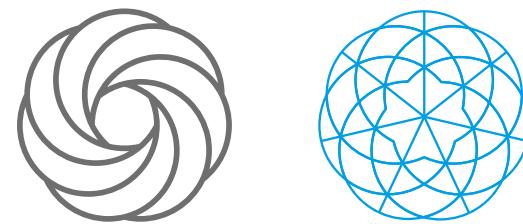

Global Campus
EiUC

Identity Guidelines
Version 1.1



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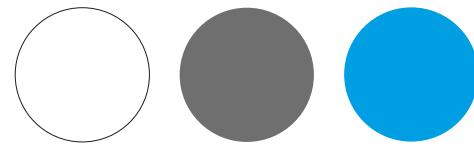
01 Colors

The basic color for both EIUC and Global Campus is a neutral grey, generally used on a white background.

Eiuc characterizing color is a blue, chosen because of it's connection with Europe. The same color is used on Global Campus' visual identity for the European region and, in a brighter variation, for the South-East Europe Region, both part of EIUC.

The remaining colors, each for one specific region of the Global Campus, have been chosen so that when used together they mantain optical balance.

Any graphical artifact produced must not contain any other color not included in this list (except for photos).



Fondo	Testi / Global Campus	EIUC
CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 70	CMYK 100, 0, 0, 0
RGB 255, 255, 255	RGB 112, 111, 111	RGB 0, 159, 227



Europe	South-East Europe	Latin America Caribbean	Asia-Pacific	Caucasus	Arab World	Africa	Nomi attività Secondarie
CMYK 100, 0, 0, 0	CMYK 57, 0, 0, 0	CMYK 29, 47, 0, 0	CMYK 0, 70, 0, 0	CMYK 3, 78, 76, 0	CMYK 0, 53, 91, 0	CMYK 0, 27, 96, 2	CMYK 0, 0, 0, 50
RGB 0, 159, 227	RGB 105, 200, 243	RGB 190, 151, 197	RGB 237, 110, 167	RGB 230, 85, 61	RGB 240, 140, 34	RGB 249, 189, 0	RGB 157, 157, 156

02

Typefaces

Fakt Pro is the institutional character, used on all the centre's graphical artifacts.

It is used in its *medium* version for the lettering of the Global Campus' logo.

On publications it must be used in its *medium* version for cover's title, in *semibold* for internal titles and in *normal* for the main text.

Arnhem is the secondary institutional character. Only the *medium* version.

This is the one used for the lettering of EIUC's logo and for the text of official certificates.

Generally typography must be in the institutional grey (0, 0, 0,70), with only few exceptions.

CMYK 0, 0, 0, 70

Fakt Pro medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 1234567890

CMYK 0, 0, 0, 70

Fakt Pro semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 1234567890

Fakt Pro normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 1234567890

CMYK 0, 0, 0, 70

Arnhem medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

03 Marks

Global Campus

Global Campus mark is made of a diagram part and a lettering part.

The diagram is split in seven parts, each representing one of the Global Campus regions.

Eiuc

In the same way, Eiuc's mark is made of a diagram part and a lettering part. The lettering part is separated from the diagram part by a grey stroke, which is itself part of the mark.

The diagram conceptually represents the structure on which the Global Campus is built.

