

THE ACADEMY OF EUROPE

Academia Europaea Brand Book

Brand Identity Manual

LOGO

Basic version

01

The logo of Academia Europaea is composed of a graphically designed tree and the text, placed below the tree. The minimum size is determined by the clarity of the wordmark.



02

The inverse logo is used on a homogenous dark background.



LOGO

Basic version is inscribed in a circle

03

Basic version is inscribed in a white circle and a white circumference. This version is used in all printed materials, with the exception of the headed paper.

It is used on dark backgrounds or photographs.



04

Alternative version



LOGO

General logos of Academia Europaea

05

General logos
of Academia Europaea



ACADEMIA EUROPAEA



ACADEMIA EUROPAEA

06

General logos
of Academia Europaea



LOGO

Academia Europaea Wrocław Knowledge Hub

07

Academia Europaea
Wrocław Knowledge Hub



08

Academia Europaea
Wrocław Knowledge Hub



LOGO

Academia Europaea Barcelona Knowledge Hub

09

Academia Europaea
Barcelona Knowledge Hub



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Academia Europaea
Barcelona Knowledge Hub



LOGO

Academia Europaea Knowledge Hub Region Bergen

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Academia Europaea
Knowledge Hub Region Bergen



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Academia Europaea
Knowledge Hub Region Bergen



LOGO

Academia Europaea Graz Information Centre

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Academia Europaea
Graz Information Centre



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Academia Europaea
Graz Information Centre



LOGO

Academia Europaea Cardiff Knowledge Hub

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Academia Europaea
Cardiff Knowledge Hub



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Academia Europaea
Cardiff Knowledge Hub



USE OF LOGO

Exclusion zone and colour palette

01

The exclusion zone determines the minimum distance between the logo and other graphic elements (text, photographs etc.)

The exclusion zone is equal to the outer ring of the version inscribed in a circle.



02

The color definitions of the logo are blue and monochromatic grey.



