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VISUAL IDENTITY SYSTEM FOR THE TRANSFORM4EUROPE ALLIANCE

2023–2027

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CVI T4EU

The Visual Identity System of Transform4europe (CVI T4EU) has been developed to determine a transparent and coherent visual identity of the Alliance.

The CVI T4EU supports the Alliance's visibility worldwide, in Europe and in the countries of partner universities.

It is a document introducing rules that apply to the Alliance's partner universities when using ready-made and designing new elements for the T4EU visual identity.





BASIC RECOMMENDATIONS

- Transform4Europe has a logo in a basic version of colours, typeface, and font size stipulated in the CVI T4EU.
- **All visual announcements** indicating they are sent by Transform4Europe or they concern the Alliance's operation **shall include the Transform4Europe Logo** and—due to the T4EU being funded by the European Union—shall be marked with **the Co-funded by the European Union Logo**, according to the rules set out by the European Commission.
- The T4EU Logo shall be featured on all information, promotional and advertising materials published directly by all the T4EU partner universities and partners of all undertakings involving the T4EU.



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BASIC GUIDELINES FOR DESIGNING VISUAL MATERIALS

- In the case a task or event is coordinated by a specific university/ universities, it is possible to feature logotypes of such **partner universities by the T4EU and EU logos**. It is recommended that they be used in **black**.
- The primary colours for the T4EU are **green (#371AF3A)** and **blue (#254BA1)**, while the secondary colours are black (#000000) and white (#FBFAFB). These are obligatory in coloured projects.
- The graphic materials should use the following **fonts: ALTERO** – headlines, titles – should be always in all caps; **DM Sans** – the remaining content.
- All graphic designs concerning communication, advertising activities, and any promotional materials shall comply with the CVI T4EU and the Web Content Accessibility Guidelines.





LOGO

Main version of the logo contains colours blue and green for the symbol and black for the text.





LOGO

PROTECTION AREA

The logo on graphic materials should be well exposed, maintaining the required protection area and proper colours.





LOGO

ALTERNATIVE VERSIONS

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:

Official – used for presentations / online papers / official documents.

Modern – used for promotions / social media / targeting student audience.

