Events, partnerships, and public-facing initiatives

PRINCIPLE

Maintain prestige while enabling adaptability across formats and channels.

STRATEGIC DISTINCTION

- The Academic Crest protects credibility and institutional authority
 - The Commercial Crest amplifies visibility, engagement, and brand reach
- Both must never be used interchangeably



ACADEMIC VERSION

For use only in legally valid academic documentation and in academic ceremony materials.



COMMERCIAL VERSION

Mascot

WHY A MASCOT EXISTS

The mascot is not decorative—it's a strategic branding asset designed to humanize the institution and create emotional connection. It serves as a unifying symbol that transcends campuses, cultures, and programs, helping build a shared identity across a global student community.

The mascot enables the brand to:

- Increase recognition and memorability in competitive markets
- Foster belonging and school spirit among students and alumni
- Act as a bridge between formal education and student life
- Support community building beyond academic contexts

APPLICATIONS

The mascot should be activated in dynamic, community-driven contexts:

1. Student Life & Community

- Orientation, welcome kits, campus signage
- Internal communications and student engagement campaigns
- Social media content with a more informal, relatable tone

2. Sports & Clubs

- Team identity, uniforms, and fan materials
- Inter-campus competitions and events
- Club branding and student-led initiatives

3. Merchandising

- Apparel (hoodies, caps, accessories)

- Limited-edition drops to reinforce exclusivity and pride

- Event-based merchandise tied to key moments (graduation, tournaments...)

4. Brand Building

- Awareness campaigns targeting younger audiences
- Digital storytelling and content formats (stickers, GIFs, animations)
- Collaborations and partnerships where a lighter brand expression is needed

Guardrails

- Not to be used in formal academic, legal, or institutional communications
- Must always align with the mascot's defined personality and tone
- Avoid overuse to preserve impact and desirability



02 Color

01. BRAND COLORS

02. SECONDARY COLORS

03. COMPLEMENTARY COLORS

04. TINTS & SHADES

05. HIERARCHY

06. WEB COLORS

07. OPACITY

08. GRADIENTS AND EFFECTS

Brand colors

SCHILLER's visual identity is built upon a palette that balances technical sobriety with modern dynamism. This combination of tones conveys scientific precision and trust, adapting seamlessly to both high-quality printed materials and advanced digital interfaces.

blue - primary



HEX: #0D436D
CMYK: 99/72/32/19
RGB: 13/67/109
PANTONE: 8483 C

red - primary



HEX:#B91843
CMYK: 19/99/59/10
RGB: 185/24/67
PANTONE: 193C

Secondary colors

SCHILLER's visual identity is built upon a palette that balances technical sobriety with modern dynamism. This combination of tones conveys scientific precision and trust, adapting seamlessly to both high-quality printed materials and advanced digital interfaces.

dark blue



HEX:#1E2D3E
CMYK: 100/76/48/55
RGB: 30/46/63
PANTONE: 533C

light blue



HEX:#81A4C3
CMYK: 59/23/14/1
RGB: 130/165/196
PANTONE: 2156C

dark red



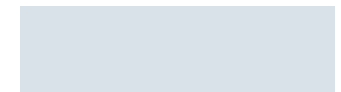
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PANTONE: 7427C

dark grey



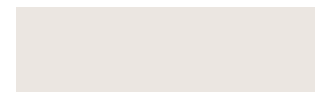
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PANTONE: 6223C

light grey



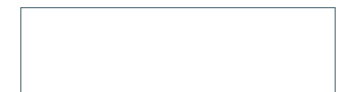
HEX:#E3E7ED
CMYK: 13/7/5/0
RGB: 227/231/237
PANTONE 9062C:

light



HEX: #EEEEBE7
CMYK: 7/7/9/0
RGB: 239/235/232
PANTONE: 9285C

white



HEX: #FFFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

Complementary colors

Secondary / Internal Palette

This secondary range has been selected to add dynamism to internal communication pieces and enhance the user experience. Its use allows for highlighting information, differentiating sections, and adding a layer of vitality without compromising the sobriety of the primary brand.

yellow



HEX: #FFC845
CMYK: 0/22/84/0
RGB: 255/200/69

orange



HEX: #F58232
CMYK: 0/60/88/0
RGB: 245/130/50

turquoise



HEX: #F00A3AD
CMYK: 76/12/35/0
RGB: 0/163/173

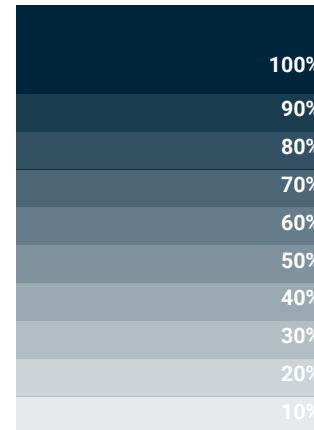
Tints & shades

This section defines the intensity variations for SCHILLER's primary and secondary color palettes. Each base color is broken down into a percentage scale (from 100% to 10%) to expand graphic possibilities without losing chromatic consistency.

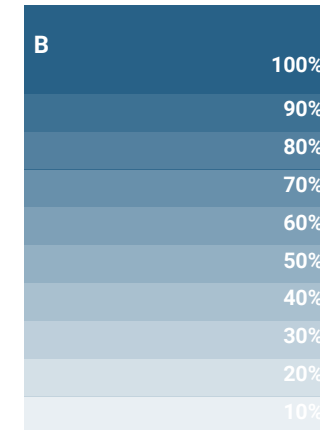
Design Usage:

- **Visual Hierarchy:** Allows for the creation of soft backgrounds or subtle dividers that do not compete with the main content.
- **Graphics and Data:** Ideal for representing complex data visualizations (such as infographics or dashboards) where categories within the same color family need to be differentiated.
- **Web Interactivity:** Useful for defining UI element states, such as button hover effects or container shadows.

