

# European Reform University Alliance

## **Visual Communication Guidelines**



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

**Reimagining** Higher Education and Research

# Contents

- 1. Introduction .....5
- 2. Logomark ..... 6
- 3. Typography ..... 9
- 4. Logo Lockups ..... 12
  - horizontal (main) ..... 13
  - vertical ..... 14
- 5. Colours ..... 15
- 6. ERUA Logo Dont'ts ..... 18
- 7. Patterns and Photography ..... 20
  - Patterns ..... 21
  - Photography ..... 28
- 8. Erasmus+ and Other Logos ..... 29
- 9. Branding ..... 31
  - Print Media .....32
  - Presentations.....33
  - Social Media.....34
  - Poster and Roll-up Banner .....35
  - Email Signature ..... 36
  - Merchandise.....37
  - Diplomas and Certificates.....38
  - Flags..... 39

# Together we share a vision of universities as creative spaces, an awareness of the power of experimental approaches.

In 2020 ERUA became one of the European university networks supported by the European Commission via “European University Initiative”. This project aims to introduce the European higher education into new level of integration, collaboration and shared knowledge, or put it differently – into the future.

“ERUA” stands for European Reform University Alliance since it brought together 5 young universities from all over the continent – Université Paris 8 Vincennes-Saint-Denis (France), Roskilde University (Denmark), Universität Konstanz (Germany), University of the Aegean (Greece) and New Bulgarian University (Bulgaria). Each of the listed universities was established as a place for providing reforms

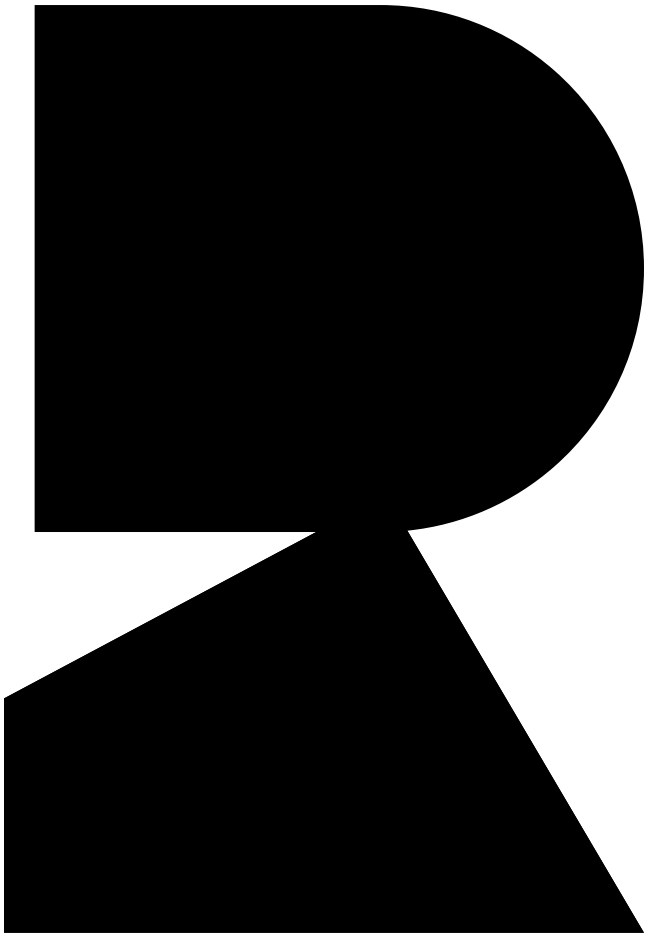
in education in its country as regards curricula, interdisciplinary approach, open science, evaluation process and larger student engagement, and in consequence of that it has had significant impact on the local society.

Therefore, ERUA is built on a common ambition to develop a new kind of collaboration, which not only connect universities within Europe but also reimagine the role of European universities in a global context. As reform universities ERUA foster the critical function of the modern university by reflection upon, assessing and advancing alternatives to current models.

