



EUROPEAN
UNIVERSITY OF
TECHNOLOGY

BRAND PLATFORM & GRAPHIC GUIDELINES

DNA & brand system



SOMMAIRE

CH.1 - P.03

BRAND PLATFORM

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Ch . 1

BRAND PLATFORM

HERITAGE

AN UNPRECEDENTED ALLIANCE +
OF 9 UNIVERSITIES IN TECH EDUCATION
& RESEARCH

INTERCULTURALISM +

A STRONG EUROPEAN IDEAL +

HUMAN-FIRST +

T
DUBLIN
TECHNOLOGICAL
UNIVERSITY DUBLIN

1862
RIGA TECHNICAL
UNIVERSITY

h_da
DARMSTADT UNIVERSITY
OF APPLIED SCIENCES

utt
UNIVERSITY OF TECHNOLOGY
TROYES

UNIVERSITATEA
TEHNICA
DIN CLUJ-NAPOCA



Universidad
Politécnica
de Cartagena



Cyprus
University of
Technology

VALUES & CHARACTERISTICS

VALUES

IN WHAT WE BELIEVE :

BOLDNESS

Courage to invent its own model, originality as a mean to disrupt the existing ones.

HUMANISM

Focused on the development of human persons above all.

OPENNESS

The curiosity to reach out to other cultures, people, knowledges, methods, and to learn from this sharing.

ETHICS

In search of a fairer society model, in economic, social, and environmental terms.

CHARACTERISTICS

THE WAY WE ACT :

PIONEERING SPIRIT

Daring to propose, clearing the way to a new echnological education.

INCLUSION

Allowing people to pretend to a higher life thanks to a university in which everyone can find a place.

CREATIVITY

Fostering creativity in the way people think and act. Having enough self-confidence and autonomy to constantly reinvent yourself.

RESPONSIBILITY

Committed to moving towards this ideal little by little by having a constant attention on it and a reasoned way to act.

KNOW HOW

**+ SHAPING AND TRANSMITTING A EUROPEAN MODEL OF TECHNOLOGY :
HUMAN-CENTRIC AND SOCIETY-DRIVEN**

**+ HELPING EVERY STUDENT TO DEFINE THEIR ROLE IN SOCIETY
AND GIVING THEM THE ABILITY TO SHAPE A BETTER WORLD**

+ ENSURING EXCELLENCE FOR ALL

By delivering a solid and high-level scientific education to every student.

By Establishing long-term education partnerships with Companies, based on training & research

**EUROPE MUST SHAPE
AND SHARE ITS OWN VISION
OF TECHNOLOGICAL EDUCATION
TO ADDRESS THE MAJOR CHALLENGES
OF THE CENTURY TO COME**

VISION

**WE BELIEVE IN A TECHNOLOGICAL
EDUCATION THAT EMPOWERS CITIZENS
AND IMPACTS SOCIETY TO BUILD
A POWERFUL EUROPE**

MISSION

Create and deploy
a model to meet
future challenges

BUILDING AN IMPACTFUL EUROPEAN MODEL OF UNIVERSITY THAT RAISES RESPONSIBLE CITIZENS THROUGH TECHNOLOGY

Enlightened actors
able to act for
the common good

A technology that
has a positive
impact on society

BRAND PLATFORM SUMMARY

HERITAGE :

- + Alliance of 8 universities
- + Multi-culturalism
- + A strong European ideal

VISION :

We believe in a technological education that empowers citizens and impacts society to **build a powerful Europe.**

VALUES & CHARACTERISTICS :

Boldness ————— Pioneering spirit
Humanism ————— Inclusion
Openness ————— Creativity
Ethics ————— Responsibility



KNOW HOW :

A European model of technology
Helping every student to find a place in society. **Excellence for all**

INSIGHT :

Europe must shape and share its own vision of **technological education to address the major challenges** of the century to come.

MISSION :

Building a **new European model of university** that raises responsible citizens through technology.

