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THE LOGOTYPE
& HOW TO USE IT
MAIN LOGOTYPE
This is our main logotype. Please use this logo according to the further mentioned guidelines to maintain a clear and consistent language throughout all printed and digital materials.

SECOND OPTION
The second option is to use the globe logotype. Please only use this logotype if the overall design leaves room for it. For the sake of clarity this brandbook will focus on the above mentioned preferred logotype.
POSITIVE LOGOTYPE VERSION
Used on light backgrounds

NEGATIVE LOGOTYPE VERSION
Used on dark backgrounds
Black & white logotype

Please use these logotypes when the main logotype cannot be used due to legal or printing limitations.
SPACE AROUND THE LOGOTYPE
In order to make sure the logotype is legible it needs some white space around it. Please avoid placing anything in the free margin around the logotype. The free margin is created by taking the width of the lighthouse as a freezone around the logotype.
SMALLEST SIZE
This is the smallest size of the logotype that can be used for it to still be legible

ENLIGHT

75 px | 20 mm
USE THE LOGOTYPE CORRECTLY
The logotype should always maintain the original proportions and colours. There should always be enough background contrast and the correct amount of free space around the logotype.
The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

When displayed in association with another logo, the EU emblem must have appropriate prominence. On publications which are part of the action, the EU emblem and text must appear on the cover or the first pages after the editor’s name. At events which are part of the action, the EU emblem and text must be displayed on signs and posters.

Any communication activity related to the action must indicate the following disclaimer:

“The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation’s logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. These are examples. The placement of the EU emblem will depend on the design of the publication.
LOGOTYPE + EU EMBLEM + PARTNER LOGOTYPES

When using the ENLIGHT logotype together with EU emblem(s) and the partner logos the ENLIGHT one is placed above the other logotypes in order to have a clear main sender.

The ENLIGHT logotype is again preferably placed in the top left corner. The other logotypes are placed smaller and together at the bottom of the design.

Since the creation of the alliance the ENLIGHT logo has been displayed and associated to the nine alliance’s partner institutional logos. The terms of use and IPR of the aforementioned logos must be respected as described in our complementing dissemination and communication strategy. As regards to display, when associated to the ENLIGHT logo, the order preference goes for an alphabetical order following the city (or country – e.g. Basque country) geographical location name in English language - Basque Country, Bern, Bordeaux, Bratislava, Galway, Ghent, Göttingen, Groningen, Tartu, Uppsala / Visby.
VISUAL IDENTITY
THE BASICS & HOW TO USE THEM
COLOURS PRIMARY PALETTE
Using blue and white as main colours invoke a clear, fresh and recognisable feel. Use blue (and white) as main background or as a title colour.

COLOURS SECONDARY PALETTE
For certain purposes, adding some extra colour can both look good and be functional. Depending on the design the colours from the secondary palette can be used as an additional background colour or e.g. for highlighting a subtitle or as a pop of colour around a boxed text.

Tip: to keep the design fresh and strong sparingly add colours. Especially when it comes to text you want to dazzle your reader with the message, not with a rainbow of colours :-}
COLOUR CODES

#17486A
R23 G72 B106
C95 M66 Y35 K24

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

#CF51E3
R197 G31 B48
C16 M98 Y79 K5

#E4E4E4
R228 G228 B228
C13 M9 Y10 K0

#33BCDC
R51 G188 B220
C68 M0 Y12 K0

#ABC8BD
R168 G200 B189
C39 M10 Y29 K0

#F47802
R244 G120 B2
C0 M62 Y98 K0

#E3A6AD
R227 G166 B173
C10 M43 Y22 K1
EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE LATUR RENDUCI PSAMUSDAE CONET VOLENI DOLOERRUM FACERER

TITLE | TwCenMTStd Extra Bold | 25 pt

IATQUAE PEROVIT HARUMQUE VOLUPTIA VENDELL ABORIO MINCTO TEMPOR AS SIT UT EOSAM EATQUAE SINCIS UT QUAE IL EATUS RAE. TEMPORIAT ALIT VOLORIO NSENIS DELIQUIAM QUAE OMNIMUSAE PERUM ET MIN CORERUM APELIAERUM IPIT AUDAERCIPSUM SUNDAE NEM LACIAS VOLES IPIT QUE PARUPTAE PEDIAS QUAE NUS MOLORESE VOLUPTISCI DEM EA AUT AUDIT PORISSINCI DERIBUS SEQUE RESE

TITLE AND SUBTITLE | TwCenMTStd Bold | 15 pt

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BODY TEXT | TwCenMTStd regular | 10 pt
EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE LATUR RENDUCI PSAMUSDAE CONET VOLENI DOLOERRUM FACERER

TITLE | Calibri bold | 25 pt

EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE LATUR RENDUCI PSAMUSDAE CONET VOLENI DOLOERRUM FACERER

SUBTITLE | Calibri Bold | 15 pt

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BODY TEXT | Calibri regular | 10 pt
ENLIGHT ACRONYM
Because ENLIGHT is an ACRONYM (European university Network to promote equitable quality of Life, sustainability and Global engagement through Higher education Transformation) it is preferably written in capitals.

If in some cases this is not possible or not allowed in a partner university house style please use a capital at the beginning followed by lowercase: Enlight.

