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LOGO

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LOGO

The Transform4Europe logo should be used in university communication wherever possible as an additional identifier, especially in communication addressing the international stakeholders, beyond communication directly related to the Transform4Europe tasks and topics.

Three variations of logo:
1. Official - used for presentations / online papers / official documents.

2. Modern - used for promotions / social media / targeting student audience.

3. Paper - used for black and white print

SYMBOL

Symbol consists of four squares which can be taken apart, rearranged, duplicated and used for other purposes.

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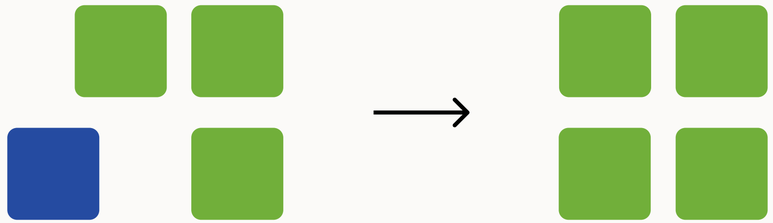
SYMBOL

As an example – process of transformation



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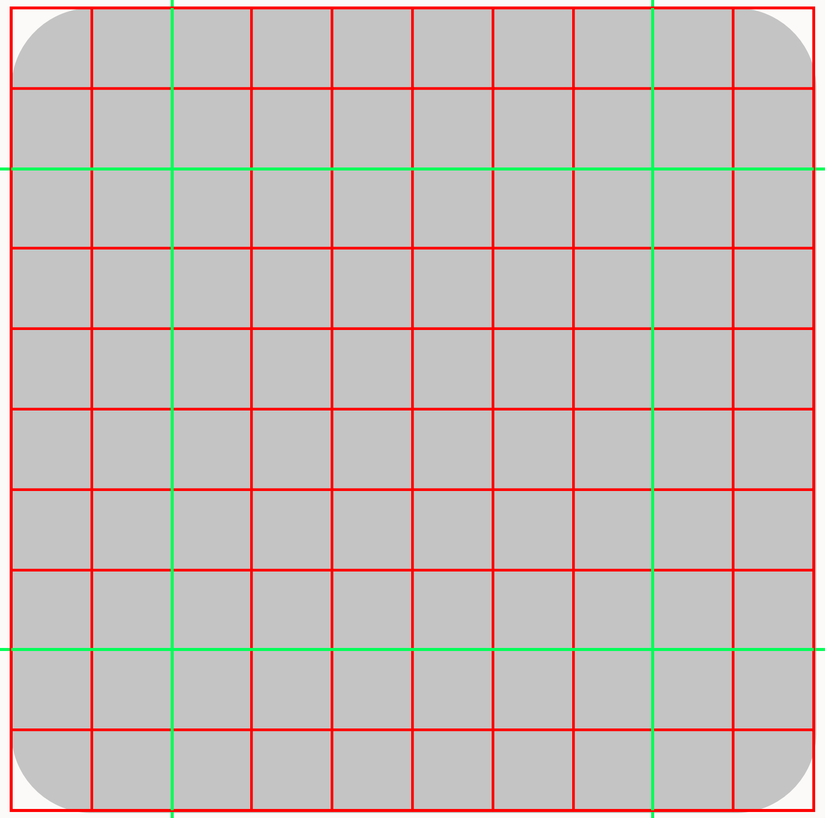
SYMBOL

For rounding squares apply 1/10th logic.

As an example for 100x100px square use 10px rounded corners.