MANIFESTO

HUMANITY IS FACING CHALLENGES OF UNEQUALLED MAGNITUDE:

Climate change, overexploitation of resources, rising inequalities, the social consequences of the digital age...
The answers necessarily go through technology.

EUROPE HAS A STRONG VISION TO SHARE:

A technology both human-centric and society-driven, respectful of individual freedoms and careful about our environment.
At EUT+, we believe in a technological education that empowers citizens and the society to build a powerful Europe.
Through the unprecedented alliance of eight technological universities, we have the ambition to build a new European model of education:

- + *An inclusive and diverse model, that helps every student to define their role in society.***
- + *A model that delivers a high-level scientific education & research, that allows everyone to achieve excellence through a long-term education.***
- + *A model that raises responsible citizens through technology, and that gives its students the ability to act for a better world.***



EUROPEAN VALUES

EMPOWERING TECHNOLOGY

Ch . 2

GRAPHIC GUIDELINES

LOGOTYPES

Versions & declinations

COLORS CMJN/ RVB / PANTONE	SEMI-RESERVE CMJN/ RVB / PANTONE	RESERVE	GRAYSCALE	BLACK
<p>HORIZONTAL VERSION</p>  <p>VERTICAL VERSION</p> 	<p>HORIZONTAL VERSION</p>  <p>VERTICAL VERSION</p> 	<p>HORIZONTAL VERSION</p>  <p>VERTICAL VERSION</p> 	<p>HORIZONTAL VERSION</p>  <p>VERTICAL VERSION</p> 	<p>HORIZONTAL VERSION</p>  <p>VERTICAL VERSION</p> 
<p>There are two versions of the logo: A horizontal version and a vertical version. The horizontal version will always be placed on the left edge of documents, while the vertical version can be used in the centre of the page. CMYK, RGB and PANTONE versions are available for each of the logos.</p> <p>CMYK: use this version of the logo for printed media. RGB: use this version of the logo for all onscreen applications. PANTONE: use this version of the local for specific types of media where printing in spot colours is preferred.</p>		<p>The 'reserve' version is for limited use only, where it is impossible to use the 'semi-reserve' version. Otherwise, the 'colours' and 'semi-reserve' versions should always be used.</p>	<p>The 'grayscale' version will also be used for specific limited purposes, for example, when colour printing is not possible.</p>	<p>The 'black' version will again be used for specific limited purposes, such as when greyscale printing is impossible.</p> <p>FILES : TOOLBOX/LOGOTYPES/EUT+</p>

LOGOTYPES

Protection area & minimum size

PROTECTION AREA



MINIMUM SIZE

WITH DESCRIPTOR

25 MM/71 PX



25 MM/71 PX



WITHOUT DESCRIPTOR

10 MM/28 PX



This is the area around the logo within which there should be no images or text. It has been calculated on the basis of **the height of the '+'** and is the same for both versions of the logo. The horizontal version also includes a reference point so that it is always positioned on the left edge of documents.

PLEASE NOTE: The horizontal version must only be used on the left edge of a document.

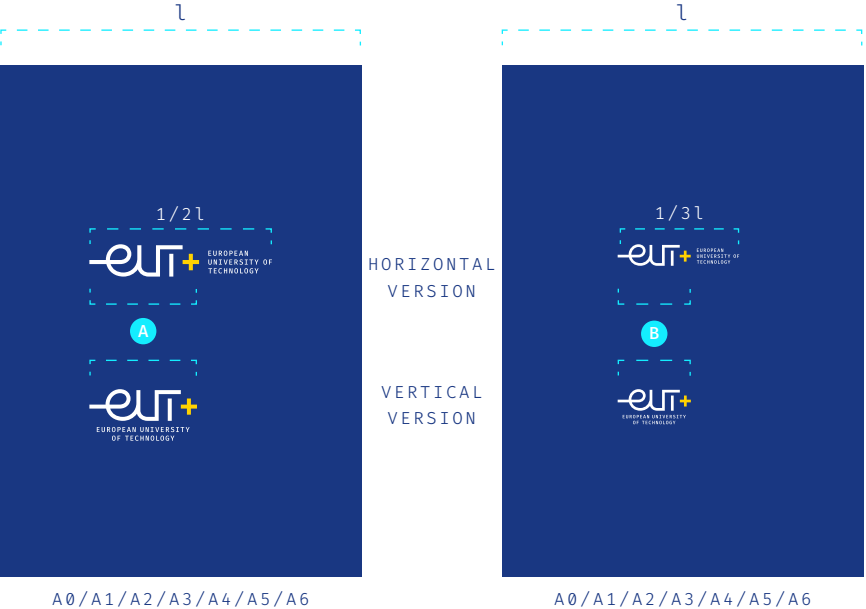
This ensures that the brand identity remains clearly legible. To maintain consistency between the two versions, it is calculated solely on the basis of the **width of the 'EUT+'** logo.

