



Guidelines

Wageningen University & Research



WAGENINGEN
UNIVERSITY & RESEARCH

Table of contents

Table of contents	1
1. The brand Wageningen University & Research	2
2. Guidelines for brand name and logo use	3
2.1 Guidelines for brand name use in the media	3
2.3 Guidelines for brand name use in academic publications.....	4
2.4 Guidelines for registering for conferences.....	4
2.5 Guidelines for answering phone calls	5
2.6 Guidelines for e-mail signature use	6
2.7 Guidelines for business cards	7
2.8 Guidelines for letter signature use.....	7
2.9 Guidelines for brand use in internal partnerships.....	8
2.10 Guidelines for brand name use in legal documents.....	9
2.11 Guidelines for the use of abbreviations.....	9
2.12 Organisational names.....	10
2.13 Guidelines for the use of titles	11
In conclusion.....	12

Wageningen University & Research

Guidelines for use

5 September 2016

From 6 September 2016 we will implement a new brand policy. We will switch from the current 11 brands to a single brand: Wageningen University & Research. It is more important than ever for Wageningen University & Research to have a strong market position. The choice for a single strong brand should help with this.

In a practical sense, the choice for a single brand (a monolithic brand policy) means the following: from 1 September we will use the Wageningen University & Research name and logo in all communications. The DLO institutes will be recognisable by their own domain-descriptive names (RIKILT is the exception which, due to ongoing merger discussions, will continue to use its current name), but will no longer have their own logo. The university will also use the full brand name Wageningen University & Research in its communications.

Internationally, "Wageningen" is a strong brand name, but in the Netherlands there is still room to strengthen our brand. This is especially true for DLO's position. Economic developments and recent governmental decisions regarding research funding make it even more important to clearly distinguish ourselves in the market. This means that we need to emphasise more clearly the unique collaboration model of our organisation, which makes our substantive bond so strong. After all, our strength lies in the combination of education with fundamental, applied and practical research. With the brand Wageningen University & Research, this can be communicated more clearly than before.

1. The brand Wageningen University & Research

Structure

Wageningen University & Research has opted for a monolithic brand policy. This means: one brand and one logo. The brand name is Wageningen University & Research, and there will be no Dutch version of this brand.



The brand must be visible in text and/or image in all communications. The first time this brand name is mentioned in each publication, it will be written as follows: Wageningen University & Research. After that, the abbreviation "WUR" may possibly be used. "Wageningen" may be used in speech or in texts as a synonym once the full brand name has been used.

For the research institutes, the domain descriptions set by the Executive Board (as shown below) will be used. The domain descriptions are always written in full, except in cases where there is not enough space for the full name. For more information see paragraph 2.11 Guidelines for abbreviations.

The names of other divisions, such as sciences groups, business units (a business unit refers to a division of an institute), groups, etc. are not communicated externally except on business cards and in the signatures of letters and e-mails as a part of the professional title. The domain descriptions and relevant URLs for the institutes are as follows:

Domain descriptions of the institutes	URL
Wageningen Environmental Research	www.wur.nl/environmental-research
Wageningen Plant Research	www.wur.nl/plant-research
Wageningen Bioveterinary Research	www.wur.nl/bioveterinary-research
Wageningen Economic Research	www.wur.nl/economic-research
Wageningen Marine Research	www.wur.nl/marine-research
Wageningen Academy	www.wur.nl/wageningenacademy
Wageningen Livestock Research	www.wur.nl/livestock-research
Wageningen Food & Biobased Research	www.wur.nl/food-and-biobased-research
Not yet determined:	
CDI (the current name will be used for the time being)	www.wur.nl/cdi
RIKILT (due to ongoing merger discussions, the current name will be used for the time being).	www.wur.nl/rikilt
University	URL
Wageningen University & Research	www.wur.nl/university

2. Guidelines for brand name and logo use

2.1 Guidelines for brand name use in the media

Wageningen University & Research has opted for a monolithic brand policy: one brand and one logo. The guidelines for brand name use in the media are based on this principle.

This means that the brand name Wageningen University & Research should always be used. The names of Wageningen Research institutes and Wageningen Academy, due to their inclusion of the word "Wageningen", may also be used on their own, although using the full brand name is preferable.

