



Brandbook

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Logotype



About the logotype

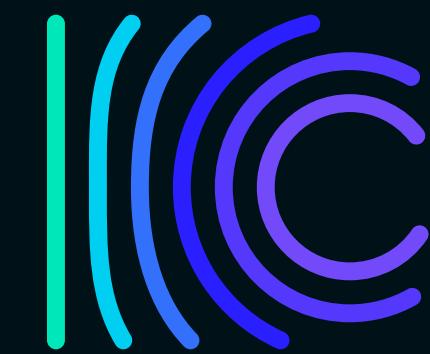
This is the main logotype of EU-Conexus. Follow the brandbook guidelines to maintain a cohesive visual language across all digital and printed material.



EU**CONEXUS**

| Positive logotype version

This version is used on white and light backgrounds.



EU**CONEXUS**

| Negative logotype version

This version is used on black and dark backgrounds.



Black & White logotype

Black & white logotype versions are to be used when the main logotype version cannot be used due to any existing limitations (legal or printing).





Safe zone

To make sure that the logotype is legible it is recommended to avoid placing anything inside the given safe zone.

The safe zone is created taking the height of the symbol and drawing a square. Then drawing a rectangle around the logotype using the created square.



| Smallest size

This is the smallest size allowed at which the logotype can be used and is still legible.



Co-funded by the
Erasmus+ Programme
of the European Union

Logotype usage with Erasmus+ logotype

It is recommended to maintain the Eu-Conexus logotype on the left side of the composition. The distance between the logotypes should be the height of the EU-Conexus symbol (safe zone).

Logotype

WITH FULL TITTLE



EU**CONEXUS**

European University for Smart
Urban Coastal Sustainability

Logotype with full title

This is the main logotype with the full title. It is to be used for all international communication. The full title of the logotype is always positioned below the EU-Conexus Wordmark to ensure good legibility and visibility.



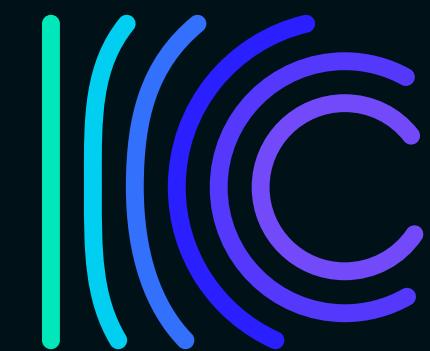
Logotype with full title in different languages

Every University that forms EU-Conexus has its own logotype in its national language. It is to be used for internal communication.



EUCONEXUS

European University for Smart
Urban Coastal Sustainability



EUCONEXUS

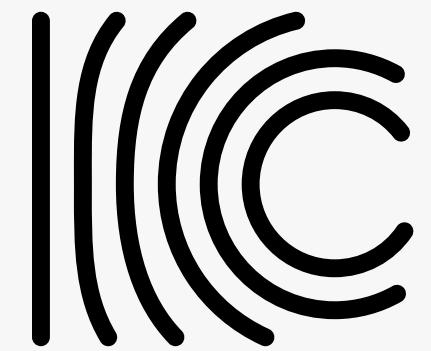
European University for Smart
Urban Coastal Sustainability

Positive logotype version

This version is used on white and light backgrounds.

Negative logotype version

This version is used on black and dark backgrounds.



EU**CONEXUS**

European University for Smart
Urban Coastal Sustainability



EU**CONEXUS**

European University for Smart
Urban Coastal Sustainability

Black & White logotype

Black & white logotype versions are to be used when the main logotype version cannot be used due to any existing limitations (legal or printing).



Safe zone

To make sure that the logotype is legible it is recommended to avoid placing anything inside the given safe zone.

The safe zone is created taking the height of the symbol and drawing a square. Then drawing a rectangle around the logotype using the created square.



Smallest size

This is the smallest size allowed at which the logotype can be used and is still legible.



Co-funded by the
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of the European Union

Logotype usage with Erasmus+ logotype

It is recommended to maintain the Eu-Conexus logotype on the left side of the composition. The distance between the logotypes should be the height of the EU-Conexus symbol (safe zone).



Correct logotype usage

The logotype should maintain its original proportion. It should have good contrast with the background and be used only with the brand colours. The safe zone of the logotype should always be maintained.



Incorrect logotype usage

The logotype should never lose its original proportion, composition and colour. It should never be stretched or distorted in any way. The logotype should not be used smaller than the minimal allowed size. The coloured logotype can be used only on white or black background, on coloured background it should always be white. No visual and transparency effects can be used.

Visual identity



Main violets & blues

Should be used as a background color or as a highlight color on light backgrounds.

Dark background

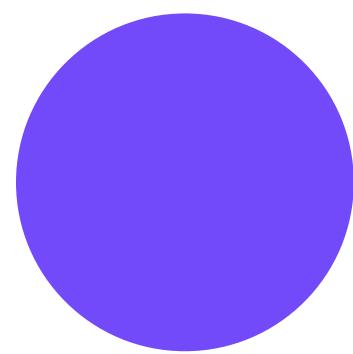
Should be used as a primary dark background color.

