

# EUPeace Corporate Identity Package & EUPeace Design Manual

**Deliverable 8.1**

**Milestone 35**

October 2024



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## About EUPeace

**EUPeace is the European University for Peace, Justice, and Inclusive Societies.**

**Our mission is to provide tomorrow's citizens with the skills, knowledge, and experience to cultivate Peace, Justice, and Inclusive Societies. We explicitly address all sciences and fields, from the humanities and social sciences to the natural and life sciences as well as engineering, and are inspired by the rebuilt bridge of Mostar – the symbol in our logo – as a testament to how dialogue can overcome conflict.**

Philipps-Universität Marburg		Marburg University
Justus-Liebig-Universität Gießen		Justus Liebig University Giessen
Université de Limoges		University of Limoges
Università della Calabria		University of Calabria
Universidad Pontificia Comillas		Comillas Pontifical University
Západočeská univerzita v Plzni		University of West Bohemia
Sveučilište u Mostaru		University of Mostar
Çukurova Üniversitesi		Çukurova University
Univerzitet u Sarajevu		University of Sarajevo

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## Executive Summary

This report provides a comprehensive overview of the successful completion of the task to create a design manual and corporate identity package for the EUPeace Alliance. The task, corresponding both to Milestone 35 “EUPeace Corporate Identity Package and Design Manual” and Deliverable 8.1 “EUPeace Design Manual” was completed on schedule by a dedicated subgroup of the work package 8 team. This subgroup drew upon the diverse strengths within the Alliance, which included practitioners, scientists, artists, and managers, to ensure a well-rounded and effective approach to the design process.

The primary deliverable is the EUPeace Brandbook, the design manual itself. It includes practice-oriented guidelines for using the corporate identity, such as logos, design elements, examples of the graphic designs for social media and additional material. The corresponding templates are included in the corporate identity package that was compiled and has been provided to the whole Alliance. These graphical guidelines and elements are, together with the methodological guidelines and elements of the communication and dissemination strategies of EUPeace (both outcomes of the work package on their own as well as key milestones in the work of the Alliance), the basis of all communication activities of the Alliance, internally and externally.

This report outlines the steps taken, the methodology employed, and the importance of a design manual for an alliance of universities like EUPeace. The process was highly collaborative and iterative, with the subgroup prioritising tasks, refining ideas, and building upon the existing corporate design and logo. The report also highlights the role of corporate identity in conveying the Alliance’s core values of peace, justice and inclusive societies. Looking ahead, the next steps include not only the full implementation of the design manual and package but also the ongoing development of new materials based on requests. Furthermore, the design subgroup will contribute to the evaluation of the Alliance’s overall communication activities, with a particular focus on graphical communication.

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# 1. Introduction

A key aspect of EUPeace's mission is ensuring that the Alliance's visual identity is consistent, professional, and aligned with its core values. To this end, the creation of a comprehensive design manual and corporate identity package was identified as a crucial task in the context of the EU-funded project activities of EUPeace. This was collated into task 8.2.7 of work package 8 "Impact and Dissemination" and also covers Deliverable 8.1 and Milestone 35 as mentioned previously, both to be achieved by month 12 of the funding period of EUPeace's EU-funded project under the European Universities initiative.

The purpose of this report is to detail the completion of this task, including the goals achieved, the methodology used, the steps taken, and the outcomes. Additionally, the report will discuss the importance of a design manual for an alliance of universities, the relevance of corporate identity, and the reasons behind its implementation.

## 1.1. About EUPeace

### Our Vision & Mission

Tragically, the values of peace, justice, and inclusive societies cannot simply be taken for granted. They must be continuously cultivated, studied, and shaped to define the road to an ambitious and challenging socio-political goal. In this, universities have a key role to play. They are at the heart of societies, providing the insights and techniques necessary to address the environmental, technical, political, and social challenges the next generation has to face. Through research and education, they connect people of all generations; they can be model places for protecting and strengthening the values of mutual respect, justice, and inclusion. As such, they are powerful instruments for building peaceful communities.

EUPeace's mission is to provide tomorrow's citizens with the skills, knowledge, and experience to cultivate Peace, Justice, and Inclusive Societies.

We explicitly address all sciences and fields, from the humanities and social sciences to the natural and life sciences as well as engineering, and are inspired by the rebuilt bridge of Mostar – the symbol in our logo – as a testament to how dialogue can overcome conflict.

