EULiST
EUROPEAN UNIVERSITY

BRAND GUIDE



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EULiST EUROPEAN UNIVERSITIES LINKING SOCIETY AND TECHNOLOGY

ALLIANCE OF EUROPEAN UNIVERSITIES

STU
SLOVAK UNIVERSITY OF TECHNOLOGY IN BRATISLAVA

Universidad Rey Juan Carlos

Institut Mines-Télécom

LUT University

Leibniz Universität Hannover

UNIVERSITÀ DEGLI STUDI DELL'AQUILA

National Technical University of Athens

TECHNISCHE UNIVERSITÄT WIEN
Vienna University of Technology

BRNO UNIVERSITY OF TECHNOLOGY

JÖNKÖPING UNIVERSITY



BRAND CORE

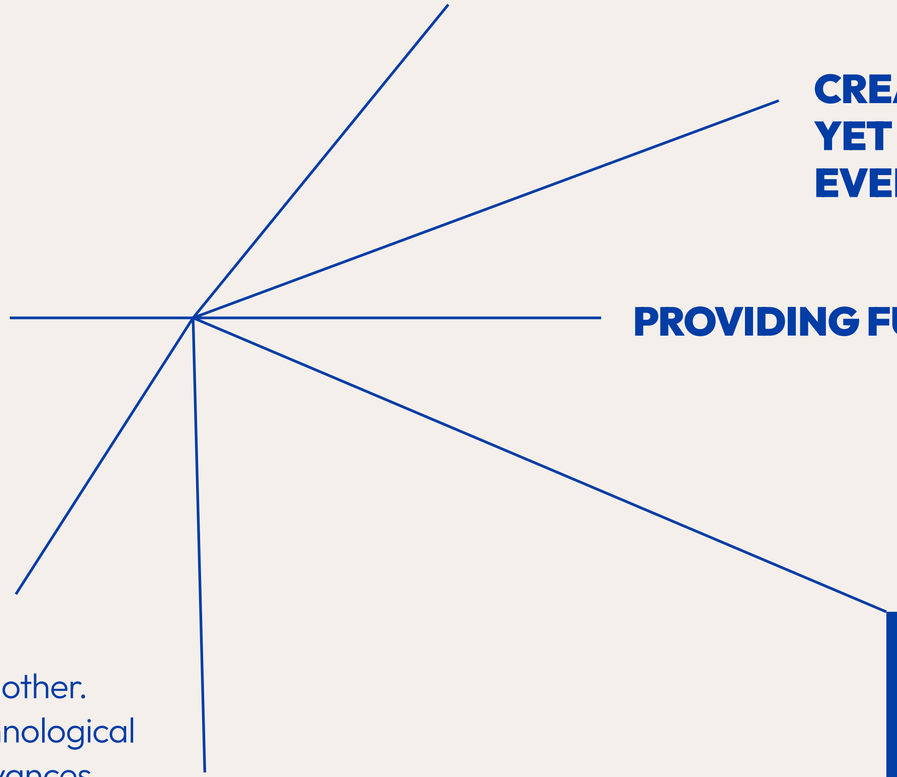
BRAND CORE

BEING A EUROPEAN UNIVERSITY LINKING SOCIETY AND TECHNOLOGY MEANS

SUPPORTING GROUNDED DECISION-MAKING

CREATING INNOVATIVE YET PRACTICAL EVERYDAY SOLUTIONS

