

CULTISH 2.0

VISUAL IDENTITY, BRAND GUIDELINES
& COMMUNICATION PRINCIPLES

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IMPORTANT NOTE

The following pages showcase the evolution of EELISA's visual identity in its roll-out phase. This is the result of engaging EELISA stakeholders through a survey (EELISA Speak-out), conducting workshops with communication representatives, and gathering input from EELISA teams, as well as graphic design and branding experts. Our primary goal is to consolidate the successful aspects of the previous stage while reevaluating other elements to align with EELISA's strategic focus points as an European University Alliance. Beyond being a manual of instructions, this guide also offers the possibility of accessing the designs and templates developed directly. Look for the links in the upper corner of the pages.

1.

Our brand is more than just a logo. It is a system of elements which, used together, create a recognisable look and feel. This document outlines these elements and provide guidance to use them consistently with certain degree of creative flexibility.

BRAND GUIDELINES

EELISA branding is rooted in the concept of **engineering**; our logo is an **ingenious creation built from pieces** that, together, construct and deconstruct new concepts and meanings.



Our logotype is a flexible sytem. The following pages provide a series of rules for a correct usage of the logo depending on the application.

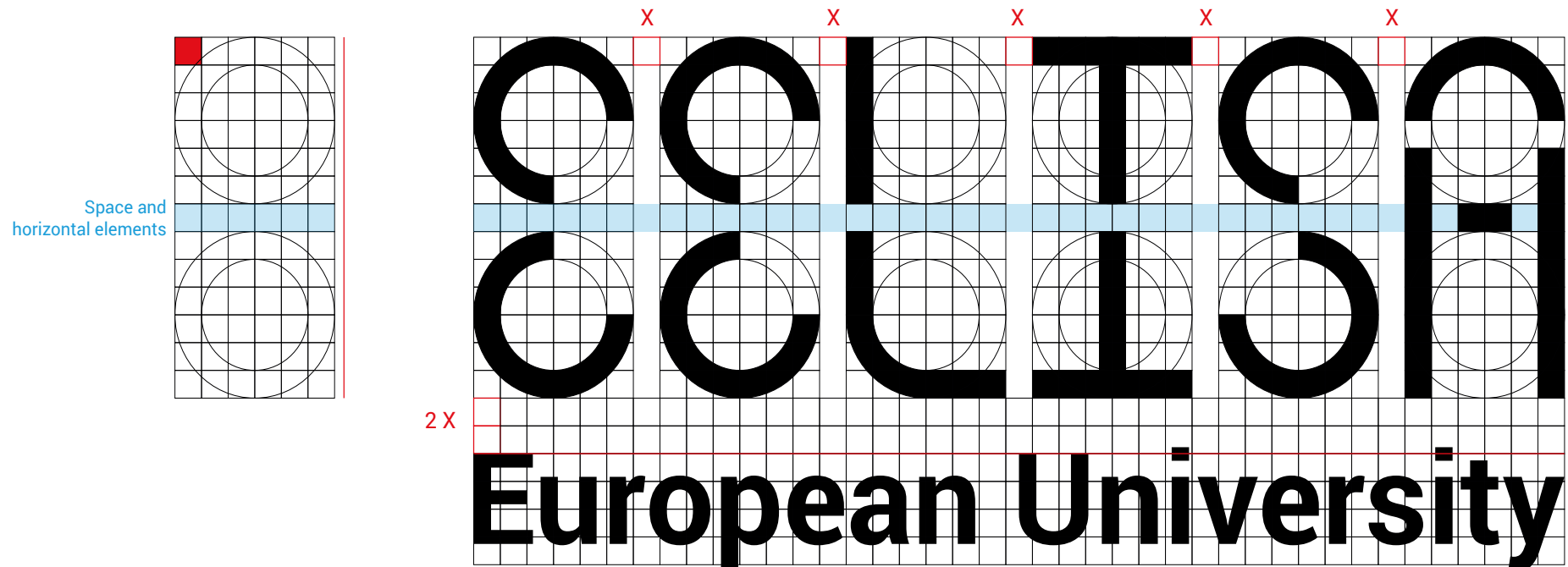
The refreshment of the EELISA logo aims, on one hand, to achieve a better balance in its dimensions and structure, to provide readability, elegance, and the opportunity to develop a more legible and useful typography.

LOGO Evolution

Grid system and composition of the redesigned logo for EELISA 2.0

The module consists of 2 squares of 6x6 minimum units, separated by a distance X. In each square, 2 concentric circles are fitted. This separation between the squares will help us generate space and horizontal elements in the characters.

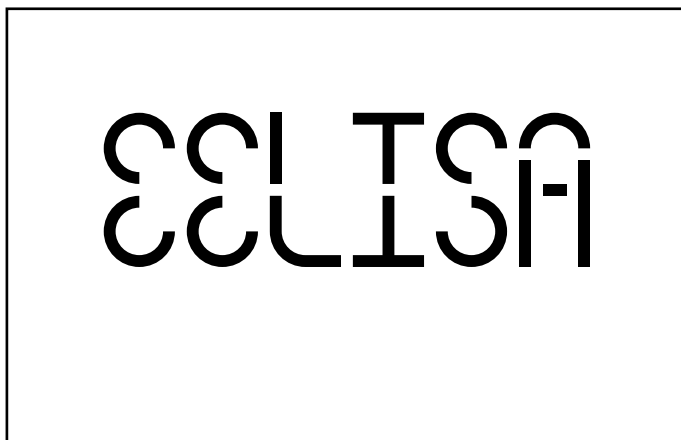
We created the evolution of the EELISA logo, generating the different characters using the modules separated by X. All characters must adhere to the module and have the same width to compose a coherent and functional modular typography, which we will see later.



Official logo

The main official version of the EELISA logo is the one presented here, with European University line in two colorways: positive and negative.

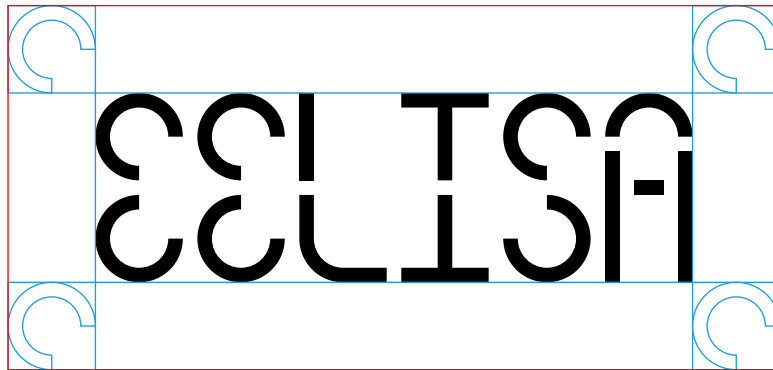
[Download HERE](#)



The logo without European University line can be used only for artistic reasons and always with the European University line is in the text of the designed material.

Protection zone

We used one of the two shapes that compose the letter E and placed it at the boundaries of the logo design to define the protected area.



Empty space around the logo to ensure its legibility.



Empty space around the logo to ensure its legibility.

Improper use

The logos cannot be altered in any way. These are some examples of unacceptable alterations.



Logo on images

The EELISA logo can be used over colorful backgrounds or images.

The selection of the image needs to be carefully considered to ensure legibility.

The image shows the EELISA logo in white, consisting of the word 'EELISA' in a stylized, rounded font, with 'European University' in a sans-serif font below it. The logo is centered over a background of a mountain range at sunset or sunrise, with warm orange and yellow light and soft clouds. The mountains in the foreground are dark and silhouetted against the bright sky.

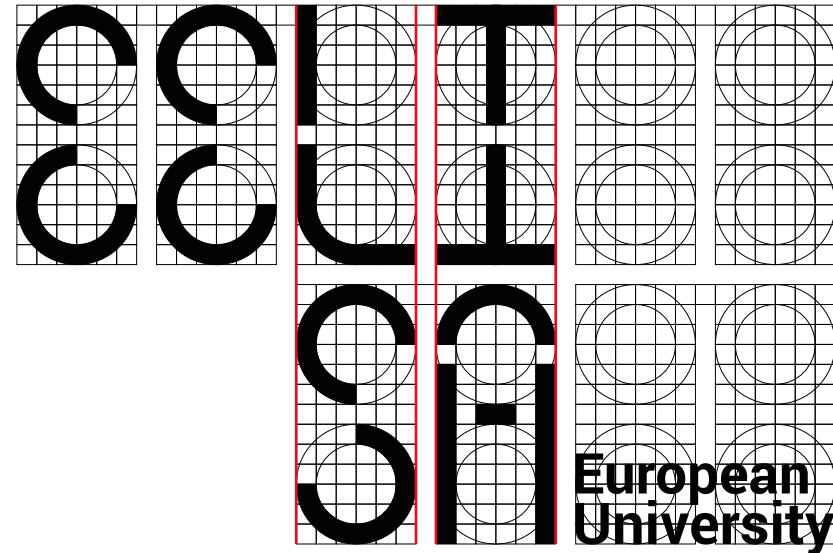
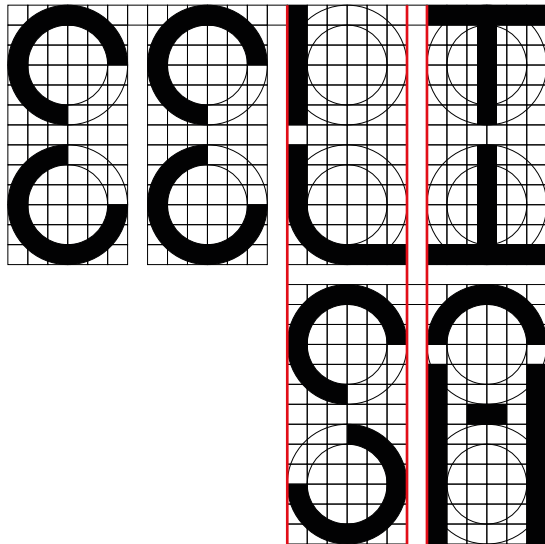
EELISA
European University

LOGO

Secondary applications

Composition of the two lines logo

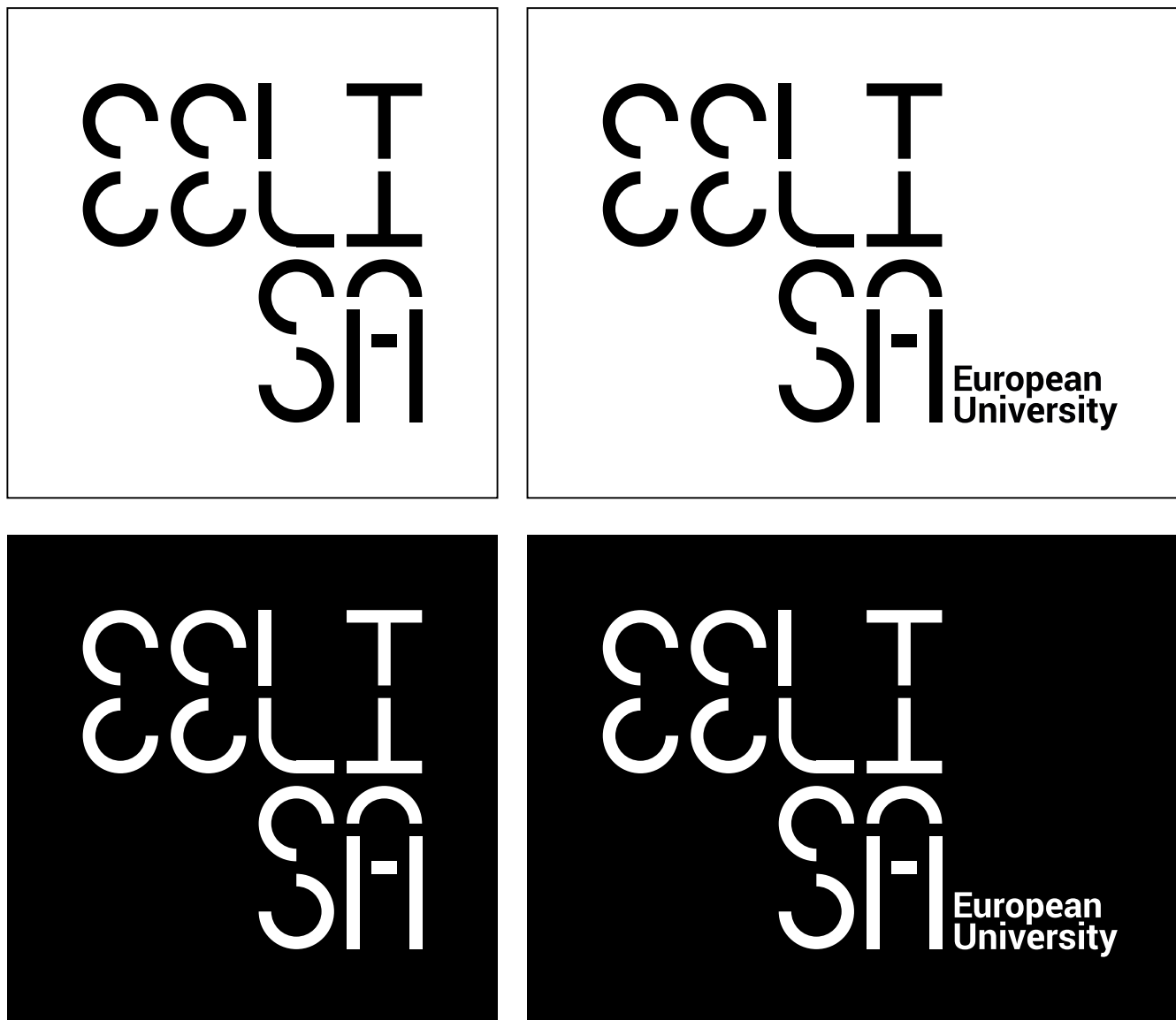
This secondary version of the logo is meant for applications such as social media, or special designs that require a different distribution of elements.



