U!REKA

EUROPEAN UNIVERSITY

LET´S SHIFT

U!REKA EUROPEAN UNIVERSITY
BRAND IDENTITY GUIDELINES

EDITED BY

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U!REKA SHIFT FULL PARTNERS

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Co-funded by the European Union

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Metropolia University of Applied Sciences

POLITÉCNICO DE LISBOA POLYTECHNIC UNIVERSITY OF LISBON

VSB TECHNICAL UNIVERSITY OF OSTRAVA

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01 | CONCEPT

The visual identity of the U!REKA European University is the result of joint work between the alliance partners.

Since this project is the result of the co-operation that began in 2016 with the Urban Research and Education Knowledge Alliance - U!REKA, the aim was to develop a brand that would maintain a link with the first existing visual identity, but would still allow the European University to be clearly communicated.

It was decided to keep the icon with the circle and bars of different sizes inside, which represents one of the common points between the members of the alliance, their connection to large cities with urban planning concerns.

A new font has been introduced, which makes the logo clearer to read and gives it greater identity.

In terms of color, purple and green have been the colors used to communicate the project since it was submitted to the European Commission, and it was agreed on that they should be retained.

It was considered a priority to include the name "European University" in the logo, with the aim of directly expressing the link to this European Commission project.

The exclamation point that is included in the word U!REKA is a detail that has been part of the formation of the network since the beginning, with potential in terms of communication and that will be explored in the communication of this European University.

This document systematizes the rules for using the visual identity of the European University U!REKA, as well as its application in different contexts.

If you have any questions, please contact
ureka_pt@sp.ipl.pt

Let’s Communicate!

MAIN LOGO

U!REKA
EUROPEAN UNIVERSITY

PRIMARY COLOR

U!REKA
EUROPEAN UNIVERSITY

SECONDARY COLOR

MAIN LOGO

U!REKA
EUROPEAN UNIVERSITY

U!REKA
EUROPEAN UNIVERSITY

BLACK AND WHITE VERSIONS

LOGO WITH TAGLINE



PRIMARY COLOR



SECONDARY COLOR

LOGO WITH TAGLINE

U!REKA
EUROPEAN UNIVERSITY
LET´S SHIFT



BLACK AND WHITE VERSIONS

ICON LOGO

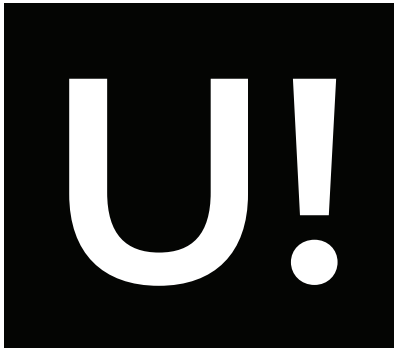


PRIMARY COLOR



SECONDARY COLOR





BLACK AND WHITE VERSIONS

ALTERNATE ICON LOGO



PRIMARY COLOR



SECONDARY COLOR

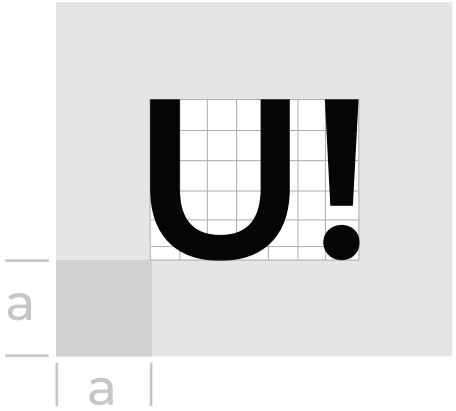




BLACK AND WHITE VERSIONS

02| VISUAL IDENTITY

SAFETY AND CONSTRUCTION MARGINS











CONFIGURATION SIZES









MAIN TYPOGRAPHY

Montserrat Semibold

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
123456789

Montserrat Medium

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
123456789

Montserrat Regular

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
123456789

ALTERNATIVE TYPOGRAPHY

Helvetica Bold

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
123456789

Helvetica Regular

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
123456789

Helvetica Light

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
123456789

02| VISUAL IDENTITY

CORE BRAND IDENTITY COLORS

R 133
G 101
B 169

C 53,88%
M 68,16%
Y 1,09%
K 0%

websafe RGB
#8D62A5

R 78
G 90
B 114

C 75%
M 60%
Y 39%
K 18%

websafe RGB
#4E5A72

R 255
G 255
B 255

C 0%
M 0%
Y 0%
K 0%

websafe RGB
#FFFFFF

R 117
G 189
B 152

C 58%
M 3%
Y 50%
K 0%

websafe RGB
#75BD97

R 124
G 201
B 241

C 52%
M 4%
Y 0%
K 0%

websafe RGB
#7CC9F1

R 29
G 29
B 27

C 0%
M 0%
Y 0%
K 100%

websafe RGB
#000000

DO'S AND DONT'S

DO





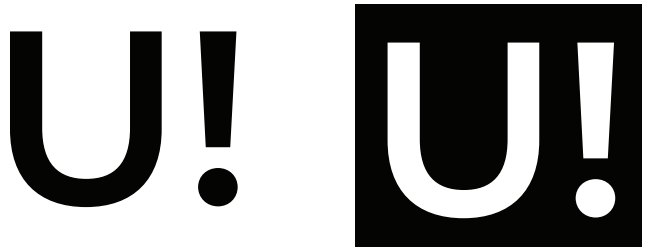




1. use the logo's main versions.