Light background

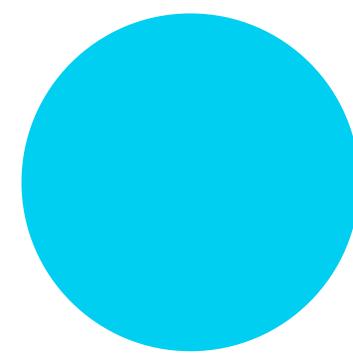
Should be used as a primary light background color

Light colours

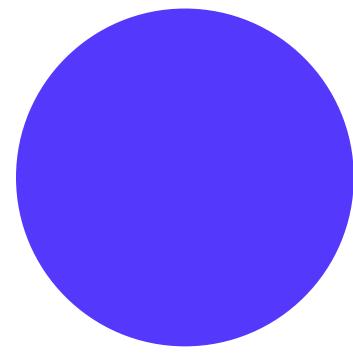
Should be used as a highlight color.
Do not use as a background color.



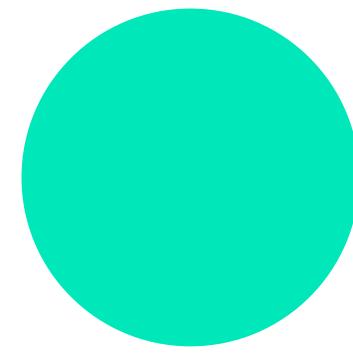
#734AFA
R 116 G 75 B 251
C 80 M 85 Y 0 K 0
PANTONE 2725 C
ORACAL 641M - 043



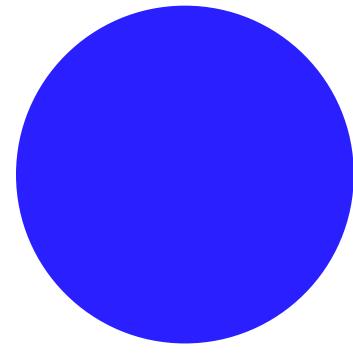
#00cff2
R 0 G 207 B 241
C 65 M 0 Y 10 K 0
PANTONE 311 C
ORACAL 641M - 056



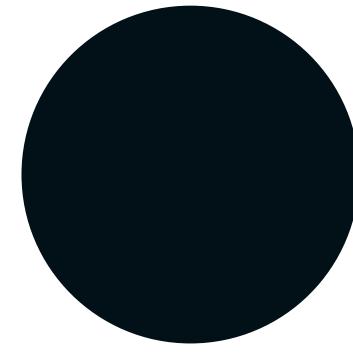
#5438FC
R 83 G 55 B 253
C 85 M 80 Y 0 K 0
PANTONE 2726 C
ORACAL 641M - 086



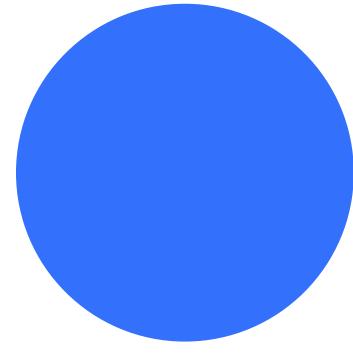
#00e8ba
R 0 G 231 B 186
C 65 M 0 Y 45 K 0
PANTONE 3255 C
ORACAL 641M - 055



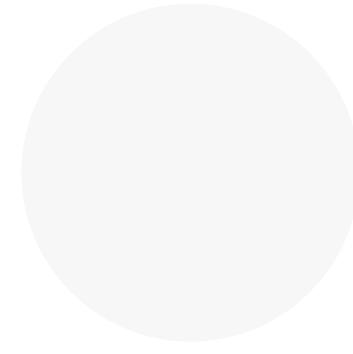
#291FFF
R 42 G 30 B 255
C 90 M 75 Y 0 K 0
PANTONE 2728 C
ORACAL 641M - 098



#011117
R 1 G 17 B 23
C 85 M 60 Y 50 K 85
PANTONE 7547 C
ORACAL 641M - 070



#3370FC
R 52 G 111 B 253
C 80 M 60 Y 0 K 0
PANTONE 2727 C
ORACAL 641M - 053



#f7f7f7
R 247 G 247 B 247
C 0 M 0 Y 0 K 5
PANTONE 7527 C (50%)
ORACAL 641M - 010

Colour codes

Before using the colours please make sure that the colour codes are correct.

Lorem ipsum dolor amet consectetur

Headline - 'Campton' Medium | 70 pt | Small Caps

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Subheadline - 'Campton' Medium | 20 pt | All Caps

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Body text - 'Grantipo' Regular | 16 pt | Small Caps

Main typography

'Campton' and 'Grantipo' are the main fonts used at all times for inner and outer communication.

'Campton' Medium is the main font. It is used mainly for headlines and subheadlines. For a body text and all other secondary information we use 'Grantipo' family fonts.

