



Identity guidelines

EUTOPIA

An alliance of 10 European universities

eUTOPIA



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1 Introduction

1 Introduction EUTOPIA

EUTOPIA is an alliance of 10 European Universities, all sharing the same values, vision, and way of thinking. We work closely with one another and support one another to achieve our common goals.

These are the 4 key principles that we abide by:

- Geared towards the challenges of the future
- Student-centered and student-empowering
- Committed to the principles of openness and inclusion
- Service to society

Our mission is to continue to build and nurture the long-term alliance of transformative and engaged universities for a better world.

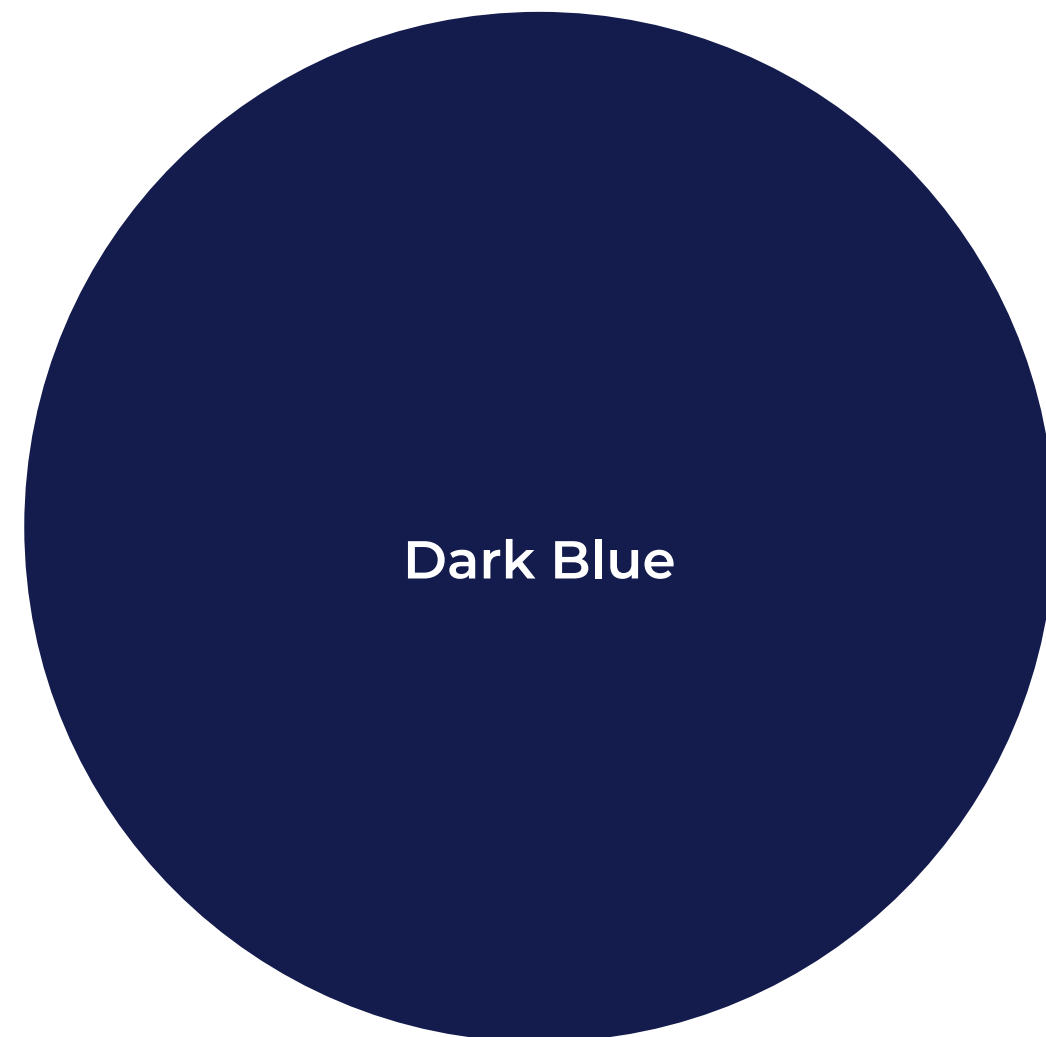


2

Colour palette

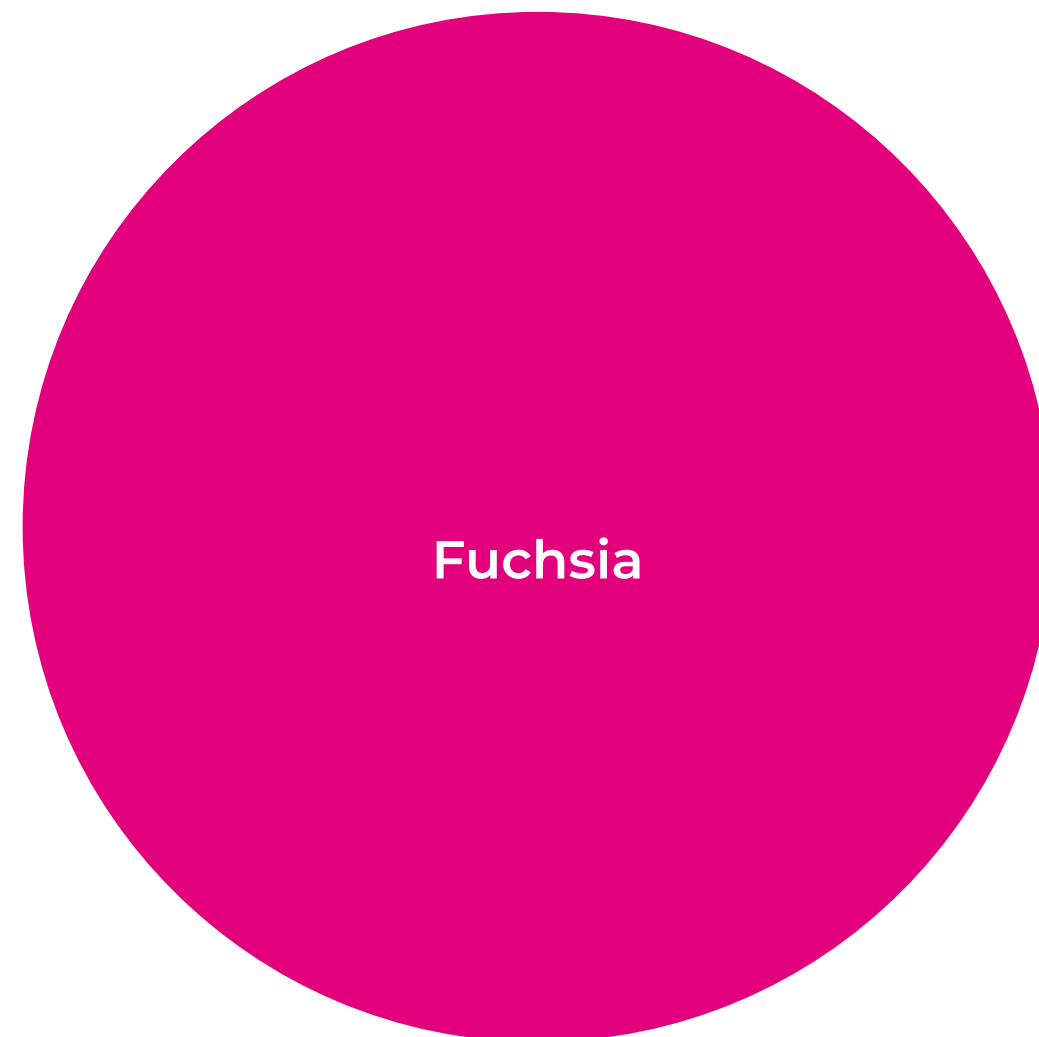
2 Colour palette: Primary colours

EUTOPIA uses distinct, recognizable, strong primary colours. Dark blue symbolizes knowledge, reliability and stability, while fuchsia symbolizes confidence, assurance and maturity. White represents impartiality and neutrality which is crucial since EUTOPIA is an alliance of different universities and therefore, must remain unbiased.