2. use the logo's monochromatic versions.





1. use the icon's main versions.

2. use the icon's monochromatic versions.

DO'S AND DONT'S

DO



1. use the logo with tagline in it's main versions.



2. use the logo with tagline in it's monochromatic versions.



1. use the icon's main versions.



2. use the icon's monochromatic versions.

DO'S AND DONT'S

DONT



1. distort or warp the logo.



2. change the logo's color.



3. add stroke to the logo



4. change the logo's lettering.



5. alter any element's size.



6. erase or alter elements



7. change the logo's tagline.



8. add drop shadows to the logo.



9. add gradients to the logo

DO'S AND DONT'S

DONT



1. distort or warp the icon.



2. change the icon's color.



3. add stroke to the icon.



4. change the icon's lettering.



5. add drop shadows to the icon.



6. erase or alter elements



7. mix the icon with the logo/tagline.



8. alter any element's size.



9. add gradients to the icon

DO'S AND DONT'S

DONT



1. distort or warp the icon.



2. change the icon's color.



3. add stroke to the icon.



4. change the icon's lettering.



5. add drop shadows to the icon.



6. erase or alter elements



7. change the icon's text/tagline.



8. alter any element's size.



9. add gradients to the icon

03| COEXISTENCE OF THE LOGO

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VSB TECHNICAL UNIVERSITY OF OSTRAVA

03| COEXISTENCE OF THE LOGO

COEXISTENCE OF THE LOGO WITH OTHER IDENTITIES

Amsterdam University of Applied Sciences

FRANKFURT UNIVERSITY OF APPLIED SCIENCES

HO GENT

POLITÉCNICO DE LISBOA
POLYTECHNIC UNIVERSITY OF LISBON

Metropolia
University of Applied Sciences

VSB TECHNICAL UNIVERSITY OF OSTRAVA

U!REKA EUROPEAN UNIVERSITY

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03| COEXISTENCE OF THE LOGO

COEXISTENCE OF THE LOGO WITH OTHER IDENTITIES

Amsterdam University of Applied Sciences

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HO GENT

POLITÉCNICO DE LISBOA
POLYTECHNIC UNIVERSITY OF LISBON

Metropolia
University of Applied Sciences

VSB TECHNICAL UNIVERSITY OF OSTRAVA

U! EUROPEAN UNIVERSITY

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03| COEXISTENCE OF THE LOGO

EUROPEAN UNION LOGO GUIDELINES

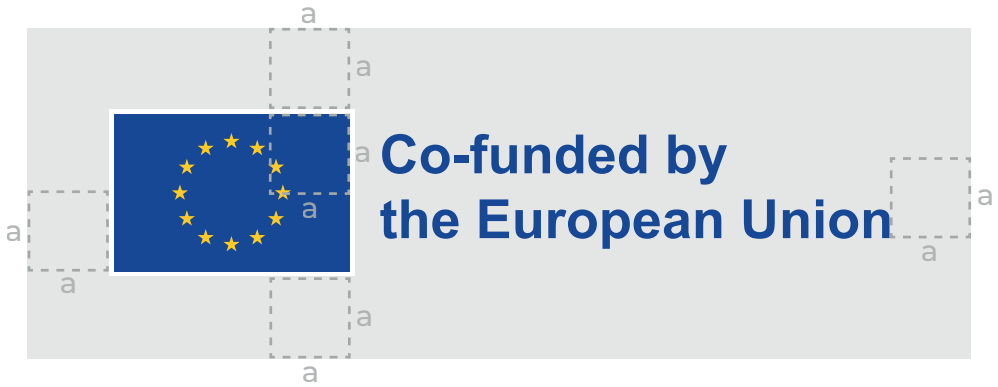
Placement of the EU emblem with the funding statement in case of co-branding

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The beneficiaries may use the emblem without first having obtained approval from the granting authority.

This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trade mark or logo, either by registration or by any other means.