Lorem ipsum dolor amet consectetur

Headline - 'Arial' Regular | 70 pt | Small Caps

IBH EUISMOD TINCIDUNT UT LAOREET DOLORE

Subheadline - 'Arial' Regular | 22 pt | All Caps

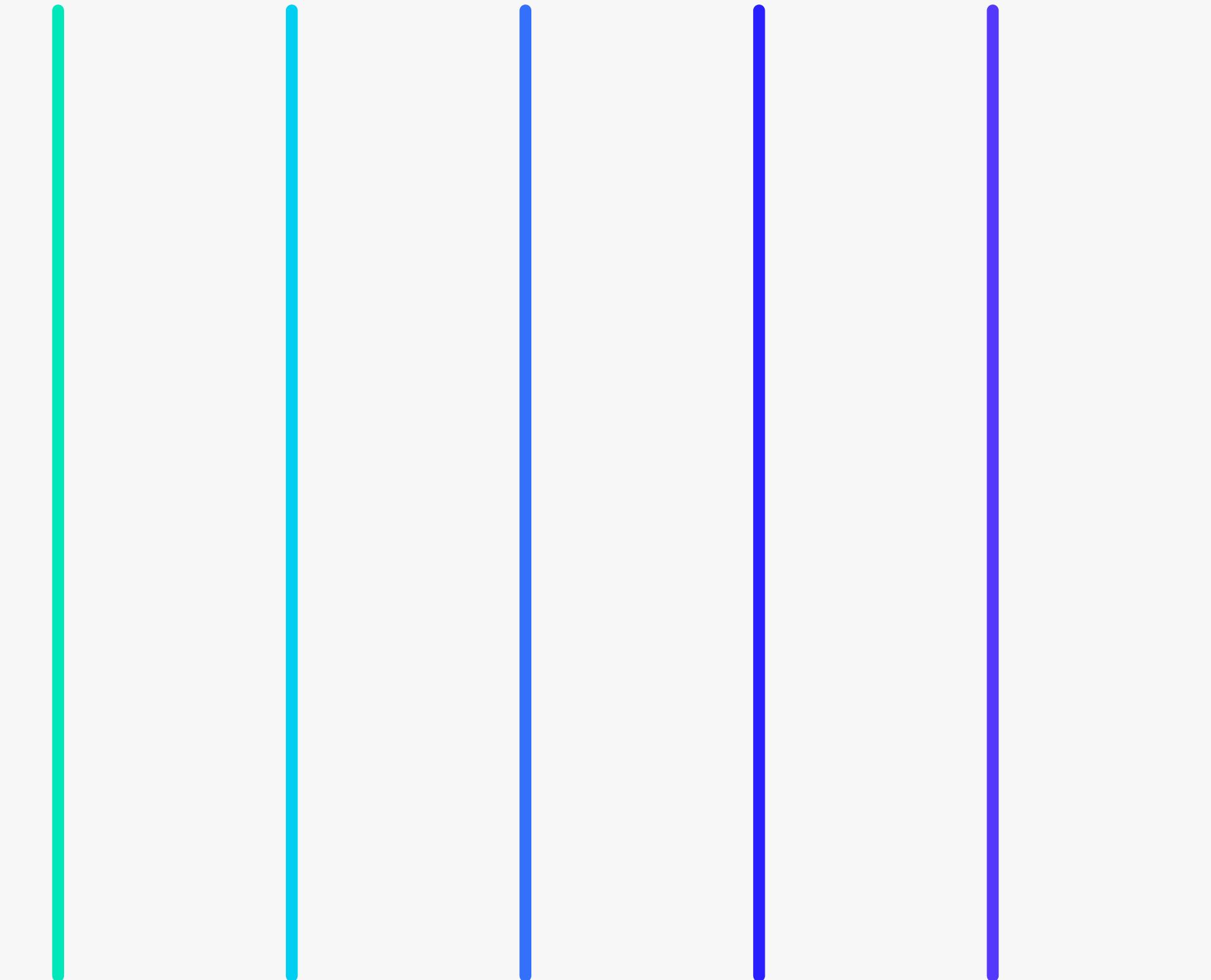
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Body text - 'Arial' Regular | 16 pt | Small Caps

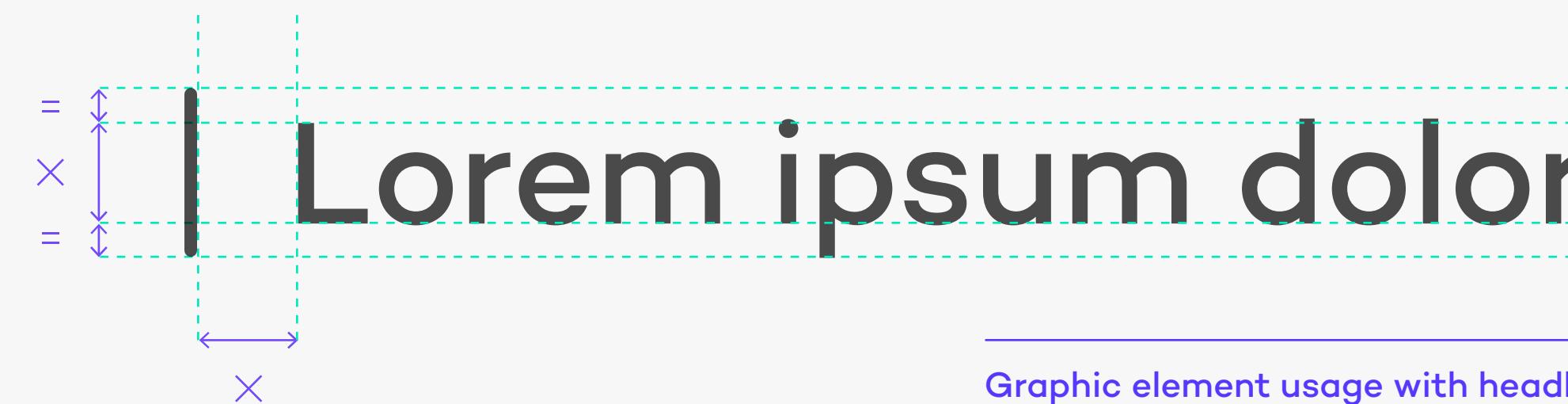
| Secondary typography

This typography should be used only if there is no possibility to use the main fonts. For example, in a web safe environment, where other fonts are not supported. 'Arial' is a web safe & system font, so it is available on any computer or operating system being used.