in both cases cases the colors are the one encoded on page 4



Global Campus of Human Rights



EIUC

European Inter-University
Centre for Human Rights
and Democratisation

LETTERING



Global Campus
of Human Rights
FAKT PRO MEDIUM
CMYK 0, 0, 0, 70



ARNHEM MEDIUM SMALL CAPS
CMYK 100, 0, 0, 0

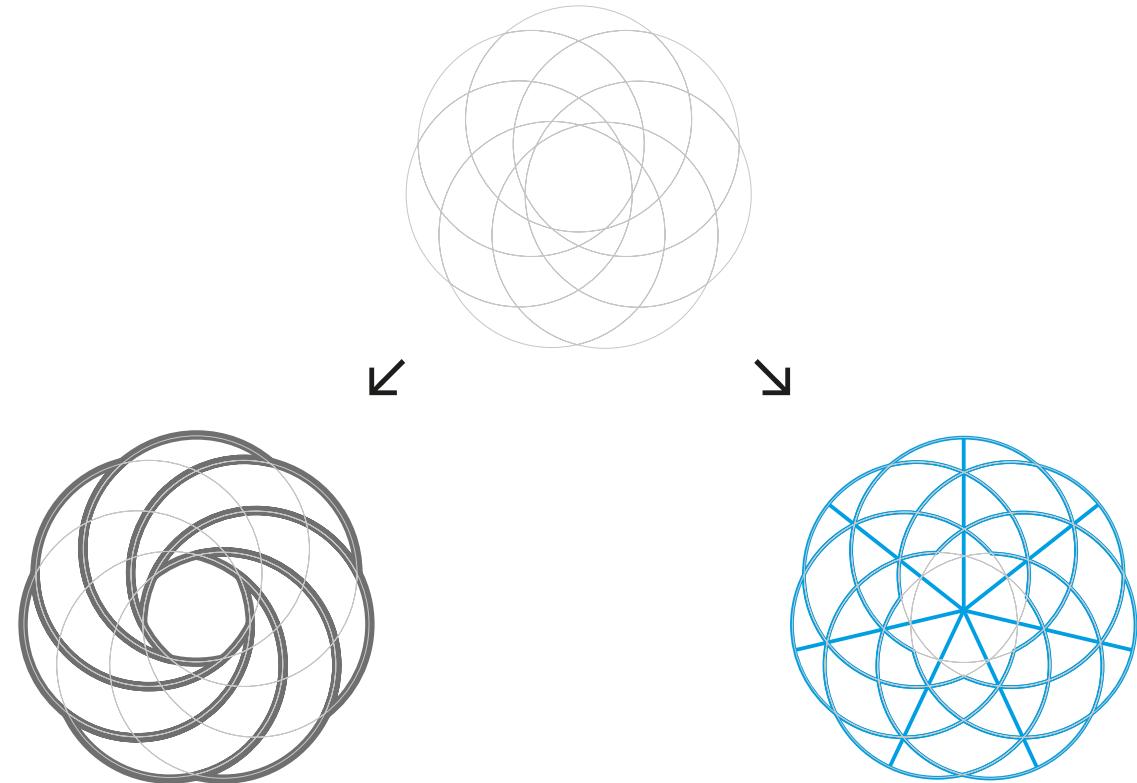
EIUC

European Inter-University
Centre for Human Rights
and Democratisation

ARNHEM MEDIUM
CMYK 0, 0, 0, 70

Global Campus' diagram is generated by the overlap of 7 circle based on an heptagon shape.

Eiuc's diagram is built on the same geometric principle.



When used together on the same page the 2 marks must always be ordered this way: Global Campus first, then EIUC (see examples).

1



**Global Campus
of Human Rights**

2



EIUC

European Inter-University
Centre for Human Rights
and Democratisation



Global Campus
of Human Rights



EIUC
European Inter-University
Centre for Human Rights
and Democratisation

Monastery of San Nicolò
Riviera San Nicolò, 26
I-30126 Venice Lido, VE

t. +39 041 2720 911
e.t. 94054110278
p.Iva 03493180271

P +39 041 2720 911
F +39 041 2720 914
info@eiuc.org

www.eiuc.org



Global Campus
of Human Rights



EIUC
European Inter-University
Centre for Human Rights
and Democratisation

Monastery of San Nicolò
Riviera San Nicolò, 26
I-30126 Venice Lido, VE

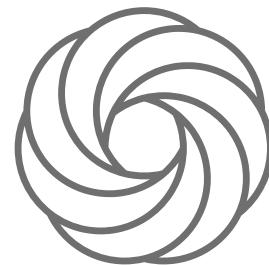
t. +39 041 2720 911
e.t. 94054110278
p.Iva 03493180271

P +39 041 2720 911
F +39 041 2720 914
info@eiuc.org

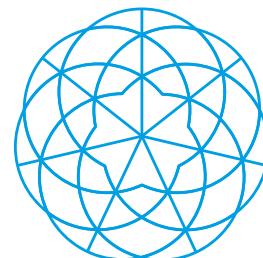
www.eiuc.org

The relationship between size and position of diagram and lettering must not be changed in any different way from the shown variations.