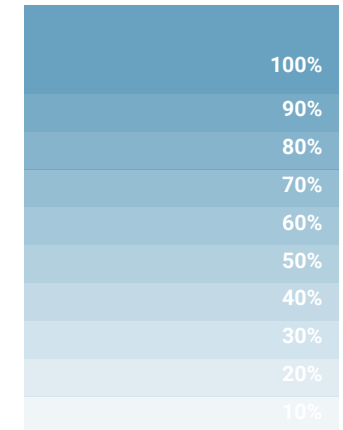
dark blue



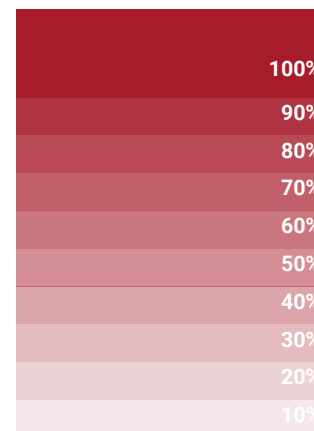
blue



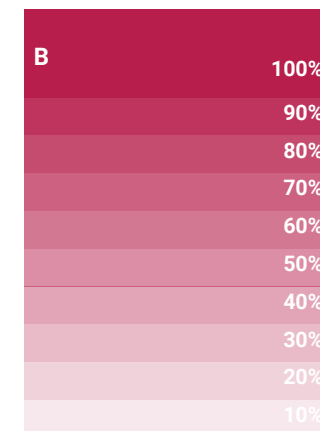
light blue



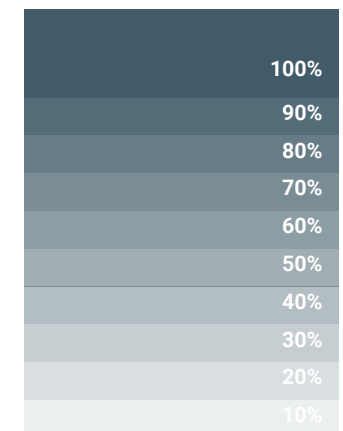
dark red



red



dark grey

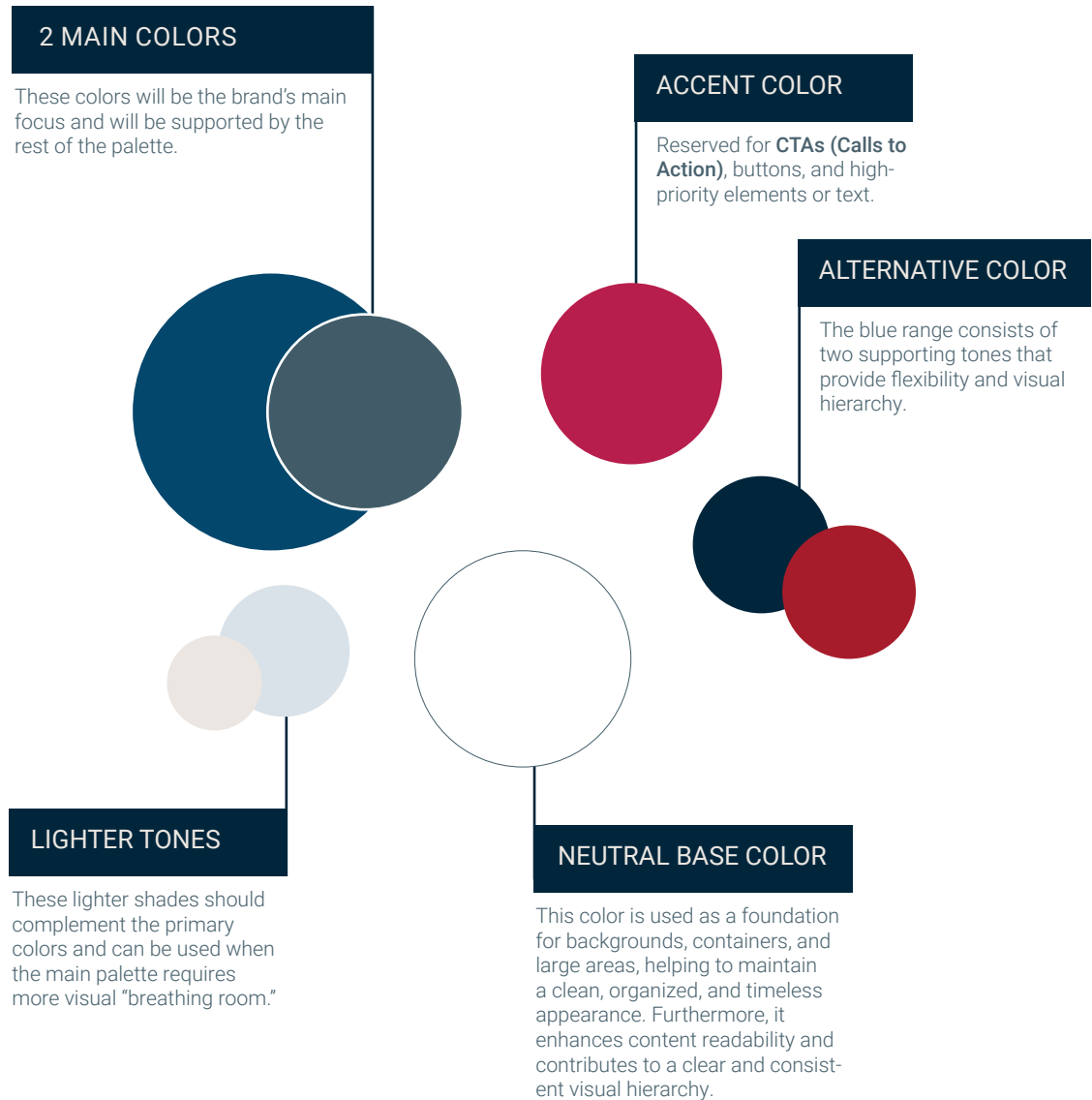


Hierarchy

This section establishes the visual weight and priority of each tone within the brand ecosystem. The hierarchy ensures that communication pieces maintain aesthetic balance, guaranteeing that the most important elements (key messages and actions) stand out without overwhelming the user.

Design Usage:

- **Visual Dominance:** Primary colors must occupy the majority of the visual surface to establish instant brand recognition.
- **Focal Points:** Accent colors are strictly reserved for interaction elements (buttons, links, or alerts) and details that guide the user's eye.
- **Readability and Clarity:** The extensive use of neutral base tones and light shades allows for the creation of "white space," facilitating comfortable reading and a modern, organized web interface.



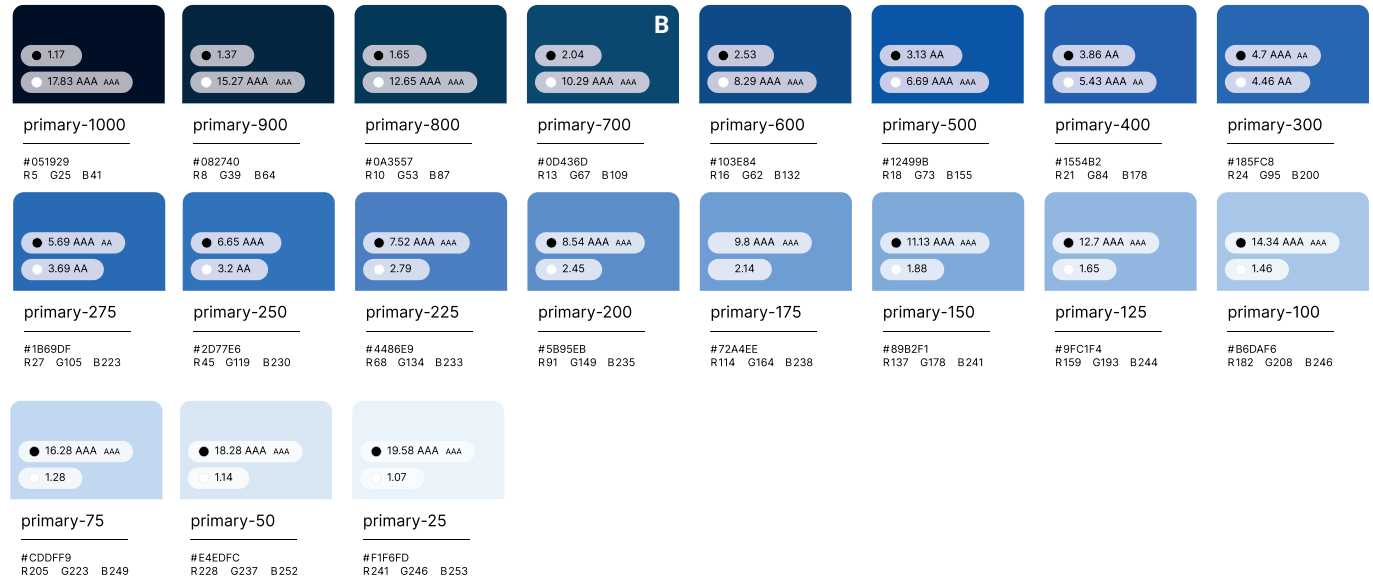
Web colors

The brand's color range is constructed by maintaining constant hue and saturation while varying only the **luminance (HSL)**. This system ensures visual consistency, facilitates interface hierarchy, and improves accessibility and contrast in web environments.

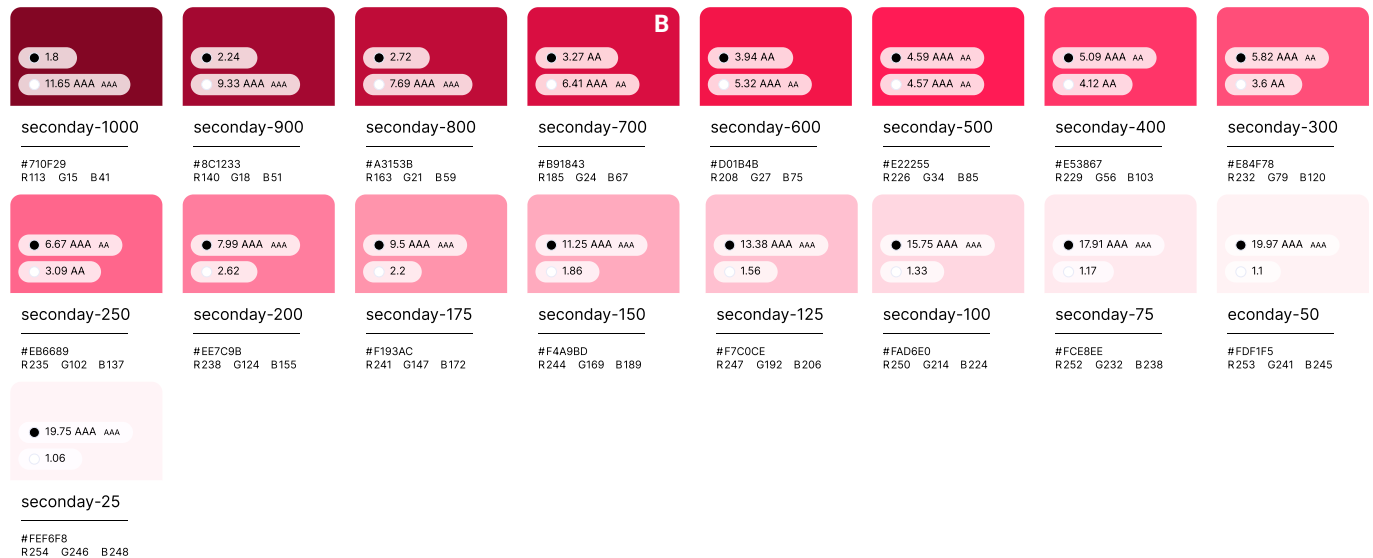
Each luminance level serves a specific function within the design system, allowing for a consistent and scalable application of color.

HSL (Luminance): Solid, predictable, and consistent color—ideal for **Design Systems**.

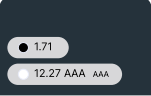

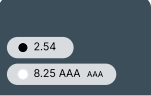
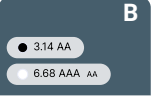
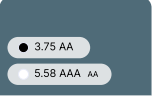
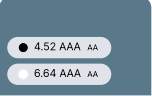
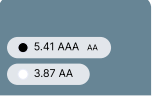
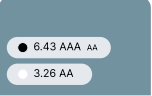
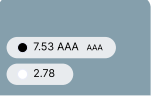
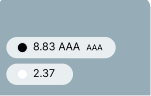
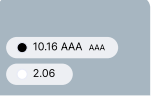
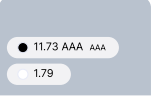
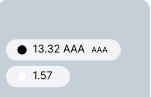
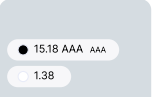
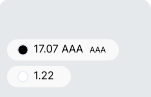
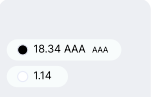
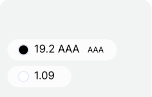
primary






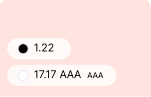
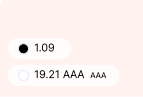
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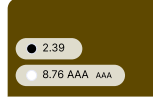

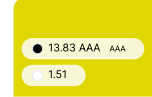
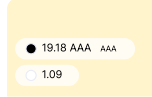
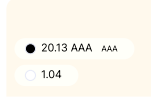
neutral

