

Research on Brand Strategy of the German Exzellenz-Universities: Three Emblems as an Example

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ABSTRACT. *University emblem belongs to university's external image logo, with rich symbolic meaning, so it plays an important role in the present university brand strategy and brand recognition. The university emblems explain the unique history and tradition, are very important concepts in the pursuit of the Universities, which is an important part of university culture, which can embody the idea of universities, university characteristics, university types and cultural connotation. In this paper, the author selects three German Exzellenz-Universities as an example to research the different types of university emblem, and their meanings and changes, to explore the brand strategy of the Exzellenz-Universities in Germany.*

KEYWORDS: *Germany, University emblem, Exzellenz-universities, Brand strategy*

1. Introduction

The university emblem is derived from the badge, and is the product of the modern university system. The origin of the college emblem can be deduced to the coat of arms represented by the shield used in wars in the medieval Europe. As a symbol system, the coat of arms has a form of identification and symbolic meaning, so it can play a realistic functional value, record historical information, and demonstrate humanistic concepts in different historical periods. The function of the university emblem is mainly to demonstrate its school-running philosophy and humanistic spirit, and this function cannot be performed without the specific environment and national cultural background.

The German “Elite University” is derived from the German University “Excellence Program” (German: Exzellenzinitiative) and is sponsored by the German Federal Ministry of Education and Research and the German Science Foundation. The aim is to promote the promotion of scientific research and academic innovation in German universities. From 2012 to 2017, the 11 “elite universities” in Germany were: 3 universities of technology (Munich University of Technology, Dresden University of Technology, Aachen University of Technology), and 8 universities of liberal arts (Heidelberg University, Free University Berlin, Berlin Humboldt-University, University of Munich, University of Tubingen, University of Konstanz, University of Cologne, University of Bremen). These universities are outstanding representatives of German education and are among the best in the university. This article uses three German “elite universities” (Heidelberg University, Humboldt University of Berlin, and Technical University of Munich) as examples to classify the origin and meaning of the German university emblem according to time series and meaning, and analyze brand strategy of German elite universities to show its philosophy and positioning.

2. Closely Related to the Church: Heidelberg University as an Example

The university in the modern sense originated from the Middle Ages in Europe. The original university was closely related to religion. The purpose of the university was mainly to train monks and priests, and enjoyed only limited academic freedom.

Heidelberg University is the third university established in the German-speaking area after Prague University and Vienna University in the German-speaking area. It is also the oldest university in Germany. On October 23, 1385, Heidelberg was chartered by Pope Urban VI to establish a university. In 1386, the establishment of Heidelberg University was closely related to the church. Heidelberg University was founded by the Archduke Ruprecht I of Palatinate under the papal concession, and gradually became a center of thought, absorbing foreign talents, serving the church and the country. In the 14th century, Peter's Church in Heidelberg became a university church. The previous Grand Dukes all devoted themselves to the university and also got involved in the affairs of

university autonomy.

At the beginning of the establishment of the university, Heidelberg University had only two departments: Literature and Theology. From the late 16th century to the early 17th century, the University of Heidelberg was the center of German humanism and religious reform movements. In the 18th century, the school was dominated by old teachings. In 1803, the school became a state university in Baden State, and it gradually restored its formerly more liberal style of study. Since then, the University of Heidelberg has been the center of German romanticism.

The history of the University of Heidelberg shows that the University of Heidelberg has been greatly influenced by the church. The emblem of the University of Heidelberg is generally black, with a medieval church in the middle. The pope sits in the middle of the front of the church, one on each side kneeling in front of the pope, one holding holy water and one holding a shield. It means that the church controls the operation of the university and obeys the pope.

At the same time, the Heidelberg University's highly recognizable logo, in addition to the school emblem, also has German characters, which are located on the left side of the school emblem. The upper part is the abbreviation of the university's full name "Ruprecht-Karls-Universitaet Heidelberg": "University of Heidelberg"; the lower part is the German font "Future, since 1386"(German:Zukunft seit 1386), which shows that the university is positioned to respond Challenges and opportunities for the future.