Graphic element

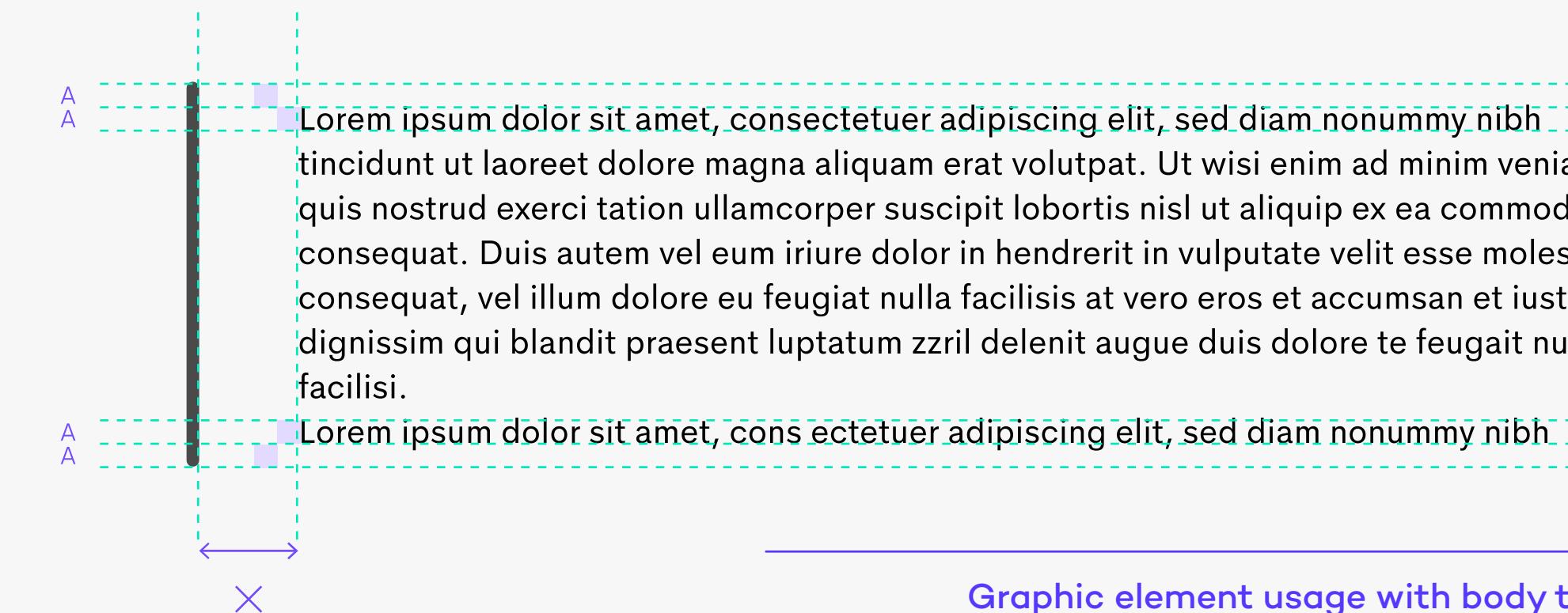
The main graphic element used is a vertical straight line. It has rounded caps. It can be extended vertically and used in different colours.



Graphic element usage with headline



Graphic element usage with headline and subhead



Graphic element usage with body text

(‘X’ width should be used
based on the headline size)

Graphic element usage

The width of the stroke should optically match the width of the headline letters vertical stems.