 <p>● 1.71 ● 12.27 AAA AAA</p>	 <p>● 2.08 ● 10.69 AAA AAA</p>	 <p>● 2.54 ● 8.25 AAA AAA</p>	 <p>● 3.14 AA ● 6.68 AAA AA</p>	 <p>● 3.75 AA ● 5.58 AAA AA</p>	 <p>● 4.52 AAA AA ● 6.64 AAA AA</p>	 <p>● 5.41 AAA AA ● 3.87 AA</p>	 <p>● 6.43 AAA AA ● 3.26 AA</p>	 <p>● 7.53 AAA AAA ● 2.78</p>	 <p>● 8.83 AAA AAA ● 2.37</p>	 <p>● 10.16 AAA AAA ● 2.06</p>	 <p>● 11.73 AAA AAA ● 1.79</p>	
neutral-1000 #2E363D R46 G54 B61	neutral-900 #39434C R57 G67 B76	neutral-800 #44505B R68 G80 B91	neutral-700 #4F5E6A R79 G94 B106	neutral-600 #596A78 R89 G106 B120	neutral-500 #647786 R100 G119 B134	neutral-400 #708494 R112 G132 B148	neutral-300 #7E919F R126 G145 B159	neutral-250 #809DAA R141 G157 B170	neutral-200 #9CAAB5 R156 G170 B181	neutral-175 #AAB6C0 R170 G182 B192	neutral-150 #B9C3CB R185 G195 B203	
 <p>● 13.32 AAA AAA ● 1.57</p>	 <p>● 15.18 AAA AAA ● 1.38</p>	 <p>● 17.07 AAA AAA ● 1.22</p>	 <p>● 18.34 AAA AAA ● 1.14</p>	 <p>● 19.2 AAA AAA ● 1.09</p>								
neutral-125 #C7CFD6 R199 G207 B214	neutral-100 #D6DCE1 R214 G220 B225	neutral-75 #E5E8EB R229 G232 B235	neutral-50 #EDF0F2 R237 G240 B242	neutral-25 #F3F5F6 R243 G245 B246								




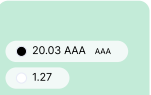
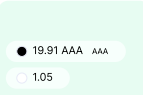
error

 <p>● 2.09 ● 10.04 AAA AAA</p>	 <p>● 3.42 AA ● 6.12 AAA AA</p>	 <p>● 5.62 AAA AA ● 3.73 AA</p>	 <p>● 1.22 ● 17.17 AAA AAA</p>	 <p>● 1.09 ● 19.21 AAA AAA</p>					
error-900 #870D06 R135 G13 B6	error-700 #C70000 R199 G0 B0	error-500 #FF3219 R255 G49 B24	error-100 #FFE2DD R255 G226 B221	error-50 #FFF2F0 R255 G242 B240					

warning

 <p>● 2.39 ● 8.76 AAA AAA</p>	 <p>● 4.25 AA ● 4.93 AAA</p>	 <p>● 13.83 AAA AAA ● 1.51</p>	 <p>● 19.18 AAA AAA ● 1.09</p>	 <p>● 20.13 AAA AAA ● 1.04</p>				
warning-900 #584A01 R88 G74 B1	warning-700 #896D00 R137 G109 B0	warning-500 #DDD72C R235 G213 B38	warning-100 #FFE2DD R255 G245 B204	warning-50 #FFFAEC R255 G250 B236				

success

 <p>● 2.23 ● 9.39 AAA AAA</p>	 <p>● 2.87 ● 7.32 AAA AAA</p>	 <p>● 4.63 AAA AA ● 4.53 AAA AA</p>	 <p>● 20.03 AAA AAA ● 1.27</p>	 <p>● 19.91 AAA AAA ● 1.05</p>						
success-900 #045136 R4 G81 B54	success-700 #086341 R8 G99 B65	success-500 #198754 R25 G135 B84	success-100 #CEEEDA R206 G235 B218	success-50 #ECDF3 R236 G253 B243						

info

 <p>● 1.37 ● 15.28 AAA AAA</p>	 <p>● 2.08 ● 10.09 AAA AAA</p>	 <p>● 4.21 AA ● 4.97 AAA AA</p>	 <p>● 12.25 AAA AAA ● 1.71</p>	 <p>● 17.14 AAA AAA ● 1.22</p>				
info-900 #122251 R18 G34 B81	info-700 #1C3C8D R28 G60 B141	info-500 #1E67ED R30 G103 B237	info-100 #ABC7FD R168 G199 B253	info-50 #DCE9FF R220 G233 B255				

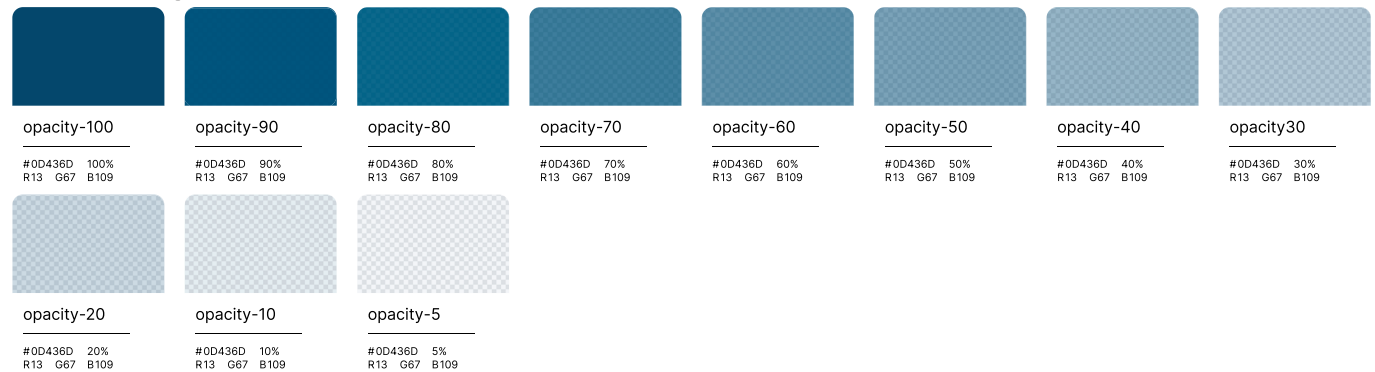
Web opacity

Transparency in web environments is used to modulate an element's visibility without altering its base color, allowing the underlying content to influence the visual result.

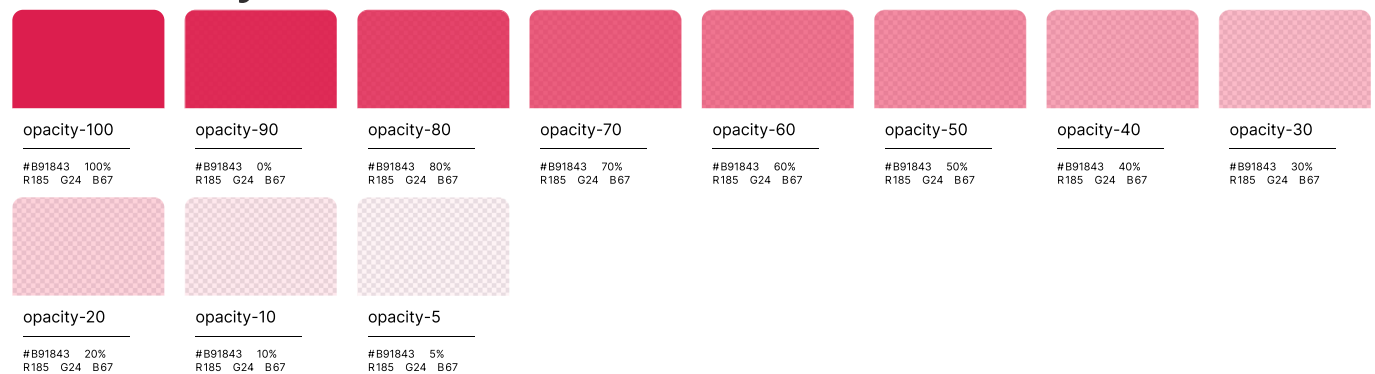
It is primarily applied to overlay layers, create visual depth, and communicate states or hierarchy without introducing new colors.

Transparency: Background-dependent color; useful for **overlays**, **hover states**, and **shadows**.

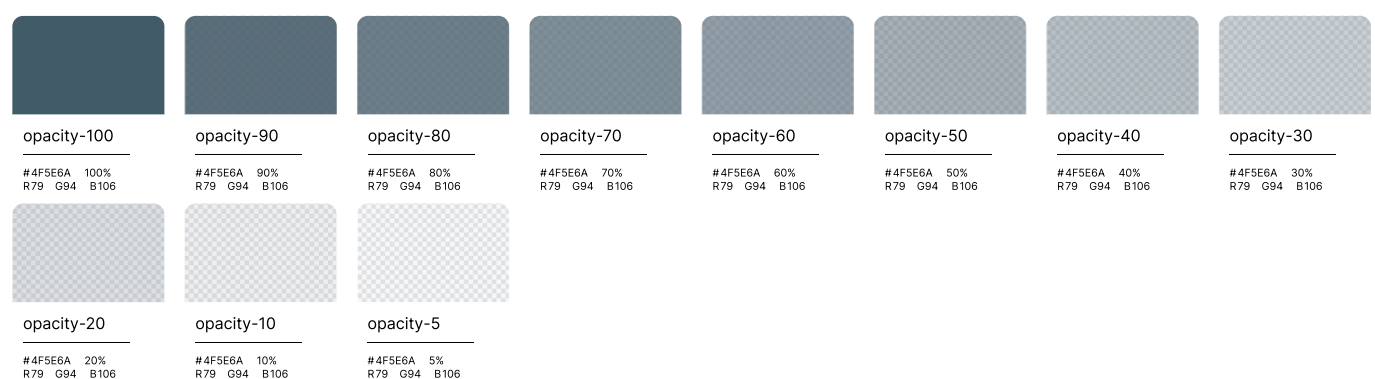
primary



secondary



neutral



Gradients and effects

These styles are additional tools used to provide a modern touch and visual depth to any design, whether for a website or printed materials like brochures and posters. They prevent backgrounds from looking flat and give the content more “layers” and style.