Two lines logo

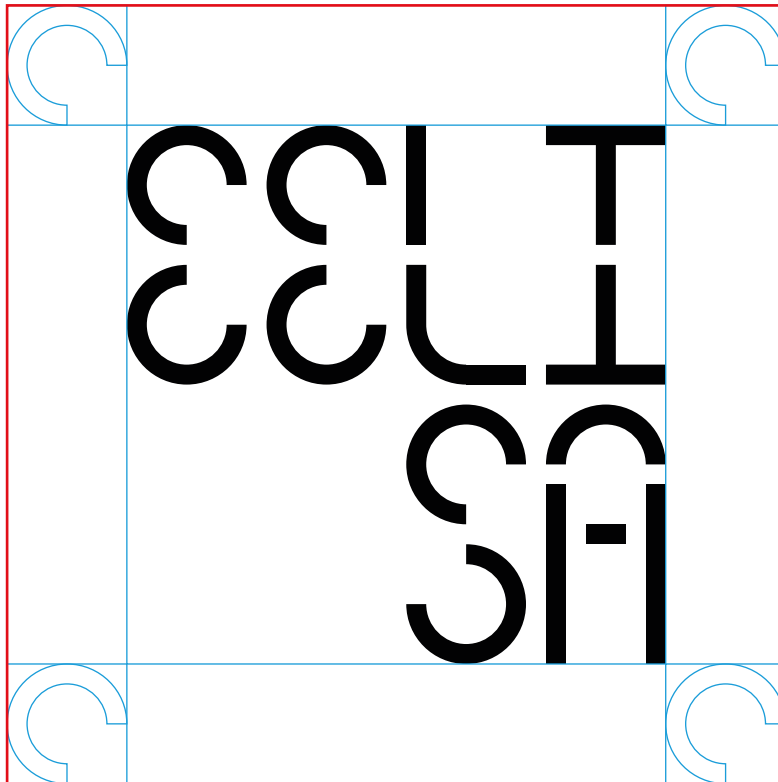
The two lines EELISA logo, with European University line
in two colorways: positive and negative.

[Download HERE](#)



Protection zone

We used one of the two shapes that compose the letter E and placed it at the boundaries of the logo design to define the protected area.

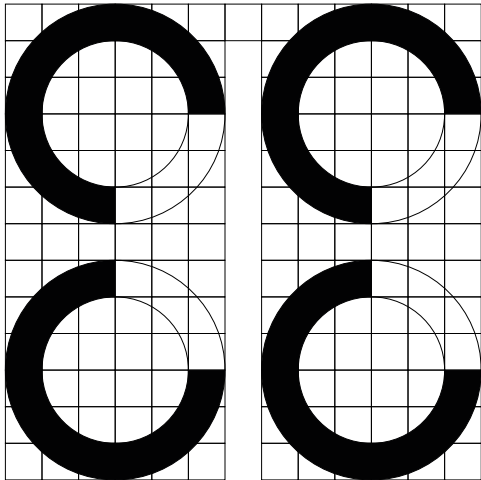


Empty space around the logo to ensure its legibility.



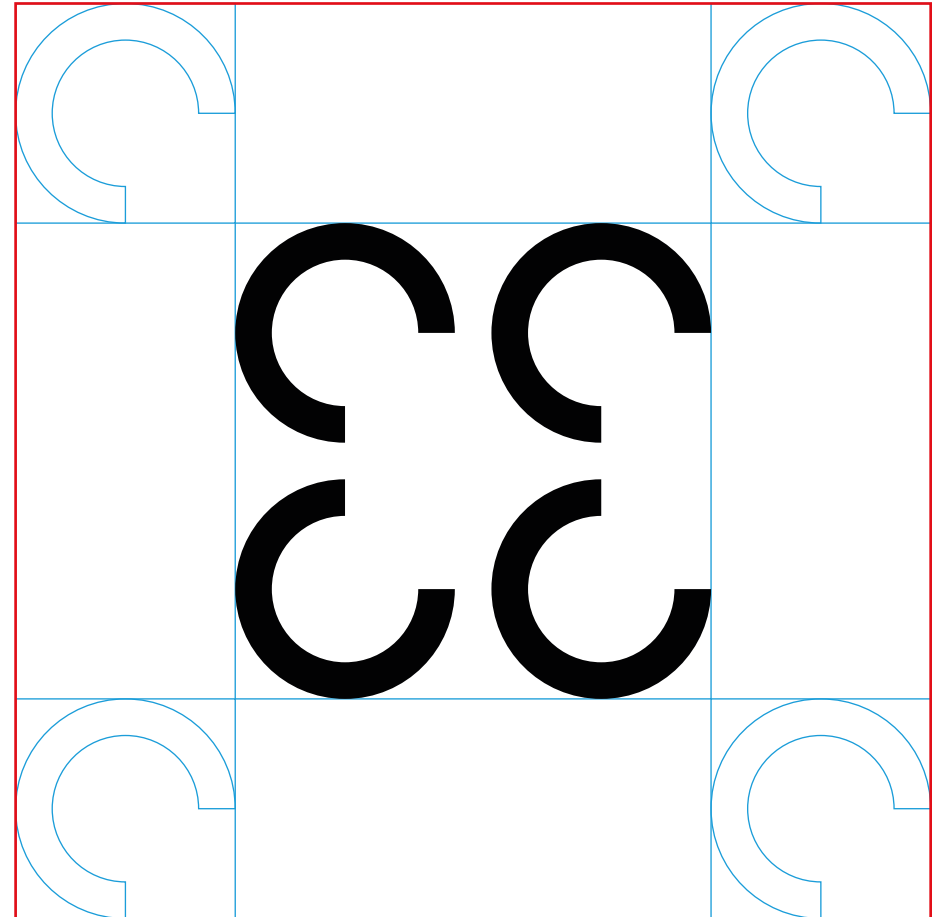
Empty space around the logo to ensure its legibility.

Composition of the EE icon and protection zone



We used one of the two shapes that compose the letter E and placed it at the boundaries of the logo design to define the protected area.

The two EE of EELISA can be used as an icon in some creative applications. They can potentially be applied to create EELISA portfolio project's logos.

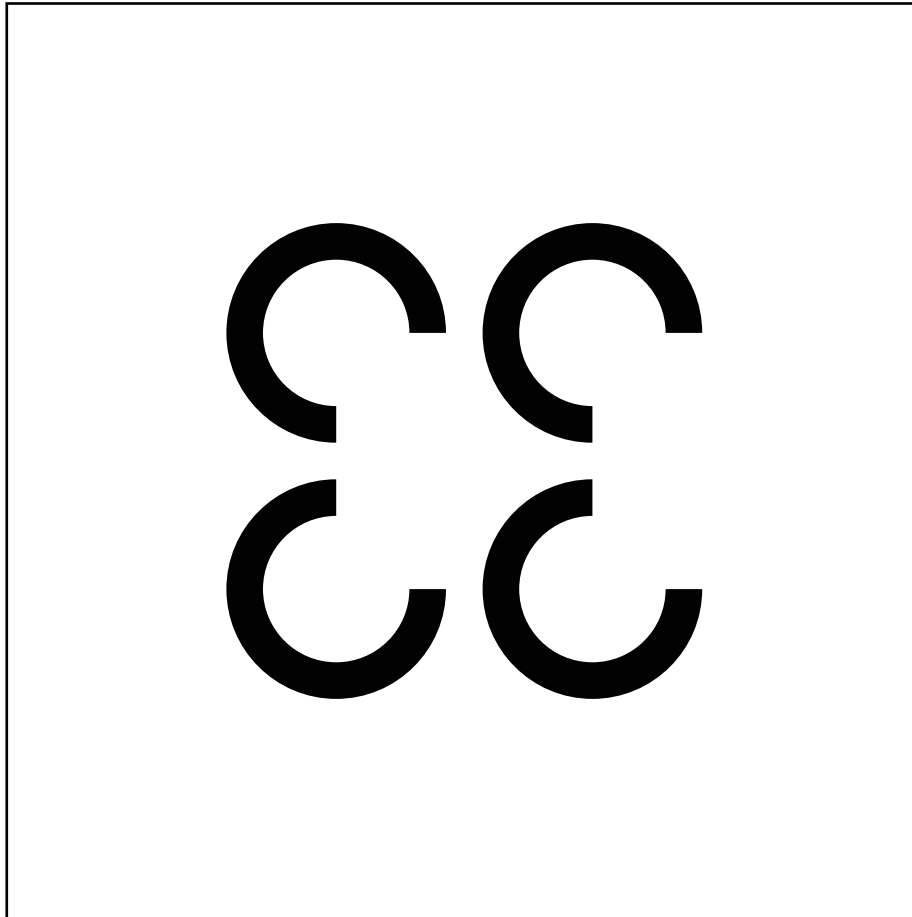


Empty space around the logo to ensure its legibility.

EE icon

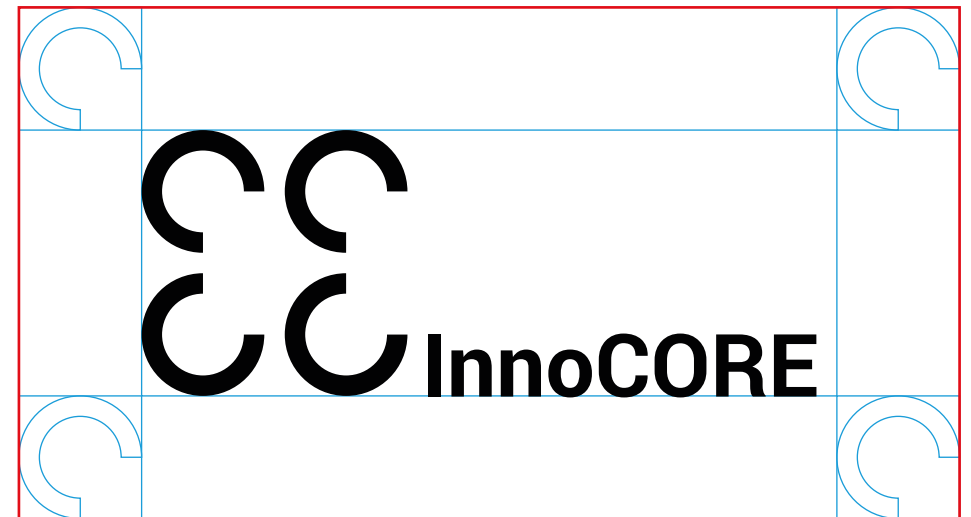
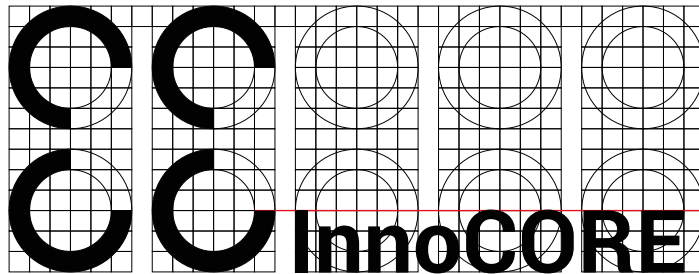
The EE icon in two colorways: positive and negative.

[Download HERE](#)



Composition of the EELISA portfolio projects logos

We used one of the two shapes that compose the letter E and placed it at the boundaries of the logo design to define the protected area.

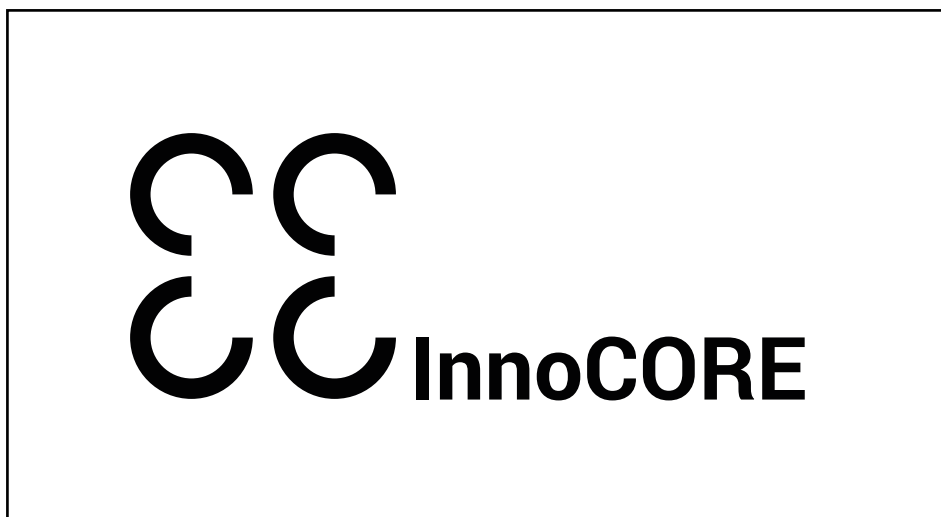


Empty space around the logo to ensure its legibility.