Paper – used for black and white print

OFFICIAL



MODERN



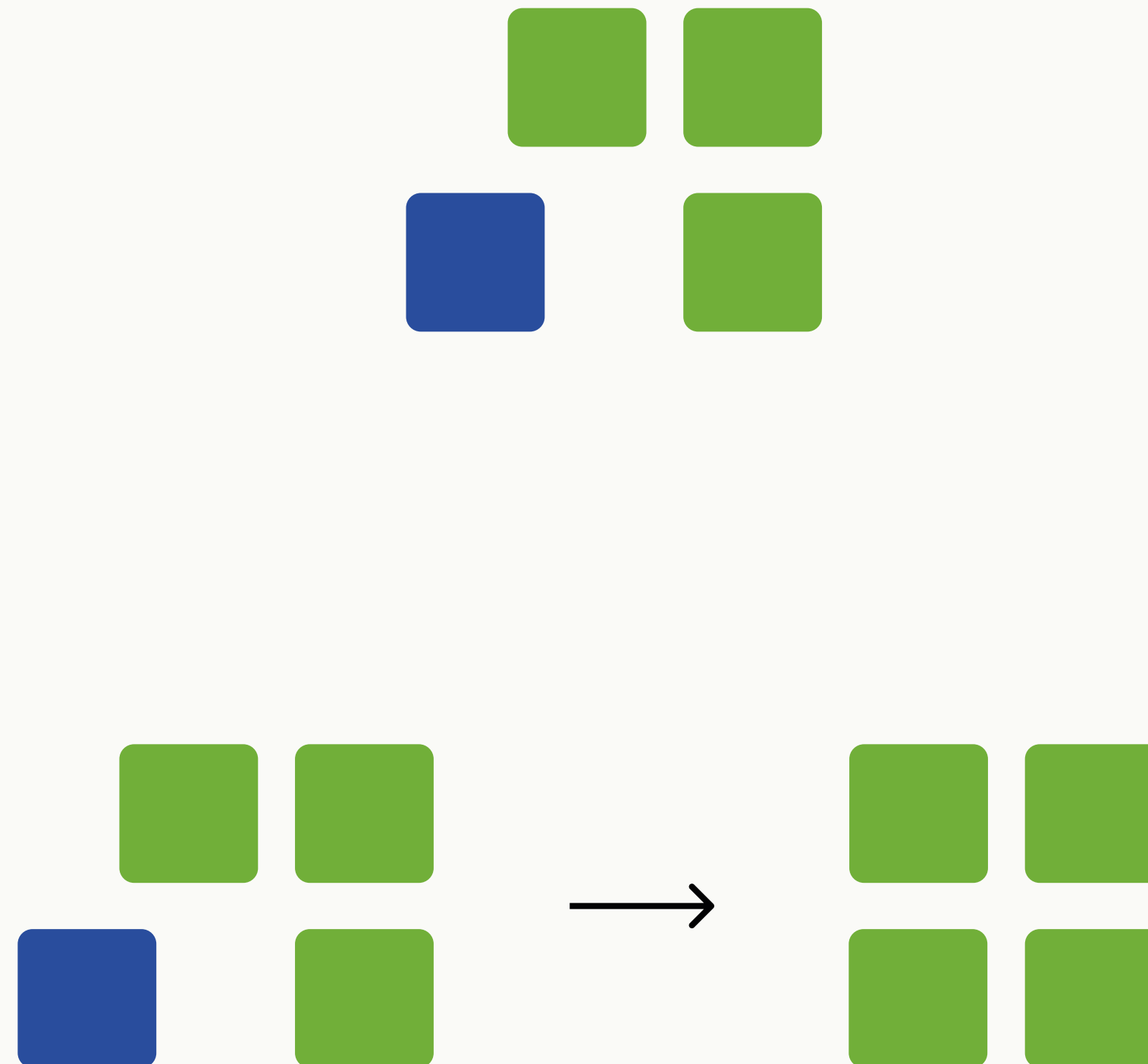
PAPER B&W



SYMBOL

The symbol consist of four squares which can be taken apart, rearranged, duplicated, and used for other purposes.

As an example – process of transformation.