Examples:

University

- Prof. [...], Professor of Entomology of Wageningen University & Research has done a study into...
- Wageningen University & Research has earned first place for the 11th consecutive year in the Guide to Higher Education (Keuzegids)
- Student intake at Wageningen University & Research has risen again, this year by 10%.
- Come study Biology at Wageningen University & Research

Wageningen Research Institutes

- Preference: Jan Jansen, plant researcher at Wageningen University & Research has done a study into...
- Alternative: Wageningen Plant Research conducted a study on...
- For the time being, RIKILT and CDI will continue to use their old name. In the context of the new brand policy, these will be used in the media as follows:
 - RIKILT, a part of Wageningen University & Research
 - Centre for Development Innovation, a part of Wageningen University & Research

NOTE: Should there be too little time or space for the full name to be mentioned, for instance in performances or on television or the radio, then only the Wageningen University & Research brand name will be used.

Wageningen Academy

- Wageningen Academy organises a Summer school...

SRT

The smaller SRT units will continue to use their existing names in combination with the brand name Wageningen University & Research. For example:

- Research by the Centre for Fisheries Research, part of Wageningen University & Research

2.2 Guidelines for the use of the Boilerplate

We will use a so-called boilerplate on various communications such as press releases and brochures. In short, the boilerplate provides general information about the organisation so the context of a publication is always clear without this continually having to have to be added to the text of a document. The text of the boilerplate is as follows:

Boilerplate

The mission of Wageningen University and Research is "To explore the potential of nature to improve the quality of life". Under the banner Wageningen University & Research, Wageningen University and the specialised research institutes of the Wageningen Research Foundation have joined forces in contributing to finding solutions to important questions in the domain of healthy food and living environment. With its roughly 30 branches, 5,000 employees and 10,000 students, Wageningen University & Research is one of the leading organisations in its domain. The unique Wageningen approach lies in its integrated approach to issues and the collaboration between different disciplines.

2.3 Guidelines for brand name use in academic publications

The brand name Wageningen University & Research must always be used in the academic publications of a research institute, in combination with the institute's domain description. The brand name Wageningen University & Research must always be used in the academic publications of the university, in combination with the name of the chair group. The correct use of the brand name in academic publications is essential for the visibility of our scientific output in major international citation databases and therefore the position in major college rankings.

2.4 Guidelines for registering for conferences

Wageningen University & Research has opted for a monolithic brand policy: one brand and one logo. When registering for a conference, seminar, course or other event, this brand policy determines how you should go about this. At many conferences, multiple researchers from Wageningen University & Research are present, often from different business units. Practice shows that these attendees tend to register in different ways. This makes it hard for external people to recognise that these academics are from the same organisation.

Therefore, a registration for a conference must always state "Wageningen University & Research", even if you work for one of the research institutes. If there is space, you can

add the name of the institute or your expertise. If there is no space, always state your own name and the brand name Wageningen University & Research.

2.5 Guidelines for answering phone calls

The choice for a monolithic brand policy will also be visible in the way in which we answer the phone. A monolithic brand policy means choosing one brand with one logo. This means that in principle the brand Wageningen University & Research is always mentioned. An exception to the rule is the Wageningen Research Institutes, where the name of the institute suffices due to the inclusion of the word "Wageningen". The same goes for Wageningen Academy. When answering phone calls the brand name Wageningen University & Research is always used first. In practice this will be as follows:

University

- Good morning, Wageningen University & Research, this is the Biochemistry chair group.
- Good morning, Wageningen University & Research, this is the Economics and Policy programme.
- Good morning, Wageningen University & Research, this is the Education Institute.

Institute

- Good morning, Wageningen Economic Research, you're through to the Communications Department.
- Good morning, Wageningen Plant Research, you're through to the reception desk.

Staff Department/Facilities and Services

- Good morning, Wageningen University & Research, you're through to the Education, Research & Innovation department.
- Good morning, Wageningen University & Research, you're through to the Facilities and Services Purchasing department.

RIKILT/CDI

- Good morning, Wageningen University & Research, this is RIKILT/CDI.

Smaller SRT units

- Good morning, Wageningen University & Research, this is SRT Nature and Environment.