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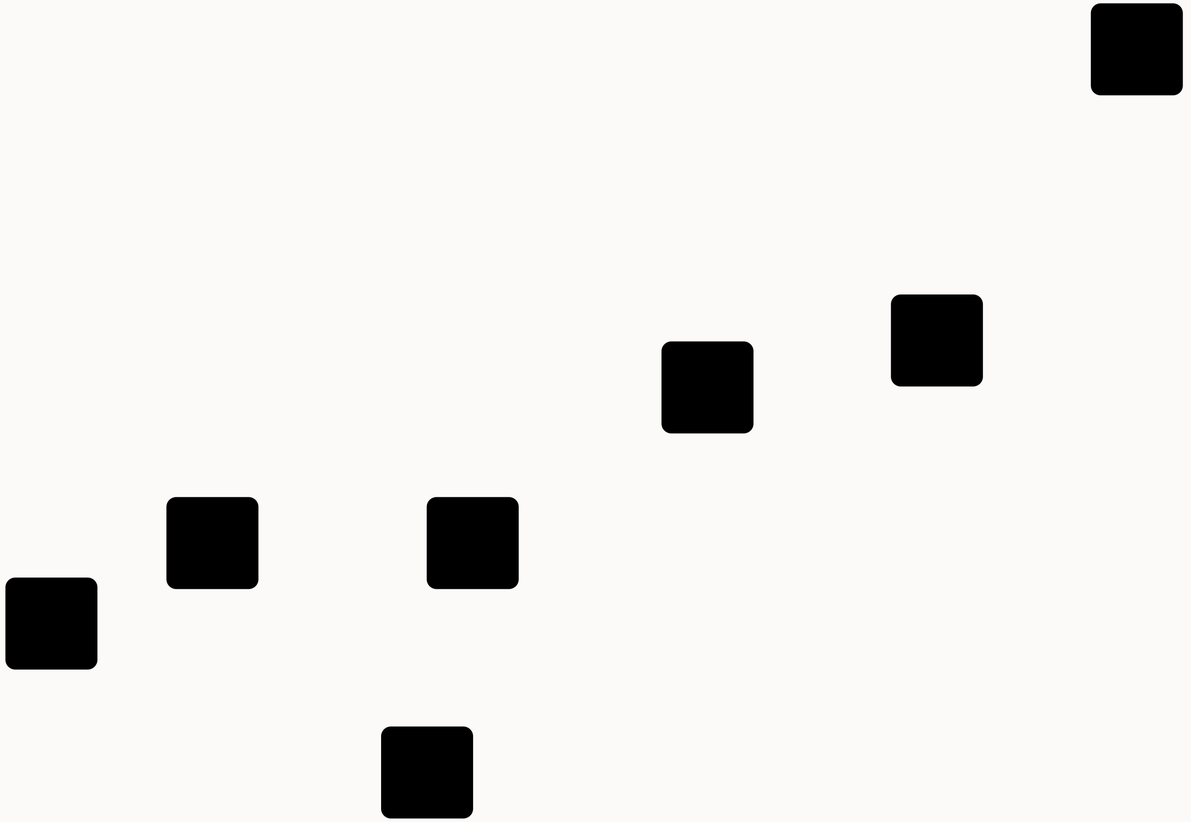
SYMBOL

There is no strict rule to keep the pattern. Just the ratio of rounded corners.



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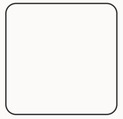
COLORS

Tranform4Europe identity solutions should use following four colors.

NB! Color white is not #FFFFFF

	Blue	#254BA1	Primary
	Green	#71AF3A	Primary
	Black	#000000	Secondary
	White	#FBFAF8	Secondary

