Dissemination Handbook

Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But, for us, it's not all about revenue and sales. We are here to step into a new era of collaboration by leveraging open innovation to unlock collective creativity and drive sustainable development across Europe.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new student, professor, or one of our amazing partner university, thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the COLOURS Alliance community.

Brand
Guidelines

Updated: Jun 24, 2024
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Intent of this guide

This is a reference for our internal design team, vendors, and others who are authorized to work with the COLOURS European University Alliance.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

The focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and

adhering to the guidelines within, you'll make things that look like the COLOURS brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Design Team at colours@unios.hr.

Using our brand materials

For legal, copyright, or usage questions relating to our brand visuals, please reach out at colours@unios.hr.

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not

imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an communication team at colours@unios.hr with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

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EU
Emblem

Using of EU emblem

All communication activities conducted by the beneficiaries pertaining to the project, dissemination efforts, and any infrastructure, equipment, vehicles, supplies, or major outcomes funded by the grant must acknowledge the support of the EU and prominently display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Any communication and all materials published on external platforms, including the COLOURS website, university partner websites, and external databases and repositories, must contain a disclaimer that should clearly state that the expressed views are solely those of the author and that neither the Agency nor the Commission can be held accountable for any use of the information provided.

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01

About The Brand

COLOURS Alliance unites nine renowned to create a vibrant community of diverse experiences, innovative research, and cultural exchange.

Within this section, you will learn who we are, what we stand for, and where we came from.

We are the sum of the things we've done, the people we cherish, and the places we've been. After this section, we hope you'll learn more about how we're shaping the future of European academia.

1.1 Our Mission

European Education and Research Area that moves from "topic-driven" towards "challenge- and impact-driven" education and innovation by implementing openness, responsibility, diversity, sustainability, and the co-production of knowledge, leading to a new definition of "Academic Excellence."

We will foster a COLOURful transformation of academic practices, encouraging European Higher Education Institutions to become active and responsive partners within local and regional innovation ecosystems.

We will do so by qualifying and strengthening the level of engagement of students and staff throughout the whole education, research and innovation process – across all disciplines and faculties, across all levels of academic careers.

02

Brand Logo

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

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COLOURS

2.1 Primary Logo

The brand logo identifies the COLOURS brand as a whole. Use this logo to represent individual locations, products, merchandise, and wholesale operations, etc.
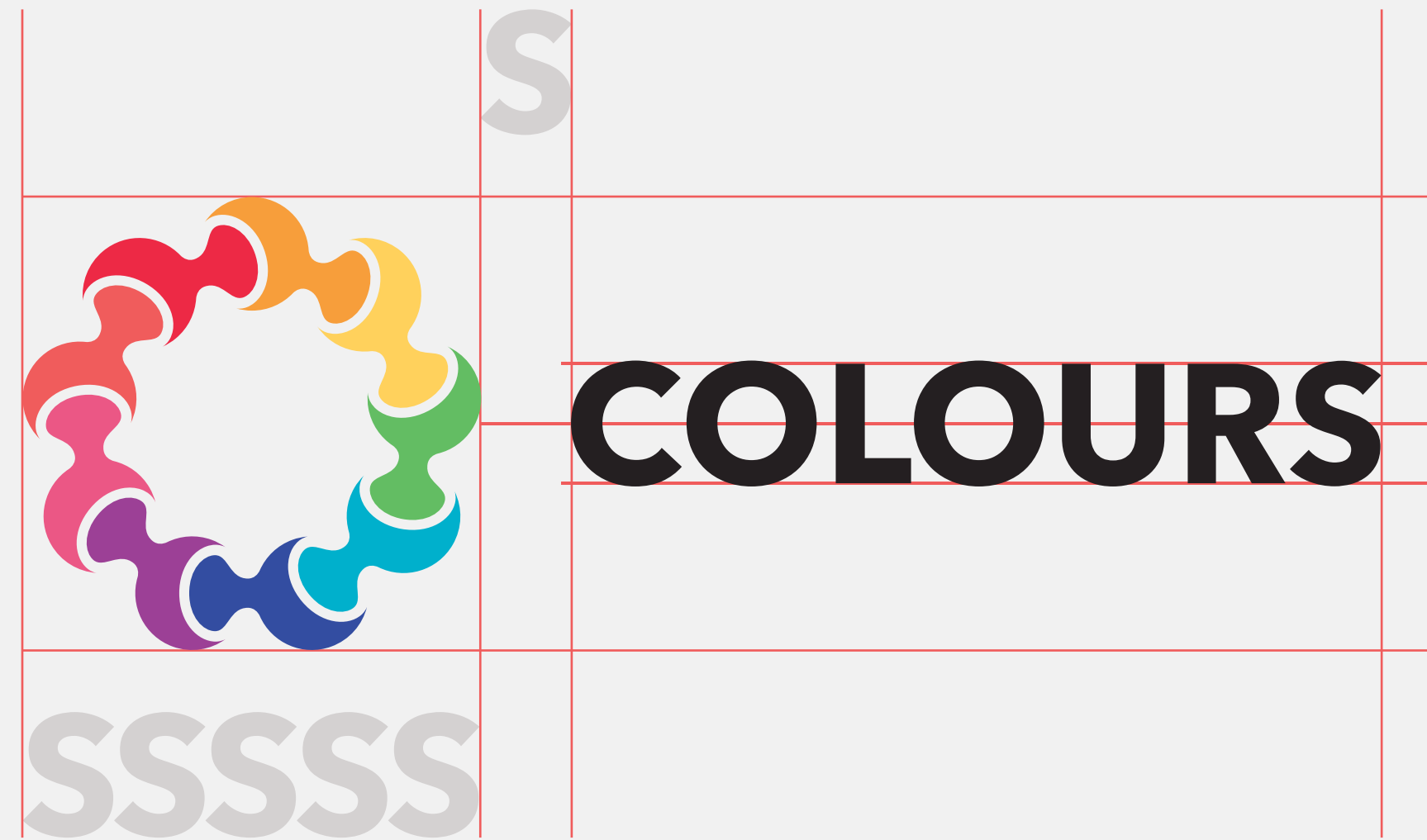
This logo is a carefully created piece of locked artwork that should not be altered in any way.

2.2 Logo Assembly

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

ICON WIDTH

The width of the COLOURS icon is exactly five times the width of letter S in wordmark.

SEPARATION

The space between the icon and wordmark is equal to the width of letter S in wordmark.

VERTICAL ALIGNMENT

The COLOURS icon should align exactly with the vertical center of the wordmark.

MINIMUM SIZE

19,5mm or 50px

This version is not intended for extremely small sizes. The minimum height is 19,5mm for print applications and 50px for digital applications.