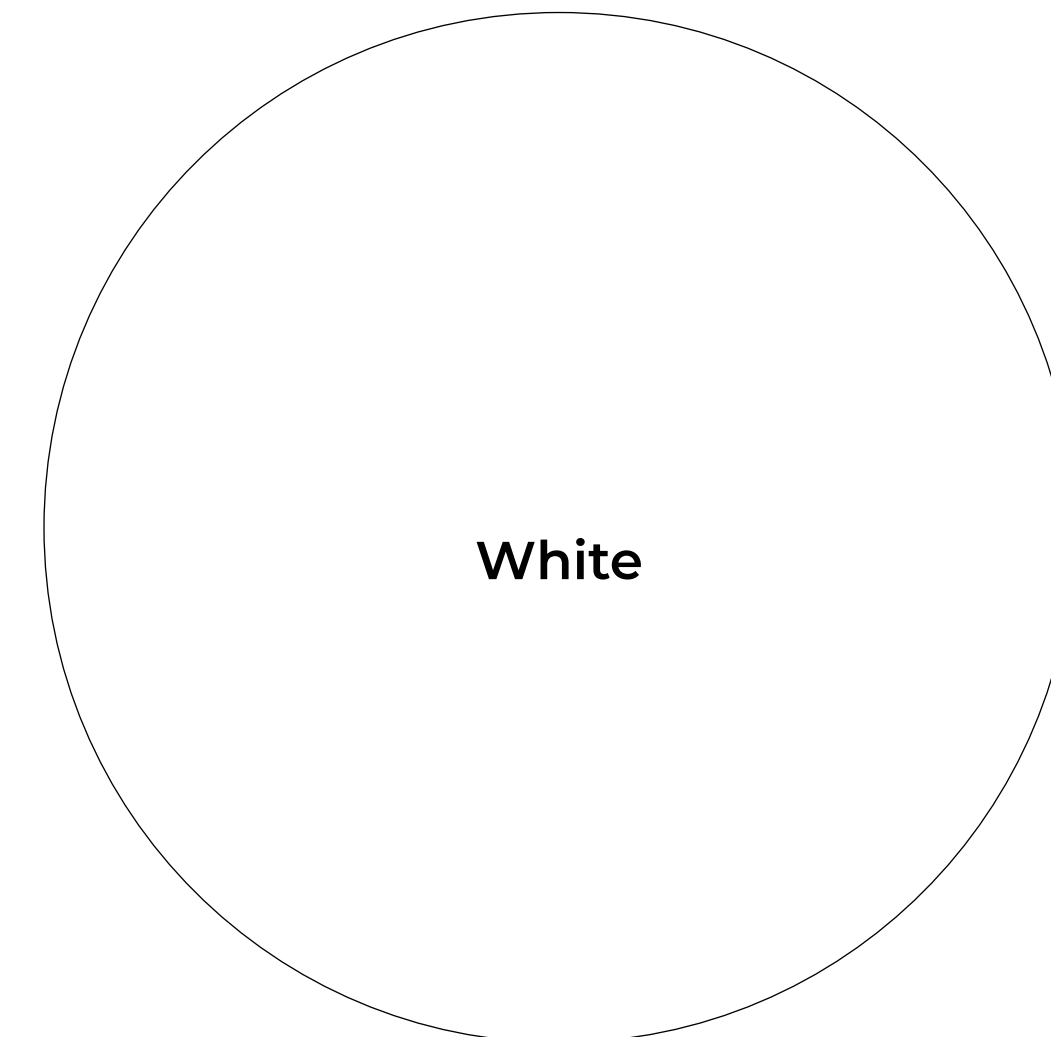
Dark Blue

Pantone 2766 CP
C 100 M 100 Y 6 K 60
R 20 G 27 B 77
#141b4d



Fuchsia

Pantone 7424 CP
C 0 M 90 Y 9 K 0
R 227 G 0 B 124
#e3007c

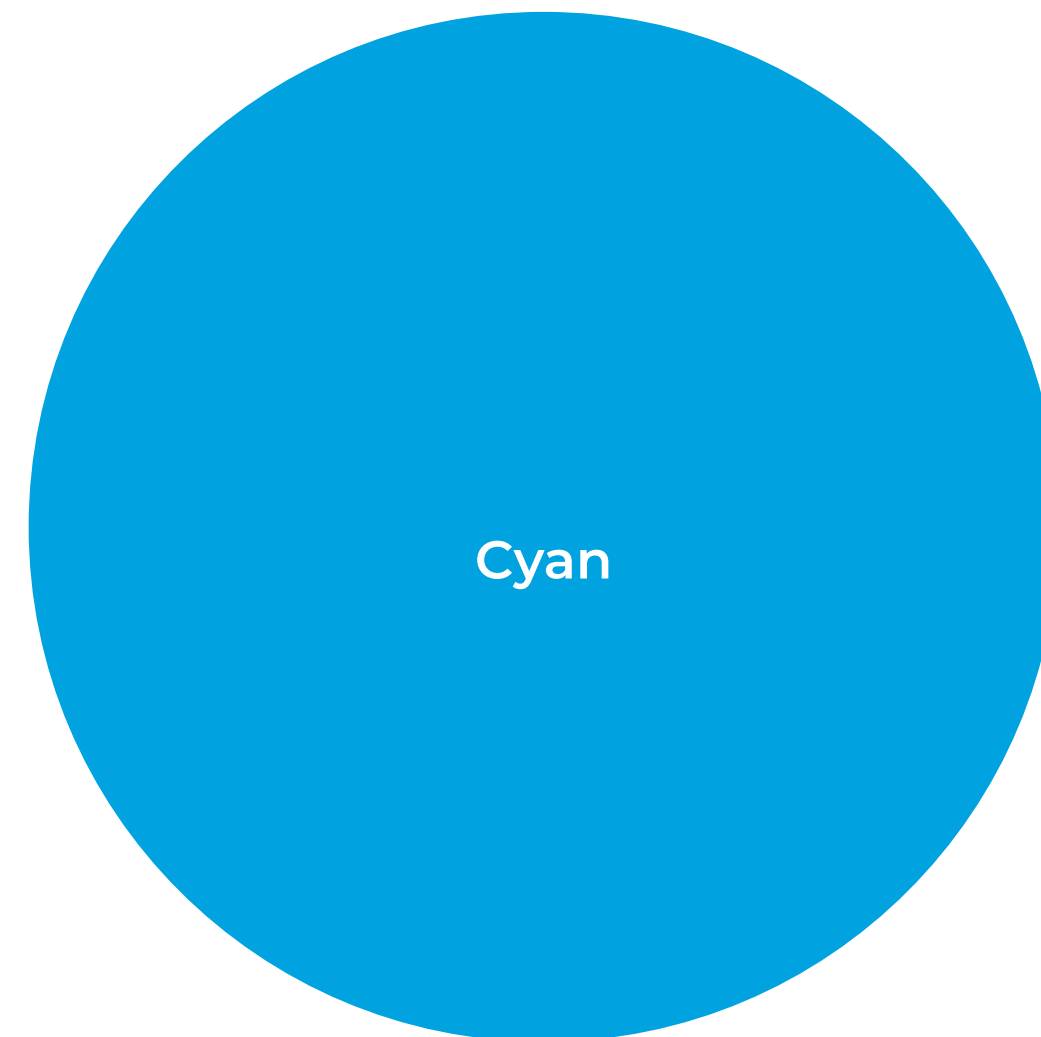


White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff

2 Colour palette: Secondary colour

Cyan is a secondary color and it symbolizes liveliness and energy.



Pantone 299 CP
C 86 M 8 Y 0 K 0
R 0 G 163 B 224
#00a3e0



3
Logo

3 Primary Logo - EUTOPIA

eUTOPIA

Dark blue

eUTOPIA

White

3 Alliance Logo - EUTOPIA & baseline

eUTOPIA
Alliance of 10 European Universities

Dark blue



White

3 Expanded Alliance Logo V1 - University logos + EUTOPIA & baseline



eUTOPIA
Alliance of 10 European Universities

Dark blue



White

3 Expanded Alliance Logo V2 - EUTOPIA & baseline + University logos

eUTOPIA
Alliance of 10 European Universities



Dark blue

eUTOPIA
Alliance of 10 European Universities



White

3 Social Media Logos





4

**Graphic
elements**

4 Graphic elements

Dot Pattern

The connecting dot pattern in the context of the EUTOPIA alliance serves as a visual representation of the unity and interconnectedness among European universities.

By incorporating the dot pattern into the brand identity, the EUTOPIA alliance communicates its commitment to collaboration, innovation, and excellence in higher education.

The dot pattern symbolizes the collective strength and shared vision of the EUTOPIA member universities, emphasizing their collaborative efforts in research, education, and innovation projects.

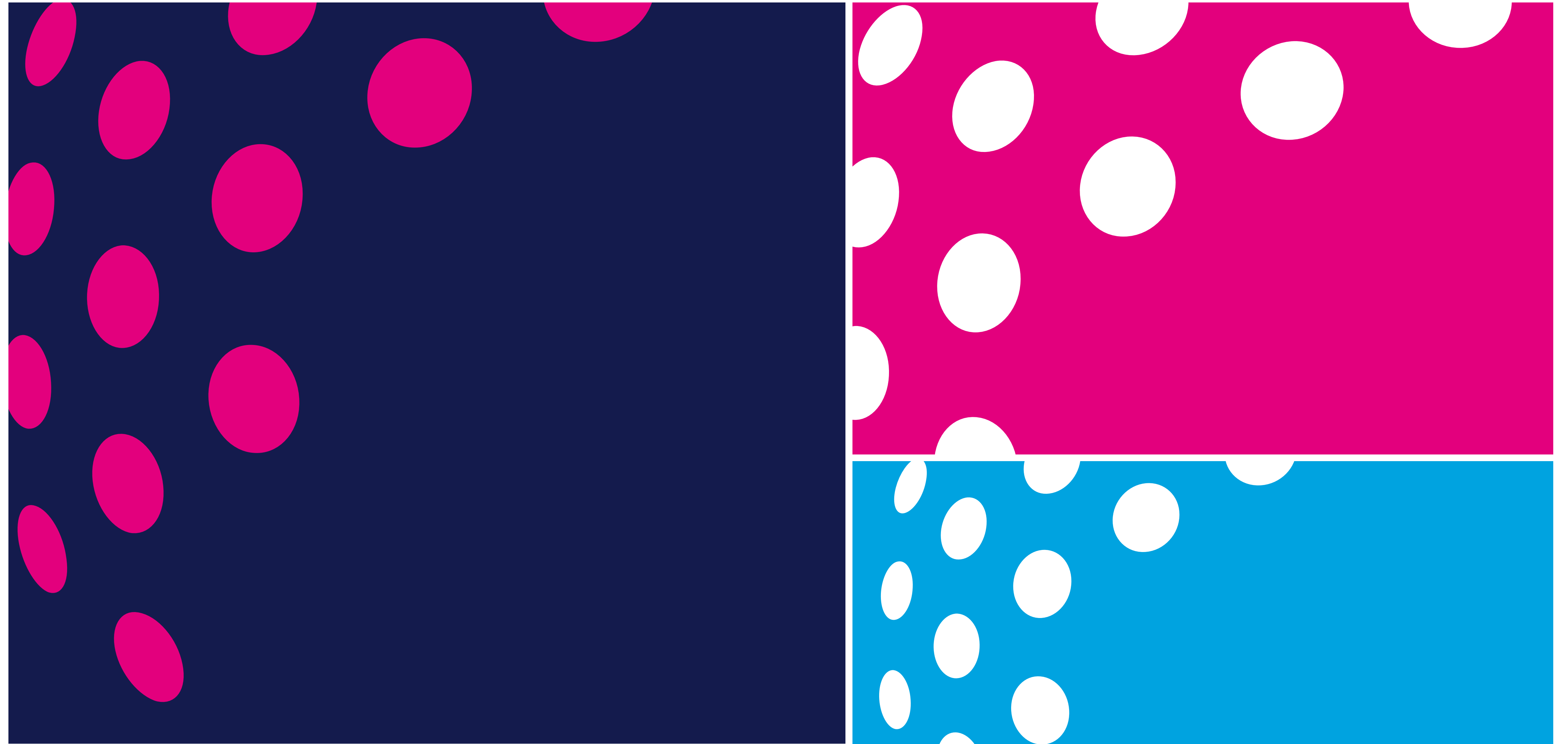
Through the dot pattern, the EUTOPIA alliance embraces diversity and inclusivity, celebrating the unique strengths and perspectives of each member university.