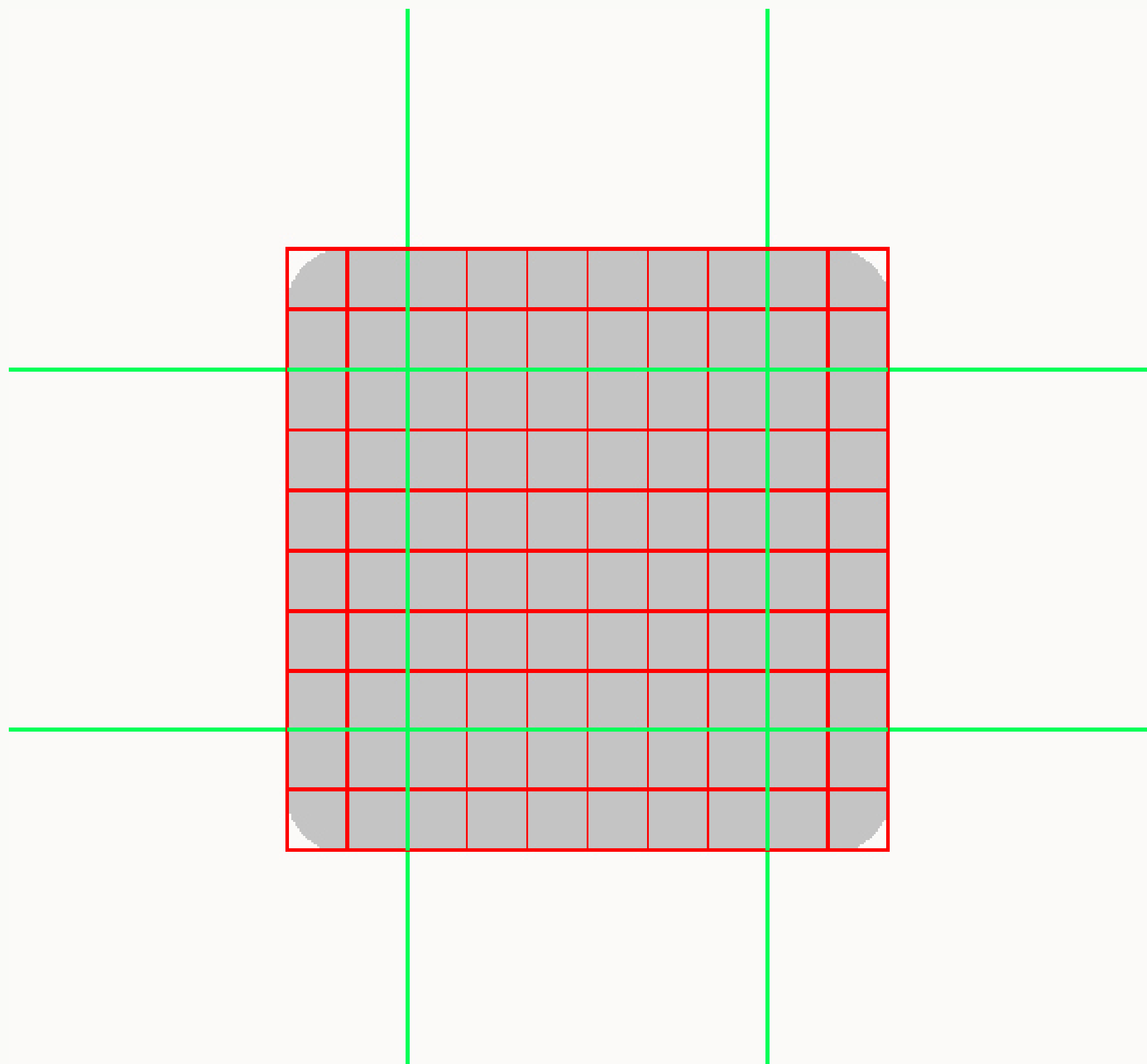


SYMBOL

CONSTRUCTION

For rounding squares apply 1/10th logic.

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





SYMBOL