The minimal permitted size of use is the one in which the diagram is not smaller than 8 mm of height.



Global Campus of Human Rights

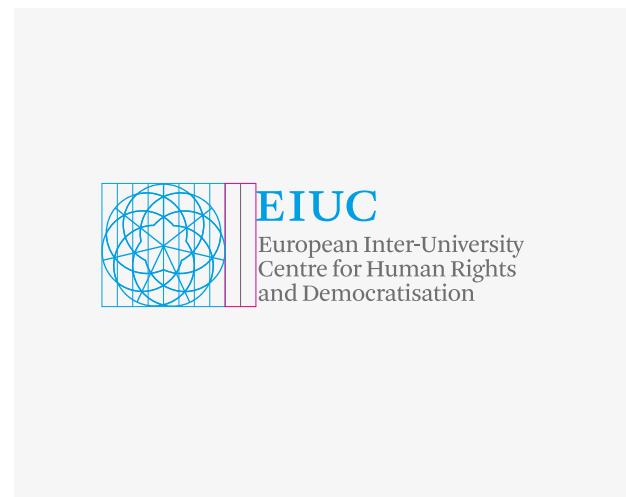


EIUC

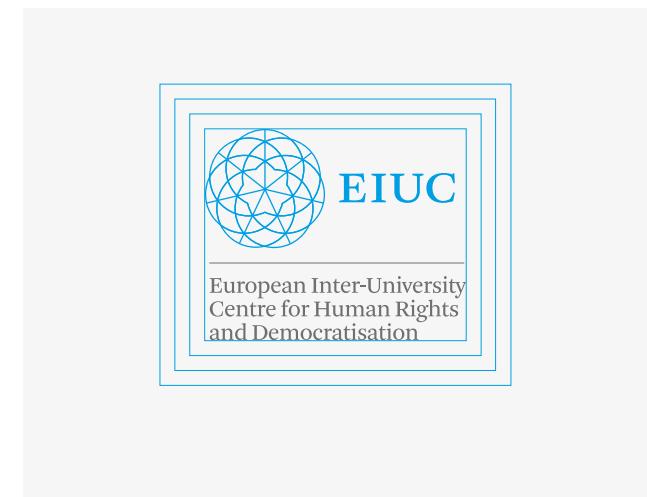
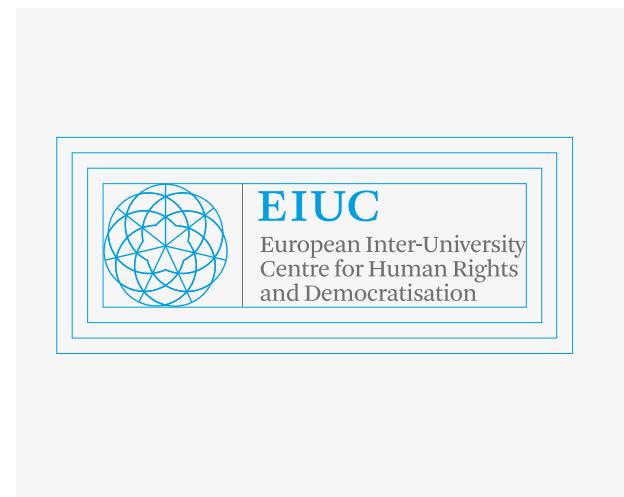
European Inter-University
Centre for Human Rights
and Democratisation



The reciprocal positioning of the elements is encoded with a specific ratio, based on 1/8 of the diagram's width.



Marks must keep around themselves a free space equal to 3 times the space there is between diagram and lettering.



If there are 2 marks of the system on the same page their reciprocal proportions must be so that their diagrams are the same size (both EIUC's and Global Campus').

Also the diagram must be considered the landmark for marks alignment, whether they are side by side or one under another. Layouts different from the one shown on the right are not recommended.



04

EIUC' mark

On the right all EIUC mark's possible variations.

If there are 2 marks of the system on the same page (EIUC's and Global Campus' for example), both must be used on the same version (horizontal, vertical, simplified, no lettering).

