

# 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

<b>PU</b>	Public	X
<b>CO</b>	Confidential, only for members of the consortium	

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Université  
Fédérale  
Toulouse  
Midi-Pyrénées



UNIVERSITÉ  
DU  
LUXEMBOURG



LULEÅ  
UNIVERSITY  
OF TECHNOLOGY



Heinrich Heine  
Universität  
Düsseldorf

## Document History

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

## Summary

1.	Deliverable description .....	3
2.	Annexes .....	3
	• UNIVERSEH logo .....	3
	• Word Document template for reports, press releases .....	4
	• Word Document template for letters .....	5
	• PowerPoint template with photos .....	6
	• PowerPoint template, light version .....	6
	• Background for videoconferences .....	7
	• Dedicated website page for the communication material .....	8
	• Graphic Charter .....	9

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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

**UNIVERSEH**

2 Avenue de l'Université  
4365 Esch-sur-Alzette  
Luxembourg

Luxembourg, 1 January 1999

**Press Release / Report**

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 European Universities Erasmus+

 Université Fédérale  
Toulouse  
Midi-Pyrénées

 AGH

 Université du Luxembourg

 LULEÅ  
UNIVERSITY OF TECHNOLOGY

 hhu  
Heinrich Heine  
Universität  
Düsseldorf

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EUROPEAN  
UNIVERSITIES  
Erasmus+



Université  
Fédérale  
Toulouse  
Midi-Pyrénées



AGH



UNIVERSITÉ  
DU  
LUXEMBOURG



LULEÅ  
UNIVERSITY  
OF TECHNOLOGY



Heinrich Heine  
Universität  
Düsseldorf

- Word Document template for letters

**UNIVERSEH**

2 Avenue de l'Université  
4385 Esch-sur-Alzette  
Luxembourg

Luxembourg, 1 January 1999

Dear Mr. Tomaso

Ique cius. Evenimusdam et quam quas id maximin impulsum dilesit ionseque vendi optatio nsendemped expert aliquae. Cest optat posamusua primum d' albusdandis am aut fugia de quisti onsequi restis vit, sit odiorum perspit identia imus ea electe venime ponunt et venis a cum fugit re sit enim iusandens aut accum que qui blacil gentis a exerit occum remporio et omnis quam none volor simusci ius id quibear ionectius.

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et licatur?

John Powell  
University Director

*John Powell*

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Université Fédérale Toulouse Midi-Pyrénées

AGH

Université du Luxembourg

LULEÅ UNIVERSITY OF TECHNOLOGY

hhu Heinrich Heine Universität Düsseldorf

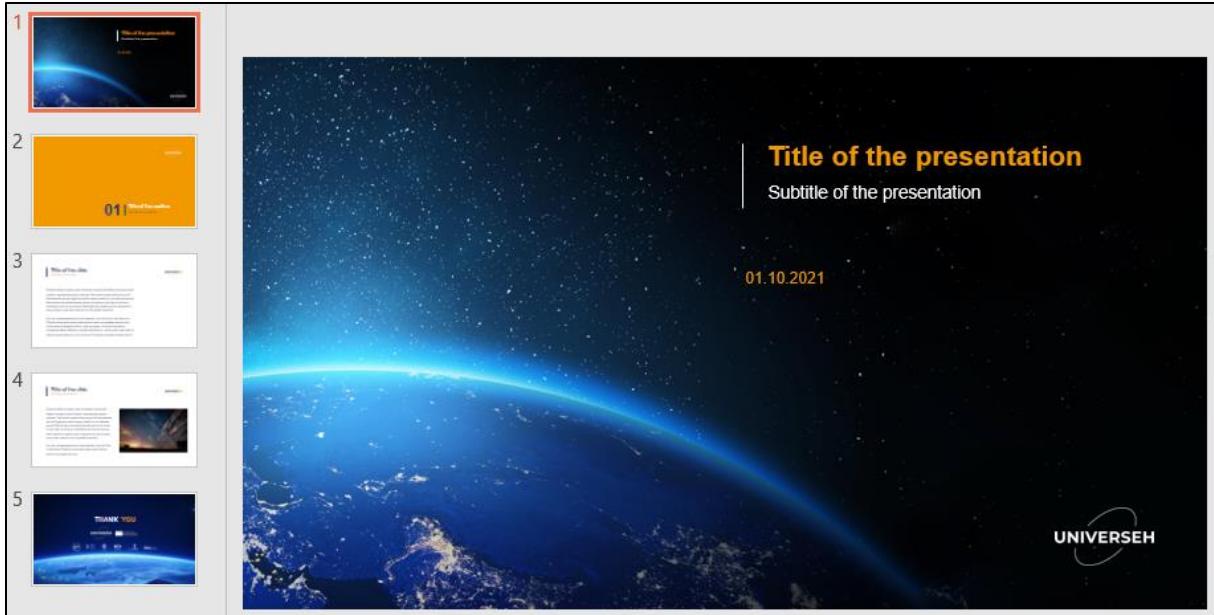
UNIVERSEH – European Space University for Earth and Humanity is an alliance of



