

European Space University for Earth and Humanity

UNIVERSEH is an alliance of five European universities established to develop a new way of collaboration in the field of Space, within the “European Universities” initiative.

The alliance aims to create new higher education interactive experiences for the university community, teachers and students, and for the benefit of society as a whole. Such initiatives will enable broadminded, informed and conscientious European citizens to capture and create new knowledge and become smart actors of European innovation, valorisation and societal dissemination within the Space sector, from science, engineering, liberal arts to culture.

Grant agreement number: 101004066

Funding Scheme: Erasmus+ / European Universities

D 7.2 Visual Identity

Due date of deliverable: M 3
Actual Submission date: 29/02/2021

Start date of the project: 01/11/2020

Duration: 36 months

Organisation responsible for this deliverable: uni.lu

Version: final

Dissemination level

PU	Public	X
CO	Confidential, only for members of the consortium	

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Document History

Version	Date	Author	Partner	Summary of main changes
1.0	26/01/21	Hélène Gentils	UT	

Summary

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1. Deliverable description

A distinct and original visual identity has been created to convey a familiar and consistent image of the project to the external audience.

An initial logo had been created for the submission of the project and improved for the implementation. Word document templates for reports, press releases and letters, as well as PowerPoint templates with photos and a light version for email sends have been designed. A UNIVERSEH background for video conferences has also been created.

A fully detailed graphic charter provides all the users with information to use the visual identity.

All the documents have been made available on a specific website page dedicated to communication material for the consortium.

Finally, all partners have been reminded during the Kick Off meeting of the communication obligations related to the Erasmus+ funding for the UNIVERSEH project and thus will ensure the visibility of EU funding using the correct logo and text.

2. Annexes

- UNIVERSEH logo



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- Word Document template for reports, press releases



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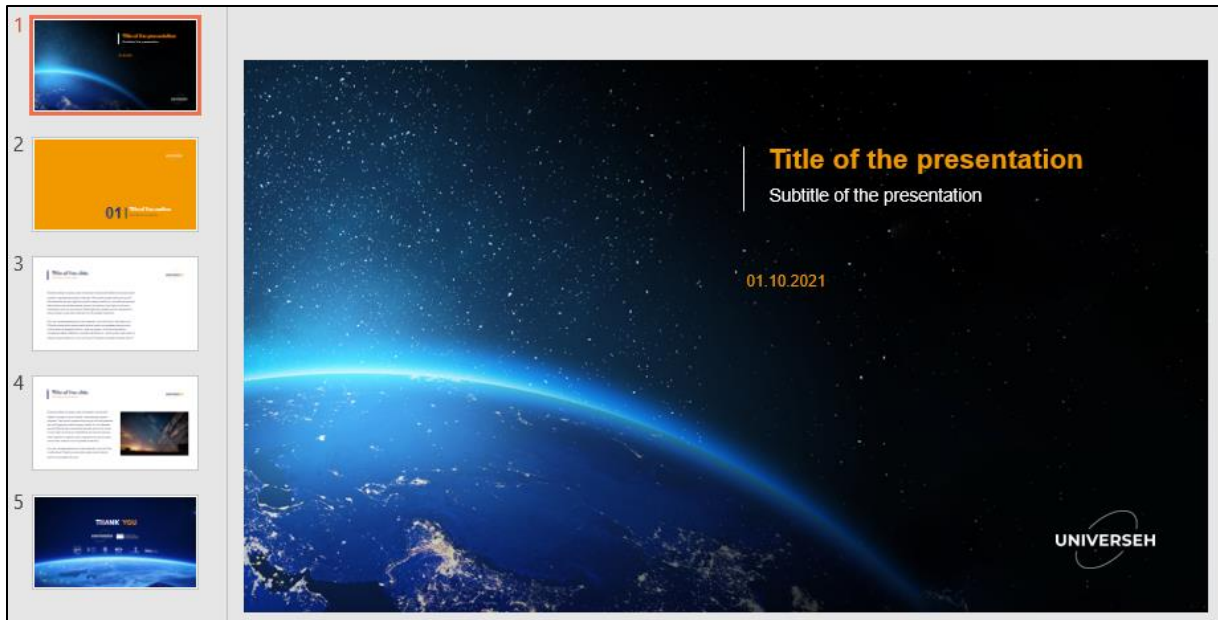
- Word Document template for letters