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Headline + highlight

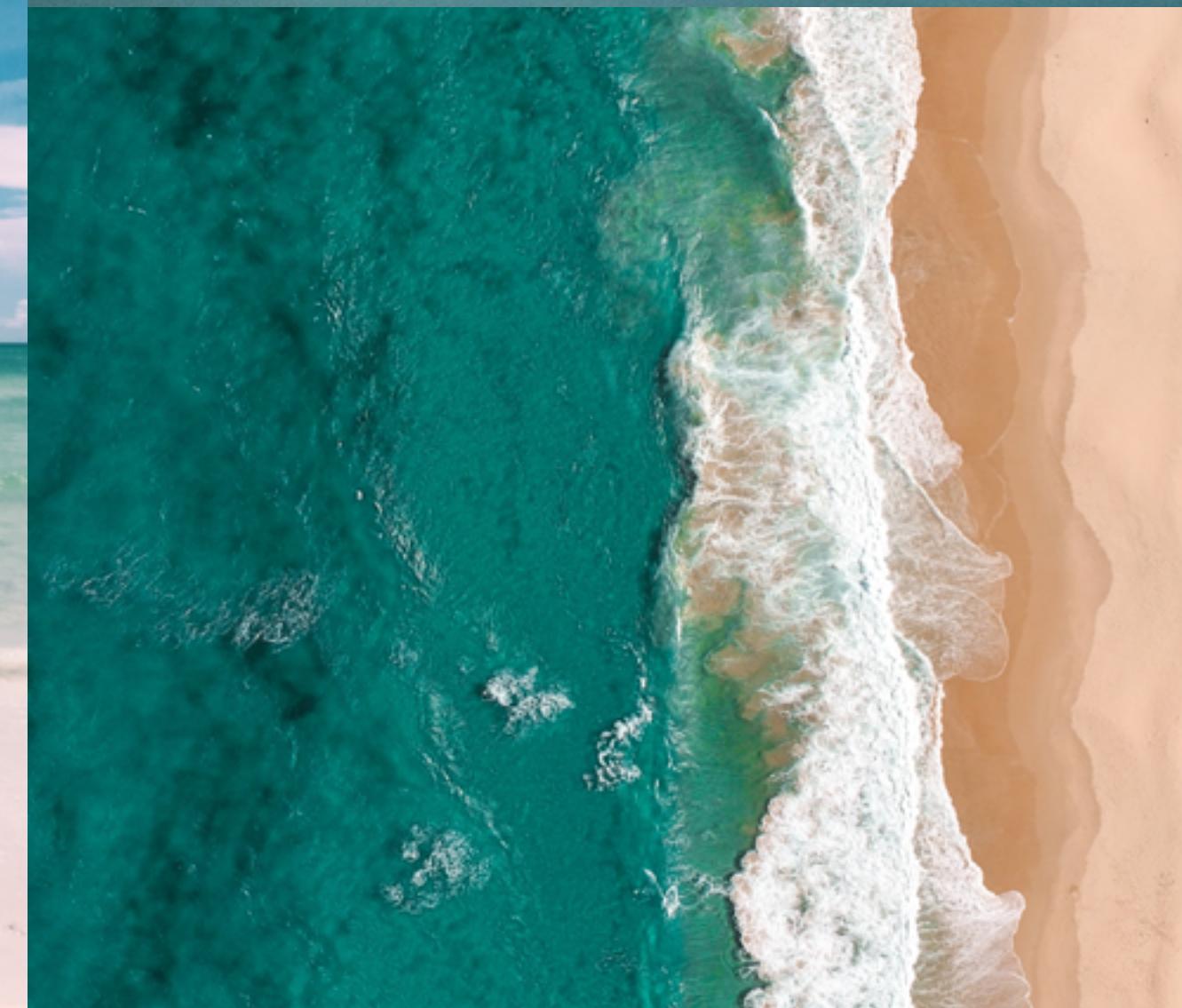
A single word or phrase can be highlighted using the same colour as the line.

Headline + subhead

If a headline is used with a subhead then the subhead should be coloured instead of a word in the headline. The colour should match the colour of the line.

Body text

A vertical line can be used to highlight a portion of the text or the whole paragraph. The colour of the stroke should match the palette of the page.



Photography style

ENVIRONMENT

Environment pictures should have a consistent color palette emphasizing muted blues and greens. Remain minimal and simple.



Photography style

PEOPLE

Pictures with humans should be bright with a lot of white space. The color palette should be toned down a bit, with one or two accent colours.