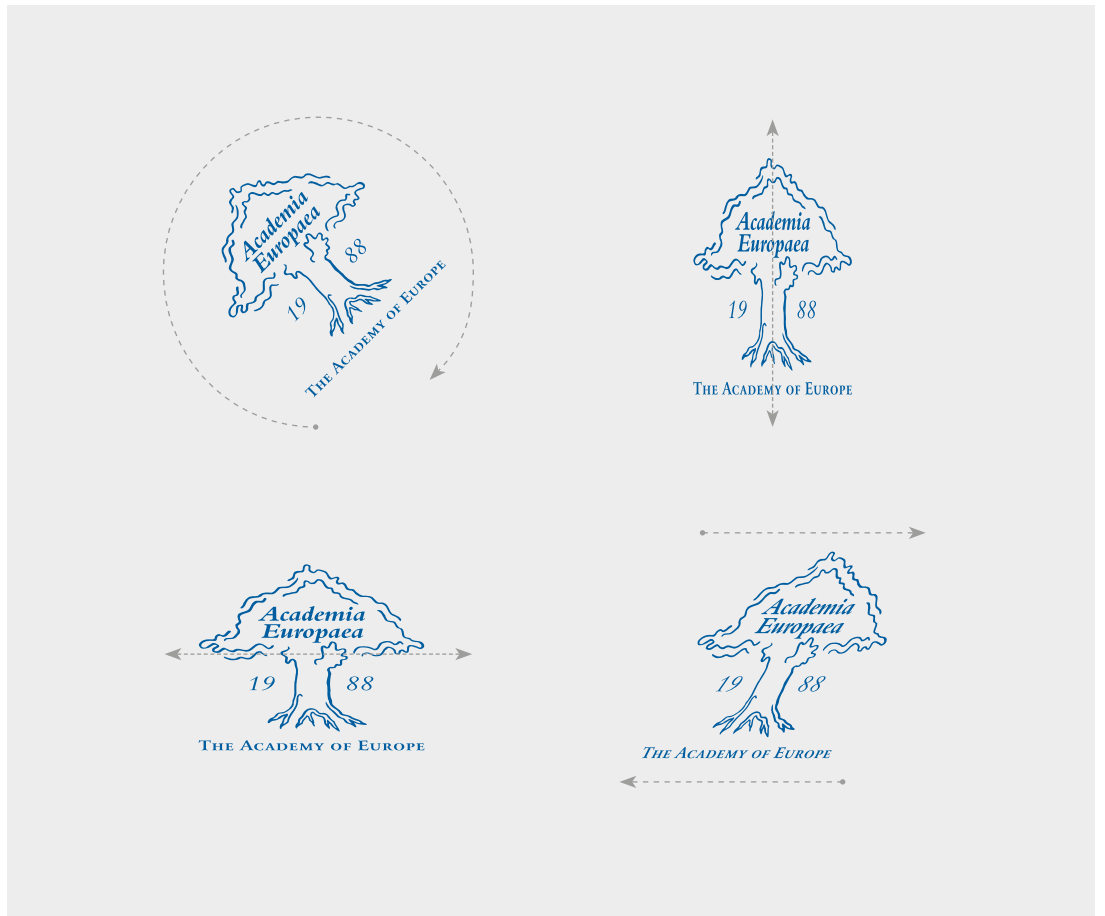
USE OF LOGO

Examples of improper logo use

01

Alterations or changing the shape, such as distortion, stretching, unequal scaling of the height and width of the logo, are not allowed.

The minimum size should not affect the clarity of the wordmark.



02

An example of improper logo use. Dark background requires logo inscribed in a white circle.



TYPOGRAPHY

01

Two fonts have been selected.

The first one is DIN Pro (Regular, Medium and Bold). It is used on all Academia printouts.

The second one is Arial (Regular and Bold) which is used for the Power Point presentations.

DIN Pro Regular

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

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

1 2 3 4 5 6 7 8 9 0 ® © ™ @ \$ % & (. , ; ' „ ” ! ?)

DIN Pro Medium

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

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

1 2 3 4 5 6 7 8 9 0 ® © ™ @ \$ % & (. , ; ' „ ” ! ?)

DIN Pro Bold

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