The dot pattern also signifies the alliance's dedication to continuous progress and advancement in higher education, highlighting its commitment to fostering a dynamic and forward-thinking academic community.

The dot pattern is not part of the EUTOPIA logo and is meant to be used as a separate design element.



Sample application of dot pattern

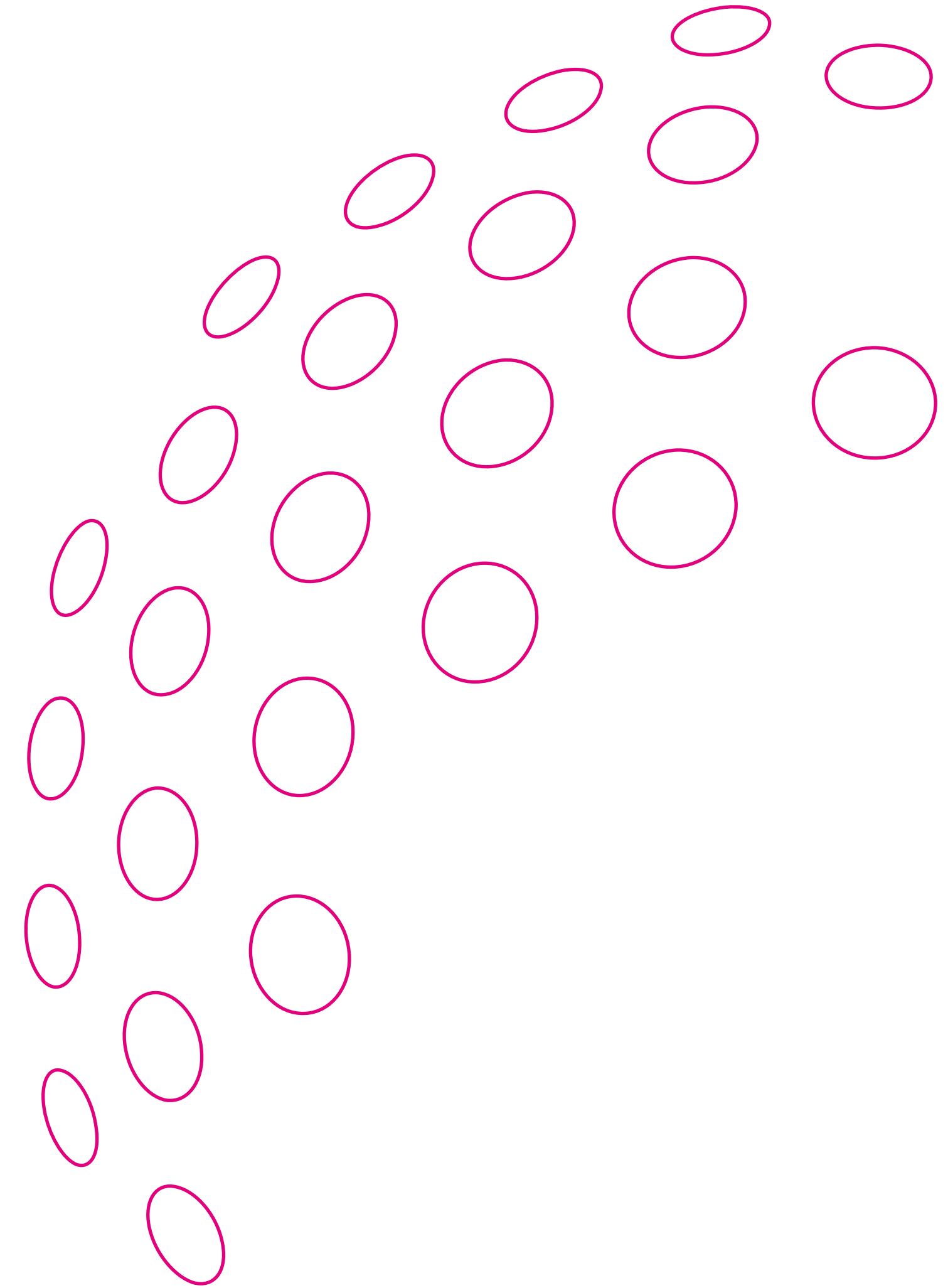


4 Graphic elements

Dot pattern outline

The dot pattern can also be used as an outline using the EUTOPIA brand colours.

This style can only be used on a solid colored background and only for merchandise such as t-shirts, umbrellas, or tote bags.



4 Graphic elements

White dot

The white dot is derived from the EUTOPIA dot pattern and this represents the central, unified way of thinking of EUTOPIA and the partner university.

This is used as a central design element with the EUTOPIA logo in the middle.

The dot can also be used without the EUTOPIA logo as a defining element in an image.



Sample application of white dot
with EUTOPIA logo



Sample application of white dot
without EUTOPIA logo





5 Typography

5 Typography

Montserrat is the typeface chosen for EUTOPIA. It is a modern, clean and no-nonsense font ranging from light to extra bold options.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



6

**Photography
style**

6 Photography style

The photos must be as natural, not posed or artificial. The photos should exude confidence and boldness and show diversity.