If there is little space for the mark (less than 1 cm height) the use of the simplified version is recommended (without the complete name).

HORIZONTAL**EIUC**

European Inter-University
Centre for Human Rights
and Democratisation

VERTICAL

European Inter-University
Centre for Human Rights
and Democratisation

SIMPLIFIED**NO LETTERING**

On the right all EIUC mark's possible color variations.

If applied on an image, the mark must be used in one of its monochrome versions, bright or dark depending on the background color.

COLOR**EIUC**

European Inter-University
Centre for Human Rights
and Democratisation

GREY 0, 0, 0, 70**EIUC**

European Inter-University
Centre for Human Rights
and Democratisation

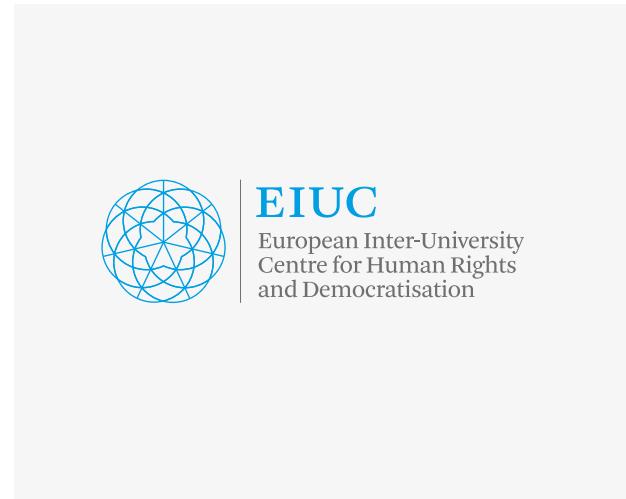
BLACK**EIUC**

European Inter-University
Centre for Human Rights
and Democratisation

WHITE**EIUC**

European Inter-University
Centre for Human Rights
and Democratisation

Sometimes the background can be blue, in these cases the mark must be used in its white version.



05

Global Campus of Human Rights' Mark

On the right all Global Campus' mark's possible variations.

In its extended version, below, distances are based on 1/8 of diagram's height.

If there are 2 marks of the system on the same page (EIUC's and Global Campus' for example), both must be used on the same version (horizontal, vertical, simplified, no lettering).

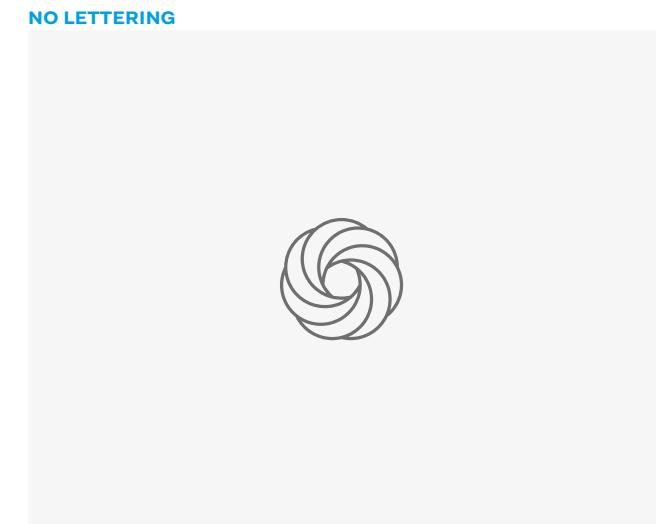


HORIZONTAL

EXTENDED

VERTICAL

NO LETTERING



On the right all Global Campus' mark's possible color variations.

The extended version (below), if used in black and white changes it's color band into a simple stroke (on the same color of the mark itself), thinner than the colored version.



Europe
South-East Europe
Latin America-
Caribbean

Asia-Pacific
Caucasus
Arab World
Africa

GRIGIO 0, 0, 70



NERO



BIANCO



06

Global Campus Visual System

Each region of the Global Campus has its own color and mark.

Global Campus is in fact a visual system which is declinable in 7 variants.

To each of the regional marks must be applied the same general rules of size, positioning and color designed for EUUC's and Global Campus' marks.