EELISA portfolio projects logos

The EE icon in EELISA portfolio projects
in two colorways: positive and negative.

[Download HERE](#)



Composition of the EELISA communities logos

We used one of the two shapes that compose the letter E and placed it at the boundaries of the logo design to define the protected area.



The community logo must be framed within the red square.



Empty space around the logo to ensure its legibility.

Composition of the EELISA communities logos

This is a formula of the EELISA logo conceived to create a joint structure to go along with EELISA communities' logos. It is meant to be used in all promotional materials linked to EELISA Communities.

[Download HERE](#)



The following pages provide instructions on how to integrate the EELISA logo with the logos of the EELISA partners, the EU logo and in some cases with the addition of the associated partners' logos.

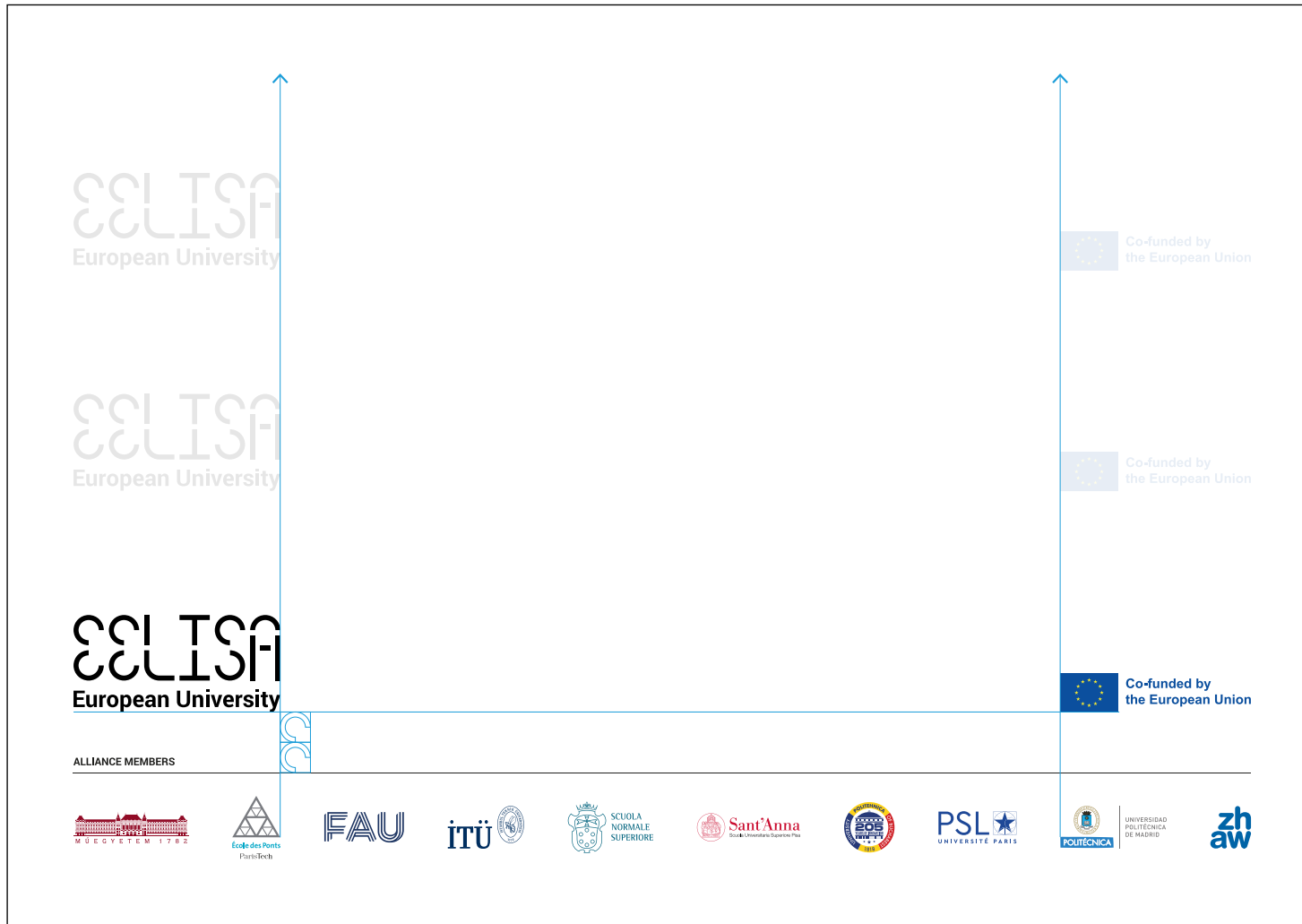
LOGO & EELISA partners logos

Composition of the main EELISA footer

The space between the EELISA logo and the dividing line of the partner logos must be at least the height of the upper pieces of the E in EELISA. Depending on the design, this space can be larger, allowing us to raise the EELISA logo and the Co-funded by the European Union logo to the necessary height.

The size of the EELISA logo and the Co-funded by the European Union logo must be equal to the width of two logos in the lower footer.

You can access all individual logos [HERE](#)



Composition of main EELISA footer layout (color version)

[Download HERE](#)



Black & white main footer layout

The main layout with EELISA logo
in two colorways: positive and negative.

[Download HERE](#)



EELISA footer layout with partners logos in two lines

Recommended for application such as posters or roll-ups.

For designs where the alliance members' logos become too small, we can place them in two lines, following the previous guidelines.

[Download HERE](#)



Black & white two lines layout

Main footer layout in two lines.

[Download HERE](#)



Complete EELISA footer with associated partners logo layout

We must use a full version to use a full version of the footer, including the logos of the associated partners, both in digital versions and in cases where the dimensions of the printed materials allow it.

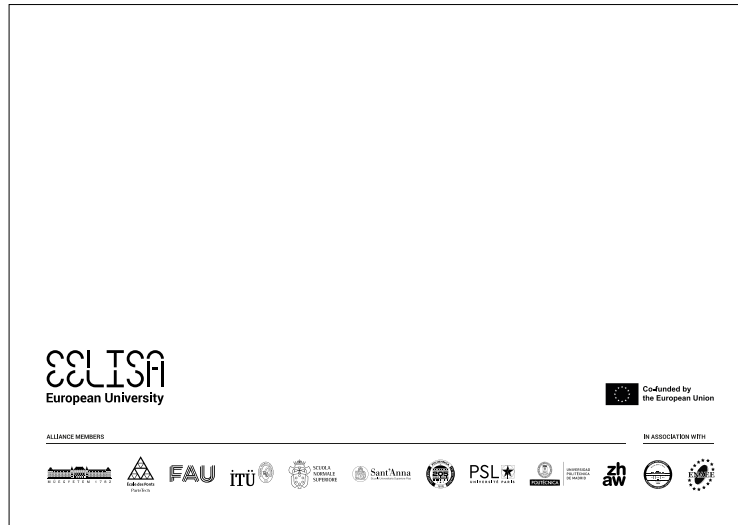
[Download HERE](#)



Complete EELISA footer

The complete footer layout in two colorways: positive and negative.

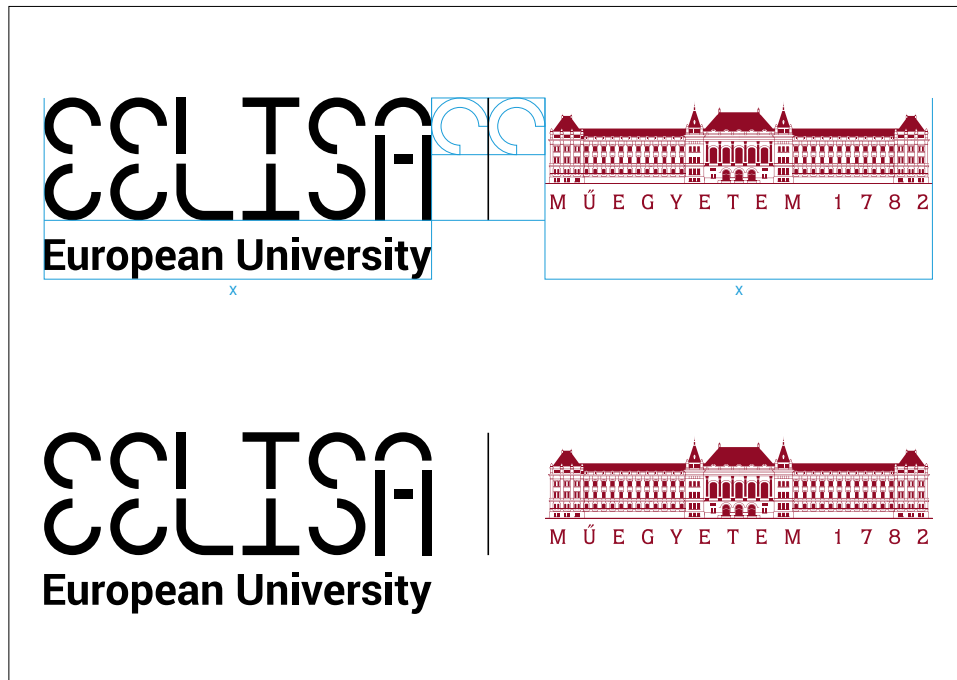
[Download HERE](#)



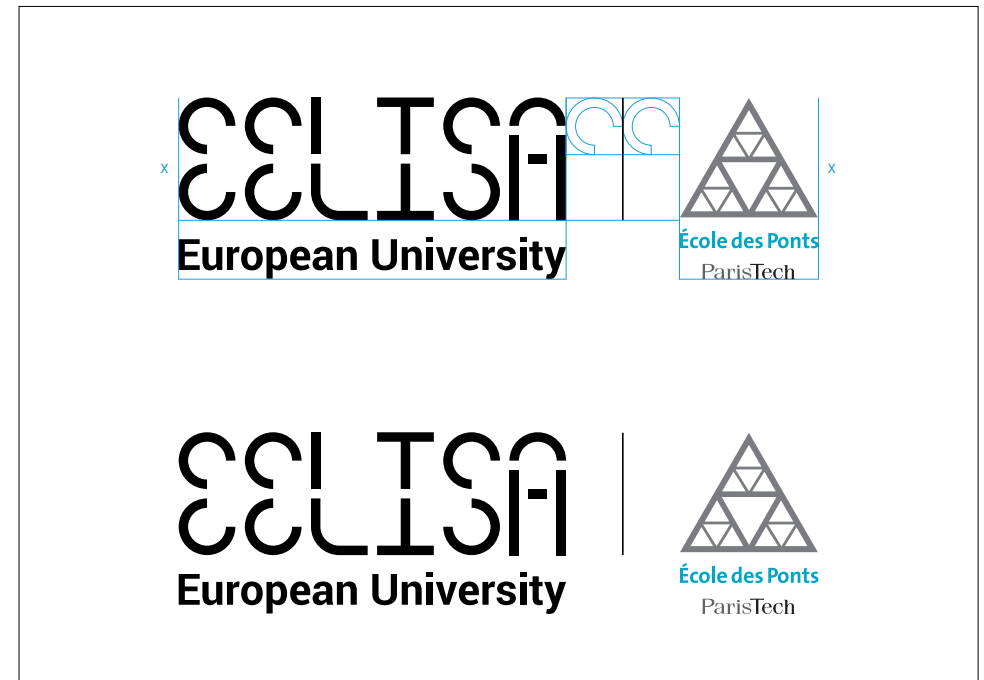
Partner logos sign off

In certain applications, the hosting partner's logo might be used in combination with EELISA logo. Logos of the other partners will be used as a sign off.