PLEASE NOTE: Below this size, the descriptor will no longer be legible. If it is impossible to make the width of the logo equal to or bigger than the minimum size, the descriptor is removed.

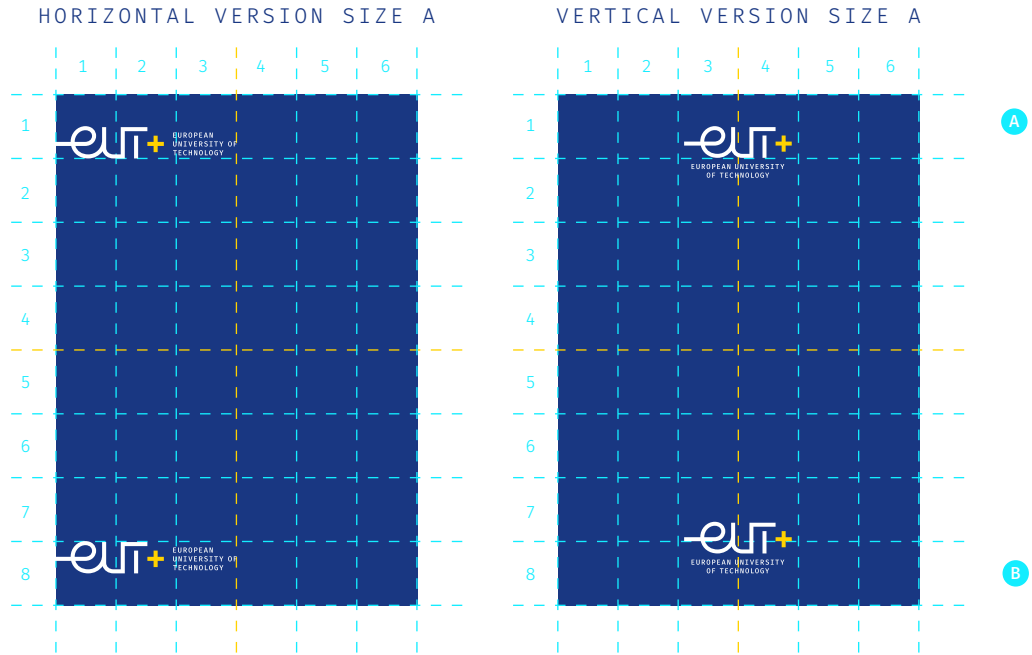
LOGOTYPES

Dimension & location - Portrait

DIMENSION



LOCATION



The width of the logo is calculated on the basis of 'l', which is defined by the document's orientation. The size of the vertical version is defined in relation to the width of the **EUT+** logo in horizontal version **A** or **B**. This enables consistency to be maintained between the size of the **EUT+** logo, regardless of the version used.

Several widths are possible: 1/2 l or 1/3l.

