

# CORPORATE DESIGN MANUAL

# INTRODUCTION

Nowadays, gaining a competitive advantage is not just a question of offering high-quality products and services – all of our competitors are already doing precisely that. Successful companies manage to distinguish themselves clearly from the competition by means of their products, services and internal and external image.

An unmistakeable, eye-catching and coherent identity that induces positive emotions is therefore key and essential to preserving the long-term loyalty of employees, customers and the wider public.

Corporate design is a key component of our corporate identity and determines the outward appearance

projected by the IMC University of Applied Sciences Krems. Our aim is to present a clearly defined, uniform and – most importantly – easily recognisable image.

This manual outlines the rules for the use of the main design elements of the IMC Krems brand. These rules are binding for all publications and public appearances.

The design of all materials published by IMC Krems should be based on the guidelines and rules contained in this manual. In addition, the corporate wording defined in the “Kommunikationskonzept” and the "Content Style Guide" needs to be respected.

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# LOGO

## OVERVIEW

The IMC Krems logo may be reproduced as four colour (4c) or one colour (1c). Only original versions of the logo may be used in internal as well as external communications.

The up to date versions of the IMC Krems logo can be downloaded in the Marketing & Public Relations section on the eDesktop or in the Download Centre on the IMC Krems website: [www.fh-krems.ac.at/en/downloads/#press](http://www.fh-krems.ac.at/en/downloads/#press)

The IMC Krems logo consists of the letters „I“, „M“ and „C“, „FH KREMS“ and the English addition „UNIVERSITY OF APPLIED SCIENCES“.

It is prohibited to omit a part of the official logo.

The ratio of logo height to logo width may not be adapted under any circumstances, as the proportions must be maintained. The logo must not be used by external parties without the prior permission of the Marketing & Public Relations department.

If possible, the white logo on IMC Krems Blue background should be used.

The logo should be positioned in the top left corner or top centred while maintaining the minimum required margin as described on the next double page.

## LOGO

## LOGO FONT



← Logo font:  
Dax OT, Regular

← Subtitle:  
Dax OT, Light



USE OF THE FOUR COLOUR (4C) VERSION

In external and internal communication, the 4c versions of the logo are preferable to the 1c versions and should therefore be used as a general standard except under special circumstances.

In general, the lettering of the IMC Krems logo consists of the German "FH KREMS" and the English addition "UNIVERSITY OF APPLIED SCIENCES". In order to increase the readability and thus foster the effect of the logo, new versions of the logo have been introduced recently. The reversed out logo on a blue background is used for all corporate identity and product-related office materials and communications.



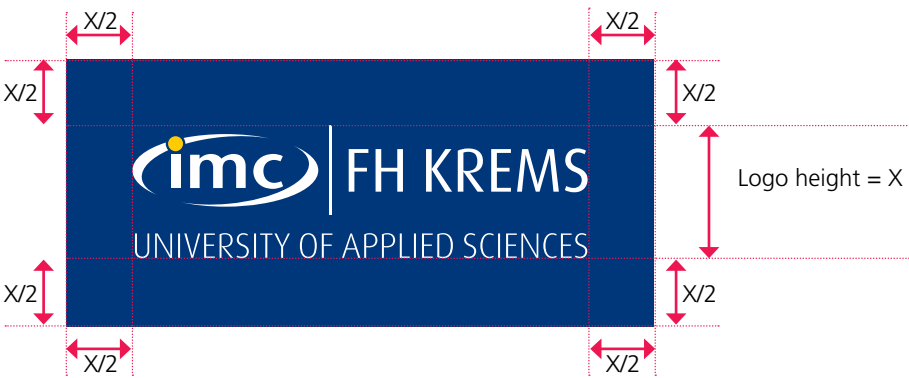
USE OF THE ONE COLOUR (1C) VERSION

The 1c colour logo may be used for office equipment, merchandising or print if there are compelling pricing or graphical arguments. On office equipment, the reversed out logo may only be used on blue background (C: 100, M: 80, Y: 00, K: 30). For advertisements, it may also be used on a different background if a high enough contrast is given.



USE OF THE PROTECTED SPACE

The safety margin for print as well as display is x/2. If the available space is limited (i.e. if the logo would otherwise be too small to read), the margin can be reduced to x/3 for display.



USE OF THE LOGO WITHOUT SUBTITLE

The logo without subtitle is only used if the subtitle - University of Applied Sciences - would be too small to be properly readable and only in a German-speaking environment. The required safety margin is x/2.



ADDITIONAL SUB LOGOS

In general, sub logos of IMC Krems divisions, departments or services are to be avoided and MUST always be developed in consultation with the IMC Krems Marketing & Public Relations department.

At the moment, the below mentioned logos have been cleared by the department and may be used in communications. It is important to note that only the original versions of the logo provided by IMC Krems may be used. Colour adoptions and changes to the ratio of the logo are strictly prohibited.

ALUMNI



CAREER CENTER



COWORKING SPACE



FOUNDERS LAB

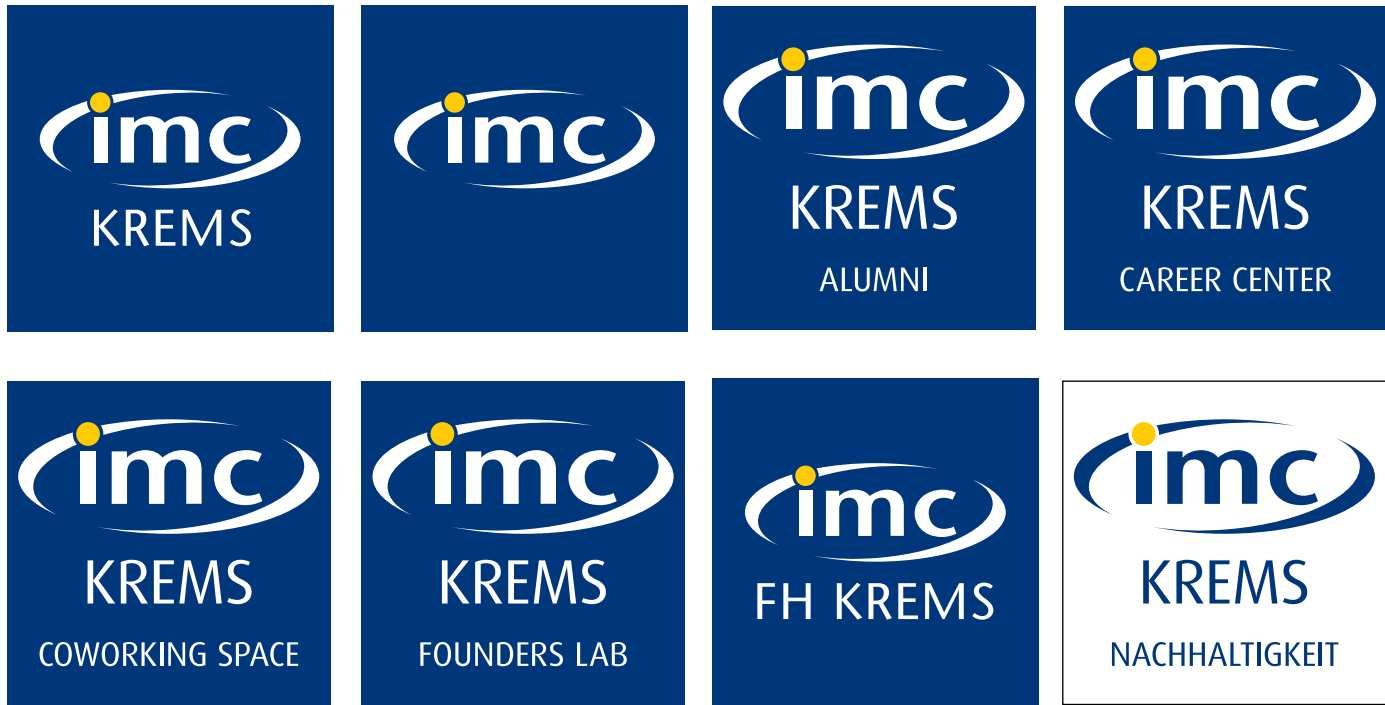


SIGNETS

The IMC Krems signet may exclusively be used for merchandising (e.g. shirts) and if appropriate in online and social media communication.

The signet has been developed in a way that should increase the recognisability of IMC Krems and has been designed to fit pre-existing online formats.

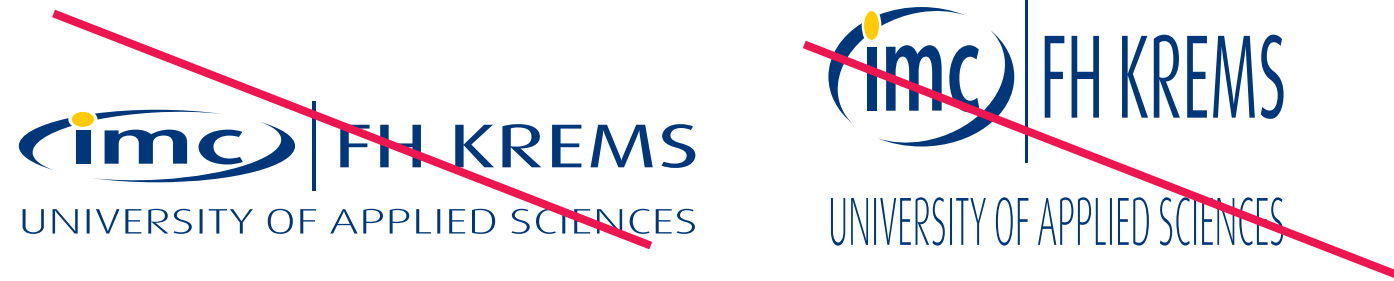
Thus, the format fits the defined logo scales of applications and social media channels and therefore increases the readability in this context. As the signet, however, omits the description “Fachhochschule” and/or “University of Applied Sciences” it may not be used as a logo supplement on a wider scale.



EXEMPLARY APPLICATION



## PROHIBITED UTILISATION



The logo may under no circumstances be deformed (through unproportional scaling).



The logo may only be used in the original colours.



Parts of the logo may not be omitted.



The logo may not be displayed on a background where the contrast is not sufficient.

## ADDITIONAL DESIGN ELEMENTS

Aside from the IMC Krems logo one very recognisable design element has been developed by IMC Krems which is in use on some communication materials like postcards etc. - the so-called "Check in Button".

For this design the colour code "IMC Krems eye-catcher" applies – the purpose of the element is to catch the attention of the viewer and offer important information.

The original version points to the IMC website. The design element may, however, also be adopted to the current needs. Application areas include the Open House and the "Ask a Student" Facebook group.



# FONTS

## OVERVIEW

The standard font used in internal and external communication is Verdana.

This font is used in e-mails, documents, presentations, and publications. A standard font is an important aspect of corporate identity. It conveys clarity and fosters a sense of identity in day-to-day communications.

Promotion materials, folders, websites and other areas that are under the umbrella of the Marketing & Public Relations department may deviate from this regulation. A full listing of the various fonts used by IMC Krems is provided below. Note that it is important to respect the specific application areas of the corporate fonts.

