



Brandbook

Academia Europaea

Main logo

Basic sign



Main logo

Variants and formats



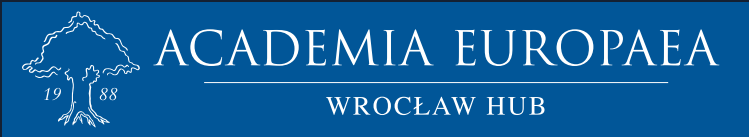
Hub logo

Example (all logos included)



Hub logo

Example (Wrocław): Variants and formats



Card

Front and back side

Inter

This font is used in headers. Origin: Google Webfonts Library. Recommended use of the cut:
1. Regular 2. Bold

Cormorant

*This font is used in paragraph text. Origin: Google Webfonts Library. Recommended use of the cut:
1. Light 2. Regular, 3. Bold*

Brand colors

RGB, CMYK, PANTONE



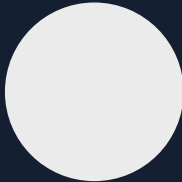
Color:
Pacific Blue

RGB: 0, 86, 153
CMYK: 100% C, 44% M, 0% Y, 40% K
PANTONE: PANTONE 2945 C



Color:
Dark Blue

RGB: 30, 43, 74
CMYK: 59% C, 42% M, 0% Y, 71% K
PANTONE: PANTONE 7546 C



Color:
Light Grey

RGB: 234, 234, 234
CMYK: 0% C, 0% M, 0% Y, 8% K
PANTONE: PANTONE 663 C



Color:
White



Color:
Light Blue

RGB: 94, 191, 237
CMYK: 60% C, 19% M, 0% Y, 7% K
PANTONE: PANTONE 298 C

Key Visual

Headings, text, buttons

Mixed-typo Heading

www.ae-info.org

ACADEMIA EUROPAEA

Room 251, Senate House
University of London
Malet Street
London, WC1E 7HU, United Kindom
+44 (0) 207 862 5784
admin@acadeuro.org
www.ae-info.org

ACADEMIA EUROPAEA

Room 251, Senate House
University of London
Malet Street
London, WC1E 7HU, United Kindom
+44 (0) 207 862 5784
admin@acadeuro.org
www.ae-info.org

ACADEMIA EUROPAEA

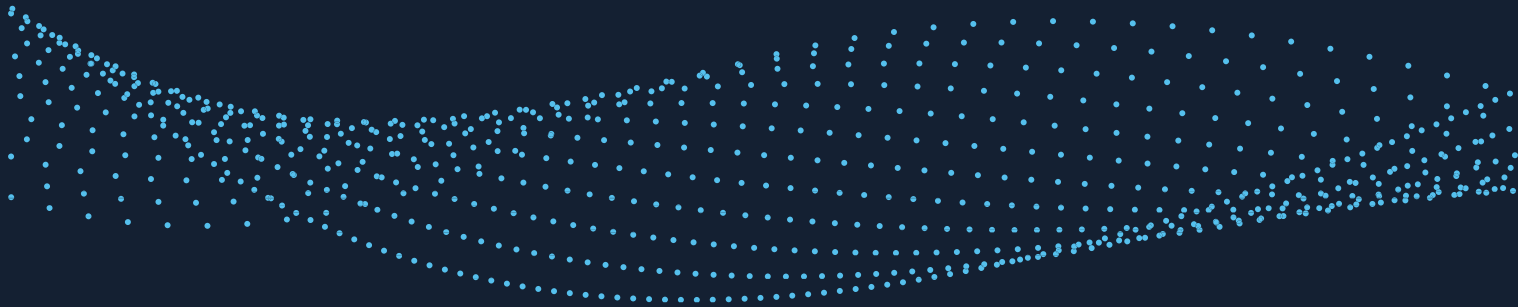
Room 251, Senate House
University of London
Malet Street
London, WC1E 7HU, United Kindom
+44 (0) 207 862 5784
admin@acadeuro.org
www.ae-info.org