# Logomark

The ERUA logo, as most logos, is made up of two parts– a logomark and a logotype. The logomark is a visual symbol that identifies a company in a unique way and usually is the most recognisable and important part of a visual identity system. It is used as a signature of the company and is to be used in every type of communication– from letterheads and business cards to banners and websites. It is a visual embodiment of ERUA and it’s missions and aspirations.

The main thing that the ERUA universities have in common is they reform the EU education system with innovative teaching and researching methods. For a more visual approach the word “reform” is alternated with “reshape”. That is what the symbol of the ERUA logo represents – it’s a bold geometric silhouette of the capital letter “R” (for Reform), made up of two separate geometric shapes that are connected at a point of contact. It holds a meaning of **reshaping, changing, connecting, togetherness**.







# Typography

Sometimes overlooked, typography is key for a strong visual identity system– what font should be used to write a document, or what is a big poster heading going to look like and still be distinctive for a company. Typography is just another way of recognizing who a message or text is coming from even when there’s no logo or graphics to help. It’s the unique handwriting of a company.

Typography is also used in the logotype part of a logo. A logotype directly communicates the company’s name and should strengthen the visual impact and concept of a logo.

The ERUA logotype consists of the ERUA abbreviation along with the full name of the Alliance. It is set in the contemporary typeface Atyp by the Suitcase Type Foundry. All ERUA materials use the Manrope typeface, which looks modern but formal at the same time. It is suitable for big headings and titles as well as for longer paragraphs of text. It can be alternated with a default system typeface Arial for instances where the first one is not available.

TYPOGRAPHY

MAIN TYPEFACE

Manrope

abcdefghijklmnopqrstuvwxyz	ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ	Light
абвгдежзийклмнопрстуфхцчшщъьюя	Regular
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЬЮЯ	Medium
αβγδεζηθικλμνξοπρστυφχψω	SemiBold
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ	Bold
0123456789(.,:;!?'&\$%)	ExtraBold

ALTERNATIVE  
TYPEFACE  
(system default)

Arial

Regular      **Bold**

ABBREVIATION  
(Atyp Semi Bold)

ERUA

FULL ALLIANCE  
NAME  
(Atyp Regular)

European Reform University Alliance

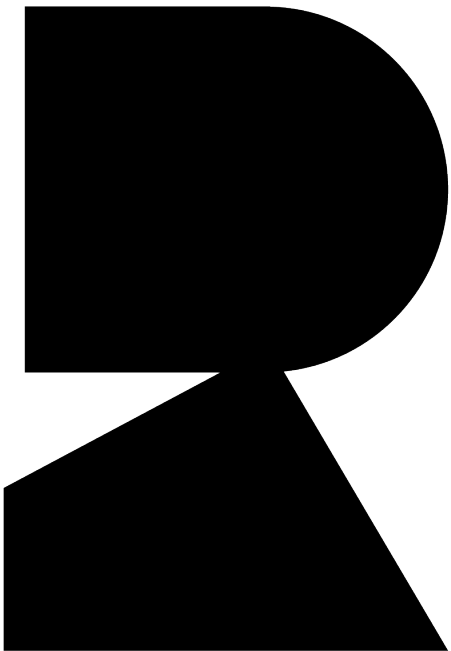
# Logo Lockups

A logo lockup is the composition of the logomark and the logotype that creates the full company logo. Different logo lockups of a company logo can be used for different occasions. For instance one logo lockup can be adequate for a printed poster or roll banner, but it may not suit the needs of a social media account profile picture, where a more simplified lockup could fit better.

The ERUA logo is to be implemented on various print and digital materials and in a range of sizes. Two different lockups have been created of the ERUA logo - a horizontal lockup, which is considered the main one and should always be used when possible, and a vertical lockup.



