

brandbook

guidelines | 2021

EC2U - European Campus of City-Universities



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logotype



the EC2U **logo identity**

The EC2U logo represents a flowing flag made up of the name of the Alliance and a network of stars connecting the member universities.

The main colours are the ones of the European Union.

monochromatic logotype

Black and white logotype versions are to be used when the main logotype version cannot apply due to any existing limitation (legal, printing, charter, etc).

Two versions exist : one for white/light backgrounds and the other for black/dark backgrounds.



smallest size

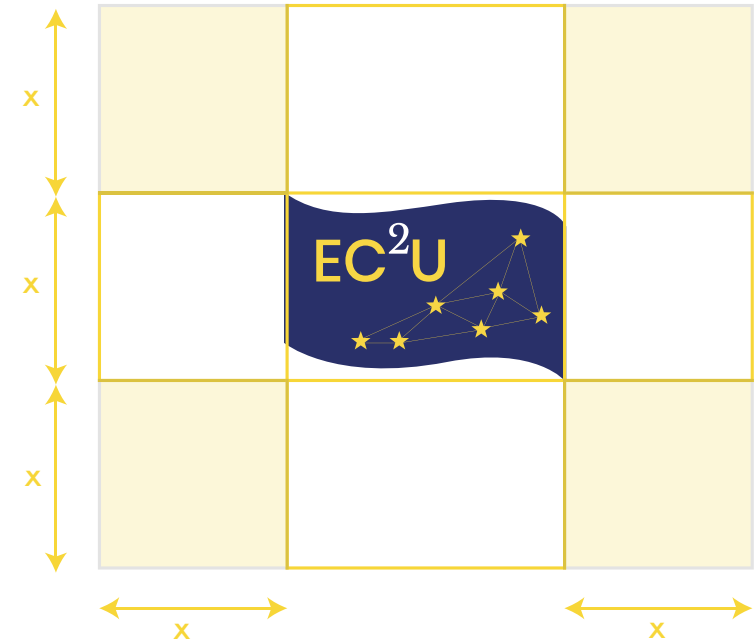
The minimum size for the logotype is the following one, to keep it clean & legible.



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.



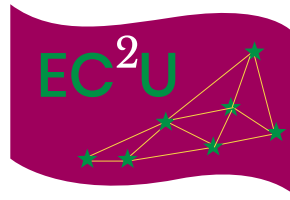
logotype usage with Erasmus+ mark

It is recommended to maintain the EC²U logotype on the left side of the composition. The distance between the logotypes should be at least the height of the EC²U mark.



incorrect usage of the logotype

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. No visual effects can be used.





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the EC2U **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 EC2U main logo to ensure good legibility and visibility.

different languages versions



Yliopistojen ja
Kaupunkien
Euroopalainen Kampus



European Campus
of City-Universities



Europäischer
Campus der
Stadtuniversitäten



Campus Europeo
de Universidades
Urbanas



Campus Europeu
de Cidades
Universitárias



Campus Européen
des Universités
dans la Cité



Campus European
de Universitati
si Orase

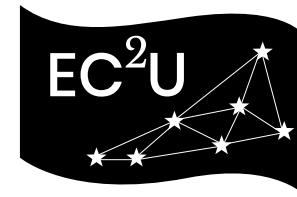


Campus Europeo
delle
Università-Città

monochromatic logotype

Black and white logotype versions are to be used when the main logotype version cannot apply due to any existing limitation (legal, printing, charter, etc).

Two versions exist : one for white/light backgrounds and the other for black/dark backgrounds.



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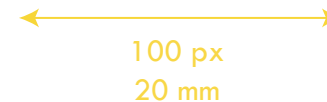
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smallest size

The minimum size for the logotype is the following one, to keep it clean & legible.