ACADEMIA EUROPAEA

Room 251, Senate House
University of London
Malet Street
London, WC1E 7HU, United Kindom
+44 (0) 207 862 5784
admin@acadeuro.org
www.ae-info.org

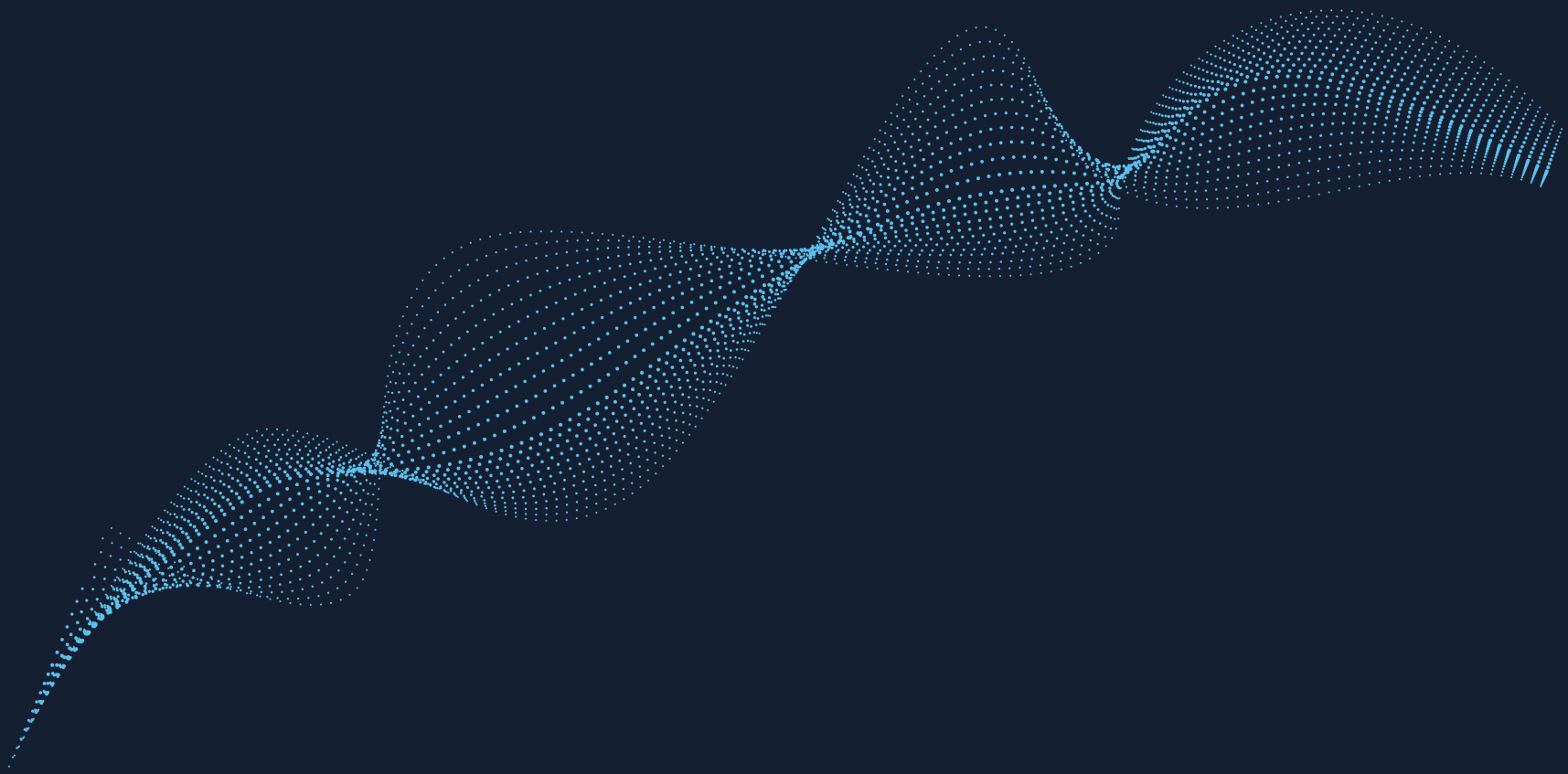
Key Visual

Dots shape



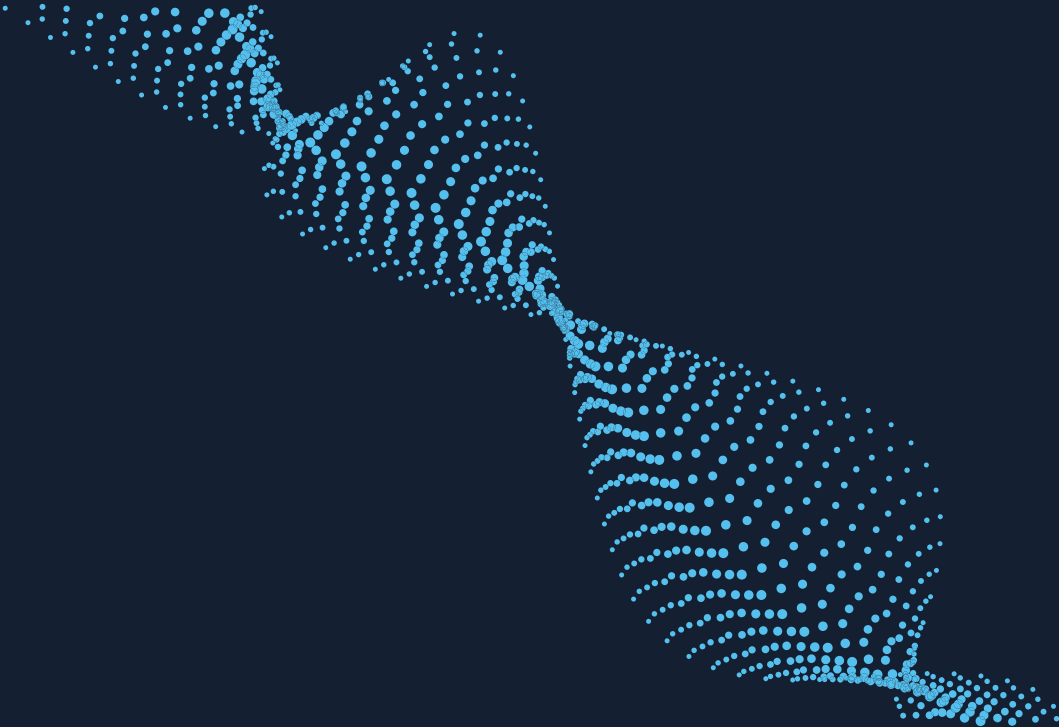
Key Visual

Dots shape



Key Visual

Dots shape



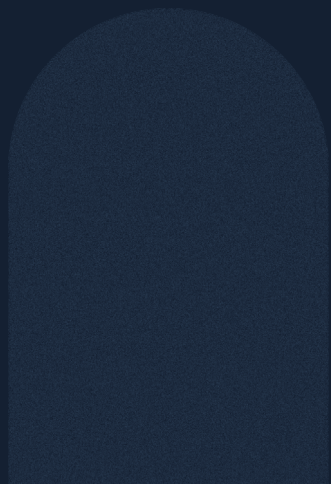
Key Visual

Arrow

