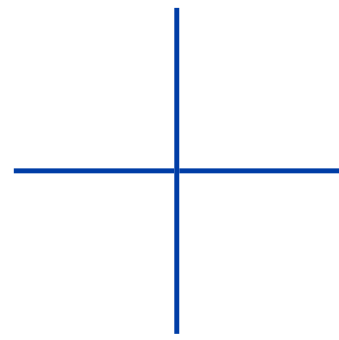
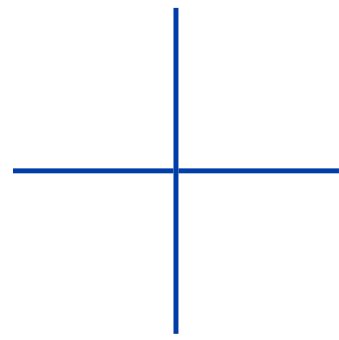
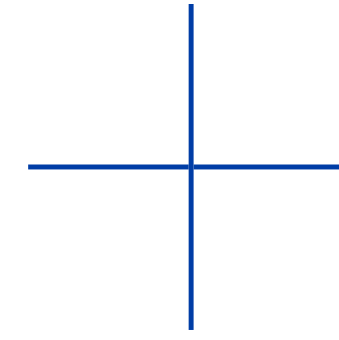
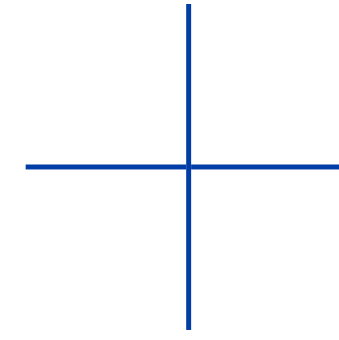
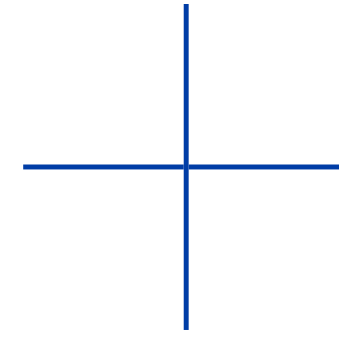
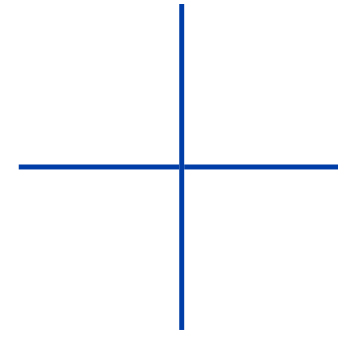
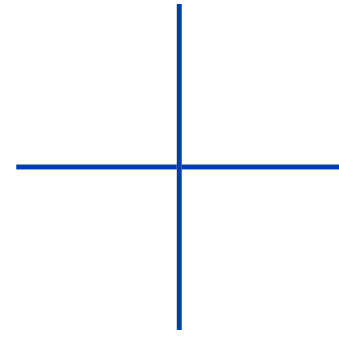
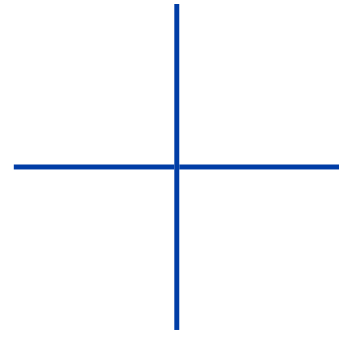
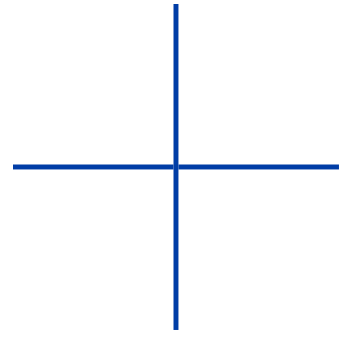




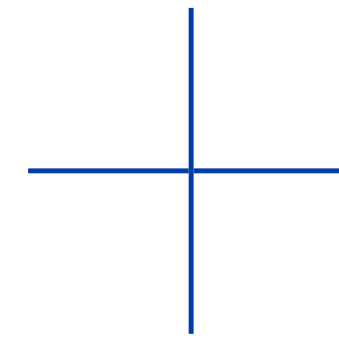
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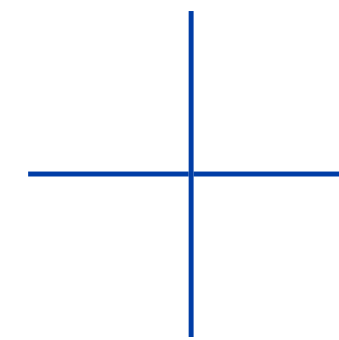
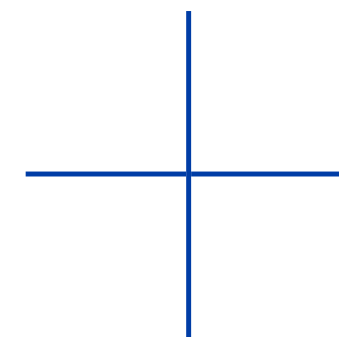
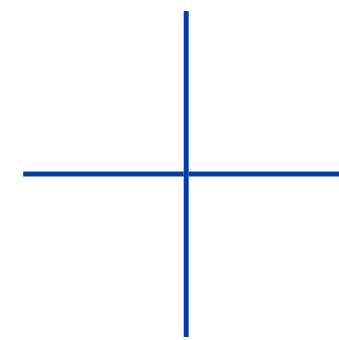
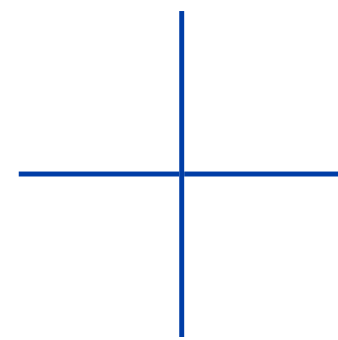
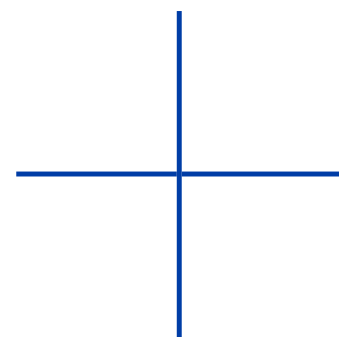
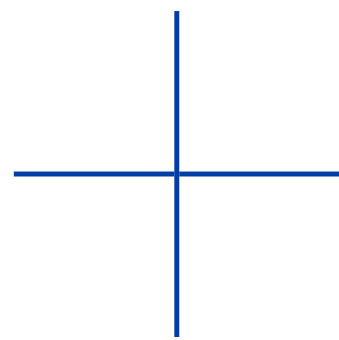
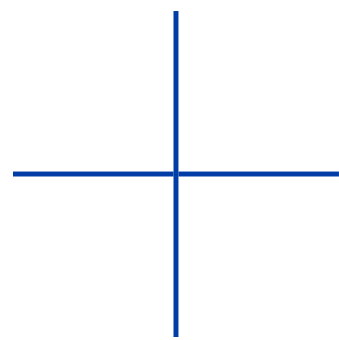
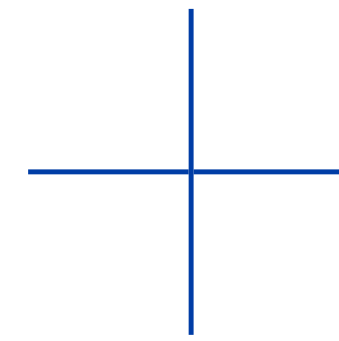
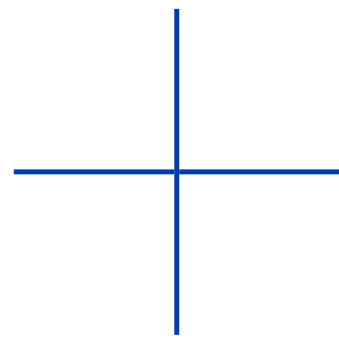
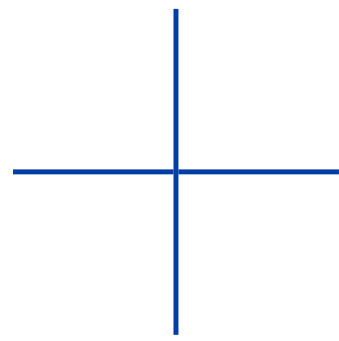
# BRAND GUIDE



