Brand Identity

![EU GREEN European Alliance logo]

Design has the capacity to generate awareness, perception and loyalty and it is the expression of a brand. Our brand has the following characteristics: green, optimistic, inspiring, European and contemporary.

By implementing the guidelines in this brand identity manual to all of our communications, presentations and campaigns we will generate value to EU GREEN, better visibility and recognition.

Green
Optimist
Inspiring
European
Contemporary

EU GREEN
EUROPEAN ALLIANCE

Green

Because we are committed to the green economy and sustainable use of resources.

Optimist

Because we believe in a sustainable world that respects the environment.

Inspiring

Because we have the need to inspire the New Generations.

European

We share the European feeling of the European values.

Contemporary

We are committed to the rhythm of a global world that affects New Generations´ lives.

LOGO

Our logo is the only element that unifies and represents our Alliance.

It has been specifically designed to symbolize, not only our name: European Universities Alliance for Sustainable GRowth, Inclusive Education and ENvironment; but also what we represent.

The font used shows a strong, united and modern alliance.

Our symbol, an alliance of colorful leaves symbolizes each of our partners.

Main Logo

EU GREEN

EUROPEAN ALLIANCE

Symbol

// Monochrome & Negative

These would be the correct options when the logo is used in one ink (monochrome) and/or over white background or very dark one (negative).

// Incorrect use of the logo

To make sure our logo shows coherence in all of our communications, we have identified some incorrect uses or ways in which we should not use our brand.

These are not all of them, we are indicating only some of them as to show the pattern that should not be followed.

// Free space and minimum size

To protect the strength and integrity of the logo, we have to keep a clear space around it when we use it; free of any other visual element that might compete among themselves.

EU GREEN | 15mm

On the other hand, as to keep our logo simple and easily readable, the minimum size should not be less than 15mm wide.

// Logo EU GREEN + Logo University

In case we have to use the logo of the university together with the EU GREEN, we will use this version above. With the logo of the university in European blue colour and separated with a divisor line.

This option has been chosen to homogenize the design while respecting the colors. If we use the original colours of each university logo, our EU GREEN logo would lose visual impact and strength.

COLORS

The colour of our identity brand provides strong visual declarations that allow us to communicate a specific message to our target audience.

The use of each colour-scheme instills a meaning and provokes an emotional reaction and attitude.

The main colour of EU GREEN European Alliance es el verde, is the green colour, followed by the European blue. Both are optimist, inspiring, daring and they complement very well with each other.

The secondary colours are the ones in our symbol. An a-ttractive palette symbolizing diversity.

// Colours used

Main colours

PANTONE 369 C

C 73%   M 13%   Y 100%   K 2%

#4e9b0b

PANTONE 661 C

C 100%   M 84%   Y 8%   K 0%

#003399

Secondary colours

#662483   **#b51755**   **#d90e27**   **#e37a0c**   **#f9b233**   **#81b643**   **#0c9c6d**   **#003399**   **#335fa6**   **#000000**

FONT

The font is one of the most important elements when it comes to defining our brand identity. It is part of the logo and it helps to differentiate and reinforce the idea by means of the form.

For the logo, we have used two non-copyright fonts, Sans Serif type ones. These are perfect to cause impact.

For the texts, presentations, and reports, we will use a secondary font.

// Font used

- "MOON GET Heavy Font" , font used in the text EU GREEN

- "Monserrat Semibold Font", font used in EUROPEAN ALLIANCE

The font we will use for texts, presentations and reports will be "POPPINS Font", in all of its versions: Light, Regular, Medium, Semibold and Bold.

It is a font with no copy-right that can be downloaded here.

Poppins Font

PHOTOGRAPHY

There is communication everywhere. Everything contributes to create a brand image and, of course, photos also communicate.

All the photos that we will use must communicate our philosophy and values.

If a photo sends a clear message about our values, we will generate trust. If, on the other side, our photo does not communicate the right message, it can be harmful to our image.

We can download beautiful images from free photos bank images such:

https://unsplash.com

https://www.pexels.com

MERCHANDISING

For EU GREEN, it is very important that any product with our brand is ecological and environmentally friendly.

Our values must be reflected in each of these details, so that we empower our image.

// some choices of ecological merchandising

PAPERS

The design of our corporate documents is another part of our branding process, and we must take good care of it. It reflects the image we give away of the Alliance.

We have a template for documents and for ppts in to use in any official communication.

// corporative paper and ppt corporate templates

Here you can download the corporate paper

download

Here you can download the corporate ppt.

download

With you help, we will get further.

Thank you!

- EU GREEN, Your Gateway to Sustainability -