

Figure 3.36. Times Higher Education, World Universities Ranking. (2016). World's 25 best universities over 400 years old.. Trademarks characterisation. Own creation. Devices source: Institutions websites.

| World's 25 best universities over 400 years old                                                                                                                                                                                     |                                                                                                                                                                                                                                     |                                                                                                                                      |                                                                                                                                                                         | 13 (present in international rankings) + 12 cases                                                                  |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
|  <div>UNIVERSITY OF<br/>OXFORD</div>                                                                                                               |  <div>UNIVERSITY OF<br/>CAMBRIDGE</div>                                                                                                            |  <div>THE UNIVERSITY<br/>of EDINBURGH</div>       |   |  <div>KU LEUVEN</div>             |  <div>UNIVERSITÄT<br/>HEIDELBERG<br/>ZUKUNFT<br/>SEIT 1386</div> |  <div>Universiteit<br/>Leiden<br/>University College The Hague</div> |  <div>university of<br/> groningen</div> |
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| NameUniversity of Oxford.                                                                                                                                                                                                           | NameUniversity of Cambridge.                                                                                                                                                                                                        | NameThe University of Edimburgh.                                                                                                     | NameLudwig-Maximilians-Universität München.                                                                                                                             | NameKatholieke Universiteit Leuven.                                                                                | NameRüprecht-Karls-Universität Heidelberg.                                                                                                        | NameUniversiteit Leiden.                                                                                                                                | NameUniversity of Groningen.                                                                                                |
| Foundation Year1096                                                                                                                                                                                                                 | Foundation Year1209                                                                                                                                                                                                                 | Foundation Year1582                                                                                                                  | Foundation Year1472                                                                                                                                                     | Foundation Year1425                                                                                                | Foundation Year1386                                                                                                                               | Foundation Year1575                                                                                                                                     | Foundation Year1614                                                                                                         |
| MottoDominus Illuminatio Mea                                                                                                                                                                                                        | MottoHinc lucem et pocula sacra                                                                                                                                                                                                     | MottoNec temere, nec timide                                                                                                          | MottoIn lumine Tuo videbimus lumen                                                                                                                                      | MottoSedes Sapientiae                                                                                              | MottoSemper apertus                                                                                                                               | MottoLibertatis Praesidium                                                                                                                              | MottoVerbum Domini lucerna pedibus nostris.                                                                                 |
|  <div>University<br/>of Glasgow</div>                                                                                                              |  <div>EBERHARD KARLS<br/>UNIVERSITÄT<br/>TÜBINGEN</div>                                                                                            |  <div>UPPSALA<br/>UNIVERSITET</div>               |  <div>UNIVERSITY OF<br/>COPENHAGEN</div>                                             |  <div>UNI<br/>FREIBURG</div>     |  <div>University of<br/>St Andrews</div> FOUNDED<br>1413       |  <div>UNIVERSITÄT BASEL</div>                                       |  <div>UNIVERSITÉ<br/>DE GENÈVE</div>   |
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| NameUniversity of Glasgow.                                                                                                                                                                                                          | NameEberhard Karlä Universität Tübingen.                                                                                                                                                                                            | NameUppsala Universitet.                                                                                                             | NameUniversity of Copenhagen.                                                                                                                                           | NameUniversity of Freiburg.                                                                                        | NameUniversity of St Andrews.                                                                                                                     | NameUniversität Basel.                                                                                                                                  | NameUniversity of Geneva.                                                                                                   |
| Foundation Year1451                                                                                                                                                                                                                 | Foundation Year1477                                                                                                                                                                                                                 | Foundation Year1477                                                                                                                  | Foundation Year1479                                                                                                                                                     | Foundation Year1457                                                                                                | Foundation Year1413                                                                                                                               | Foundation Year1460                                                                                                                                     | Foundation Year1559                                                                                                         |
| MottoVia, Veritas, Vita.                                                                                                                                                                                                            | MottoAttempto!.                                                                                                                                                                                                                     | MottoGratiae veritas naturae.                                                                                                        | MottoCoelestem adspicit lucem.                                                                                                                                          | MottoThe Truth Will Set You Free.                                                                                  | MottoAien aristueuin.                                                                                                                             | Motto                                                                                                                                                   | MottoPost tenebras lux.                                                                                                     |
|  <div>universität<br/>wien</div>                                                                                                                 |  <div>Unil<br/>UNIL   Université de Lausanne</div>                                                                                               |  <div>성균관대학교<br/>SUNG KYUNKWAN UNIVERSITY</div> |  <div>University of Cologne</div>                                                  | Device type<br> NAMEFont styleA | Device type<br>NameFont stylesAA                                                                                                                  | Device type<br> NAMEFont styleA                                    | Device type<br> NAMEFont styleA        |