USE

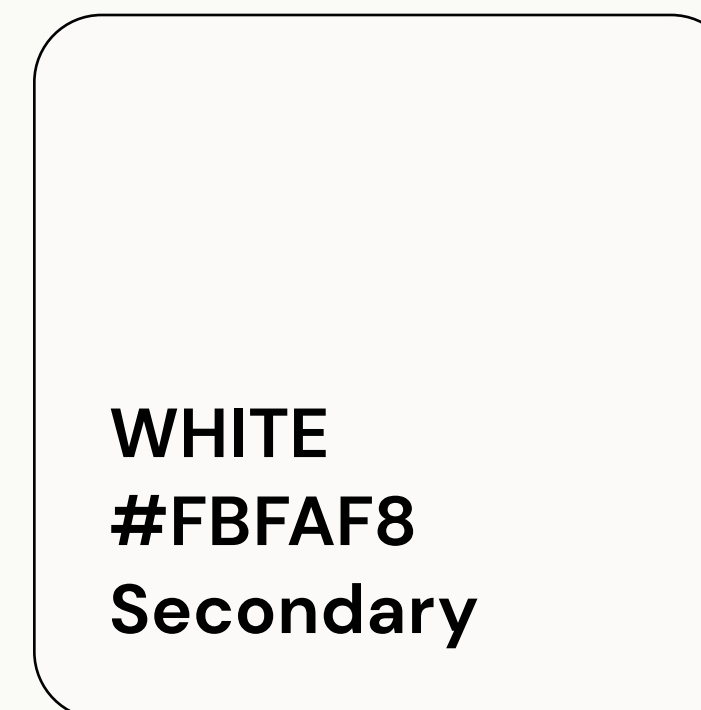
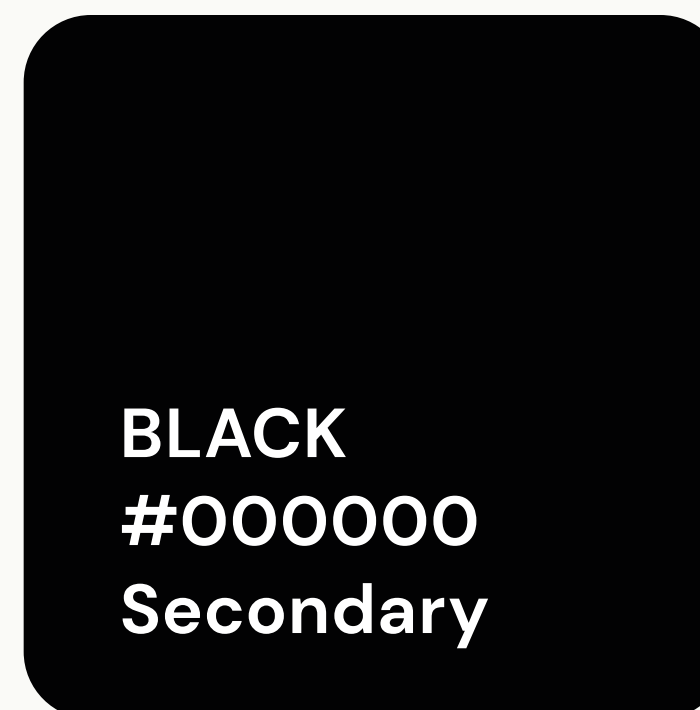
There is no strict rule to keep the pattern, just the ratio of rounded corners.