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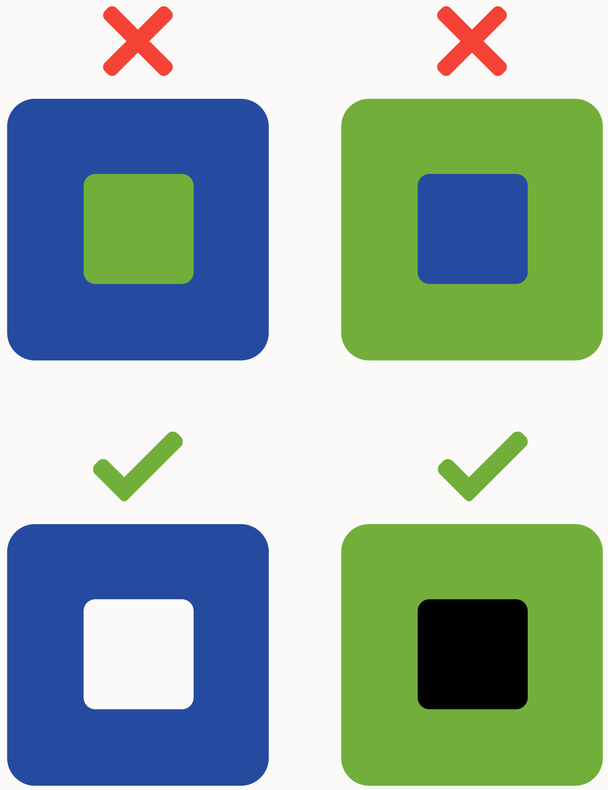
COLORS

Do not mix primary colors with each other.



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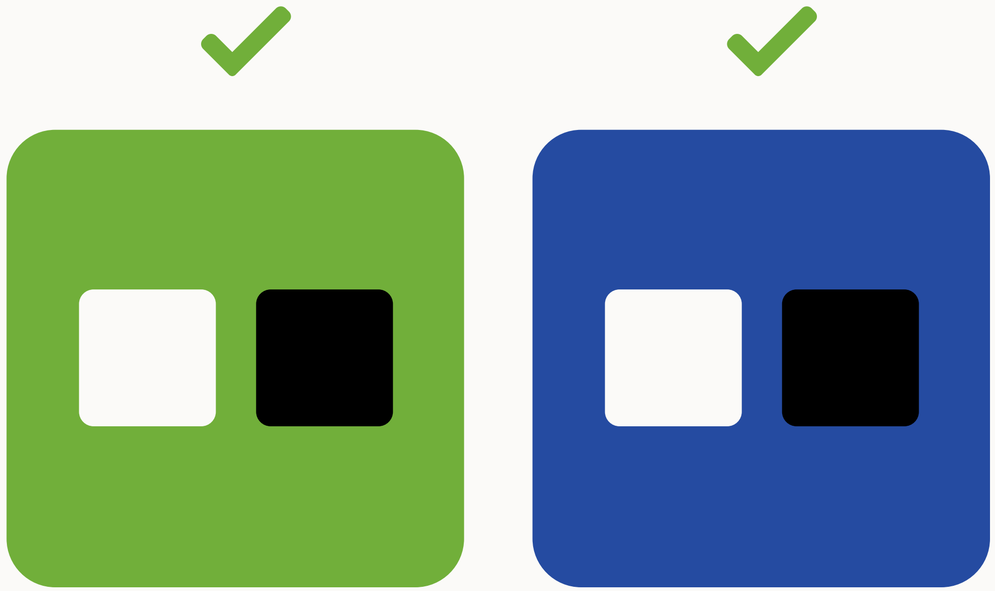
COLORS

You can add multiple secondary colors on primary colors



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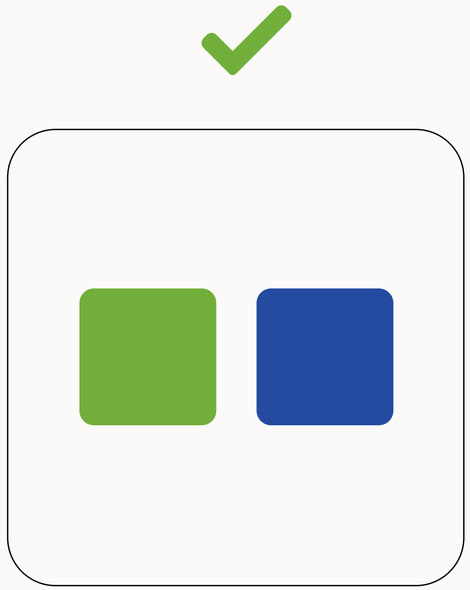
COLORS

... or multiple primary colors on secondary color



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TYPOGRAPHY

All media should use Altero for title font.