[Download HERE](#)



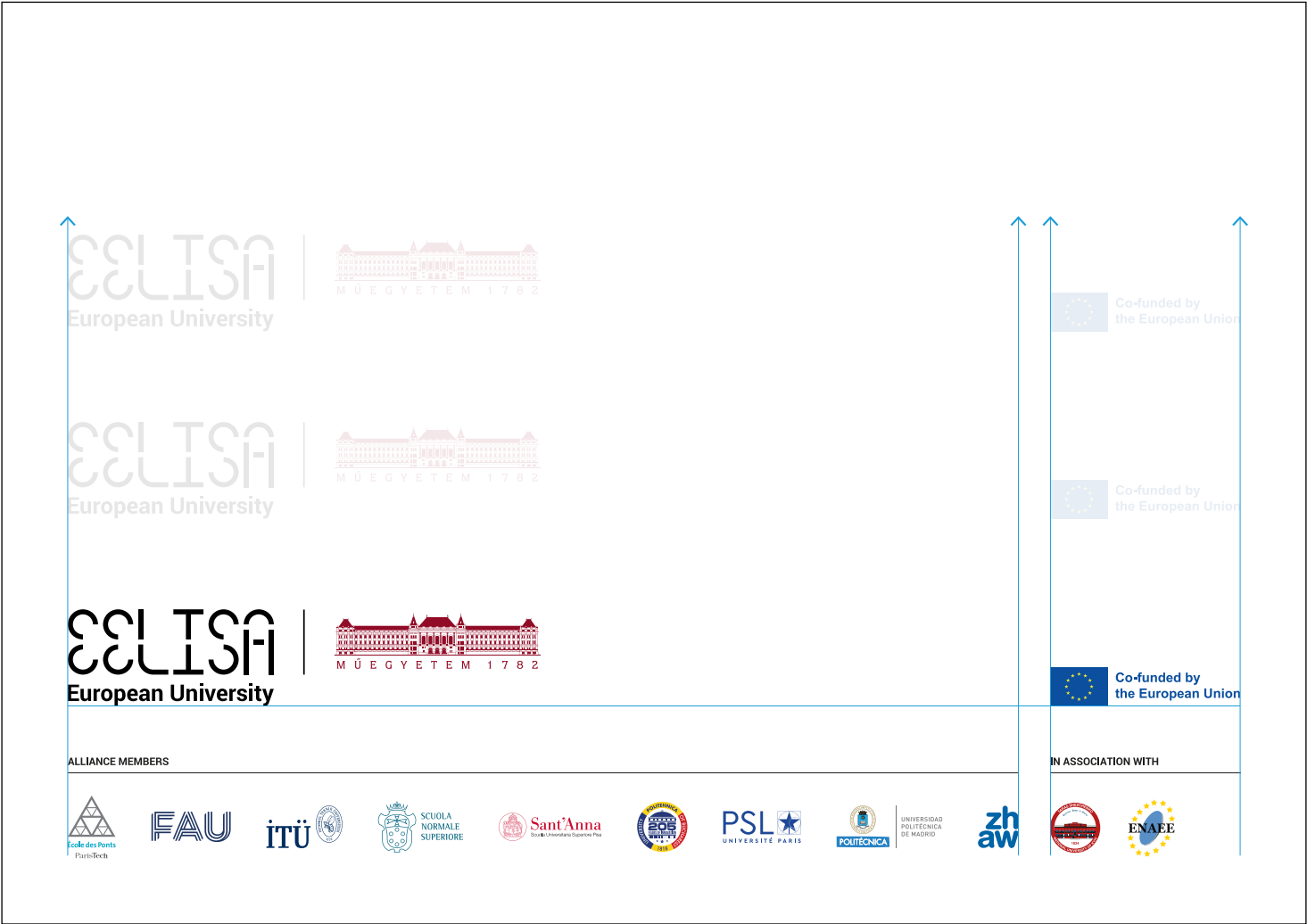
We will place logos whose width is greater than its height with the same width as the EELISA logo.



We will place logos whose width is lower than its height with the same height as the EELISA logo.

Partner logos sign off

[Download HERE](#)

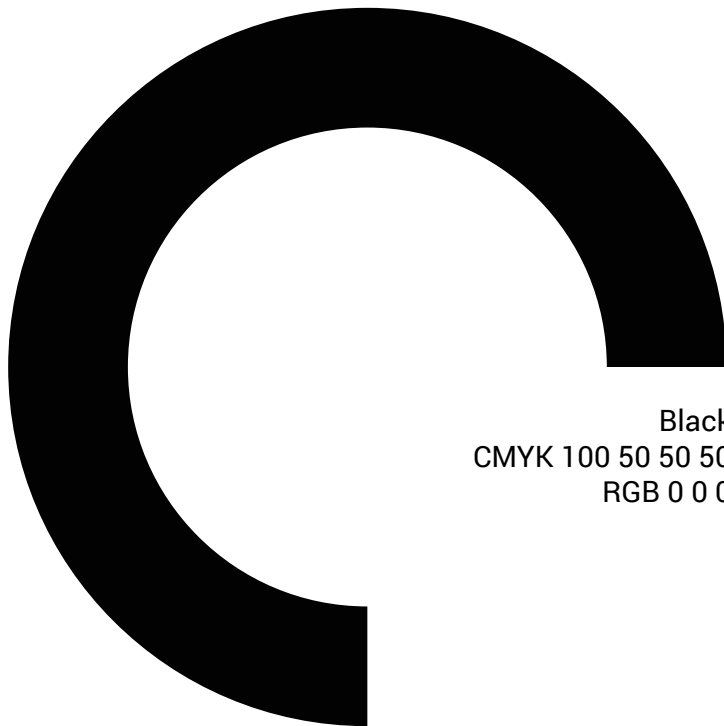


Evolution of the color palette departing from the proposal of the first phase of EELISA and with the aim of strengthening an already established color identity.

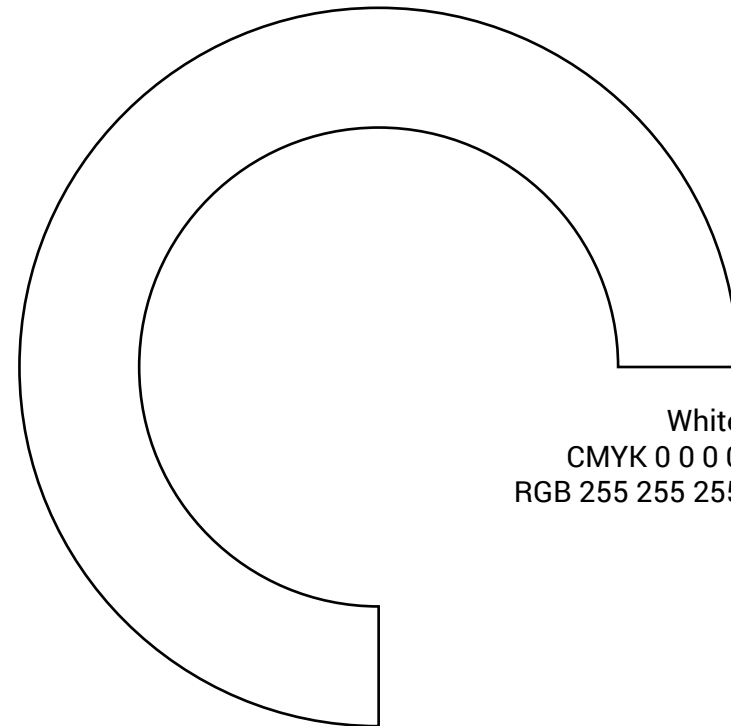
COLOUR Evolution

Primary colour palette

Our brand is primarily
monochromatic.



Black
CMYK 100 50 50 50
RGB 0 0 0

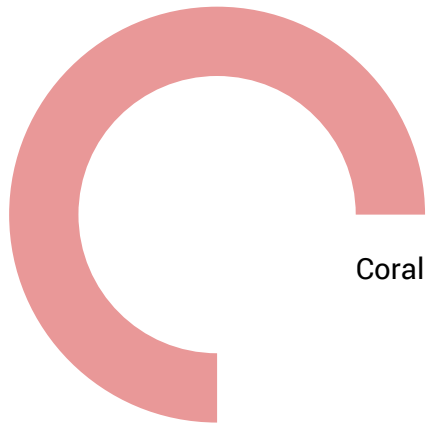


White
CMYK 0 0 0 0
RGB 255 255 255

Secondary colour palette

To reinforce the alignment of EELISA's branding with the strategic lines outlined for EELISA 2.0, the color palette of EELISA is based on the four global pillars of the Alliance. Pink will be linked to EDUCATION-related content, orange to COMMUNITIES-related content, yellow to INNOVATION AND RESEARCH, and finally, pistachio green will be associated with content related to ALLIANCE INTEGRATION.

EDUCATION



Coral

EELISA COMMUNITITES



Earth

RESEARCH & INNOVATION



Canary

ALLIANCE INTEGRATION



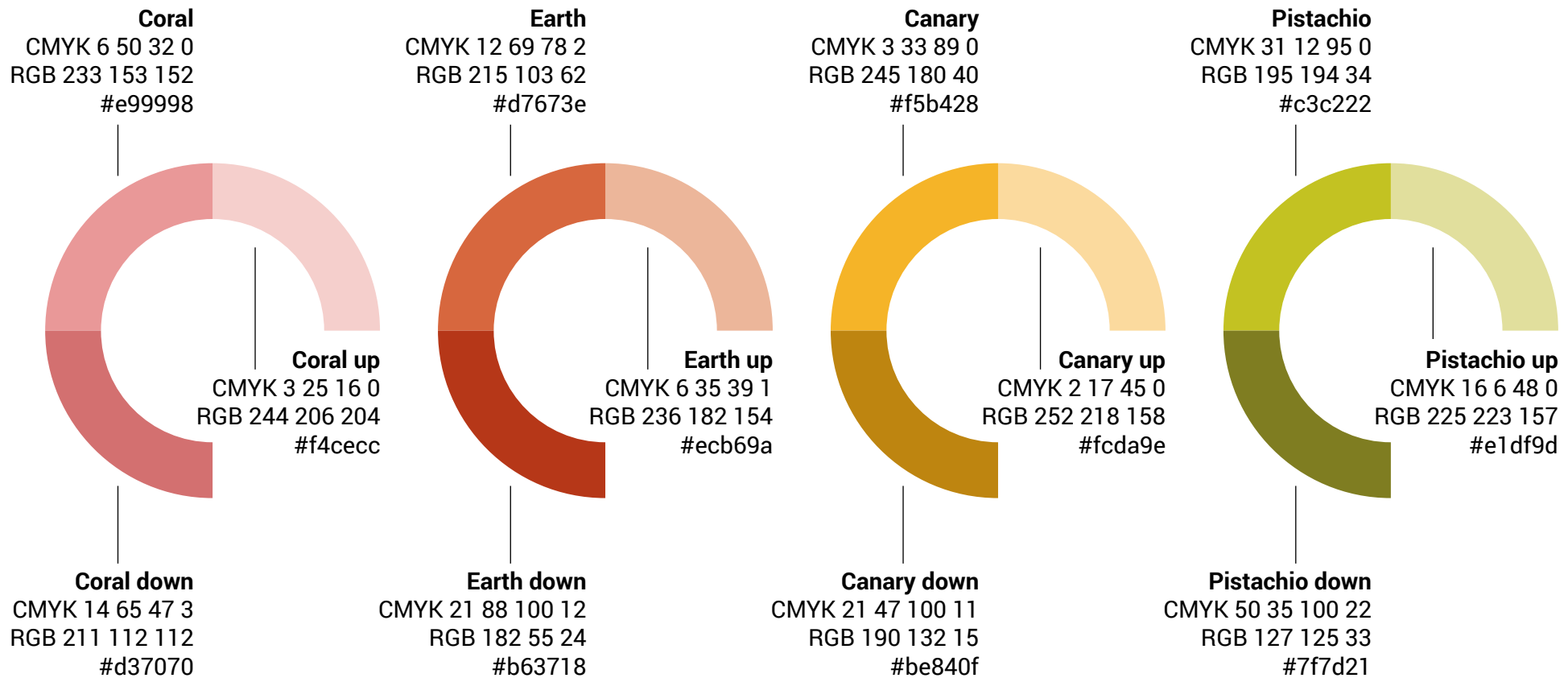
Pistachio

Secondary colour palette

Secondary colours can be used in corporate presentations and internal communications.

The earthy secondary palette is inspired by our commitment to sustainability.