COLOURS

The primary colours for the T4EU are **green** (#371AF3A) and **blue** (#254BA1), while the secondary colours are **black** (#000000) and **white** (#FBFAF8).

These are obligatory in coloured projects.



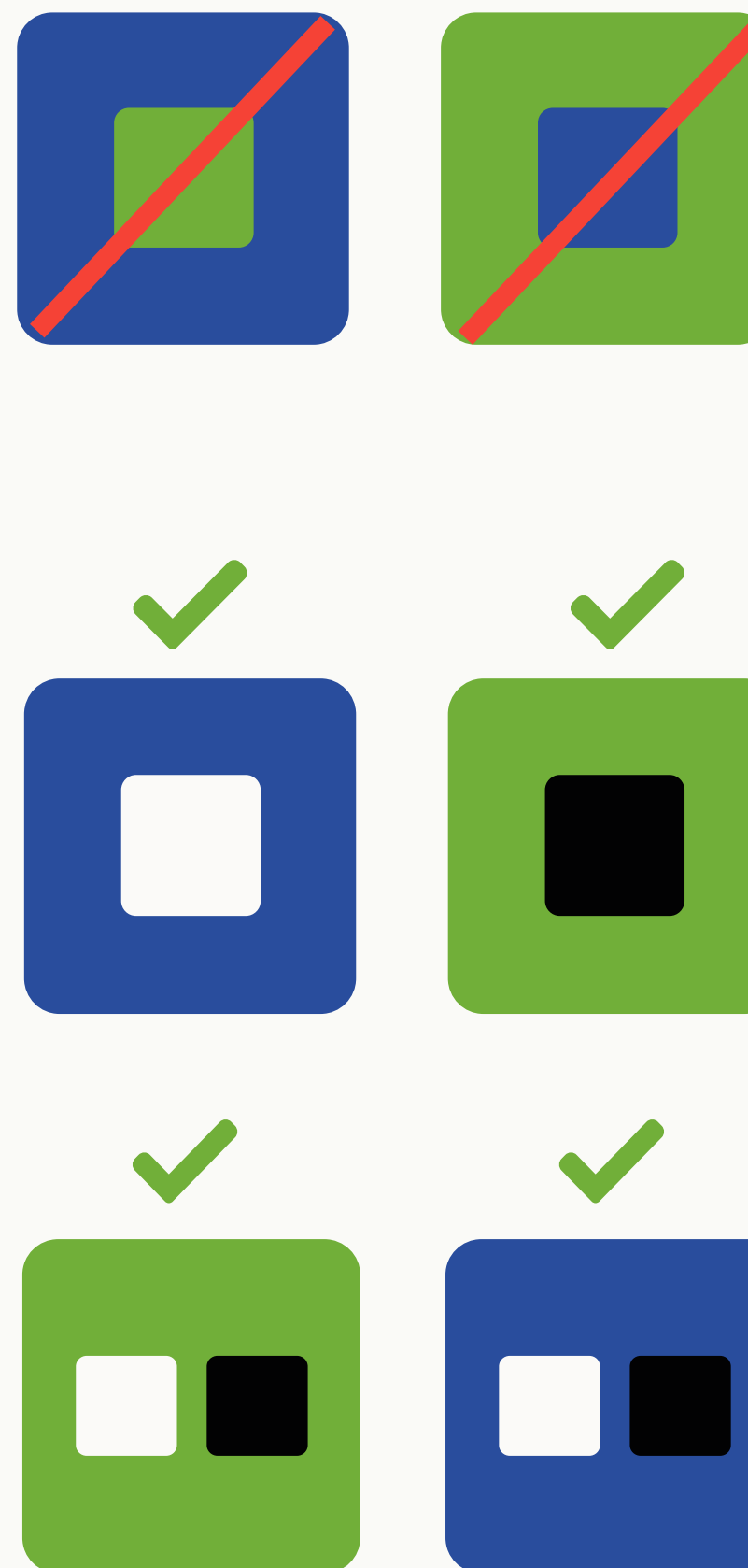
Attention
- this is not a #ffffff white!