ALTERO

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TYPOGRAPHY

Titles should be always in all caps

ALTERO ✓

ALTERO ✗

ALTERO ✗

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TYPOGRAPHY

All other content apart from titles should use DM Sans and DM Sans bold

DM Sans

DM Sans Bold

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TYPOGRAPHY

Any highlighting should be done with color green

Proin viverra, ligula sit amet ultrices semper, ligula arcu tristique sapien, a accumsan nisi mauris ac eros. Quisque libero metus, condimentum nec, tempor a, commodo mollis, magna. Aenean posuere, tortor sed cursus feugiat, nunc augue blandit nunc, eu sollicitudin urna dolor sagittis lacus. Pellentesque ut neque. Fusce convallis metus id felis luctus adipiscing.

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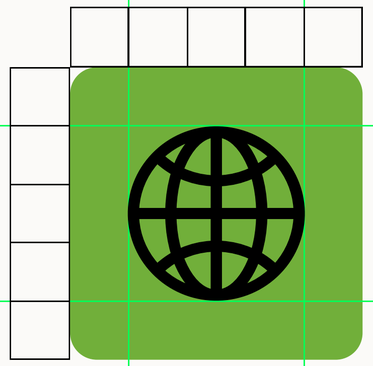
ICONS

Icon should always fit inside 3/5 square



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ICONS

Icons should always follow colouring guidelines

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EXAMPLES

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WEBSITE

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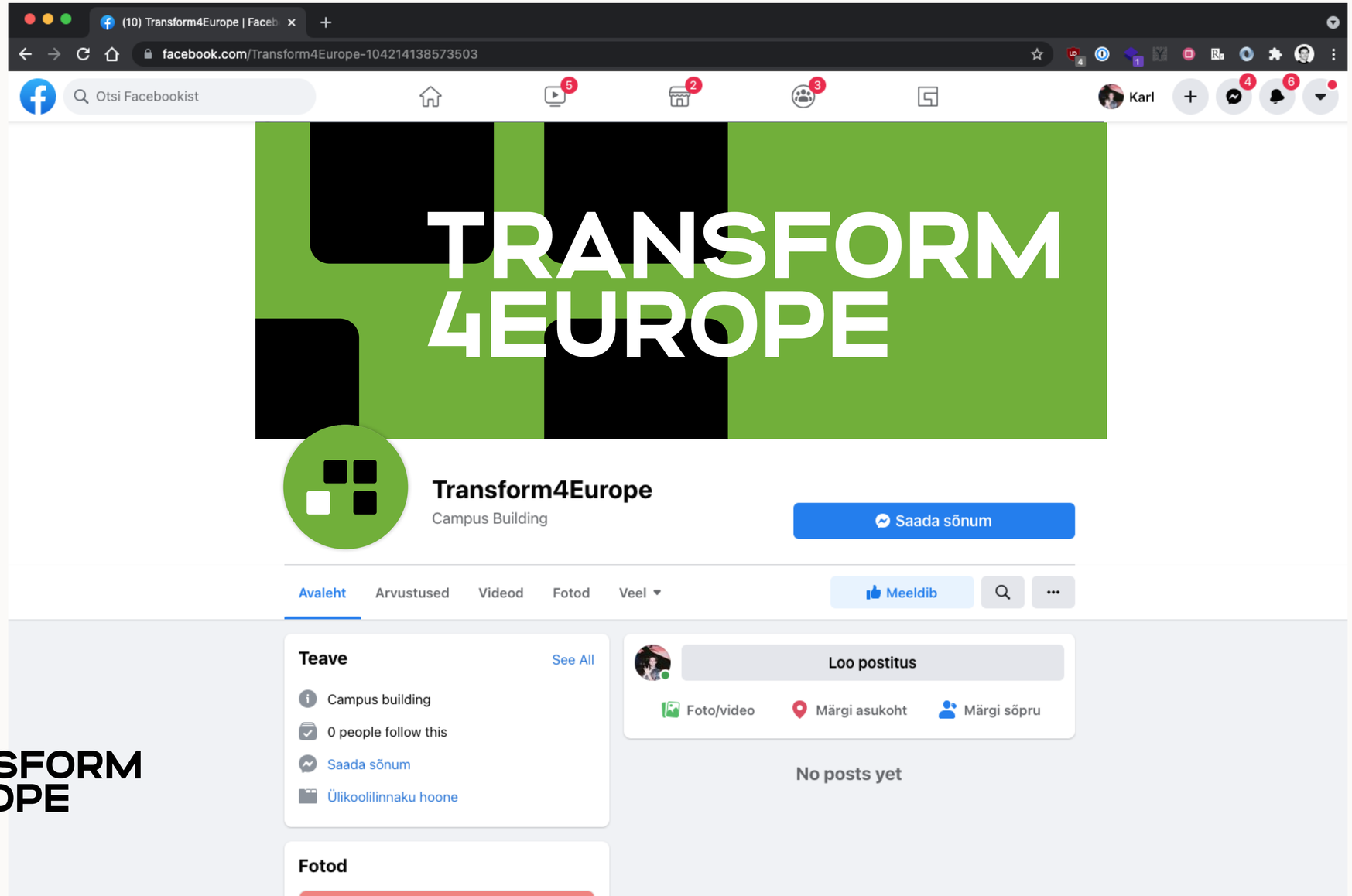
SOCIAL MEDIA