PROVIDING FUTURE-PROOF SKILLS



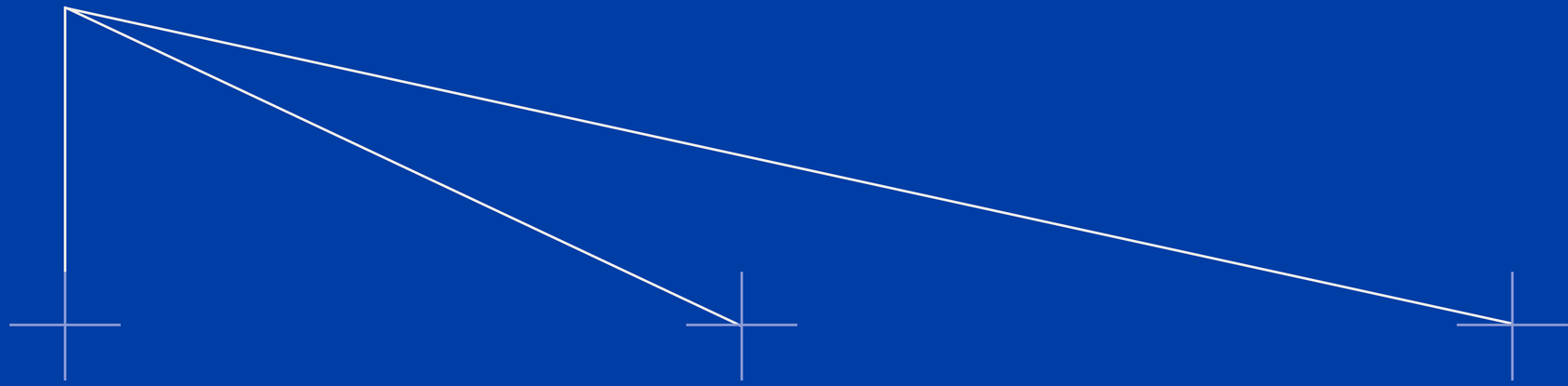
RECOGNIZING
that sustainability, society and technology interlink with one another. Society is a major driver of technological change, while technological advances significantly impact social development.

BUILDING
+ Trust in science
+ Green transition
+ Digital transition
+ Social cohesion
+ A more sustainable and globally engaged Europe

WHAT MAKES US SPECIAL:

Apart from teaching-oriented alliances, EULiST also focuses on research and innovation including joint utilization of research infrastructures and supporting early-career researchers. By integrating perspectives from technical and social sciences, EULiST develops solutions to the grand challenges.

BRAND PURPOSE



WHY?

WE NEED
TO ACT NOW

HOW?

