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EUROPEAN UNIVERSITY ALLIANCE

Identity guidelines

2025

Contents

1. logo
2. Visual style
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1. Logotype

1.1 Primary Logo - EMERGE



Color



Monochrom



White

1.2 Alliance Logo - EMERGE & baseline



Color



Monochrom



White

1.3 Expended Alliance Logo - EMERGE & baseline + University logos

The Expanded Alliance logo is used for national or international communication, as well as for any global communication related to the EMERGE project (such as university brochures, presentation posters, etc.).



Color

When the EMERGE logo appears alone or on a white background, the entire co-branding is displayed in full color.

1.3 Expended Alliance Logo - EMERGE & baseline + University logos



Monochrom



White

When the EMERGE logo is placed on a brand shape or on a colored background, the entire co-branding must be rendered in monochrome.

1.3 Examples and applications - Expended Alliance Logo





Powerpoint



Banner social media



Kakemono

1.4 **Co-branding Logo - EMERGE & baseline + University**

Co-branding is used for local or internal communication (such as business cards, internal section documents, etc.).



1.5 Prohibited logo use





























1.6 **Safe zone**


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Safe zone


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EUROPEAN UNIVERSITY
ALLIANCE
Safe zone

1.7 **Minimum Size**



100% size
Regular size of the logo, usually for application on A4 paper format.





Minimum size
This is minimal size allowed for logo use. Smaller sizes are hardly legible and therefore forbidden.

2. Visual Style

2.1 Color Palette

Grey EMERGE for subtitles

C0, M0, Y0, K90 *R60, V60, B59*

Blue EMERGE
C100, M100, Y0, K0
R49, V39, B131

Purple EMERGE
C50, M50, Y0, K0
R145, V133, 190

Yellow EMERGE
C0, M0, Y100, K0
R255, V224, B0

Mint EMERGE
C38, M0, Y20, K0
R170, V217, B214



2.2 **Typface GEOLOGICA -** ***Google Font***

DOCUMENT TITLE

Geologica Black *for titles*

Document subtitle
euemerge.eu

Geologica SemiBold *for subtitles*

Solut a acest facestiusdam quamus eum re nitio maiorer itiberemped maximolorum vendita temporion rem.

Geologica Regular *for texts*

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2.3 **Graphic Style**



Brand shapes

White banner *cuts through the shapes to create a clear reading space within the composition.*



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3. Applications

3.1 **Identity**







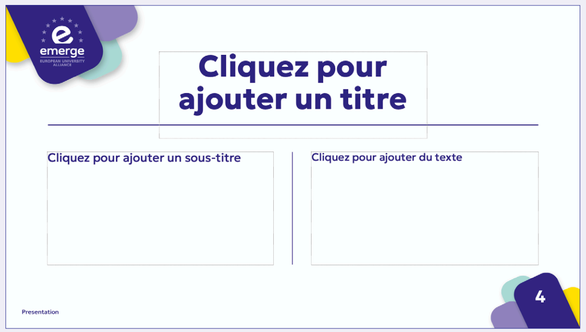
Business card model



Correspondance card

3.2 **Presentation**











Slide Power Point - white or blue





Wallpaper Emerge+university - white or blue

3.3 **Event promotion**



email info banner model



Kakemono



A3 Poster - picture



Banner

3.4 **Social media**







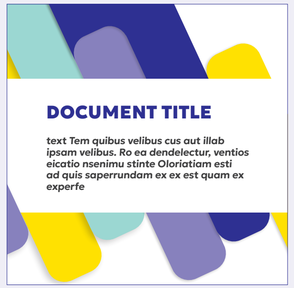


Instagram 1200 x 628













Instagram 1080 x 1080



Social media banner

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EUROPEAN UNIVERSITY ALLIANCE

ATELIER WUNDERBAR

April 2025