Design Usage:

- **Hierarchy:** Use gradients to establish hierarchy within web sections or hero sections.
- **Blend Modes:** These are ideal for unifying stock photography under the corporate color aesthetic.

blue



gradiente-bottom

#0D436D 30%
#0D436D 100%

gradiente-left

#0D436D 30%
#0D436D 100%

gradiente-diagonal

#0D436D 30%
#0D436D 100%

red-blue



gradiente-bottom

#B91843 100%
#0D436D 100%

gradiente-left

#B91843 100%
#0D436D 100%

gradiente-diagonal

#B91843 100%
#0D436D 100%

dark



gradiente-bottom

#000000 30%
#000000 70%

gradiente-left

#000000 30%
#000000 100%

gradiente-diagonal

#000000 30%
#000000 100%

blend



Blend red

#1B3151 Multiply

Blend blue

#0D436D Multiply

03 Typography

01. TYPEFACE FAMILY

02. TYPOGRAPHIC HIERARCHY

03. WEB TYPOGRAPHY HIERARCHY

04. TYPOGRAPHY COLORS

05. HEADING EXAMPLES

Typeface family

Roboto has a dual nature. It features a mechanical skeleton and its forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesques distort their letterforms to force a rigid rhythm, Roboto does not compromise, allowing letters to settle into their natural width. This creates a more natural reading rhythm, more commonly found in humanist and serif typefaces.

Roboto

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#\$%&(){}<>¿?¡!“:;

ligh regular medium **bold**

ligh *regular* *medium* ***bold***

Typographic hierarchy

Typographic hierarchy organizes text through sizes, weights, and styles to guide the reader and highlight key information. It establishes a visual order that helps the viewer easily identify headlines, subheadlines, and body text, improving both the structure and the overall impact of the design.

H1

Size: 40 pt
Leading: 38 pt
Case: All Caps
Weight: Regular/Bold

LOREM
IPSUM

H2

Size: 28 pt
Leading: 26 pt
Case: All Caps
Weight: Regular/Bold

LOREM IPSUM
LOREM IPSUM

H3

Size: 18 pt
Leading: 18 pt
Case: Sentence case
Weight: Regular/Bold

Lorem ipsum
Lorem ipsum

H4

Size: 14 pt
Leading: 16 pt
Case: Sentence case
Weight: Regular/Bold

Lorem ipsum
Lorem ipsum

body

Size: 11 pt - 10 pt
Leading: 14 pt
Case: All Caps / Sentence case
Weight: Light / Regular / Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.** Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

captions

Size: 08 pt
Leading: 10 pt
Case: Sentence case
Weight: Regular

Lorem ipsum

Web typography hierarchy

Web typography hierarchy is the strategic use of sizes, weights (bold), colors, and font styles to organize content, guiding the user's attention toward the most relevant information. It facilitates visual scanning and improves accessibility by establishing a clear order of importance (headlines, subheadlines, and body text).

Estilo	CSS	Font-size	Line-height	Font-weight
Título principal	h1	42px	130%	700
Título sección	h2	30px	130%	700
Subtítulo	h3	28px	120%	700
Encabezado medio	h4	24px	100%	700
Encabezado pequeño	h5	20px	100%	700
Texto destacado	h6	18px	100%	700
Texto base	body, p	16px	110%	400
Texto secundario	text-small	14px	100%	400
Caption	caption	12px	100%	400

Typography colors

Typographic hierarchy organizes text through sizes, weights, styles, and colors to guide the reader and highlight key information. It establishes a visual order that helps the viewer easily identify headlines, subheadlines, and body text, improving both the structure and the overall impact of the design.

blue



HEX: #0D436D
CMYK: 99/72/32/19
RGB: 13/67/109

Lorem ipsum Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.**

* for headlines and highlighted text in paragraphs

dark grey



HEX: #4F5E6A
CMYK: 69/50/40/30
RGB: 79/94/106

Lorem ipsum Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.**

* for headlines and highlighted text in paragraphs

red



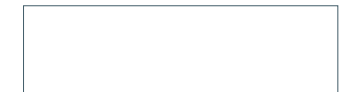
HEX: #B91843
CMYK: 19/99/59/10
RGB: 185/24/67

Lorem ipsum Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **+33 145385601**

* CTA buttons or action-oriented words such as "enquire, learn more, etc.

white



HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

Lorem ipsum Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.**

Lorem ipsum Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.**

* CTA buttons or action-oriented words such as "enquire, learn more, etc.

Heading colors

The typographic system is based on a two-level structure (**Overline and Heading**) to generate contrast and facilitate readability.


In all cases, the overline must always be written in **all caps** with a **Light or Regular weight** to anchor the viewer's gaze.

H1  LOREM IPSUM

H2  LOREM IPSUM

H3  Lorem ipsum
Lorem ipsum

H4  Lorem ipsum
Lorem ipsum

body  Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.** Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

captions  Lorem ipsum

Heading and color examples

The typographic system is based on a two-level structure (**Overline and Heading**) to generate contrast and facilitate readability.

In all cases, the overline must always be written in **all caps** with a **Light weight**. The **use of bold** is reserved for highlighting one or more specific words within the heading.

H1 **THE 1ST AMERICAN
MULTICAMPUS
UNIVERSITY IN EUROPE.**

H2 **THE 1ST AMERICAN
MULTICAMPUS UNIVERSITY IN
EUROPE.**

H3 **The Study Abroad Program**

H4 Intensive learning

Heading and color examples

The typographic system is based on a two-level structure (**Overline and Heading**) to generate contrast and facilitate readability.

In all cases, the overline must always be written in **all caps** with a **Light or Regular weight** to anchor the viewer's gaze.

NOTE: Red is our color of maximum alert and energy. Its primary function is conversion (**buttons and calls to action**), but its use in headlines and text blocks is permitted under criteria of **visual hierarchy** and **selective emphasis**.

H2 TECHNOLOGY | PARTNERSHIPS

H3 Tuition Fees

* **Action Intent Reinforcement:** By applying red to words that are not buttons but do indicate direction or benefits, we are psychologically preparing the reader for the next step, maintaining consistency between aesthetics and utility.



04 Icons

01. ICONS

02. ICON CONSTRUCTION

03. ICON COLORS

Icons

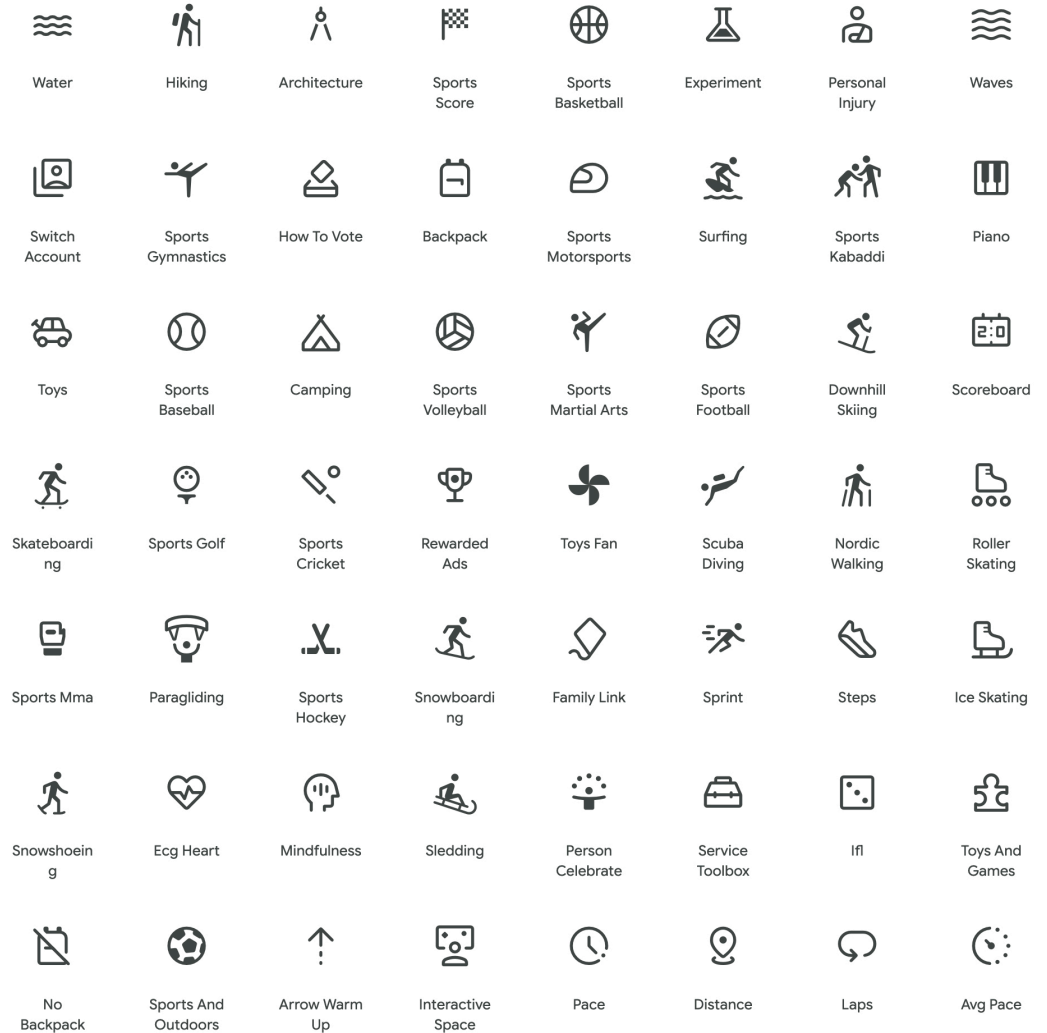
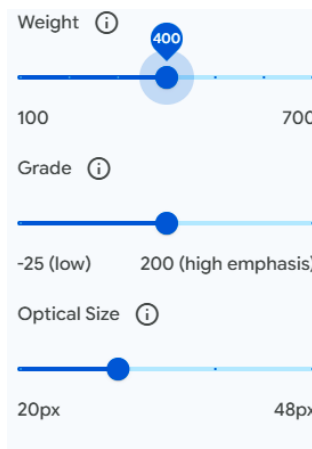
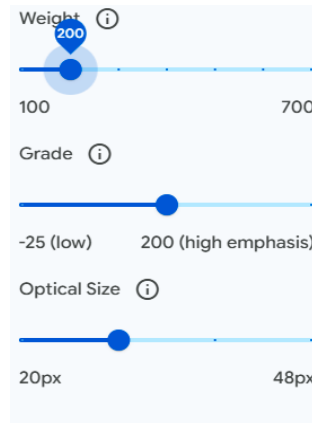
The system's iconography is based on [Google Material Symbols](#), ensuring consistency, clarity, and scalability across all digital environments.