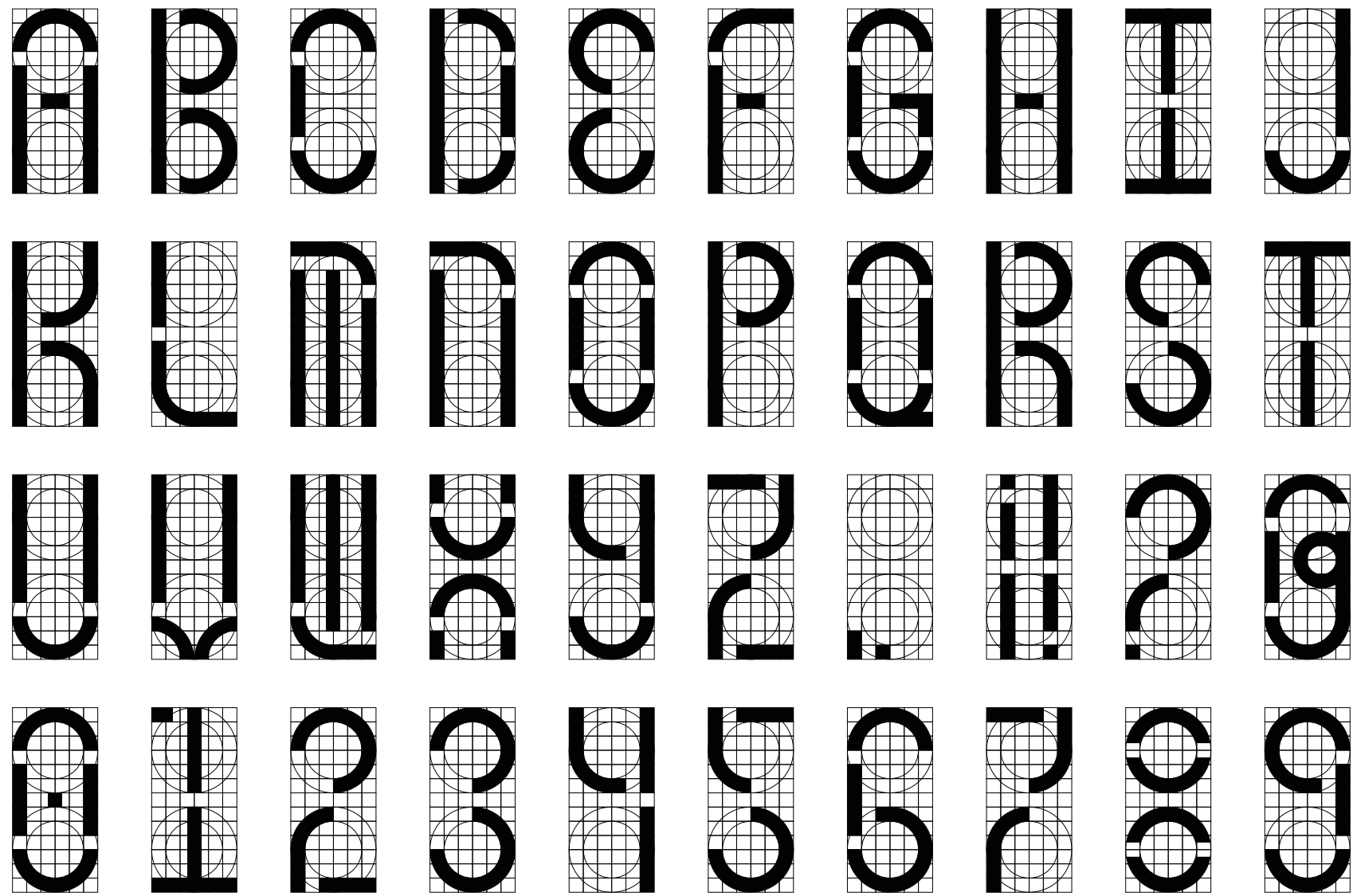
[Download HERE](#)



Font

Composition of EELISA font

EELISA font is our unique typography that is integral part of our graphic language. It can be used for headlines and titles only.



Composition of EELISA font

[Download HERE](#)

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z . ! ? @
0 1 2 3 4 5 6 7 8 9

Headline font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z . ! ? @
0 1 2 3 4 5 6 7 8 9

Example

INNOVATION
RESEARCH
EDUCATION
COMMUNITIES
CREDENTIAL
EUROPEAN DEGREE
STUDENT CENTER

Fonts

ROBOTO font family
should be used for subtitles, body
copies, buttons or other texts

[Download HERE](#)

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ

Roboto Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ*

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ

Roboto Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ*

Roboto Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ**

Roboto Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ***

Roboto Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ**

Roboto Black Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ***

System font

ARIAL is our system font, and should be used only when ROBOTO is not allowed.

[Download HERE](#)

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ

Arial Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ*

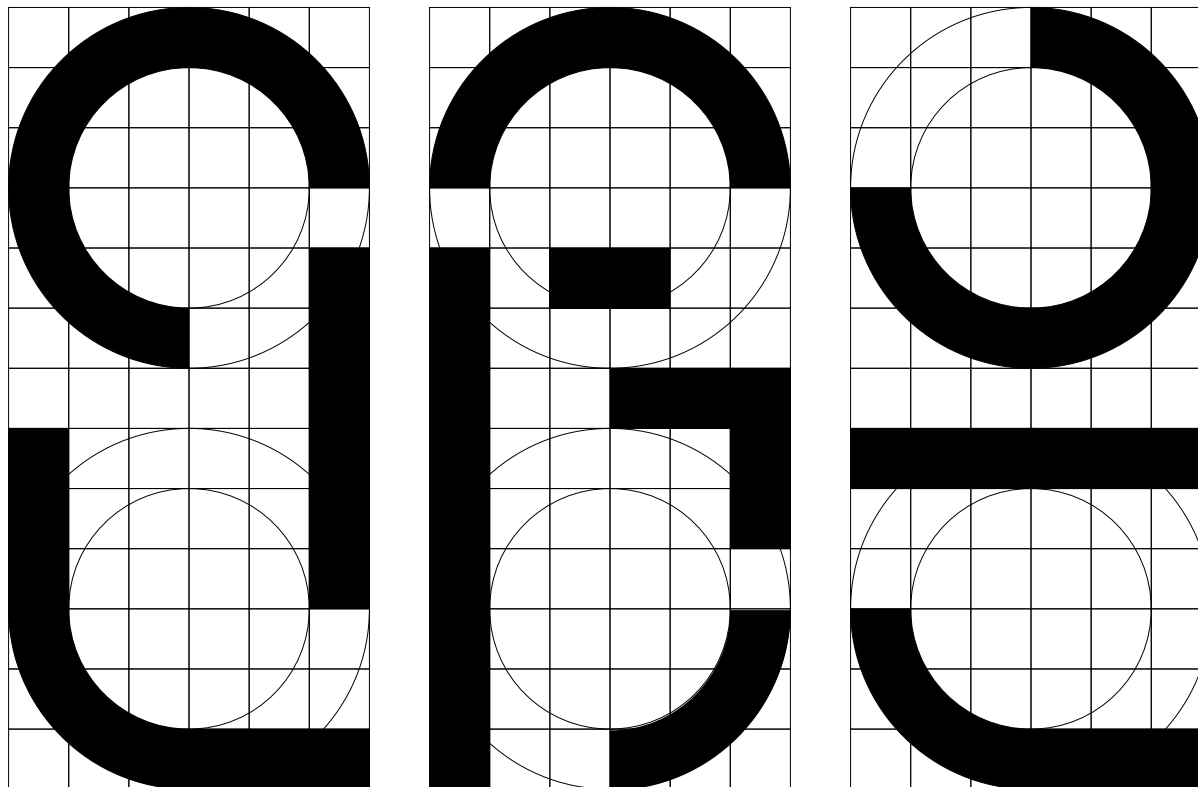
Arial Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:;-_¿?¡!\$€&()%çÇ***

GRAPH-IC
LANGUAGE

System of pieces

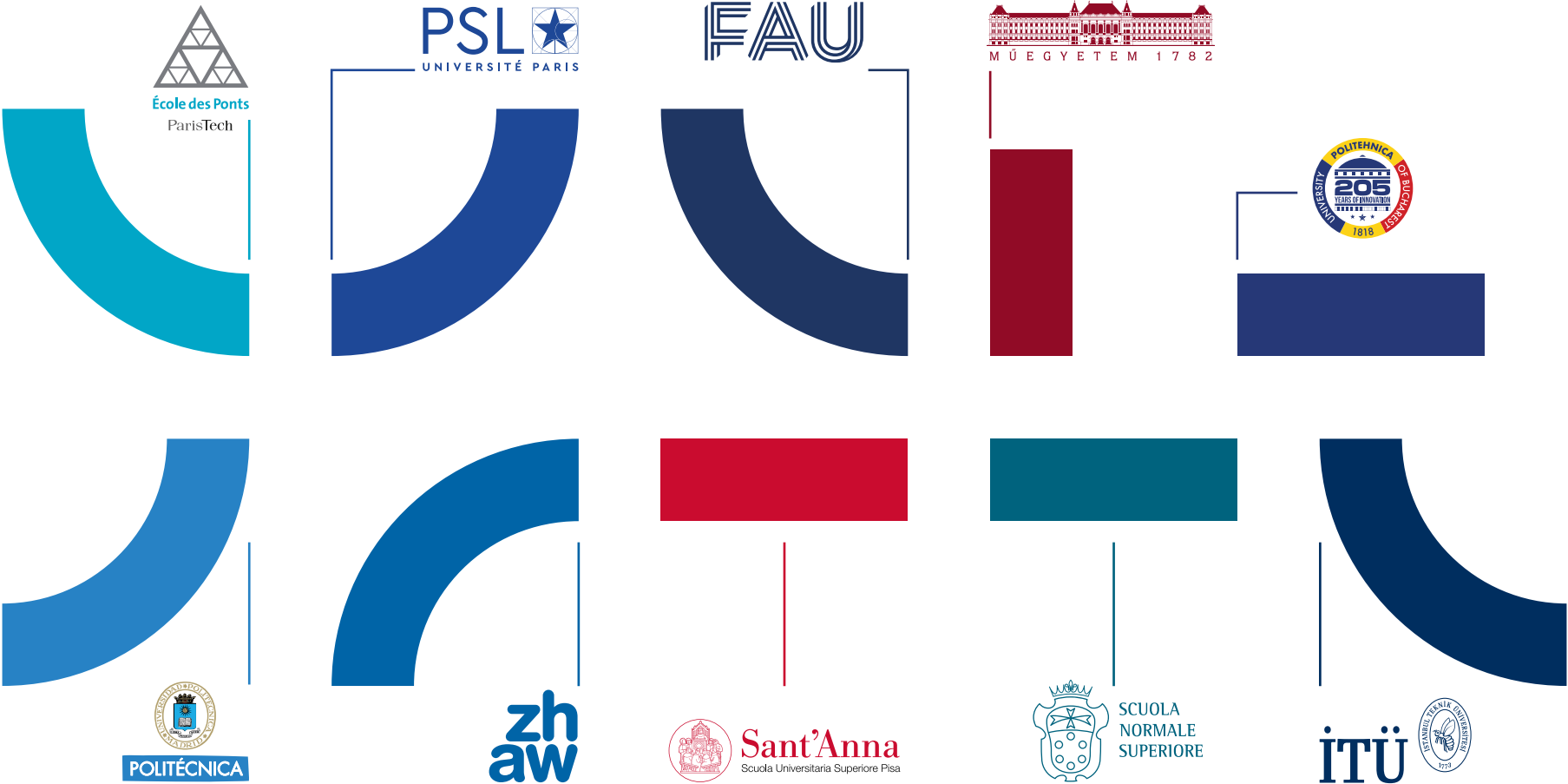
This system of pieces inspired by the logo allows us to construct a series of graphic elements that help us provide information and visually enhance the materials and designs.



SYSTEM OF PIECES

SYSTEM OF PIECES

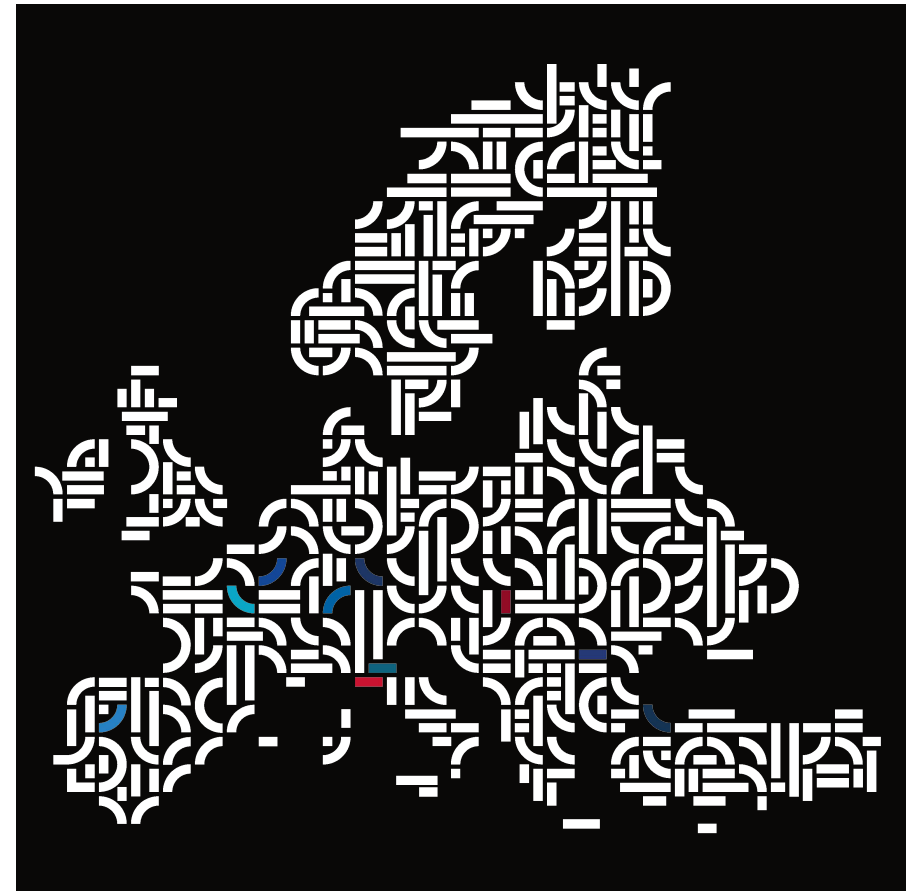
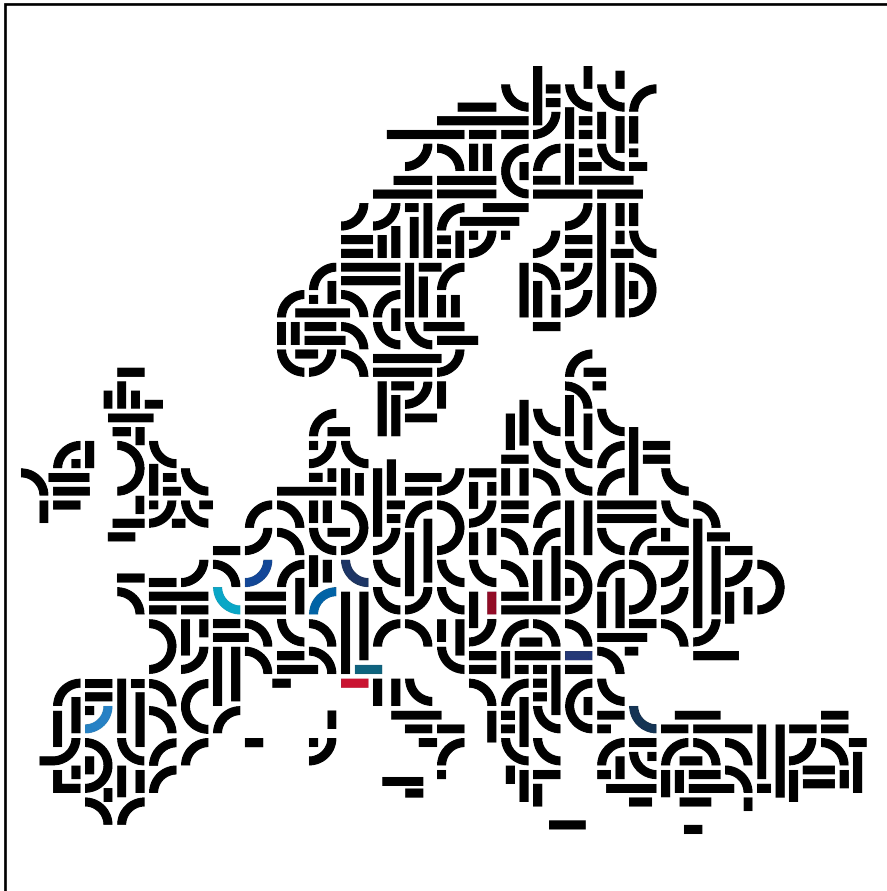
European partners and colour palette