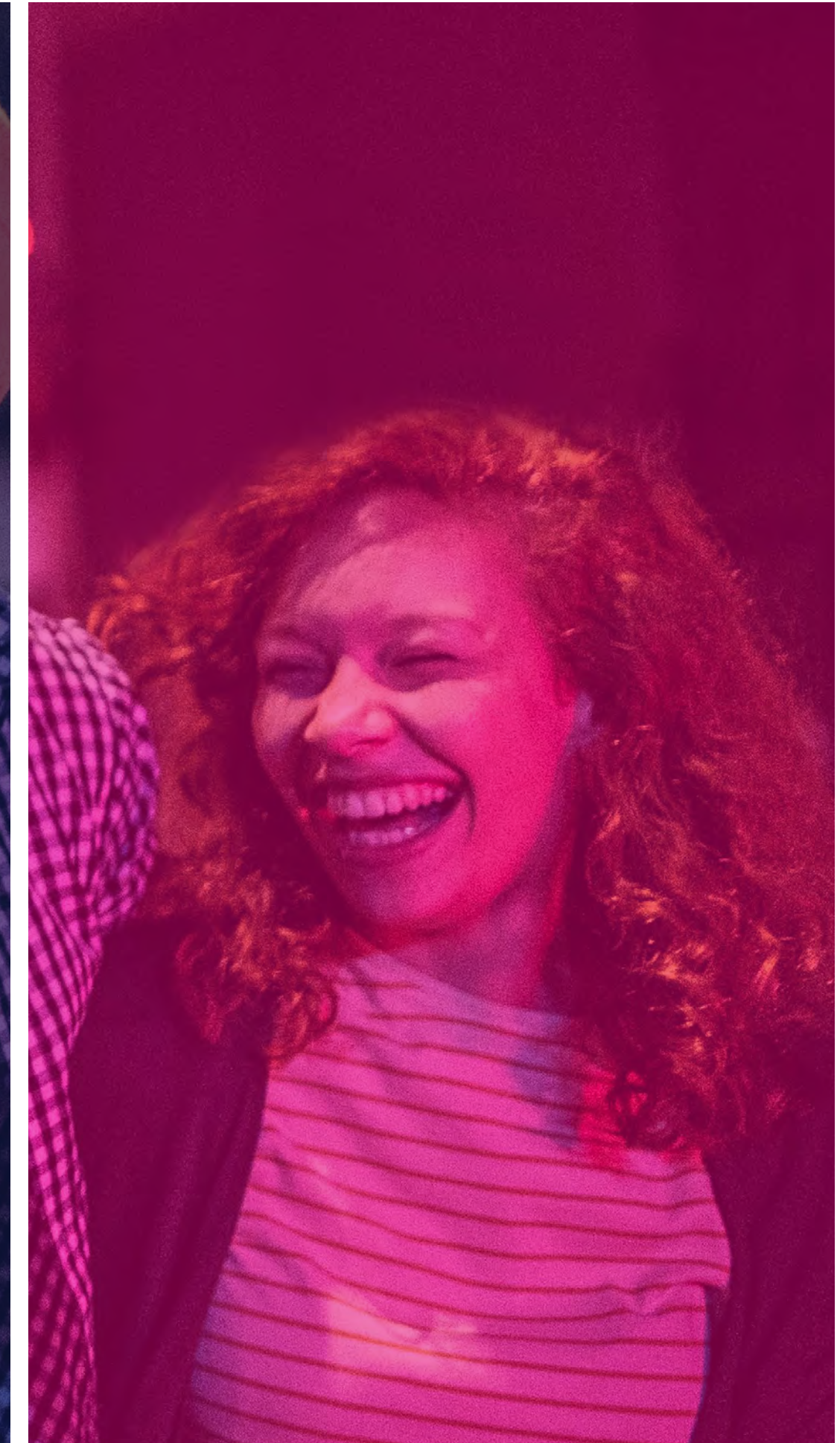
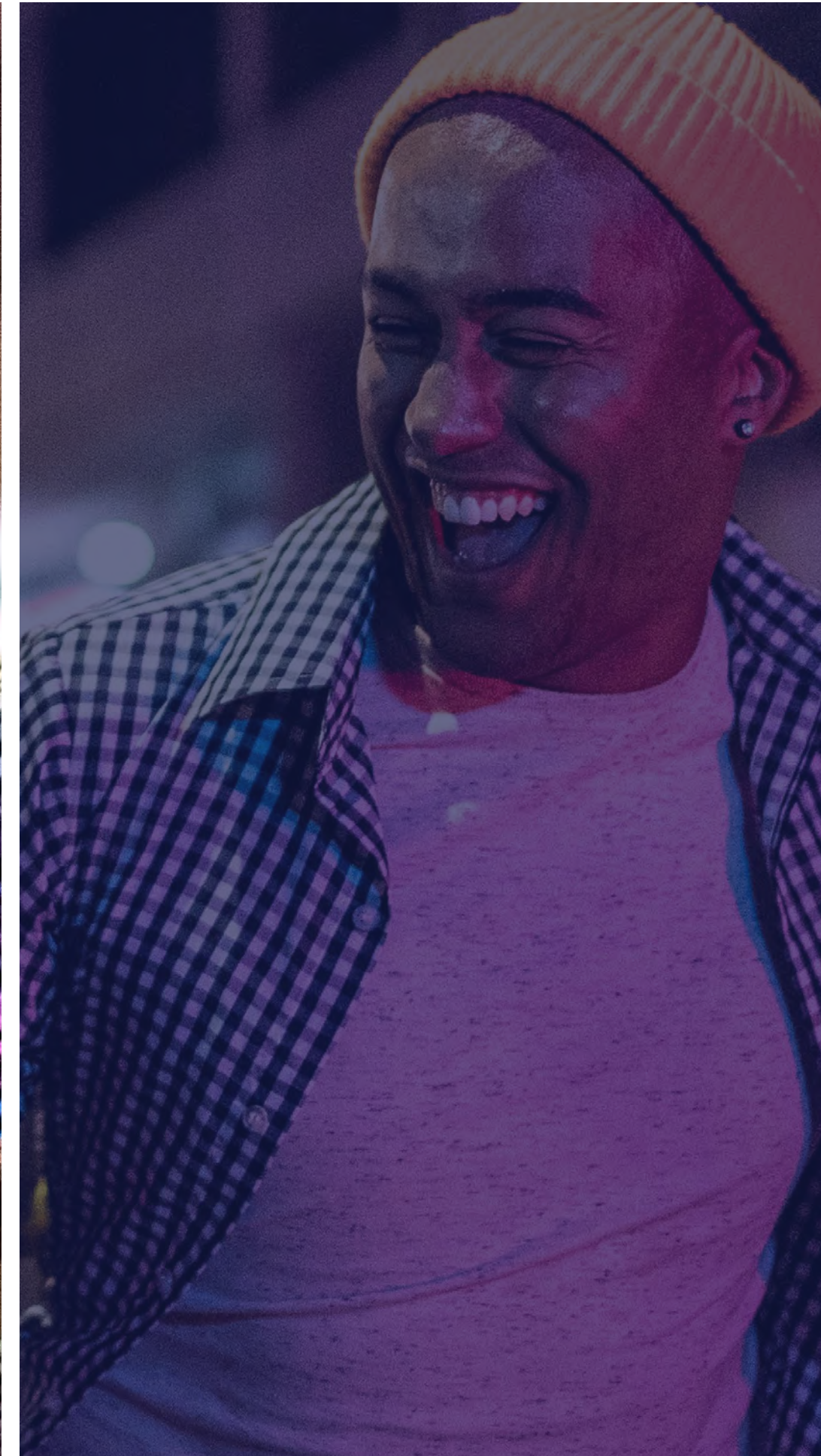


6 Photography style: Possible treatments of photos

Full-color



Color overlay using EUTOPIA colors (dark blue, fuchsia, cyan)





7

**Examples and
applications**

7 Examples: Flags



7 Examples: Roll-up Banners



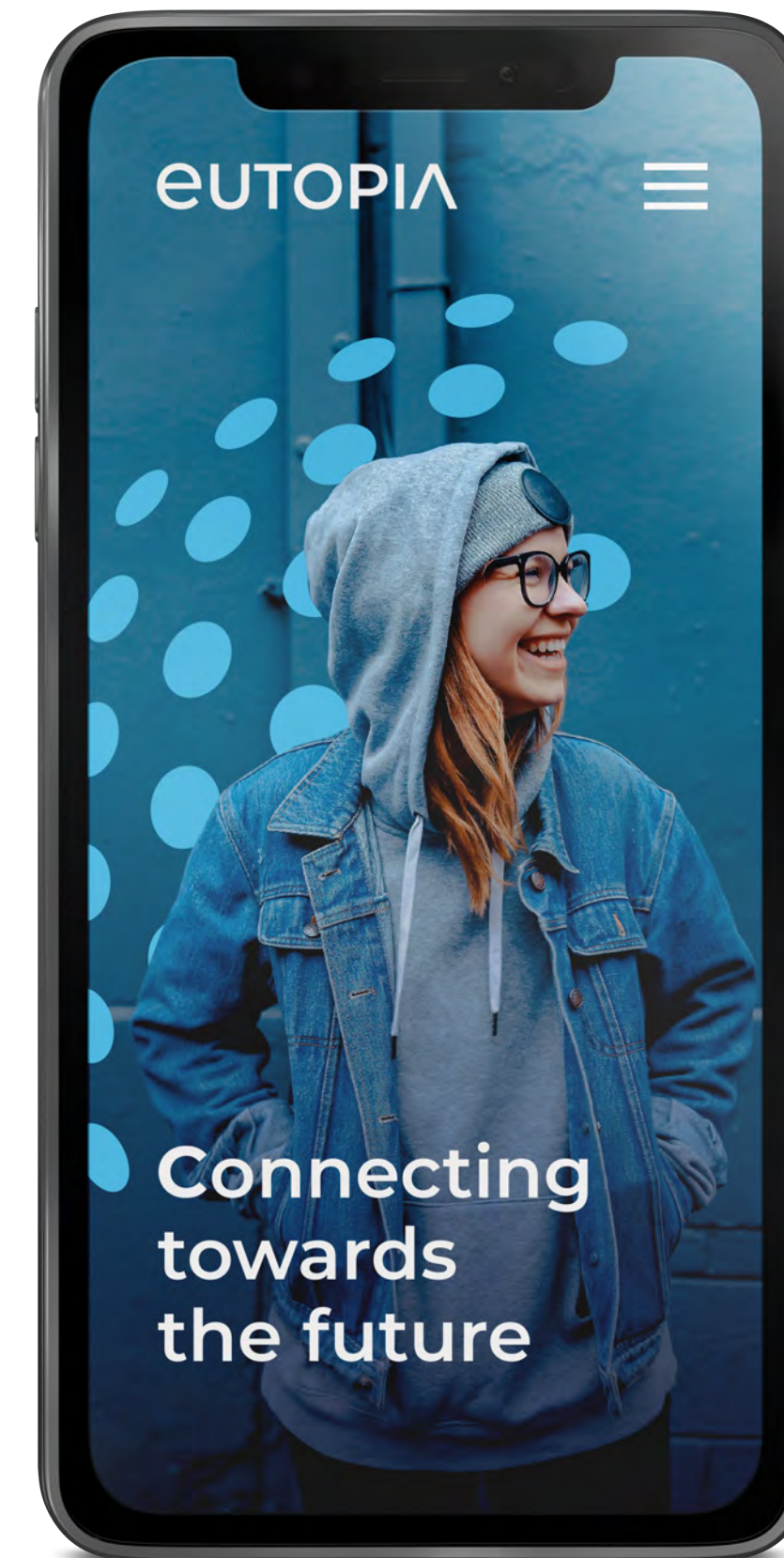
7 Examples: Business cards front/back



7 Examples: Screens



7 Examples: Screens




7 Examples: Screens


eUTOPIA

about us | our initiatives | research & innovation | calls
news & events | get involved | contact us

board of directors | tools

EUTOPIA: Connecting towards the future

 Co-funded by the European Union

 EUTOPIA trailer 2023

Watch later | Share

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7 Examples: Posters



7 Examples: Email signature

Armando Uribe-Echeverria
Chief Communications Officer,
Head of the Impact & Dissemination Unit