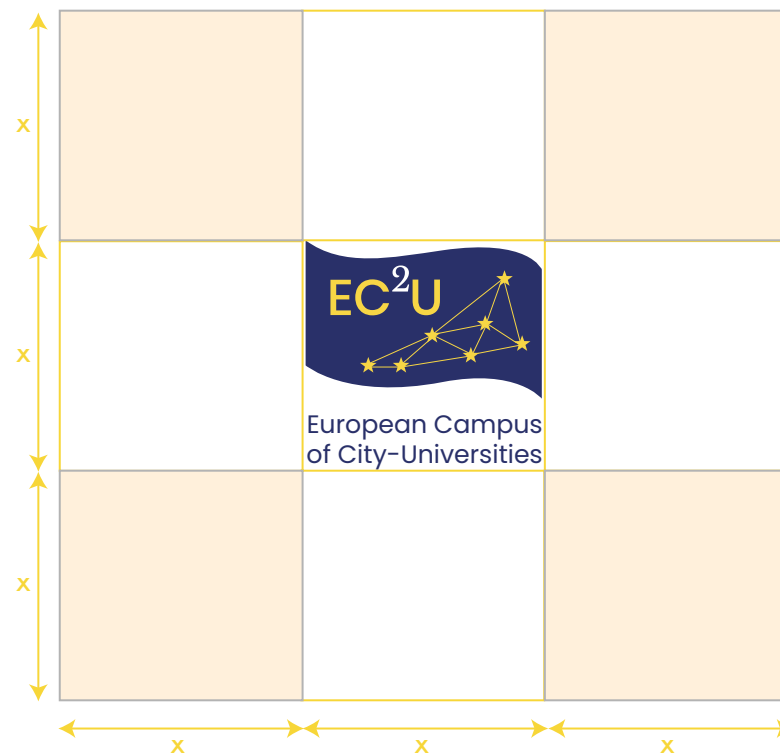
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safe zone

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.



logotype usage with Erasmus+ mark

It is recommended to maintain the EC2U logotype on the left side of the composition. The distance between the logotypes should be at least the height of the EC2U mark.



Incorrect usage of the logotype

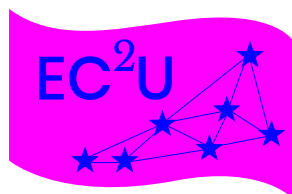
The logotype should never lose its original proportion, composition and colour. It should never be stretched or distorted in any way. The logotype should not be used smaller than the minimal allowed size. The text should never be modified (typography, colour, positioning). No visual effects can be used.



European Campus



of City-Universities



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of City-Universities

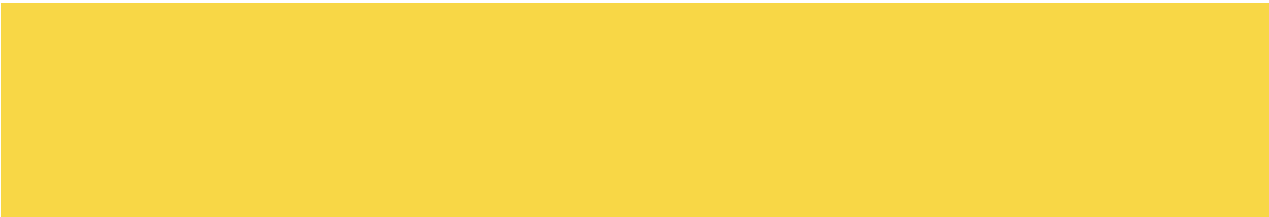


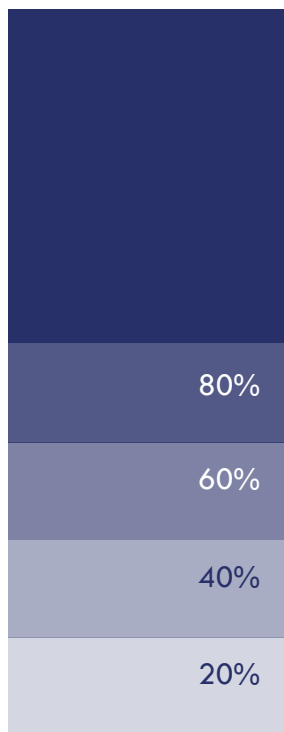
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of City-Universities