### Our Profile

The commitment to Peace, Justice, and Inclusive Societies is at the core of the European ideal and needs to be continuously cultivated. We argue that peace cannot flourish unless a set of enabling conditions are firmly in place: it goes hand in hand with a deep commitment to justice and inclusion.



EUPeace is comprised of 9 institutions that are similar in size, location and mission within their respective national ecosystems. We are a synergetic mix of universities, characterised by our territorial embeddedness, concern for impact and deep attention to the quality of student life within and beyond our campuses. We have come together, based on long-standing cooperation experiences as well as newly formed ties within the EUPeace universities. We are Marburg University (Germany), Justus Liebig University Giessen (Germany), University of Limoges (France), University of Calabria (Italy), Comillas Pontifical University (Spain), University of West Bohemia (Czechia), University of Mostar (Bosnia and Herzegovina), Çukurova University (Türkiye), University of Sarajevo (Bosnia and Herzegovina) as well as our associated partners in Europe and beyond.

We are embracing and fostering our unique geographic distribution and the implications these geographic roots bring to EUPeace: our institutions are located in regions with a lot of internal diversity and sometimes a still recent history of conflict.

### Our Approach

EUPeace is about strengthening the enabling conditions for peace: understanding them better through research, nurturing them actively through education, and fostering them broadly through societal outreach and innovative practices.

We develop joint and innovative teaching and learning experiences in which students learn to understand ultimate as well as proximate causes of conflict situations – including aspects of technological and environmental interdependencies – gain experience in how to manage conflicts effectively, and how to implement solutions to conflicts.

We bring our entire academic communities together to generate knowledge, competence and innovative approaches to fostering peace, justice, and inclusive societies. All fields and sciences are required to grasp the conditions of conflict prevention, forecasting and resolution, in a world where material, technical and socio-political arrangements are intimately connected.

We come together with our partners from our local communities and international networks to co-construct concrete practices and solutions to turn these competencies into impact beyond academia. To achieve this, the exploration of innovative leverage points for impact, such as our focus on teacher training, is key.

## 1.2. Context & Objectives

The successful completion of this task resulted in the following key achievements:

- **Development of a Design Manual:** A comprehensive design manual was created, which includes practice-oriented guidelines for using the EUPeace Alliance's corporate identity. This

manual covers the proper use of logos, the format and sizes and offers guidelines on the combined use of logos and on material such as roll ups.

- **Compilation of a Corporate Identity Package:** A corporate identity package was developed, which includes essential design elements such as logos, letterhead, document templates, presentation slides, and other key files. These materials are now available in a central manner for all members of the Alliance to use.
- **Collaboration and Iteration:** The task benefited from the diverse profiles within the subgroup, which included practitioners, scientists, artists, and managers. This diversity allowed for a well-rounded approach, ensuring that the final deliverables were both practical and creative.
- **Foundation for Future Development:** The design manual and package provide a solid foundation for the Alliance's visual identity. However, the subgroup deliberately left room for future development, allowing for the creation of additional design elements as needed.
- **Approval and Distribution:** The final version of the design manual and corporate identity package was approved by the Steering Committee and distributed to all members of the Alliance.

The goal of implementing such a design package is naturally for it to support the communication and dissemination activities of the Alliance in its multi-channel approach. In this way, the Alliance wishes to communicate adequately and effectively with all internal and external stakeholders, to provide services and support for other work package leaders and the Coordination Network, to intensify regional embeddedness and effective collaboration with local actors in civil society, to generate quick wins for regions and social groups directly concerned, to collaborate closely with the Work Package leaders and monitoring committee to ensure sustainable impact in research, education, innovation, and service to society.

A design manual serves as a crucial tool for maintaining consistency and professionalism across all communications within an organisation. For an alliance of universities like EUPeace, which involves multiple institutions and stakeholders across different regions, a design manual is even more essential.

The manual provides clear guidelines on how to use the corporate identity, ensuring that all communications, whether internal or external, adhere to the same visual standards. This consistency helps to build a strong and recognisable brand identity, which is important for raising awareness and promoting the Alliance's mission.