T +33 7 7233 5678

M +33 6 2204 2748

E armando@eutopia-university.eu
Contact me via Teams



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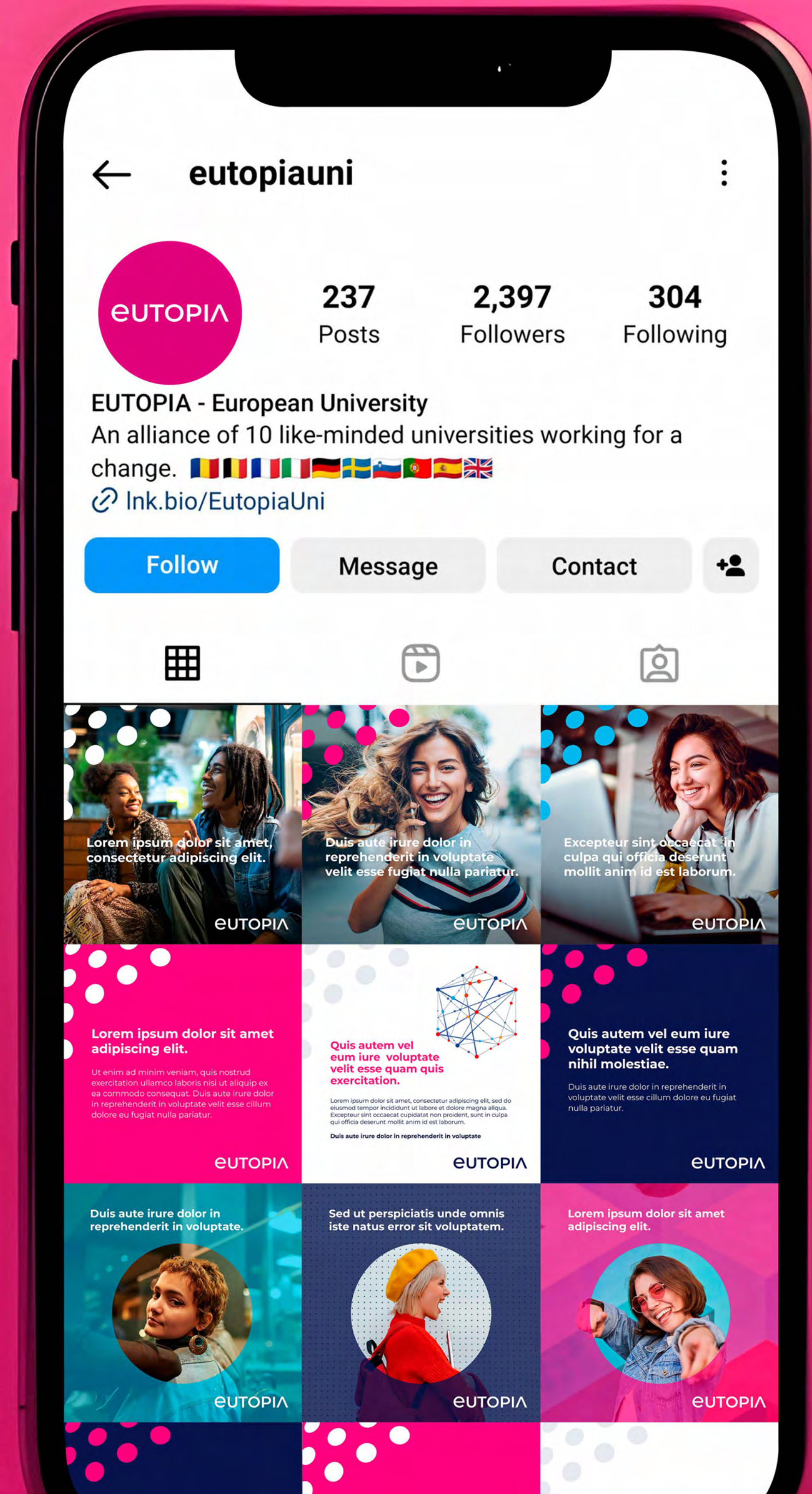