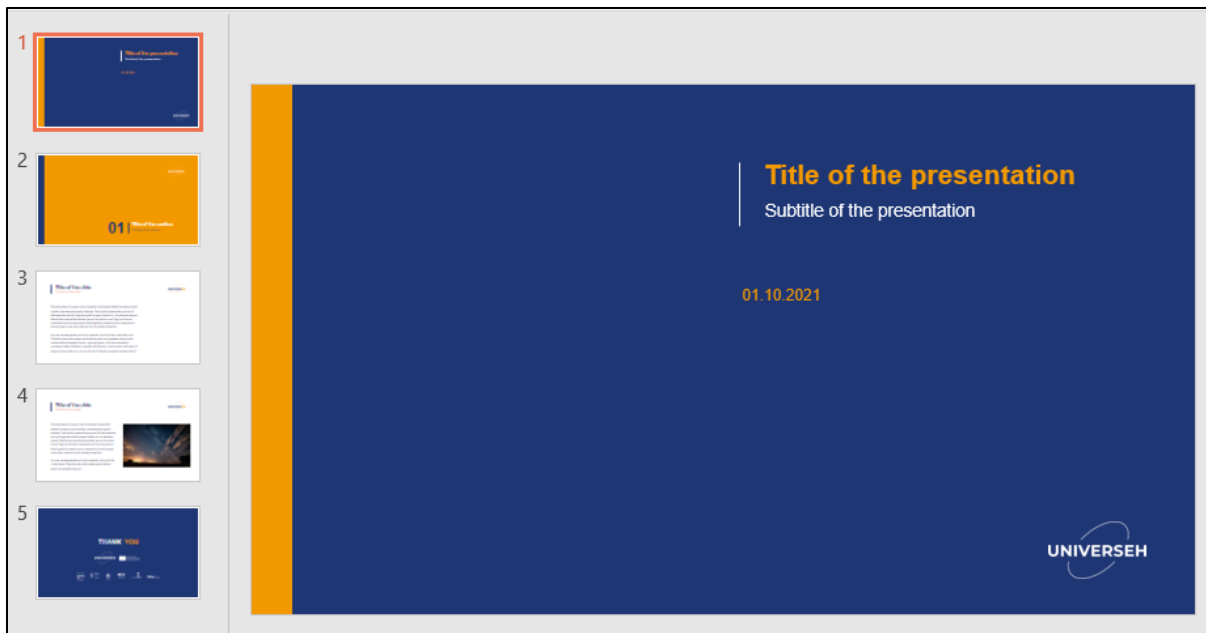
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- PowerPoint template with photos



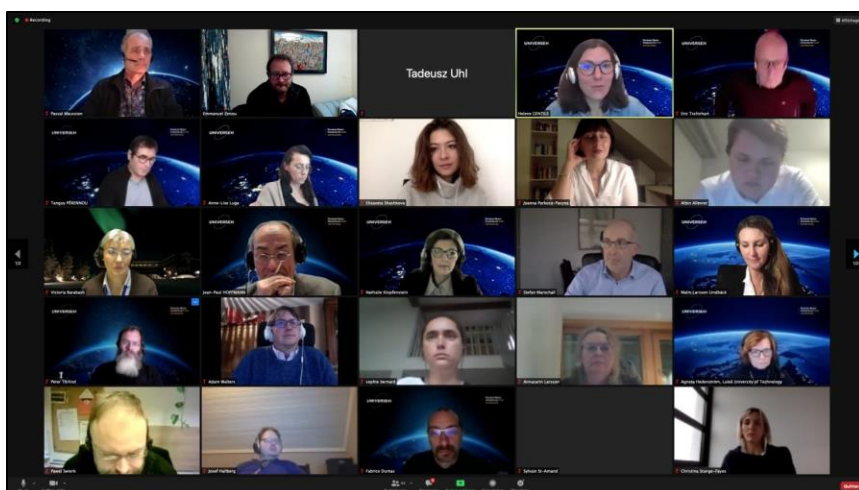
- PowerPoint template, light version



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- Background for videoconferences