In addition, the design manual helps to convey the core values of the EUPeace Alliance through its visual elements. By using a consistent corporate identity, the Alliance can reinforce these values in all its communications, creating a sense of unity and shared purpose among its members.

### 1.3. Approach & Methodology

The task was completed by a dedicated subgroup of the work package 8 team, consisting of a designer and communication experts of Comillas, a designer/professor of UNSA, a manager of UMR, as well as the Secretary General of EUPeace (UMR) and the EUPeace Communication Officer as WP8 Lead (JLU). This subgroup brought together a diverse range of skills and perspectives, with members representing different professional backgrounds. This diversity was a key strength, enabling the group to approach the task from multiple angles and to create a design manual that is both practical and innovative.

This group came together in May 2024 and grew out of the full work package team (a similar approach was used for the development of the communication and dissemination strategies). Due to the overlap in persons, the subgroup was also in capacity of representing the Coordination Network of EUPeace. The subgroup – which can also be referred to as “Impact and Dissemination/ID working group” – did not develop the corporate identity of EUPeace from scratch, on the contrary, it built upon and formalised the base of the EUPeace corporate identity that had been in use since mid-2023. The basic logotype and colours were further developed at the start of the funding period of the project activities, leading the Governing Board of EUPeace to choose a final version of the logo and refined colour tones in January 2024, followed by the validation of templates by the Steering Committee in February 2024.

The methodology employed by the subgroup was highly collaborative and iterative, involving the following key steps:

- **Gathering Ideas and Suggestions:** The subgroup first gathered input from its members and beyond that from other colleagues within the Alliance to understand the needs and expectations regarding the design manual and corporate identity. This process also involved engaging with the developments of other alliances to understand our peers and exchanging with different stakeholders. In this fashion, all perspectives were considered.
- **Reviewing Available Material:** The team reviewed the existing corporate design, logo, and other visual elements to identify any gaps and determine what additional materials were needed. This review process was thorough and systematic, ensuring that all aspects of the Alliance’s visual identity were covered.
- **Prioritisation of Tasks:** The subgroup prioritised tasks based on their importance and relevance to the work package’s goals and beyond that the goals of the Alliance. The focus was on developing the design manual and key templates first, ensuring that the most important elements were addressed before moving on to additional materials.
- **Discussion and Iteration:** The team engaged in ongoing discussions, exchanging drafts and refining ideas. This iterative process allowed the subgroup to continuously improve the design manual and package, ensuring that the final deliverables were of the highest quality.

- **Finalisation and Approval:** The final draft of the manual and package was circulated among the entire team for review before being submitted to the Steering Committee for approval. This step ensured that all members had the opportunity to provide feedback and that the final version was fully aligned with the Alliance's vision. Through these loops, additional improvements and clarifications were made possible.
- **Distribution:** Upon approval, the design manual and package were made available to all members of the Alliance for use in their respective areas. This distribution process was carefully managed to ensure that all members had access to the materials and understood how to use them effectively.

## 2. Developing the Manual & the Package

The following steps were undertaken to complete the task:

- **Initial Meetings:** The subgroup formed out of the work package 8 community and, in addition to the full work package meetings, met on 6 occasions (15 May, 28 May, 12 June, 25 June, 2 July, 9 September 2024) to gather input from its members and from other Alliance members, assess the existing materials, and discuss the overall approach to the design manual and corporate identity package.
- **Material Review:** The team conducted a thorough review of the current corporate design, logo, and other visual elements. This review identified any gaps and determined what additional materials were needed to complete the corporate identity package.
- **Task Prioritisation:** The subgroup prioritised tasks based on their importance and relevance to the Alliance's goals. The focus was on developing the design manual and key templates first, ensuring that the most important elements were addressed before moving on to additional materials.
- **Manual Drafting:** The subgroup drafted the design manual, including specific use guidelines. This drafting process was iterative, with multiple rounds of review and revision to ensure that the final manual was clear, comprehensive, and user-friendly.
- **Iterative Review:** The manual was reviewed and revised through multiple iterations, incorporating feedback from team members and other stakeholders. This iterative process ensured that the final deliverables were of the highest quality and met the needs of the Alliance. It benefited from the involvement of persons not involved directly in the drafting as well as colleagues also involved in other work packages to gather different perspectives and avoid any blind spots.
- **Finalisation:** The final draft of the manual and the corporate identity package were prepared and circulated among the team for review. This finalisation process included a thorough

review of all materials to ensure that they were accurate, complete, and aligned with the Alliance's vision.