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# EULiST EUROPEAN UNIVERSITIES LINKING SOCIETY AND TECHNOLOGY

ALLIANCE OF EUROPEAN  
UNIVERSITIES



# BRAND CORE

# BRAND CORE

BEING A EUROPEAN  
UNIVERSITY LINKING  
SOCIETY AND  
TECHNOLOGY MEANS

**SUPPORTING GROUNDED  
DECISION-MAKING**

**CREATING INNOVATIVE  
YET PRACTICAL  
EVERYDAY SOLUTIONS**

**PROVIDING FUTURE-PROOF SKILLS**

## **RECOGNIZING**

that sustainability, society and technology interlink with one another. Society is a major driver of technological change, while technological advances significantly impact social development.

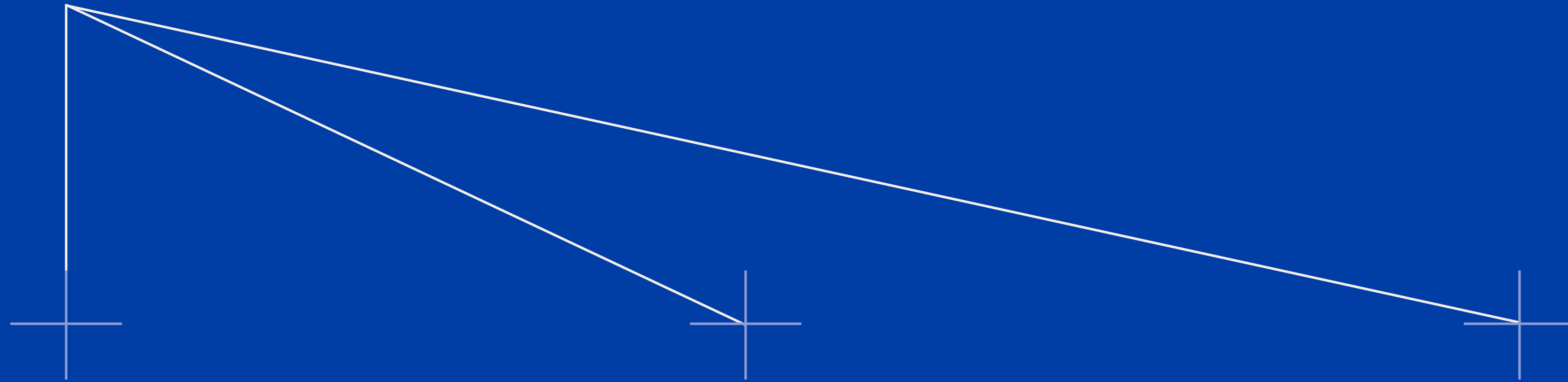
## **BUILDING**

- + Trust in science
- + Green transition
- + Digital transition
- + Social cohesion
- + A more sustainable and globally engaged Europe

## **WHAT MAKES US SPECIAL:**

Apart from teaching-oriented alliances, EULiST also focuses on research and innovation including joint utilization of research infrastructures and supporting early-career researchers. By integrating perspectives from technical and social sciences, EULiST develops solutions to the grand challenges.