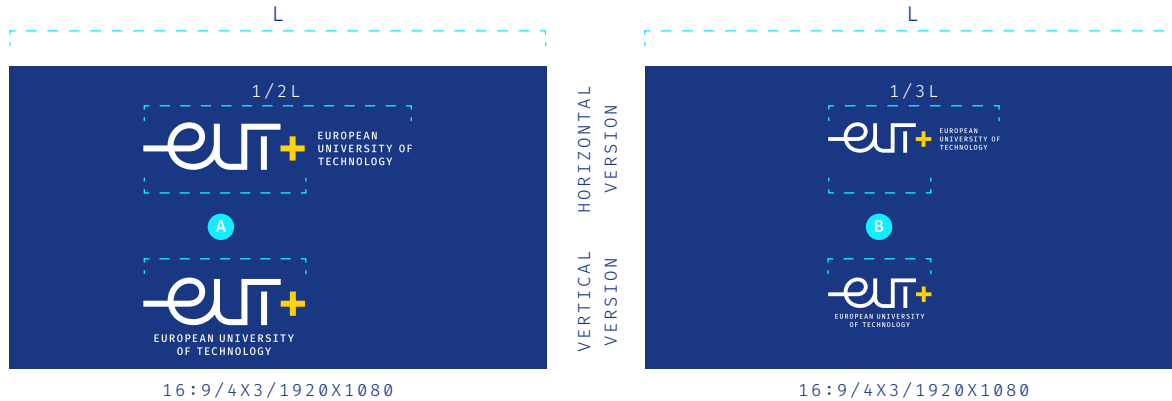
All documents are constructed using a grid made up of **8 rows and 6 columns**, regardless of the document's orientation. Then simply **refer to the figures above** to ensure alignment on the grid.

Both versions of the logo can be positioned at the top of the page (A) or at the bottom of the page (B).