European map

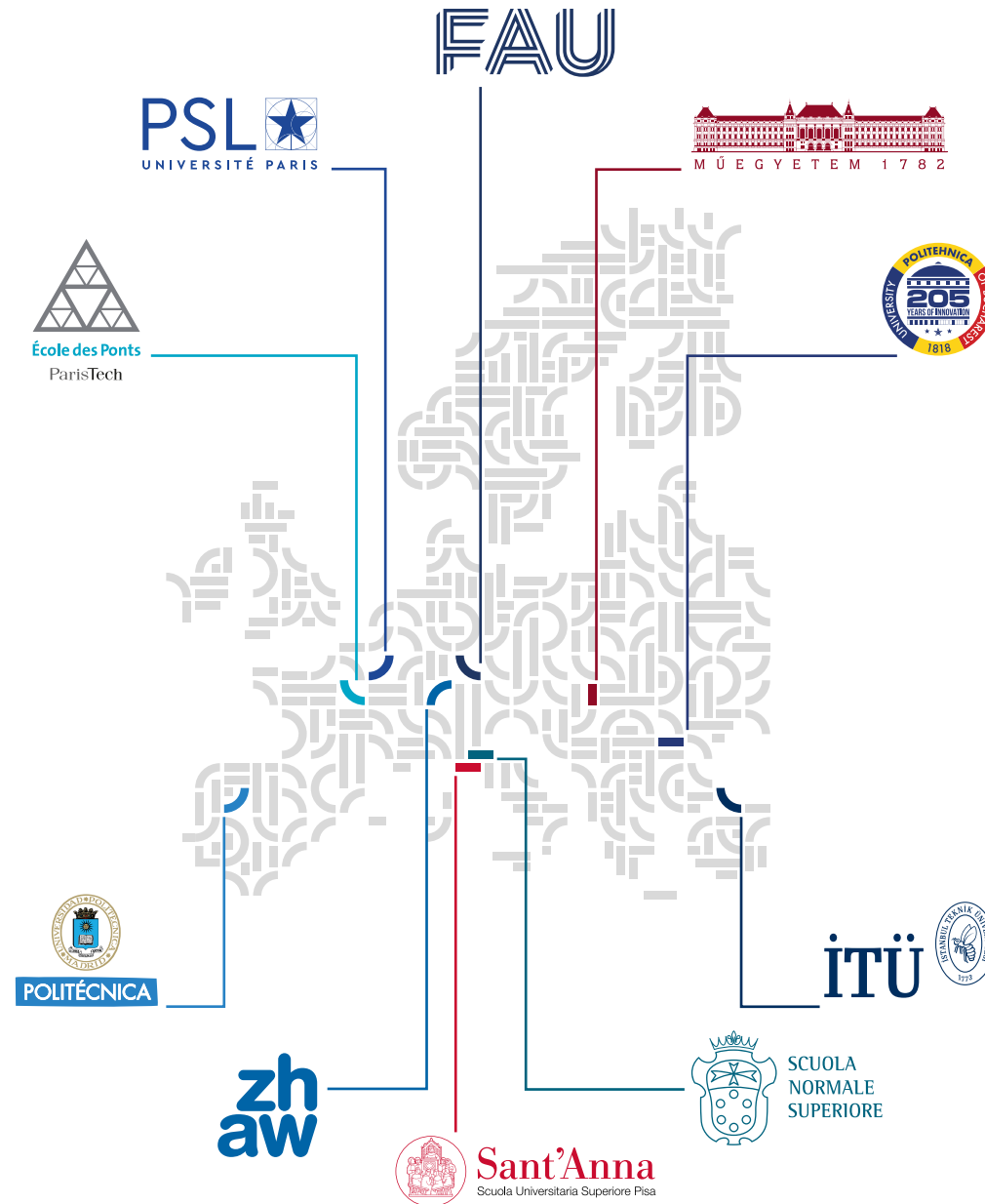
One example of application of the partners colour palette is the European map, where partner cities are highlighted with the relevant colours.

[Download HERE](#)



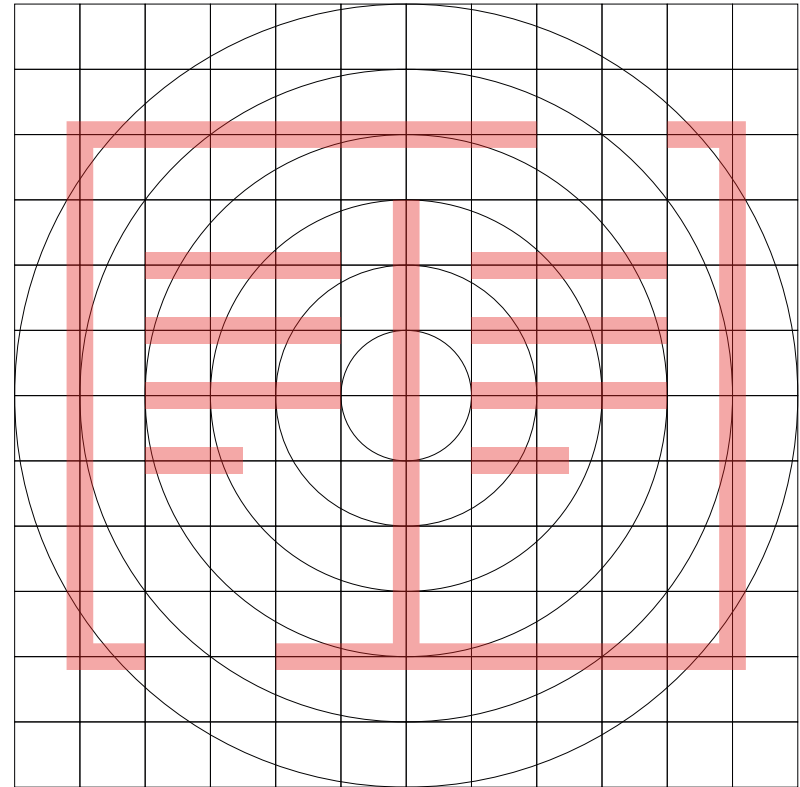
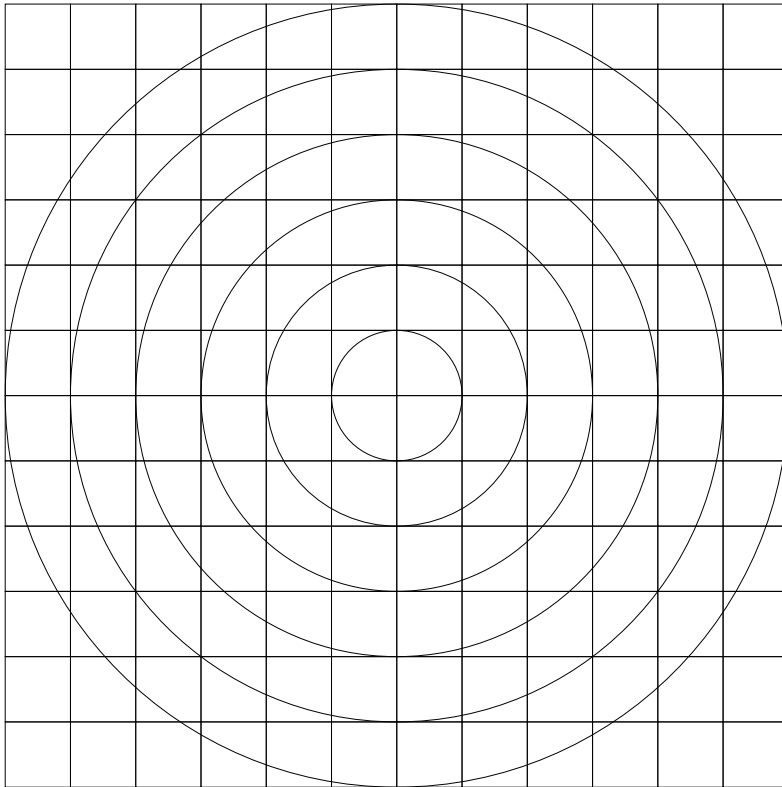
European map

[Download HERE](#)



Composition of icons

In the same way that we developed a module for the logo and typography, we create one to develop the brand's iconography. In this case, a module of 12x12 with 6 concentric circles. We design the icons so that their strokes all have the same thickness, with a straight end and incorporating small cuts in them of 1/2X, X, or 2X as required by the design.



Icon gallery

It is encouraged to use this icons in slide presentations, flyers and other communication materials.

[Download HERE](#)



Illustration gallery

It is recommended to use these illustrations over images or as graphic elements to accompany slide presentations.

[Download HERE](#)

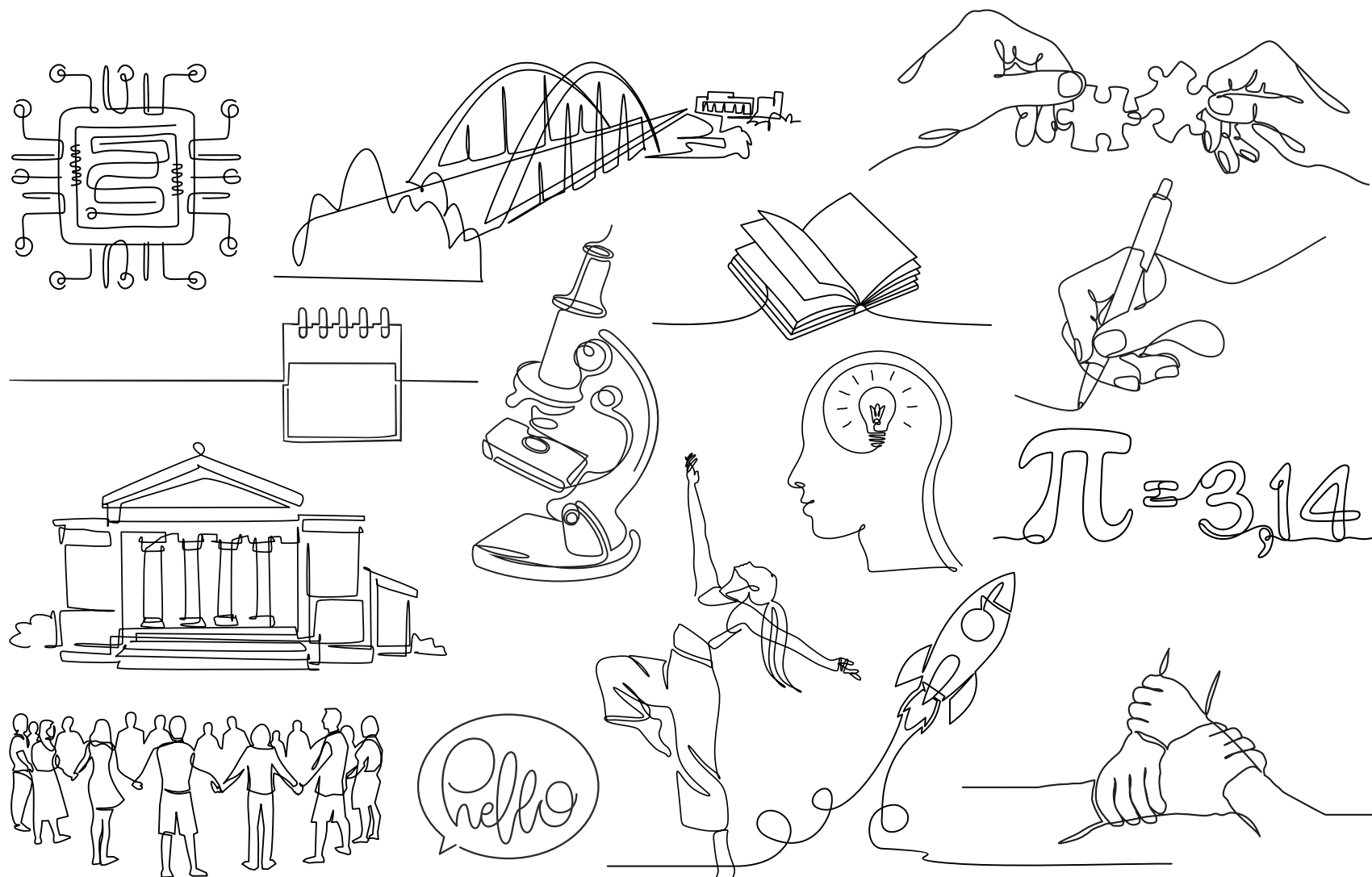


Photo language

Please, request EELISA stock photos to
communication@eelisa.eu

People in a natural pose.