This is the horizontal lockup of the ERUA logo. It consists of the ERUA logomark and the full ERUA logotype– the “ERUA” abbreviation and the full Alliance name, on the right. It is considered the main logo lockup and should always be used when possible. The construction, sizing and space between the elements cannot be altered.



**ERUA**

European Reform  
University Alliance

This is the vertical lockup of the ERUA logo. It is best used on larger event materials with a portrait orientation, like roll banners and company flags.

# Colours

Colour psychology is invaluable when it comes to brand identity and visual impact. Along with imagery, colour is the first thing that is distinguishable to the eye, long before a logo or typography. It sets the tone and mood of the company and gives a predisposition for a certain approach and communication.

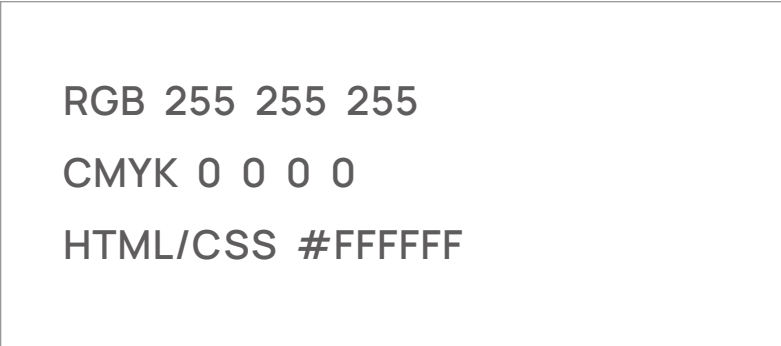
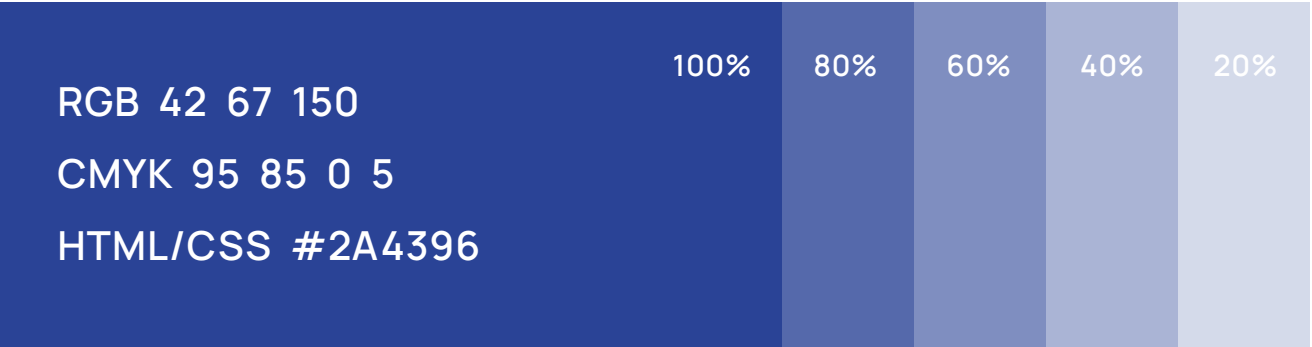
ERUA stands for freshness, openness, inter- and multidisciplinary, collaboration and diversity, that presupposes a modern, light and diverse colour palette.

The primary colours of ERUA are blue and white. The blue colour can be used in various shades or tints. These two colours are applied in the official ERUA