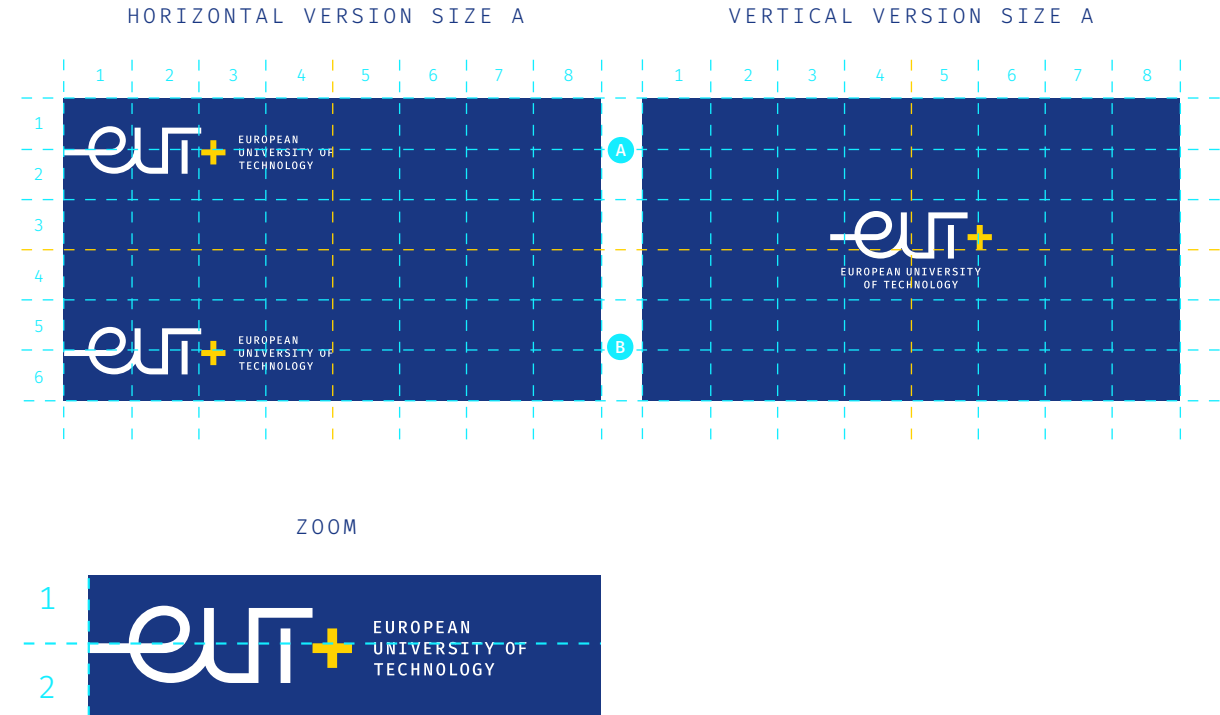
LOGOTYPES

Dimension & location - landscape

DIMENSION



LOCATION



The width of the logo is calculated on the basis of 'L', which is defined by the document's orientation. The size of the vertical version is defined in relation to the width of the **EUT+** logo in horizontal version **(A)** or **(B)**. This enables consistency to be maintained between the size of the **EUT+** logo, regardless of the version used.

Several widths are possible: 1/2 l or 1/3l.

All documents are constructed using a grid made up of **8 rows and 6 columns**, regardless of the document's orientation. Then simply **refer to the figures above** to ensure alignment on the grid.

The horizontal version of the logo can be positioned at the top of the page (A) or at the bottom of the page (B). The vertical version, however, will be centred, wherever the page layout allows this.

LOGOTYPES

Dimension & location - square



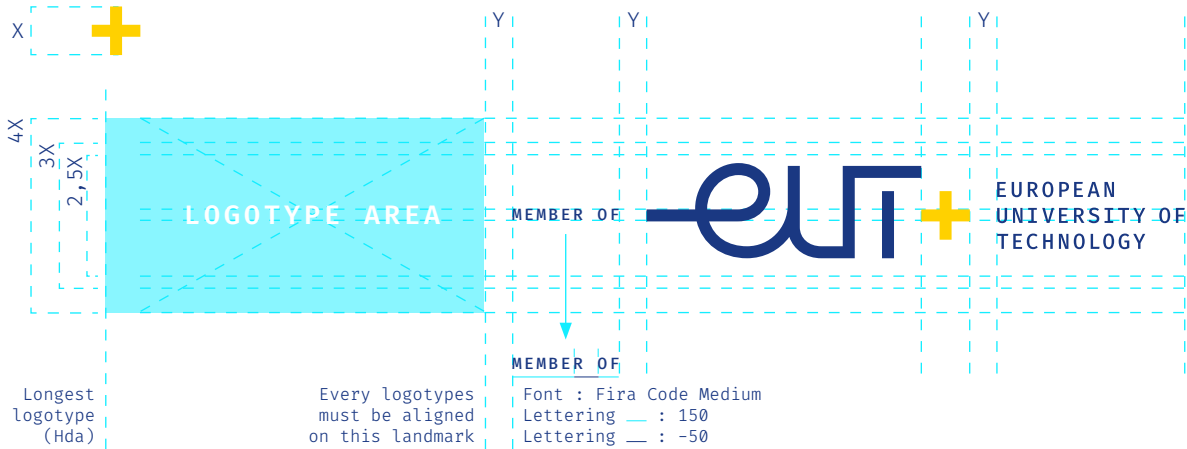
The width of the logo is calculated on the basis of 'S'.
 The size of the vertical version is defined in relation to the width of the **EUT+** logo in horizontal version (A).
 This enables consistency to be maintained between the size of the **EUT+** logo, regardless of the version used.
Only one width is possible: 2/3 s.

On square documents, the grid will be made up of **4 rows and 4 columns**.
 Then simply **refer to the figures above** to ensure alignment on the grid.
Both versions of the logo can be positioned at the top of the page (A) or at the bottom of the page (B).
The vertical version can also be placed in the centre (C).
These instructions can be challenged when posting on social media (see p. 41).

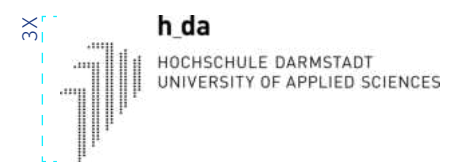
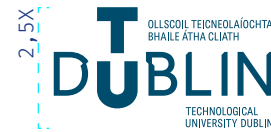
LOGOTYPES

"MEMBER OF" management

SPACES



SIZES OF PARTNERS' LOGOTYPES



To maintain consistency between the 8 logos used by the partner universities, the endorsement indicated by the note **'MEMBER OF'** will always be constructed in the same way. Since the partner logos are all different, their dimensions will be defined by the '+' in the **EUT+** logo.