Note: Pre-recorded voicemail messages must also contain the correct brand name. Be sure to record this correctly. Leaving a voicemail message must also adhere to the brand policy of the organisation in regards to the contact details of its employees.

2.6 Guidelines for e-mail signature use

The Wageningen University & Research corporate identity applies to e-mail signatures. Through the steps described below, e-mail signatures can be created and automatically placed at the bottom of every e-mail.

The font of the e-mail signature must be Verdana, standard (regular) font size 10 and black. The signature contains a number mandatory and optional components and may be written in Dutch or English.

- (title) First and last name
- Position
- Optional: Information regarding availability
- Brand name Wageningen University & Research or the name of the institute if it is a Wageningen Research institute
- Department or division: for example, chair group, degree programme, Education Institute, staff department, etc.
- Mailbox, postcode, city (and country)
- Optional: Visiting address, postcode, city
- Telephone
- E-mail
- URL
- Optional: additional URL
- Optional: Chamber of Commerce number (mandatory for employees of divisions registered at the Chamber of Commerce (KvK)).
- www.disclaimer-nl.wur.nl (for Dutch signatures), or www.disclaimer-uk.wur.nl (for English signatures).

Example

<First name> <Last name>, <Position>

Available: Monday to Thursday

Wageningen Plant Research

Department

Mailing address

Visiting address

Phone number

URL

Chamber of Commerce (KvK): Wageningen Plant Research is located in Wageningen and registered at the Chamber of Commerce (KvK) under the number [...] www.disclaimer-nl.wur.nl

Or

<First name> <Last name>, <Position>

Available: Monday to Thursday

Wageningen University & Research.

Biochemistry Chair Group

Mailing address

Visiting address

Phone number

URL

Chamber of Commerce (KvK): Wageningen Plant Research is located in Wageningen and registered at the Chamber of Commerce (KvK) under the number [...] www.disclaimer-nl.wur.nl

Creating the e-mail signature (Office 2010):

- Step 1: In the main menu in Microsoft Outlook, click File, then Options, then Mail
- Step 2: Go to "Create or modify signatures for messages" and click Signatures
- Step 3: Select New
- Step 4: In the window that opens, type your own name and select OK
- Step 5: In the "Edit signature" box, type the signature for your e-mail. Change the font to Verdana, size 10

2.7 Guidelines for business cards

The Wageningen University & Research corporate identity applies to business cards. Through the example shown below, business cards can be entered into the ordering system.



2.8 Guidelines for letter signature use

The Wageningen University & Research corporate identity applies to letter signatures. Through the example shown below, letter signatures can be used.



Postbus 47 | 6700 AA Wageningen

Company
Contact person
Address
PC Residence

Dear Mr. Jansen,

Yours sincerely,

(title) First and last name
Position
Department or division: for example, chair group, degree programme,
Education Institute, staff department, etc.

Wageningen
Food & Biobased
Research

DATUM
1 september 2016

ONDERWERP
Voorbeeldbrief

POSTADRES
Postbus 00
0000 XX Wageningen

BEZOEKADRES
Wageningen Campus
Gebouw XXX
Droevendaalsesteeg X
6708 PB Wageningen

INTERNET
[www.wur.nl/
foodandbiobased-research.nl](http://www.wur.nl/foodandbiobased-research.nl)

KVK NUMMER
00000000

TELEFOON
+31 (0)317 48 00 00

E-MAIL
info@wur.nl

Wageningen Food & Biobased
Research conducts applied research
for sustainable innovations in
healthy food, fresh-food chains
and biobased products.

2.9 Guidelines for brand use in internal partnerships

In the event of a partnership between two or more divisions of Wageningen University & Research, the name and logo Wageningen University & Research is used in all communications.

2.10 Guidelines for brand name use in legal documents

The name use of divisions in legal documents, such as contracts, deviates from the guidelines for brand name use on a few points. This is because the legal structure of the organisation and the brand structure are not the same. Wageningen University & Research is a partnership of two legal entities, and cannot enter into contracts as a non-legal entity. However, contracts, whether jointly or individually, can be concluded by the underlying legal entities: Wageningen Research Foundation (KvK number 09098104) and Wageningen University (KvK number 09215846). If Wageningen Research Foundation and Wageningen University jointly enter into a contract, Wageningen University & Research can be highlighted by including the following phrase after Wageningen University/Wageningen Research Foundation: "hereinafter referred to as: Wageningen University & Research".