Protection Area



Minimum Size



04| LOGO APPLICATION

PHOTOGRAPHY BACKGROUND



04| LOGO APPLICATION

PHOTOGRAPHY BACKGROUND



04| LOGO APPLICATION

PHOTOGRAPHY BACKGROUND



04| LOGO APPLICATION

PHOTOGRAPHY BACKGROUND



04| LOGO APPLICATION

PHOTOGRAPHY BACKGROUND



04| LOGO APPLICATION

PHOTOGRAPHY BACKGROUND



04| LOGO APPLICATION

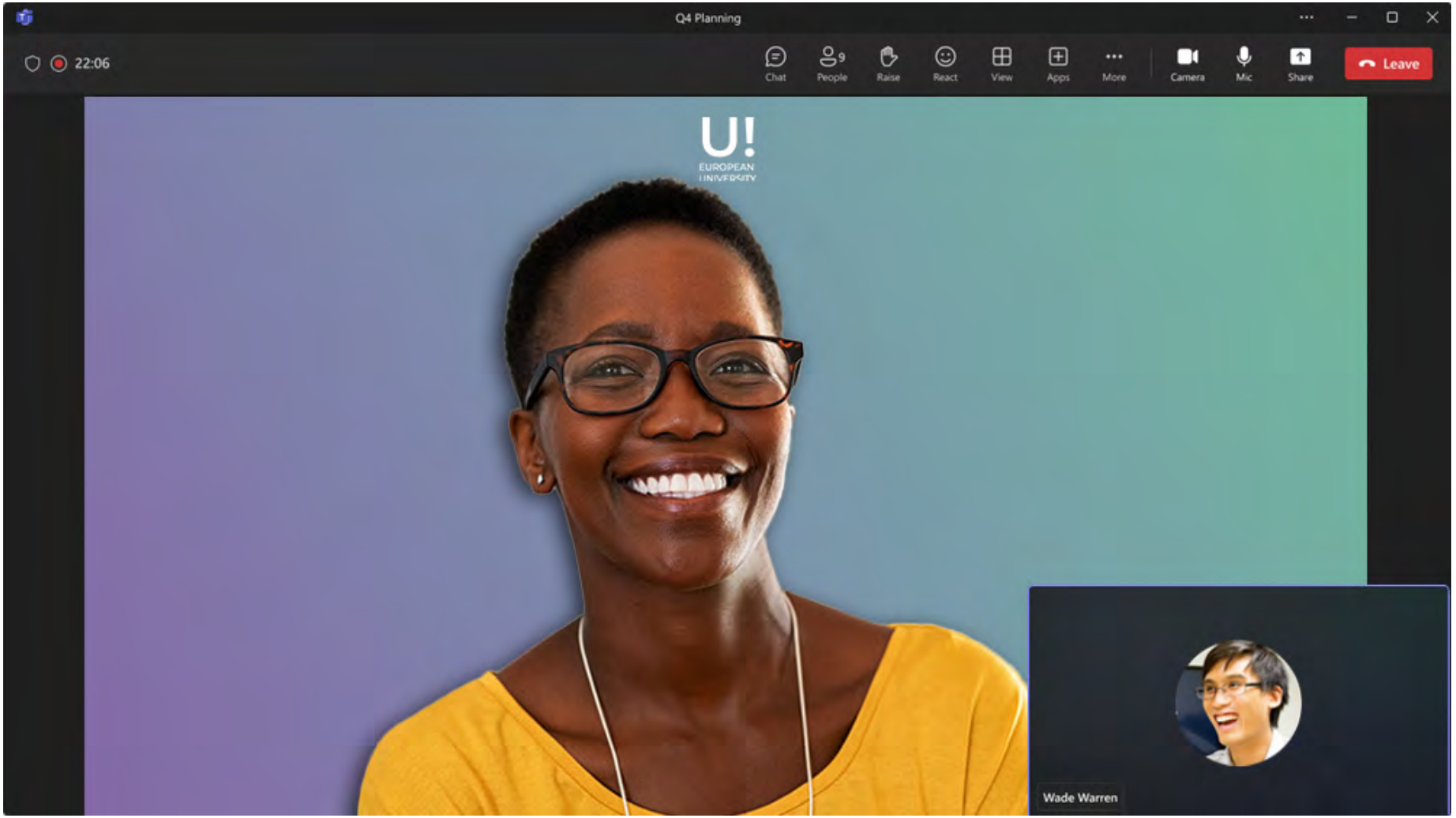
COLOR BACKGROUND



When applied over color, the negative version of the logo or icon should be placed over lighter and brighter colors, meanwhile, the positive version should be placed over darker tones.

04| LOGO APPLICATION

ZOOM BACKGROUNDS



04| LOGO APPLICATION

GENERAL LETTERHEAD



U!REKA
EUROPEAN UNIVERSITY

Date

Addressee
Addressee Title
Company Name
Address
Country, City and Zip Code

Salutation,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis .

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Complimentary close.

Name of Sender
Title

000 S. somewhere Strt.
Country Name, CN 00000
0000-000 City Name

ureka.eu

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EMAIL SIGNATURES

Dear John,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Complimentary close,

John Doe
Head of Communications

U!reka, European University
000, S. Somewhere Strt.
Country Name, CN 00000
0000-000 City Name

123-000-000
name@uireka.com
ureka.eu | #u!reka

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