- **Approval:** The final version of the manual and package was submitted to the Steering Committee for approval. This step ensured that the materials were formally endorsed by the Alliance's leadership and ready for distribution.
- **Distribution:** Upon approval, the design manual and package were made available to all members of the Alliance for use in their respective areas. This distribution process was carefully managed to ensure that all members had access to the materials and understood how to use them effectively.

The completion of this task resulted in several key outcomes:

- **The Design Manual itself accompanied by the Corporate Identity Package:** A comprehensive design manual was created, providing clear and practical guidelines for using the EUPeace Alliance's corporate identity. This manual includes instructions on the proper usage of logos and other visual elements. The corporate identity package including the files and data to be used by all within the Alliance, including logos, document templates, letterhead, presentation slides. These materials are now accessible to all members of the Alliance, ensuring consistency in visual communication.
- **Collaboration Across Groups:** The diversity of the subgroup, and of all the persons involved in the entire process, with members from different professional backgrounds, contributed to a well-rounded and effective design process. The inclusion of practitioners, scientists, artists, and managers ensured that the final deliverables were both practical and creative.
- **Flexibility for Future Development:** While the manual and package provide a solid foundation, the subgroup deliberately left room for future development. This flexibility allows the Alliance to expand its visual identity and create additional design elements as needed.

### 3.Relevance & Meaning of Corporate Identity

Corporate identity is the visual representation of an organisation's brand, values, and mission. For the EUPeace Alliance, a strong corporate identity is vital for several reasons:

- **Consistency:** A consistent corporate identity ensures that all communications, whether internal or external, present a unified and professional image. This consistency helps to build trust and credibility among stakeholders, which is particularly important for an alliance of universities.
- **Recognition:** A well-defined corporate identity makes the Alliance easily recognisable, which is important for raising awareness and promoting its mission. This recognition is crucial for

establishing the Alliance as a leader in the fields of inclusion, diversity, peace, and social justice.

- **Cohesion:** A shared visual identity fosters a sense of belonging and unity among members of the Alliance, which is particularly important for a multi-institutional, multi-national, multi-cultural and multi-structural organisation like EUPeace. This cohesion helps to create a strong and supportive community within the Alliance.
- **Communication of Values:** The corporate identity reflects the core values of the Alliance, such as peace, inclusion, diversity, and social justice. By consistently using the design elements in all communications, the Alliance reinforces these values and demonstrates its commitment to these principles.

A design package typically includes the essential elements that define an organisation's visual identity, such as logos, colour schemes, typography, and templates. These elements work together to convey the organisation's message and values.

In the case of the EUPeace Alliance, the design package communicates the Alliance's commitment to peace, inclusion, diversity, and social justice. The logo, for example, is a key component of the design package, serving as a symbol of the Alliance's mission and values. The colour scheme and typography further reinforce these values by evoking certain emotions and associations that align with the Alliance's goals.

The templates included in the design package, such as those for letterhead or presentation slides, ensure that all communications maintain a consistent visual style. This consistency is important for building a strong and cohesive brand identity, which helps to establish the Alliance as a credible and trustworthy organisation.

## 4. Conclusion

The successful completion of the design manual and corporate identity package for the EUPeace Alliance marks a significant achievement in the Alliance's efforts to establish a cohesive and impactful brand identity. The design manual provides clear and practical guidelines for using the corporate identity, while the corporate identity package ensures that all members have access to the necessary materials, individual elements, logos and data.

The task was fully completed on schedule, with no complications encountered. The iterative process, collaboration, and prioritisation of tasks allowed the subgroup to deliver high-quality results that align with the Alliance's vision. The diverse backgrounds of the subgroup members – practitioners, scientists, artists, and managers – contributed to a well-rounded and effective design process, resulting in a comprehensive and flexible design manual that meets the needs of the Alliance.

Looking forward, the next steps will involve implementing the design manual and package throughout the Alliance, developing new materials based on requests, and contributing to the evaluation of the Alliance's overall communication activities, with a particular focus on graphical communication. The successful completion of this task lays a strong foundation for the Alliance's future communication efforts and supports its mission to promote peace, inclusion, diversity, and social justice.