2.11 Guidelines for the use of abbreviations

The Wageningen University culture and that of most universities and research institutes is one of abbreviations. As soon as a new name is chosen, the first question is how it will be abbreviated. Of course, abbreviations are necessary at times, but this is not always true. Abbreviations also run the risk of creating an internal culture that excludes outsiders. This is exactly what we want to avoid as we seek out a stronger position in the market. Therefore, the intention with the new brand structure is that the policy for dealing with abbreviations will be that these are only used where necessary and when it is clear to all concerned what these abbreviations represent. The abbreviation WUR may be used for Wageningen University & Research once the full name has first been written out. This also applies to "Wageningen" as a reference to Wageningen University & Research.

Where abbreviations are permitted:

While not exhaustive, the use of abbreviations is clear for various applications:

- Grant applications and contracts.
In documents like EU applications and contracts that consist of many pages and frequently mention the names of organisational components, these names may be abbreviated once the legally correct, full name has been used.
- Internal systems and databases
Wageningen University & Research has many internal systems and databases that mention organisational components. These systems all have different conditions for displaying the names of components. Abbreviations are permitted here as long as the meaning of the abbreviations remains clear to all users within the context of their use. Due to the different conditions of the systems, it is not possible to opt for a single standard here.
- Social media
Social media has limitations because of the restricted number of characters in account and profile names, especially when it comes to Twitter. Check [intranet](#) what choices we have made to maximise our recognisability on social media.

Preferred abbreviations for the institutes

As indicated, the choice of an abbreviation is largely dependent on the context: What is the target group? How do you ensure comprehensibility for the target group? What restrictions are imposed by the medium? Abbreviations for the institutes are generally obvious. An extra letter is required for the abbreviations of Environmental Research and Economic Research to prevent confusion:

Wageningen Plant Research - WPR
Wageningen Livestock Research - WLR
Wageningen Food & Biobased Research - WFBR
Wageningen Environmental Research - WENR
Wageningen Economic Research - WECR
Wageningen Bioveterinary Research - WBVR

The domain descriptions of the institutes must always be used with the word “Wageningen”. This was an explicit decision on behalf of the Board of Directors.

Abbreviation of legal entities

Just like for the brand name and the domain descriptions of the institutes, use of abbreviations should be minimised as much as possible for the legal entities. In cases in which, for the aforementioned reasons, it is necessary or practically very desirable, the university can continue to be abbreviated as WU and Wageningen Research Foundation can be shortened to WR.

2.12 Organisational names

Recommendation by Wageningen in'to Languages:

Write *Executive Board*, *Board of Directors* and other divisions of the (daily) management with a capital letter when this concerns specific, complete descriptions:

*The **Executive Board** of Wageningen University & Research is composed of three members.*

*FrieslandCampina's **Supervisory Board** meets seven times a year.*

Write *executive board*, *board of directors* and other divisions of the (daily) management in lower case when this concerns general or incomplete descriptions:

*Every university has an **executive board**.*

*A **supervisory board** is generally charged with monitoring company practices.*

*The **board** of the university has decided to reverse the committee's decision.*

This recommendation also goes for names of departments, project groups and committees:

*The board of the university has decided to reverse the **committee's** decision.*

*Complaints are generally handled by an organisation's **legal department**.*

*Your complaint will be handled by **Corporate Legal Affairs**.*

Based on this, the Executive Board has established the following style guidelines for organisational names of Wageningen University & Research, to be used in official correspondence:

Dutch in full	Abbreviation	English in full	Abbreviation
raad van toezicht	RvT	Supervisory Board	SB
raad van bestuur	RvB	Executive Board	EB
college van bestuur	CvB	Executive Board	EB
concernraad	CR	Board of Directors	BoD
algemeen directeur	AD	Managing Director	MD
directeur bedrijfsvoering		Director of Operations	
corporate directeur		Corporate Director	
directeur		Director	
manager		Manager	
kenniseenheid	KE	Sciences Group	SG
leerstoelgroep		Chair Group	
onderzoekschool		Graduate School	

college voor promoties		Academic Board	
onderzoeksinstituut		Research Institute	
business unit		Business Unit	BU
stuurgroep		Steering Committee	
centrale ondernemingsraad	COR	Works Council	
gemeenschappelijke vergadering	GV	Student Staff Council	SSC
studentenraad	SR	Student Council	SC

If the name appears at the start of a sentence, you must naturally use a capital letter.