2.3 Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

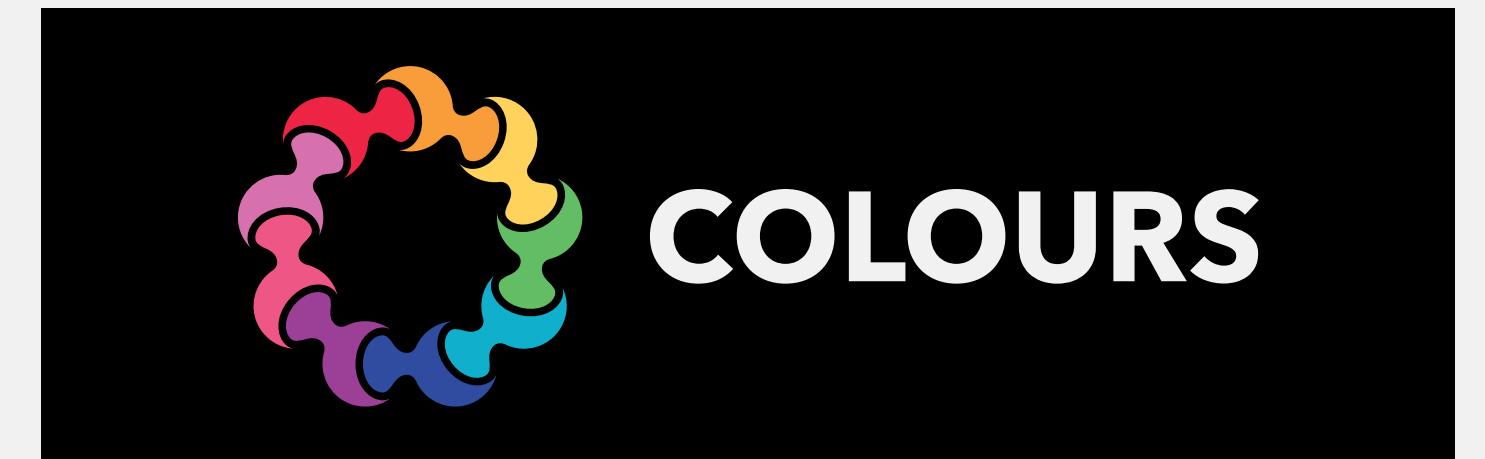When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.
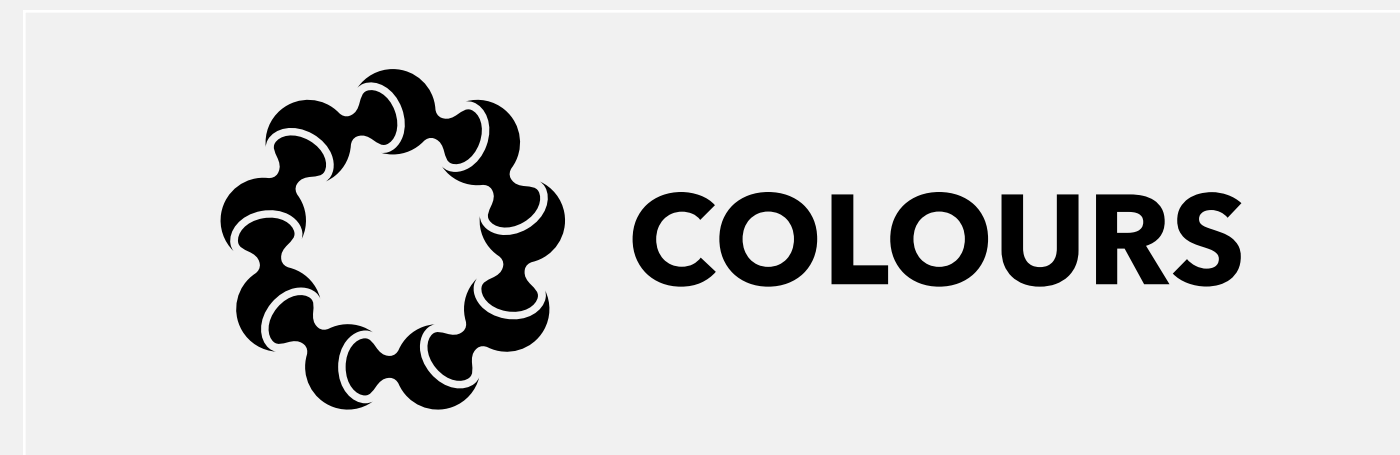
Color, Dark
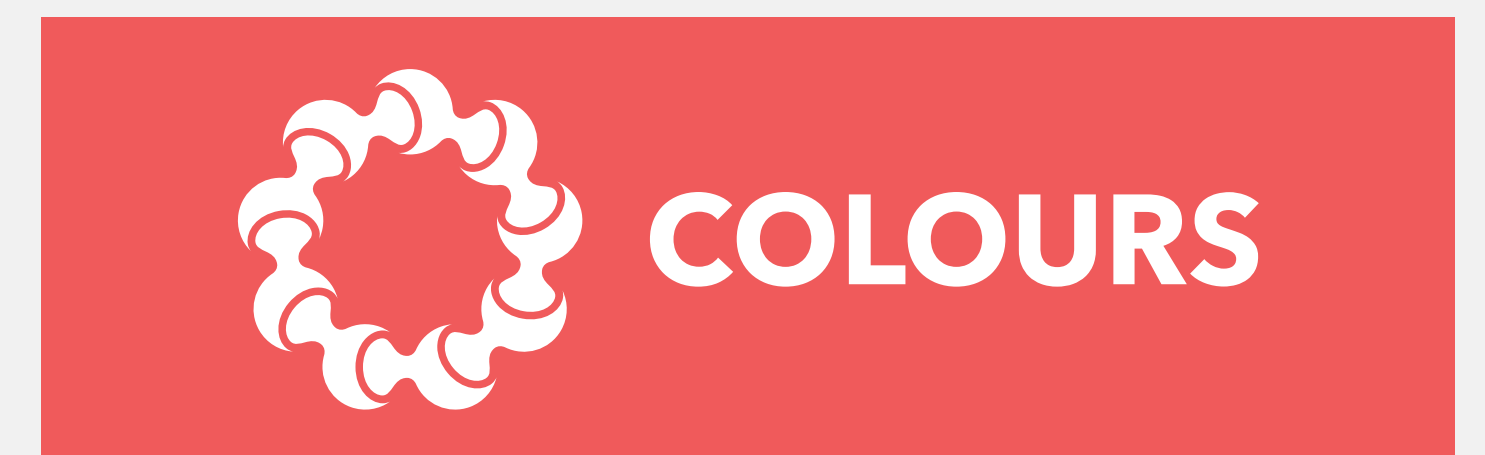

Icon: Multi-Coloured
Wordmark: Black

Color, Light

Icon: Multi-Coloured
Wordmark: White

Single Color, Dark

Icon: Black
Wordmark: Black

Single Color, Light

Icon: Pebble White
Wordmark: White

2.4 Identity System

Trying to fit the same mark simultaneously on a billboard and on the bottom of an espresso cup is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, an espresso cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce our brand recognition across multiple touchpoints.

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2.5 Vertical Logo

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

COLOURS

LOCKUP ASSEMBLY

The icon and wordmark is horizontally centered and separated by the width of a letter S. The icon width is equal to width of five letter S.

**COLOURS**

38.1mm or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 38.1mm for print applications and 100px for digital applications.