Two stroke weights are used to adapt to different levels of visual hierarchy:

200 Weight: Recommended for light interfaces, neutral states, and contexts where the icon complements the content without drawing excessive attention.

400 Weight: Used for primary actions, interactive elements, or situations requiring greater emphasis and visibility.

The consistent use of these two weights maintains a clean, modern, and functional aesthetic, aligned with the principles of **usability and accessibility**.



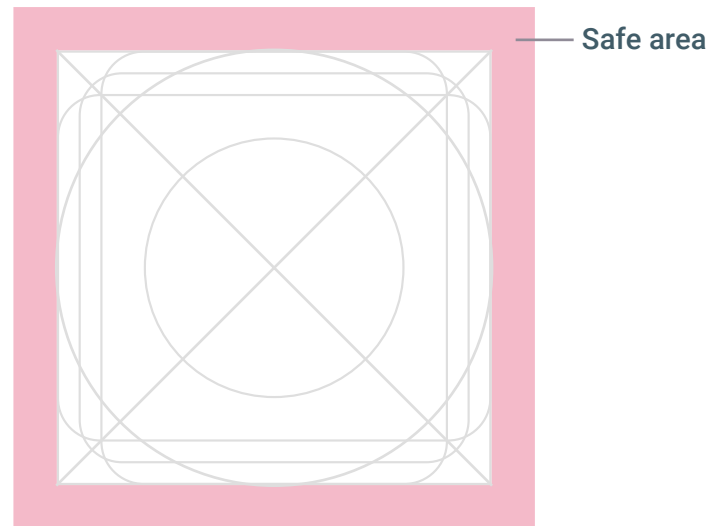
Icon construction

The icon grid establishes clear rules for the consistent, yet flexible, positioning of graphic elements.

The icon content must remain within the **safe area**, which is the region of an image unlikely to be hidden from view.

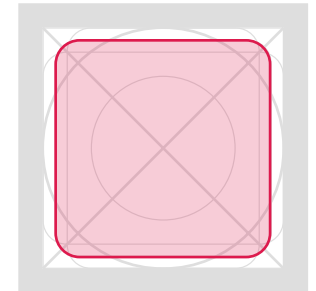
If more visual weight is needed, the content may extend into the space between the **safe area** and the **trim area** (the full size of the graphic).

No part of the icon should extend beyond the **trim area**.

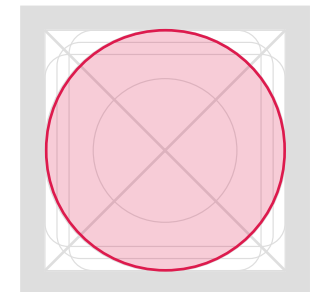


Construction Grid

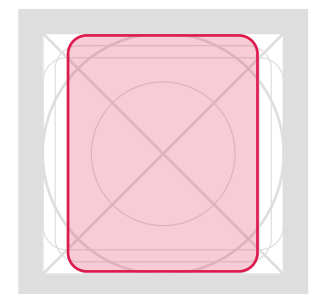
Square icon



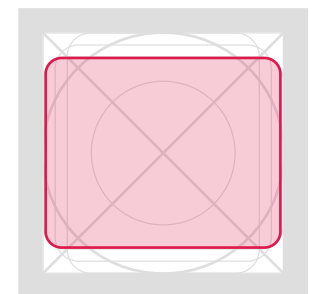
Circular icon



Vertical icon



Horizontal icon



Icons colors

blue



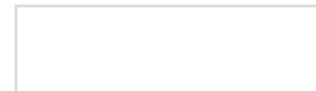
HEX: #0D436D
CMYK: 99/72/32/19
RGB: 13/67/109

neutral



HEX: #4F5E6A
CMYK: 69/50/40/30
RGB: 79/94/106

White



HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

red



HEX: #B91843
CMYK: 19/99/59/10
RGB: 185/24/67



* iconos en rojo sólo para
llamas a la acción

05 Images

01. IMAGES

02. CUTOUT IMAGES

03. SHAPES: USAGE EXAMPLES

04. SHAPES

05. CITY IMAGES

06. IIMAGES WITH TEXT

Images

PROMPTS

FOTOS FRÍAS:

Opening A candid high-resolution picture of XXXXXX (Gender, Occupation -Students / Young professionals-, Age, Race, etc)

Posture: slightly turned to the side but looking forward with pride, optimism, and aspiration.

Specs: Photorealistic, hyper-detailed, natural skin texture, 8K. Shot on Canon EOS R5, 50mm

Color palette ref A: #D5D5D9, #9D9A99, #A88D7D, #5288B9, #314E66, #181C1C

FOTOS CÁLIDAS:

Opening A candid high-resolution picture of XXXXXX (Gender, Occupation -Students / Young professionals-, Age, Race, etc)

Posture: slightly turned to the side but looking forward with pride, optimism, and aspiration.

Specs: Photorealistic, hyper-detailed, natural skin texture, 8K. Shot on Canon EOS R5, 50mm

Color palette ref B: #D9DCE0, #A6A39E, #6C655F, #C97549, #667A70, #23231F



#D5D5D9 — pearl light

#9D9A99 — urban stone

#A88D7D — warm sand

#5288B9 — sky blue

#314E66 — deep navy

#181C1C — charcoal shadow



#D9DCE0 — overcast light

#A6A39E — warm stone

#6C655F — urban taupe

#C97549 — terracotta

#667A70 — muted forest green

#23231F — deep shadow

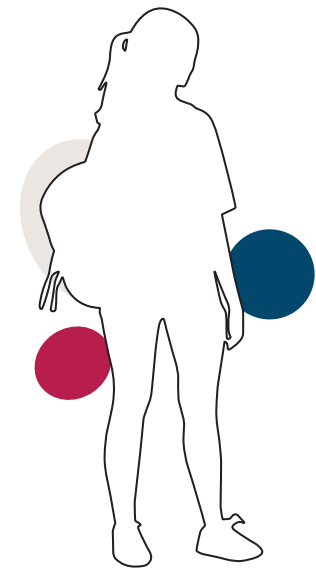
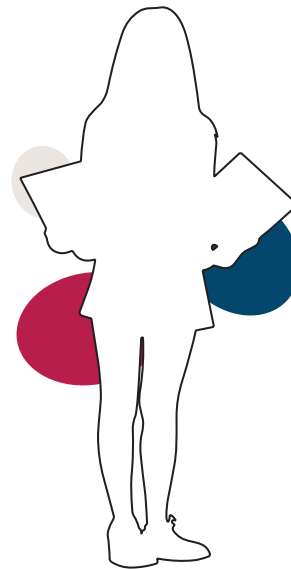
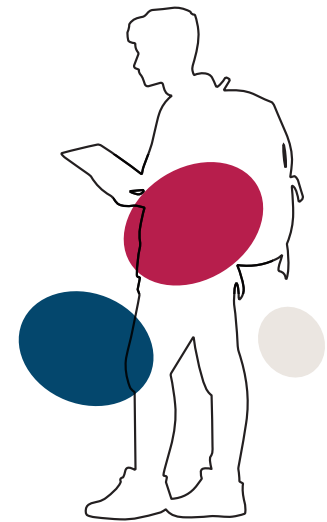
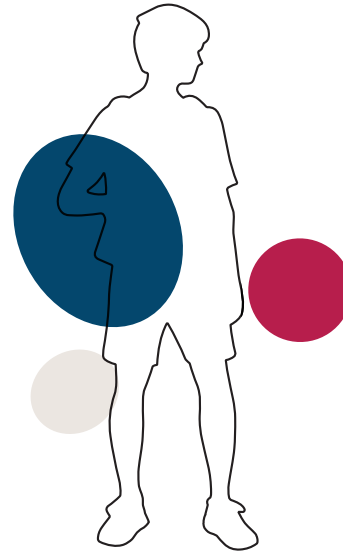
Cutout images

The same images generated with the previous prompt can be used in their **cutout version**. They must always be laid out **bleeding off the bottom edge**.



Shapes: usage examples

To add color and bring dynamism to the design of each piece, specific **organic shapes** may be used behind or in front of the cutout images. When placed over the image, the shapes must use the Multiply blending mode.