Colors are the ones encoded on page 4



Global Campus' general logo must be used in his grey color (0, 0, 0, 70).

Mark's diagram used with colors (like on the picture below) must not be considered as a logo, instead it must be used as an artwork. Never below 10% of the page surface.
It cannot replace the mark.

MARCHIO**ARTWORK**

With the marks comes and artwork made with all regional marks aligned on EIUC's diagram. This must not be modified, nor used on a not-white background. Also must be applied the previously explained rules regarding marks' sizes and Global Campus colored artwork.



Master's acronyms have no longer the separation point. This to make them both coherent and visually more simple.

Also the old masters' logos must no longer be used and are replaced by the Global Campus' regional logos. The masters' names must be used only as texts.

OLD NAMES

E_xMA E~~MA~~

ERMA *ERMA
EUROPEAN RESEARCH INSTITUTE IN DEMOCRACY AND HUMAN RIGHTS IN BOTH THE EUROPEAN

LAT_xMA

MHRD

CES

DE_xMA

HRDA D~~EMA~~
Master in Economic Governance
Democracy and Human Rights in Latin America

NEW NAMES

EMA



Global Campus
Europe

ERMA



Global Campus
South-East Europe

LATMA



Global Campus
Latin America-Caribbean

APMA



Global Campus
Asia-Pacific

CES



Global Campus
Caucasus

ARMA



Global Campus
Arab World

HRDA



Global Campus
Africa

Europe

This mark can be also used in it's white version on a background of its regional color (100, 0, 0, 0).

HORIZONTAL**VERTICAL**

Declination

Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.

**COLOR****CMYK 0 0 0 70****BLACK****WHITE**

South-East Europe

This mark can be also used in it's white version on a background of its regional color (57, 0, 0, 0).

HORIZONTAL**VERTICAL**

Declination

Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.

**COLOR****CMYK 0 0 0 70****BLACK****WHITE**

Latin America- Caribbean

This mark can be also used in it's white version on a background of its regional color (29, 47, 0, 0).

HORIZONTAL

Global Campus
Latin America-Caribbean

VERTICAL

Global Campus
Latin America-Caribbean

VERTICAL 2

Global Campus
Latin America
Caribbean



Declination

Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.



COLOR



Global Campus
Latin America-Caribbean

CMYK 0 0 0 70



Global Campus
Latin America-Caribbean

BLACK



Global Campus
Latin America-Caribbean

WHITE



Global Campus
Latin America-Caribbean

Asia-Pacific

This mark can be also used in it's white version on a background of its regional color (0, 70, 0, 0).

HORIZONTAL**VERTICAL**

Global Campus
Asia-Pacific



Declination

Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.

**COLOR****CMYK 0 0 0 70****BLACK****WHITE**

Caucasus

This mark can be also used in it's white version on a background of its regional color (3, 78, 76, 0).

HORIZONTAL**VERTICAL**

Global Campus
Caucasus



Declination

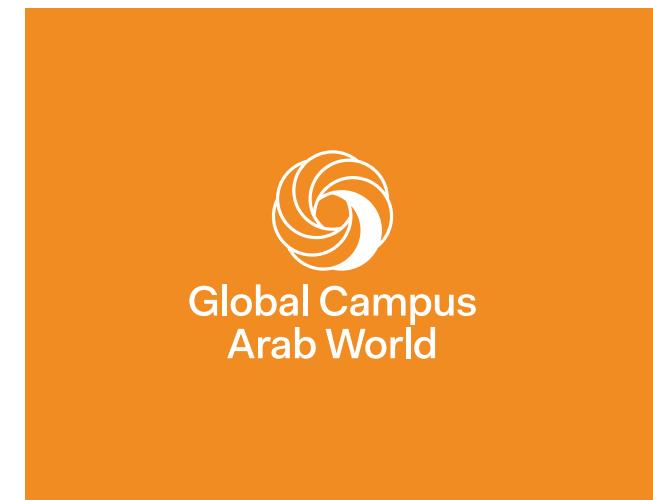
Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.