2.6 Icon-Only Logo

When subtlety is desired, the COLOURS icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, a cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce brand recognition.
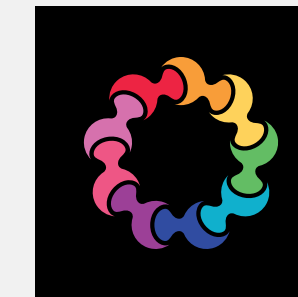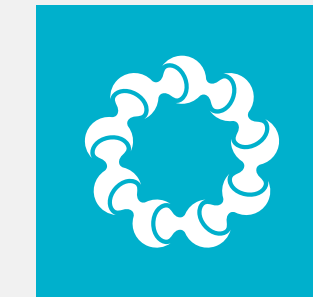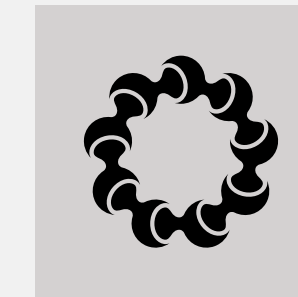
SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.

19.05mm or 50px

MINIMUM SIZE

At small sizes, ensure the space between each section is legible and that the negative spaces do not close. The minimum height is 19.05mm for print and 50px for digital applications.

2.7 European University Alliance horizontal logo

If desired, primary logo can have an European University Alliance text under wordmark for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

COLOURS
European University Alliance

LOCKUP ASSEMBLY

Using the same format as the primary logo, the EUA text is centered under the wordmark, with half the width of letter S in COLOURS wordmark.

19.05mm or 50 px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 19.05mm for print applications and 50px for digital applications.

2.8 European University Alliance horizontal logo with dash

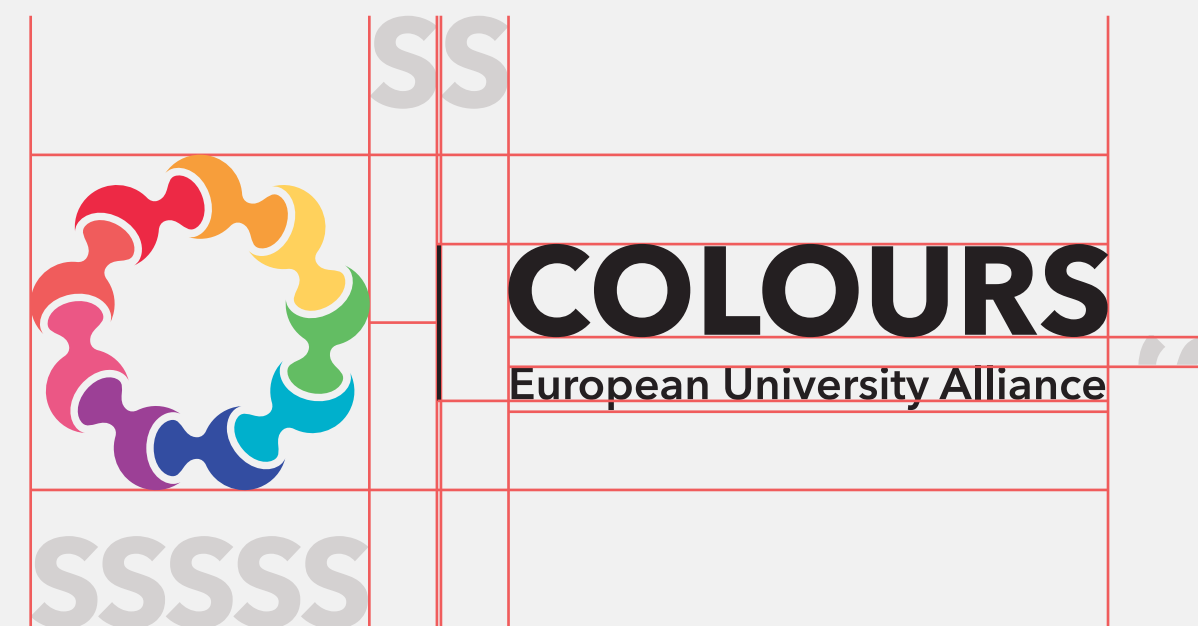Use the following version only for special cases only.

You can add a dash between Logo icon and European University Alliance horizontal wordmark.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

This should not be a frequent occurrence.

LOCKUP ASSEMBLY

Using the same format as the the EUA horizontal logo. The dash should center align with COLOURS icon. The wordmark is top aligned with dash. The distance of dash from icon and wordmark each is equal to width of letter S from COLOURS Wordmark.

19.05mm or 50 px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 19.05mm for print applications and 50px for digital applications.

2.9 European University Alliance vertical Logo

Vertical logo can also have an European University Alliance text under wordmark for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

COLOURS
European University Alliance

LOCKUP ASSEMBLY

Using the same format as the vertical logo, the EUA text is centered under the wordmark, with half the width of letter S in COLOURS wordmark.

44.45mm or 115px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 44.45mm for print applications and 115px for digital applications.

2.10 European University Alliance horizontal logo with slogan

A slogan can be added to European University Alliance horizontal logo for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

European University Alliance

COLOURS

COLlaborative innOvative sUstainable Regional univerSities

LOCKUP ASSEMBLY

Using the same format as the primary logo, the EUA text is centered above the wordmark, with half the height of letter S in COLOURS wordmark while solgan text is centered under the wordmark, with half the height of letter S in COLOURS wordmark.

European University Alliance

COLOURS

COLlaborative innOvative sUstainable Regional univerSities

38.10mm or 100 px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 38.10mm for print applications and 100px for digital applications.

2.11 European University Alliance vertical logo with slogan

A slogan can be added to European University Alliance vertical logo under wordmark for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).
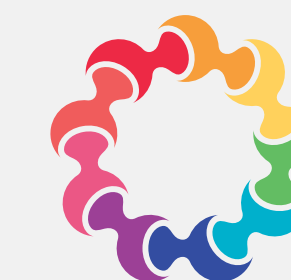

European University Alliance

COLOURS

COLlaborative innOvative sUstainable Regional univerSities

57.15mm or 150px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 57.15mm for print applications and 150 px for digital applications.

LOCKUP ASSEMBLY

Using the same format as the vertical logo, the EUA text is centered above the wordmark, half the height of letter S in COLOURS wordmark while solgan text is centered under the wordmark, with half the width of letter S in COLOURS wordmark.

ICON WIDTH

The width of the COLOURS icon is exactly five and half times the width of letter S in COLOURS wordmark.

2.12 European University Alliance vertical logo with slogan Alternative

Use the following version only for special cases only.

An alternative lockup of slogan can be added to European University Alliance vertical logo under wordmark for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

This should not be a frequent occurrence.

European University Alliance

COLOURS

COLlaborative innOvative
sUstainable Regional
univerSities

57.15mm or 150px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 57.15mm for print applications and 150px for digital applications.

ICON WIDTH

The width of the COLOURS icon is exactly four times the width of letter S in COLOURS wordmark.

SEPARATION

The space between the icon and wordmark is equal to the width of letter S in COLOURS wordmark.

HORIZONTAL ALIGNMENT

The COLOURS icon should be left aligned with the CLOURS wordmark. The space between the left edge of icon and wordmark should be equal to height of letter S in COLOURS wordmark.