TOGETHER, CREATING
TRUST IN SCIENCE

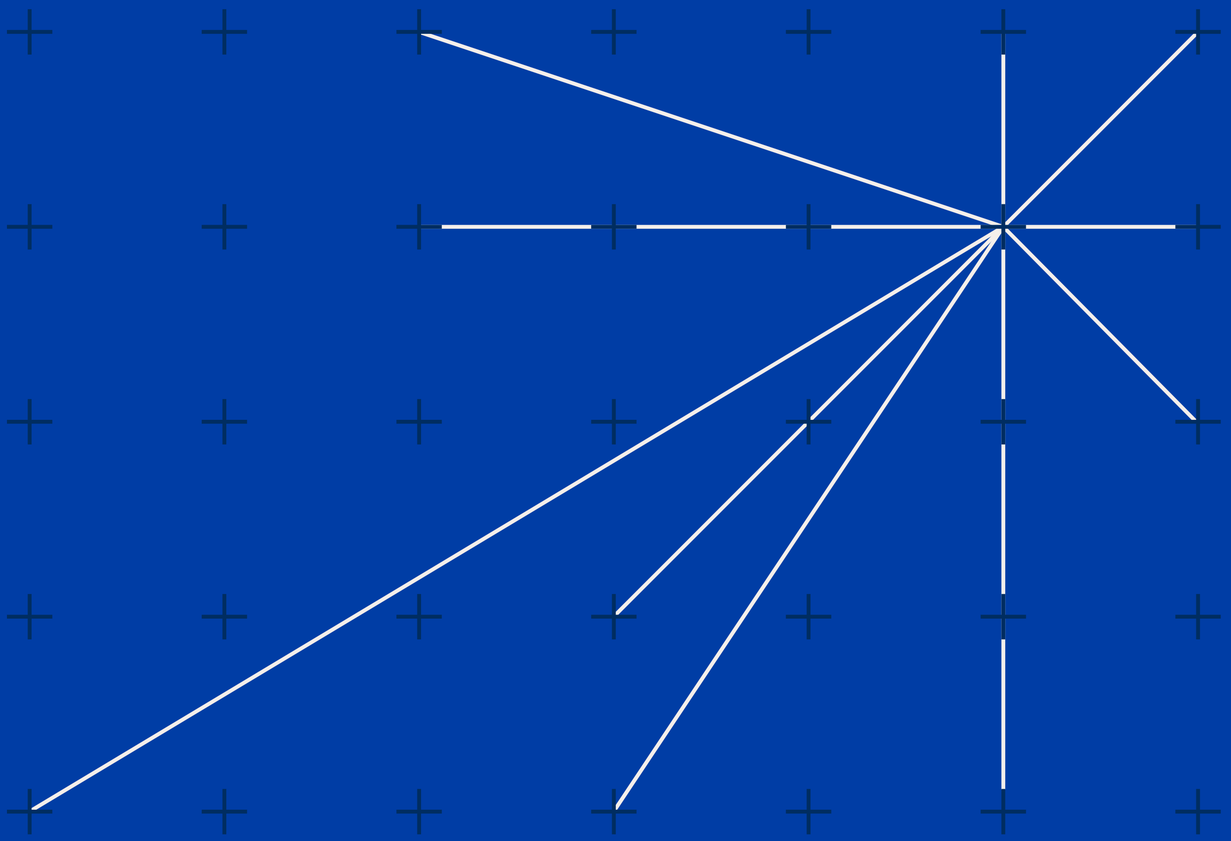
WHAT?

INNOVATIVE AND
PRACTICAL EVERYDAY
SOLUTIONS

BRAND PLATFORM

BRAND STATEMENT:

WE TRUST SCIENCE



BRAND CORE ELEMENTS

BRAND DNA

The core of EULiST's brand consists of a few elements. These elements must be highly recognizable so that the viewer identifies EULiST merely from these.

CORE ELEMENTS:

1. Recognizable and timeless logo
2. Strong typography
3. Fresh brand colours and imagery
4. Geometrical shapes

EULiST
EUROPEAN UNIVERSITY

WE TRUST SCIENCE









TONE OF VOICE

EULiST speaks in a clear, trustworthy and approachable way.

We want to be perceived as solution-oriented and practical. We are committed to helping others, providing science-based information in times of need. We want to reflect an open-minded spirit.



EULIST
LOGO

EULiST LOGO

The logo embodies our commitment to innovation, collaboration, and new perspectives. The geometric composition symbolizes the interconnected nature of the alliance, where diverse perspectives, disciplines, and institutions come together to form a unified whole.



EULiST

EUROPEAN UNIVERSITY

EULiST LOGO

HORIZONTAL

EULiST logo consists of the symbol 'E' and the 'EULiST' signature – always together.

MINIMUM SIZE

The EULiST logo and label must be at least 34 mm (96 pixels) wide.



Symbol

EULiST
EUROPEAN UNIVERSITY

Signature



EULiST
EUROPEAN UNIVERSITY

EULiST LOGO

VERTICAL

EULiST logo consists of the symbol and the 'EULiST' signature – always together.

MINIMUM SIZE

The EULiST logo and label must be at least 20 mm (57 pixels) wide.

Symbol



EULiST
EUROPEAN UNIVERSITY

Signature



EULiST
EUROPEAN UNIVERSITY

EULiST LOGO VERSIONS

Vertical and horizontal colour logos are our primary versions.

Use secondary logos (black and white) only when full-color application is not possible.

Only symbol can be used alone in SOME. EULiST symbol is used only in EULiST's social media channels where EULiST brand is present in context. See example on page.