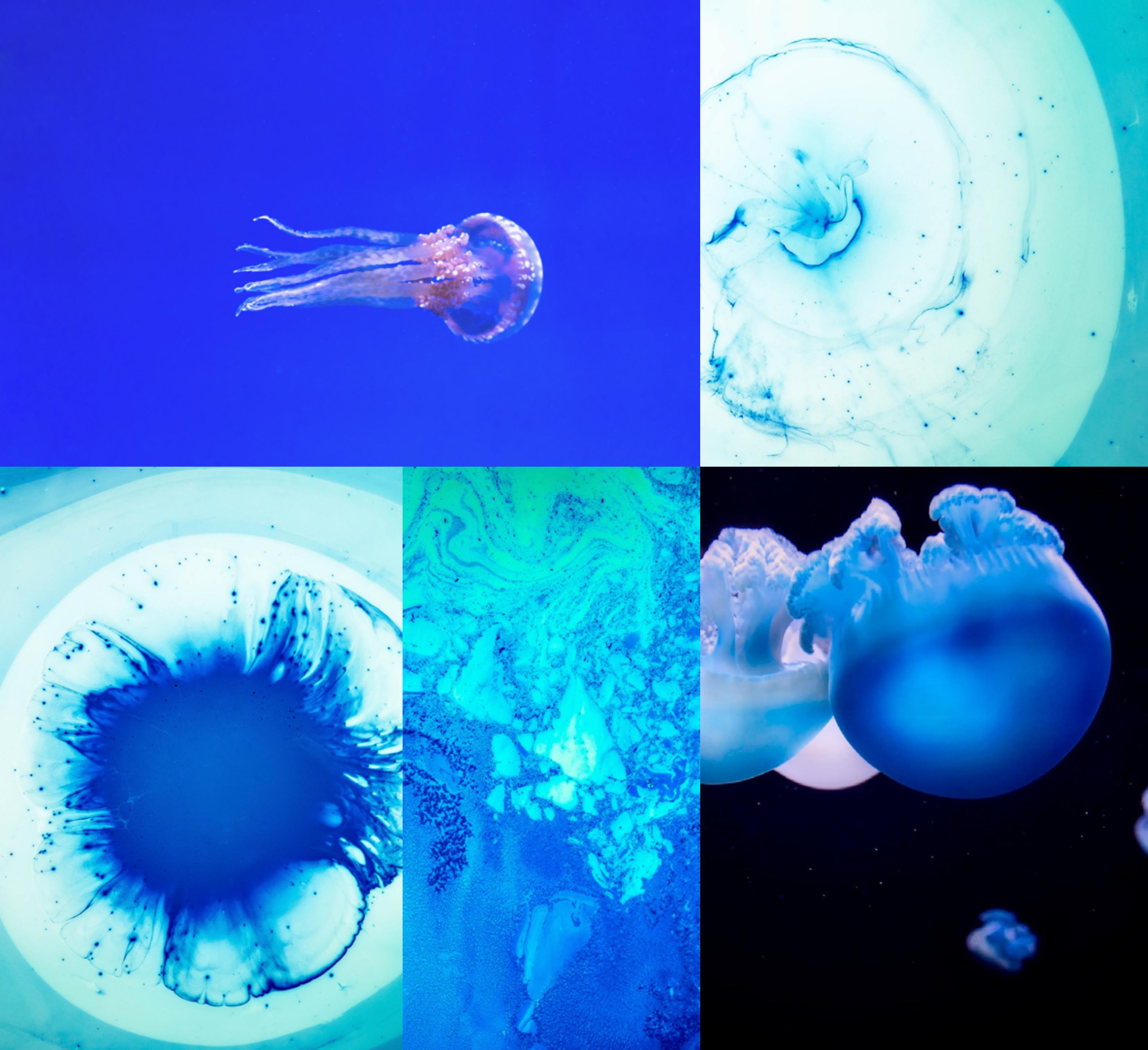




Photography style

RESEARCH | SCIENCE

Pictures with scientists, laboratories and researchers should focus on close ups. The person in the photograph should be in action, doing or showing something.

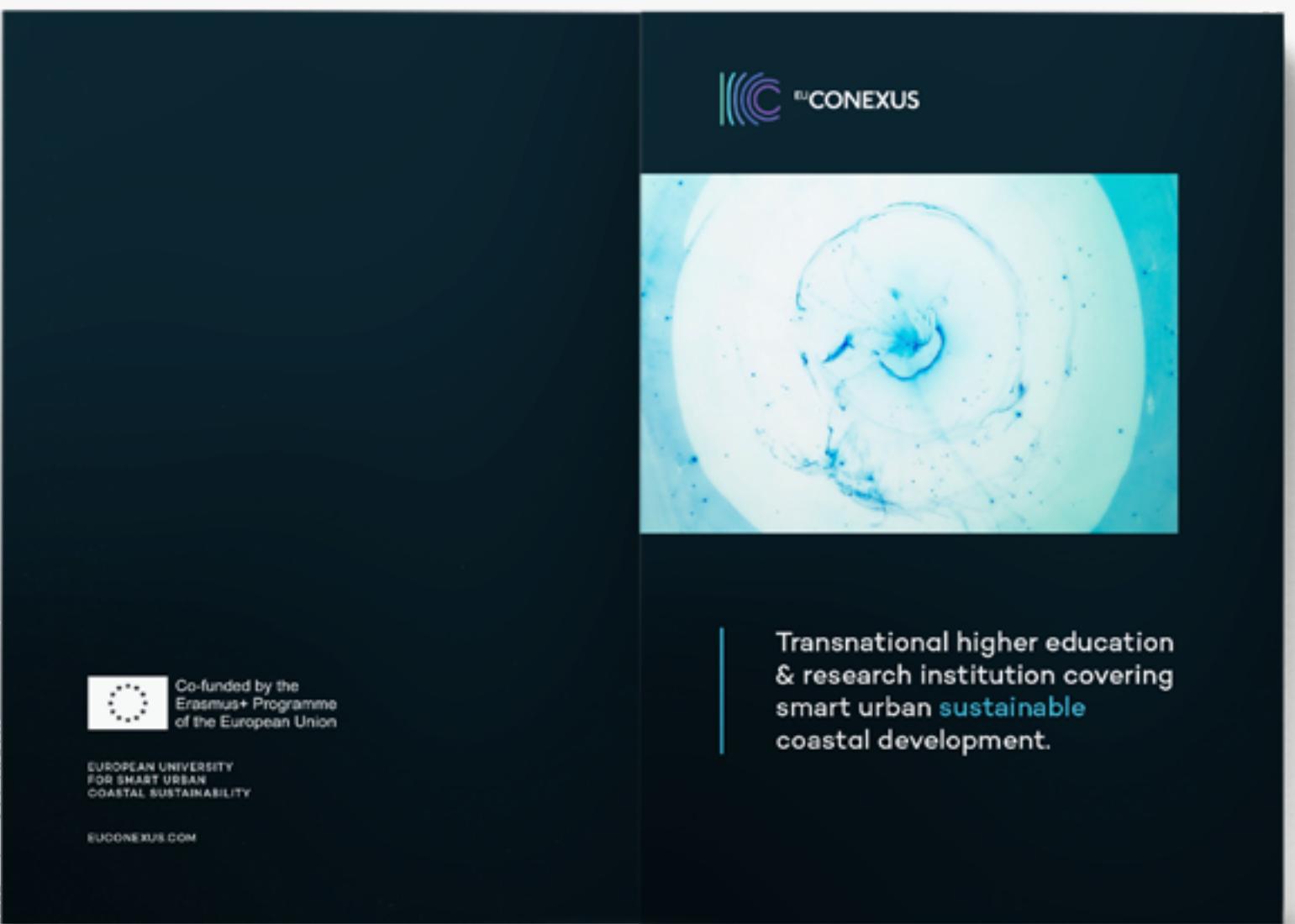


Photography style

ABSTRACT | WATER | MARINE LIFE

Abstract pictures should be the mood defining pictures emphasizing the colour palette of the brand.