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2.13 Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to half the height of the COLOURS icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

ICON HEIGHT

All versions of the brand logo include an icon element. Each version of the logo uses its own icon size to determine clear space.
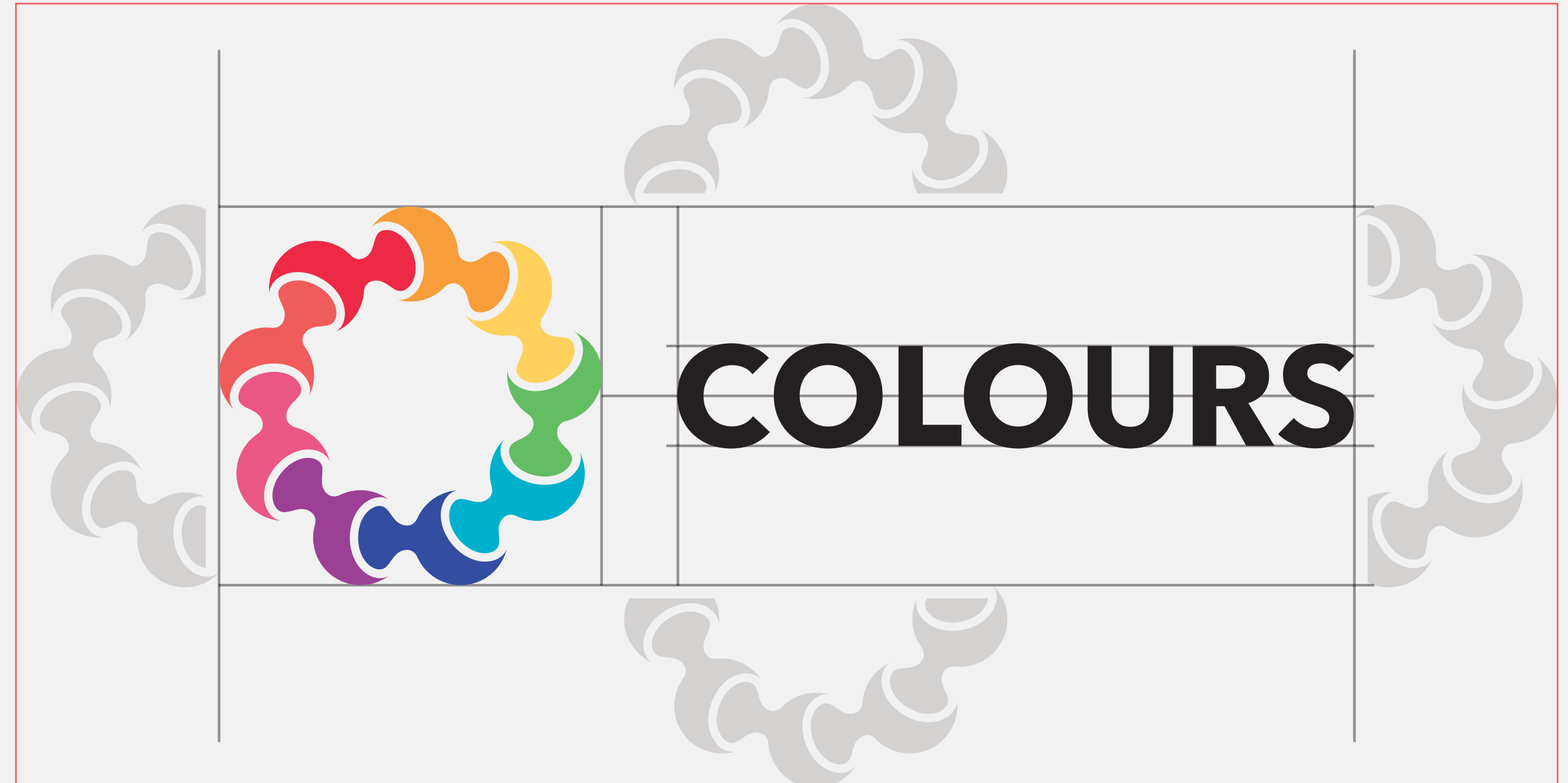
2.14
Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.
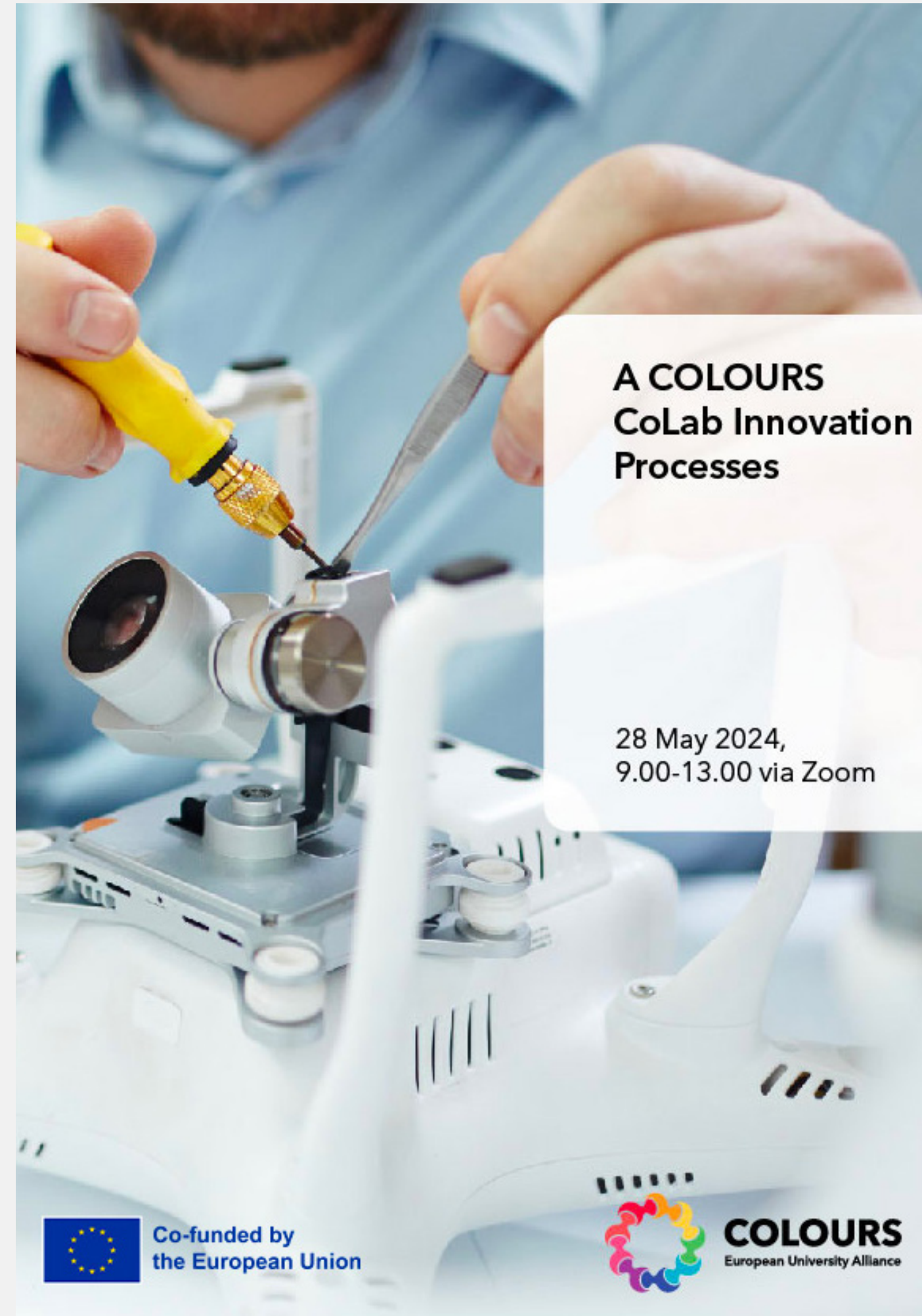