| NameUniversität Wien.                                                                                                                                                                                                               | NameUniversité de Lausanne.                                                                                                                                                                                                         | NameSungkyunkwan University.                                                                                                         | NameUniversity of Cologne.                                                                                                                                              | Name                                                                                                               | Name                                                                                                                                              | Name                                                                                                                                                    | Name                                                                                                                        |
| Foundation Year1365                                                                                                                                                                                                                 | Foundation Year1537                                                                                                                                                                                                                 | Foundation Year1398                                                                                                                  | Foundation Year1388                                                                                                                                                     |                                                                                                                    |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
| Motto                                                                                                                                                                                                                               | MottoLe savoir vivant.                                                                                                                                                                                                              | MottoHumanity, Righteousness, Propriety, Wisdom.                                                                                     | MottoGute Ideen seit                                                                                                                                                    |                                                                                                                    |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
|  <div>Trinity College Dublin<br/>Coláiste na Tríonóide, Baile Átha Cliath<br/>The University of Dublin</div>                                     |   <div>UCL<br/>Université<br/>catholique<br/>de Louvain</div> |  <div>UNIVERSITY OF<br/>ABERDEEN</div>          |  <div>Universitat de Barcelona</div>                                               | Device type<br> NAMEFont styleA | Device type<br> LGNAMEFont styleA                              | Device type<br> NAMEFont styleA                                    | Device type<br> NAMEFont styleA        |
| NameTrinity College Dublin. The University of Dublin.                                                                                                                                                                               | NameUCL. Université Catholique de Louvain.                                                                                                                                                                                          | NameUniversity of Aberdeen                                                                                                           | NameUniversitat de Barcelona.                                                                                                                                           | Name                                                                                                               | Name                                                                                                                                              | Name                                                                                                                                                    | Name                                                                                                                        |
| Foundation Year1592                                                                                                                                                                                                                 | Foundation Year1425                                                                                                                                                                                                                 | Foundation Year1495                                                                                                                  | Foundation Year1450                                                                                                                                                     |                                                                                                                    |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
| MottoPerpetuis futuris temporibus duraturam                                                                                                                                                                                         | MottoSedes Sapientiae                                                                                                                                                                                                               | MottoInitium sapientiae timor domini                                                                                                 | MottoLibertas Perfundet Omnia Luce.                                                                                                                                     |                                                                                                                    |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
|   <div>Julius-Maximilians-<br/>UNIVERSITÄT<br/>WÜRZBURG</div> |                                                                                                                                                                                                                                     |                                                                                                                                      |                                                                                                                                                                         | Device type<br> NAMEFont styleA |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
| NameJulius-Maximilians-Universität Würzburg.                                                                                                                                                                                        |                                                                                                                                                                                                                                     |                                                                                                                                      |                                                                                                                                                                         | Name                                                                                                               |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
| Foundation Year1402                                                                                                                                                                                                                 |                                                                                                                                                                                                                                     |                                                                                                                                      |                                                                                                                                                                         | Foundation Year                                                                                                    |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |
| MottoVeritati                                                                                                                                                                                                                       |                                                                                                                                                                                                                                     |                                                                                                                                      |                                                                                                                                                                         | Motto                                                                                                              |                                                                                                                                                   |                                                                                                                                                         |                                                                                                                             |

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