COLOURS

USE

Do not mix primary colours with each other.

You can add multiple secondary colours on primary colours or multiple primary colours on secondary colour.



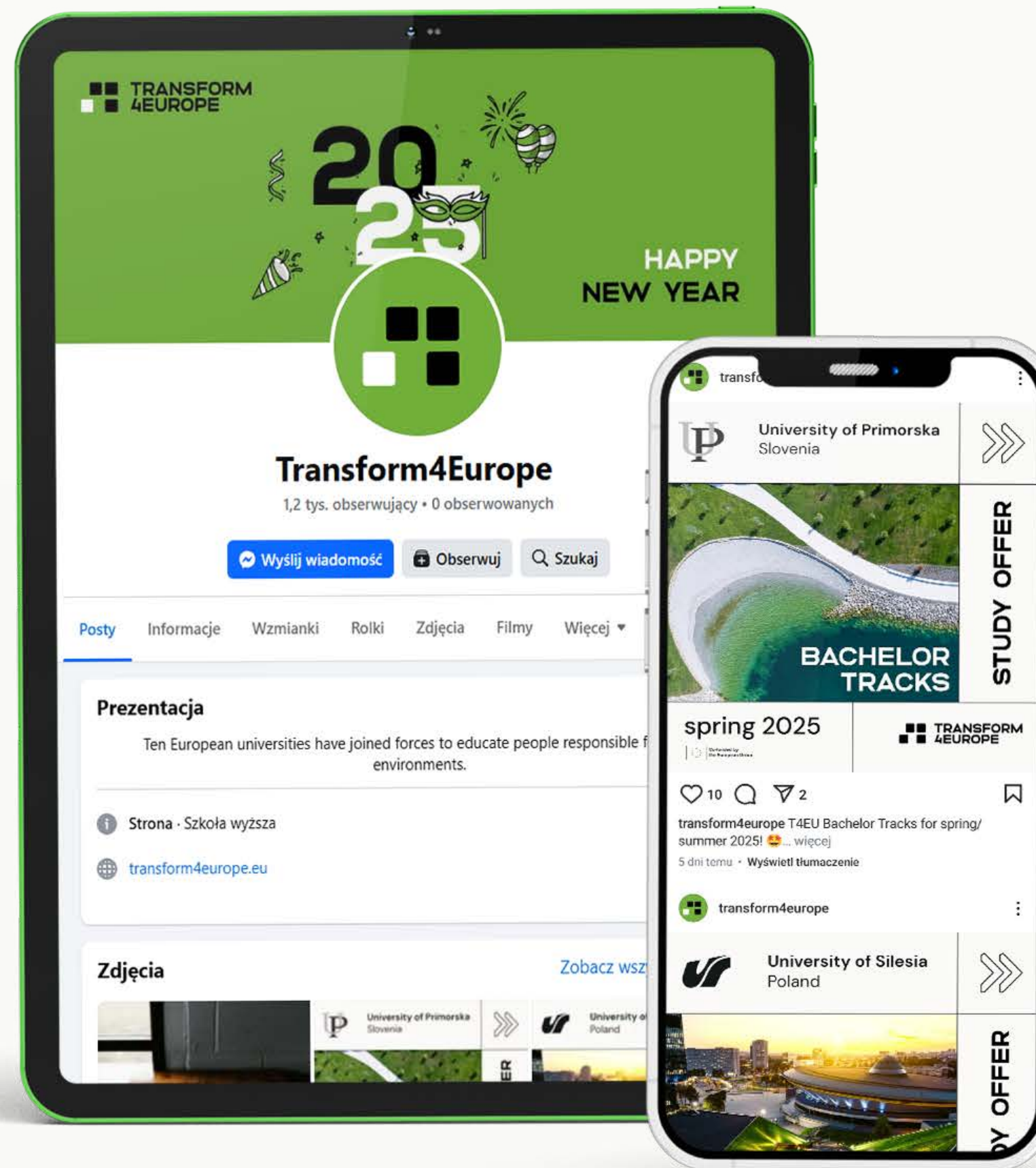
COLOURS USE

Examples



**COLOURS
USE**

Social media



PRESENTATION
SAMPLE



TYPOGRAPHY

ALTERO – use for headlines, titles
– should be always in all caps.

ALTERO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

~~ALTERO~~

~~**ALTERO**~~

TYPOGRAPHY

All other content apart from titles should use DM Sans and DM Sans Bold.