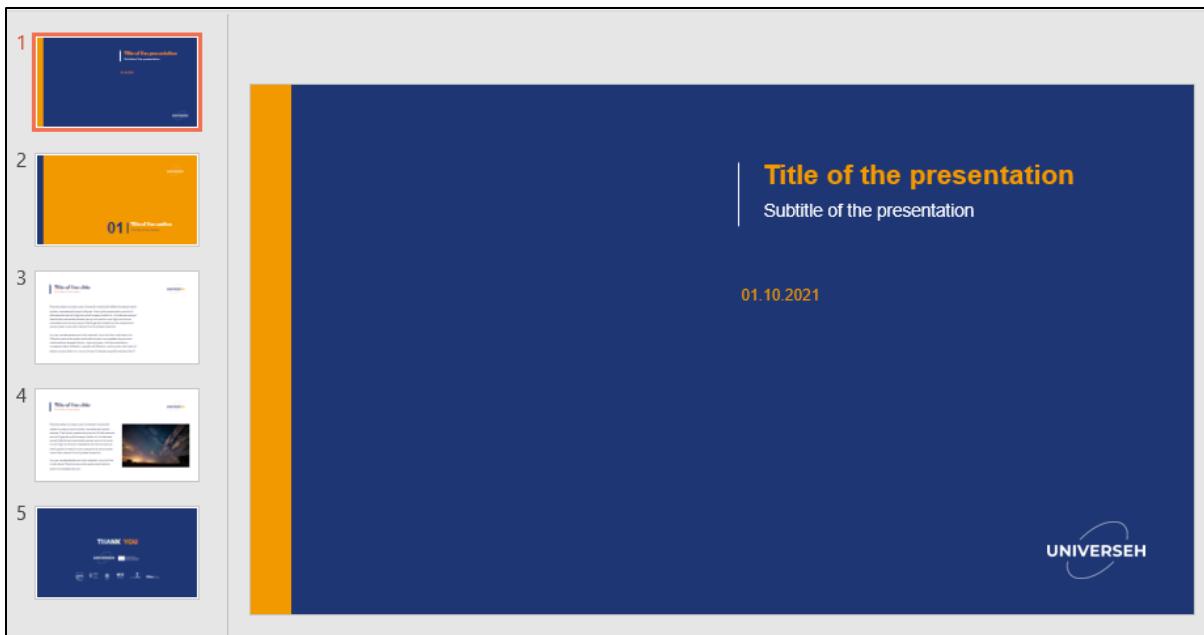
Co-funded by the  
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- PowerPoint template with photos



- PowerPoint template, light version



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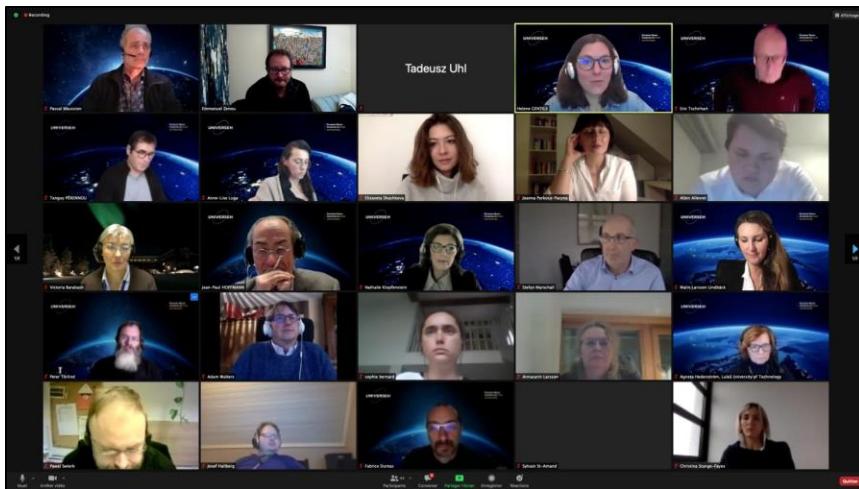


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- Background for videoconferences



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

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- Dedicated website page for the communication material

**PROTECTED: PARTNER COMMUNICATION MATERIAL**

### Templates

- Word Document Templates for Reports, Press Releases & Letters ([download \(x 4MB\)](#))
- PowerPoint Templates with photos & a light version for email sends ([download \(x 2MB\)](#))
- Background for video conferences ([download \(x 4MB\)](#))