Office	Verdana
Logo Logo- Subtitle	DAX OT, Regular DAX OT, Light
Display	Headline-Font: <b>Ubuntu Condensed</b>  Fließtext-Font: Assistant Extra Light Assistant Light Assistant Regular <b>Assistant SemiBold</b> <b>Assistant Bold</b> <b>Assistant Extra Bold</b>
Print	Frutiger LT Std 45 Light Frutiger LT Std 55 Roman <b>Frutiger LT Std 65 Bold</b> <b>Frutiger LT Std 75 Black</b>
Print Headlines	DAX OT, Regular <b>DAX OT, bold</b>
Merchandising	COLLEGE STYLE

# COLOURS

## OVERVIEW

The IMC Krems brand is associated with a specific set of predefined colours. These colours are used for printed materials, merchandise and in general communications. In general, you have to differentiate between colours that are associated with the whole organisation and colours that are attributed to the various programmes and focus areas.

The general colour scheme of IMC Krems consists of the following colour variations: In communications, an emphasis should be put on "IMC Krems Blue" and "IMC Krems Yellow".

"IMC Krems Blue" – the most important colour in the colour mix of IMC Krems – communicates respectability, elegance and significance. The colour has already been connected to IMC Krems in the minds of its stakeholders.

"IMC Krems Yellow" is used as an accent colour on the website, in advertisements, etc.

The four focus areas - Business, Digitalisation & engineering, Health and Life Sciences – all have a specific colour code assigned to them: Moreover, all bachelor degree programmes are colourcoded.

## COLOUR SPACE

In order to guarantee a uniform use of the defined IMC colours, it is necessary to use the colour setting **"Europa, universelle Anwendungen 3"** in all graphic programmes, especially the Adobe programmes (Photoshop, Indesign, ...). This colour setting should be set by default when installing the programme, but it is recommended to double-check it.

If this setting is not available, one or more of the following values must be set manually:

RGB → sRGB IEC61966-2.1

CMYKY → Coated FOGRA39 (ISO 12647-2:2004)

Grau → Dot Gain 15%

Vollton → Dot Gain 15%



DISPLAY COLOURS

Blue	R	47
	G	72
	B	102
	Hexa: #2f4866	
Text colour	R	33
	G	37
	B	41
	Hexa: #212529	
Yellow	R	218
	G	175
	B	34
	Hexa: #daaf22	
Background	R	214
	G	214
	B	214
	Hexa: #d6d6d6	

FOCUS AREAS – DISPLAY

LIFE SCIENCES RGB: 255/0/51 HEXA: #FF0033	BUSINESS RGB: 0/125/179 HEXA: #007DB3	HEALTH RGB: 0/170/71 HEXA: #00aa47	DIGITALISATION & ENGINEERING RGB: 109/46/119 Hexa: #6d2e77
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COLOUR GRADIENT DISPLAY – BACKGROUND (DARK TO LIGHT)

RGB: 10/22/43 Hexa: #0a162b	RGB: 37/59/86 Hexa: #253b56
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PRINT COLOURS

IMC Krems Blue	C	100%	R	36
	M	80%	G	54
	Y	0%	B	114
	K	30%		
Pantone: 288c	C	0%	R	242
	M	20%	G	203
	Y	100%	B	19
	K	0%		
IMC Krems Eye-catcher	C	0%	R	196
	M	100%	G	0
	Y	60%	B	70
	K	0%		
IMC Krems Red	C	37%	R	242
	M	98%	G	203
	Y	100%	B	19
	K	6%		
Pantone: 116 Hexa: #f2cb13	C	37%	R	242
	M	98%	G	203
	Y	100%	B	19
	K	6%		

"IMC Krems Eye-catcher" is only used in the context of the additional design elements described above.

"IMC Krems Red" should only be used for the guidance system in the buildings of IMC Krems.

FOCUS AREAS – PRINT

LIFE SCIENCES CMYK: 00/100/80/00	BUSINESS CMYK: 100/30/00/30	HEALTH CMYK: 100/05/60/30	DIGITALISATION & ENGINEERING CMYK: 20/100/10/25
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COLOUR GRADIENT PRINT – BACKGROUND (DARK TO LIGHT)

CMYK: 90/80/45/63	CMYK: 82/65/30/13
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# IMAGERY

## IMAGERY – ADVERTISEMENTS – DISPLAY

Advertisements may be designed and commissioned by the Marketing & Public Relations department exclusively. The current imagery used in online advertisements features a photo of two students in an appropriate setting

on a coloured background. The background has either the colour of one of the focus areas (if the advertisement is about a particular degree programme) or uses "IMC Krems Yellow" for general IMC Krems advertisements.

### BUSINESS



### HEALTH



### DIGITALISATION & ENGINEERING



### LIFE SCIENCES



### NEUTRAL





IMAGERY – ADVERTISEMENTS – PRINT

Advertisements may be designed and commissioned by the Marketing & Public Relations department exclusively.

The current imagery used in print advertisements features a black and white image photo of one of our students on

a black and white gradient background. The advertising campaign thus puts the human factor of our organisation in the front. It therefore manages to appear approachable and minimalistic at the same time.

BACHELOR



MASTER



SAMPLE FOR A SPECIFIC DEGREE PROGRAMME



IMAGERY – STUDENT PORTRAITS – BROCHURES & WEBSITE

The brochures and the header of the web section of the degree programmes feature authentic portrait photos of students studying the degree programme.





# IMAGERY – GENERAL

The general imagery used by IMC Krems also puts an emphasis on the human factor. Students are featured in their normal surroundings. Depending on the study programme, this means in lecture rooms, laboratories, university facilities (e.g. Health Lab) or somewhere around Campus.

This type of imagery is used for brochures and other print materials, on the web pages and all other forms of external and internal communications except for advertisements.

Our employees looking for photo material can contact [marketing@fh-krems.ac.at](mailto:marketing@fh-krems.ac.at).





# WEBSITE & eDESKTOP

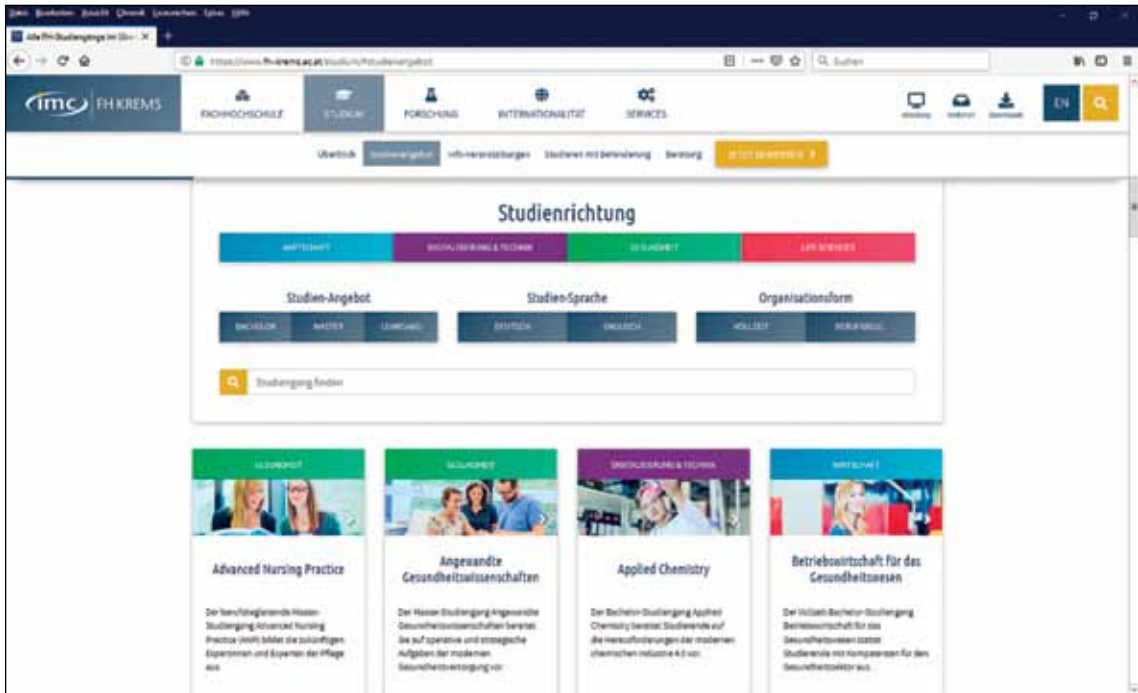
## IMC KREMS WEBSITE

The goal of the current website design of the official IMC KREMS website is to provide the information in a straight and clear manner while still appealing to the emotions of the visitor. The website has been adopted to fit all end devices and browsers.

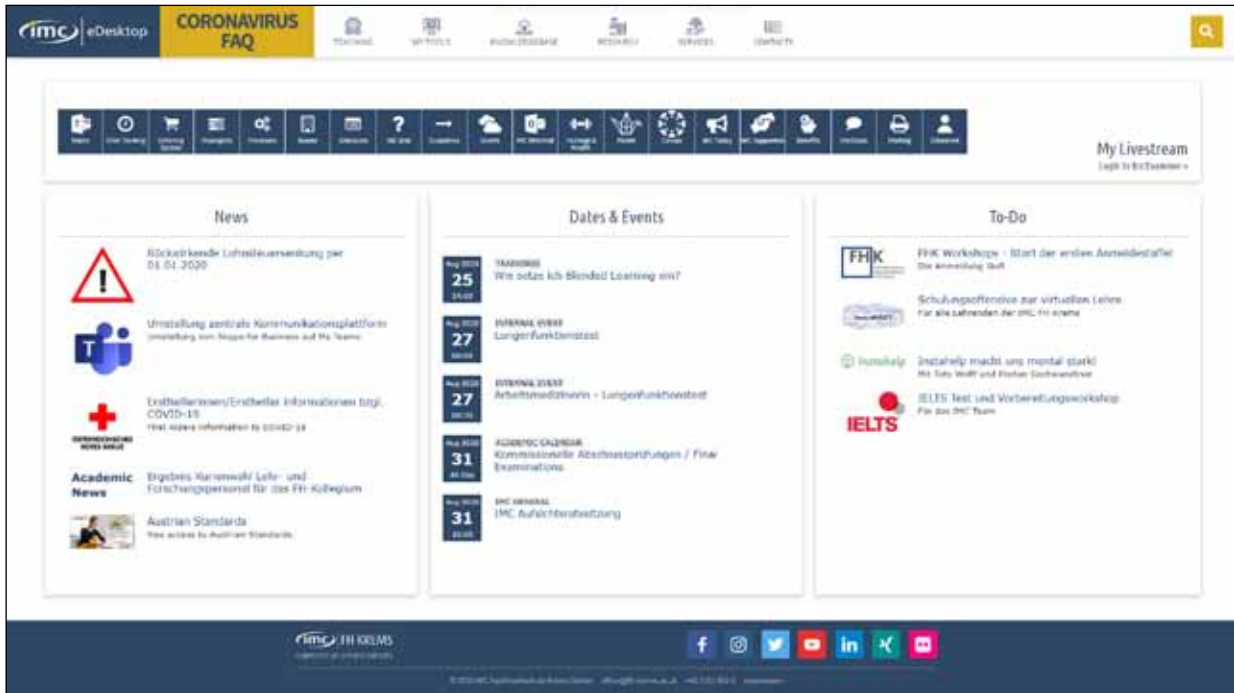
**RESPONSIVE WEBSITE: [www.fh-krems.ac.at](http://www.fh-krems.ac.at)**