# BRAND PURPOSE



## WHY?

WE NEED  
TO ACT NOW

## HOW?

TOGETHER, CREATING  
TRUST IN SCIENCE

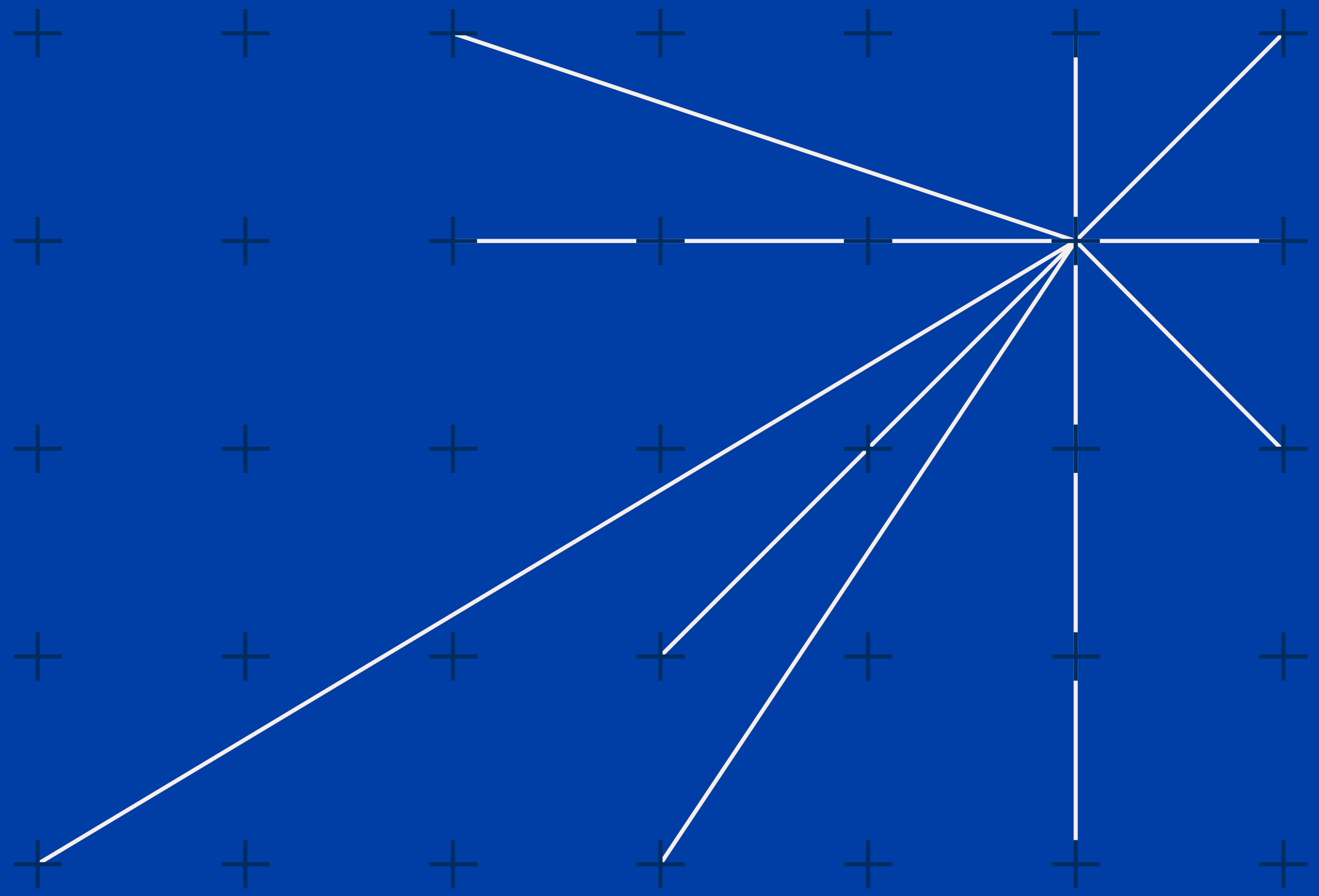
## WHAT?

INNOVATIVE AND  
PRACTICAL EVERYDAY  
SOLUTIONS

**BRAND  
PLATFORM**

BRAND STATEMENT:

**WE TRUST  
SCIENCE**



The background consists of three overlapping geometric shapes: a light blue shape on the left, a dark blue shape on the right, and a green shape at the bottom right. The text is centered horizontally and spans across these shapes.

# BRAND CORE ELEMENTS

# BRAND DNA

The core of EULiST's brand consists of a few elements. These elements must be highly recognizable so that the viewer identifies EULiST merely from these.

## CORE ELEMENTS:

1. Recognizable and timeless logo
2. Strong typography
3. Fresh brand colours and imagery
4. Geometrical shapes



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WE  
TRUST  
SCIENCE



# tone of voice

EULiST speaks in a clear, trustworthy and approachable way.

We want to be perceived as solution-oriented and practical. We are committed to helping others, providing science-based information in times of need. We want to reflect an open-minded spirit.



# EULIST LOGGO

# EULiST LOGO

The logo embodies our commitment to innovation, collaboration, and new perspectives. The geometric composition symbolizes the interconnected nature of the alliance, where diverse perspectives, disciplines, and institutions come together to form a unified whole.



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# EULiST LOGO

## HORIZONTAL

EULiST logo consists of the symbol 'E' and the 'EULiST' signature – always together.

## MINIMUM SIZE

The EULiST logo and label must be at least 34 mm (96 pixels) wide.



Symbol

**EULiST**  
EUROPEAN UNIVERSITY

Signature



**EULiST**  
EUROPEAN UNIVERSITY

# EULiST LOGO

## VERTICAL

EULiST logo consists of the symbol and the 'EULiST' signature – always together.

## MINIMUM SIZE

The EULiST logo and label must be at least 20 mm (57 pixels) wide.

Symbol



**EULiST**  
EUROPEAN UNIVERSITY

**EULiST**  
EUROPEAN UNIVERSITY

Signature

# EULiST LOGO VERSIONS

Vertical and horizontal colour logos are our primary versions.

Use secondary logos (black and white) only when full-color application is not possible.

Only symbol can be used alone in SOME. EULiST symbol is used only in EULiST's social media channels where EULiST brand is present in context. See example on page.

## PRIMARY LOGOS

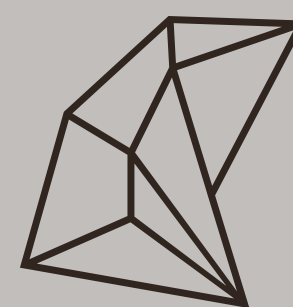


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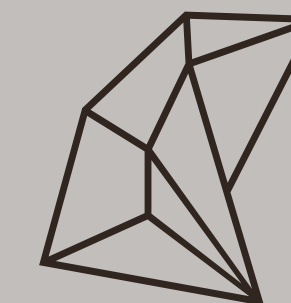