LOGO ON PICTURES
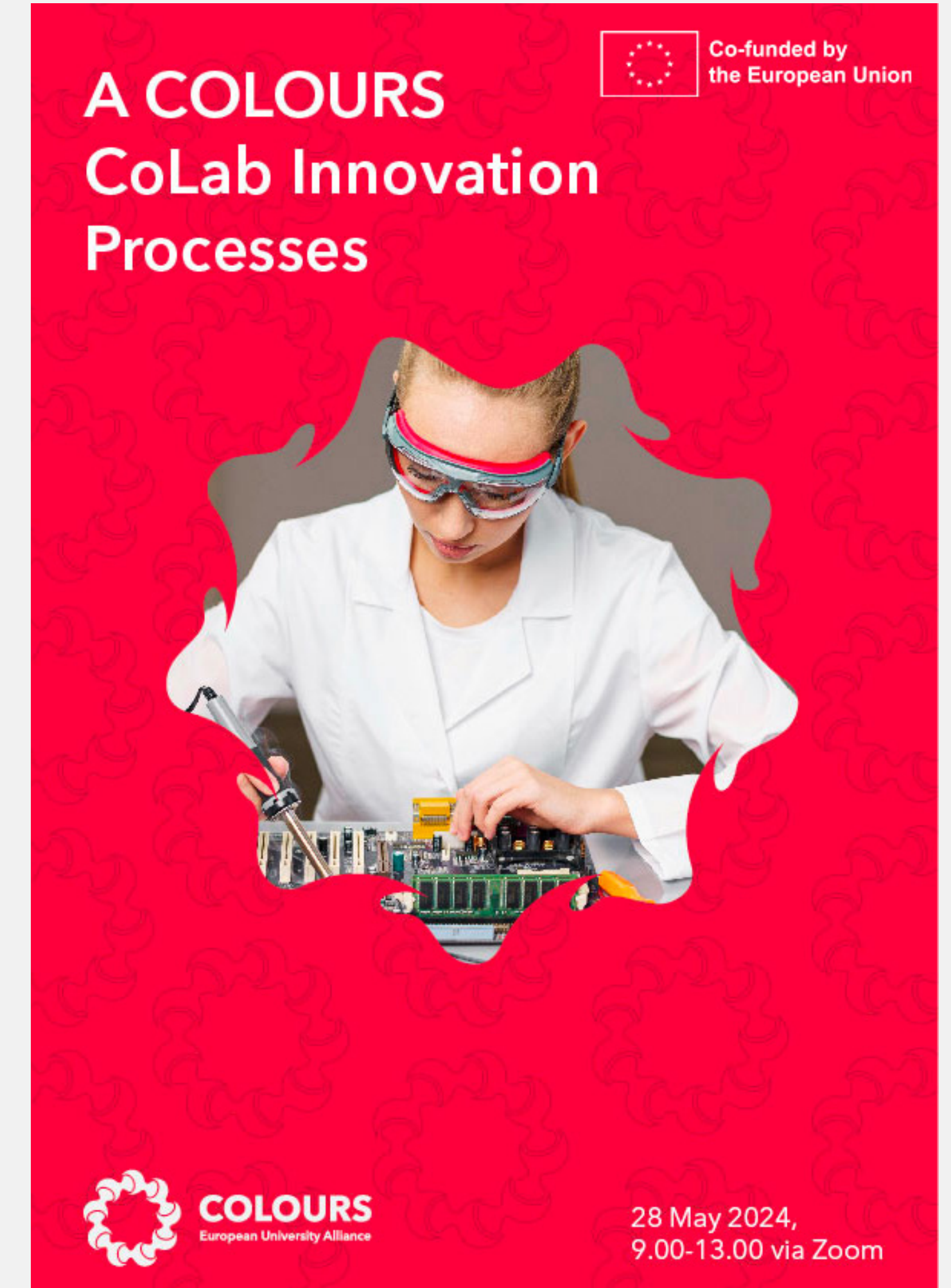
LOGO ON PATTERN

2.15 Logo Placement

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

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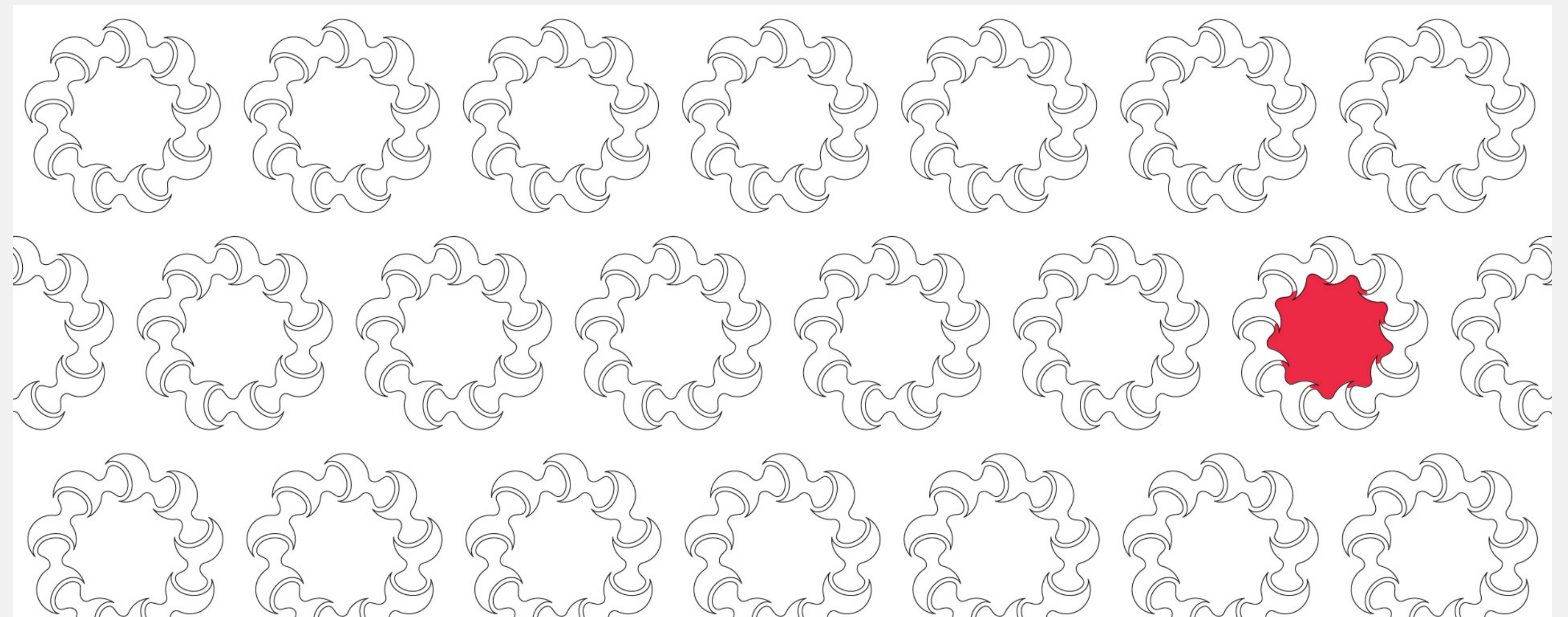
2.16 Logo Placement

On Merchandise

Branded merchandise like t-shirts, hats, and coffee mugs should all follow a left-aligned logo placement if possible.