SCREENSHOT – WEBSITE



SCREENSHOT – eDESKTOP (INTRANET)



# SOCIAL MEDIA CHANNELS

## OVERVIEW

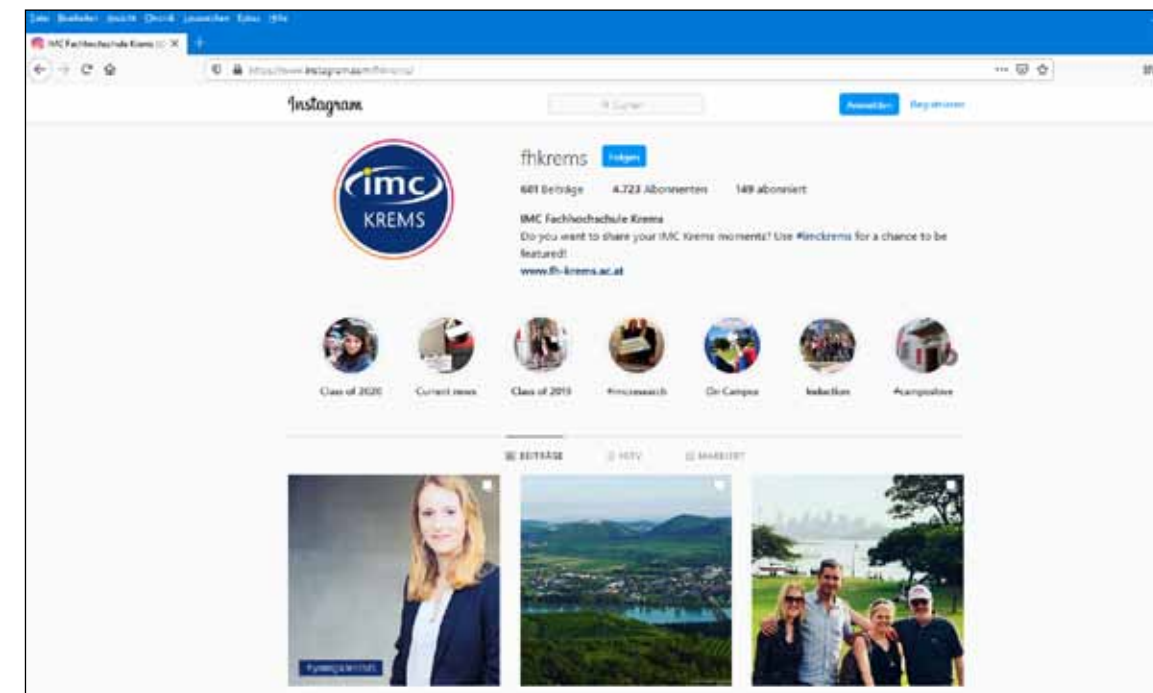
Social media helps forge a direct and lasting relationship with the stakeholders. In order to fit the image of IMC KREMS, most communication is conducted in English. The detailed IMC KREMS position regarding this topic is available in the "Social Media Strategy" of IMC KREMS.

The official IMC KREMS social media presence is steered and conducted by the Marketing & Public Relations department. On most channels, IMC KREMS is represented

by one general presence for all stakeholder groups. The various departments and service centres of IMC KREMS are not allowed to conduct demerged social platforms without the knowledge and consent of the Marketing & Public Relations department. Rules and regulations regarding the logo, colour scheme and wording apply.