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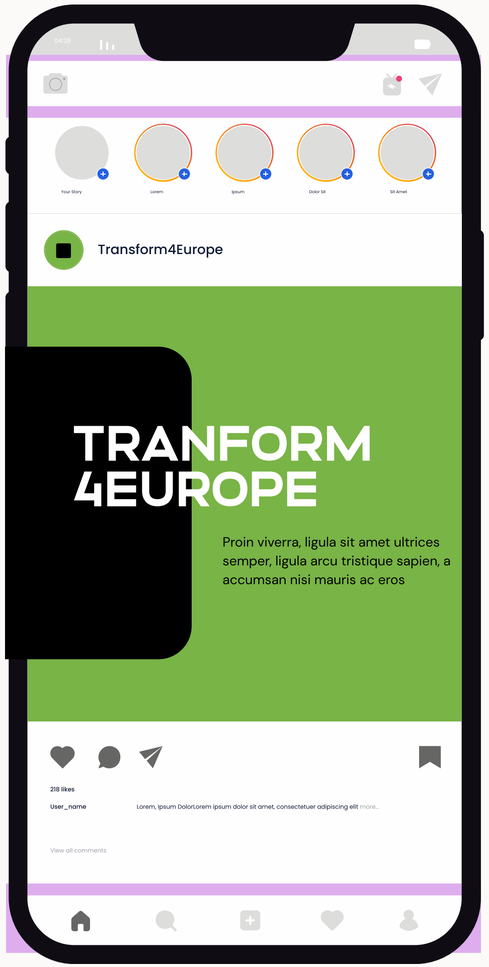
SOCIAL MEDIA