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## SECONDARY LOGOS



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EUROPEAN UNIVERSITY



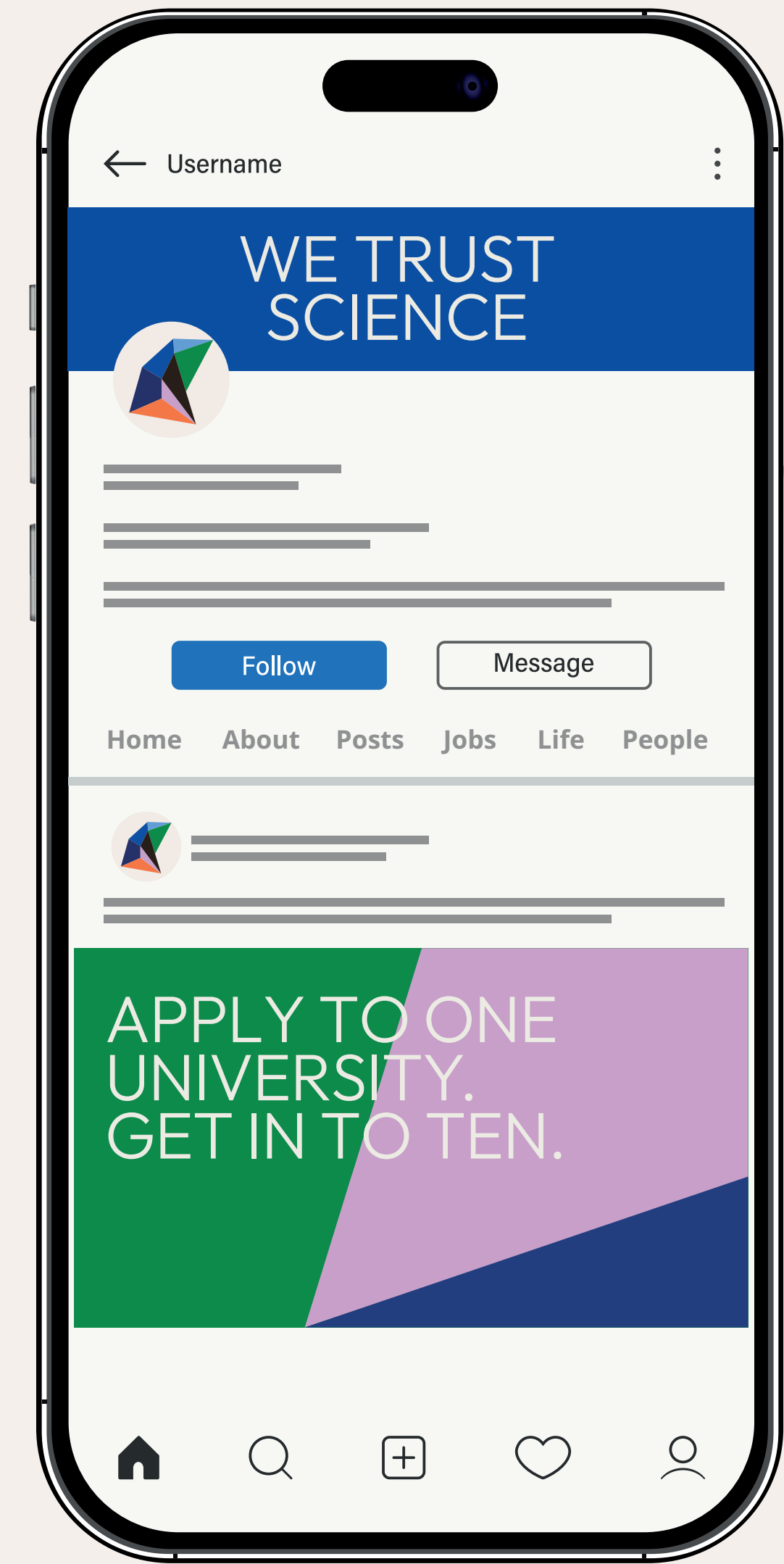
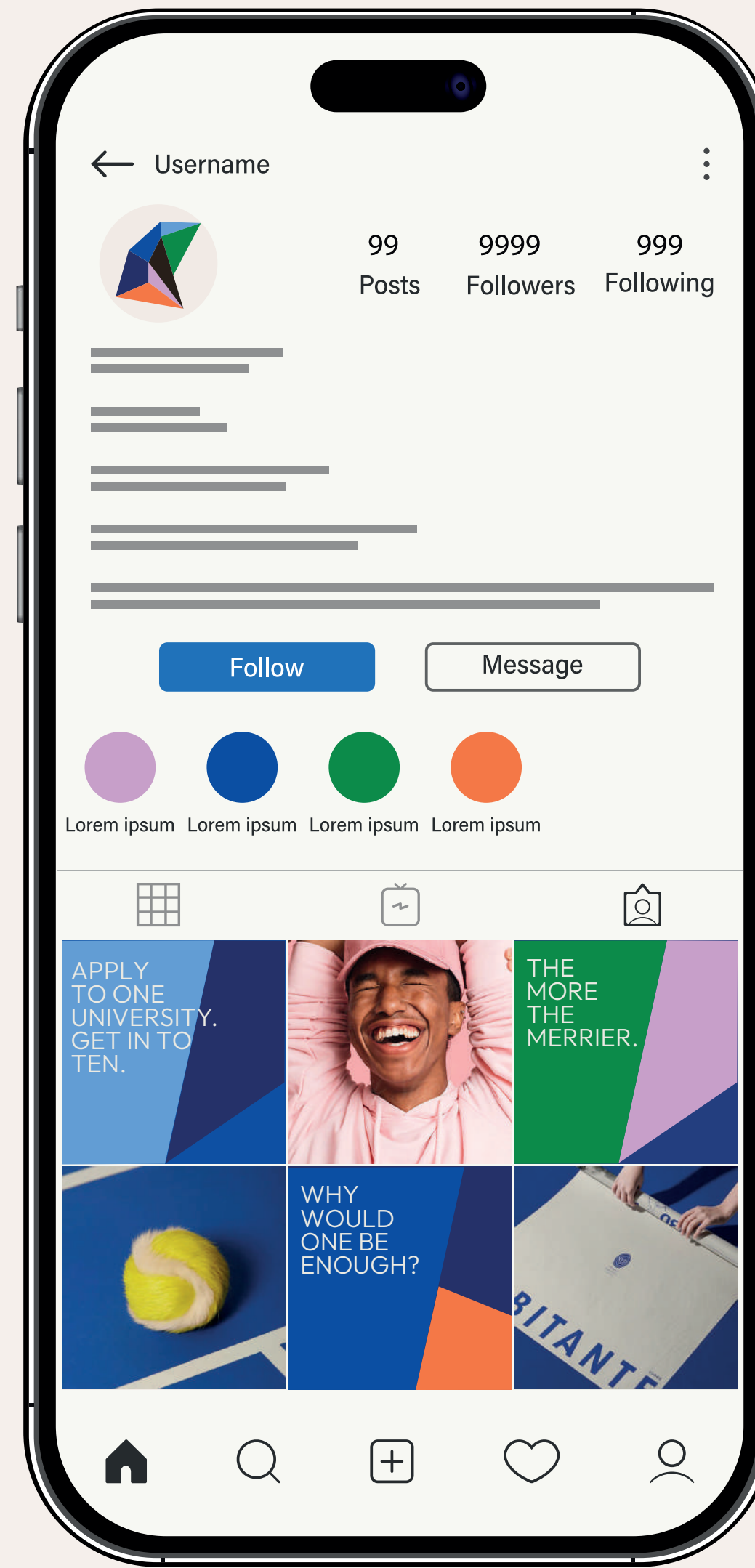
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**EULiST**  
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# EULiST SYMBOL IN EXCEPTIONAL CASE

EULiST symbol is used only in EULiST's social media channels where EULiST brand is present in context.