## INSTAGRAM – [www.instagram.com/fhkcrems](https://www.instagram.com/fhkcrems)

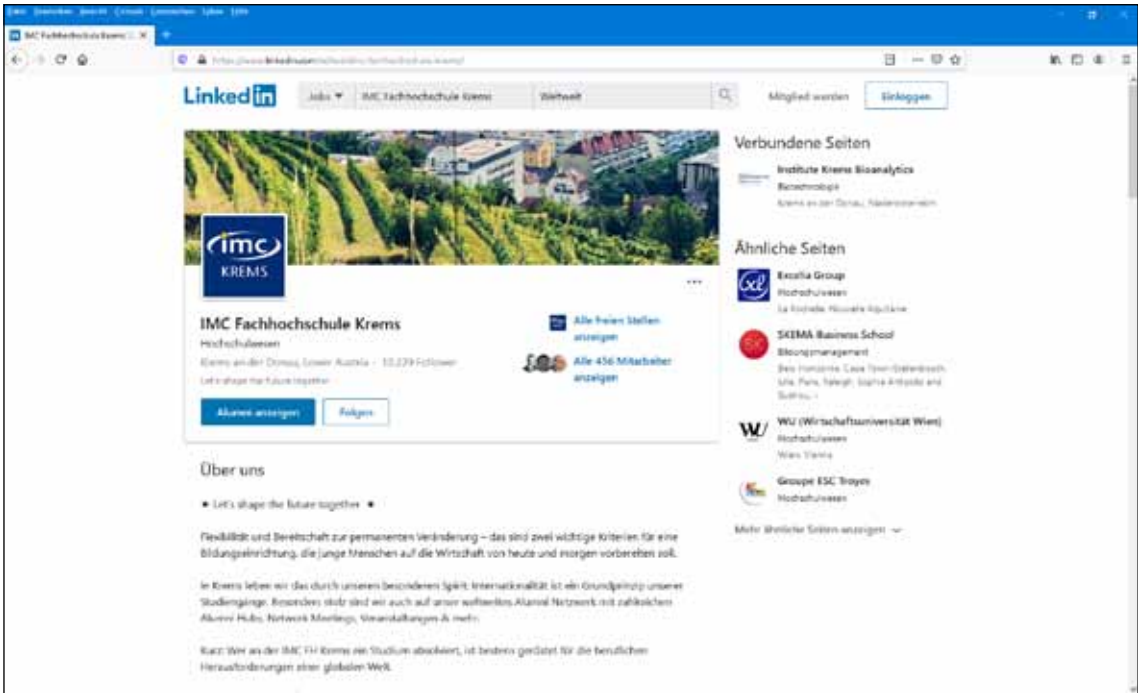


## FACEBOOK – [www.facebook.com/imcfhkcrems/](https://www.facebook.com/imcfhkcrems/)

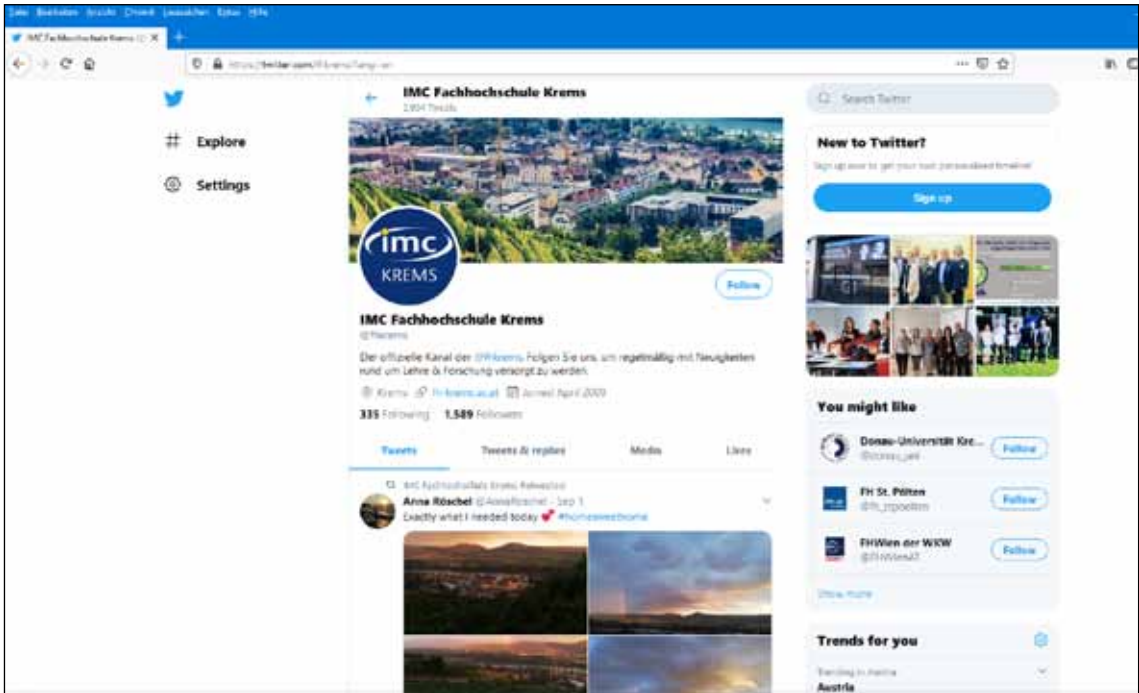




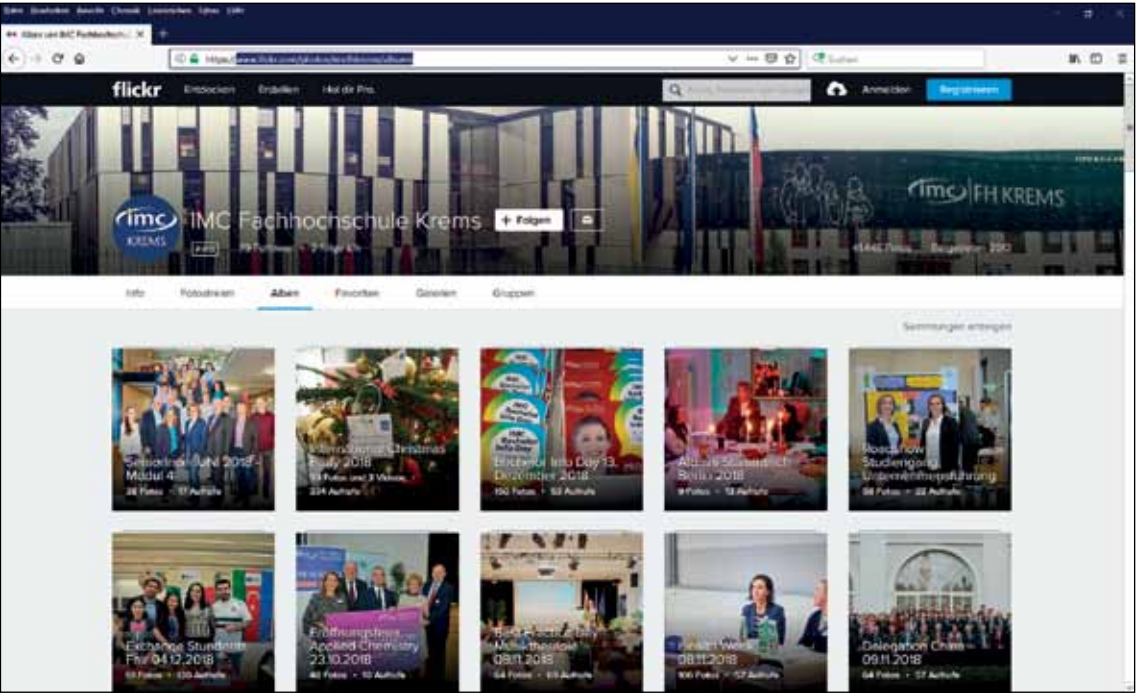
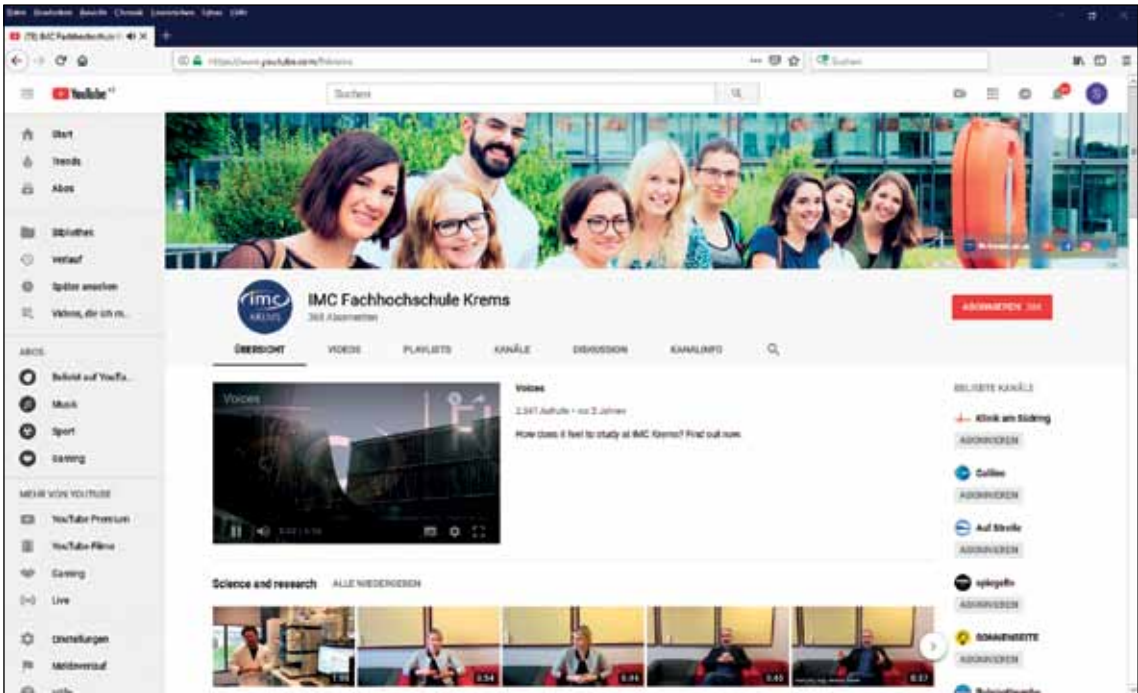
LINKEDIN – [www.linkedin.com/edu/imc-fachhochschule-krems-10184](http://www.linkedin.com/edu/imc-fachhochschule-krems-10184)



TWITTER – [www.twitter.com/fhkcrems](http://www.twitter.com/fhkcrems)



YOUTUBE – [www.youtube.com/fhkcrems](http://www.youtube.com/fhkcrems)





# ONLINE ADVERTISING

## GOOGLE DISPLAY – DEGREE PROGRAMME

320x50 px / 320x100 px /



468x60 px / 728x90 px



200x200 px / 250x250 px / 300 x 250 px



GOOGLE DISPLAY – EVENTS

320x50 px / 320x100 px /



468x60 px / 728x90 px



200x200 px / 250x250 px / 300x250 px



GOOGLE RESPONSIVE EVENT

500x500 px



500x500 px



GOOGLE RESPONSIVE DEGREE PROGRAMME

950x500 px





XING – EVENTS

984x311 px



984x311 px



384x311 px



YOUTUBE (1920x1080 px)



INFOSCREEN (1.920x1.080 px)

WELCOME (1.920x1.080 px)



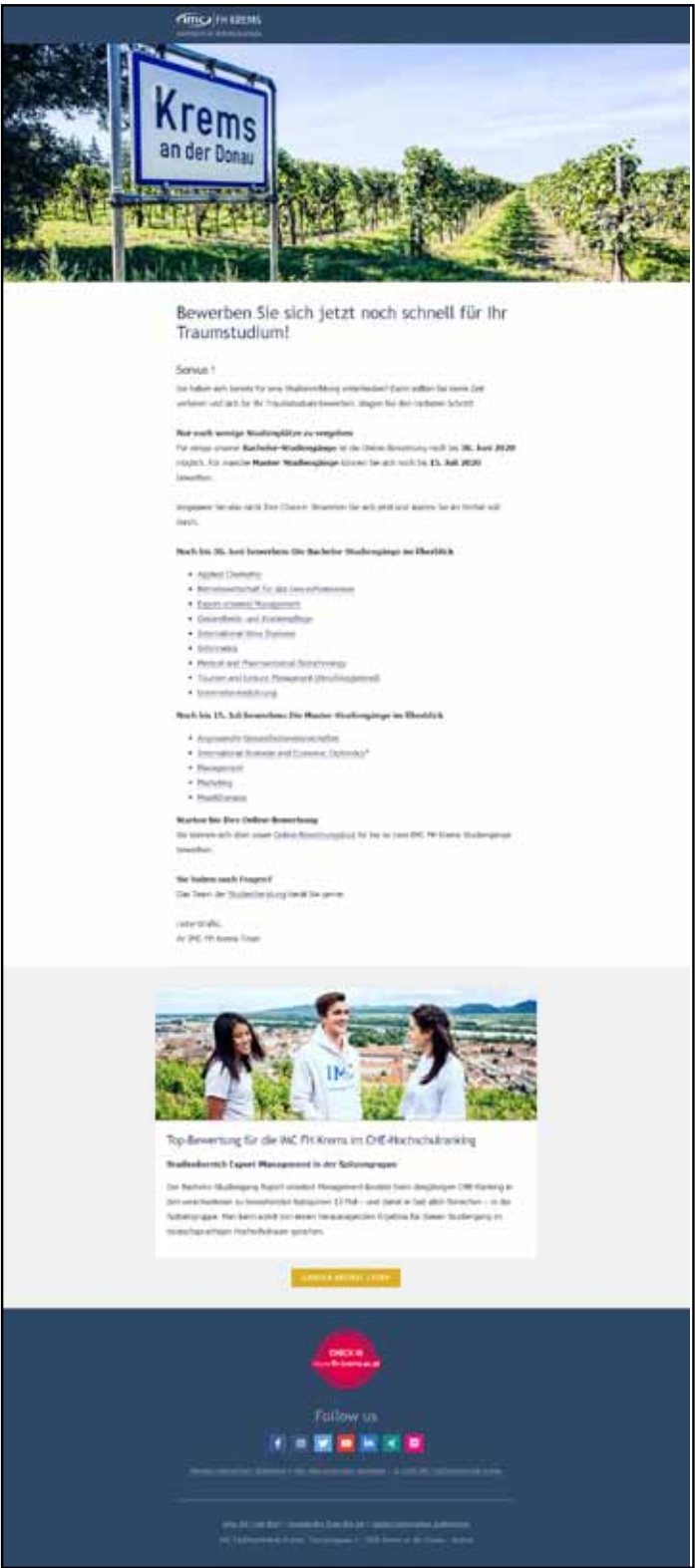
UPCOMING EVENTS (1.920x1.080 px)



FACEBOOK, INSTAGRAM VISUALS 1.080x1.080 px



SCREENSHOTS – NEWSLETTER



# VIDEOS & LIVESTREAMS

## VIDEO

### CAPTION



### OUTRO EVENT ANIMATED



### OUTRO LOGO ANIMATED





# LIVESTREAMS

## INTRODUCTORY SLIDE FOR LIVESTREAMS

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**First Virtual IMC Alumni Conference**  
Let's shape the future – together now

► KEY NOTE STARTS SOON

**FOR CURIOUS MINDS**  
Innovations and working culture at Google

**Christian Reinthaler**  
Platforms Account Manager at Google  
Dublin/Ireland

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**First Virtual IMC Alumni Conference**  
Let's shape the future – together now

● LIVE NOW

**FOR CURIOUS MINDS**  
Innovations and working culture at Google

**Christian Reinthaler**  
Platforms Account Manager at Google  
Dublin/Ireland

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

## PROGRAMME/SPEAKER SPECIFIC SLIDE FOR LIVESTREAMS

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

STARTING SOON:

**International Business  
and Economic Diplomacy**

Prof.(FH) Dr. Alina Schoenberg  
PROGRAMME DIRECTOR  
[alina.schoenberg@fh-krems.ac.at](mailto:alina.schoenberg@fh-krems.ac.at)

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

● LIVE NOW

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**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

ES FOLGT IN KÜRZE:

**Angewandte  
Gesundheitswissenschaften**

Prof.(FH) Mona Dür, PhD MSc  
STUDIENGANGSLEITUNG  
[mona.duer@fh-krems.ac.at](mailto:mona.duer@fh-krems.ac.at)

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

● LIVE NOW

**Angewandte  
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**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

STARTING SOON:

**Medical and Pharmaceutical  
Biotechnology**

Prof.(FH) Priv.-Doz. Mag. Dr. Harald Hundsberger  
PROGRAMME DIRECTOR  
[harald.hundsberger@fh-krems.ac.at](mailto:harald.hundsberger@fh-krems.ac.at)

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

● LIVE NOW

**Medical and Pharmaceutical  
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Prof.(FH) Priv.-Doz. Mag. Dr. Harald Hundsberger  
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[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

STARTING SOON:

**Digital Business Innovation  
and Transformation**

Dipl.-Ing. Dr. Roger Hage  
PROGRAMME DIRECTOR  
[roger.hage@fh-krems.ac.at](mailto:roger.hage@fh-krems.ac.at)

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**imc** FH KREMS  
UNIVERSITY OF APPLIED SCIENCES

**VIRTUAL MASTER LOUNGE**  
Mittwoch, 20. Mai 2020

● LIVE NOW

**Digital Business Innovation  
and Transformation**

Dipl.-Ing. Dr. Roger Hage  
PROGRAMME DIRECTOR  
[roger.hage@fh-krems.ac.at](mailto:roger.hage@fh-krems.ac.at)

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



BROCHURES

In general, all brochures of IMC Krems follow the same minimalistic design and are thus instantly recognisable. The distinguishing factor is the colour scheme – the colour on the cover of the brochures is derived from the specific colour code of the focus area.

There is an individual folder available for each degree programme.

The brochures are produced in the language of the respective degree programme.

The so-called "booklet" is used for prospective students (distribution at fairs, school presentations) and sets out to provide an overview of the entire bachelor and master programme offer.