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

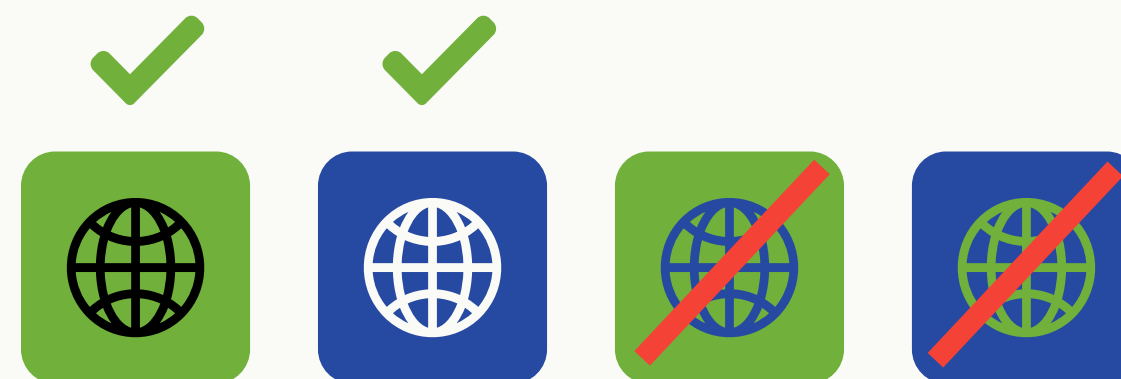
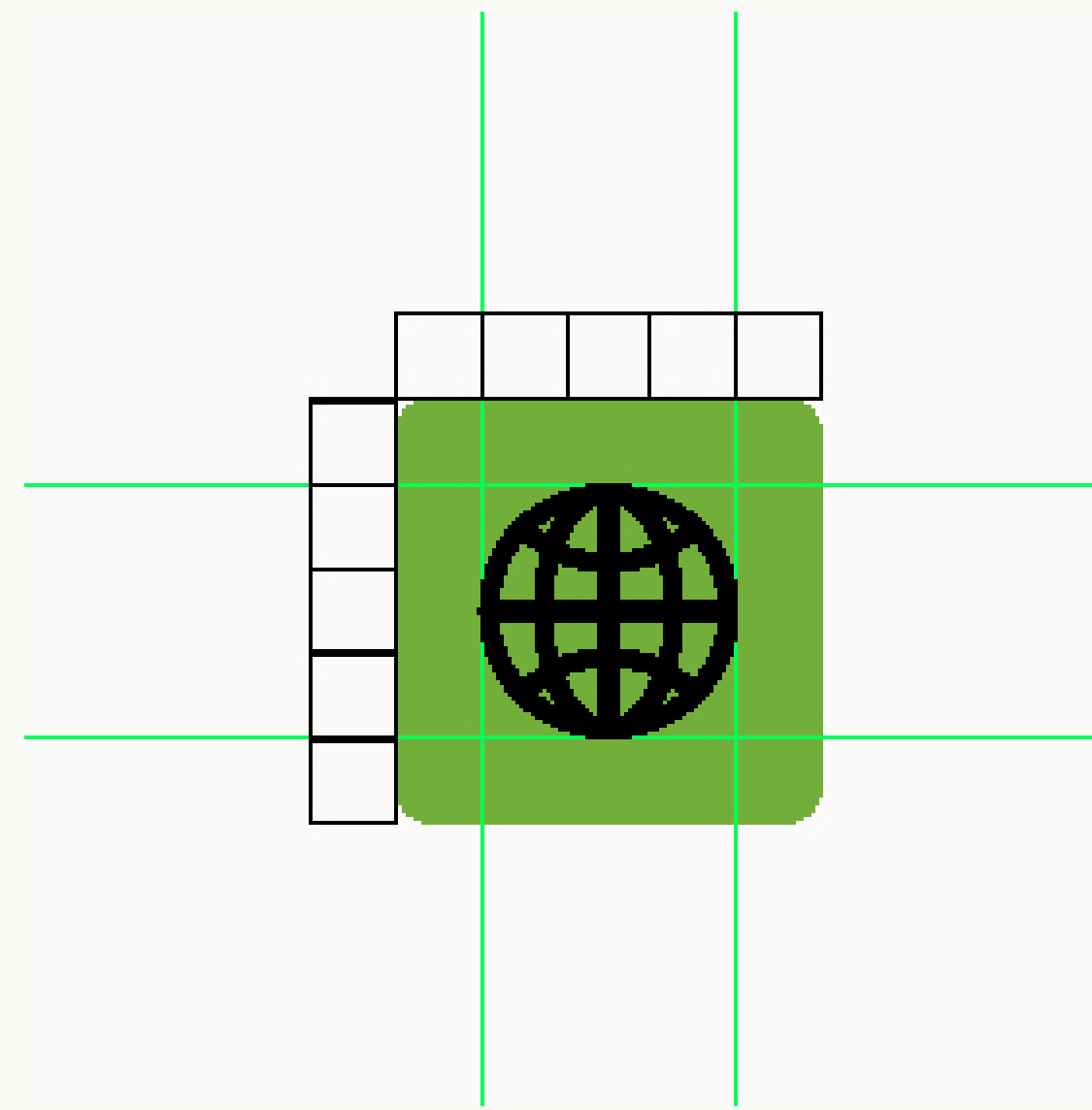
TYPOGRAPHY

Any highlighting should be done with colour 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.

ICONS

Icon should always fit inside 3/5 square and follow colouring guidelines.

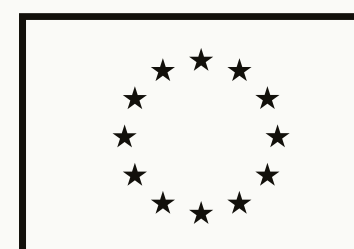


EU EMBLEM

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must **acknowledge the EU support and display the European flag (emblem) and funding statement** (translated into local languages, where appropriate).



