EUPeace

European University for Peace,
Justice, and Inclusive Societies

EUPeace
Brandbook

EUPeace
European University for Peace,
Justice, and Inclusive Societies

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.

Content

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INTRODUCTION

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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

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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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Colour / **symbology**

EUPeace uses variations ofthe 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 happinness 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.

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

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European University for Peace,
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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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EUPeace
Member

EUPeace
Associated Partner

EUPeace
Coordinator

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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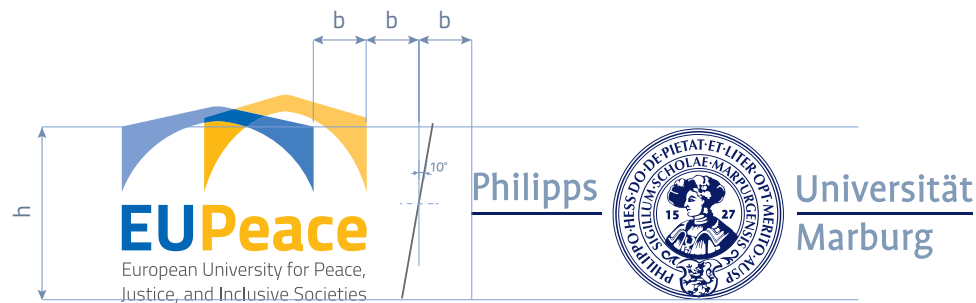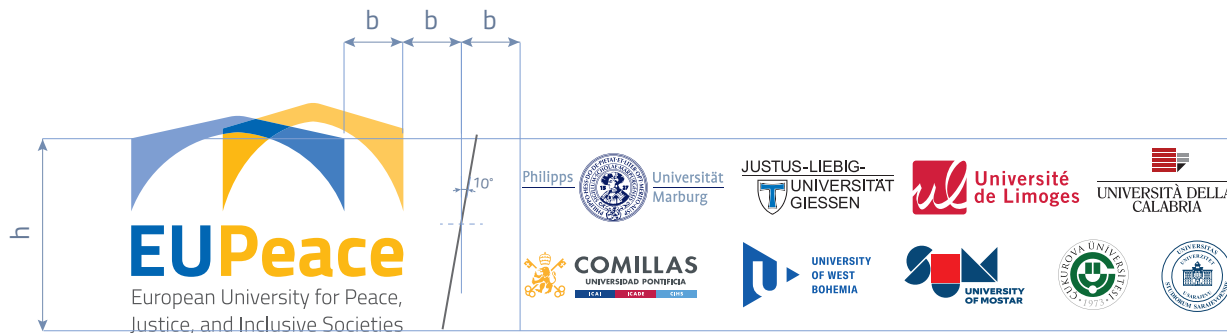
Example endorsed with member university.

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.

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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EUPeace

33 mm / 120 pix

EUPeace
European University for Peace,
Justice, and Inclusive Societies

33 mm / 120 pix

EUPeace
European University for Peace,
Justice, and Inclusive Societies

33 mm / 120 pix

Philipps Universität Marburg

JUSTUS-LIEBIG-UNIVERSITÄT GIESSEN

Université de Limoges

UNIVERSITÀ DELLA CALABRIA

COMILLAS UNIVERSIDAD PONTIFICIA   ICAI   ICADE   CIHS

UNIVERSITY OF WEST BOHEMIA

UNIVERSITY OF MOSTAR

EUPeace
European University for Peace,
Justice, and Inclusive Societies

33 mm / 120 pix

Philipps Universität Marburg

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 recomended 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 streched 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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EUPeace

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PANTONE 300 C
CMYK: 100 60 0 0
RGB: 0 92 169
Hexadecimal: #005ca9