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

1 2 3 4 5 6 7 8 9 0 ® © ™ @ \$ % & (. , ; ' „ ” ! ?)

Arial Regular

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

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

1 2 3 4 5 6 7 8 9 0 ® © ™ @ \$ % & (. , ; ' „ ” ! ?)

Arial Bold

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

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

1 2 3 4 5 6 7 8 9 0 ® © ™ @ \$ % & (. , ; ' „ ” ! ?)

BRAND IDENTITY - KEY VISUAL ELEMENTS

Additional elements of the visual identity

01

Key Visual (KV) is a visual identity leitmotiv. Incorporated into different operational, promotional and informational materials. It maintains the integrity of the communication and improves recognition and awareness.

The main background of the visual identity consists of a macro photography of a book in blue tones.

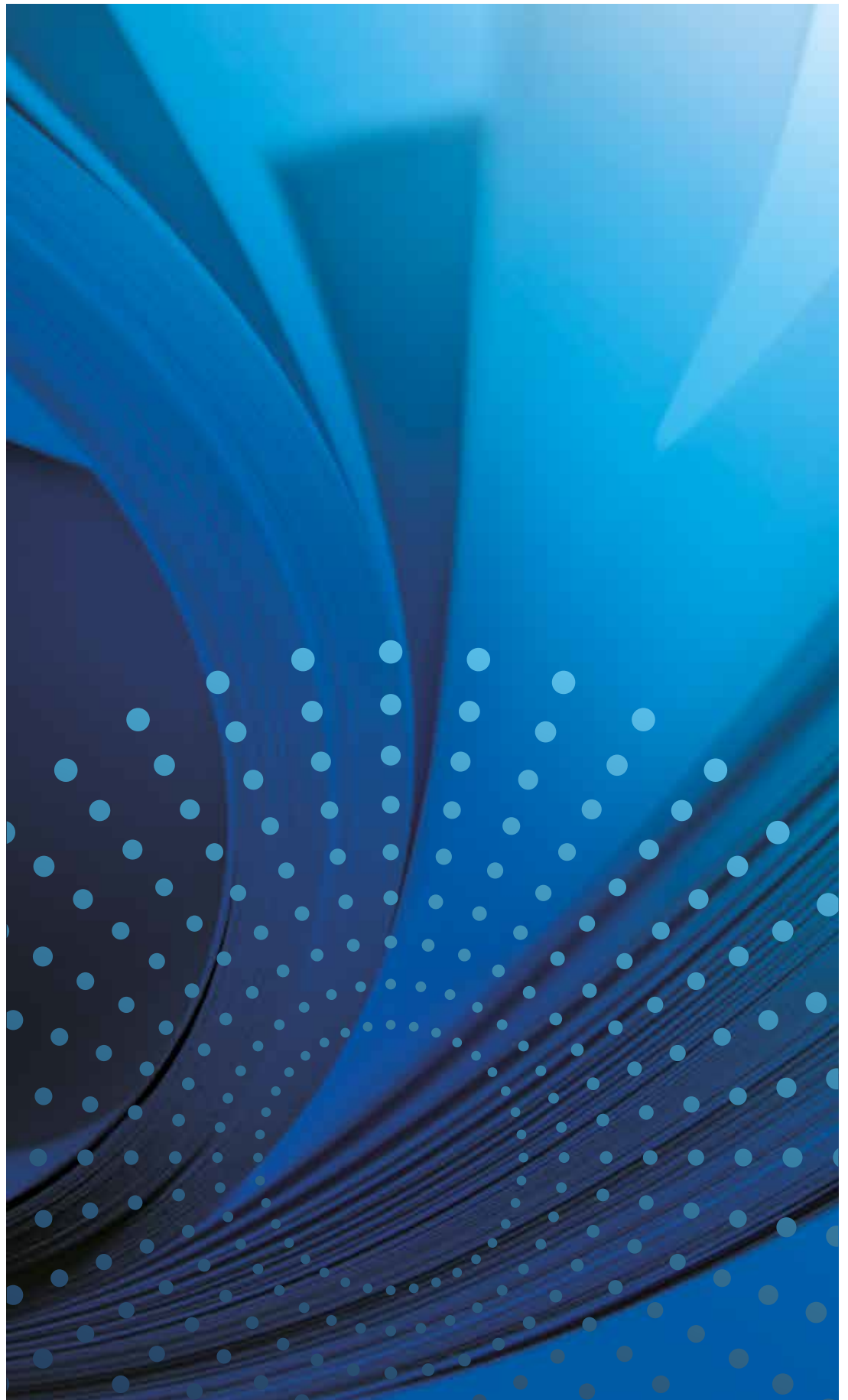
It is mainly used on the covers of printed materials along with the basic version inscribed in a white circle.