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EU EMBLEM

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

DISCLAIMER

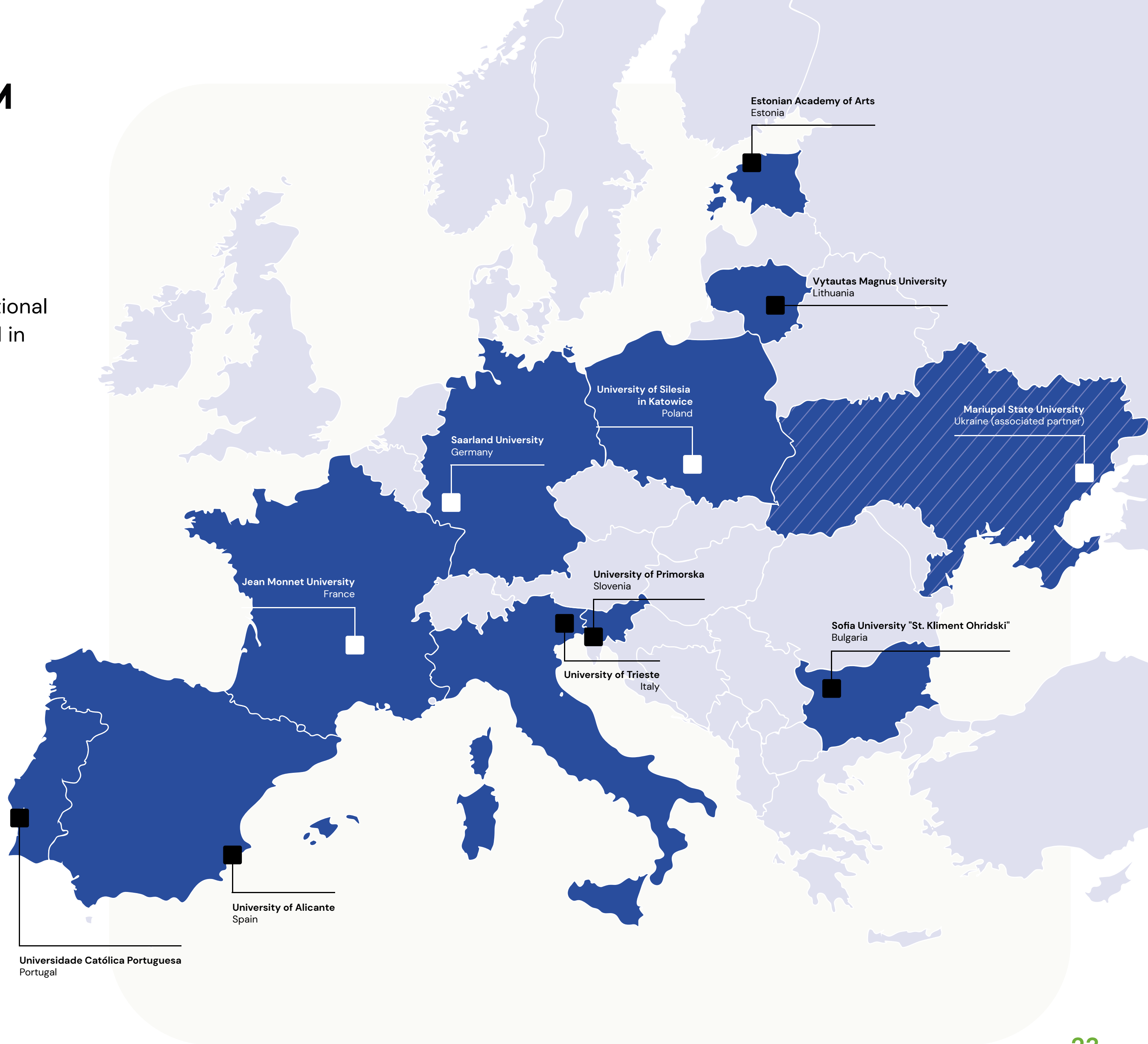
Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate). →



“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.”

T4EU MAP

Map of the universities is an additional graphic element that can be used in promotional materials.



CHECK-LIST

OBLIGATORY ELEMENTS ON GRAPHIC DESIGNS



Transform4Europe Logo



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T4EU Typography – ALTERO and/or DM Sans



T4EU Colour Palette: green, blue, black, white



**Digital accessibility testing via available
online tools**

 **TRANSFORM
4EUROPE**



Saarland University
Germany



Sofia University "St. Kliment Ohridski"
Bulgaria



University of Primorska
Slovenia



University of Alicante
Spain



University of Trieste
Italy



Jean Monnet University
France



Estonian Academy of Arts
Estonia



Vytautas Magnus University
Lithuania



Mariupol State University
Ukraine (associated partner)



University of Silesia in Katowice
Poland



Universidade Católica Portuguesa
Portugal



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