# THE SAFETY AREA OF EULiST

The safety area of the logo is determined based on the free space (X) between the symbol and signature.



# EULiST LOGO INCORRECT USE

The logo is the primary visual representation of the brand, and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact.

Plain colour surfaces are ideal places for logo. Also the contrast between the logo and the background must be sufficient.

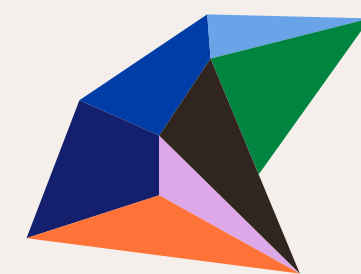
Please avoid doing the following:



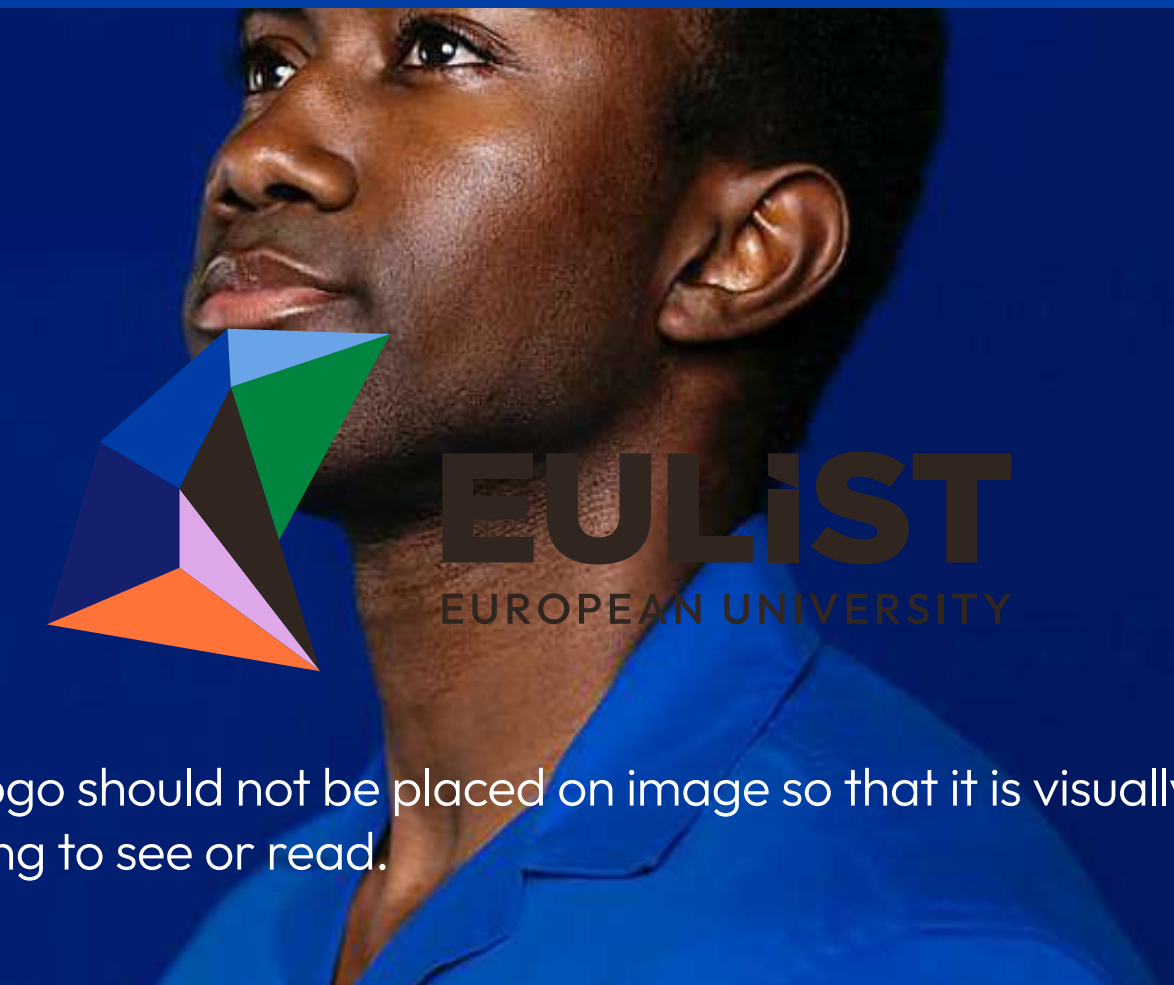
Low contrast between background and logo. Background is not EULIST's colours.



The logo is single colour other than EULIST's colors.



The original aspect ratio is changed or modified.



EULIST logo should not be placed on image so that it is visually challenging to see or read.



The relations of logo elements are changed.



The safe zone is not respected.

# EULiST & OTHER LOGOS

When the EULiST and other logos appear together, their text height must be equal. The EULiST logo is always last.

The logos are always in their original colours, unless there's more than 2 logos. Then we use only one color to harmonize the content.

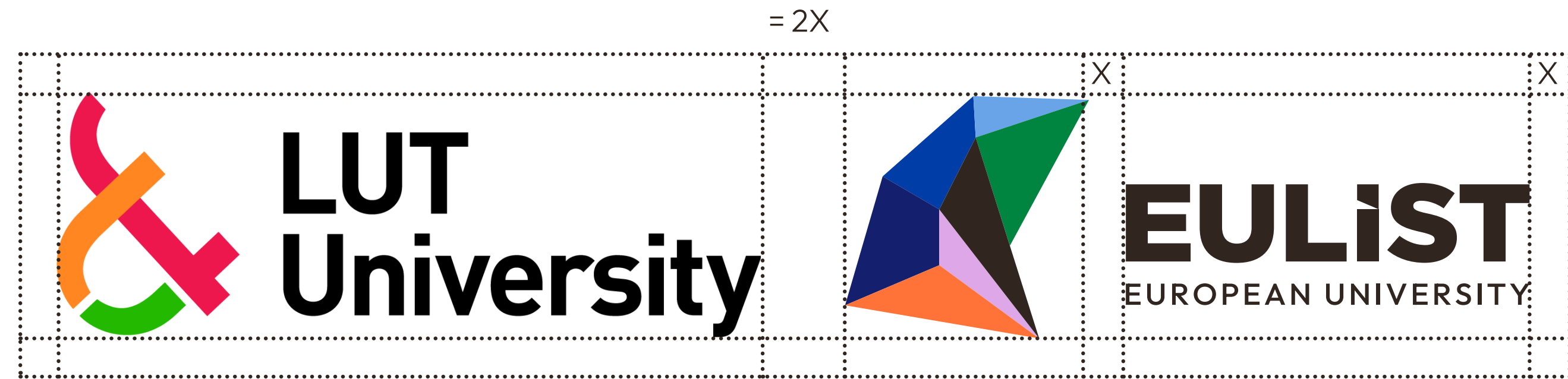


# THE SAFETY AREA OF EULiST & OTHER LOGOS

The safe zone of the other logo (e.g. LUT logo) is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the safe zone. Safe zone is size of the x-height and equal around the logo.”