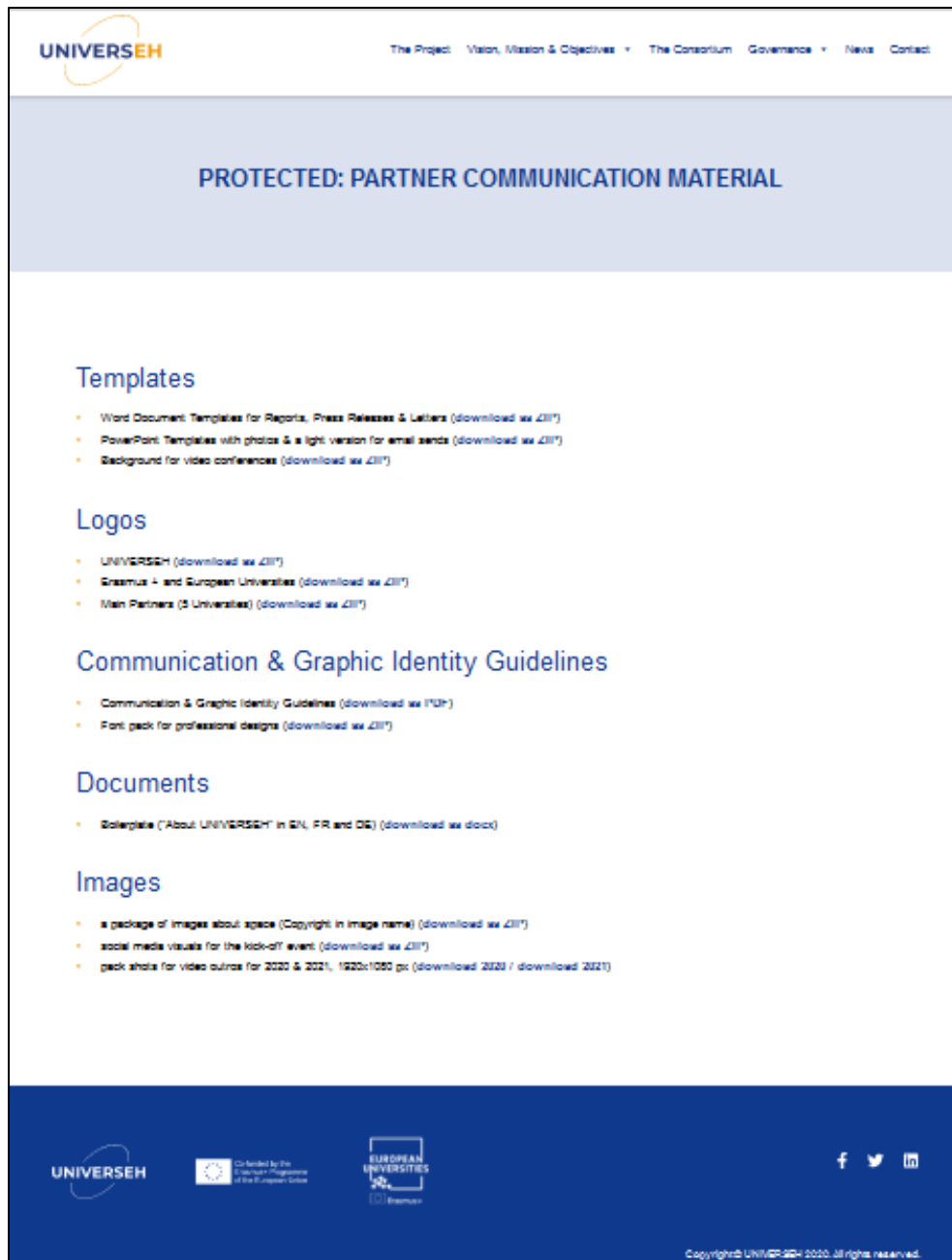


An example of background use, during the kick off meeting of the project on the 14th of December.