If possible, look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.
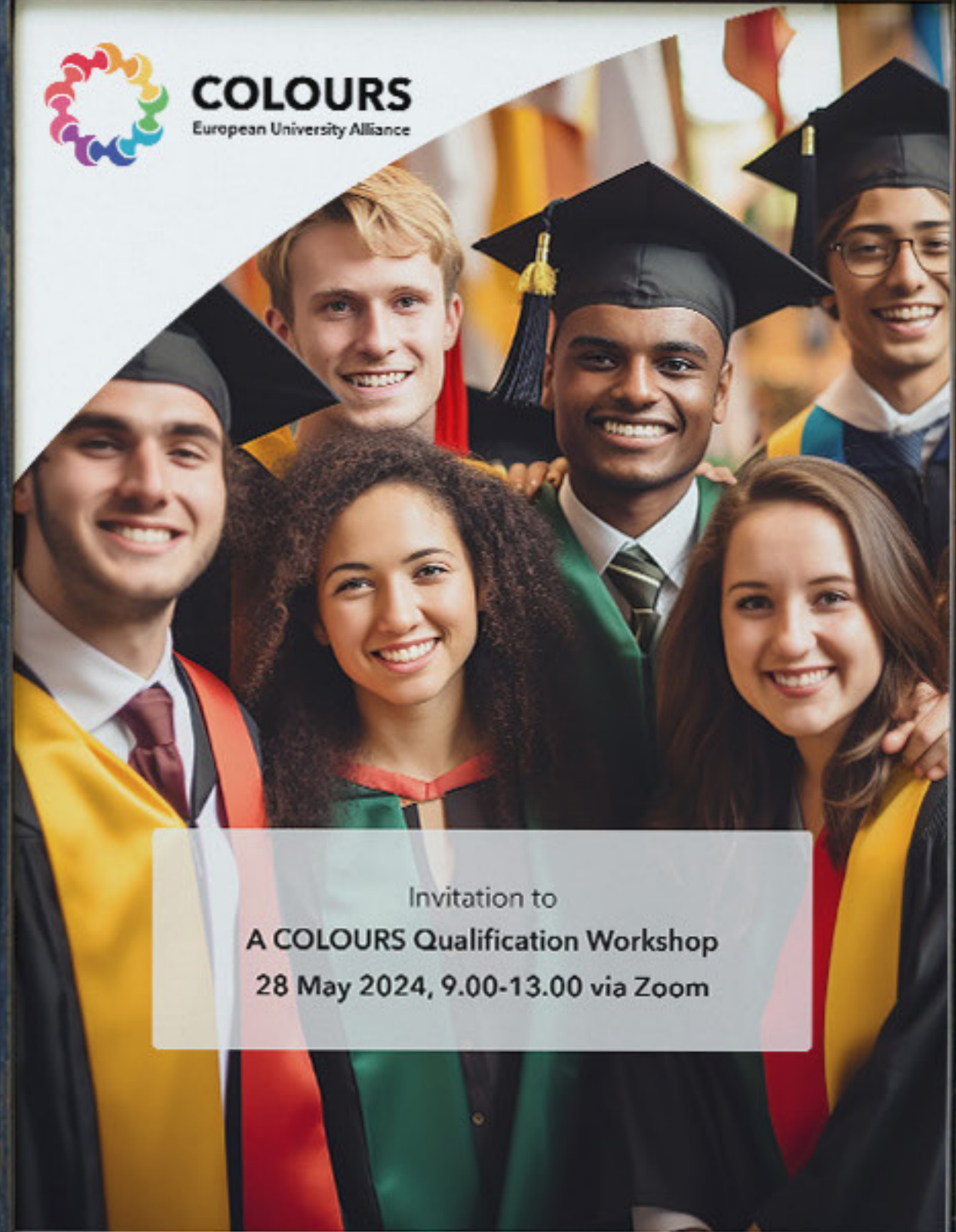
Each piece of merchandise will carry unique limitations. Use the images on the right as general guidance.

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2.16 Logo Placement

On Merchandise

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COLOURS
European University Alliance

Invitation to
A COLOURS Qualification Workshop
28 May 2024, 9.00-13.00 via Zoom

Le Mans
Université

Università
degli Studi
di Ferrara

Jan Długosz
University
in Częstochowa

Ventspils Augstskola

Kristianstad
University

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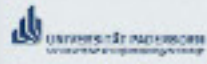
COLOURS Coordination
Universität Paderborn
N3.313 Warburger Str. 100
33098 Paderborn, Germany.

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2.16 Logo Placement

On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may used to address special events, holidays, and seasonal changes.

COLOURS 20h
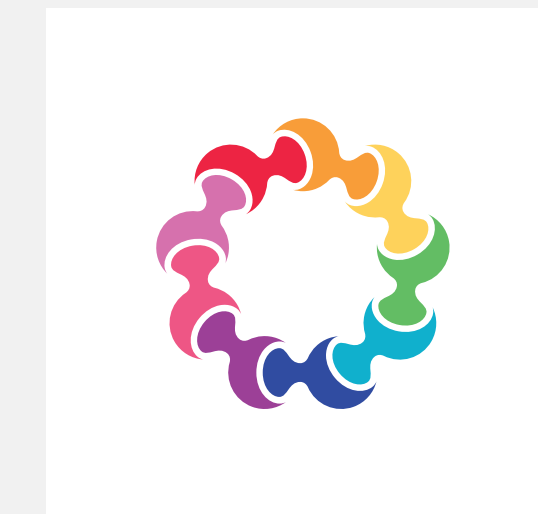
ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.

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2.14 Common Errors

This page illustrates how not to use the COLOURS logo. These examples represent some of the most common errors, but do not necessarily constitute an exhaustive list. To maintain consistent appearance and presentation of the COLOURS logo, follow the guidelines outlined in this document.
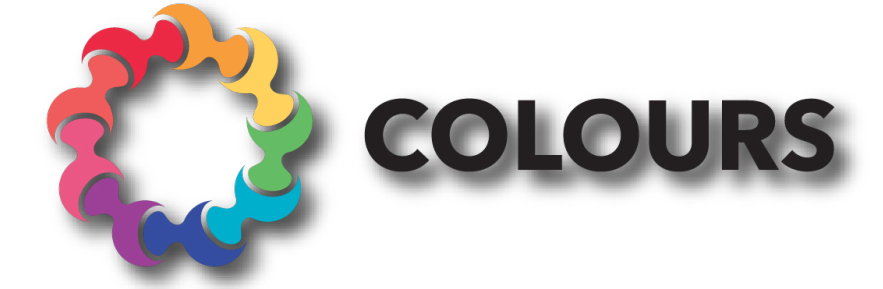
Never attempt to alter, redesign, or add to the COLOURS logo lockup.