2.13 Guidelines for the use of titles

This document offers guidelines for the use of academic and HBO titles in Dutch and English, both before and after implementation of the BAMA structure.

In Dutch

Due to the implementation of the BAMA (short for Bachelor-Master) system—intended to better align education across different countries—we are now dealing with two types of title usage: the original academic and HBO title and the new title according to the BAMA system. The title used depends on the time of graduation.

Original academic title

Various academic degrees exist in the Netherlands, the most common being *doctorandus* (drs.), *meester* (mr.), *ingenieur* (ir.) and *doctor* (dr.), where:

- dr. and mr. precede ir. and drs.
- dr. precedes mr., except in case of a 'meester' of law who has earned his/her PhD at the Faculty of Law, in which case mr. precedes dr.
- ir. precedes drs.

It is not common to indicate gender (for women) before the title.

In the Netherlands, the title drs. is not listed if the person also possesses the title dr. Professor is not an academic degree, but a university professional title and precedes all academic titles.

A retired professor may continue to use the professional title of prof., and may add the adjective "emeritus" to this title (professor emeritus). The abbreviation em. always precedes prof.

In Dutch, it is common for all titles to be listed (but not dr. and drs.), although this is not mandatory. One could opt to just use the highest title.

Academic title according to the BAMA system

Since the implementation of the BAMA system, upon completion of a Bachelor's degree programme, university students earn the title Bachelor of Science (BSc) or Bachelor of Arts (BA), depending on the programme. After completion of a Master's programme, students earn the title Master of Arts (MA) or Master of Science (MSc). Officially, these titles can be used either with or without a comma after the name. We recommend not using a comma, as this is becoming increasingly common.

For Dutch use, it is not intended that titles from before 2002 be automatically converted into BAMA titles.

Original HBO title

In 1986, official titles were implemented across higher professional education. Before then, only the title "ing." was used for technical and agricultural study programmes. From this point on, after four years of Baccalaureate studies, all HBO Bachelors could use the title bc., optionally followed by the field of expertise. The title of ing. remained in use for technical and agricultural study programmes.

The ing. title can be combined with academic titles such as drs. and mr. In such cases, the ing. title follows the academic ones. The ing. title, however, is often also left out when there is also an ir. title.

HBO titles according to the BAMA system

Since 2009, HBO graduates may use the title of "Bachelor" (B). For some degree programmes, the title "Bachelor of Applied Sciences" (BASc) or "Bachelor of Applied Arts" (BAA) applies. Only graduates from technical and economic study programmes may use the "Applied Sciences" addition.

These titles are placed after one's name. Just as with the academic BAMA titles, we recommend using them without the comma.

In English

The English-speaking world is not all that attached to academic titles, less so than in the Netherlands in any case. In English, the two most commonly used titles are: Professor and Doctor. Professor is written in short as Prof. and Doctor is abbreviated as Dr (without the full stop). The underlying rule is that if the abbreviation does not end with the last letter of the word, it is written with a full stop.

In English, it is common to use only one title: the highest title. Dutch academic authors often state all titles in their publications, in accordance with Dutch use. English-speaking readers perceive this as strange and unusual.

In English, "PhD" may also replace Dr, and is written behind the name (with a comma after the name). PhD, as well as MSc and BSc, are written without a full stop behind the name. The rule of the highest title applies here as well.

Scholars who present themselves outside of the Netherlands may use an English title. If they graduated before 2002, they may use the equivalent BAMA structure title.

Should someone still choose to use the Dutch title in English documents (such as ir., drs., mr.), they must write these titles in italics and before the name. The italics indicate that this concerns a word or abbreviation in a foreign language. Therefore, the correct format would be *ir.* J.M. Smit.

A gender indication, such as Mrs, is usually not used in combination with an academic title.

In conclusion

For Wageningen University & Research, it is only permitted to use the logo shown in this document (including some variants of this logo for use if space is limited). Files of the logo in different formats may be requested from the Communications Department and through huisstijl@wur.nl.