## 5. Plan of Action

Following the successful completion of this task, the next steps for the EUPeace Alliance include:

1. **Implementation:** The design manual and corporate identity package will be fully implemented across all channels and by all members of the Alliance. This implementation process will ensure that the Alliance's visual identity is consistently applied in all communications. The work package team as well as the Communication Office and Coordination Office will continuously support all Alliance members in easily and swiftly implementing any changes.
2. **Monitoring and Feedback:** The Alliance will monitor the implementation of the design manual and package to ensure that it is being used effectively and consistently across all channels. Feedback from members will be collected and used to make any necessary adjustments to the design manual and package.
3. **Ongoing Development:** The team around the work package will take over the responsibility of providing new designs and templates upon request from various bodies, working groups, and work packages within the Alliance. This ongoing development will ensure that the Alliance's visual identity continues to evolve and meet the needs of its members.
4. **Evaluation of Communication Activities:** The members of the subgroup, leveraging their experience and expertise, will contribute to the evaluation of the Alliance's overall communication activities, with a particular focus on graphical communication. This evaluation will help to assess the effectiveness of the design manual and package and identify any areas for improvement. Review and evaluation efforts will be coordinated by the Monitoring Committee of EUPeace.



# Annexes

## Annex 1: EUPeace Brandbook



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# EUPeace Brandbook



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*For the full rules and regulations regarding the use of the EU emblem and the acknowledgement of EU funding in all activities, please refer to our Communication and Dissemination Strategies.*



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# This **Brandbook**

Determines the graphic standards that allow defining a coherent graphic line of EUPeace's visual identity.



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# INTRODUCTION

About EUPeace  
Our Mission  
Members



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# About **EUPeace**

## **The European University for Peace, Justice, and Inclusive Societies,**

EUPeace, evolves out of nine core member universities that have committed their strategic international outlook in teaching, research and administration in higher education to the the core ideas and values expressed in the jointly created EUPeace Mission Statement. The interactions achieved by creating the EUPeace Alliance are particularly adapted to scale up internationalisation efforts under the prefix of fostering a peaceful, just, and inclusive European landscape, at various levels. While each of our institutions has active programmes with numerous international peers, their impact tends to be limited to those staff or students who are involved in physical mobility. Through EUPeace, we can radically scale up internationalisation at two levels:

(a) enhance our overall strategic impact and visibility, (b) internationalise the whole community, whether physically mobile or not - thereby actively shaping the new generation of European citizens.

The EUPeace Alliance was  
founded in 2021.



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# Our **Mission**

Linked to the UN's **2030 Agenda**, which underlines that "sustainable development cannot be realised without peace and security", namely without building peaceful, just, and inclusive societies, as highlighted by the **SDG16**.

EUPeace is the European University for Peace, Justice, and Inclusive Societies. Our mission is to provide tomorrow's citizens with the skills, knowledge, and experience to cultivate Peace, Justice, and Inclusive Societies. We explicitly address all sciences and fields, from the humanities and social sciences to the natural and life sciences as well as engineering, and are inspired by the rebuilt bridge of Mostar – the symbol in our logo – as a testament to how dialogue can overcome conflict.

EUPeace is about strengthening the enabling conditions for peace: understanding them better through research, nurturing them actively through education, and fostering them broadly through societal outreach and innovative practices.

We develop joint and innovative teaching and learning experiences.

We bring our entire academic communities together to generate knowledge, competence and innovative approaches.

We come together with our partners from our local communities and international networks to co-construct concrete practices and solutions to turn these competencies into impact beyond academia.



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# Members

(Cooperation Partners)



Marburg University (Germany)



Justus Liebig University Giessen (Germany)



University of Limoges (France)



University of Calabria (Italy)



Comillas Pontifical University (Spain)



University of West Bohemia (Czech Republic)



University of Mostar (Bosnia and Herzegovina)



Çukurova University (Türkiye)



University of Sarajevo (Bosnia and Herzegovina)



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# VISUAL IDENTITY

About logotype  
symbology  
Color and type  
Primary logo and tagline  
Others logotypes

With logos members  
Logo colour and negative  
Grayscale and  
monochrome  
Smallest size

Safe zone  
Correct use  
Incorrect use  
Colours  
Tipography



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## About **logotype** / **symbology**

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

Our logo symbolises the rebuilt old bridge of Mostar, the University of Mostar being one of our founding members. Bridges generally symbolise connection, collaboration, and progress. They represent the idea of linking people, ideas, or places, highlighting the Alliance's role in facilitating communication and overcoming obstacles.