**COLOR****CMYK 0 0 0 70****BLACK****WHITE**

Arab World

This mark can be also used in it's white version on a background of its regional color (0, 53, 91, 0).

HORIZONTAL**VERTICAL**

Declination

Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.

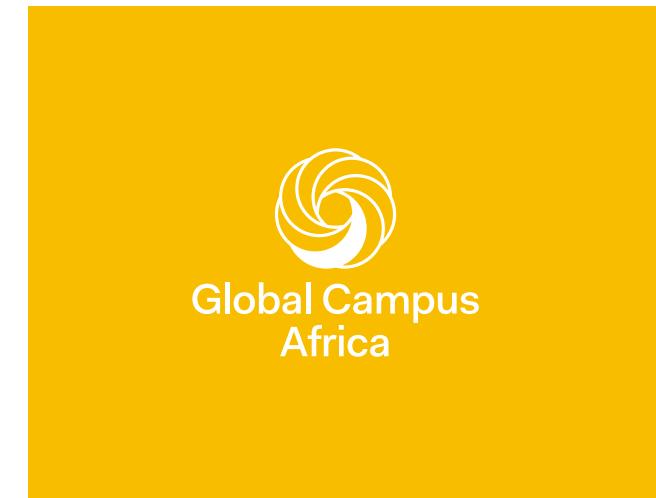
**COLOR****CMYK 0 0 0 70****BLACK****WHITE**

Africa

This mark can be also used in it's white version on a background of its regional color (0, 27, 96, 2).

HORIZONTAL**VERTICAL**

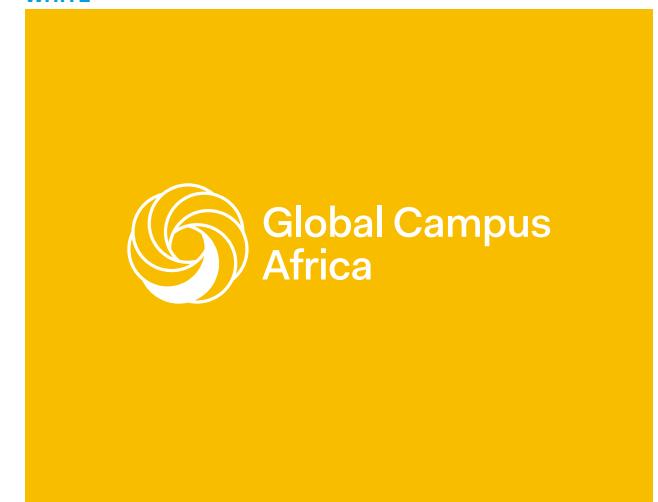
Global Campus
Africa



Declination

Global Campus' regional marks follow the same color rules applied to EIUC's and general Global Campus' marks.

Naturally the use of colors different from the one encoded is not allowed.

**COLOR****CMYK 0 0 0 70****BLACK****WHITE**

The system includes other variations of the Global Campus' mark to be used in case of other activities not connected to any specific region.

In these cases the diagram remains unchanged. The activity's name must be written in a brighter shade of grey (0, 0, 0, 50). Color variations (like the ones on regional marks) are not allowed.



07 Web

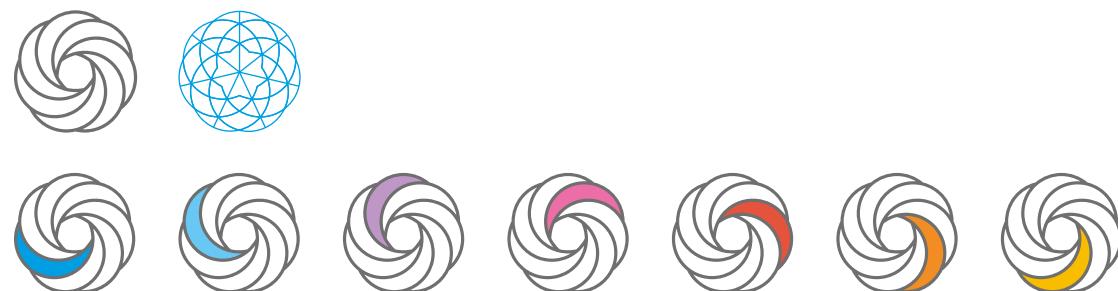
Profile image

When used as profile image on a social network the marks must be used with their diagram only for 2 reasons: first because the name of the page is often already written next to the image by the social network itself. Second because in doing so we avoid having the text displayed in a very small size (see posts and comments) and not readable.