Depending on the format: horizontal or vertical, the photograph is adjusted accordingly to its width or height.

02

The additional picture element, which can be used separately, is a rosette in blue tones.

It is generally used in the text area on the bottom of the cover.



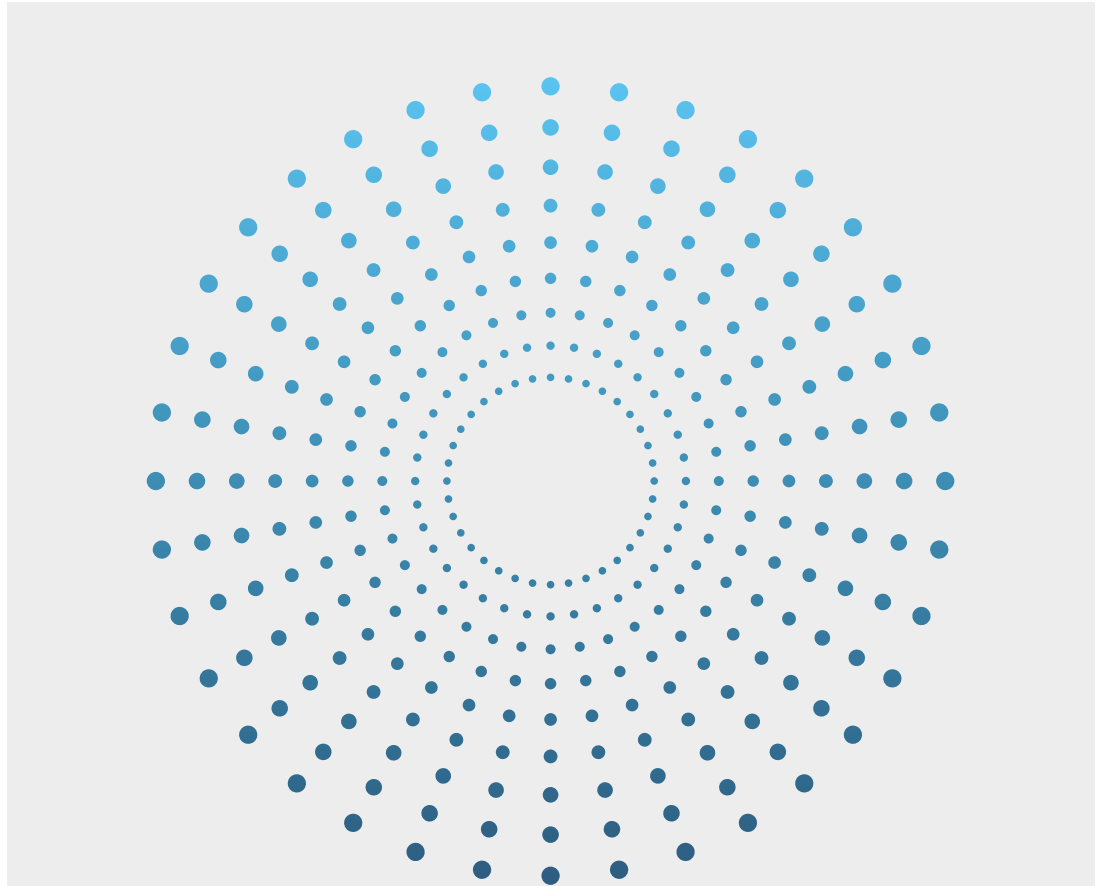
BRAND IDENTITY - KEY VISUAL ELEMENTS

Rosette and its palette

01

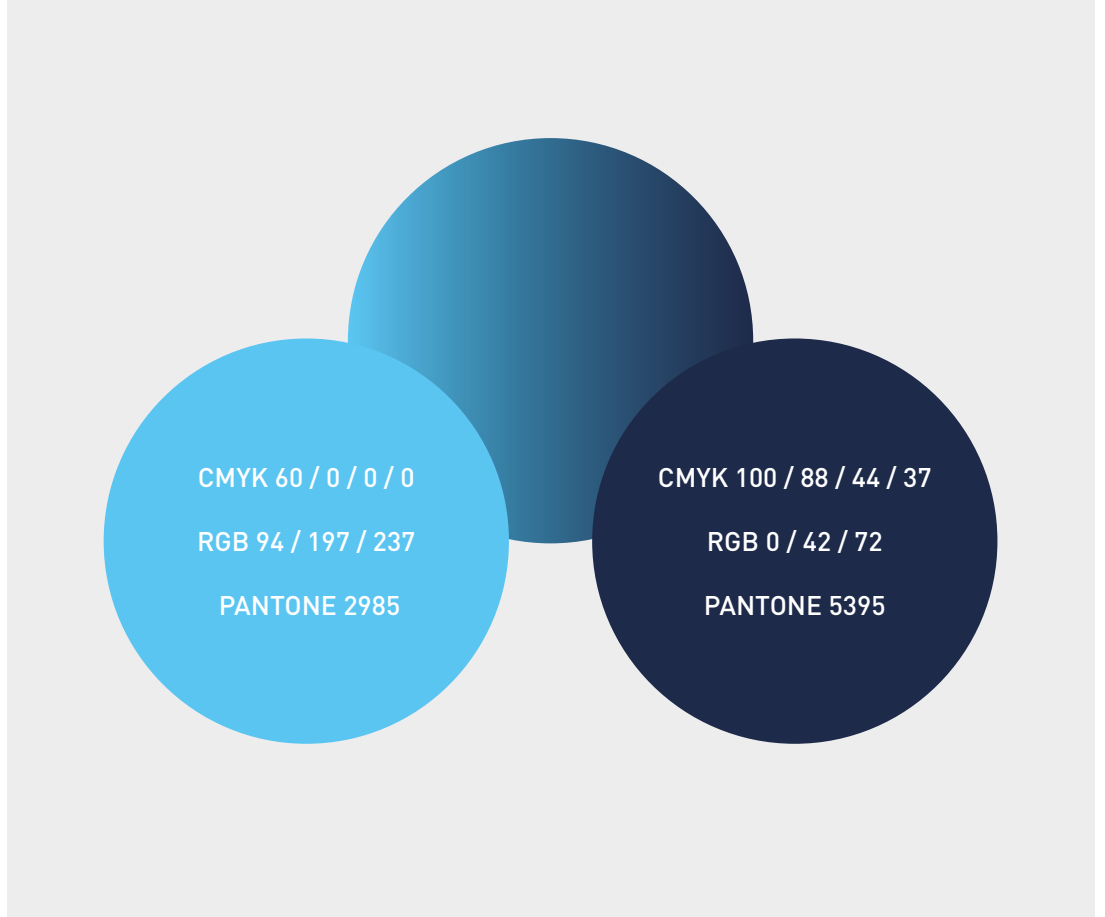
Rosette theme is used in the photographs or as an additional graphic element in printed materials.

The gradient should remain light on the top and darker on the bottom.



02

The colour definitions for gradiently layered rosette.



LOGO AND ITS SURROUNDING

Positioning of the visual identity elements

01

Branding materials and covers of printed materials require KV photography with a white frame.

Its left margin is determined by the center of the version inscribed in a white circle and a white circumference.

The logo, rosette and text dimensions are adjusted accordingly to the format.

The positioning of the logo is determined by the left margin of a value 'a' and the top margin of a value 'triple a'.

