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**LUNEX International University  
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## **Authentic and unique: New look for LUNEX University**

**Founded in 2016, LUNEX University now presents itself in a new, and fresh design. At the heart of this are the fully redesigned website [lunex-university.net](http://lunex-university.net) and the completely reconceptualized information brochures. Another striking feature is the changed colour scheme, which on the one hand is directly derived from the colours of the sports world, and on the other hand is intended to embody attributes such as youth and dynamism. A recurring visual feature is the parenthesis borrowed from the LUNEX University logo.**

There have also been some changes in terms of content: in addition to the range of courses offered by LUNEX University in the fields of sport management, sport science and physiotherapy, the trilingual website now also provides more detailed information about the university location and the advantages that the country of Luxembourg and the city of Differdange have to offer for studying. After all, in addition to Luxembourgers, many young people from other countries are interested in studying at LUNEX University. The special flair and modern facilities of LUNEX University are also accentuated even more in all the materials.

The relaunch was realised by a German-Luxembourgish marketing team together with academics from LUNEX University and the 360VIER agency (Groß-Umstadt, Germany). All components of the website and brochures have been rewritten and restructured, and the information content has increased considerably. The readers are addressed more specifically and guided through the dynamic "LUNEX world".

"Informative, authentic and appealing: This is the standard we have set for the content and visual language of the new publications, in addition to a user-friendly concept," says Holger Korte, CEO of LUNEX University. Almost all pictures were taken in photo shoots with students of LUNEX University and show the real conditions on site. This gives prospective students a comprehensive and authentic impression of what to expect at LUNEX University and in Differdange and the surrounding area. Further information is available online at [www.lunex-university.net](http://www.lunex-university.net).

### **About LUNEX University**

LUNEX University was founded in 2016 and offers a modern study and research environment in the heart of Europe. We qualify our students with internationally recognised degrees and initiate career paths in the fields of health, sport and management. International experts and scientists ensure diverse professional and methodological approaches in research and practice. The official teaching language is English.

LUNEX University has been accredited by the Luxembourg government on the basis of European law. Our bachelor and master degrees comply with European standards.