PRIMARY LOGOS





SECONDARY LOGOS



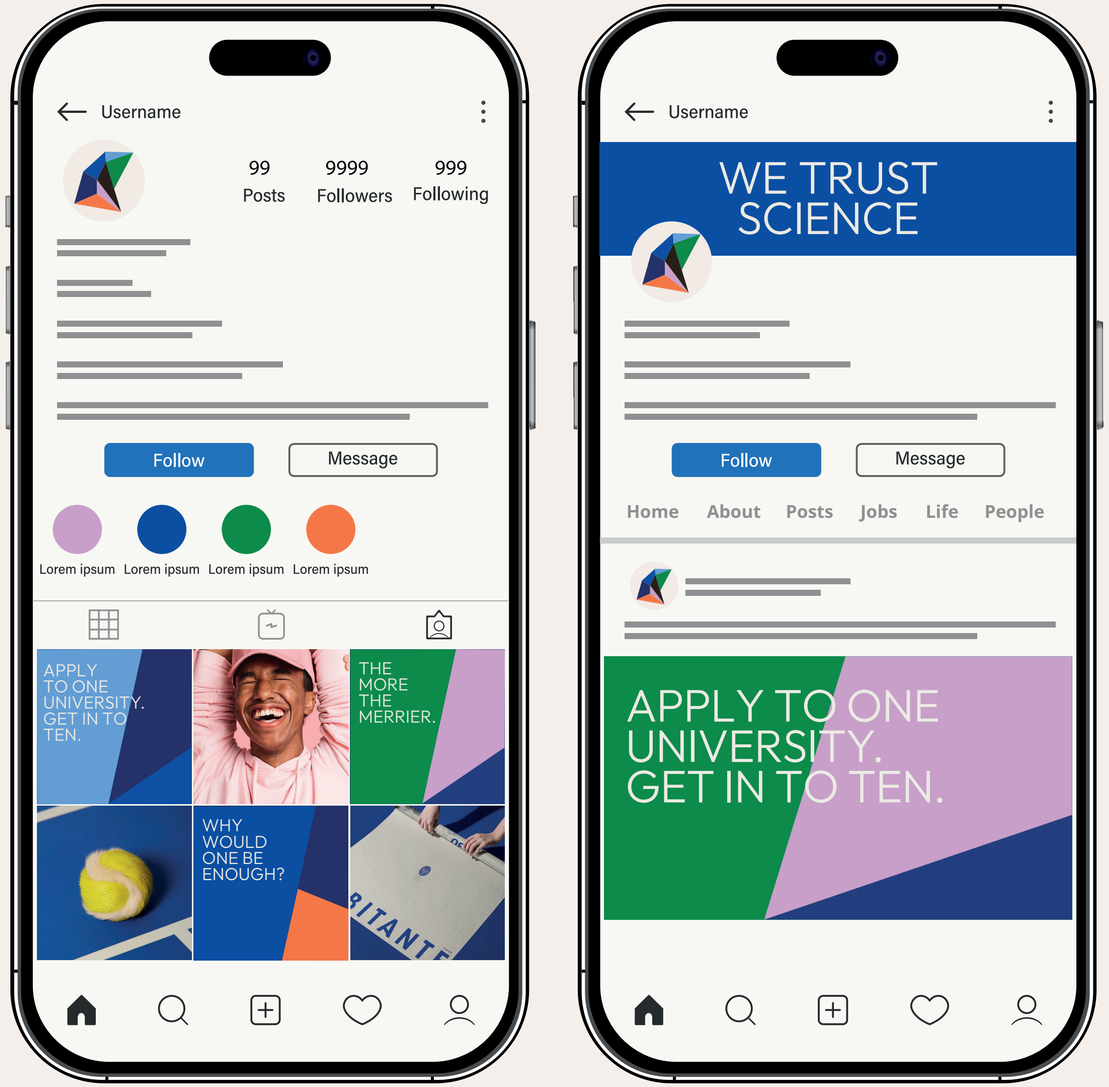






EULiST SYMBOL IN EXCEPTIONAL CASE

EULiST symbol is used only in EULiST's social media channels where EULiST brand is present in context.