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of City-Universities

colour palette





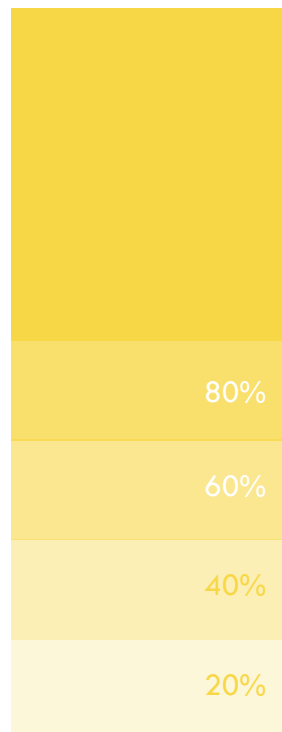
PANTONE 2756 C

C=100 M=92 Y=28 K=11

R=22 G=35 B=114

#162372

RAL 5022



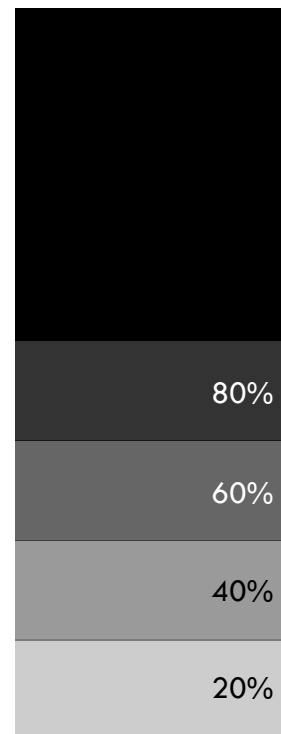
PANTONE 129 C

C=5 M=13 Y=80 K=0

R=247 G=214 B=56

#F7D638

RAL 1016



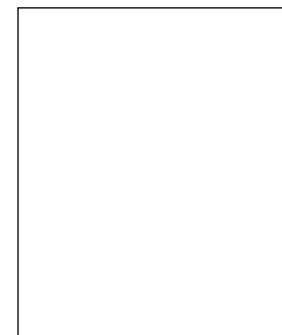
PANTONE Black 6 C

C=30 M=30 Y=30 K=100

R=0 G=0 B=0

#000000

RAL 9005



C=0 M=0 Y=0 K=0

R=254 G=254 B=254

#FEFEFE

RAL 9016

typography

Lorem ipsum dolor sit amet consectetur

—— **Title** : Poppins regular | 40 pt | Small Caps

LOREM IPSUM DOLOR SIT AMET CONSECTETUR
ADIPISCING ELIT SED DO EIUSMOD TEMPOR

—— **Subtitle** : Tw Cen MT regular | 24 pt | All Caps

lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat

—— **Body text** : Tw Cen MT regular | 18 pt | Small Caps

the EC2U **secondary typography**

This typography should be used only if there is no possibility to use the main one (for example on a web-based environment, where other fonts are not supported. « Arial » is available on any operating system.

Lorem ipsum dolor sit amet
consectetur

—— **Title** : Arial regular | 40 pt | Small Caps

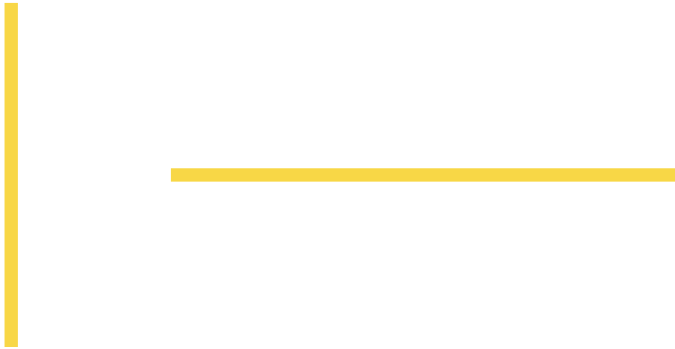
LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING ELIT SED DO

—— **Subtitle** : Arial regular | 24 pt | All Caps

lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat

—— **Body text** : Arial regular | 16 pt | Small Caps

graphic elements



highlight

The main graphic elements used to distinct the EC2U identity are :

- lines : mostly yellow lines, with rectangular caps. Used as frames, delimiter,
- clearly defined shapes : rectangles, squares and shapes immitating the movement of the EC2U logo. Their lines should always be very clear and definite. On the contrary, shadows, blurs and other visual effects are not to be used.
- highlights : an opaque yellow rectangle can be used to highlight keywords. It should be a bit out of the word, not precisely upon it.

photography



photography style

The pictures chosen to promote EC2U should always echo the following adjectives :

positive

Showing people smiling, bright colours, natural light.

smart

Research, sciences, studies, etc. can be topics of pictures. If a person is on the picture, he/she should be doing or showing something.

sustainable

Nature, environment, energy, green shades should appear on the photos.

dynamic

The people on the photograph should always be in action. Movement should always be suggested on the pictures.

authentic

Is is better if filters or visual effects are not applied on the pictures.



contact

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