Favicon

A simplified version of the diagram has been designed to be used as favicon so that it could be visible despite the small size.

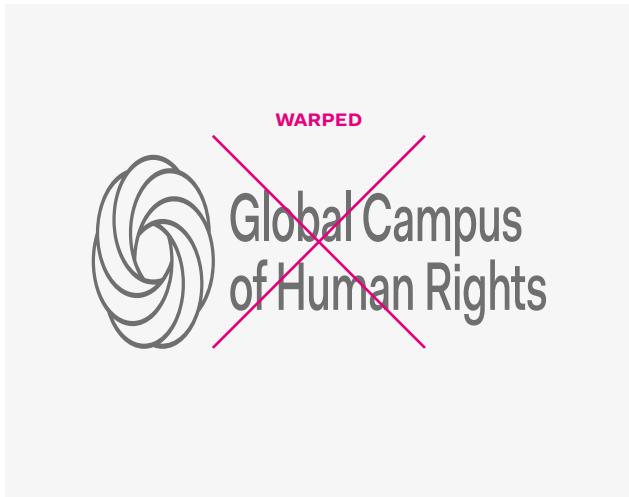
PROFILE IMAGE



FAVICON



08 Abuse



LESS THEN 8 MM



NOT ALIGNED / TOO CLOSE



WRONG PROPORTIONS



NO SEPARATING STROKE



MOVED ELEMENTS



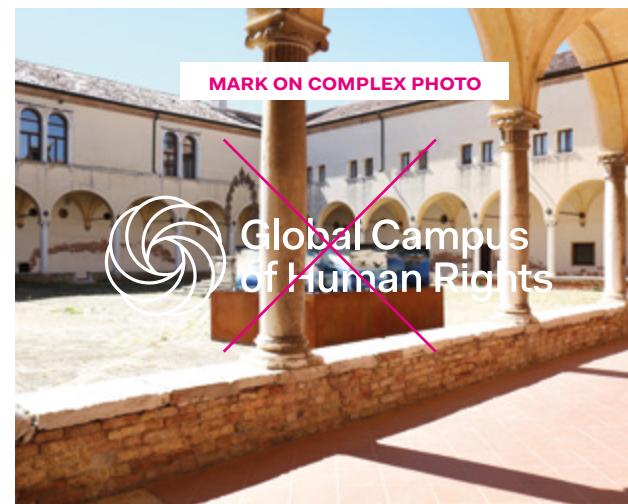
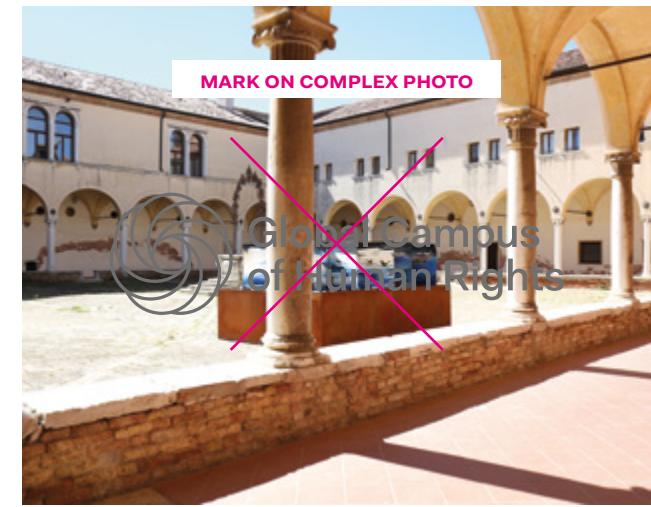
ARTWORK USED AS MARK



Global Campus
of Human Rights

If applied on photographs the mark must be monochrome.

The positioning and the choice of the color (white / grey / black) depend from the photo itself: bright / dark, simple / complex. See examples.



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