THE SAFETY AREA OF EULiST

The safety area of the logo is determined based on the free space (X) between the symbol and signature.





EULiST LOGO INCORRECT USE

The logo is the primary visual representation of the brand, and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact.

Plain colour surfaces are ideal places for logo. Also the contrast between the logo and the backgound must be sufficient.

Please avoid doing the following:

Low contrast between background and logo. Background is not EULIST’s colours.

The logo is single colour other than EULIST’s colors.

The original aspect ratio is changed or modified.



EULIST logo should not be placed on image so that it is visually challenging to see or read.

The relations of logo elements are changed.

The safe zone is not respected.

EULiST & OTHER LOGOS

When the EULiST and other logos appear together, their text height must be equal. The EULiST logo is always last.

The logos are always in their original colours, unless there's more than 2 logos. Then we use only one color to harmonize the content.



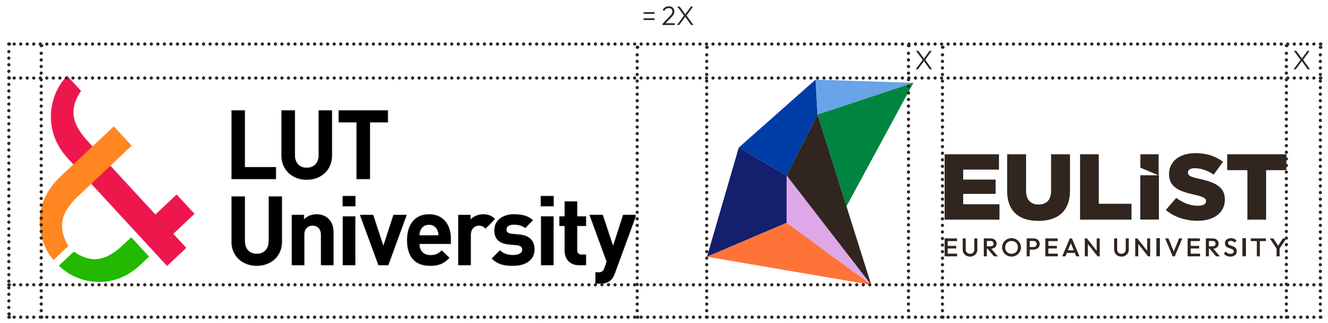


THE SAFETY AREA OF EULiST & OTHER LOGOS

The safe zone of the other logo (e.g. LUT logo) is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the safe zone. Safe zone is size of the x-hight and equal around the logo."

When the logos are one on top of the other, align the symbols to the left. The distance between the logos is equal to double size X.

When placed parallel, the distance between the logos is equal to double size X.





EXAMPLES


Universidad Rey Juan Carlos
EULiST EUROPEAN UNIVERSITY
National Technical University of Athens
EULiST EUROPEAN UNIVERSITY
JÖNKÖPING UNIVERSITY
EUL EUROPEAN U
Institut Mines-Télécom
EULiST EUROPEAN UNIVERSITY
TU WIEN
TECHNISCHE UNIVERSITÄT WIEN
Vienna | Austria
EULiST EUROPEAN UNIVERSITY
LUT University
EUL EUROPEAN U
STU
SLOVAK UNIVERSITY OF TECHNOLOGY IN BRATISLAVA
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UNIVERSITÀ DEGLI STUDI DELL'AQUILA
EUL EUROPEAN U
Leibniz Universität Hannover
EULiST EUROPEAN UNIVERSITY

BRAND COLORS

BRAND COLORS

EULiST colours are designed to stand out by creating contrast.

Primary colours are blue and warm white. Secondary colours are dark blue, light blue, pink, green, orange, and black.

