



Logotype compositions

Horizontal composition

In horizontal composition, logotypes are arranged in line in a specific order.

EU-Conexus logotype, preferably larger, should be used separately

Horizontal composition can make some of the logotypes unreadable; therefore, the composition should be used only in extra large formats.

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EU-CONEXUS: European University for Smart Urban Coastal Sustainability

9 NOVEMBER 2020



Example of horizontal composition

In EU-Conexus materials, its logotype is to be accentuated. In the present example, it is enlarged and placed separately from partner logotypes.

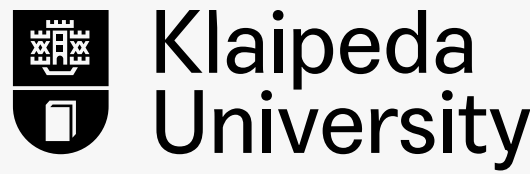
5. Horizontal two-line composition

In horizontal composition, logotypes are arranged in line in a specific order.

EU-Conexus logotype, preferably larger, should be used separately

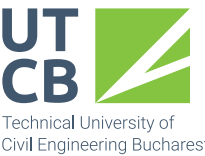
Horizontal composition can make some of the logotypes unreadable; therefore, the composition should be used only in extra large formats.

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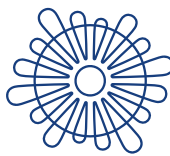
ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
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5. Horizontal three-line composition

In this type of composition, the logotypes are arranged in lines in a specific order.

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EU-Conexus logotype, preferably larger, should be used separately.



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Invitation

DEAR, (NAME
SURNAME)

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. 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.

Name, surname), Rector of
(the name of the university)

2020 02 25

Example of horizontal
three-line composition



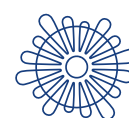
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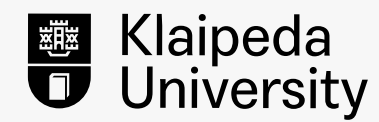


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1.



2.



3.



Example of vertical composition

Logotypes can be used in vertical composition in three ways.

1. Left-aligned logotypes: to be used when the logotypes are placed on the left side of the page.

2. Centre-aligned logotypes: to be used when the logotypes are placed in the middle of the page.

3. Right-aligned logotypes: to be used when the logotypes are placed on the right side of the page.

EU-Conexus logotype, preferably larger, should be used separately.

Principles of composition



Composition guidelines

The same principles apply both to horizontal or vertical compositions. All the EU-Conexus partner logotypes are to be used at the same height. Composition is made by lining up logotypes in a correct order and ensuring that the distance between the logotypes is equal to height (x) of a logotype.

Logotype of the Frederick University is used smaller to balance the composition. It does not effect the readability or visual significance.

Safe zone



Safe zone

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

The safe zone is created by taking the height (x) of one of the logotypes and drawing a square. Then drawing a rectangle around the composition of logotypes using the created square.

Smallest size

Smallest size.
Horizontal one-column
composition

This composition type cannot be used smaller than 118mm and 225px in height. It is necessary to ensure readability of logotypes.



Smallest size.
Horizontal two-column
composition

This composition type cannot be used smaller than 71mm and 135px in height. It is necessary to ensure readability of logotypes.

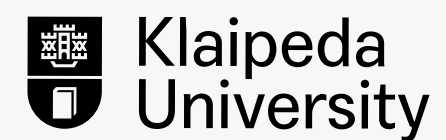


225 px
118 mm



Smallest size.
Horizontal three-column
composition

This composition type cannot be used smaller than 118mm and 225px in height. It is necessary to ensure readability of logotypes.



Minimal size of vertical composition

This composition type cannot be used smaller than 145 mm and 282 px in width.

Same rules apply for composition with associated partners logotypes or only made from partners logotypes.