The `rwthlogo` Package

Ansgar Pflipsen

2013-04-22

Visual appearance is getting more and more into the center of awareness in scientific environments. Excelellent content needs superior packaging for equivalent and homologous presentations. The most important parts of an amazing and visionary design are easily recognizable and highly sophisticated emblems. Usage and reproduction quality should not suffer when targeting print media. To support the cumbersome and error prone task of corporate identity maintainance in LaTeX, this package contains somewhat ambitious macros for the **RWTH**, a research university of technology located in Aachen, North Rhine-Westphalia, Germany.

There are three predefined macros:

RWTH `\RWTH`

RWTHAACHEN `\RWTHiAACHEN`

RWTHAACHEN UNIVERSITY `\RWTHUNIVERSITY`

The default call of `\RWTH*{}` without any optional parameters renders **RWTH**, **RWTH**AACHEN and **RWTH**AACHEN UNIVERSITY inline. Baseline and extent should somehow match the actual font height. Invocation should work in any place where regular text is accepted. In math mode the `\text` macro is required $sin(x^{RWTHAACHEN\ UNIVERSITY})$.

Optional parameters allow quite flexible customisations:

Custom customizations cutomizes customer specific needs for customiously customizable customizids. For example:

```
\RWTH[height=1cm,width=2cm]{}
```

RWTH

```
\RWTHAACHENUNIVERSITY[height=1cm]{}
```

RWTHAACHEN UNIVERSITY

```
\RWTHAACHEN[width=\textwidth]{}
```

RWTHAACHEN

```
\RWTHAACHEN[color=black,accolor=gray]{}
```

RWTHAACHEN

```
\RWTHUNIVERSITY[height=1cm,bgcolor=red]{}
```

RWTHAACHEN UNIVERSITY

```
\RWTH[height=2cm,padding=1cm,frame]{}
```

RWTH

```
\RWTH[height=1cm]{DE}
```

RWTHDE

```
\RWTH[rotate=66,color=green]{}
```

RWTH

In short: `color` defines the logo color, `accolor` defines the color of 'AACHEN' and 'UNIVERSITY'. `bgcolor` defines the background color, `margin` and `padding` defines margin and padding. `rotate` does ..., you guess it. Its a *pgf* drawing inside an *adjustbox* (for more option documentation see there).

EEE**RWTHAACHEN**EEE
Huge **RWTHAACHEN UNIVERSITY** Logo
Large **RWTHAACHEN UNIVERSITY** Logo
Small **RWTHAACHEN UNIVERSITY** Logo

Tiny **RWTHAACHEN** Logo