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Abstract

The heritage of a university, especially if it was established in the Seventeenth Century or earlier, is associated with museums, old buildings, traditions, and ceremonies. These associations can be used to form part of the university image, distinguishing the given Alma Mater and its perspective students from others. If one takes a look at universities established some ten to twenty years ago, one can notice that such marks of heritage are used even more intensively than in the ancient universities for the creation of a brand. Depending upon the country, newer universities, in particular, make extensive use of insignia, gowns, and other traditional attributes of university life. This article examines the University of Vilnius and the use of its heritage to promote and embellish its brand name. (HRK / Abstract übernommen)