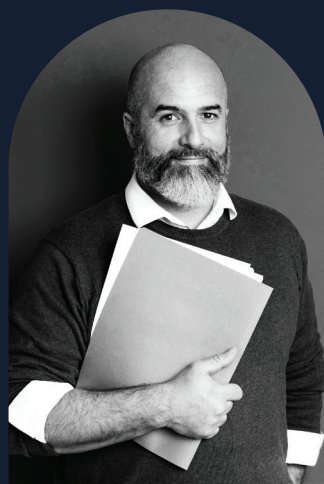


Key Visual

Suggestion for editing photos in materials

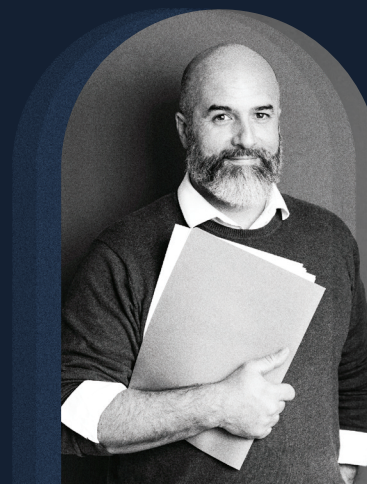


grain masks

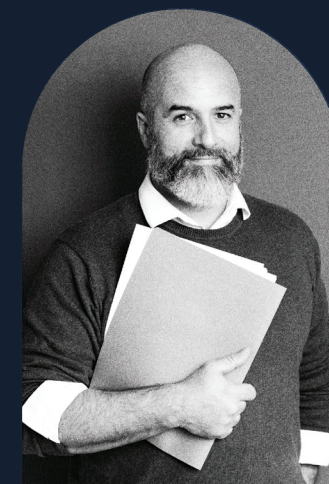


discolored photo

+



=

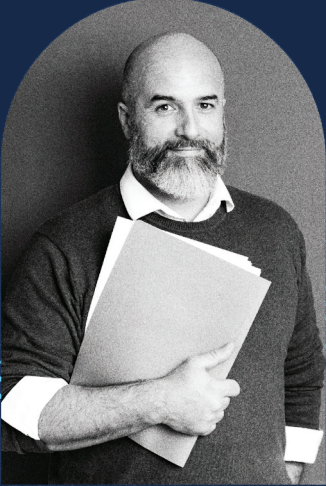


Sample design


Key Visual

↙

LECTURE BY PROF.
Charles Johnson



4-6 OCTOBER 2021



↙

LECTURE BY PROF.
Aurora Acothley