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- Dedicated website page for the communication material



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- **Graphic Charter**

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GRAPHIC CHARTER.2020
VERSION 14.12.2020

LOGO . RULES . COLOURS . TYPOGRAPHIES . TEMPLATES



—
LOGO . **B&W VERSION**



—
LOGO . **NEGATIVE VERSION**



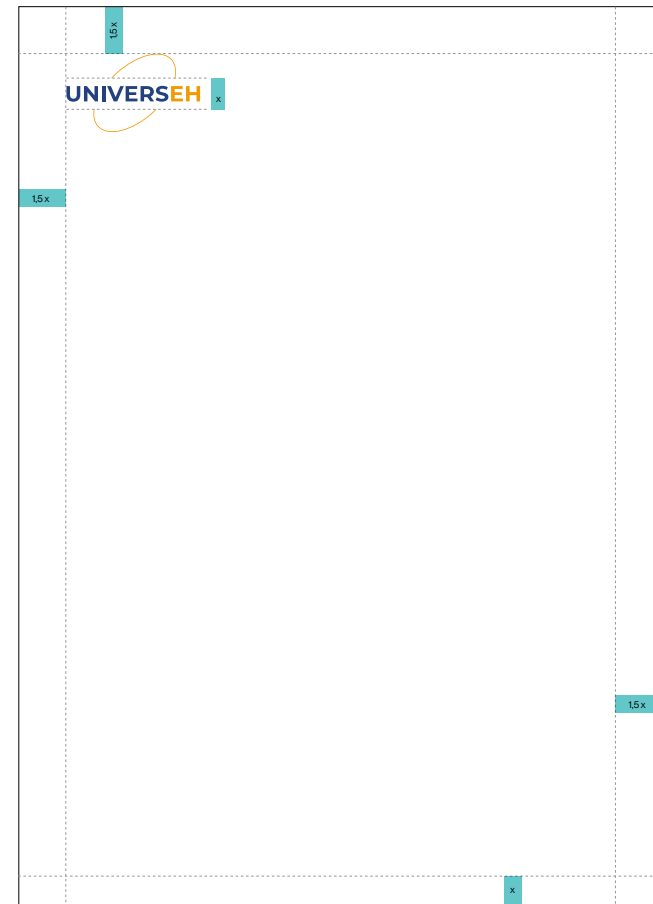
—
LOGO . **NEGATIVE IN B&W**



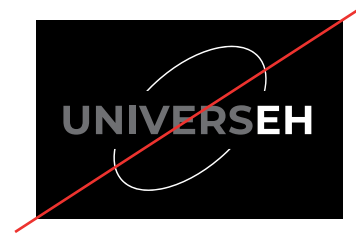
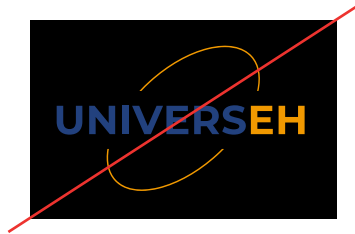
CLEAR SPACE AREA



LOGO USE ON PRINT MEDIA



—
DON'TS

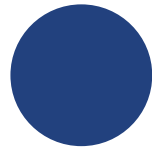


LOGO . **RULES** . COLOURS . TYPOGRAPHIES . TEMPLATES

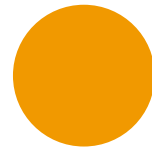
PHOTO BACKGROUND RULES



CMYK. FOUR-COLOUR PROCESS

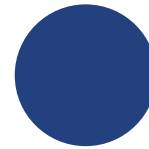


C.100%
M.87%
Y.23%
K.5%

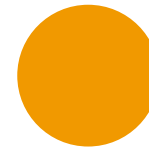


C.0%
M.46%
Y.96%
K.0%

RGB. RED, GREEN, BLUE



R.32%
G.54%
B.117%
#203675



R.241%
G.153%
B.0%
#F19900

OPEN DOCUMENTS

to be used only in documents to be edited (PPT, Letterhead, Web, Email etc...)

—
TITLE & HEADINGS

Arial Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

—
BODY TEXT

Arial Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

CLOSED DOCUMENTS

for use in non-editable documents (Flyers, Brochures, etc...)