PLEASE NOTE: The endorsement indicated by the note 'MEMBER OF' can only be used with the horizontal version of the EUT+ logo.

The height of each partner logo will be **2.5x/3x, or 4x** in the case of the Sofia University logo. This ensures consistency between the proportions of the partner logos.

FILES : TOOLBOX/LOGOTYPES/PARTNERS_LOGOTYPES

LOGOTYPES

"MEMBER OF" management



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY

LOGOTYPES

"POWERED BY" management

SPACES



COLORS & RESERVE VERSIONS



Like 'MEMBER OF', the note 'POWERED BY' requires precise formatting.

The order and placement of each logo cannot be changed (this guarantees that the overall block remains balanced).

The spaces are equal to 2 '+' signs and are calculated on the basis of the '+' in the logo.

The dimensions of the partner logos and management of the POWERED BY note are the same as for the MEMBER OF note (see p. 19).

PLEASE NOTE: The endorsement indicated by the note 'POWERED BY' can only be used with the vertical version of the EUT+ logo.

The endorsement is the same in both the colour and reserve versions.

The note 'POWERED BY' will always be written in **blue on a white background or light image and in yellow on a blue background or dark image.**

FILES : TOOLBOX/LOGOTYPES/PARTNERS_LOGOTYPES

LOGOTYPES

Translated versions

HORIZONTAL VERSIONS

BULGARIAN TRANSLATION



GAELIC TRANSLATION



SPANISH TRANSLATION



GERMAN TRANSLATION



LATVIAN TRANSLATION



ROMANIAN TRANSLATION



FRENCH TRANSLATION



CYPRIOTE TRANSLATION



VERTICAL VERSIONS

BULGARIAN TRANSLATION



GAELIC TRANSLATION



SPANISH TRANSLATION



GERMAN TRANSLATION



LATVIAN TRANSLATION



ROMANIAN TRANSLATION



FRENCH TRANSLATION



CYPRIOTE TRANSLATION



COLORS

VALUES

BLUE					DEEP BLUE					YELLOW					WHITE				
C	100	R	025	PANTONE	C	100	R	020	PANTONE	C	000	R	255	PANTONE					
M	075	V	055	785 C	M	080	V	040	288 C	M	010	V	210	7405 C					
J	000	B	130		J	000	B	095		J	100	B	000						
N	000		#193782		N	035		#14285F		N	000		#FFD200						

CORPORATE PROPORTIONS



STUDENT LIFE STYLE PROPORTIONS



The range of colours comprises **two blues**, a **yellow** and white. It reflects the colours of the European Union while being exclusive to the EUT+ brand identity.

For **'corporate'** documents, page backgrounds are always blue, while documents covering **student life** are published on white backgrounds. This makes it possible to distinguish between the two types of document.

PLEASE NOTE: In the case of student-focused documents (primarily white), yellow cannot be used for text or for small graphical elements, to ensure legibility. This is why it is vital to comply as far as possible with the proportions above.

FONTS

Fira's family

FIRA SANS

Google font

FIRA SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

FIRA SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

FIRA SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

The **FIRA SANS** font will be used for **titles/headings** and for **running text/body copy**. It can be used in **three different thicknesses**, and in roman or italic.

FIRA CODE

Google font

FIRA CODE LIGHT

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 012345678_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

FIRA CODE REGULAR

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

FIRA CODE MEDIUM

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

FIRA CODE SEMIBOLD

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

FIRA CODE BOLD

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789_&é"(\$\$è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

The **FIRA CODE** font will be used for **captions, address details and any other technical information (website, figures, numbers, etc.)**. It can also be used in **five different thicknesses**, all in roman.