Assets



Booklet cover

Booklet cover layouts are included in the brand package as .AI format open files.



Brochure style

Brochure layouts are included in the brand package as .AI format open files.

 Co-funded by the Erasmus+ Programme of the European Union

Smart urban coastal sustainability

12 DECEMBER 2019

SLIDE TITTLE

Smart urban sustainable coastal development.

UTILIZING INNOVATIVE LEARNING TECHNOLOGIES.

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SLIDE TITTLE

Smart urban coastal sustainability

HEADLINE ABOUT THE TOPIC NO.1

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SHORT HEADLINE ABOUT THE TOPIC NO.2

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SLIDE TITTLE

Transnational higher education & research institution.

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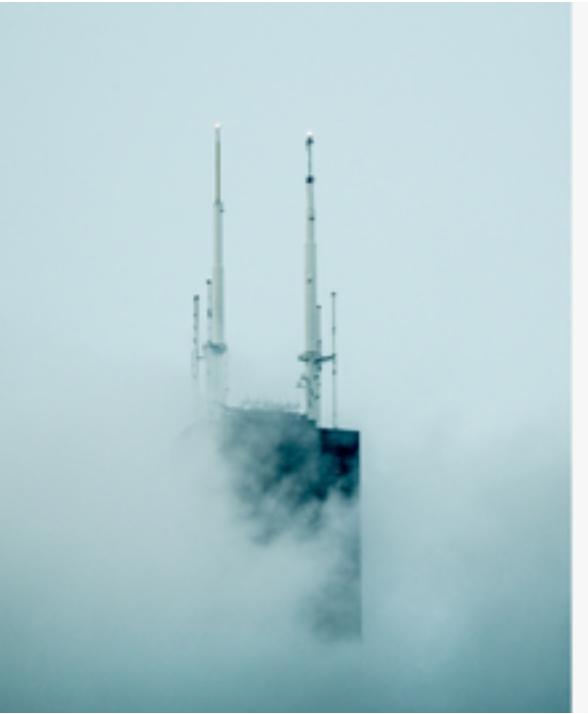




SLIDE TITTLE

Transnational higher education & research institution.

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- Consectetur adipiscing elit.
- Praesent quis gravida arcu.
- Nam egestas neque vitae nunc
- Pretium, quis gravida tortor placerat.





SLIDE TITTLE

Table contents to be filled

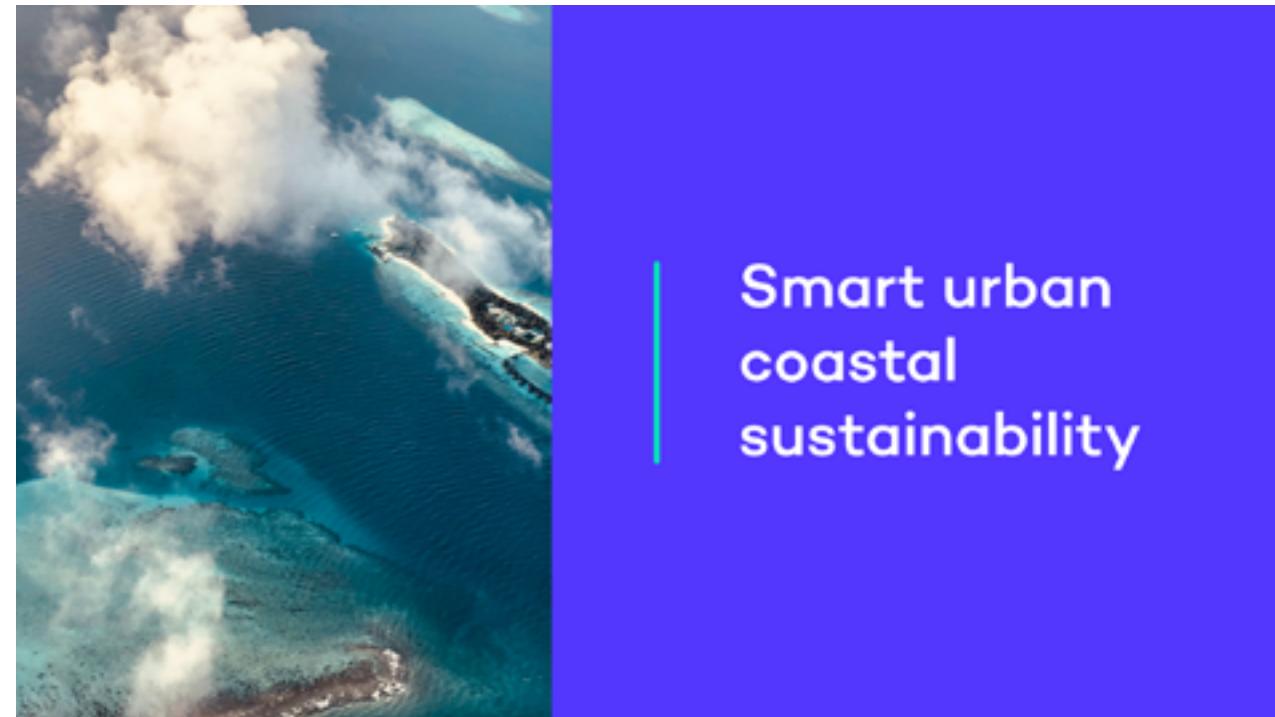
	Statistics 1	Statistics 2	Statistics 3	Statistics 4
Info 1	500.00	xxx	YES	900
Info 2	300.00	EN / FR	NO	1200
Info 3	900.00	EN	YES	900
Info 4	300.00	FR	NO	12000
Info 5	500.00	EN	YES	4590
Info 6	340.00	EN	NO	230
Info 7	980.00	LT	NO	180



Power Point template

Please use the brand typography, colors and composition principles at all times. If it is not possible to use the main typography use the secondary one.