eutopia-university.eu

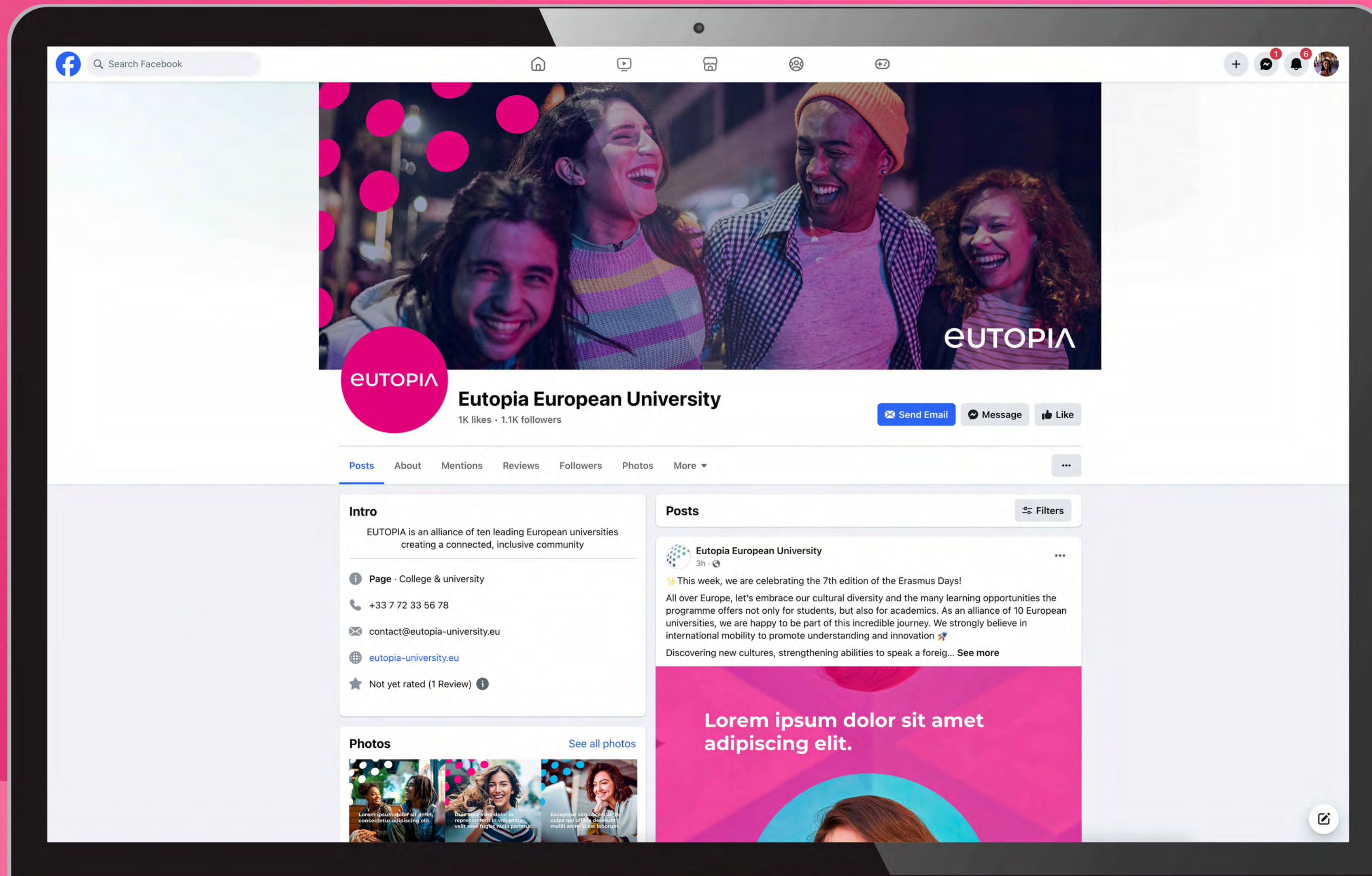
7 Examples: Teams/Zoom background



7 Examples: Social media



7 Examples: Social media



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



7 Examples: Merch



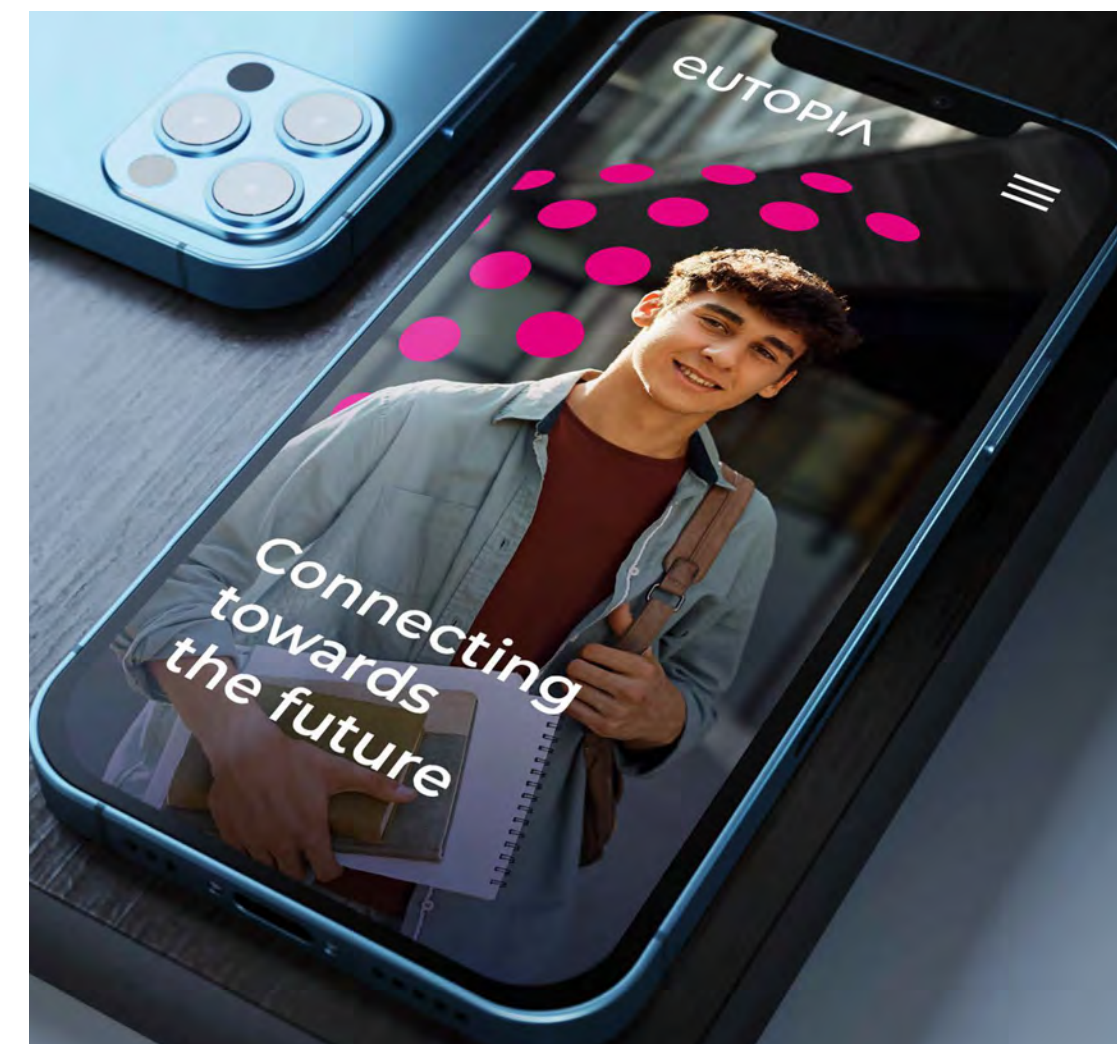
7 Examples: Press folder



7 Examples: Greeting card



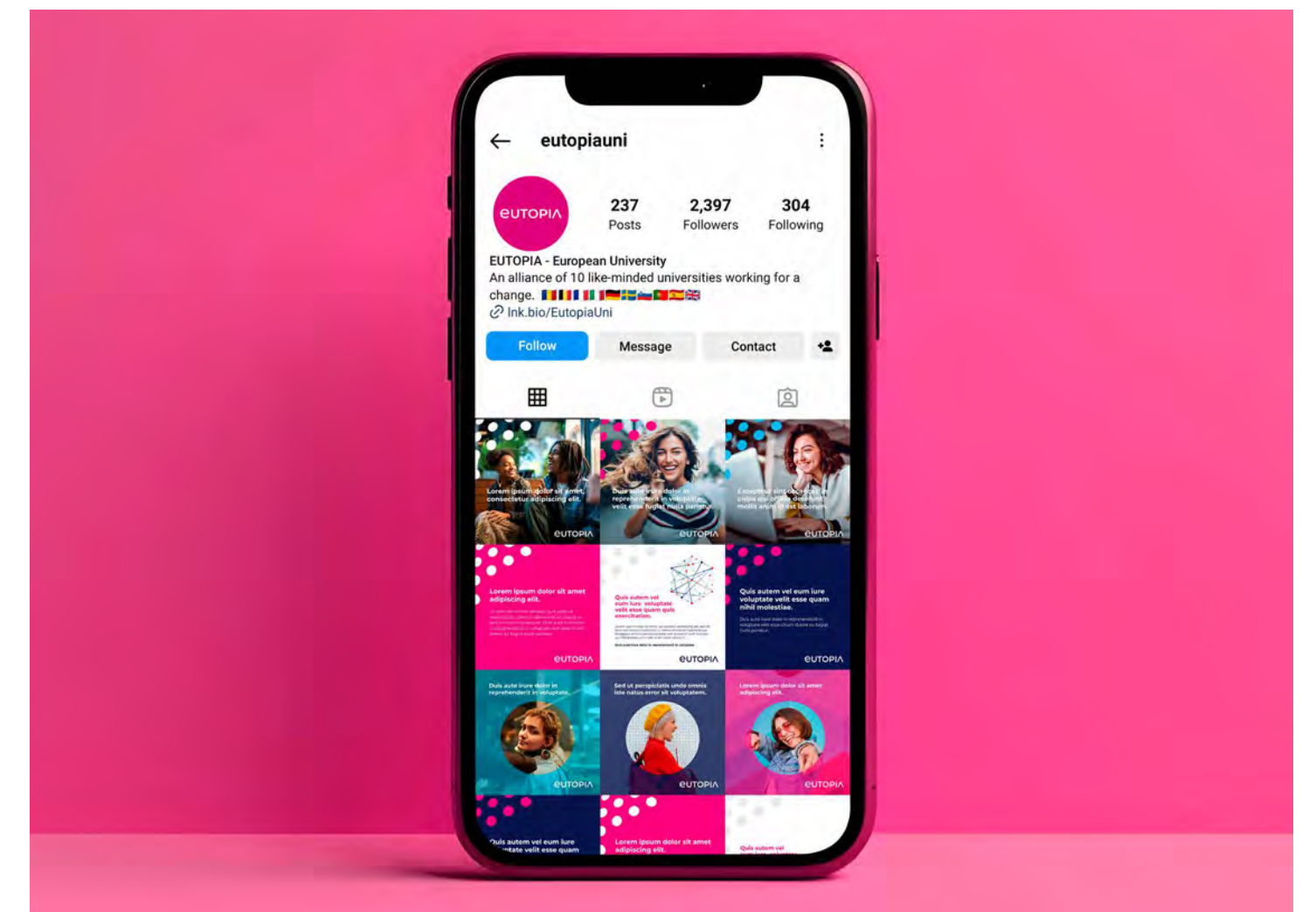
Brandworld: EUTOPIA



Brandworld: EUTOPIA



Brandworld: EUTOPIA





8

Co-Branding

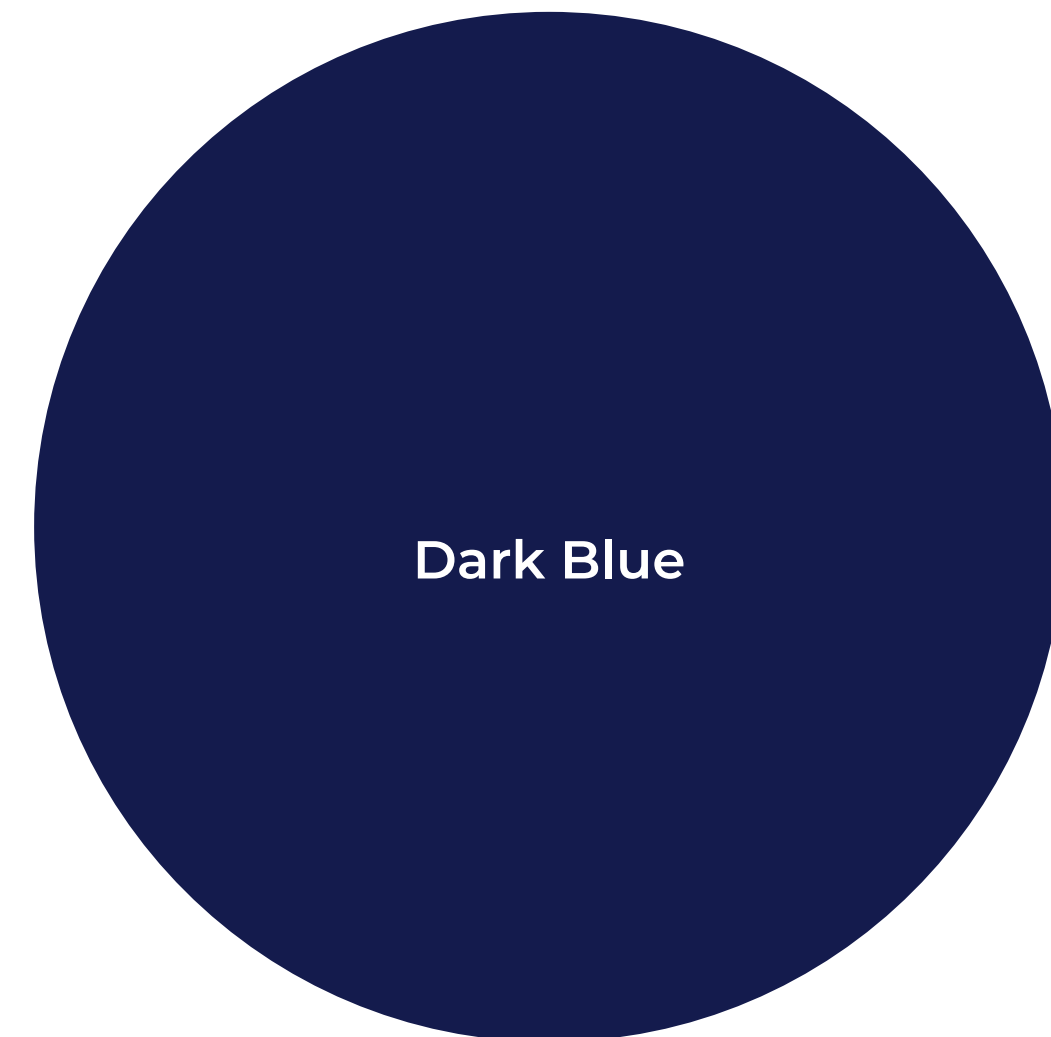
8 Co-branding

In instances where EUTOPIA and a partner university are co-presentors, the balanced and harmonious combination of both house styles is very important.

This section will guide you on how to use the branding elements of EUTOPIA in combination with the university's.