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.
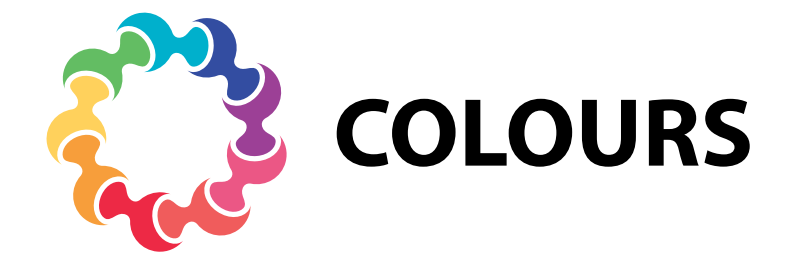

Do not add graphic effects to the logo, including drop shadows.

Do not change the typeface or recreate the Wordmark.

Do not change the size of logo icon and wordmark.

Do not rotate or change colors of the icon.

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03

Brand Colors

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

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3.1 Brand Colours

The COLOURS brand should be primarily represented by the color palette shown on the right. This color chart includes CMYK, Hex values, and Pantone swatch codes for the COLOURS color palette.

Take care to ensure accurate color reproduction is applied to every reproduction.

For print applications, use CMYK or Pantone values. For web/screen applications, use Hex values.

Our brand logo should not be represented by any color that is not specified here.

Your attention, please! A bright, yet slightly desaturated red tone that eyeballs snap to. Use with restraint for maximum impact.

Red	Pantone	199 C
	CMYK	1 96 73 0
	HEX	#E41C38
Caramel	Pantone	7564 C
	CMYK	11 51 99 2
	HEX	#DE8B03
Yellow	Pantone	121 C
	CMYK	0 17 75 0
	HEX	#FFD554
Green	Pantone	7489 C
	CMYK	62 11 83 1
	HEX	#72A951
Light Blue	Pantone	631 C
	CMYK	74 8 16 0
	HEX	#03ACCE

Blue	Pantone	2144 C
	CMYK	90 80 0 0
	HEX	#354EA0
Violet	Pantone	2592 C
	CMYK	43 89 0 0
	HEX	#9C4198
Pink	Pantone	205 C
	CMYK	1 81 22 0
	HEX	#E84F80
Red Energy	Pantone	184 C
	CMYK	0 80 60 0
	HEX	#F05A5B

3.2 Approved Pairings

These pairings provide a general guide for combining colours across all COLOUR brand elements. Any colour may appear on white and black. For example, white or black text may appear on a green background.

Whenever possible, strive for legibility with contrast, especially when setting typography.
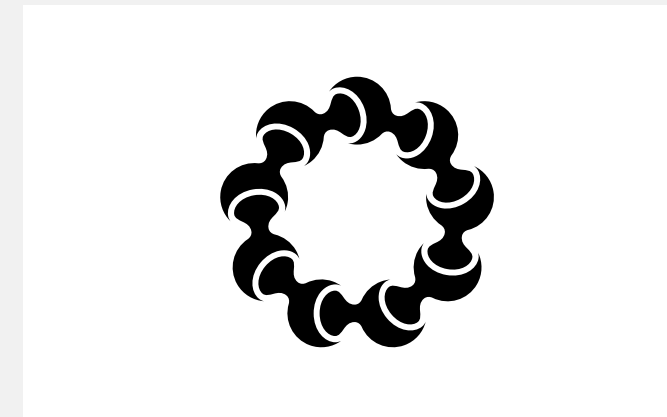
VERSION 1.0

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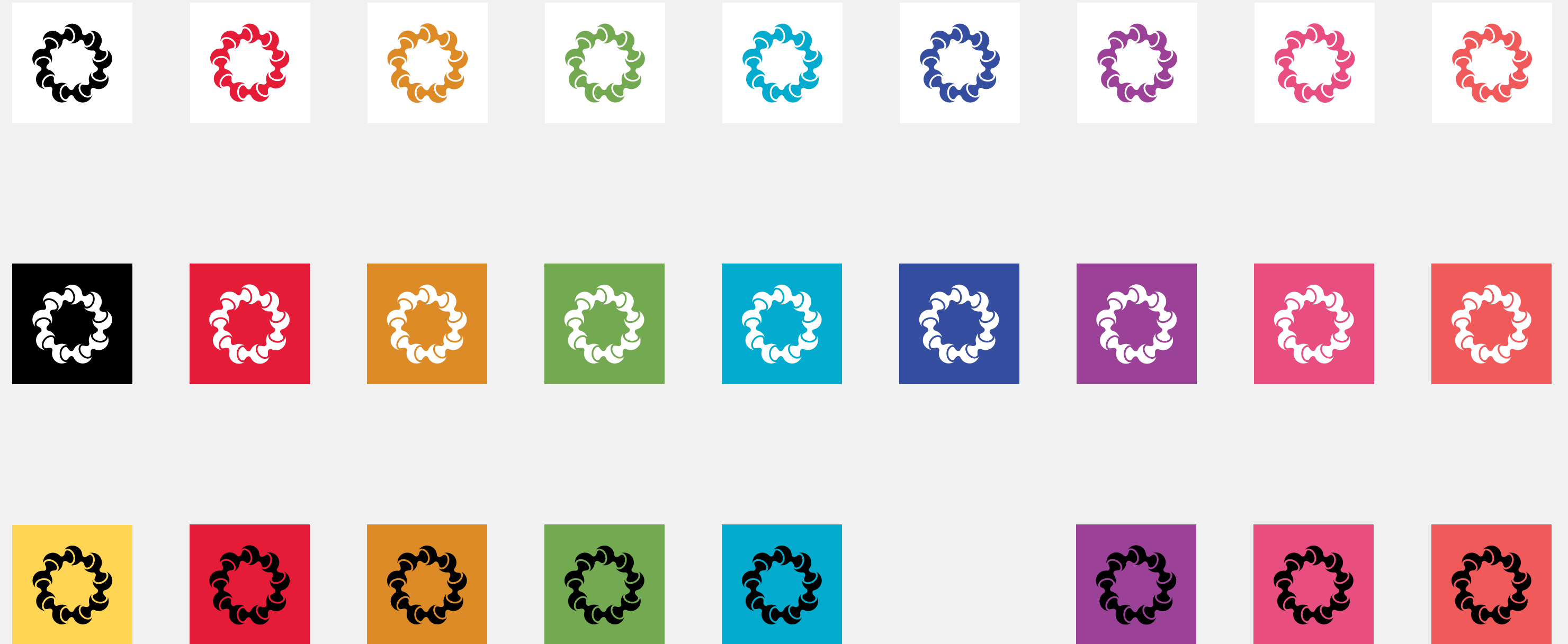
3.3 Common Errors