The brochures work with large scale image photos and have a clear standardised structure.

OVERVIEW IMC PROGRAMMES

BACHELOR

Duration: 3 years   6 semesters	Language	
	German	English
Business		
Betriebswirtschaft für das Gesundheitswesen <span>FT</span> <span>PT</span>	●	
Business Administration <span>FT</span>		●
Export-oriented Management <span>FT</span>		●
International Wine Business <span>FT</span>		●
Tourism and Leisure Management <span>FT</span> <span>PT</span>		●
Unternehmensführung <span>FT</span> <span>PT</span>	●	
Digitalisation & Engineering		
Applied Chemistry <span>FT</span>		●
Informatics <span>FT</span>		●
Health		
Ergotherapie <span>FT</span>	●	
Gesundheits- und Krankenpflege <span>FT</span>	●	
Hebammen <span>FT</span>	●	
Musiktherapie <span>PT</span>	●	
Physiotherapie <span>FT</span>	●	
Life Sciences		
Medical and Pharmaceutical Biotechnology <span>FT</span>		●

FT = full-timePT = part-time

MASTER

Duration: 2 years   4 semesters	Language	
	German	English
Business		
International Business and Economic Diplomacy <span>PT</span>		●
Management <span>PT</span>	●	
Management von Gesundheitsunternehmen <span>PT</span>	●	
Marketing <span>FT</span>		●
Umwelt- und Nachhaltigkeitsmanagement <span>PT</span>	●	
Digitalisation & Engineering		
Digital Business Innovation and Transformation <span>PT</span>		●
Health		
Advanced Nursing Practice <span>PT</span>	●	
Angewandte Gesundheitswissenschaften <span>PT</span>	●	
Musiktherapie <span>PT</span>	●	
Life Sciences		
Medical and Pharmaceutical Biotechnology <span>FT</span>		●

FT = full-timePT = part-time





## BACHELOR BROCHURES (Format: A4)

**BACHELOR**

# BUSINESS ADMINISTRATION

What happens when you combine economics, business administration and management skills in a single bachelor degree? You get IMC Krems' Business Administration bachelor programme.

Two specialisations in the sixth semester:

- International project management
- Corporate communication

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**YOU ACQUIRE PRACTICAL BUSINESS KNOW-HOW, LEARN WHAT DRIVES THE MARKET-LEADING COMPANIES AND HOW THEY REALLY WORK.**

ELIZABETH

**A VERY PERSONAL STORY**

Elizabeth Ercheva was born in Miami and has Russian roots – both her mother and father are from Russia. She graduated from an international school in Vienna and worked in Moscow for 31 before starting the Business Administration programme at IMC Krems. She is a keen kite surfer, diver and snowboarder – she loves extreme sports. Elizabeth describes herself as a highly motivated person with a strong character and a wide range of interests.

**A wide choice of opportunities**

The story of how I came to apply for this bachelor degree programme at IMC Krems is simple. I found out about it from my school in Vienna, where I did the International Baccalaureate (IB) programme and took business as one of my subjects. I chose this programme because business administration seems to provide a wide choice of opportunities for a future career. You acquire practical business knowledge, learn what drives the market-leading companies and how they really work. I wanted to choose a programme with a focus on communication, team work and information, and personal education, so the programme was the right choice for me. I knew that the university had a good reputation, so that once I had chosen it, I would not have any doubts and they would not let me down.

**Everybody is open-minded and friendly**

I did not expect that my time would go so fast. Each other so quickly and that there would be so many international students, with quite a few people from the different parts of the world. In the "German course", our programme director was for teaching and then the education. Everything is open-minded and friendly – also from other courses and from other universities from Vienna. I had a great time here, even though I was used to living in big cities. Krems is nice, safe and compact – everything is close. Also, the help when you have to study. There is a friendly international community of students and the campus infrastructure makes studying here comfortable. Everyone at the university is willing to help, you can always ask questions, which you get answers to.

**Tip**

I hope your university days will be the best time of your life. Don't worry about the problems that you might encounter; approach solving them as a challenge. Good luck!

More stories: [www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**BACHELOR**

# APPLIED CHEMISTRY

Are you interested in working together or in developing new active agents in the pharmaceutical industry? As a graduate of our Applied Chemistry bachelor degree programme, you will be able to find groundbreaking solutions to problems facing society today.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**BACHELOR**

# HEBAMMEN

Als Hebamme arbeiten Sie als Assistentin mit Frauen und ihren Kindern zusammen, um Frauen die natürliche Unterstützung, Betreuung und Beratung während Schwangerschaft, Geburt und Wochenbett zu leisten.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**BACHELOR**

# MEDICAL AND PHARMACEUTICAL BIOTECHNOLOGY

Would you like to play a part in dramatically improving the quality of life of millions of patients around the world? The Medical and Pharmaceutical Biotechnology bachelor programme will give you the opportunity to do just that.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



## BOOKLET – GERMAN AND ENGLISH (Format: A5)

**Bachelor | Master**

# DEGREE PROGRAMMES AT A GLANCE

- Business
- Digitalisation & Engineering
- Health
- Life Sciences

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**BACHELOR**

Dauer: 3 Jahre/6 Semester

	Sprache		Format	
	Deutsch	Englisch	Volzeit	Seminarbegleitend
<b>Wirtschaft</b>				
Betriebswirtschaft für das Gesundheitswesen	•		•	•
Business Administration		•	•	
Export-oriented Management		•		
International Wine Business		•	•	
Tourism and Leisure Management		•	•	•
Unternehmensführung	•		•	•
<b>Digitalisierung &amp; Technik</b>				
Applied Chemistry		•	•	
Informatics		•	•	
<b>Gesundheit</b>				
Ergotherapie	•		•	
Gesundheits- und Krankenpflege	•		•	
Hebammen	•		•	
Musiktherapie	•			•
Physiotherapie	•		•	
<b>Life Sciences</b>				
Medical and Pharmaceutical Biotechnology		•	•	



## MASTER BROCHURES (Format: A4)

**MASTER**

# INTERNATIONAL BUSINESS AND ECONOMIC DIPLOMACY\*

Against the backdrop of current economic and political developments, you will recognise the significance of international business relations and capitalise on them in order to achieve success on international markets.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

\* Subject to approval by AÖ Austria

**AT A GLANCE**

**Part-time**

We offer two study time models. You can attend classes either on Tuesday and Friday, or on Friday and Saturday.

**English**

The language of instruction is English. This prepares you for a career in a multinational environment.

**Four semesters**

The degree programme has two years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).

**Admission**

An undergraduate degree programme in a relevant business discipline or an equivalent degree with a workload of at least 120 ECTS is a recognised indicator of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1).

**Study fee**

EU/EEA citizens pay a study fee of €100,000 per semester plus the student union fee.

**MASTER**

# DIGITAL BUSINESS INNOVATION AND TRANSFORMATION

Become a change agent after your master's degree, you'll lead your company into the future. You'll be able to coordinate and drive digital transformations, no matter what the industry. Because the future is digital.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**MASTER**

# MUSIKTHERAPIE

Wollen Sie in der Musiktherapie eigene Wege gehen? Mit unserem hochqualifizierenden Master-Studiengang können wir auf die steigende Nachfrage nach Musiktherapeuten und Therapeuten, die zur integrativen beruflichen Berufsausübung der Musiktherapie berechtigt sind.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**MASTER**

# MEDICAL AND PHARMACEUTICAL BIOTECHNOLOGY

Looking for an internationally respected master programme that will open up exciting career opportunities in the pharmaceutical industry and research? Potential employers hold our Medical and Pharmaceutical Biotechnology programme in high regard thanks to its broad curriculum.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



## BOOKLET FOR FAIRS – GERMAN AND ENGLISH (Format: A6)

**Bachelor | Master**

# IMC Krems at a glance

Study at one of Austria's top-ranked universities of applied sciences.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**WELCOME TO KREMS**

You might hear some people say Krems is an enchanting, but small town. But thanks to its beautiful location on the Danube, it's a hotspot for thousands of tourists who visit the historic old town every year. It's also close to Austria's capital, Vienna. Trains run every hour and the city's famous sights and landmarks are just an hour away.

**25,000** primary residences in the town

**15,000** students in Krems

**70 km** The distance to Vienna. Yes, only 70 km!

**A SAFE PLACE TO LIVE**

Krems is an extremely safe town – peace of mind for your parents.

**MORE THAN 1,000 YEARS** of history around every corner

**30 km** The length of the beautiful Wachau Valley


**#1 PRIORITY? EDUCATION!**

5 universities and colleges

**CULTURALLY DIVERSE**

Multicultural melting pot with over 100 different nationalities





UNIVERSITY OF APPLIED SCIENCES

# SERVUS\*

Welcome to Austria's most charming student town: Krems

A guide to IMC University of Applied Sciences Krems for international exchange and degree seeking students

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

\*SERVUS is a typical Austrian word for „hello“

## AUSTRIA AT A GLANCE

First things first: there are no kangaroos in Austria. Ever heard of **Sisi**, **Mozart**, **Hallstatt** and **The Sound of Music**? That's more like it! That's who we are. **That's Austria.**

Situated right in the heart of Europe, Austria is the perfect location from which to travel around Europe. And thanks to the country's highly developed railway system, Vienna Airport is only an hour away from Krems. Needless to say, exploring Austria itself is a must as well. The Alps make it an El Dorado for skiers and hikers, and cities like Vienna, Graz and Salzburg have plenty to offer to culture lovers. Or how about taking a dip in lakes so clean that you can drink the water? You'll never get tired of the beauty of our country – we promise!

**Krems is Austria's most charming university town and belongs to the Greater Vienna Region.**



BERLIN Flight time: 1:15 hours

LONDON Flight time: 2:30 hours

PARIS Flight time: 2 hours

ROME Flight time: 1:45 hours

Other locations: MUNICH, SALZBURG, GRAZ, VIENNA, VIENNA | OPERA, BRATISLAVA, BUDAPEST, LJUBLJANA, HALSTATT, GROSSGLOCKNER | GLACIER, KREMS | STEIN.

Red lines: easily reachable by train within 2-6 hours.



UNIVERSITY OF APPLIED SCIENCES

# TRANSNATIONAL PROGRAMMES AND PROJECTS

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**TOP RANKED** University in Austria

# INTERNATIONAL BACHELOR AND MASTER PROGRAMMES





**RANGE OF SERVICES OFFERED**

- Academic know-how**
  - Programme content
  - Curriculum design
  - Course descriptions
  - Academic guidelines and manuals
  - Academic capacity building
- Academic and managerial quality assurance**
  - Programme fully accredited in Austria
  - Regular quality audits
  - Quality coaching
  - Thesis approval
  - Chairing final examinations (BAMA)
- Lecturing services**
  - Joint selection of local faculty
  - Experienced IMC flying faculty members
  - Leading industry experts as guest lecturers
- Project management**
  - IMC project manager as key account
  - Administrative support
  - Regulatory framework for operations



UNIVERSITY OF APPLIED SCIENCES

# INTERNATIONAL MEETING CENTER

Premium Event Locations in Krems

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



## CAMPUS KREMS – TRAKT G1

### DATEN & FAKTEN

#### ALLGEMEINE INFRASTRUKTUR UND TECHNISCHE AUSSTATTUNG

Gesamtfläche Erdgeschoss:	1.726 m <sup>2</sup> (Raumhöhe Erdgeschoss: 4,2 m)
Außenterrasse:	320 m <sup>2</sup> (mit 4 Schirmen, 4,0 m Spannweite)
Foyer:	310 m <sup>2</sup>
Großer Veranstaltungssaal mit Bühne:	568 m <sup>2</sup> (geplante Laderbestuhlung für 500 Personen)
Seminarräume Erdgeschoss (3):	3.750 m <sup>2</sup>

Komplette Medientechnik mit Leinwand vorhanden.