### Logos

- UNIVERSEH ([download \(x 2MB\)](#))
- Erasmus+ and European Universities ([download \(x 2MB\)](#))
- Main Partners (5 Universities) ([download \(x 2MB\)](#))

### Communication & Graphic Identity Guidelines

- Communication & Graphic Identity Guidelines ([download \(x 10MB\)](#))
- Font pack for professional designs ([download \(x 2MB\)](#))

### Documents

- Bulletin ('About UNIVERSEH' in EN, FR and DE) ([download \(x docx\)](#))

### Images

- a package of images about space (Copyright in image name) ([download \(x 4MB\)](#))
- social media visuals for the kick-off event ([download \(x 2MB\)](#))
- pack shots for video courses for 2020 & 2021, 1920x1080 px ([download 2020](#) / [download 2021](#))

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EUROPEAN UNIVERSITIES  
Erasmus+

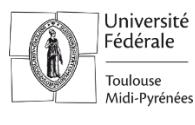
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- **Graphic Charter**

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GRAPHIC CHARTER.2020  
VERSION 14.12.2020

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



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

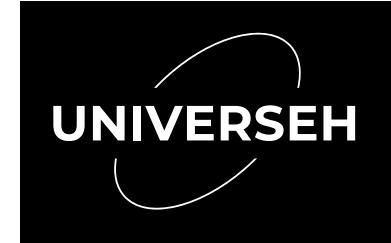
**LOGO . B&W VERSION**



**LOGO . NEGATIVE VERSION**



**LOGO . NEGATIVE IN B&W**

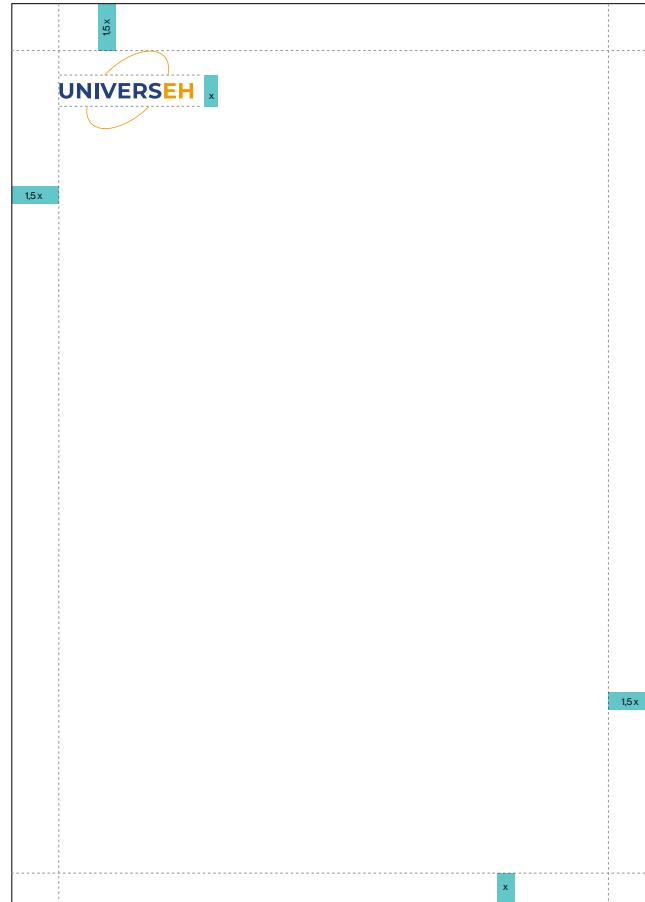


LOGO . **RULES** . COLOURS . TYPOGRAPHIES . TEMPLATES

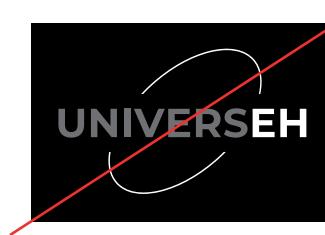
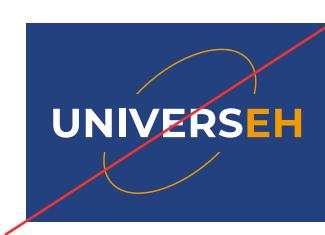
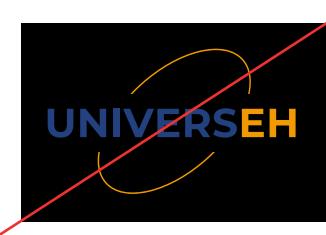
CLEAR SPACE AREA