3. Humanities and Natural Science

The University of Berlin, formerly known as Koenigliche Friedrich-Wilhelms-Universitaet zu Berlin, was founded in Berlin in 1809 by Wilhelm von Humboldt, Director of Culture and Education of the Ministry of Internal Affairs of the Kingdom of Prussia. The University of Berlin implements the policy of combining teaching and research, and adopts a combination of lecture, discussion and research. Teachers enjoy greater academic freedom, and students choose various courses and choose their own research directions according to their hobbies. After World War II, the University of Berlin was split. In 1948, Humboldt University was established in East Berlin, and the Free University of Berlin was established in West Berlin and the former Emperor Wilhelm Institute.

A marble statue of the two Humboldt brothers stands at the entrance of Humboldt University zu Berlin. The founder Humboldt hoped that Humboldt University would become the "Mother of modern universities". According to Humboldt's philosophy, modern universities should be the "summary of knowledge". Teaching and research are carried out in the university at the same time, and academic freedom. The university completely uses knowledge and academics as its ultimate goal, not practical talent cultivation. Prior to this, universities basically followed the tradition of monastic education, focusing on training teachers, public officials, or nobles, and paid little attention to research. Since then, Humboldt's concept has been transmitted to Europe and the United States, and it has become the target of many universities for nearly a century and a half.

The emblem of Humboldt University of Berlin is marked in dark blue, and the main body is two side-by-side head portraits. The text is surrounded by clockwise directions. They are the school name "Humboldt University" and the place name "Berlin". The two avatars in the school badge are in honor of the two Humboldt brothers' contributions to the University of Berlin. The emblem of Humboldt University in Berlin shows that Humboldt University's philosophy of running a school has broken through the original monastic tradition of the university, started advocating academic freedom, attached importance to scientific research, and highlighted humanities and natural sciences.

4. Technical University

There are three technical universities in Germany's "elite universities": Munich University of Technology, Dresden University of Technology, and Aachen University of Technology. Observing the school badges of these three schools, it is not difficult to find that they all have one common characteristic: simplicity, clarity, flatness, modernization, and there is no real "university emblem". The so-called "university emblem" is just an abbreviation of the school name. This shows that in the new era, that is, the university of science and technology established in the 19th century, its school badge has changed correspondingly according to the requirements of the times and the characteristics of colleges and universities.

The Technical University of Munich (Technische Universitaet Muenchen) was founded in 1868 and is located in Munich, the capital of Bavaria in southern Germany. It is the only industrial university in the state. The

Technical University of Munich is Germany's top university with an international reputation. It has an outstanding spirit of innovation and excellent scientific research and teaching quality. In the middle and late 19th century, with the process of industrialization, Bavaria gradually developed into an industrial center with electrical engineering, machine and automobile manufacturing, printing, plastics industry, toys and food industry. In order to meet the requirements of industrial development for senior professionals, King Ludwig II of Bavaria founded the Koeniglich Bayerische Technische Hochschule Muenchen in 1868. It was a comprehensive technical school at the time and In 1970 it was renamed from the Technical University of Technology to the Technical University of Munich. Later, the University of Munich has gradually developed into a modern university after a series of developmental changes.

In 1995, Hermann was elected president of the Technical University of Munich. He is the rare president of a German university that holds the banner of reform. Through the sublimation and active transcendence of the "Humboldt Philosophy" of "pursuit of pure knowledge", while adhering to the principle of "integration of teaching and research" of the university, the university continues to develop and innovate its running philosophy. Its innovation and modernization, of course, will also be reflected in the school emblem as a symbol of the university image. The simple and concise three-letter "TUM" is the abbreviation of the Technical University of Munich. It not only directly explains the name of the university, but also features the founder design and character combination. It also visually gives a modern line of beauty. Reflects the characteristics of its polytechnic

5. Conclusion

German liberal arts universities were established earlier and were greatly influenced by church culture. Their university emblems are often in the form of traditional shields. Technological universities were founded later, and because of the characteristics of their polytechnics, the university emblems are relatively simple and modern. The university emblem demonstrates the university's unique cultural and spiritual heritage. The significance of the college emblem lies in its role and value. It is a logo and a brand. It is like a bond that maintains the spirit and culture of the university, and also maintains the relationships among university members. It can make the teachers and students feel a sense of identity and belonging, organically integrate personal thoughts, feelings, beliefs and behaviors with the entire school, form a relatively stable cultural atmosphere, and condense into an invisible synergy and overall trend, thus changing Become an inexhaustible driving force for school development.

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