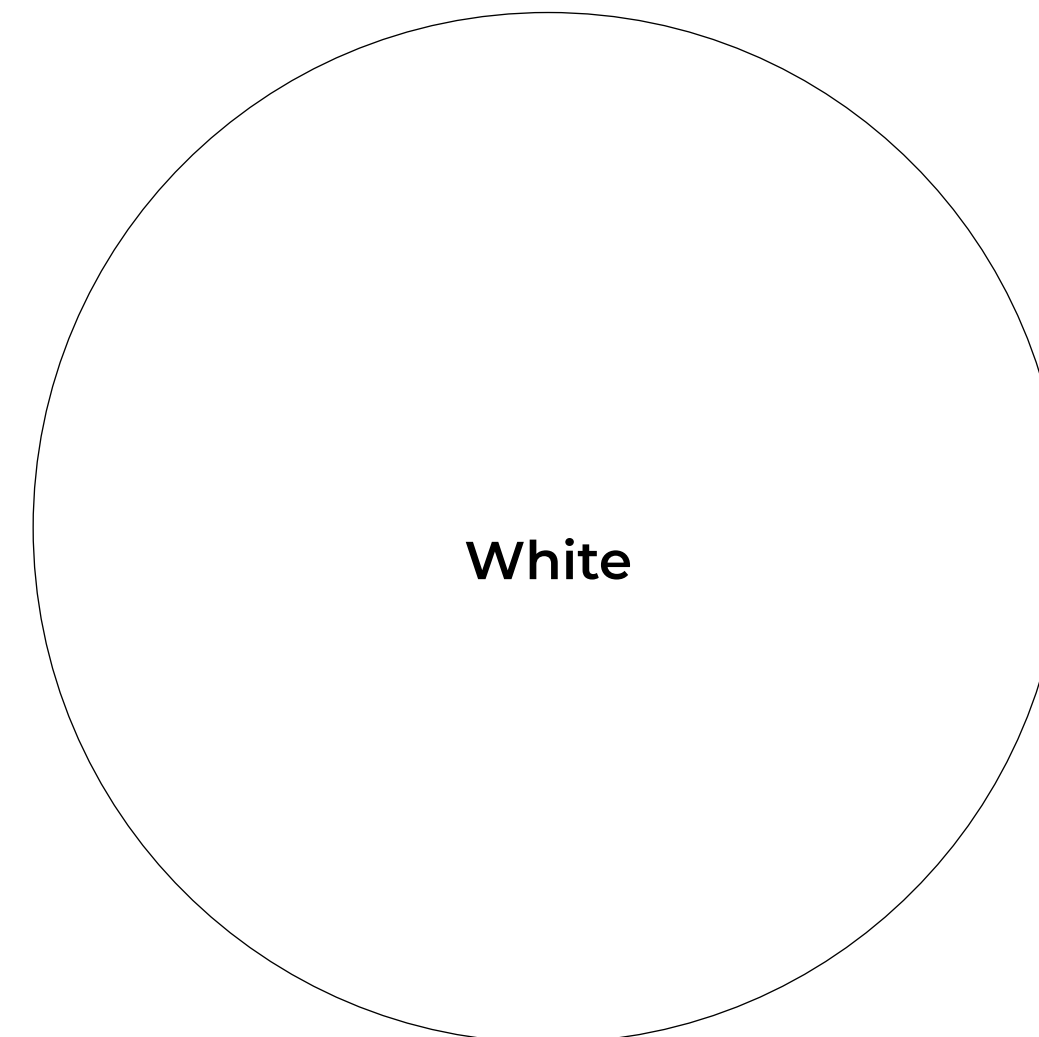
8 Co-branding: Colour palette

For co-branded materials, we use EUTOPIA's dark blue and white to provide neutrality and to allow the partner universities' own colors to be also used.



Dark Blue

Pantone 2766 CP
C 100 M 100 Y 6 K 60
R 20 G 27 B 77
#141b4d



White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff

8 Co-branding: Partnership Logo - Partner university + EUTOPIA



eUTOPIA
Alliance of 10 European Universities

Dark blue

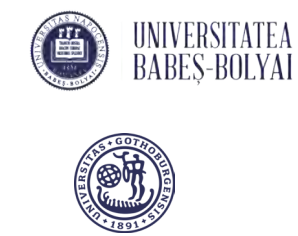


White

8 Co-branding: Expanded Partnership Logo V1 - Partner university + EUTOPIA + Other universities



eUTOPIA
Alliance of 10 European Universities



Dark blue



eUTOPIA
Alliance of 10 European Universities



White

8 Co-branding: Expanded Partnership Logo V2 - Partner university + EUTOPIA + Other universities



Dark blue



White

8 Co-branding: Graphic elements

White dot

The white dot is derived from the EUTOPIA dot pattern and this represents the central, unified way of thinking of EUTOPIA and the partner university.

This is used as a central design element with the EUTOPIA logo in the middle.

The dot can also be used without the EUTOPIA logo as a defining element in an image.



Sample application of graphic elements

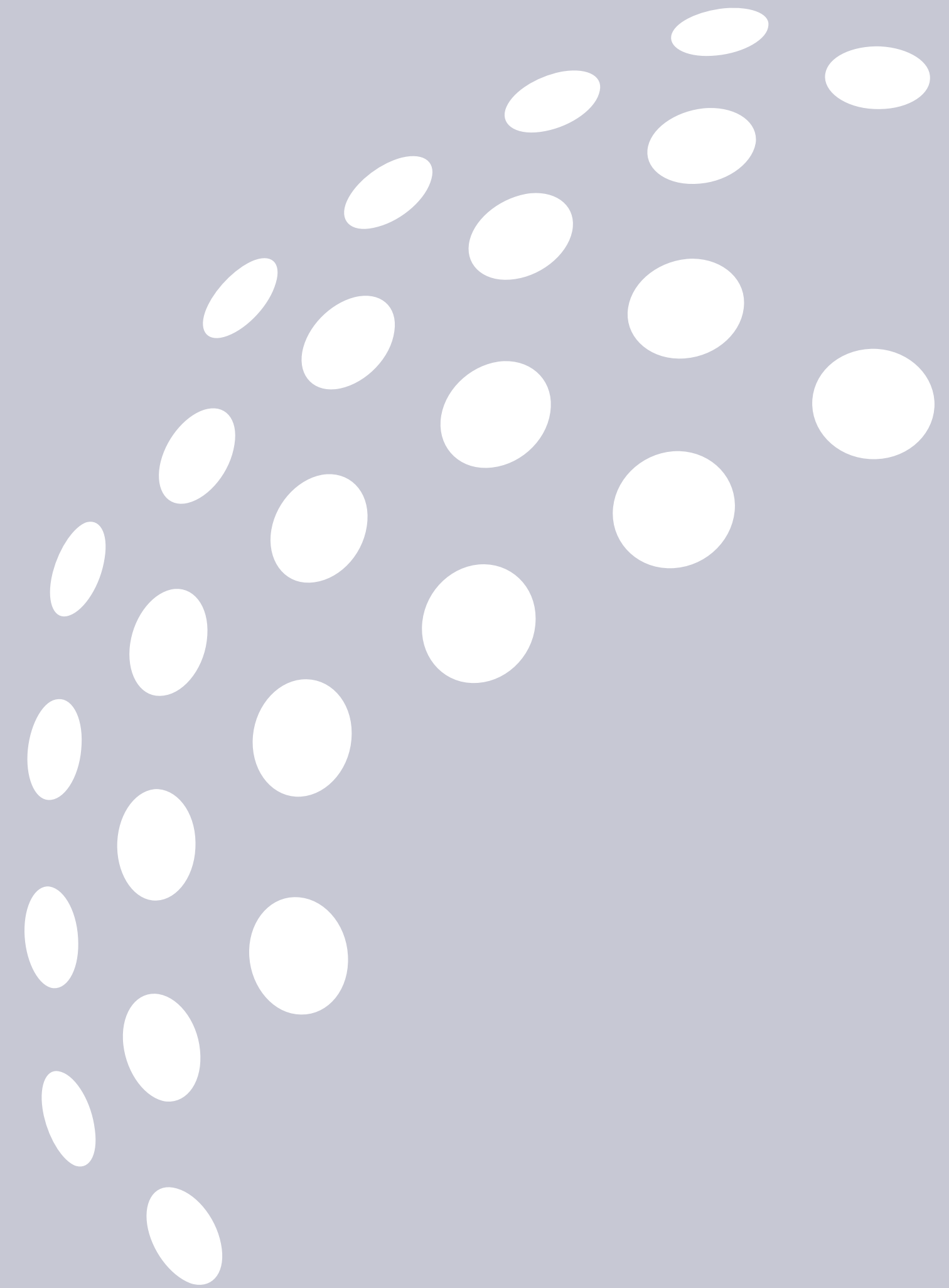


8 Co-branding: Graphic elements

Dot pattern

When used in co-branding materials, the dot pattern can only be used in white as a neutral design element.

It can be used in full opacity or in low opacity (like a watermark) to not overpower the layout, especially when used with the elements such as the white dot or photographs.



Sample application of graphic elements



8 Co-branding: Typography

Montserrat is the primary typeface for co-branded materials but the partner university may use their own fonts.

Primary Font

Montserrat Light

Montserrat Medium

Montserrat Bold

Montserrat Extra Bold

Sample University Font (VUB)