COMPOSITIONS

Slogans/Motto (capital letters)

Fira Sans - extra-bold
 line spacing = 1xBody
 Letter spacing = 0

**EUROPEAN
VALUES
EMPOWERING
TECHNOLOGY**

paragraph title (capital letters)

Fira Sans - extra-bold
 line spacing = 1xBody
 Letter spacing = 0

**HUMANITY IS FACING
CHALLENGES OF UNPARALLELED
MAGNITUDE:**

running text (lower case)

Fira Sans - Regular
 line spacing = 1.25xBody
 Letter spacing = 0

Climate change, overexploitation of resources, rising inequalities, the social consequences of the digital age; the answers undoubtedly go through technology.

Sub-heading (lower case)

Fira Sans - Extra-bold
 line spacing = 1xBody
 Letter spacing = 150

**Head of the Innovation
& Tehnology Transfer Centre**

Captions/information (capital letters)

Fira code - Medium
 line spacing = 1.25xBody
 Letter spacing = 100

RIGA TECHNICAL UNIVERSITY
 12 AZENES STREET, ROOM 104
 RĪGA, LV - 1048
 PHONE: +371 26532002
 LAILA.ELINA@RTU.LV

Captions/information (capital letters)

Fira code - Medium
 line spacing = 1.25xBody
 Letter spacing = 100

www.univ-tech.eu

FONTS

Office automation's fonts

ARIAL

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

VERDANA

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

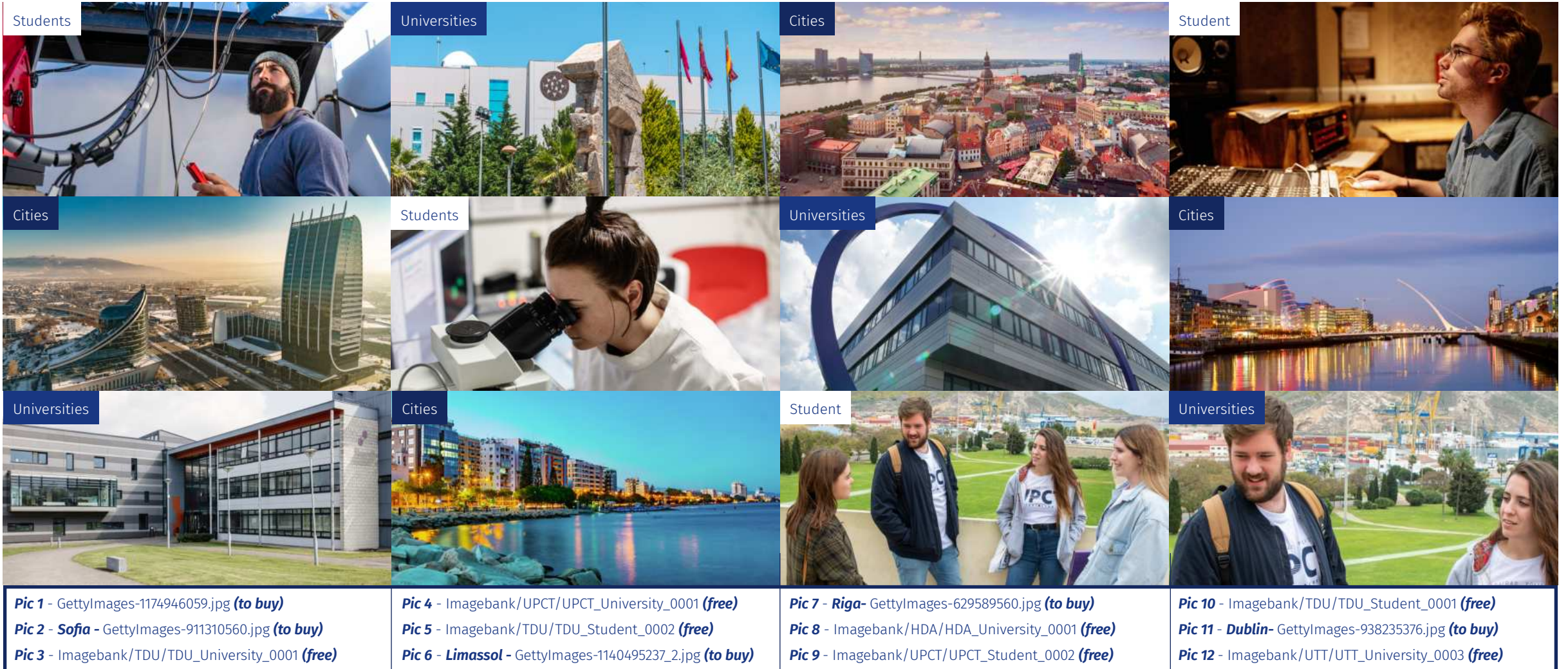
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 _ & é"(\$§è!çà)-°\$*€£@%Ù#=:;,∞...÷≠