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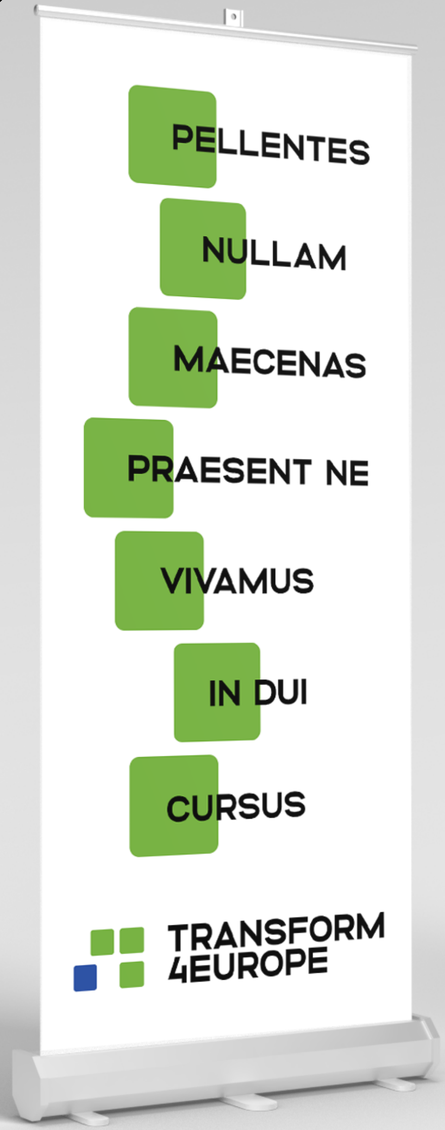
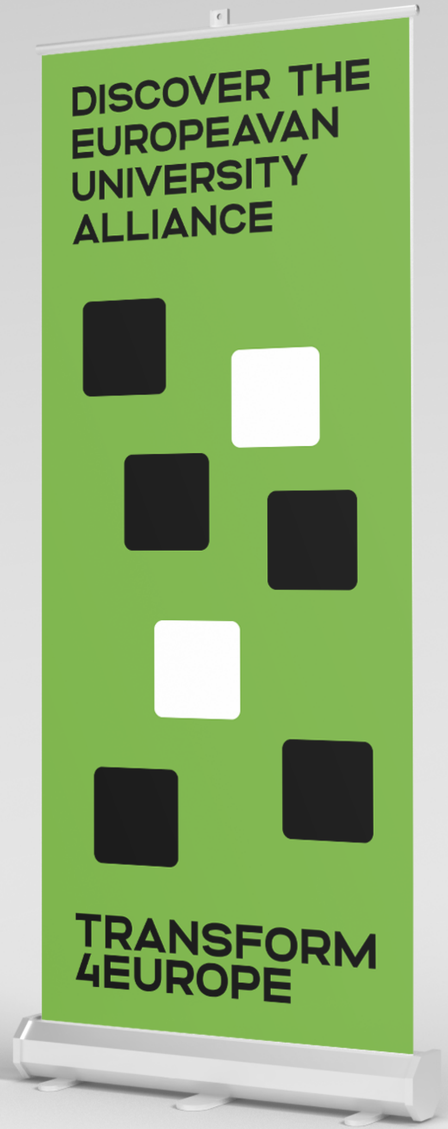
BANNERS





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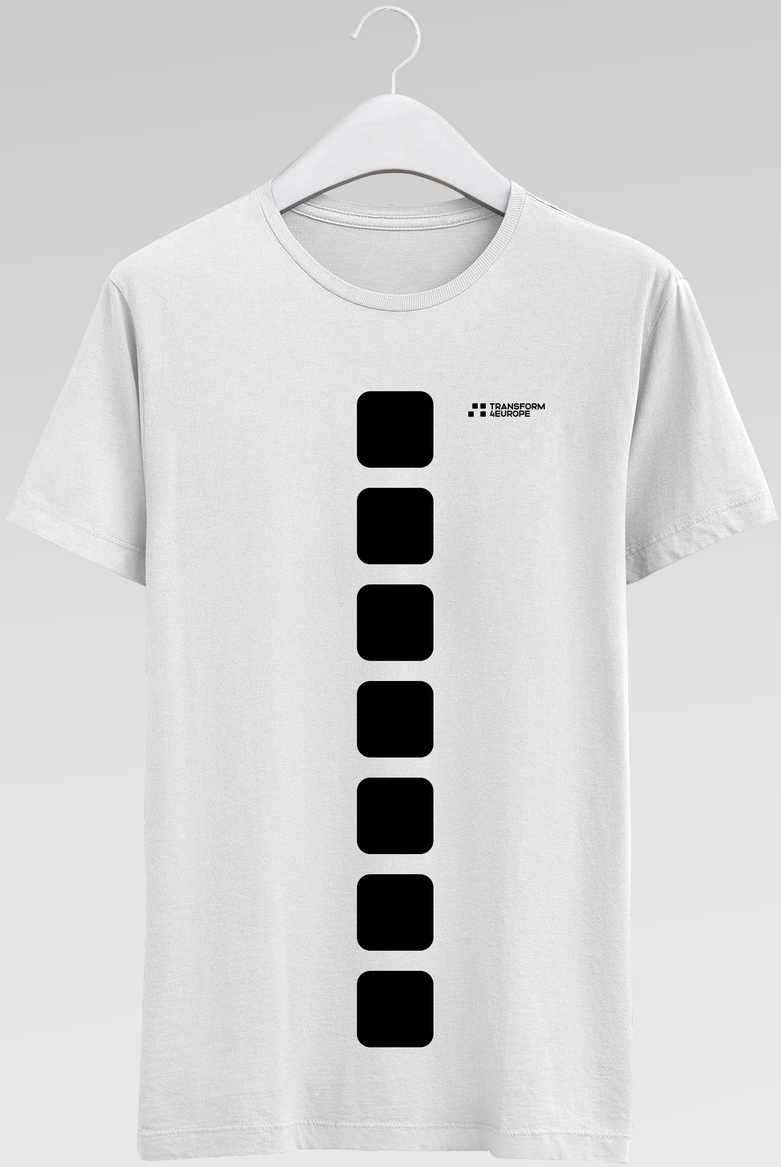
MERCH