LOGO USE ON PRINT MEDIA



DON'TS

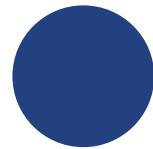


LOGO . **RULES** . COLOURS . TYPOGRAPHIES . TEMPLATES

—  
PHOTO BACKGROUND RULES



**CMYK.** FOUR-COLOUR PROCESS

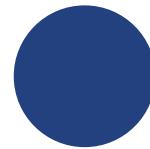


**C.**100%  
**M.**87%  
**Y.**23%  
**K.**5%

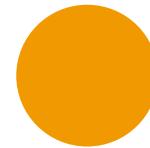


**C.**0%  
**M.**46%  
**Y.**96%  
**K.**0%

**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**

**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

# 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**

**BODY TEXT**

Neue Haas Grotesk Text Pro roman

# Aa

Aa    Bb    Cc    Dd    Ee    Ff    Gg    Hh  
Ii    Jj    Kk    Ll    Mm    Nn    Oo    Pp    Qq  
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01    02    03    04    05    06    07    08    09

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Aa    Bb    Cc    Dd    Ee    Ff    Gg    Hh  
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01    02    03    04    05    06    07    08    09

## LOGO . RULES . COLOURS . TYPOGRAPHIES . TEMPLATES

### TEMPLATE FOR LETTERS



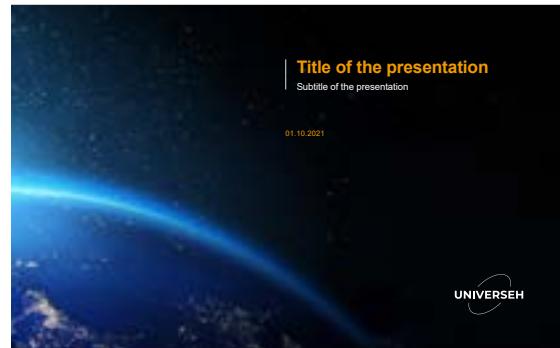
### TEMPLATE FOR REPORTS/PRESS RELEASES



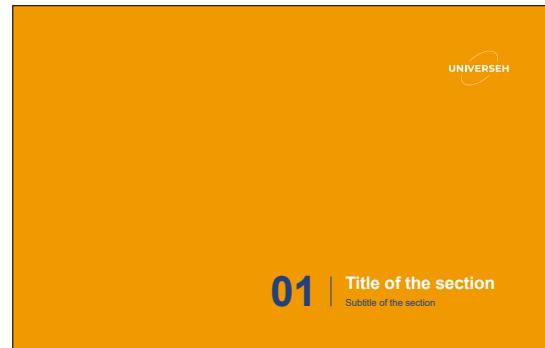
## TEMPLATE FOR POWERPOINT SLIDESHOVS

### ENTRY SLIDE

**VERSION  
WITH  
IMAGES**



### SECTION DIVIDING SLIDE



### BODY SLIDE



### BODY SLIDE WITH IMAGE



### FINAL SLIDE

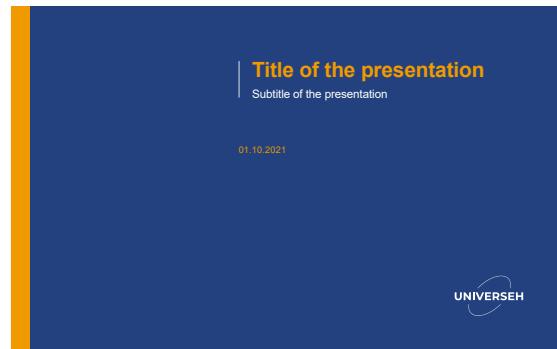


LOGO . RULES . COLOURS . TYPOGRAPHIES . **TEMPLATES**

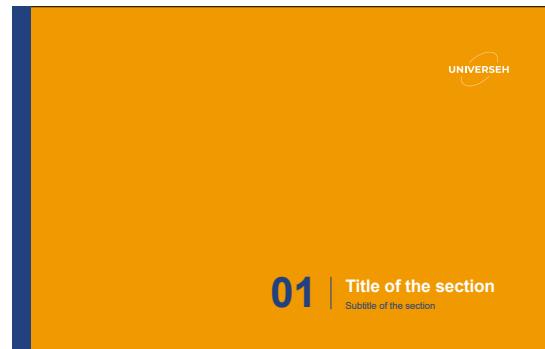
POWERPOINT SLIDESHOVS

LIGHT  
VERSION  
WITHOUT  
IMAGES

ENTRY SLIDE



SECTION DIVIDING SLIDE



BODY SLIDE



BODY SLIDE WITH IMAGE



FINAL SLIDE