—
TITLE & HEADINGS

Neue Haas Grotesk Display Pro Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
li Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

—
BODY TEXT

Neue Haas Grotesk Text Pro roman

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
li Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

LOGO . RULES . COLOURS . TYPOGRAPHIES . **TEMPLATES**

TEMPLATE FOR LETTERS



Arial - 9pt
insert the
local university's
address

Arial - 9pt
Arial - 10pt
Arial - 9pt
use this section to
indicate recipient

Do not remove any logos

TEMPLATE FOR REPORTS/PRESS RELEASES



Arial - 9pt
Arial Bold - 11pt
Arial - 10pt

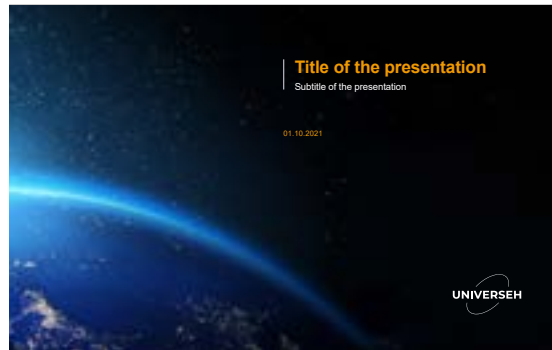
Arial - 9pt

Do not remove any logos

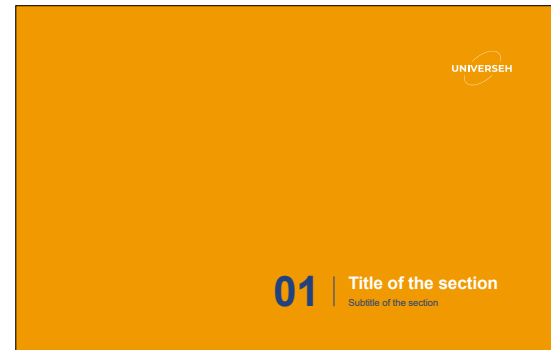
TEMPLATE FOR POWERPOINT SLIDESHOWS

ENTRY SLIDE

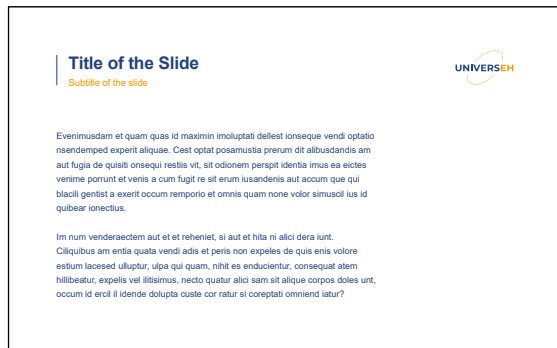
VERSION
WITH
IMAGES



SECTION DIVIDING SLIDE



BODY SLIDE



BODY SLIDE WITH IMAGE



FINAL SLIDE



LOGO . RULES . COLOURS . TYPOGRAPHIES . **TEMPLATES**

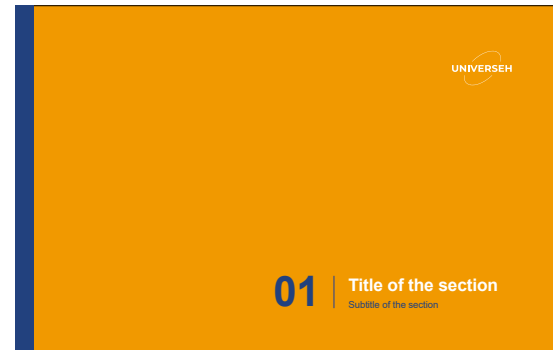
POWERPOINT SLIDESHOWS

LIGHT
VERSION
WITHOUT
IMAGES

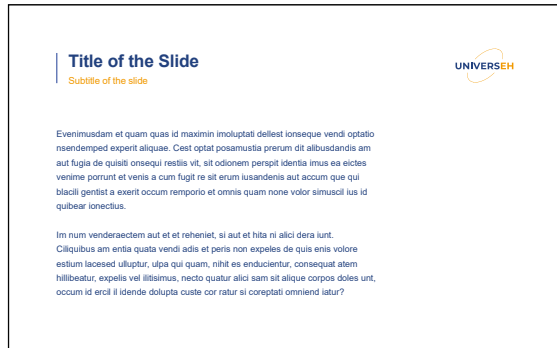
ENTRY SLIDE



SECTION DIVIDING SLIDE



BODY SLIDE



BODY SLIDE WITH IMAGE



FINAL SLIDE