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Estonian Academy of Arts
Põhja puiestee 7
Tallinn 10412
artun@artun.ee

EUROPEAN UNIVERSITY FOR KNOWLEDGE ENTREPRENEURS

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EUROPEAN UNIVERSITY FOR KNOWLEDGE ENTREPRENEURS

Location: MS Teams
Date and time: 31.03.2021, 09:00 – 10:00 CET
Chairperson: Agata Mannino, T4E UniTS Project Manager
Minutes taken by: Agata Mannino

Meeting agenda:

Task 4.1 – Policy on quality and innovative teaching standards (UniTS)
- Milestones
- Deliverables
- Initial road map

Task 4.2 – Teaching Academy for university teaching staff (VMU)

Task 4.3 – T4E annual conference for innovative teaching (VMU)

Task 4.4 – E-learning platform (UniTS)
- Milestones
- Deliverable

Short presentation of common questionnaire to collect all data
Deadlines and task force

Presentation of the main activities (see attached .ppt file).
Aim of the presentation was to share with all partners the state of the art of WP4 in each task.

The University of Trieste (WPL) and the Vytautas Magnus University (WPCL) took turns in explaining main contents, first steps and deliverables connected to each tasks.

Presentation of the main activities (see attached .ppt file):

- Aim of the presentation was to share with all partners the state of the art of WP4 in each task.

- The University of Trieste (WPL) and the Vytautas Magnus University (WPCL) took turns in explaining main contents, first steps and deliverables connected to each tasks.

Most important discussions held in the meeting:

1. The WP4 questionnaire has been presented to the partners, by clarifying which has been the leading rationale of designing it
2. Each of the 9 sections of the questionnaire has been explained also in some detail and deadlines were announced:

3. Question definition and sharing with partners within 21 st of April

4. Partner comments and final edition within 28 th of April

5. Questionnaire to be filled in and returned by all partners 21 st of May

BRANDBOOK

Following materials will be available on transform4europe website:

1. Main rules
2. Logo files - .svg & .png
3. Fonts
4. Colour scheme
5. Presentation tempaltes - .potx & .kth
6. Document files - .dotx
7. Social media covers - ig & fb
8. Zoom background

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THANK YOU!

UNIVERSITÄT DES SAARLANDES

Universitat d'Alacant
Universidad de Alicante

EKA

UNIVERSITY OF SILESIA
IN KATOWICE

SOFIA UNIVERSITY
St. KLIMENT OHRIDSKI

UNIVERSITÀ
DEGLI STUDI DI TRIESTE

VYTAUTAS
MAGNUS
UNIVERSITY
MCMXXII

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