UNESCO World  
Heritage Site  
since 2005.



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It is important to note that whenever we use the name EUPeace the first three capital letters will be retained.

## Colour / symbology

EUPeace uses variations of the traditional blue and yellow colours.

**Blue** generally signifies trust, reliability, and professionalism, thus conveying stability and confidence - reflecting the standing of our universities.

**Yellow** generally represents optimism, energy, and creativity, which can evoke feelings of happiness and positivity.

This showcases our trust in the future, which we aim to impact with EUPeace. Together, blue and yellow create a balanced and inviting brand image, suggesting a blend of dependability and innovation.

## Type / symbology

The font **Titillium** - originating in the Accademia di Belle Arti di Urbino - conveys a sense of modernity, clarity, and professionalism. Its clean, sans-serif design offers a contemporary and minimalist aesthetic, which is often associated with innovation and forward-thinking. At the same time, the precise and balanced letterforms can also suggest reliability and efficiency.



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European University for Peace,  
Justice, and Inclusive Societies

### **Primary logo and tagline**

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 EUPeace wordmark to ensure good legibility and visibility.



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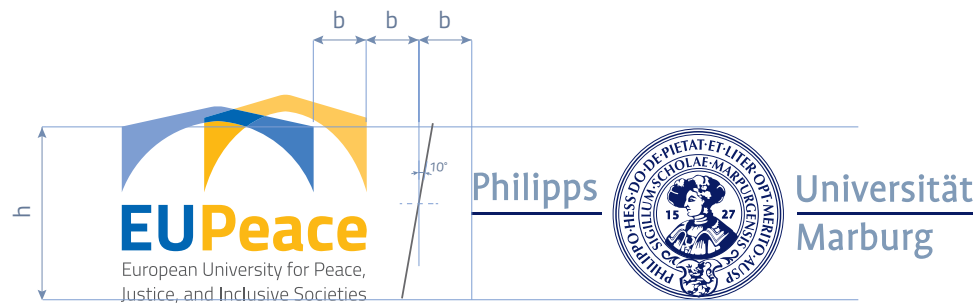
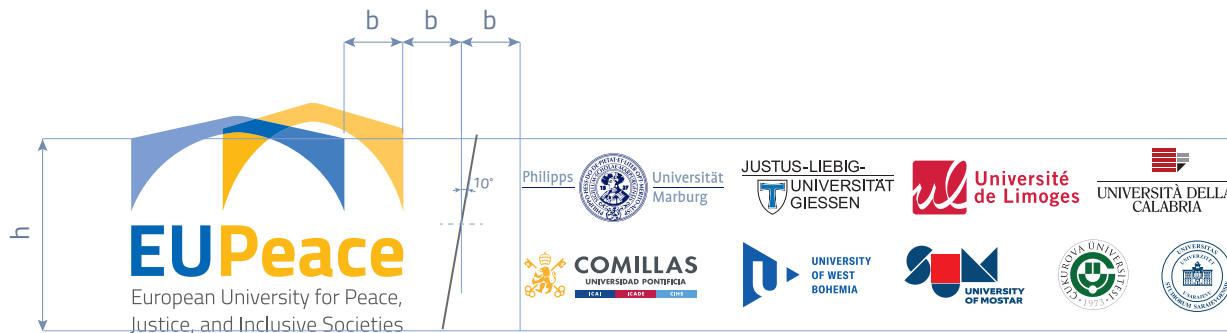


## Other logotypes

For specific purposes, such as showcasing their membership or associated partnership, universities and other organisations may use alternative logos as depicted. Other alternatives are not permitted in order to keep a coherent external presence.



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Example  
endorsed  
with  
member  
university.



## With logos members

The EUPeace logo may be used in conjunction with other logos, such as the individual logos of the EUPeace universities.

Alternatively it can be used with the logo of an external organisation, such as when organising a joint event.

In such case the logo should be separated by a 10° inclined bar - slash.



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### Logo / **colour positive**

This version is used on white and light backgrounds.