When the logos are one on top of the other, align the symbols to the left. The distance between the logos is equal to double size X.

When placed parallel, the distance between the logos is equal to double size X.



# EXAMPLES



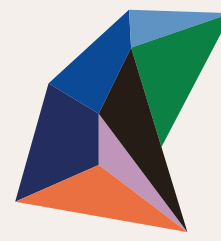
Universidad  
Rey Juan Carlos



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EUROPEAN UNIVERSITY



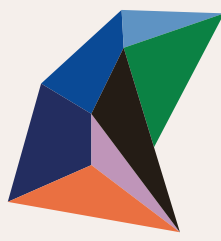
National  
Technical  
University of  
Athens



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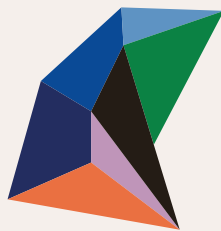
JÖNKÖPING UNIVERSITY



**EUL**  
EUROPEAN U



Institut Mines-Télécom



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EUROPEAN UNIVERSITY



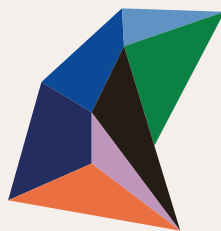
TECHNISCHE  
UNIVERSITÄT  
WIEN  
Vienna | Austria



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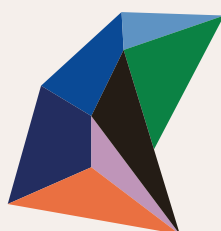
**LUT**  
University



**EUL**  
EUROPEAN U



SLOVAK UNIVERSITY OF  
TECHNOLOGY IN BRATISLAVA



**EULiST**  
EUROPEAN UNIVERSITY



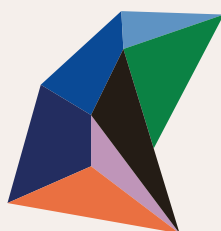
BRNO  
UNIVERSITY  
OF TECHNOLOGY



**EULiST**  
EUROPEAN UNIVERSITY



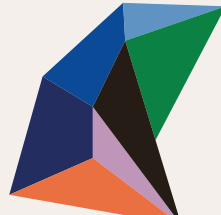
UNIVERSITÀ  
DEGLI STUDI  
DELL'AQUILA



**EUL**  
EUROPEAN U



Leibniz  
Universität  
Hannover



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# BRAND COLORS

# BRAND COLORS

EULiST colours are designed to stand out by creating contrast.

Primary colours are blue and warm white. Secondary colours are dark blue, light blue, pink, green, orange, and black.

Warm white should be used primarily, especially with headlines on graphic backgrounds or beneath the logo to create a softer, warmer overall impression. White may be used when warm white is not suitable, such as in print materials or with small printed text.

Warm white is the primary text colour when placed over images. Blue text is used when background is white or light

## BLUE

PMS 293  
CMYK 100 78 0 0  
RGB 0 61 165  
HEX #003DA5

## DARK BLUE

PMS 2756  
CMYK 100 92 0 20  
RGB 21 31 109  
HEX #151F6D

## LIGHT BLUE

PMS 284  
CMYK 50 30 0 0  
RGB 105 163 232  
HEX #69A3E8

## PINK

PMS 2065  
CMYK 10 37 0 0  
RGB 222 168 232  
HEX #DEA8E8

## WARM WHITE

PMS 50% / 9224  
CMYK 0 5 5 0  
RGB 245 239 235  
HEX #F5EFEB

## WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF

## GREEN

PMS 348  
CMYK 100 0 100 15  
RGB 0 133 64  
HEX #008540

## ORANGE

PMS 158  
CMYK 0 68 100 0  
RGB 255 116 57  
HEX #FF7439

## BLACK

PMS BLACK 4  
CMYK 0 0 0 100  
RGB 48 38 30  
HEX #30261E

# TYPHO- GRAPHY

# TYPO- GRAPHY

Bold and clear style is created by using heavy upper case lettering.

EULiST official and only typeface is Outfit including three different fonts: black, medium and light.

If chosen typography can't be used (etc. cyrillic alphabet), Arial and Arial Black font should be used instead.

Download: [fonts.google.com/specimen/Outfit](https://fonts.google.com/specimen/Outfit)

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890@#%&Ä\*°**

HEADER 1: Outfit Black  
TRACKING: -10

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890@#%&Ä\*°**

HEADER 2: Outfit Medium  
TACKING: 25

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890@#%&Ä\*°**

BODY TEXT: Outfit Light  
TACKING: -10

**OFFICE FONT: ARIAL & ARIAL BLACK**

**BACK UP FONT: LIBRE FRANKLIN**

# FONT HIERACHY

Outfit Light is used for main headings in uppercase. Outfit Heavy is used for headnotes and subheadings, also in uppercase. Outfit Light is applied to body text, with emphasis added using Outfit Medium where needed.

Clear contrast between font weights and sizes is important: main headings should be large, while all other text must be noticeably smaller.

# A VERY BIG HEADER 1

## **BOLD HEADER 2**

**Outfit light is used on main headings uppercased.** Outfit Black on headnotes and subheadings. The contrast between different fonts and sizes are important; main headings should be big – other text clearly smaller.

# GEO- METRICAL SHAPES

# GEO- METRICAL SHAPES

Geometric surfaces can be freely created using the brand colors. However, EULiST's main color, blue, must always be included. Angles of 90 or 180 degrees are not used within the surfaces.