Example: images & shapes



Shapes & colors

Blue

Multiply blend mode



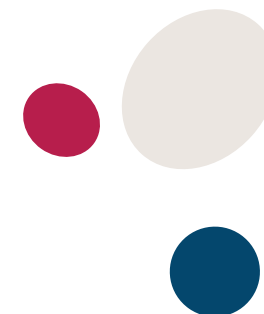
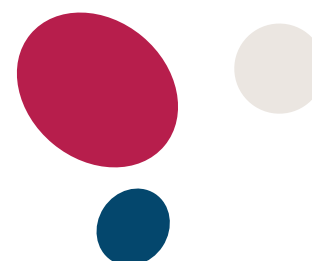
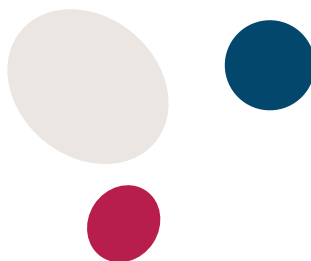
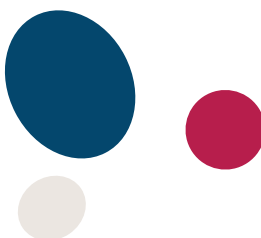
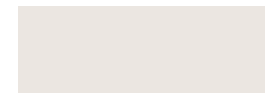
Red

Multiply blend mode



Light

Multiply blend mode



Example: images & shapes

COLOR AND DYNAMISM

We can also use **spherical shapes** in front of the images and at the bottom. These circular shapes, in corporate colors, will be **bled off the bottom edge** and set to **Multiply blend mode** over the image.

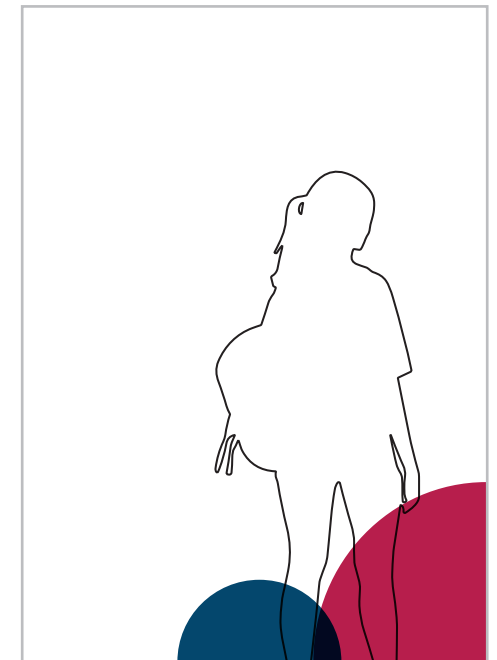
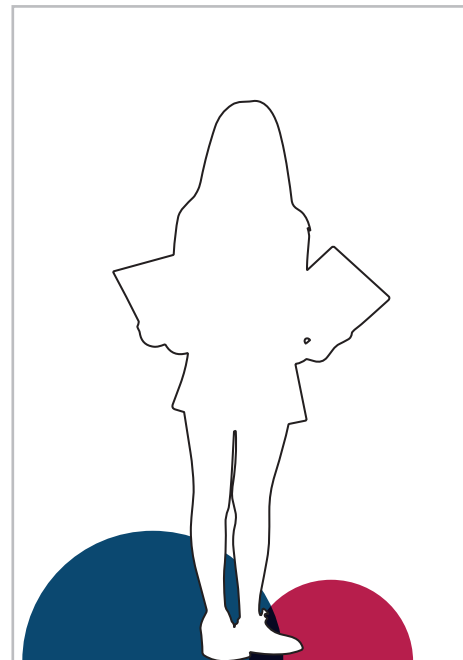
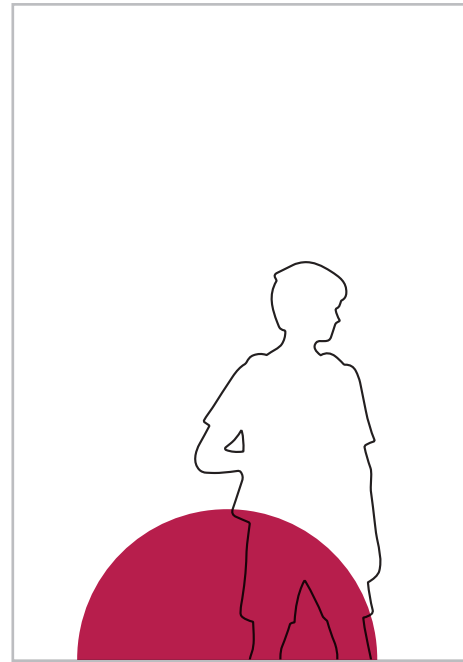


Shapes: usage examples

INTERACTION BETWEEN IMAGES AND SHAPES

This section illustrates how corporate spherical shapes interact with images to create depth and dynamism. The following composition rules must be followed:

- **Layering:** Corporate-colored spherical shapes may be positioned either in front of or behind the image, creating a focal point that highlights the subject. If placed over the image, they must use the **Multiply blending mode**.
- **Bleeding:** All spherical shapes located at the bottom of the composition must be **bled off the bottom edge**, aligning with the frame's boundary..



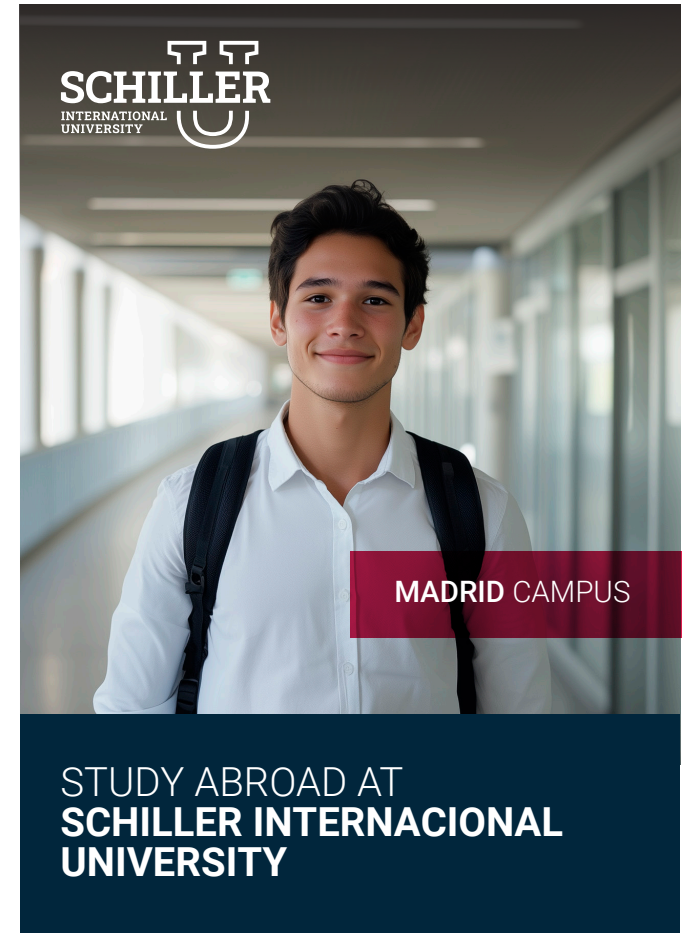
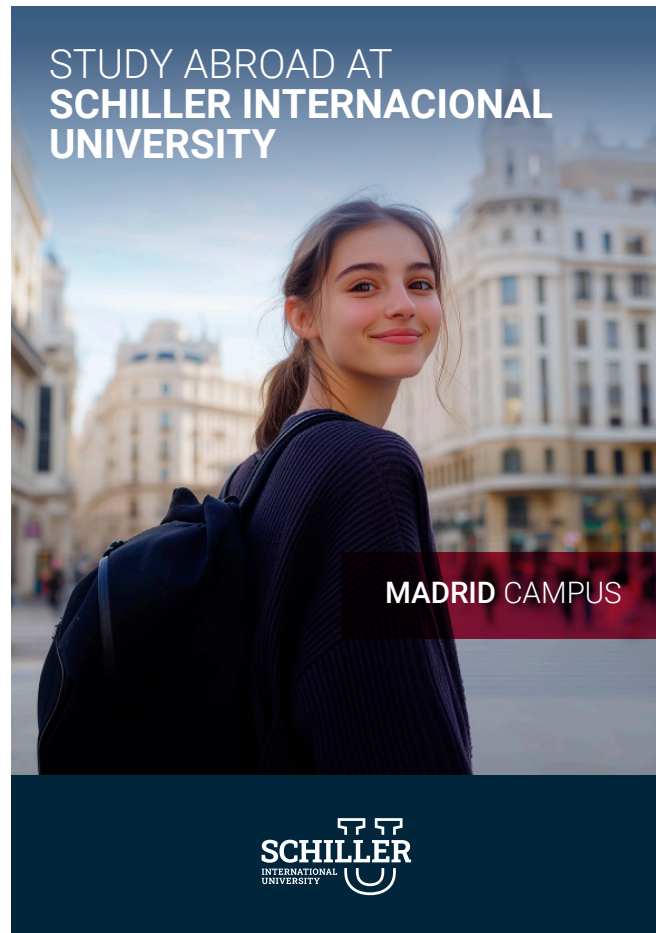
City Images

PROMPT

A cinematic high-resolution photograph of [CITY], with iconic urban architecture, a balanced wide composition, and a polished editorial travel-photography look. Captured at golden hour sunset, the scene should feel bright, warm, and full of light, with a clean blue sky, soft golden tones near the horizon, glowing highlights on the buildings, soft shadows, realistic depth, and a subtle sun flare behind the architecture. Photorealistic, ultra-detailed, natural colors, realistic textures, subtle contrast, HDR, 8K. Shot on Canon EOS R5, wide-angle lens. Avoid dark exposure, cloudy skies, flat lighting, or heavy blue-hour tones.