Warm white should be used primarily, especially with headlines on graphic backgrounds or beneath the logo to create a softer, warmer overall impression. White may be used when warm white is not suitable, such as in print materials or with small printed text.

Warm white is the primary text colour when placed over images. Blue text is used when background is white or light

BLUE

PMS	293
CMYK	100 78 0 0
RGB	0 61 165
HEX	#003DA5

WARM WHITE

PMS	50% / 9224
CMYK	0 5 5 0
RGB	245 239 235
HEX	#F5EFEB

WHITE

CMYK	0 0 0 0
RGB	255 255 255
HEX	#FFFFFF

DARK BLUE

PMS	2756
CMYK	100 92 0 20
RGB	21 31 109
HEX	#151F6D

GREEN

PMS	348
CMYK	100 0 100 15
RGB	0 133 64
HEX	#008540

LIGHT BLUE

PMS	284
CMYK	50 30 0 0
RGB	105 163 232
HEX	#69A3E8

ORANGE

PMS	158
CMYK	0 68 100 0
RGB	255 116 57
HEX	#FF7439

PINK

PMS	2065
CMYK	10 37 0 0
RGB	222 168 232
HEX	#DEA8E8

BLACK

PMS	BLACK 4
CMYK	0 0 0 100
RGB	48 38 30
HEX	#30261E

TYPO-GRAPHY

TYPO-GRAPHY

Bold and clear style is created by using heavy upper case lettering.

EULiST official and only typeface is Outfit including three different fonts: black, medium and light.

If chosen typography can’t be used (etc. cyrillic alphabet), Arial and Arial Black font should be used instead.

Download: fonts.google.com/specimen/Outfit

ABCDEFGHIJKLMNOPQRSTUVWYZÅÄÖ
abcdefghijklmnopqrstuvwyzåäö
1234567890@#%&Ä*°

HEADER 1: Outfit Black
TRACKING: -10

ABCDEFGHIJKLMNOPQRSTUVWYZÅÄÖ
abcdefghijklmnopqrstuvwyzåäö
1234567890@#%&Ä*°

HEADER 2: Outfit Medium
TACKING: 25

ABCDEFGHIJKLMNOPQRSTUVWYZÅÄÖ
abcdefghijklmnopqrstuvwyzåäö
1234567890@#%&Ä*°

BODY TEXT: Outfit Light
TACKING: -10

OFFICE FONT: ARIAL & ARIAL BLACK

BACK UP FONT: LIBRE FRANKLIN

FONT HIERACHY

Outfit Light is used for main headings in uppercase. Outfit Heavy is used for headnotes and subheadings, also in uppercase. Outfit Light is applied to body text, with emphasis added using Outfit Medium where needed.

Clear contrast between font weights and sizes is important: main headings should be large, while all other text must be noticeably smaller.

A VERY BIG HEADER 1

BOLD HEADER 2

Outfit light is used on main headings uppercased. Outfit Black on headnotes and subheadings. The contrast between different fonts and sizes are important; main headings should be big – other text clearly smaller.

GEO-METRICAL SHAPES

GEO-METRICAL SHAPES

Geometric surfaces can be freely created using the brand colors. However, EULiST's main color, blue, must always be included. Angles of 90 or 180 degrees are not used within the surfaces.











BRAND IMAGERY

IMAGERY

The imagery embodies the essence of trust and boldness, radiating a dynamic energy that captures the attention and instills confidence. At its heart, this imagery celebrates the human spirit, portraying diverse individuals showcasing collaborative efforts that bridge gaps and build connections. We want to highlight an inclusive approach to problem-solving and innovation. The overall tone is approachable and forward-thinking, encouraging viewers to imagine a future full of possibilities.



IMAGERY KEYWORDS

TRUST
BOLD
DYNAMIC
HUMAN
EUROPE
COOPERATION
DIVERSITY
APPROACHABLE
FUTURE
OPPORTUNITIES
SOCIETY
WARMTH

LOOK & FEEL

Imagery will be specified in 2025-26.