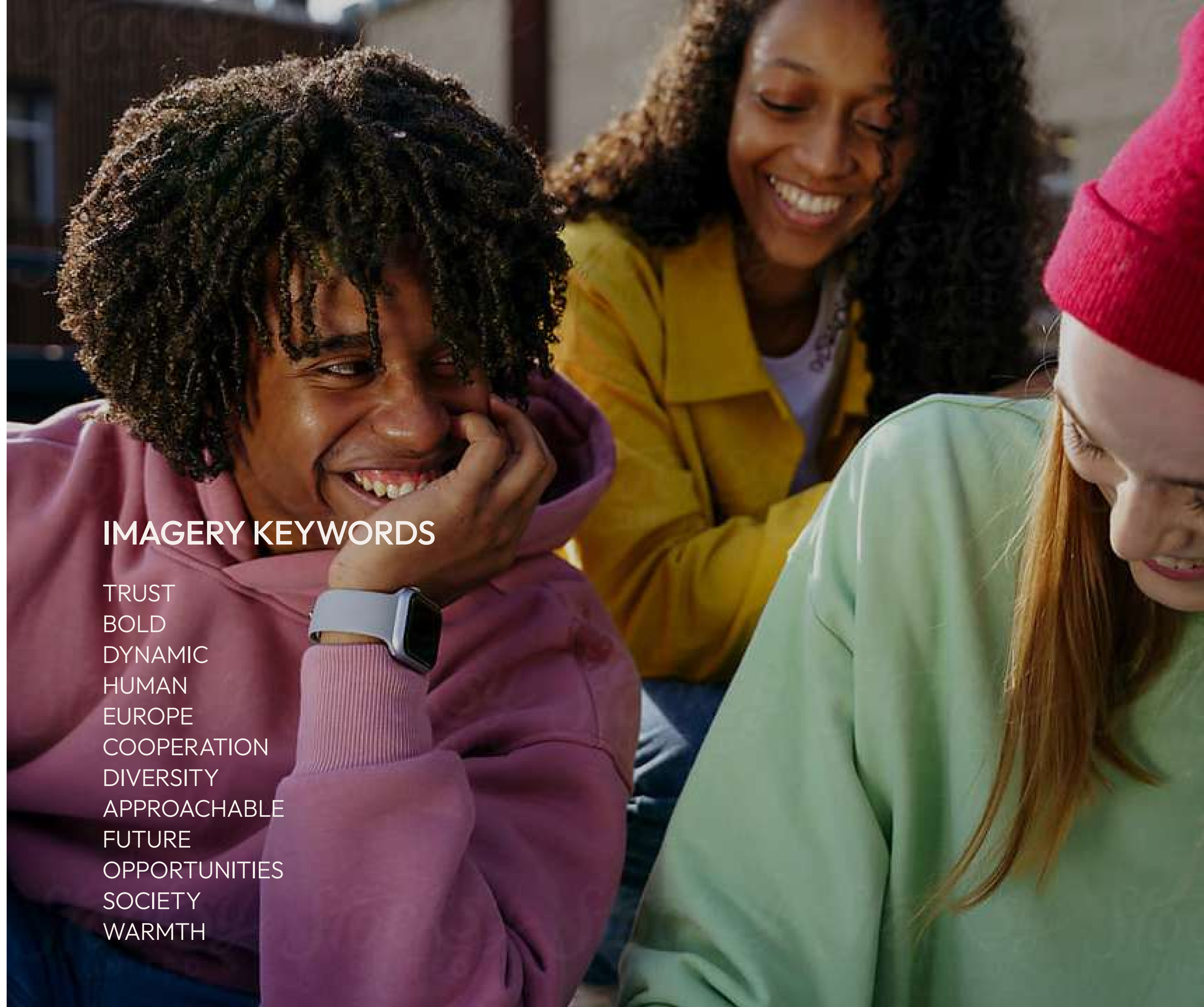
# BRAND IMAGERY

# IMAGERY

The imagery embodies the essence of trust and boldness, radiating a dynamic energy that captures the attention and instills confidence. At its heart, this imagery celebrates the human spirit, portraying diverse individuals showcasing collaborative efforts that bridge gaps and build connections. We want to highlight an inclusive approach to problem-solving and innovation. The overall tone is approachable and forward-thinking, encouraging viewers to imagine a future full of possibilities.

## IMAGERY KEYWORDS

TRUST  
BOLD  
DYNAMIC  
HUMAN  
EUROPE  
COOPERATION  
DIVERSITY  
APPROACHABLE  
FUTURE  
OPPORTUNITIES  
SOCIETY  
WARMTH