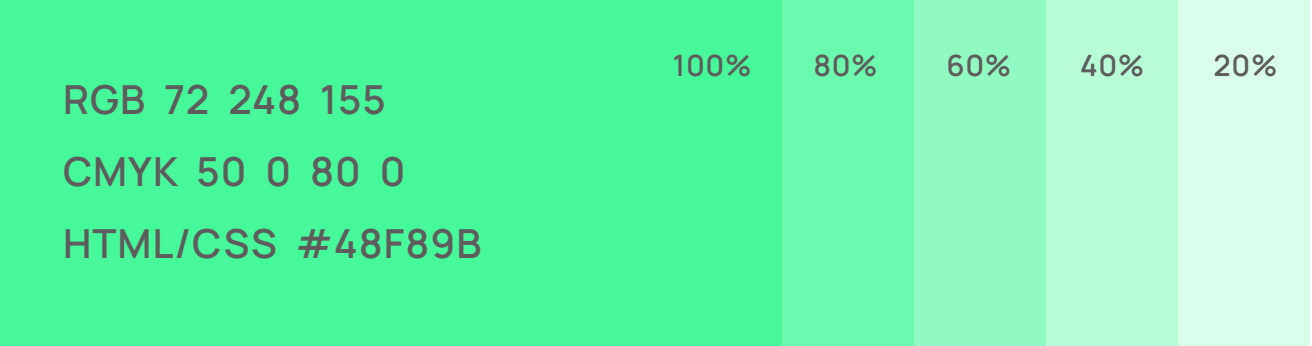
branding along with the secondary colour. They should be used in larger areas of a design, for instance as a background colour. They are a starting point and can be alternated with other colours for the creation of different series or sets of materials or to add variety to documents and publications (examples on pages 34 and 35).

A light green tint is the secondary colour of ERUA. It is young, fresh and is used for the ERUA logomark. It also serves as a catchy accent colour in print and digital materials (for buttons, CTAs, headings, etc.). It is advisable to include the secondary colour in all materials when possible.

PRIMARY COLOURS



ACCENT COLOUR







# ERUA Logo Don'ts

The following page demonstrates some possible mistakes and inaccuracies that should be avoided.

ERUA LOGO DON'TS

THE LOGOMARK SHOULD BE GREEN, WHITE OR BLACK



THERE SHOULD BE ENOUGH CONTRAST WITH THE BACKGROUND



THE LOGO SHOULD BE USED IN ONE OF THE TWO MAIN LOCKUPS



THERE SHOULD BE ENOUGH SPACE BETWEEN THE LOGO AND OTHER ELEMENTS

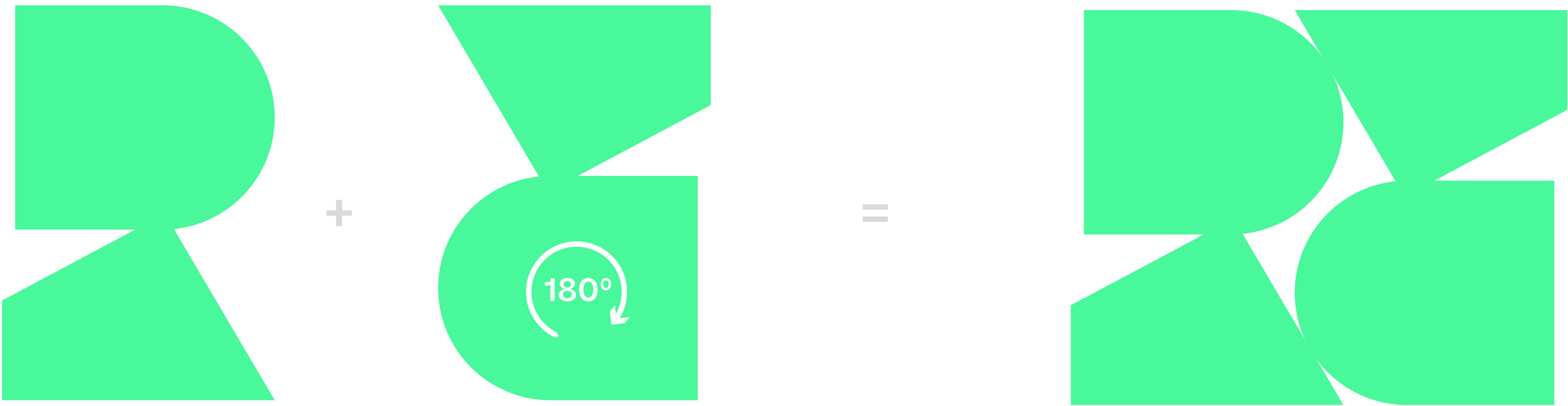


# Patterns and Photography

Photography and graphics give a sense of authenticity and completeness to any design when combined with typography, colours and logos in a balanced and thought out way. As with everything there are some basic outlines and rules to keep in mind when searching for the right photo or arranging a creative layout.