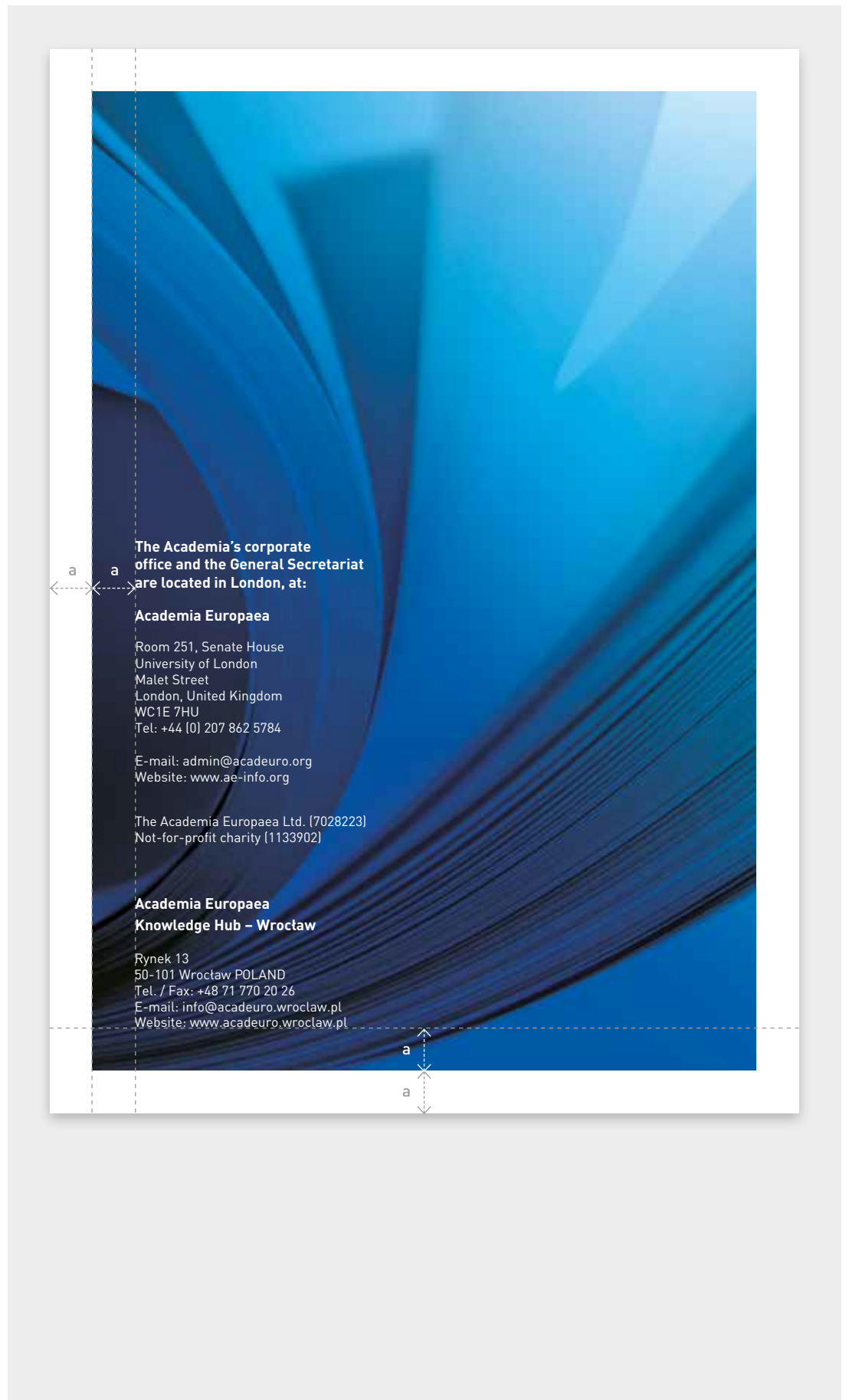


BRAND IDENTITY - KEY VISUAL ELEMENTS

Back covers

02

Back cover requires the KV photography to be surrounded by a white frame. Footer is ranged to the left and its positioning is determined by the left margin and the bottom margin of a value 'a'.



PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

01

Examples of the brochures front covers are in A5 and DL format



PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

02

Roll-up stand format:
1000 x 2050 mm



PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

03

Letterheads
and business cards

ACADEMIA EUROPAEA
THE ACADEMY OF EUROPE



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PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

04

Folders



PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

05

Power Point presentation
template



PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

07

25th Anniversary conference website



PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

08

Key Visual of the conference was coherent with the principles determined in Academia Europaea Brand Book - colours, fonts and rules of positioning of the visual identity elements must be maintained



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