PANTONE 660 C
CMYK: 75 45 0 0
RGB: 71 126 192
Hexadecimal: #477ec0

PANTONE 7451 C
CMYK: 50 30 0 0
RGB: 140 165 214
Hexadecimal: #8ca5d6

PANTONE 7549 C
CMYK: 0 30 100 0
RGB: 251 186 0
Hexadecimal: #fbba00

PANTONE 135 C
CMYK: 0 22 75 0
RGB: 254 204 83
Hexadecimal: #fecc53

PANTONE 425 C
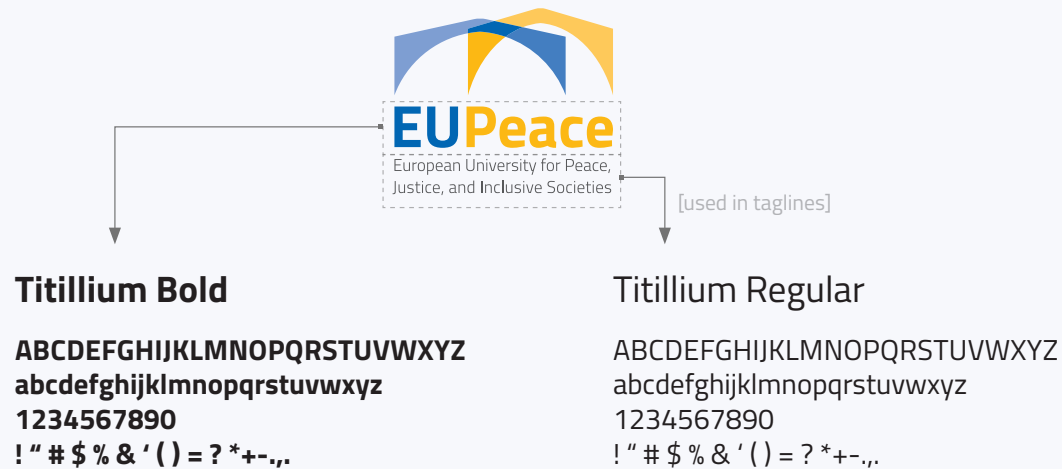CMYK: 0 0 0 80
RGB: 87 86 86
Hexadecimal: #555656

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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[used in taglines]

Titillium Bold

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

Titillium Regular

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

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 endosed, Letterhead, business card and other developments. **Titillium web** used in online developments.

Exceptional use

Should Titilium 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

x

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EUPeace | www.eupeace.eu

Address

Contact
Name
Tel: +00 0000 00000 0
email@email.com
www.eupeace.eu

22 September 2024

Subject line

Dear xxxx,

Duciasitat estem quo ommollecum volo illab id quam estia quam, sit laborep tatusaes eum vendist andios quist por santia quibus incimusam adist vollam, volupta pliquas pidendunt officius et, id que Pa sendaes pel ium aspel imin repuditae. Xeriasp eritis ad ut as dem culpa evelitibus dolor rem quaest odipsae venis esequam que natur maiost, soluptatis magnatectur simusdam quam quae pore volorio te nonem dolenih illoria aute verum quos ressus andel ipsanditam, quunt volorer ionsediat.

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que Pa sendaes pel ium aspel imin repuditae. Xeriasp eritis ad ut as dem culpa evelitibus dolor rem quaest odipsae venis esequam que natur maiost, soluptatis magnatectur simusdam quam quae pore volorio te nonem dolenih illoria aute verum quos ressus andel ipsanditam, quunt volorer ionsediat.

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Business stationery

Letterhead design

Letterhead design template.

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Front

Back

Examples with logo

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 tonned 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
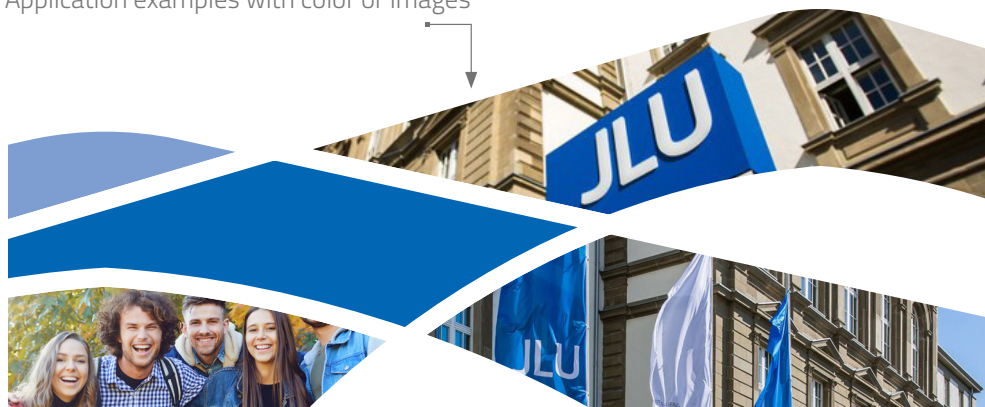
Images and illustrations style (III)

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 appearence of EUPeace. The bridge elements feature prominently; the EUPeace colours should be used.

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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

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Examples of ephemeral marketing
developments (IV)

Vertical screens / style

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Examples of ephemeral marketing developments (V)

Press-wall and
horizontal screens / style

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Examples of ephemeral marketing developments (VI)

Press-wall and
horizontal screens / style

Examples of ephemeral marketing
developments (VII)

Social media banners / style

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Examples of ephemeral marketing developments (VIII)

Online communications mailing / style

Brochure and goodies (I)

Brochure and
goodies / style

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Brochure and goodies (II)

Brochure and
goodies / style

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Brochure and goodies (III)

Brochure and
goodies / style

Co-funded by
the European Union

Brochure and goodies (IV)

Brochure and
goodies / style

Co-funded by
the European Union

Brochure and goodies (V)

Brochure and
goodies / style

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CONTACT

Contact **Information**

EUPeace Coordination Office

info@eupeace.eu