European University for Peace,  
Justice, and Inclusive Societies

### Logo / **colour negative**

This version is used on dark backgrounds



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### Logo / **grayscale**

Grayscale logotype versions to be used when colour options are not available.



### Logo / **monochrome**

Versions are to be used when the main logotype version cannot be used due to any existing limitations (legal or printing).  
[In this version only black & white is allowed. See page 19]



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## Smallest size

This is the smallest size allowed at which the logotype can be used and is still 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 blue bridge side and drawing a line. Then drawing a rectangle around the logotype using the created line.



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## 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.



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Do not apply shadows.



Choose correctly to avoid contrast errors.  
Use grayscale only with white background



It is not allowed to modify the composition.



it is not allowed to deform the mark.



Do not alter the position of the brand elements.



The monochrome version is only allowed in black or white.

## 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.



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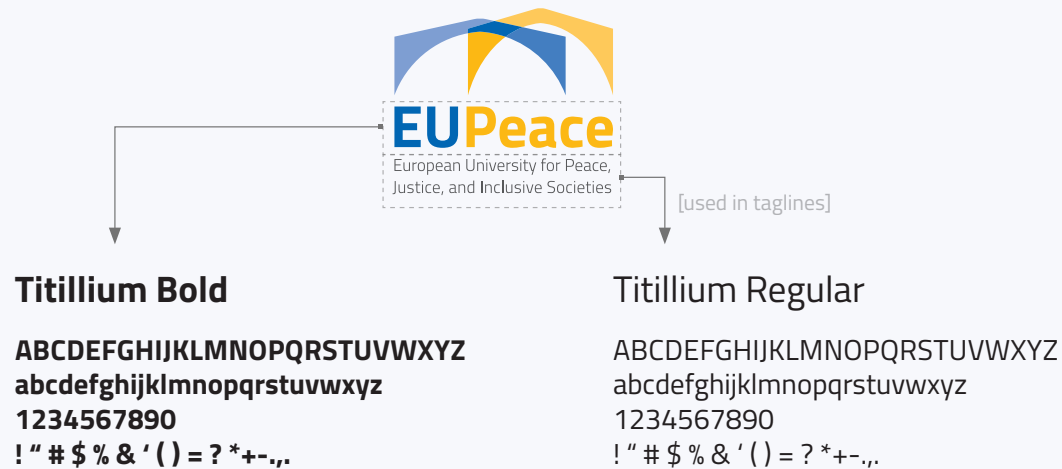


## Logo colours

When colours are used in other contexts, such as graphics or material, the EUPeace blues and yellows should be used.



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## Titillium

Thin, *Thin Italic*, Thin Upright, Light, *Light Italic*, Light Upright, Regular, *Regular Italic*, Regular Italic, **Semibold**, ***Semibold Italic***, Semibold Upright, **Bold**, ***Bold Italic***, **Black**

## Titillium Web

Thin, *Thin Italic*, Thin Upright, Light, *Light Italic*, Light Upright, Regular, *Regular Italic*, Regular Italic, **Semibold**, ***Semibold Italic***, Semibold Upright, **Bold**, ***Bold Italic***, **Black**

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
! " # \$ % & ' ( ) = ? \* + - , .

Light, *Light Italic*, Regular, *Regular Italic*,  
**Bold**, ***Bold Italic***

## Logo typography

Titillium used in name and tagline

## Main type and Secondary type

**Titillium** used in endorsed, Letterhead, business card and other developments.

**Titillium web** used in online developments.

## Exceptional use

Should Titillium not be available, the use of Calibri is permissible.



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# BRAND APPLICATIONS

## **Business stationery**

- Letterhead design
- Business card

## **Images and illustration style**

- Images style
- Type vector used

## **Examples of ephemeral marketing developments**

- Roll Ups (vertical)
- Press Wall (horizontal)
- Wall banners
- Social media
- Online communications
- mailing style

## **Brochure and goodies**



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## Business stationery

## Letterhead design

Letterhead design template.

Front



Back

**Name Surname**replace with  
University Logo**Position**

Address, City, Country

Tel. +00 000 000 000

email@email.com

[www.eupeace.eu](http://www.eupeace.eu)

Examples with logo

**Name Surname****Position**

Address, City, Country

Tel. +00 000 000 000

email@email.com

[www.eupeace.eu](http://www.eupeace.eu)

Business stationery

## Business card

Business card template.

