emerge

EUROPEAN UNIVERSITY ALLIANCE

Identity guidelines

V3 - July 2025

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1. Logotype

1.1 Primary Logo - EMERGE

Use the logo without baseline when the project is clearly introduced in the surrounding text, usually at the start of a document like a booklet or brochure. In this case, the Expanded Alliance Logo should appear later in the content.



Monochrome

Emerge + «E» : blue 100%
Stars : blue 50%

(cf. color page 14)



White

Background : blue 100%
Stars : blue 50%

(cf. color page 14)



Color

(See the rules for using the logo on pages 6 and 7)

1.2 Alliance Logo - EMERGE & baseline

Use the logo with baseline when the logo stands alone, without explanatory text.

This version works well for light, self-contained formats like business cards or signage, and avoids the need to include multiple partner logos.



Monochrome

Emerge + «E» : blue 100%
Stars : blue 50%

(cf. color page 14)



White

Background : blue 100%
Stars + baseline : blue 50%

(cf. color page 14)



Color

(See the rules for using the logo
on pages 6 and 7)

1.3 Expanded Alliance Logo - EMERGE & baseline + University logos



Monochrome



White

The Emerge monochrome logo is preferred on all media issued by Emerge.

The logos of the universities that accompany it are also used in monochrome.

1.3 Expended Alliance Logo - EMERGE & baseline + University logos



full color version

For your co-branding uses, with your university's graphic charter, the Emerge logo should be used in color.

1.3 Examples and applications - Expanded Alliance logo





Powerpoint



Banner social media



Kakemono

1.4 Co-branding Logo - EMERGE & baseline + University



Co-branding is used for local or internal communication,
the logo Emerge in color and according to the rules of your university
(such as business cards, internal section documents, etc.).

1.5 Prohibited logo use

















The logo must not be distorted or altered. You will find all relevant versions on the server in standard formats, PDF, PNG, and AI Vector.

It should primarily be placed on a white background or an Emerge blue background to ensure optimal contrast and readability.

1.6 **Safe zone**



Safe zone



Safe zone

Make sure to respect a safety zone around the logo to guarantee its visibility.

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*

2.3 **Graphic Style**



Brand shapes

A ***white banner*** *can be used to cut through the shapes to create a clear reading space within the composition.*



3. Applications

3.1 **Identity**







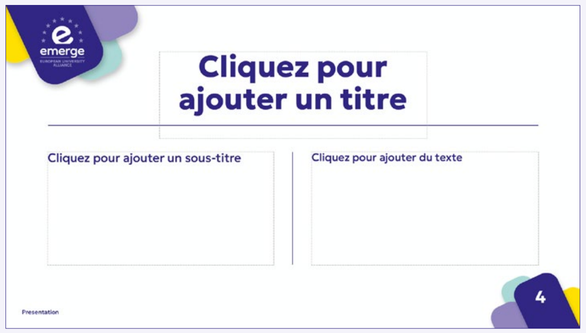
Business card model



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**







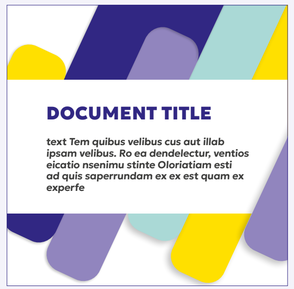


Instagram 1200 x 628













Instagram 1080 x 1080



Social media banner

4. Legal obligations

4.1 **Funder logos**



Co-funded by the European Union



Co-funded by the European Union

The Emerge project is co-funded by the European Union. As such, we are required to display the European Union logo on all media, along with the phrase «co-funded by the European Union.»

This logo (opposite) will be placed alone in the bottom right corner of all formats.

More information:

emerge

EUROPEAN UNIVERSITY ALLIANCE

ATELIER WUNDERBAR

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