Ensure Accessibility

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1.
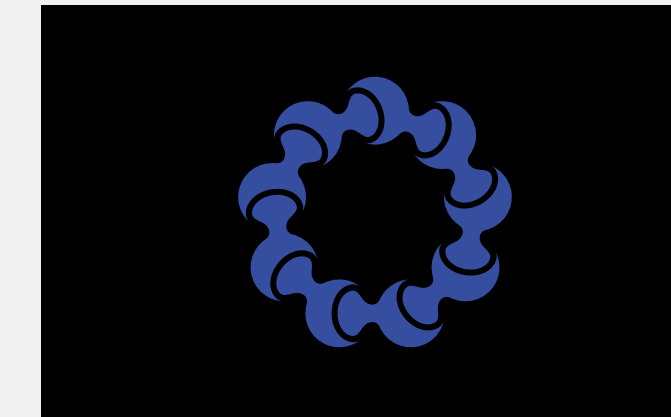
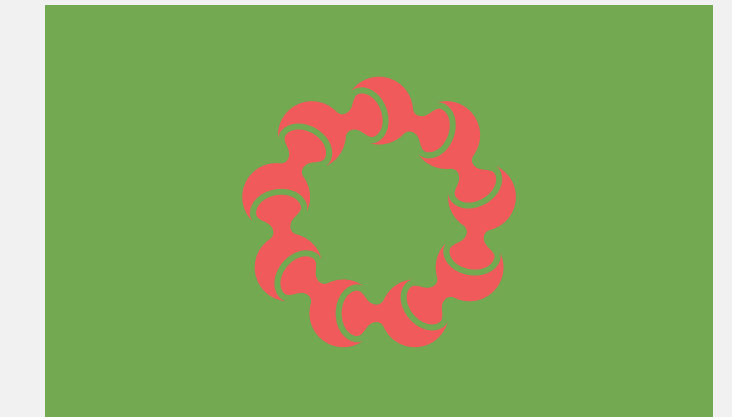When in doubt, check the contrast ratio using tools like contrast-ratio.com.

Avoid using true black and true white in combination. This produces too much contrast for our brand.
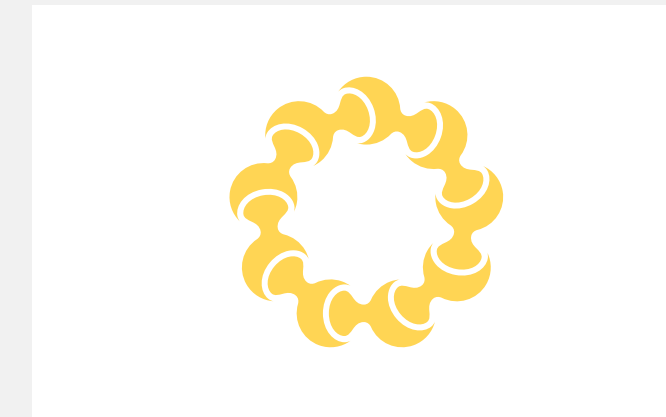
Do not combine yellow and white and/or dark grey tones. Not enough contrast.
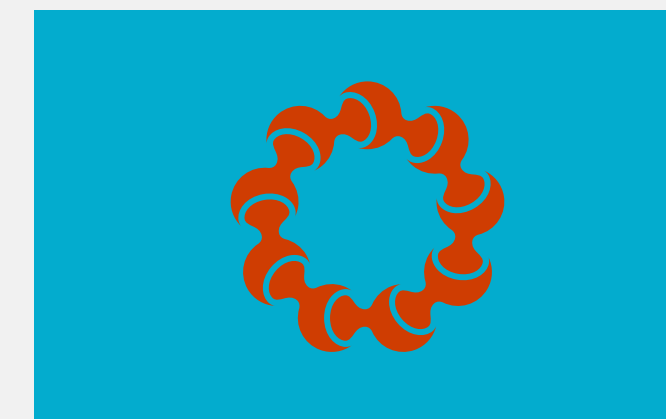

Do not combine blue and black and/ or dark grey tones. The values are too close together to be legible.

Do not set important text in Red on Green. The contrast ratio is too low.
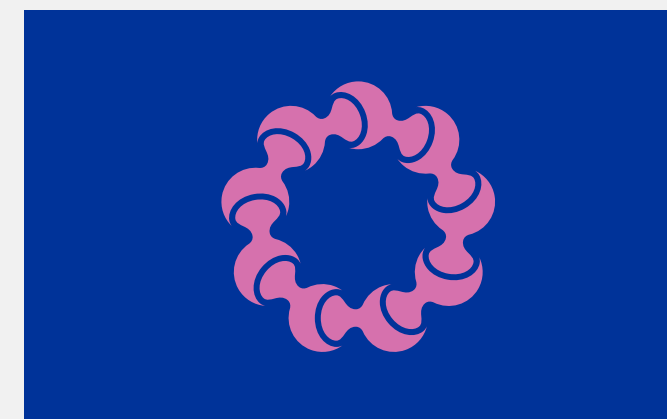
Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.

Do not use off-brand colors, especially in combination with approved brand colors.

04

Typography

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

In adherence to our communication standards, it is imperative to utilize British English conventions for language and spelling across all channels and materials.

4.1
Typography

Avenir Next Pro is a new take on a classic face—it's the result of a project whose goal was to take a beautifully designed sans and update it so that its technical standards surpass the status quo, leaving us with a truly superior sans family.

This family is not only an update though, in fact it is the expansion of the original concept that takes the Avenir Next design to the next level. Overall, the family's design is clean, straightforward and works brilliantly for blocks of copy and headlines alike.

Avenir Next Pro

The typeface we chose for all brand executions.

ACCEPTABLE ALTERNATIVES

Avenir Next Pro should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

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4.2 Weights

Hierarchy & Weight

Beyond its standard styles, Avenir Next Pro boasts a comprehensive 32-font collection. This includes weights ranging from UltraLight to Heavy, catering to diverse design needs. Its condensed faces offer exceptional on-screen and off-screen readability at any size, rivaling any other sans-serif typeface on the market. Additionally, the heavier weights function beautifully as display faces, pairing seamlessly with a wide range of contemporary serif body fonts.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Avenir Next LT Pro
Light

aåbcçdðeéfƒghiîjklmμnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙°π®†≈◊™£¢∞§•ªº

Avenir Next LT Pro
Regular

aåbcçdðeéfƒghiîjklmμnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙°π®†≈◊™£¢∞§•ªº

Avenir Next LT Pro
Medium

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4.3 Using Type

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

4.4 Common Errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use completely justified alignment for multi-line text. There are no exceptions.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

05

Closing

Though we've come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

Why? Because we care.

5.1
Approvals

COLOURS is a young, evolving brand. New approaches, new trends, and changes in technology will inevitably impact our brand visuals.

All COLOURS brand executions must follow the guidelines listed within this document. Anything outside of these guidelines must be approved by an authorized representative.

Approvals may be submitted directly to your authorized point of contact at colours@unios.hr.

If you are a vendor, we require an electronic or physical proof before any item is printed, published, or otherwise executed.

Questions prevent mishaps: If you have a question about the use of our brand materials or a brand execution, do not hesitate to ask!

Thank you.

From everyone at COLOURS, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team.

European University Alliance

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