4-6 OCTOBER 2021



↙

LECTURE BY PROF.
Oscar Kelley



4-6 OCTOBER 2021



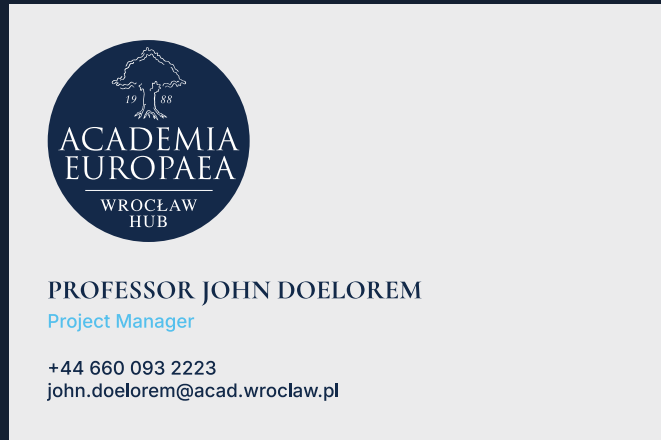
Membership card

Front and back side



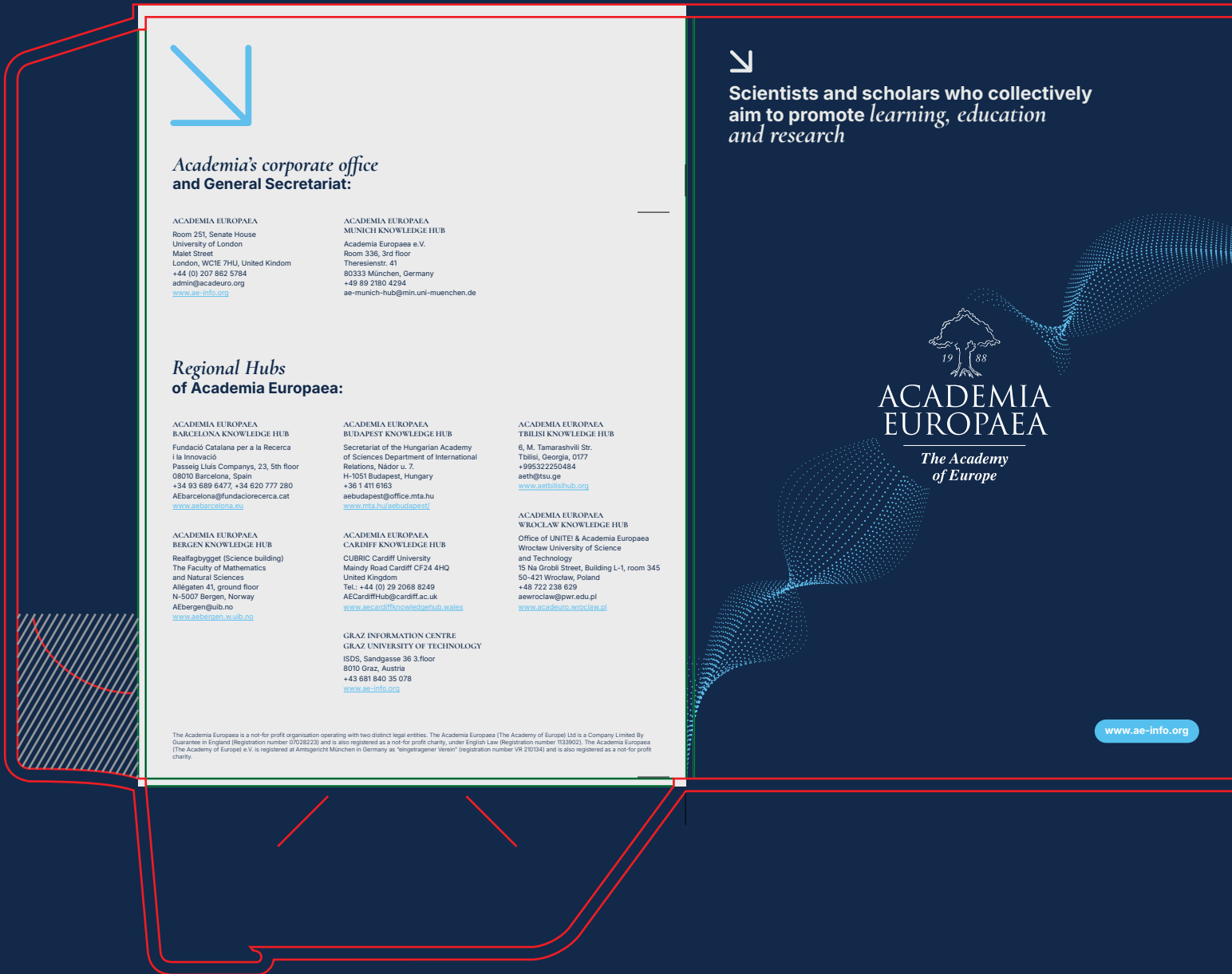
Card

Front and back side



Company folder

Front and back side (without interior)



Document

DOCX file



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



Academia Europaea Wrocław
Knowledge Hub

15 Na Grobli Street
Building L-1, room 345

50-421 Wrocław
Poland
acad@euro.wroclaw.pl



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



Academia Europaea Wrocław
Knowledge Hub

15 Na Grobli Street
Building L-1, room 345

50-421 Wrocław
Poland
acad@euro.wroclaw.pl

www.ae-info.org



**Scientists and scholars who collectively
aim to promote *learning, education
and research***