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## Images and illustration style (I)

### Images style / **student life**

Pictures with humans should be bright, optimistic, with simple toned down colour palette. When possible, blue and yellow accents are useful for better overall brand colour palette.



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## Images and illustration style (II)

### Images style / **Universities**

Allowed to use representative images of  
EUPeace member universities



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Symbol logo



Symbol with white contour line

Selection of a part of the  
logo symbol

Application examples with color or images



## Images and illustrations style (III)

### **Vectors** / style

It is allowed to use vectors for graphic developments based on parts of the logo bridge symbol



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Examples of ephemeral marketing developments (I)

### Roll-ups / style

Roll-ups as well as press walls and other printed material should convey a coherent appearance of EUPeace. The bridge elements feature prominently; the EUPeace colours should be used.





Examples of ephemeral marketing developments (II)

### Roll-ups / style

Alternatively stock images or symbol images, e.g. representing the city in which an event is organised may be used.

The rebuilt old bridge of Mostar can also be used as a symbolic photograph.

Roll-ups and printed material may also use a more graphical symbolic with less photographs, providing more space for text / information





Examples of ephemeral marketing developments (III)

Roll-ups / style





Examples of ephemeral marketing developments (IV)

**Vertical screens** / style



Examples of ephemeral marketing developments (V)



**Press-wall** and  
**horizontal screens** / style



Examples of ephemeral marketing developments (VI)

**Press-wall** and **horizontal screens** / style





Examples of ephemeral marketing developments (VII)

**Social media banners** / style

EUPeace / UNIVERSIDAD PONTIFICIA COMILLAS

Visualizar en el navegador

26 de  
Septiembre  
2024

**SAVE**

EUPeace / UNIVERSIDAD PONTIFICIA COMILLAS

Visualizar en el navegador

**THE DATE**

**Cena de gala EUPeace**

**26 de Septiembre 2024**

**19:30 h**

**CÓCTEL OFICIAL EUPeace**

**Campus Arrupe** C / MATEO INURRIA, 39



Queridos compañeros:

Los días 26 y 27 de septiembre, Comillas acogerá grupos de gobierno de la alianza EUPeace (Senado, Comité Ejecutivo, Comité Educativo). En este contexto, la cena oficial el 26 de septiembre a las 20:30 en el Campus Arrupe (por determinar).

Dada vuestra involucración directa en las actividades de EUPeace, **encantaría contar con vuestra presencia en esta cena**, una excelente oportunidad para conocer a los compañeros de las universidades socias y fortalecer nuestros lazos de colaboración.

Os pedimos que confirméis vuestra asistencia escribiendo a [eupeace@comillas.edu](mailto:eupeace@comillas.edu)

Un abrazo,

El equipo EUPeace de Comillas



Queridos compañeros:

En referencia al Save the Date que os enviamos anteriormente, queríamos informaros de un pequeño ajuste en el horario del cóctel programado para el **26 de septiembre**. El evento se adelantará a las **19:30 h** y se celebrará en el **Campus Arrupe**, ubicado en **Calle Mateo Inurria 39, Madrid**.

Estamos encantados de contar con vuestra presencia en esta ocasión, que será una excelente oportunidad para fortalecer los lazos entre nuestras universidades socias.

Si tenéis cualquier duda o si creéis que hemos olvidado invitar a alguien, no dudéis en escribirnos a [eupeace@comillas.edu](mailto:eupeace@comillas.edu)

¡Nos vemos muy pronto!

Un cordial saludo,  
Equipo EUPeace de Comillas

UNIVERSIDAD PONTIFICIA COMILLAS



Examples of ephemeral marketing developments (VIII)

Online communications mailing / style



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## Brochure and goodies (I)

Brochure and  
goodies / styleCo-funded by  
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## Brochure and goodies (II)

### **Brochure** and **goodies** / style



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Brochure and goodies (III)

**Brochure** and  
**goodies** / style



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Brochure and goodies (IV)

**Brochure and  
goodies** / style



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## Brochure and goodies (V)

### **Brochure** and **goodies** / style



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# CONTACT



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# Contact **Information**

**EUPeace Coordination Office**

[info@eupeace.eu](mailto:info@eupeace.eu)



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