Of course the acronym will always adapt to individual partner university house style fonts.

The word ENLIGHT or Enlight in text
GRAPHIC ELEMENT
The square placed at an 45 degree angle can be used as a way to place a photo, to highlight a text or as an additional pop of colour in the design.
GRAPHIC ELEMENT EXAMPLE
The squares are mainly used in flyers and brochures. When using more squares at the same time the boxes are outlined with white (or other used background colour) to give them some space.
PHOTOGRAPHY

Being a European University working with and for society, preference is given to photography with actual people in it. We strive to be an open, welcoming and inclusive European alliance, and we try to show that in the photos we use. This applies irrespective of age, (dis)ability, marriage and civil partnership, pregnancy and maternity, ethnic origin, religion and belief, gender identity and sexual orientation.

Tip: always make sure you have permission from the people that appear in the photo and from the photographer. Credit the photographer by adding their name in the photo - see examples on the right.

If you have to use a stockphoto make sure you have free license or open license use (free licenses are worldwide, royalty-free, non-exclusive, and perpetual).
Please try to use stockphotos that are realistic, try to avoid the “toothpaste advert” smiles.
IMAGES
We use images and drawings for events like conferences. The images usually portray ideas like movement, progress, people working together.
We strive to be an open, welcoming and inclusive European alliance, and we try to show that in the images we use as well. This applies irrespective of age, (dis)ability, marriage and civil partnership, pregnancy and maternity, ethnic origin, religion and belief, gender identity and sexual orientation.
BRAND ASSETS
EXAMPLES & TEMPLATES
FACTSHEET

Our factsheet (English & national languages) with list and basic reference of all ENIGHT alliance partners can be downloaded from our website [here](#).

The factsheets were developed in the early stages of the alliance’s formation, prior to the current house style. They will be updated in due time.
FLYER
An ENLIGHT flyer is used to give short information about an activity organised by 2 or more partners. Flyers may contain information about e.g. a teaching module, summer/winter schools or a lecture or lecture series. The flyers are brief in content and always refer for more information to the EU site for more information.
Is only 1 partner university organising? Then use the corporate identity of the partner university.

Please find the flyer template on SharePoint here

POWERPOINT
The ENLIGHT powerpoint template is designed to be used for ENLIGHT presentations. The template contains slides for text as well as images, logotypes of partner universities and also makes a distinction between slides for the Erasmus project / the RISE project or both.

Please find the flyer template on SharePoint here

Climate change is real, and its effects are increasingly being felt around the world today. This ENLIGHT module will undertake a multi-disciplinary exploration of local impacts and diverse experiences as well as perspectives of climate change in three European localities (Göttingen, Germany; Groningen, Netherlands and Gotland, Sweden).

Although a global phenomenon, climate change is experienced and understood differently in different places. This class will prepare you with social science theories on climate change, key concepts of climate science and policy as well as qualitative methodological training for data collection and analysis.

Please apply before 10 March. For more information about the course and application please go to:

19 Apr - 17 June 2022

@enlight_eu

ENLIGHT EU
enlight-europeanuniversity
VIDEO
If you want to make an ENLIGHT video make sure to use the proper thumbnails with the correct logotypes and EU emblems. The images below are the preferred ones to use and will help increase the visible unity and recognisability of all our video material.
ROLL UP BANNER
Please find the design template for a roll up banner on SharePoint here

BACKGROUND MSTEAMS
Please find the background images to be used in MSTeams on SharePoint here
T-SHIRT
A t-shirt or hoodie is preferably made from white or navy organic cotton. The EU emblem is always added and if possible placed on the left sleeve.

- White t-shirt + logo on the front
- White t-shirt + light-house on the back
- EU emblem left arm
- Navy t-shirt + logo option 1
- Navy t-shirt + logo option 2
ENLIGHT WEBSITE

https://enlight-eu.org/index.php

ENLIGHT SOCIAL MEDIA

• TWITTER

Partner universities accounts: @upvehu @unibern @univbordeaux @ComeniusUni @nuigalway @ugent @uniGoettingen @univgroningen @unitartu @uppsalauni

• LINKEDIN

https://www.linkedin.com/company/enlight-europeanuniversity

Partner universities accounts: Universidad del País Vasco/Euskal Herriko Unibertsitatea University of Bern Université de Bordeaux Univerzita Komenského v Bratislave National University of Ireland Galway Ghent University Georg-August-Universität Göttingen University of Groningen University of Tartu Uppsala University

• INSTAGRAM

https://www.instagram.com/enlighteu/

Partner universities accounts: @upvehu_gara @universitaetbern @universitedebordeaux @comenius.university @nuigalwayinternational @ugent @uniGoettingen @universityofgroningen @unitartu @uppsalauniversity

• YOUTUBE

https://www.youtube.com/c/ENLIGHTEU

Partner universities accounts: UPV/EHU Univeritaet Bern Université de Bordeaux Univerzita Komenského NUI Galway Universiteit Gent Ghent University Universität Göttingen University of Groningen Tartu Ülikool Uppsala universitet

Preferred hashtags options: #europeanuniversities #europeandeducationarea #ENLIGHTlectureseries #ENLIGHTcourses