Images with text examples



06

Decorative elements

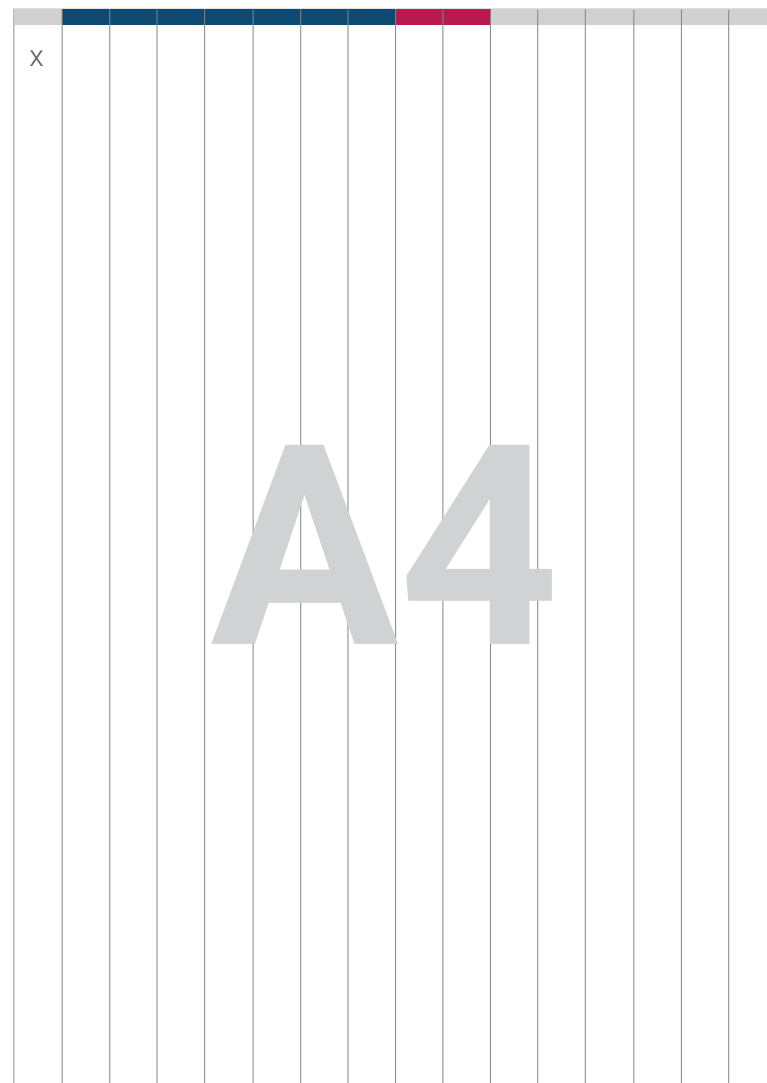
01. DECORATIVE SHAPES

02. APPLICATIONS

Decorative shapes

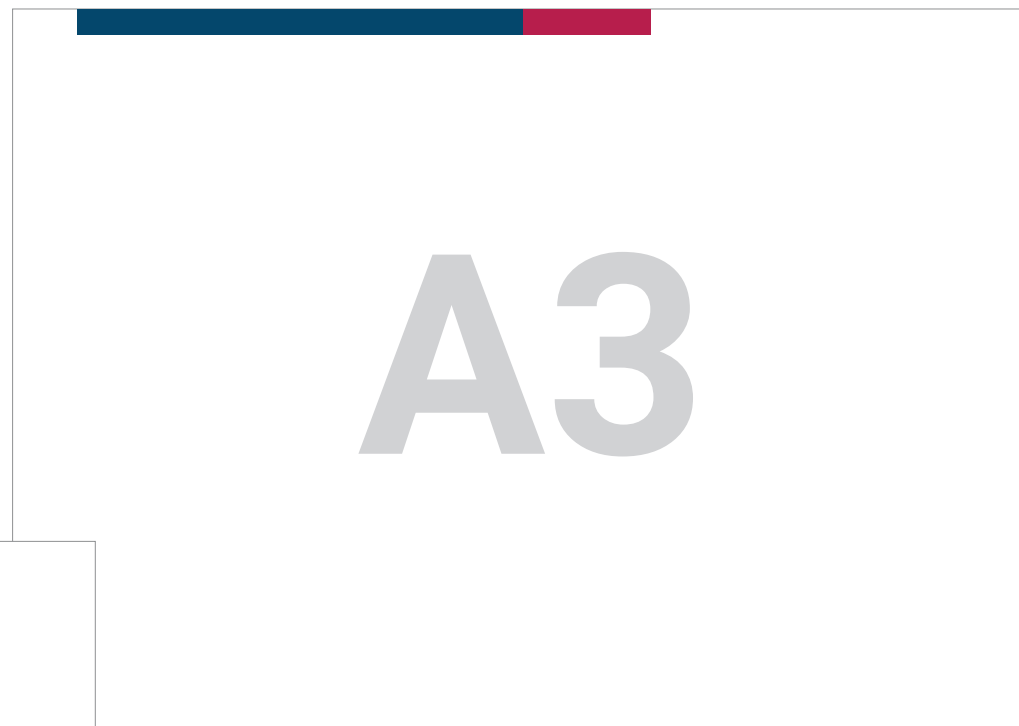
This decorative element is an integral part of the brand's visual system and is used to reinforce graphic identity, provide rhythm to the composition, and unify the various communication pieces. Its function is not merely aesthetic but also structural, as it helps guide the eye, organize information, and create visual continuity throughout the page.

Ancho= 16x
Alto = x/3 ■□



Applications

This element must always be applied as a supporting resource—never as the primary focus—while respecting its proportions and colors. Its use is **recommended for headers or dividers**, where it helps maintain the consistency of the brand's visual language.



Applications



PPT



PDF DIGITAL



07 Grids

01. GRIDS

Grids

The grid is the foundational structure for layout in printed pieces. It allows for the organization of content in a clear, coherent, and balanced manner, facilitating readability and maintaining the brand's visual consistency.

1 Column

Suitable for long-form text or primary messages. It creates a linear and continuous reading flow, ideal for official statements, letters, or narrative content.

2 Columns

Allows for a balance between text and imagery or the division of information into two related blocks. It adds dynamism without sacrificing clarity.

3 Columns

Offers greater compositional flexibility. It is appropriate for combining text, images, call-outs, or information modules in a more agile way.

4 Columns

Recommended for more complex compositions. It facilitates the organization of multiple elements, data, or content blocks while maintaining order and alignment.

A4

Margins:

Top: 1.20 cm

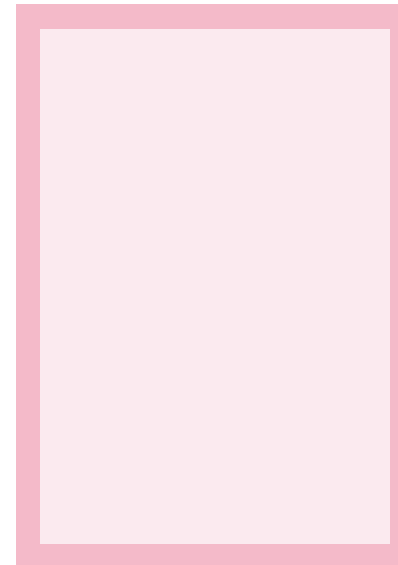
Bottom: 1.20 cm

Inside: 1.20 cm

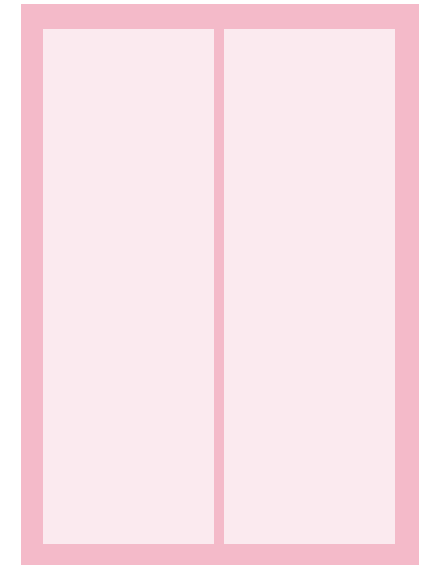
Outside: 1.20 cm

Gutter:

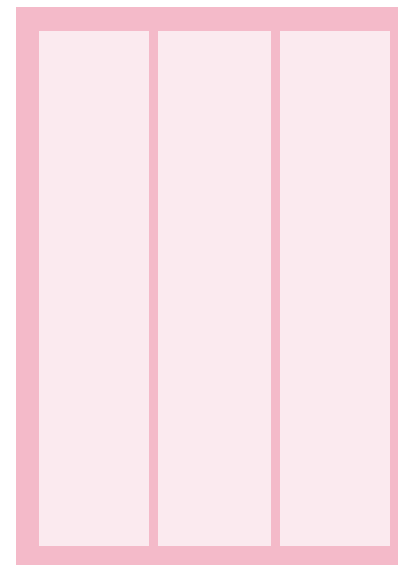
(in all cases):: 0.4 cm



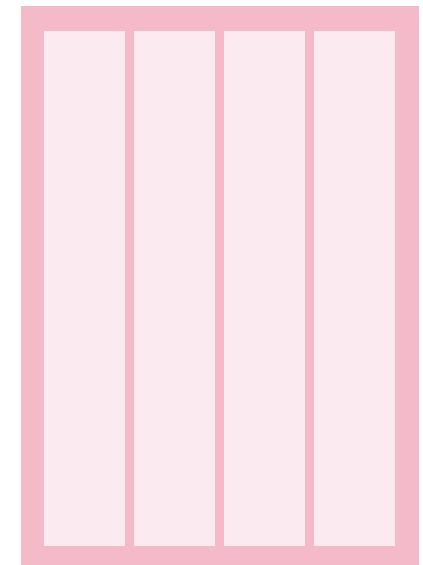
1 Column



2 Columns



3 Columns



4 Columns

08 Components

01. CARDS

02. CALLS TO ACTION (CTA)

03. BUTTONS

04. VERTICAL PROCESS FLOW

05. HORIZONTAL PROCESS FLOW

Cards

Cards are containers used to group related content in a clean and visual way. They are the most effective way to organize information within a single column, making the reading flow much more fluid and structured.