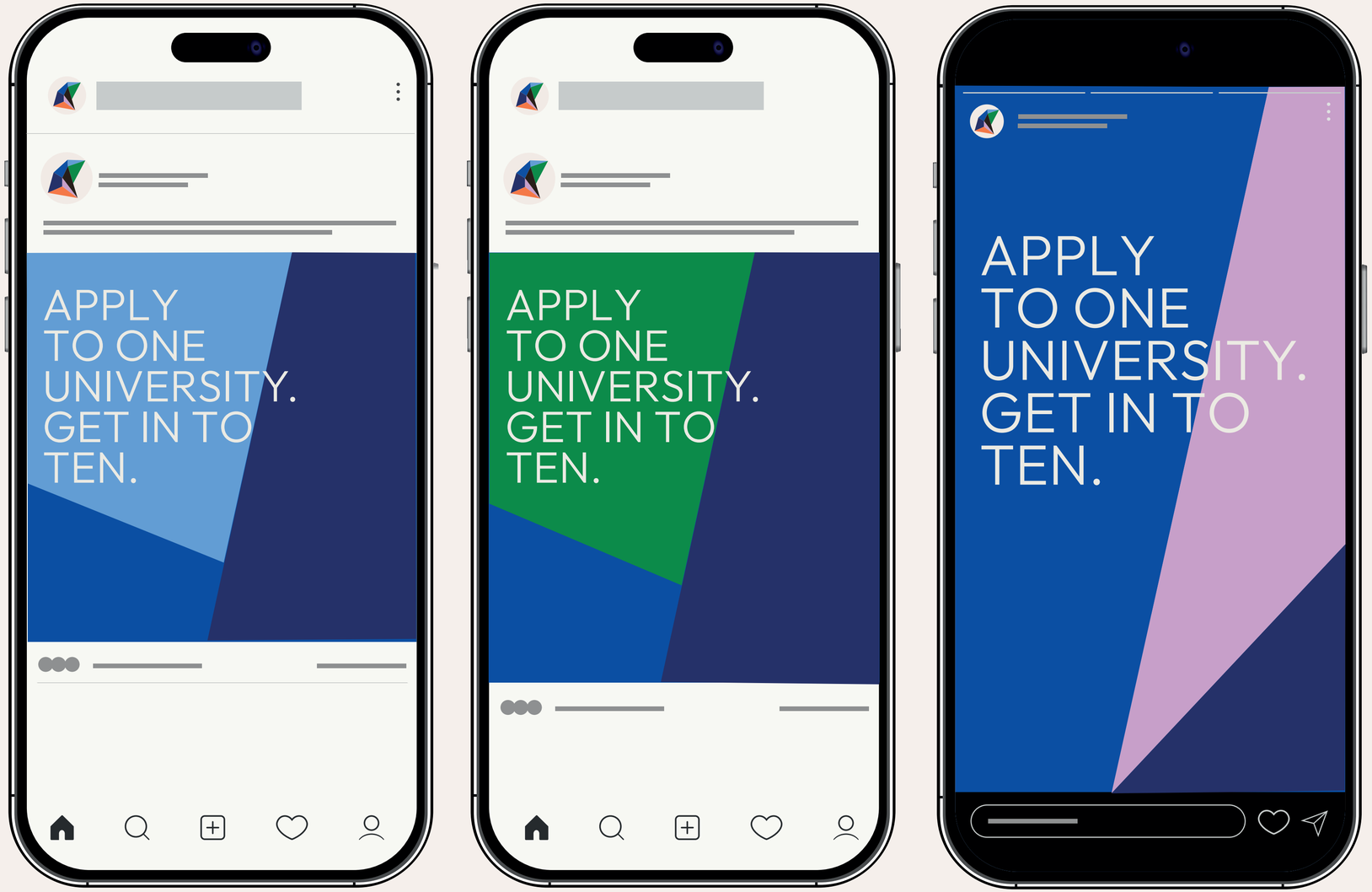




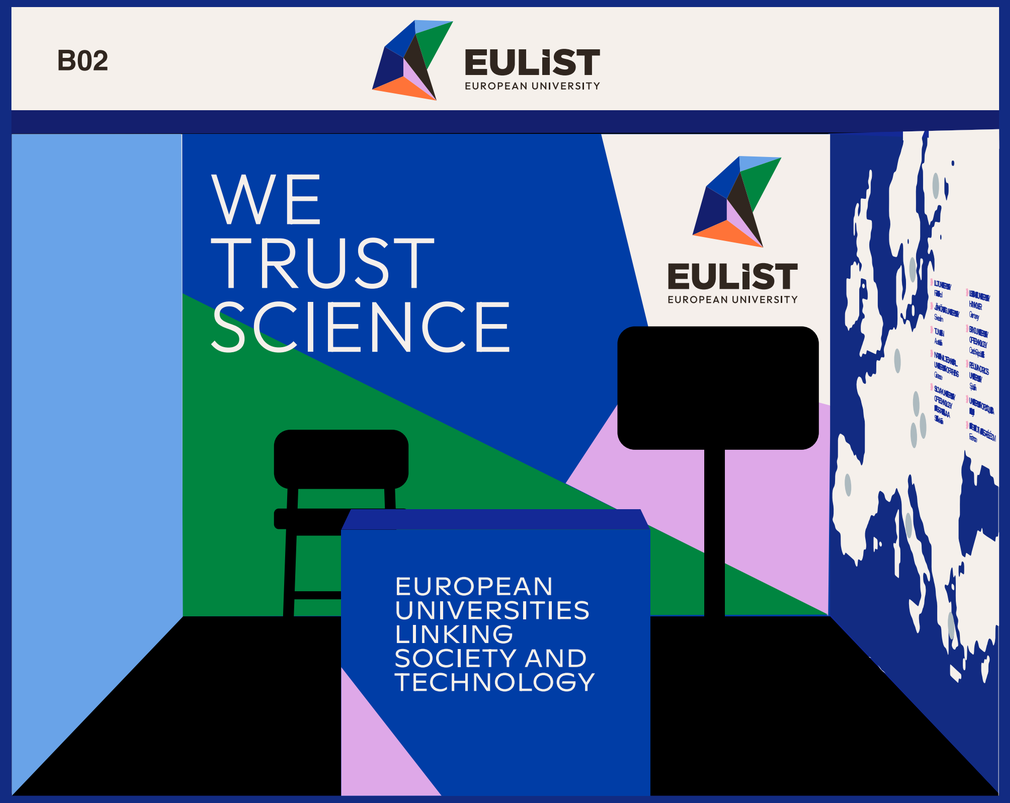


BRAND EXAMPLES

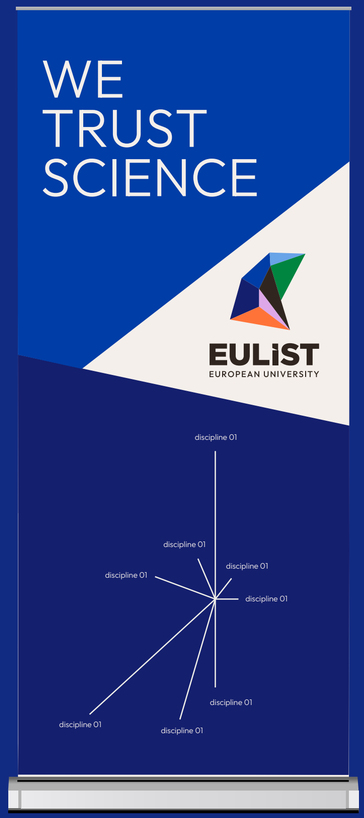
SOCIAL MEDIA



EVENT & ROLL-UPP









BUSINESS CARD & OTHER MATERIALS











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