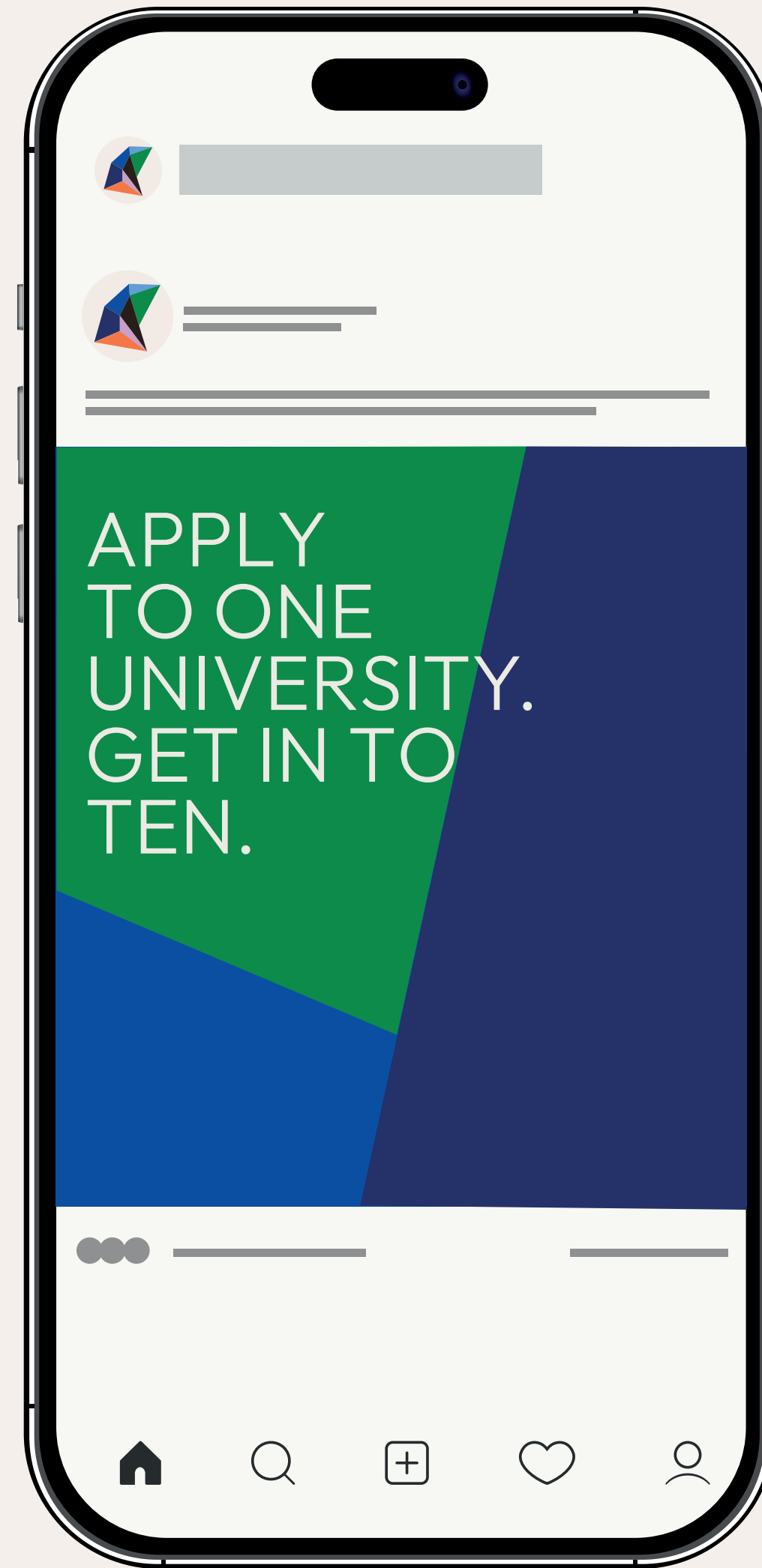
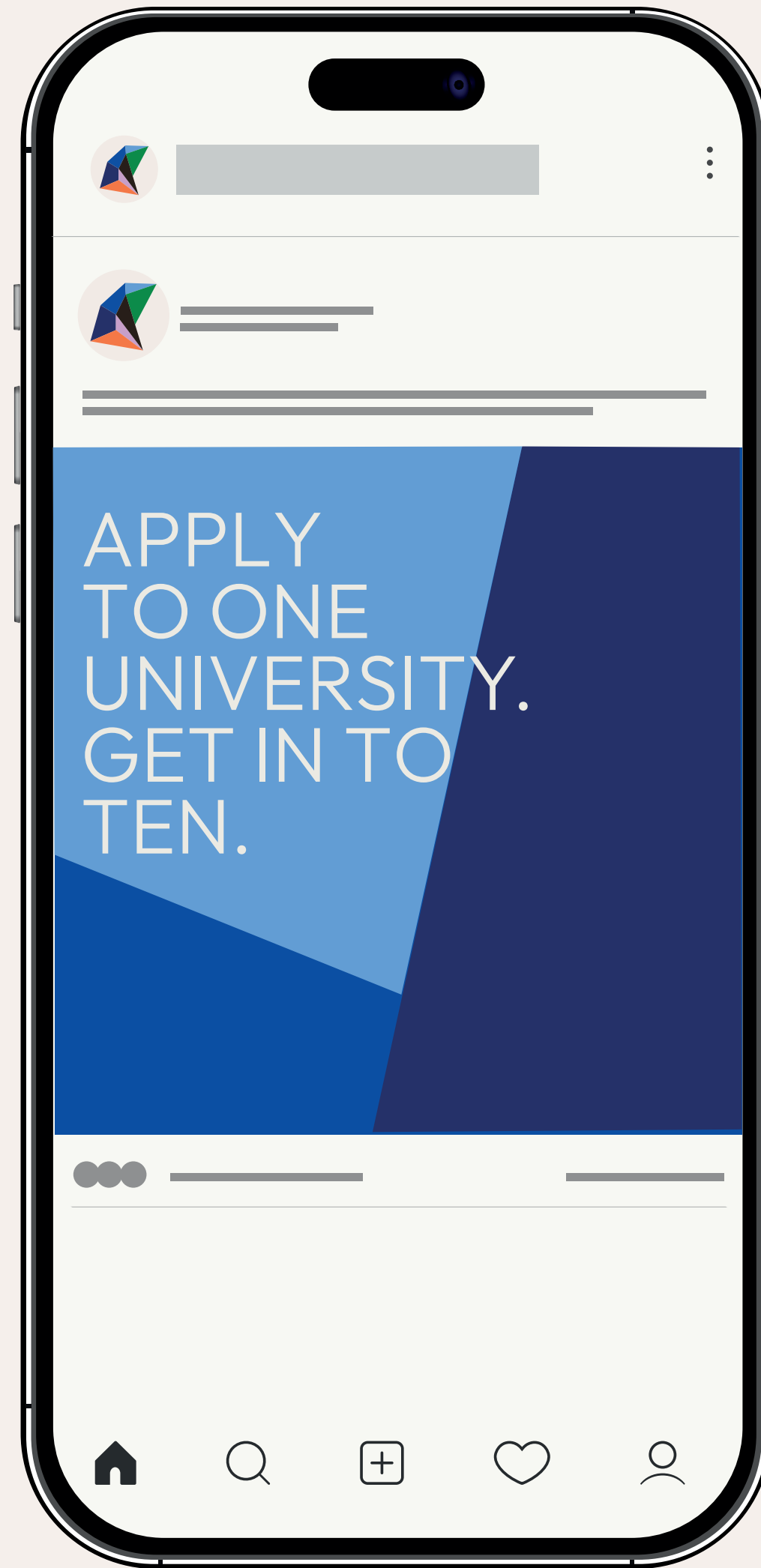
# LOOK & FEEL

Imagery will be specified in  
2025-26.




# BRAND EXAMPLES

# SOCIAL MEDIA



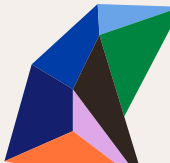
# EVENT & ROLL-UPP

B02




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## WE TRUST SCIENCE



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EUROPEAN UNIVERSITIES LINKING SOCIETY AND TECHNOLOGY



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EUROPEAN UNIVERSITIES LINKING SOCIETY AND TECHNOLOGY AIMS TO MANIFEST THE EUROPEAN EXPERIENCE FOR ALL STUDENTS AND UNIVERSITY MEMBERS.

## WE TRUST SCIENCE



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discipline 01

discipline 01

discipline 01

discipline 01

discipline 01

discipline 01

discipline 01

discipline 01



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## ALLIANCE OF EUROPEAN UNIVERSITIES

# BUSINESS CARD & OTHER MATERIALS





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