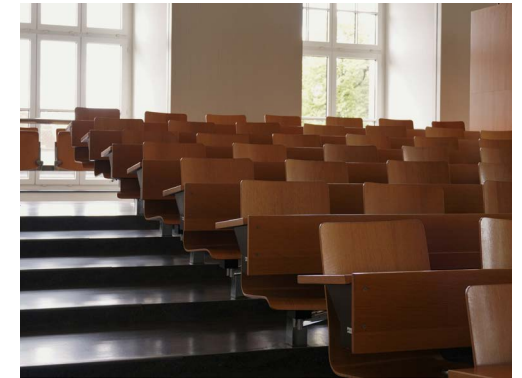
Real, everyday photographs.



Person performing an everyday action.



Photography with natural lighting.



Avoid unnatural poses.



Avoiding people looking at the camera.



Avoid unnatural actions.



Avoid artificial lighting.



Each EELISA member will be responsible for the production of the EELISA promotional materials and merchandising, following sustainability standards as much as possible.

Colors, footers, and slogans presented in the following applications can be adapted according to the needs of the event and following the guidelines outlined in this manual and in the EELISA 2.0 Communication Plan.

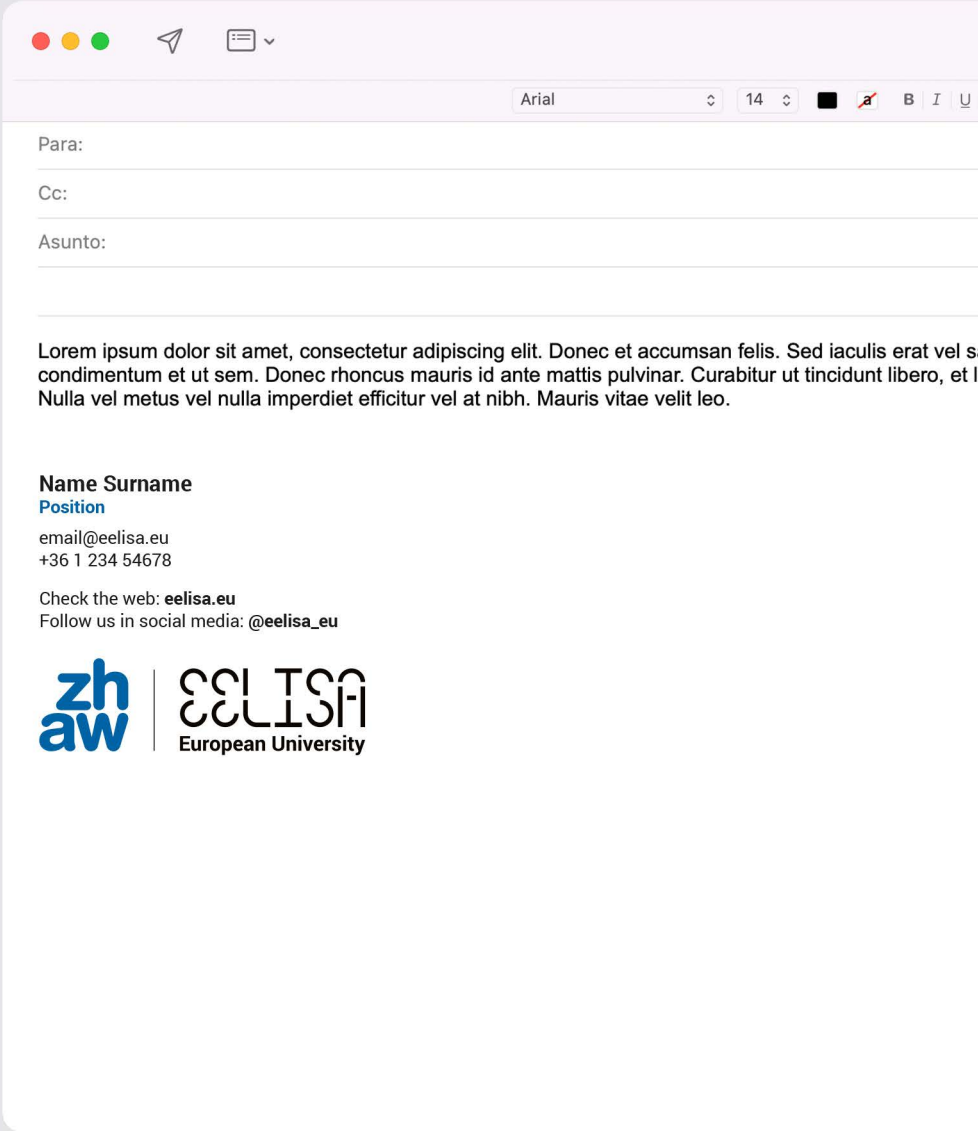
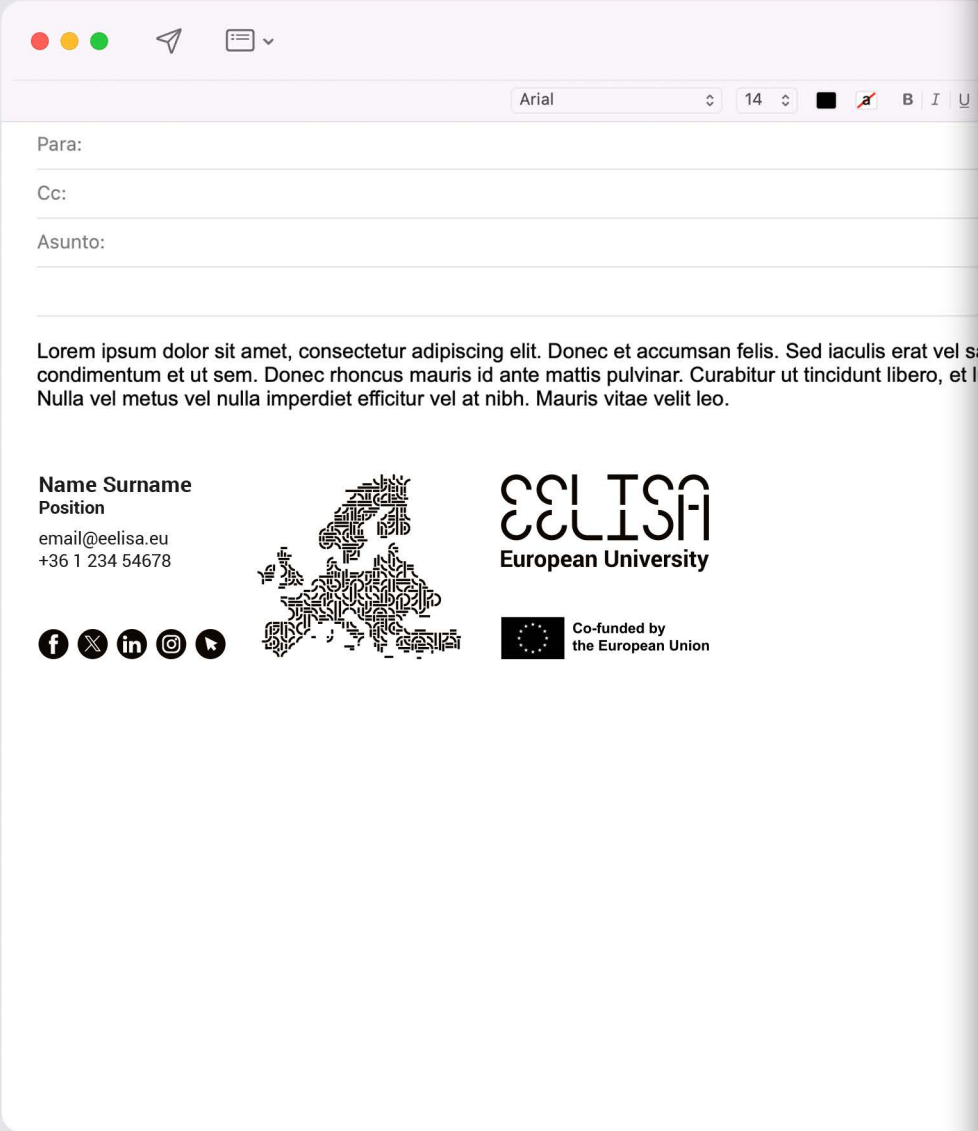
It is mandatory to include the “co-funded by the EU” logo alongside the EELISA logo on all promotional materials, except in cases where the dimensions of the material do not permit it. The use of the EELISA Footer with the logos of the Alliance’s members is also recommended whenever possible.

APPLICATIONS

Email signature

It is encouraged to use the following visual composition for the email signature for the EELISA teams. Version 1 is for the central EELISA teams, and Version 2 is for the local EELISA teams.

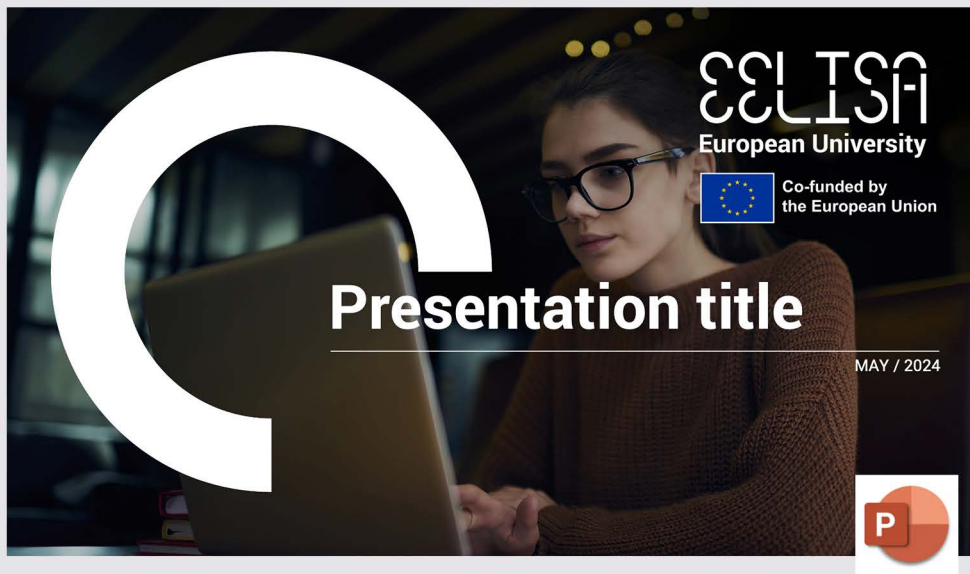
Download [HERE](#)



Power Point

The EELISA PowerPoint file presented on this page includes information about the Alliance for basic presentations and a visual theme that can be applied to any PPT.

For more complete or updated versions, please contact
communication@eelisa.eu



[Download HERE](#)

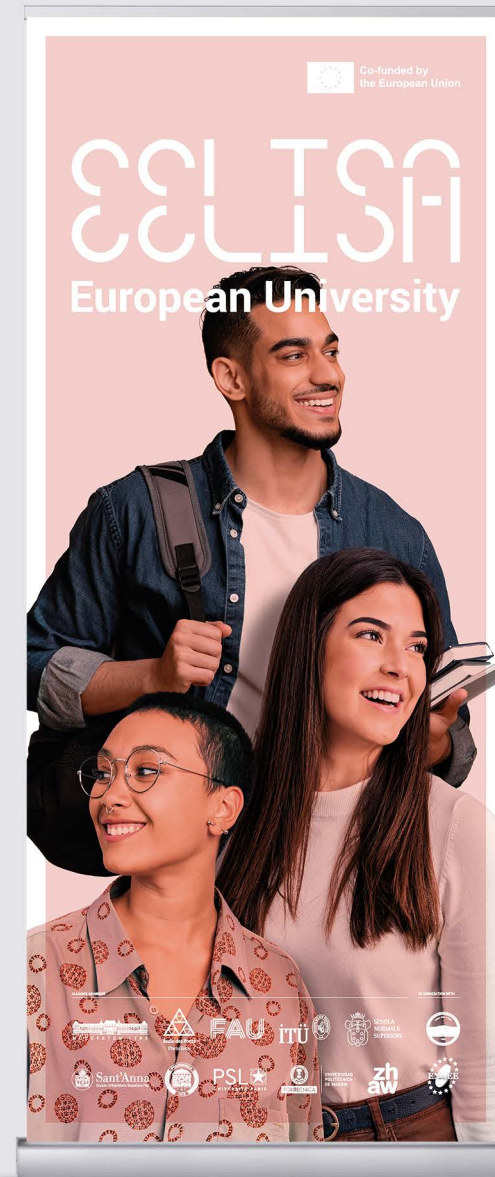


[Download HERE](#)

Rollup banner / 1

When possible, printed roll-ups and posters can be substituted by projections on the wall in accordance with sustainability standards.