ERUA materials have to appeal to a broad audience—from ERUA students and academic staff to the general public. They should be clean, clear in their message and present ERUA as a multicultural and diverse network.

The following pages demonstrate some techniques for using the ERUA logomark to create eye-catching patterns for distinctive layouts and to incorporate photography.



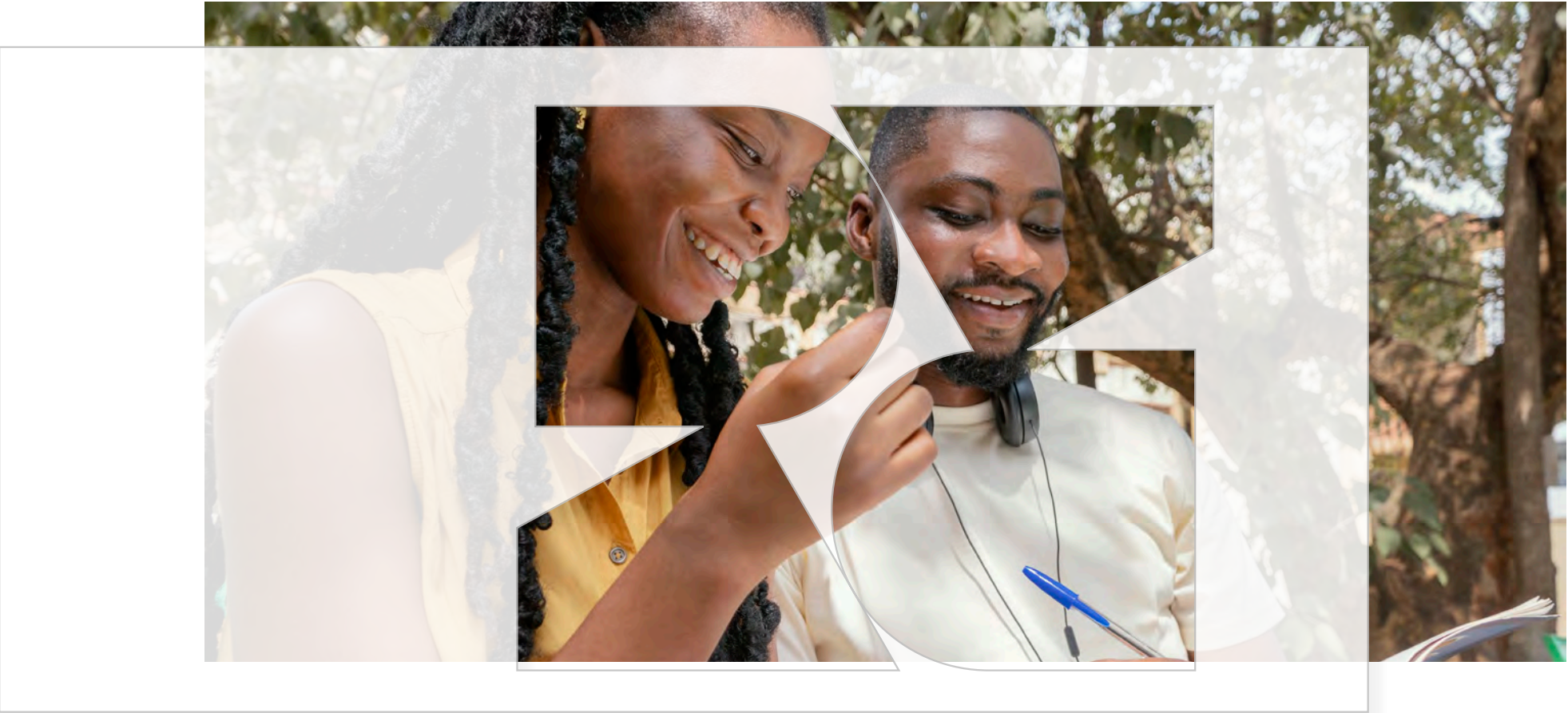
To create a base for the ERUA logomark pattern:

- isolate the ERUA logomark and adjust in size
- duplicate the logomark and flip 180° clockwise
- connect the straight and flipped logomarks so they barely touch, as shown

The resulting graphic can be multiplied and flipped to create dynamic geometric patterns, or as a container for photography.



The logomark patterns should follow the colour rules for the ERUA logomark– they should be green, or in certain cases white or black.



The double logomark graphic can be used as a mask or a window for photography. Just keep in mind to fit the image in the shapes so that the most important parts are visible, whether that be a face, a building or something else. The colours used should follow the ERUA colour palette.













The ERUA logomark can also be used as shown in the graphic. A reversed out version of the logomark is rotated 45° clockwise and layed over an image or background to create an interesting geometric design. The spaces that are achieved can be used as inserts for other information like logos, headings or text. It should also follow the colour palette restrictions.







**PATTERNS AND PHOTOGRAPHY**  
PHOTOGRAPHY



The photography used should be a reflection of the university life in all it's aspects, from teachers, whiteboards and libraries to campuses, traveling and leasure activities. It should look natural and engaging.



# European Union Logos

All dissemination & communication ERUA material have to be labelled with the ERUA logo, the European Union emblem and other relevant visual information. There are no strict rules for positioning the logos on the material. The logos may be positioned on different parts of a material. If they are positioned next to each other some basic measurements are depicted for the sizing and spacing of the logos relative to each other.

VERTICAL COMPOSITION



HORIZONTAL COMPOSITION



The ERUA logo and the European Union emblem can be positioned next to each other. They can be aligned vertically or horizontally. The European Union emblem, like the ERUA logo, has colour and black/white versions. It is preferable when using a colour version of the ERUA logo to also use the colour version for the emblem and same goes for black and white versions. No other variants of the European Union emblem are allowed other than the one that is illustrated in these guidelines.

For more information on the use of the EU emblem use the following links:

[https://european-union.europa.eu/principles-countries-history/symbols/european-flag\\_en](https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en)

<https://style-guide.europa.eu/en/home>

# Print and Electronic Media

PRINT MEDIA

BROCHURES

POSTERS





# Welcome Guide



Co-funded by  
the European Union




## Opportunities for Students



Co-funded by  
the European Union






ERUA  
European Reform  
University Alliance

Co-funded by  
the European Union

# Exploring Pathways Beyond Academia

Non-Academic Careers for SSH and  
Arts after the thesis



Workshop  
24 – 25 October 2023  
Paris 8 University

APPLY BY 30 SEPTEMBER



# Semester Courses



ERUA  
European Reform  
University Alliance

Co-funded by  
the European Union



# ERUA Student Meeting

Student Engagement. Shaping the Future of  
European Higher Education

ERUA  
European Reform  
University Alliance

Co-funded by  
the European Union

Hosted by European University Viadrina (EUV)

ERUA is looking for

# ENGAGED STUDENTS

Apply until **April 10<sup>th</sup>, 2024**



ERUA  
European Reform  
University Alliance

Co-funded by  
the European Union







VERSION 1

Name, Surname  
Occupation



Name, Surname  
Occupation

Position 1  
Position2

Address

Phone +555 55 555  
Fax +555 55 555



VERSION 2

Name, Surname  
Occupation



Name, Surname  
Occupation

Position 1  
Position2

Address

Phone +555 55 555  
Fax +555 55 555













Thank you!