Portale: Eingangsportale zum großen Veranstaltungssaal mit drei Türen

Bodenbelag: Veranstaltungssaal und Seminarräume: Echtholz, Parkett

Gartenbühne: Mithras Gartenbühnen stehen zur Verfügung

Toileten: Eine Toilette für Menschen mit besonderer Bedürfnissen im Erdgeschoss, weitere Toiletten im Untergeschoss und im ersten Stock

Heizung/Kühlung: Intelligente Messstromregelung über Gebäudetechnik der Wohnraumbauweise mit Betonkernaktivierung und Fußbodenheizung/Kühlung

Stromversorgung: Bodensender mit 220V-Anschlüssen (Starkstrom vorhanden)

Grundbeleuchtung: LED-Steuerung der direkten und indirekten Deckenbeleuchtung

Abfallbeseitigung: Vollautomatische in allen Veranstaltungsräumen des Erdgeschosses inkl. Sonnenschutz

Alkoholische Getränke: Im ganzen Gebäude verfügbar – wird Material und Material gratis zur Verfügung gestellt

Einrichtung der Cateringküche: Umkleekabinen, Abstellplätze mit umgebenem Waschtisch, Gesch. / Glasgeräte, Strom- und Wasserschüssel

Stromanschlüsse: 6 x 220 V 3-er Steckdosen mit je 16 A abgesichert, 1 x Starkstromanschluss 16 A/400 V, Gasanschluss und Wasser-Steuer

#### GREEN MEETING LOCATION – NACHHALTIG FESTE FEIERN

Im September 2016 wurde das International Meeting Center mit dem Österreichischen Umweltzeichen für Tagungs- und Eventlocations zertifiziert und ist somit unter den Event-locations an österreichischen Hochschulen der erste Vorbild im nachhaltigen und verantwortungsvollen Umgang mit der Natur.



INVITATIONS (Format: closed A5)

Invitations may be designed exclusively by the Marketing & Public Relations department. They follow a clear predefined design and structure. Individualisation is only possible to a limited extent.

Invitations for general events feature a prominent yellow arrow on the cover. Invitations for events attributed to a specific focus area feature the arrow in the colour of the focus area.

COVER



INSIDE

**Ceremonial Act of the IMC Krems Bachelor Programmes**

Business Administration  
International Wine Business

**Degrees Ceremony**

Bachelor of Arts in Business (BA)

**Graduation ceremony**

**Start:** Tuesday, 7 July 2020  
2 p.m.

**Place:** IMC University of Applied Sciences  
Trakt G1 (International Meeting Center)  
Am Campus Krems - 3500 Krems

**Ceremonial act:** Presentation of graduands  
Festive words of welcome  
Conferment and award of the degrees  
Presentation of the certificates  
Closing statements of our alumni

Subsequently, the executive management of the IMC Krems extends an invitation to a (champagne) reception.

Registration for the graduation ceremony: [register.fh-krems.ac.at](https://register.fh-krems.ac.at)

BACK

At one time students, alumni forever.

Join the huge world-wide alumni network: [fh-krems.ac.at/services/alumni-services](https://fh-krems.ac.at/services/alumni-services)

Event location:

IMC Fachhochschule Krems  
IMC University of Applied Sciences Krems

Am Campus Krems  
Trakt G1 - International Meeting Center  
3500 Krems

T: +43 2732 802 197  
E: [spension@fh-krems.ac.at](mailto:spension@fh-krems.ac.at)  
I: [www.fh-krems.ac.at](https://www.fh-krems.ac.at)

Parking facilities

IMC WINGS-MAP (Format: closed 240 x 320; open 740 x 320 mm)



# OFFICE TEMPLATES

## TEMPLATES – MICROSOFT WORD

There are three different predefined templates available for Microsoft Word. The templates are preinstalled in all Microsoft Office versions available on a processor on Campus. In addition they can be downloaded from the eDesktop: Knowledgebase – IMC Wiki – Marketing & Public Relations – Documents.

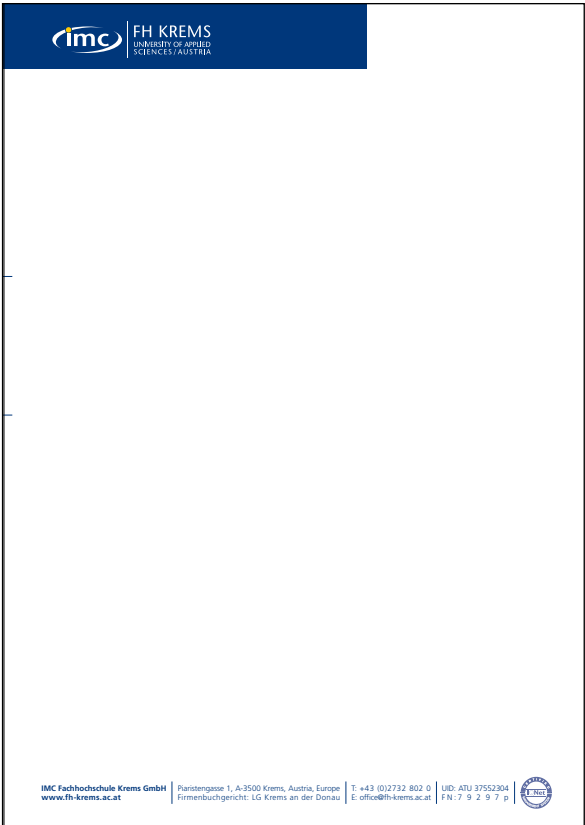
The IMC\_Report\_Vorlage\_2014 has to be used for any official report (both for internal and external purposes).

In addition, one might opt to utilise the two remaining templates IMC\_Briefe\_mit\_Adresse\_2014 and IMC\_Briefe\_ohne\_Adresse\_2014 in general communications. Rather than using the template featuring the IMC KREMS letterhead it is also possible to utilise the designated IMC KREMS stationary.

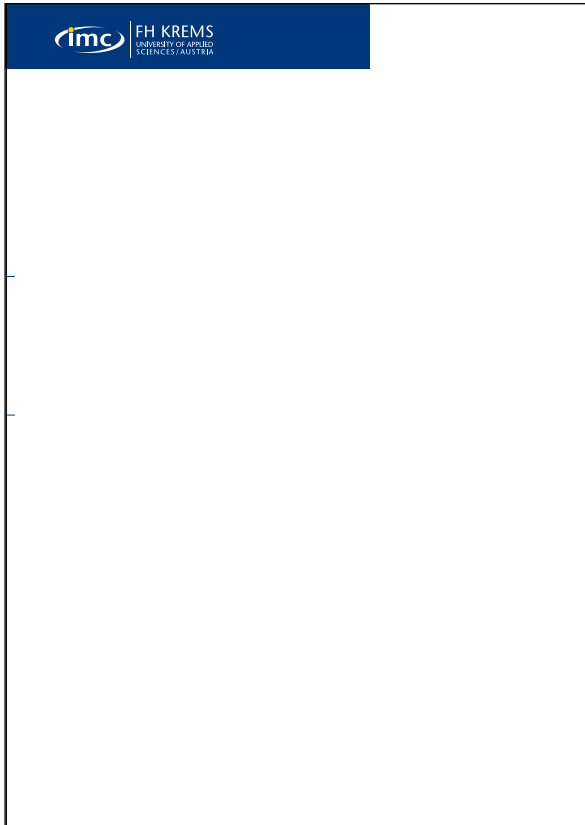
### IMC REPORT TEMPLATE



### BUSINESSPAPER WITH ADRESS



### BUSINESSPAPER WITHOUT ADRESS

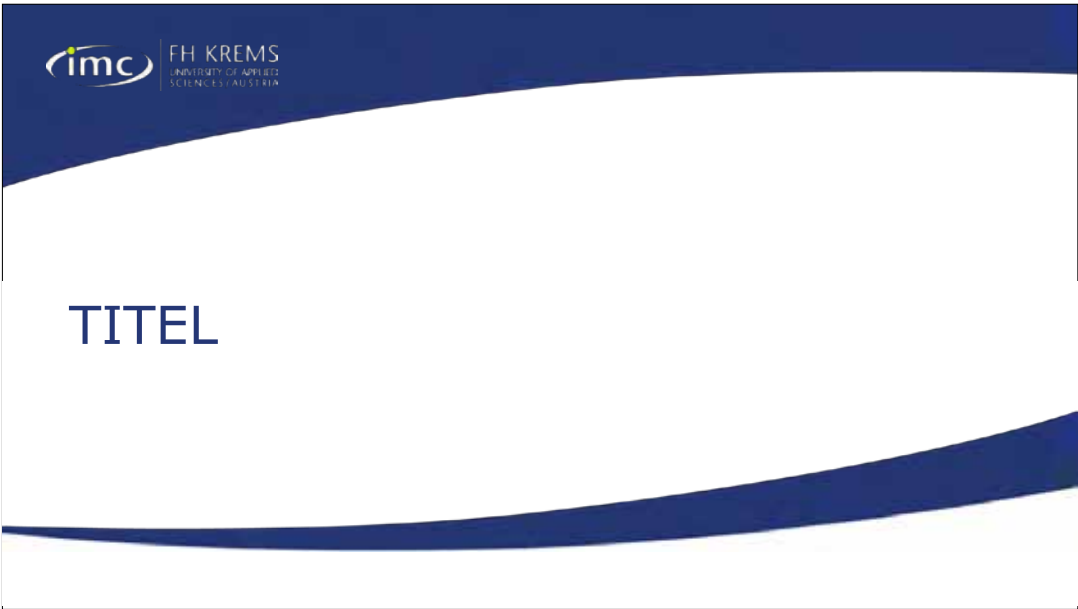
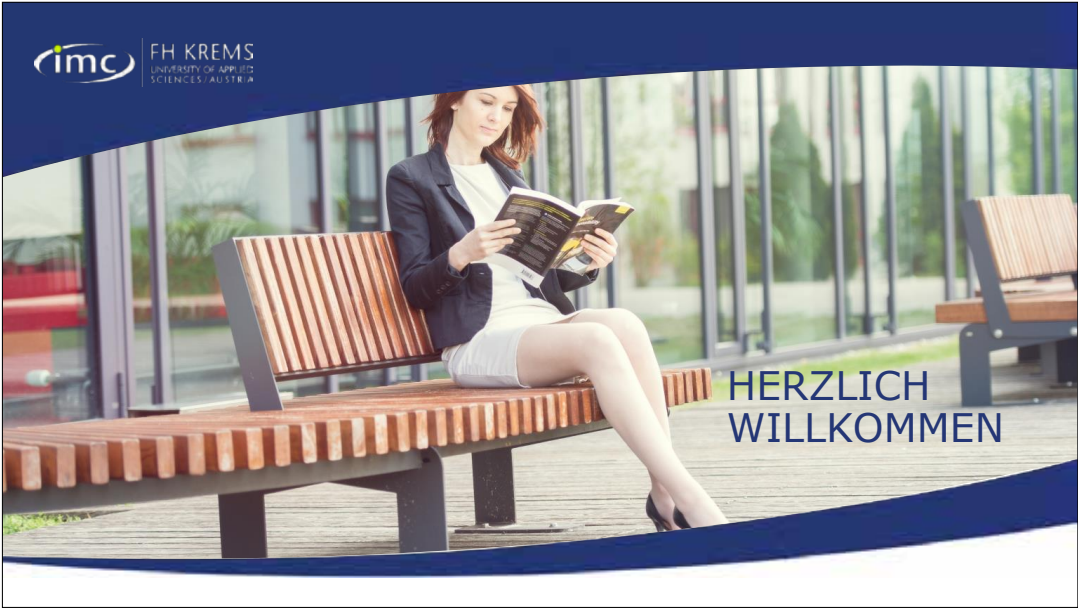