Usage in Design:

- **With Side Icon:** Ideal for highlighting services, departments, or specific categories, using an icon to help identify the topic quickly.
- **With Color Background:** Used to provide subtle emphasis and separate different content blocks without visual clutter.
- **With Fine Border:** A more minimalist option for when there is a lot of information and maximum “white space” and clarity are required.

1-COLUMN USAGE

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.



Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Cards

This design is ideal for structuring content that needs to be compared, presented in steps, or distributed in a balanced way across the screen. By dividing the information into two visual blocks, it facilitates a more agile and organized reading experience.

Usage in Design:

- **Numbered List:** Perfect for explaining step-by-step processes or breaking down features in an orderly fashion. Large numbers help to guide the eye quickly.
- **Data Highlights:** Highly useful for emphasizing key figures (such as percentages or prices) accompanied by explanatory text.

2-COLUMN USAGE

30% Scholarship

Incoming International students from universities without a Collaboration Agreement:

Depending on the pathway or knowledge area (enrollment and application fee + price per credit x number of credits be completed)

1 Title 2 lines

- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.

50% Scholarship

Incoming International students from universities with a Collaboration Agreement:

Depending on the pathway or knowledge area (enrollment and application fee + price per credit x number of credits be completed)

2 Title 2 lines

- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.

Cards

This format is the most versatile for displaying groups of services, features, or categories. By dividing the space into three, we achieve a symmetrical page layout and make better use of the screen or document width, facilitating a quick scan of the content.

Usage in Design:

- **With Colored Borders:** Use gray or red borders to differentiate categories or levels of importance. This helps each block maintain its own personality without losing visual unity.
- **Top Iconography:** Placing icons above the title is the best way for the user to understand the topic of each card before they begin reading the text.
- **Circular Design:** A lighter and more modern variant, ideal for sections where the icon is the centerpiece, such as key benefits or values.

3-COLUMN LAYOUT



Title 2 lines

Lorem ipsum dolor sit amet,
consectetur adipiscing
elit. Aenean commodo



Title 2 lines

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aenean commodo ligula eget



Title 2 lines

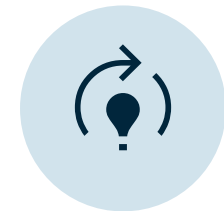
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aenean commodo ligula eget



Title 2 lines



Title 2 lines



Title 2 lines

Testimonial cards

This card design is optimized for showcasing student profiles or alumni testimonials. It combines strong visual elements with a hierarchical information structure to build trust and relatability.

Usage in Design:

- **Image Overlay:** Student photo with a red header band to indicate the class or graduation year.
- **Identity Box:** Blue box with white uppercase text to emphasize the student's name.
- **Professional Details:** Subtitle text used to specify the current job role and company.
- **Quote & Divider:** A thin gray divider followed by the testimonial in italics for a personal touch.
- **Triple Layout:** 3-column distribution to allow for quick scanning of multiple profiles.

3-COLUMN LAYOUT



Revenue Department's Distribution Team at Radisson Hotel Group

"When I just joined the university, it felt like a cozy home where everyone knew each other and it was my first time in Spain"



FIFA Agent at Wasserman Football

"The spirit of Schiller was global, inclusive, and full of life."



Sales Operations Manager at Heidelberg Materials

"Getting to Schiller and meeting people from cultures I wouldn't have had access to back home really broadened my perspective of the world and shaped who I am today."

Cards

This format is ideal for synthesizing information and presenting several key points simultaneously, creating a dynamic structure to highlight milestones or services.

Usage in Design:

- **Bordered Containers:** Provide a clear and defined separation between blocks to facilitate horizontal reading.
- **Open Design:** A minimalist version that uses white space to separate content, providing a light and modern feel.

4-COLUMN LAYOUT



Double Network & Job Opportunity

Study at any Schiller campus - Heidelberg, Madrid, Paris, or Tampa - for your first three years and then transfer to Dublin Business School for your final year.

European Accreditation

Earn a European degree issued by DBS. This will not only give you visibility in job markets in two continents but also provide global career opportunities.

Career Services

Benefit from a world-class career services team. DBS and Schiller will help you with personal branding, career planning, and networking in a virtual world.

Tech & Business Hub

Dublin is Europe's beating heart for tech, business, and innovation and home to the European headquarters of Google, Meta, and Amazon.



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Calls to action (CTA)

Calls to Action are conversion elements designed to direct the user toward specific digital content through the use of QR codes. They are presented in solid color blocks to ensure maximum visibility.

Usage in Design:

- **Image Overlay:** Corporate colors (Navy Blue and Red) with rounded corners are used to make the action stand out against the page background.
- **Typographic Hierarchy:** BText is presented in white uppercase, using bold weights to highlight keywords (e.g., **SCHOLARSHIPS**), enabling quick scanning.
- **QR Integration:** Each block includes a QR code with a white safety margin, ensuring easy readability via mobile devices.
- **Adaptive Formats:** The flexible structure allows for vertical (sidebars and columns) or horizontal layouts (section breaks or footers), dynamically adapting to the available space.

Vertical

LEARN MORE
ABOUT OUR
SCHOLARSHIPS
AND SUBMIT
YOUR ONLINE
APPLICATION



LEARN MORE
ABOUT OUR
SCHOLARSHIPS
AND SUBMIT
YOUR ONLINE
APPLICATION



Horizontal

LEARN MORE ABOUT
OUR **SCHOLARSHIPS**
AND SUBMIT YOUR
ONLINE APPLICATION



Buttons

Shape: Rectángulo con esquinas redondeadas.

Corner Radius (r):

Standard: 2 mm.

Proportional Rule: $r = 25\%$ of the button's height.

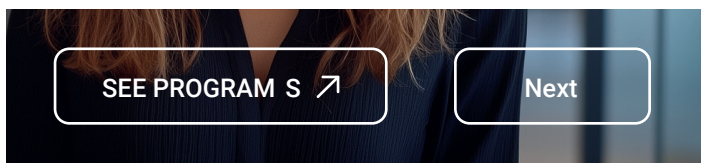
Full Rounded Variant: $r = \text{height} / 2$.

Typical Print Values:

Small: 1.5 mm

Standard: 2 mm

Large: 2.5–3 mm



accent



HEX:#B91843
CMYK: 19/99/59/10
RGB: 185/24/67

blue (fondo)



HEX: #0D436D
CMYK: 99/72/32/19
RGB: 13/67/109

Vertical process flow

This component is used to represent workflows, timelines, or sequential steps. It features a dotted timeline that connects different milestones, facilitating the visual tracking of information.

Usage in Design:

Used to organize detailed information that requires careful reading, such as step-by-step guides or requirement lists. Its top-to-bottom structure allows for longer texts and secondary descriptions without cluttering the layout, maintaining order through a central line that guides the eye.



Home institution must send nomination spreadsheet via email

- Deadline for nomination: **April 27th, 2026**, for September start 2026, for September start 2026.
- Deadline for nomination: **September 14th, 2026**, for February start 2027.



Online application form



Nominated students will be required to complete the online application form. This step is mandatory and will need to be completed by all nominated students

- Deadline Application: **May 25, 2026**, for September start 2026.
- Deadline Application: **October 19, 2026**, for February start 2026, for February start 2027.



The Study Abroad Program

The Study Abroad Program at Schiller International University gives international students from partner institutions the chance to experience a study period abroad (semester or full academic year) following the offered pathways for a specific degree and knowledge area. The stay will be subject to the payment of tuition fees.

- Students must complete a minimum of 4 courses (during first semester) and a maximum of 10 courses for a full academic year.
- English proficiency requirements minimum B2.
- Duolingo English Test (DET): Minimum score of 95.

Vertical process flow

This component is used to represent workflows, timelines, or sequential steps. It features a dotted timeline that connects different milestones, facilitating the visual tracking of information.

Usage in Design:

Used to organize detailed information that requires careful reading, such as step-by-step guides or requirement lists. Its top-to-bottom structure allows for longer texts and secondary descriptions without cluttering the layout, maintaining order through a central line that guides the eye.

WHY STUDY IN MADRID?

- The perfect combination of international business, culture, leisure, and diversity.
- Capital of the Spanish language, one of the languages with the greatest economic potential in the world.
- Unbeatable access to the European Single Market, as well as to Latin American and North African economies.

1

Apply online

Send us your completed application form and a valid ID or passport.

2

Get Interview-Ready

Take our Online Readiness Test and show your English proficiency.

3

Secure Your Spot

Share your visa (if needed), payment receipt, and a few final forms so we can get you onboarded.

4

Complete Your Documents

After a successful interview, you'll need to submit your final transcript, scholarship form, CV, and more

5

You're In!

Welcome to Schiller — your global learning experience starts now.

Horizontal process

This component organizes information from left to right, making it ideal for describing consecutive steps of a procedure or chronological milestones within a publication.

Usage in Design:

Ideal for providing a quick overview of a journey or evolution, such as enrollment stages or milestones. By presenting steps from left to right, it helps users understand the logical progression and the final outcome of the process at a single glance.