Avante Garde Book

Avante Garde Medium

Avante Garde Demi

Avante Garde Bold

8 Co-branding Examples: Presentation slides



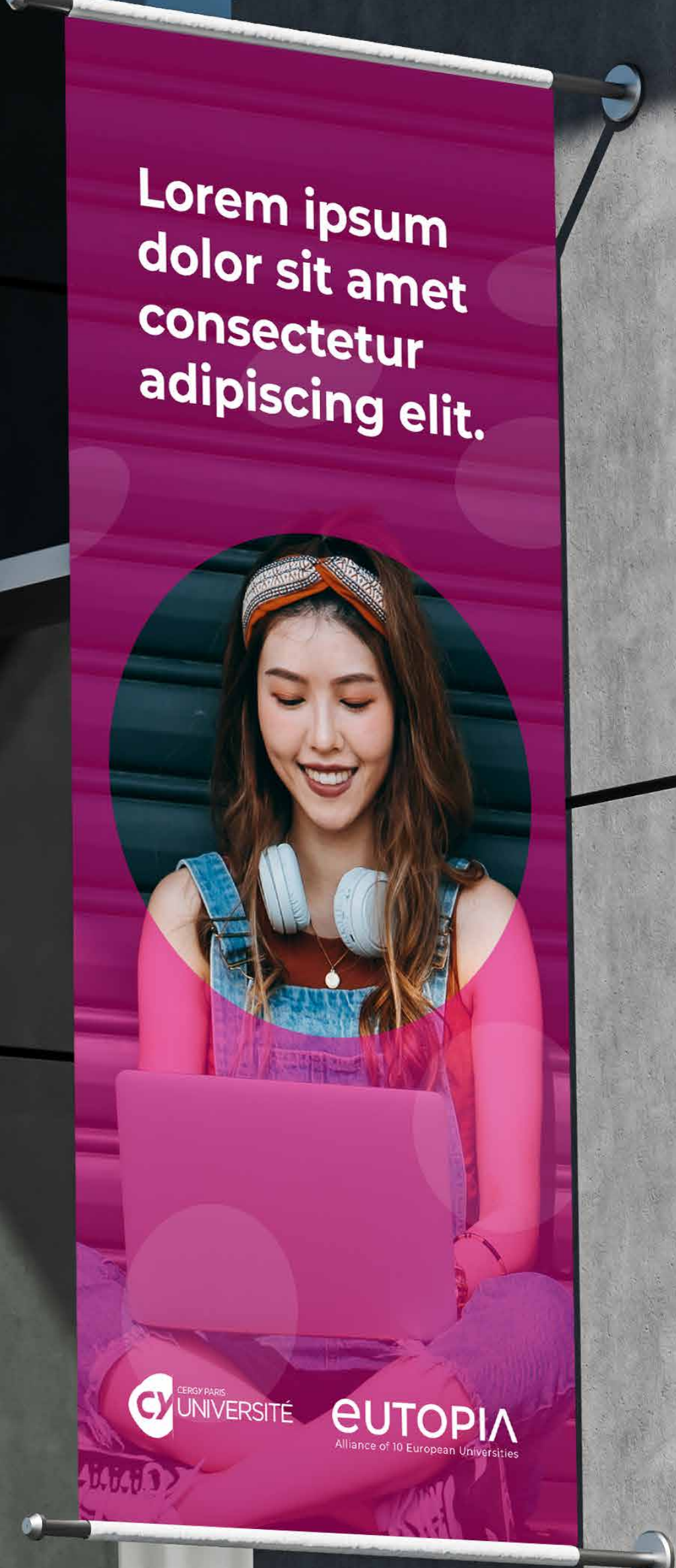
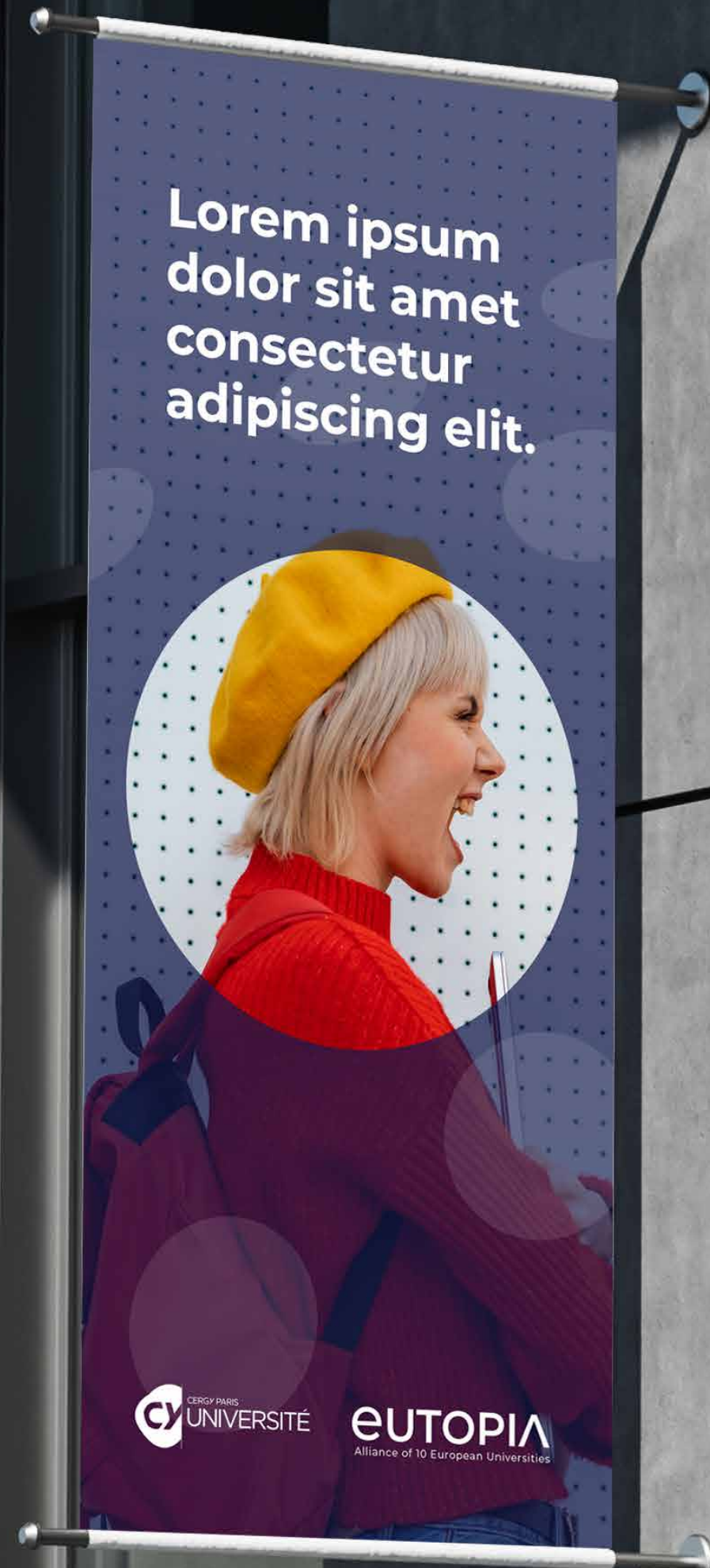
8 Co-branding Examples: Presentation slides



8 Co-branding Examples: Poster



8 Co-branding Examples: Banners



8 Co-branding Examples: Event Key visual



8 Co-branding Examples: Event Key visual

29
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CEREMONY

**EUROPE
EUTOPIA**
AND THE NEED FOR
A NEW
RENAISSANCE

VUB VRIJE
UNIVERSITEIT
BRUSSEL

eUTOPIA
Alliance of 10 European Universities



VUB VRIJE
UNIVERSITEIT
BRUSSEL

eUTOPIA
Alliance of 10 European Universities

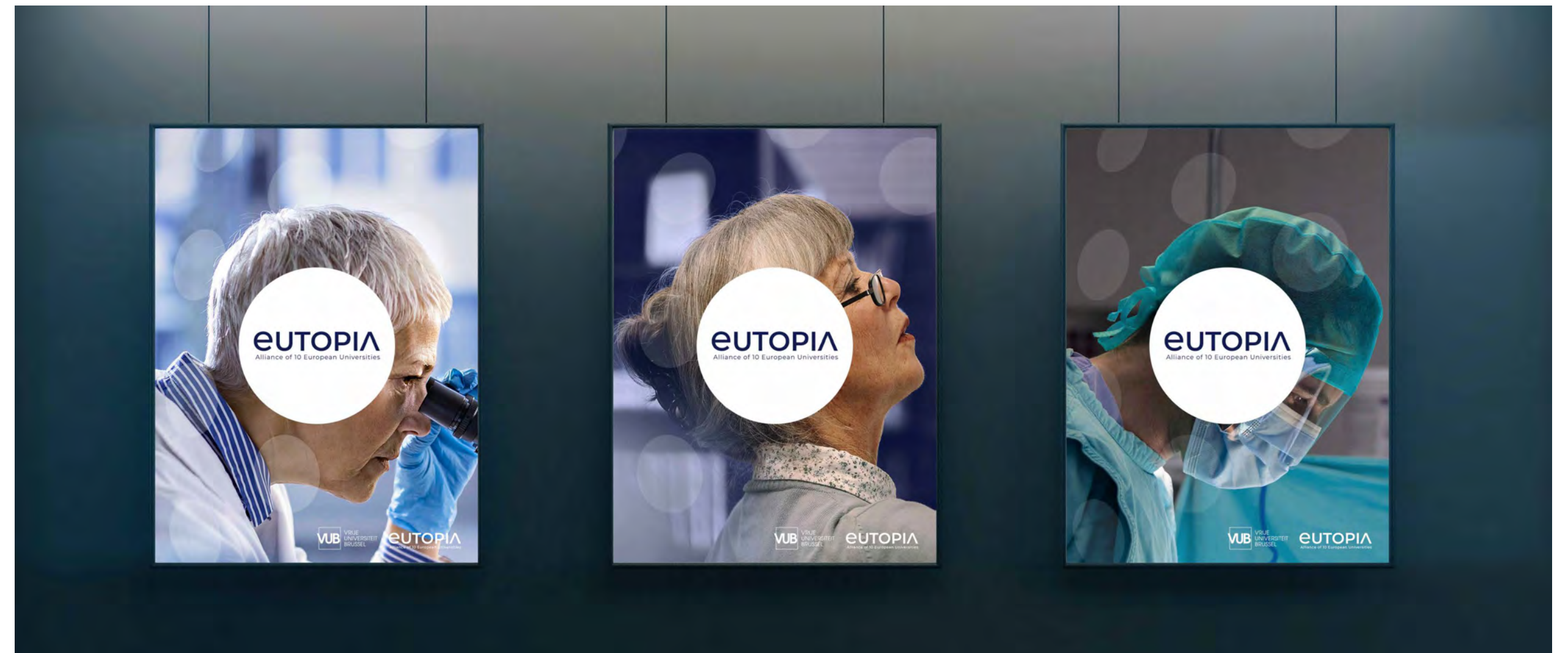
8 Co-branding Examples: Merch



8 Co-branding Examples: Merch



Brandworld: Co-branding VUB & EUTOPIA



Brandworld: Co-branding Cergy Paris Université & EUTOPIA



**Thank
You**