# TEMPLATES – MICROSOFT POWER POINT

There are two different predefined templates available for Microsoft Power Point. The templates are preinstalled in all Microsoft Office versions available on a processor on Campus. In addition they can be downloaded from the eDesktop: Knowledgebase – IMC Wiki – Marketing & Public Relations – Documents.

The IMC\_Präsentation\_16\_9 is the official power point template for all presentations and should be used for external and internal presentations and lectures. The template “IMC\_Praesentation\_Vorlage\_A1” can be used as a template for posters.

## SLIDES – MICROSOFT POWER POINT



# POSTER TEMPLATE – MICROSOFT POWER POINT



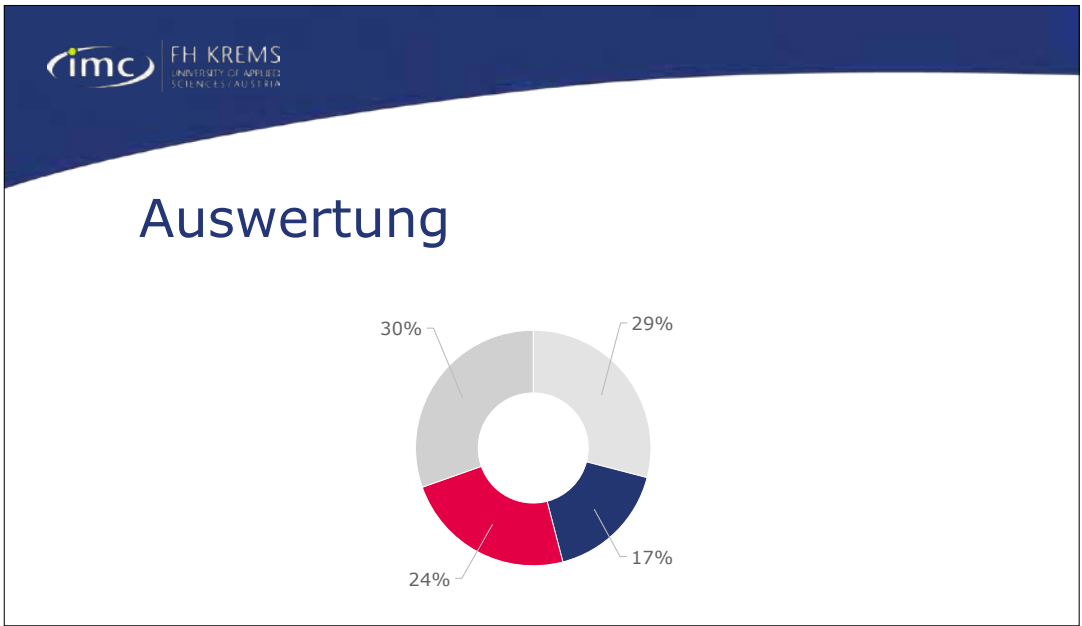
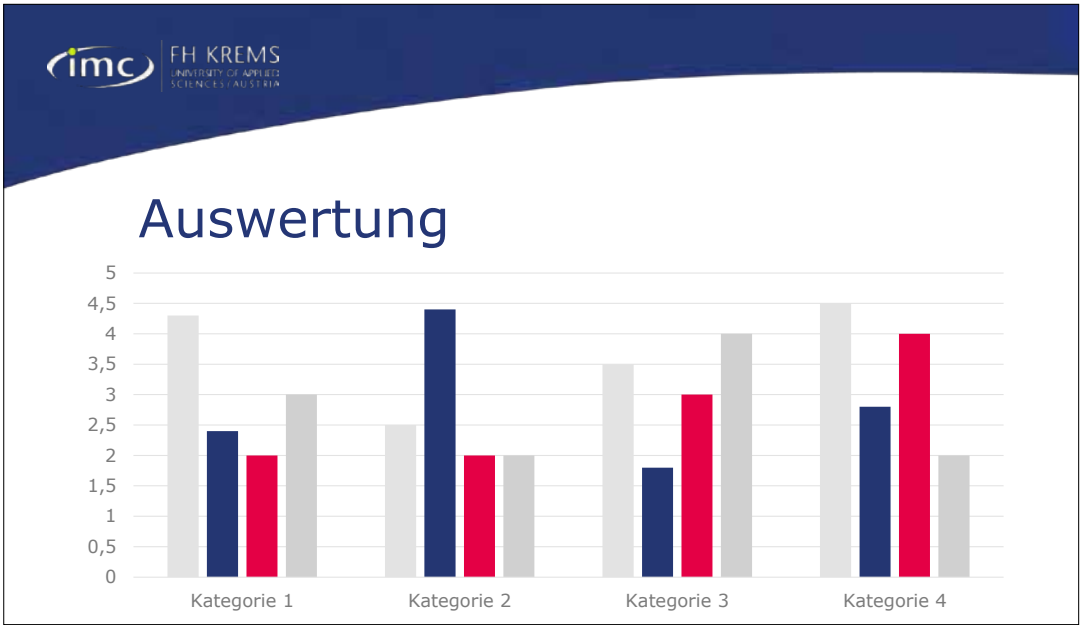
# MICROSOFT OFFICE

Graphs and charts are an eye-catching part in any document.

It is therefore very important to follow the colour scheme as shown in the example below.

The current official colour scheme has been preset in any Microsoft Office template provided by IMC Krems.

## DIAGRAMMES



# OFFICE DOCUMENTS – PRINT

## BUSINESS CARDS (Format: 85 x 55 mm)

Business cards can only be commissioned by the Human Resources department.

The business cards feature a front side only. The design and layout of the card is standardised. The upper left corner of the business cards shows the reversed out 4c logo of IMC Krems on an “IMC Krems Blue” background.

The business card also includes a QR code that allows for a direct transfer of the contact details into the contact list of the device.

The information is provided in German and English and is thus relevant both in a national and international context.

**Michaela Sabathiel**

Leitung  
Marketing & Öffentlichkeitsarbeit  
Prokuristin  
Vertretung der Geschäftsführung

Head of Marketing and Public Relation  
Authorised Signator  
Deputy to CEO

IMC FACHHOCHSCHULE KREMS  
Piaristengasse 1  
3500 Krems • Austria • Europe

Office: IMC Campus Krems, Trakt G1  
Raum 2.05

T: +43 2732 802 530  
M: +43 664 8209259  
E: michaela.sabathiel@fh-krems.ac.at

www.fh-krems.ac.at

## COMPLIMENT CARDS (Format: 210 x 99 mm, 1C)

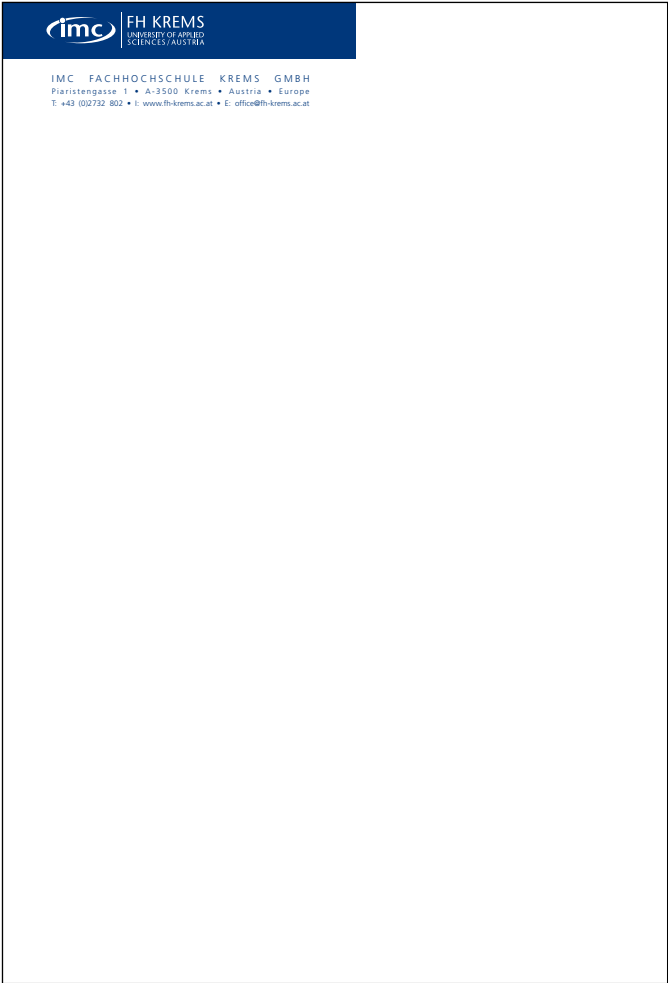
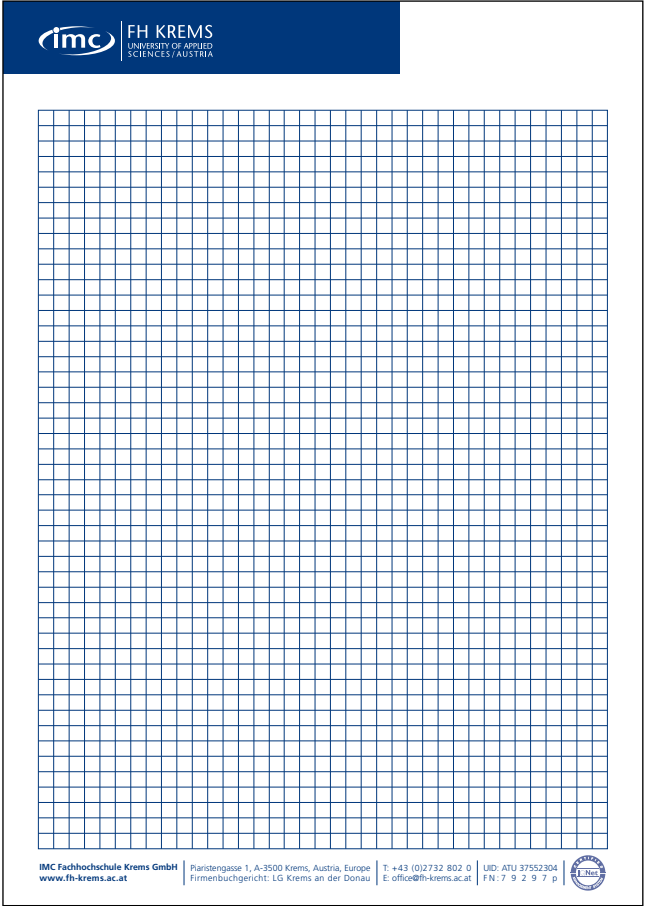
IMC Fachhochschule  
Krems GmbH