[Download HERE](#)





Poster

[Download HERE](#)





Business card

To access editable files of the EELISA Business cards, please contact communication@eelisa.eu



Postcard

Each partner will be responsible for the final design and production of EELISA promotional materials and merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.

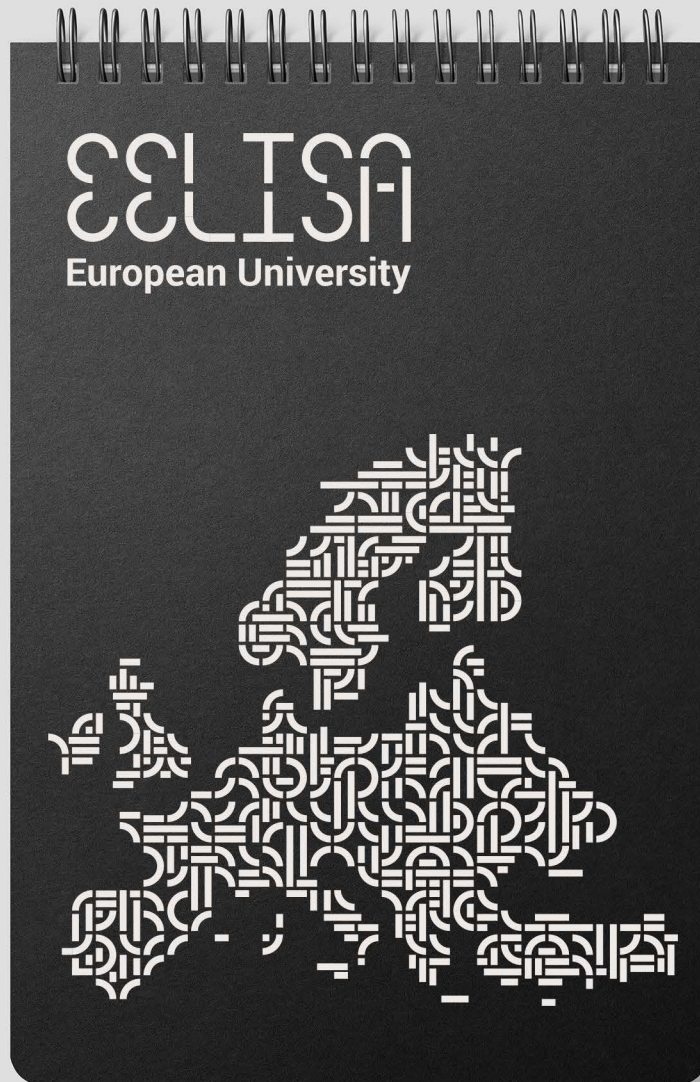
The content of each postcard will be adapted to specific campaigns and targets.

[Download HERE](#)



Notebook

Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.



Sticker

Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.

Download [HERE](#)



Coaster

Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.



Pin

Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.



T-shirt

Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.

[Download HERE](#)



Hoodie

Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.

[Download HERE](#)



Tote bag



Each partner will be responsible for the final design and production of EELISA merchandising, always within sustainability standards. Here are some suggestions for potential products and designs.

[Download HERE](#)



2.

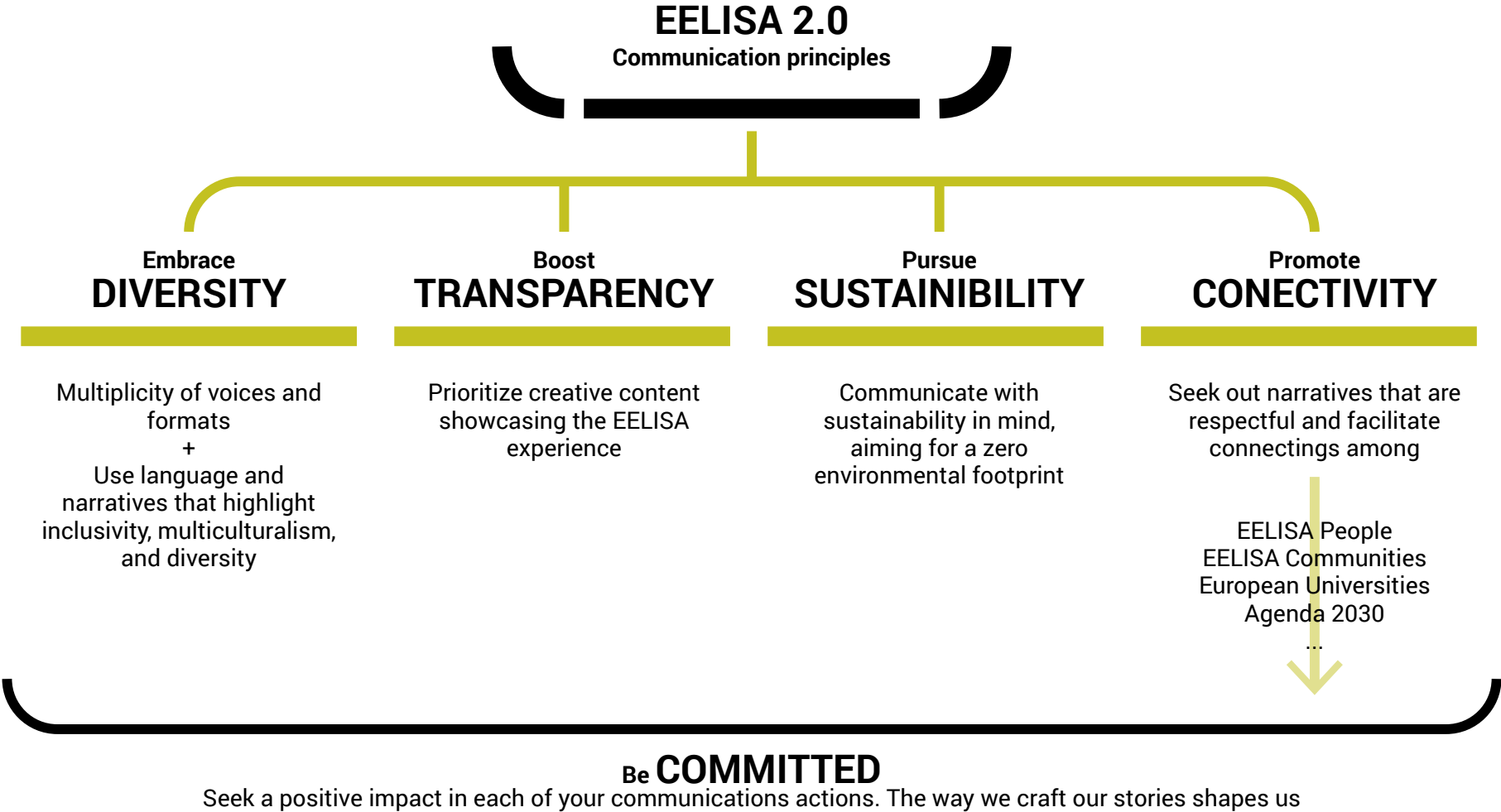
COMMUNICA-
TION

PRINCIPLES

Communication principles

The EELISA 2.0 Communication Principles aim to serve as a framework for the different EELISA communication agents and help them align their communication efforts, narratives and messages with the EELISA 2.0

They encompass aspects such as diversity, transparency, sustainability, connectivity and commitment.



Communication principles

Embrace DIVERSITY

- From visuals to written language - our communication materials must emphasize inclusiveness and diversity in terms of gender and cultural backgrounds.
- Highlight the diversity of actors involved in EELISA, and channel the diversity of their voices and points of view.
- Encourage an open dialogue by following “evolutive communication” formulas that prioritize conversations over unilateral information.

Communication principles

Promote CONNECTIVITY

- Through visuals, graphics, language and social media strategies we will underline the connection between institutions, EELISA communities, research topics and stakeholders.
- We will acknowledge, share and create content that reinforce the idea of connection between engineering, tech innovation and society.
- We will emphasize the connected multi-actor, multi-layer and multi-project organizational structure of EELISA instead of a top-down unidirectional communication.

Communication principles

Pursue SUSTAINABILITY

- Communications will emphasize topics that tackle with environmental, economic, social and ecological sustainability in connection to the European Agenda 2030 and SDGs.
- We will aim for zero footprint or minimum waste by prioritizing the use of wall projections and video screening of marketing materials in communication campaigns and other activities.
- We will always use recycled and biodegradable materials for printed marketing materials when possible.

Communication principles

Boost TRANSPARENCY

- Our language and communications should focus on those processes and interactions that lead to transformative dialogues. Such dialogue therefore becomes the raw material of our communication and the starting point of content curation.
- We will emphasize creative contents that construct a collective vision of EELISA through the production of a wide spectrum of narratives from different points of view and multiple formats.
- We will aim to build a community that will help expand EELISA's resources and the scope of its mission – to this extent, each EELISA's participant is a potential storyteller.

EELISA 2.0: Communication - Further Resources

For more information about the communication strategy for EELISA 2.0, including guidelines and requirements for applying the EELISA 2.0 Branding to various communication actions and the promotion of different EELISA activities, please read the following documents.

THE EELISA 2.0 COMPREHENSIVE COMMUNICATION PLAN & STRATEGY
([Download HERE](#))

THE COMMUNICATING EELISA GUIDELINES FOR STAKEHOLDERS
([Download HERE](#))

Acknowledgment and Disclaimer Requested by the European Commission

Please read carefully the following pages to comply
with European Commission's funding
acknowledgement and disclaimer message.

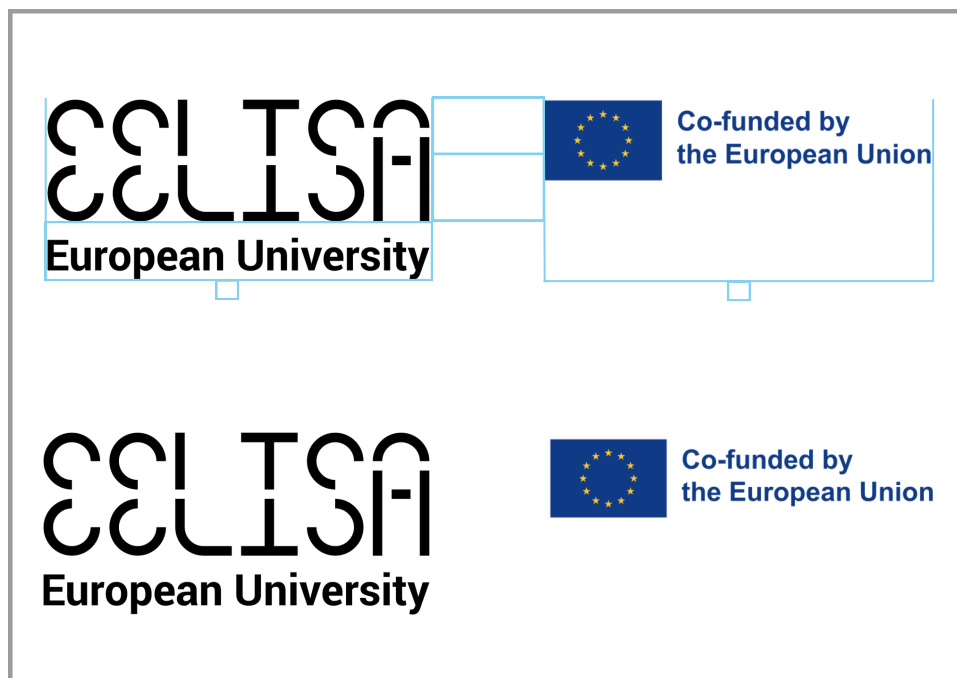
All recipients of EU funding have a legal obligation to explicitly acknowledge that they have received EU funding.

Specifically, EACEA beneficiaries must follow the obligations set out in Article 17 of their grant agreement, as summarised below. Please note you must display both (1) the European flag and funding statement and (2) the disclaimer.

European flag and funding statement

To meet the Commission's requirements for funding, it is essential to prominently display the EU co-funded logo and the EELISA logo in all communication and promotional materials. Furthermore, blogs, websites, and long-format materials must include an acknowledgment and a disclaimer.

[Download HERE](#)



These are some visual examples of how the European Commission's logo could be displayed along the EELISA one.



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.

Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

THANK YOU