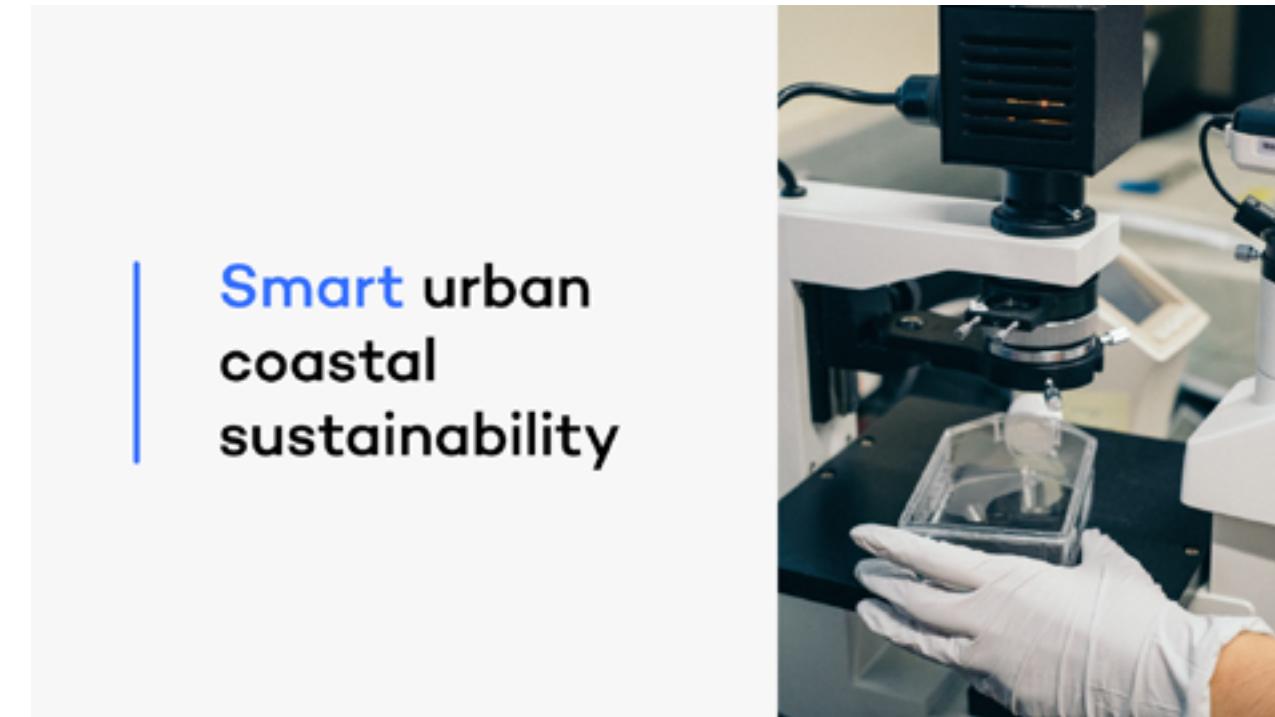
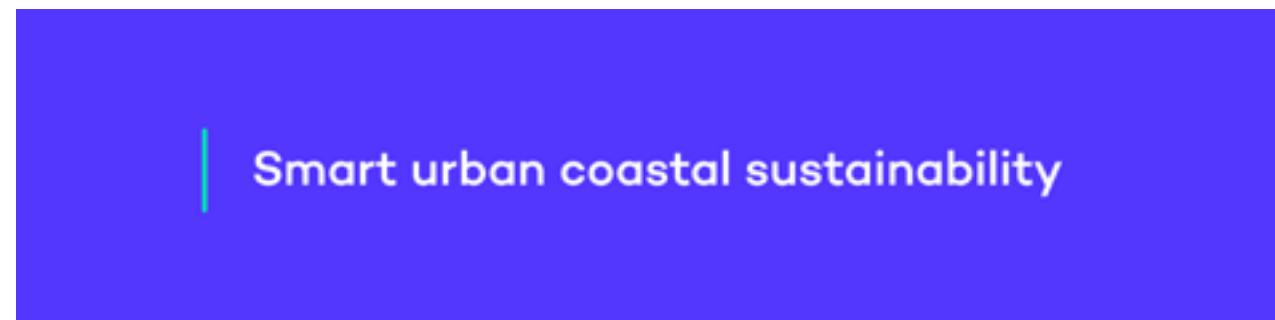
Facebook |



Twitter |



LinkedIn |



Social media covers

Before using please make sure that the required resolution has not changed. Open files are included in the brand package as open .AI files.

Website style guide

The website visual style guides are provided as an open .AI file. It is included in the brand package.

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created by arn°