Piaristengasse 1, A-3500 Krems  
Austria, Europe

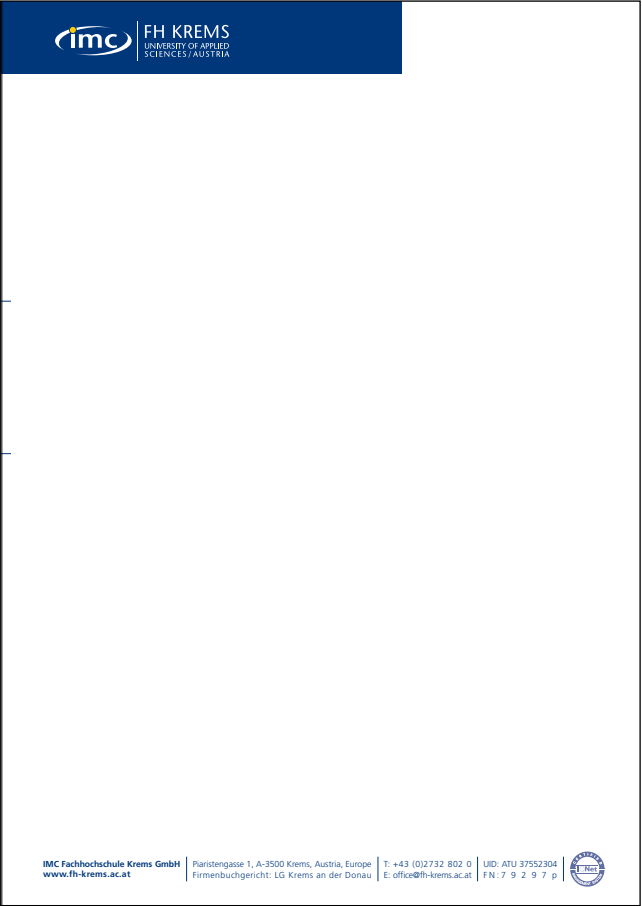
T: +43 (0)2732 802 0  
E: office@fh-krems.ac.at

I: www.fh-krems.ac.at

**WRITING PADS**
 (Format: 210 x 297 mm, 1C)

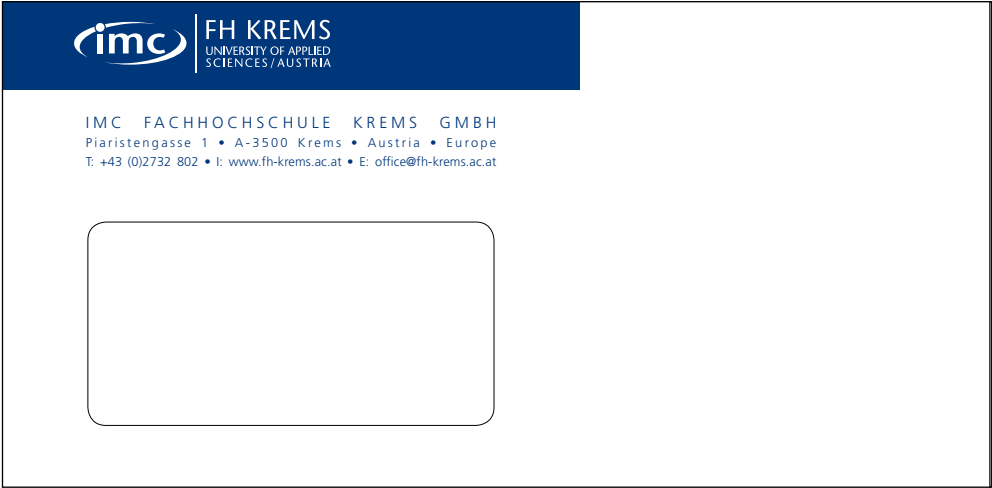
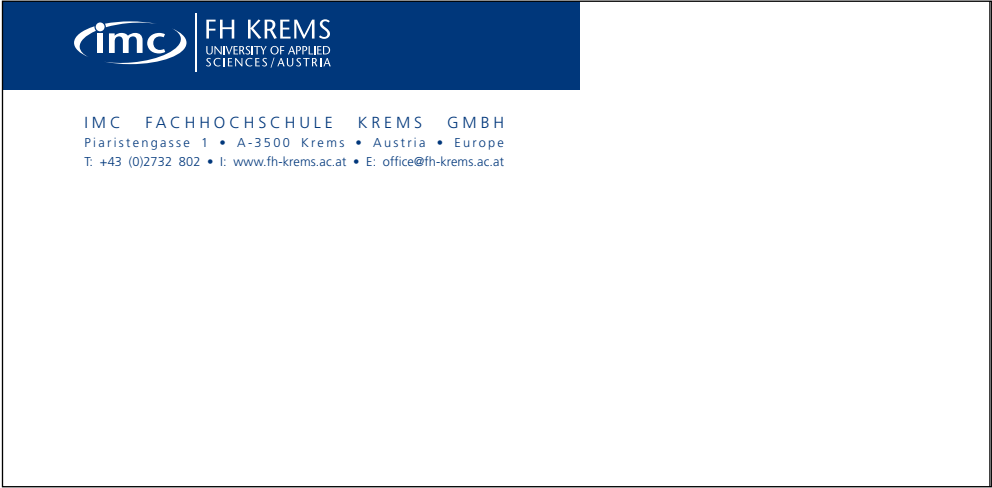


**BUSINESSPAPER**
 (Format: 210 x 297 mm, 1C)



**ENVELOPS LARGE**
 (Format: C4, 1C)

**ENVELOPS WITH & WITHOUT WINDOW**
 (Format: c5-C6, 1C)



(Format: 160 x 160 mm, 1C)



# VISUALS

## VISUALS – OPEN HOUSE AND INFO EVENTS

All communication about the information events (ahead of the events) as well as the guidance system at the venues show a clear and consistent design.

## ADVERTISEMENTS



POSTERS (Format: A2, A1)



CITY LIGHT (Format: 1.185 x 1.750 mm )



CITY LIGHT POSTER



INVITATION CARD (Format: A5 210 x 148)





BRANDING & GUIDANCE SYSTEM AT OPEN HOUSE



FAIR DESK





EXHIBITION

WALL – GENERAL



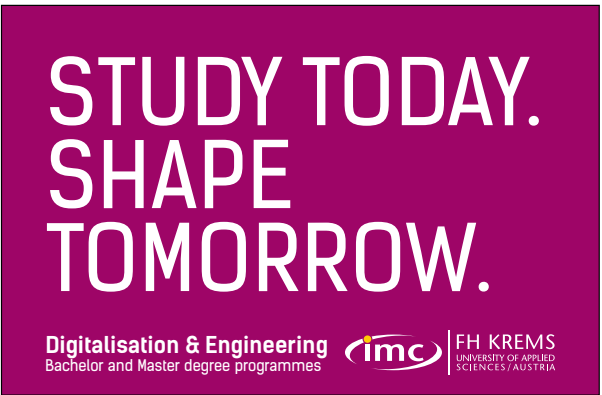
WALL: BEST VIENNA (5 x 5 m Fläche)



FREE CARDS (Format: A6 148 x 105)

Free cards may be designed and commissioned by the Marketing & Public Relations department exclusively. The purpose of the free cards is to catch the attention of the viewer and provide relevant information. Free cards are handed out at external events, fairs and school visits and are available at campus. In general, free cards promote important events, the departments (Business, Health, Life Sciences, Digitalisation), or various important

aspects/unique features of IMC Krems. In addition, the Marketing & Public Relations department may decide to issue additional free cards introducing new degree programmes or projects.



(Format: A5 210 x 148)



**ROLL-UPS** (Format: 850 x 2.000 mm)

Wirtschaft

 **FH KREMS**  
UNIVERSITY OF APPLIED SCIENCES AUSTRIA

Bachelor

**Betriebswirtschaft  
für das  
Gesundheitswesen**

**CHECK IN**  
[fh-krems.ac.at](http://fh-krems.ac.at)

Digitalisation & Engineering

 **FH KREMS**  
UNIVERSITY OF APPLIED SCIENCES AUSTRIA

Bachelor

**Informatics**

**CHECK IN**  
[fh-krems.ac.at](http://fh-krems.ac.at)

Health

 **FH KREMS**  
UNIVERSITY OF APPLIED SCIENCES

Master

**Advanced  
Nursing Practice**

**CHECK IN**  
[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

Life Sciences

 **FH KREMS**  
UNIVERSITY OF APPLIED SCIENCES

Master

**Medical and  
Pharmaceutical  
Biotechnology**

**CHECK IN**  
[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**ROLL UP - LED** (Format: 850 x 2.200 mm)

 **FH KREMS**  
UNIVERSITY OF APPLIED SCIENCES

**Bachelor | Master**



[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

**LIGHTBOX** (Format: 1.600 x 1.800 mm)



**BUSINESS**

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



**DIGITALISATION &  
ENGINEERING**

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



**LIFE SCIENCES**

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



**HEALTH**

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)



# MERCHANDISING

## MERCHANDISING

The current line of promotional items relies heavily on the use of claims written in bold college style letters as well as the use of the IMC Krems logo.

The photo shows a selection of current merchandising items: IMC Krems hoodies, jackets, bags, backpack, cap, T-shirt, pencil, marker, pen, water bottle.

URL IMC ONLINE SHOP: [HTTP://WWW.IMCKREMS-SHOP.AT/](http://www.imckrems-shop.at/)



# GUIDING SYSTEM & IMC BUILDINGS

## BUILDINGS

IMC CAMPUS KREMS – WING G



IMC CAMPUS KREMS – WING G1



IMC PIARISTENGASSE



IMC GOZZOBURG





# GUIDANCE SYSTEM

On campus, a warm red has been used as an accent colour on a wider scale. It contrasts well with the otherwise sleek design and colour scheme of the premises (kept in white and grey).



**IMC University of Applied Sciences Krems**

Piaristengasse 1

A-3500 Krems

I: [www.fh-krems.ac.at](http://www.fh-krems.ac.at)

E: [marketing@fh-krems.ac.at](mailto:marketing@fh-krems.ac.at)



Version: 08/2020