Arial and Verdana are 'system' fonts, available on all machines, **regardless of operating system**. In terms of design, these are the two fonts that are closest to Fira sans and Fira code. They will be used in various office documents (Word, PowerPoint, etc.).

ICONOGRAPHY

Mood board

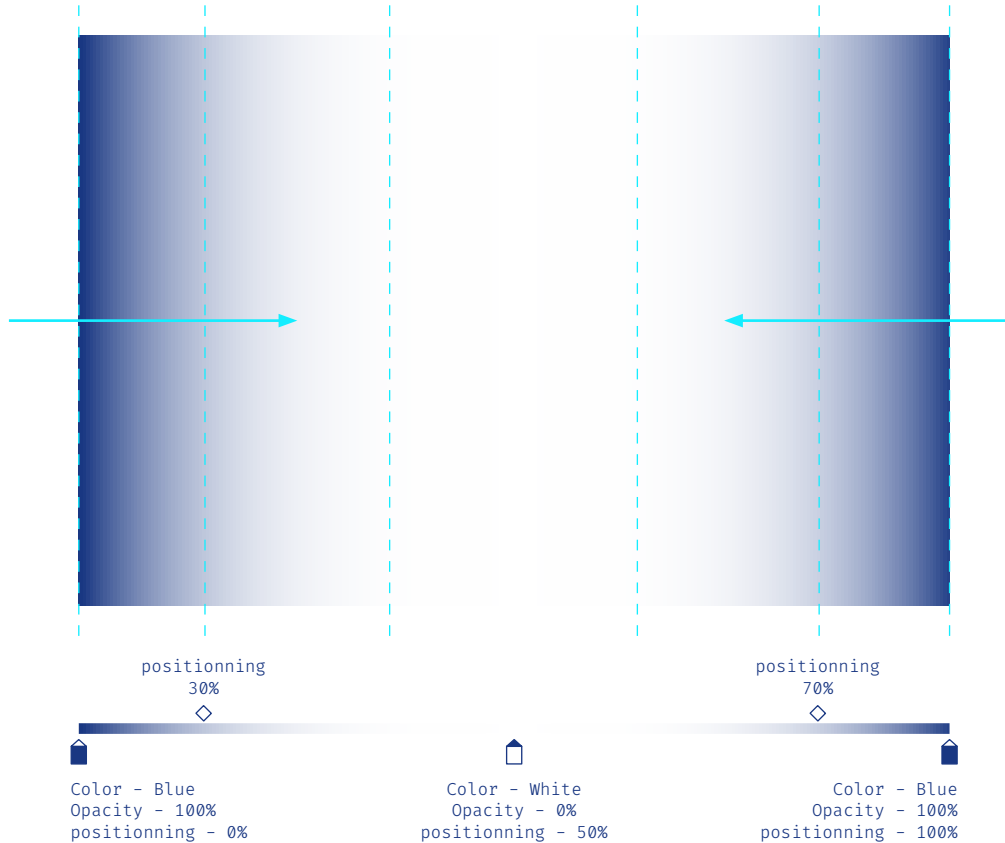
Free pictures folder : TOOLBOX/IMAGEBANK



ICONOGRAPHY

Gradient filter

CONSTRUCTION



RENDERING

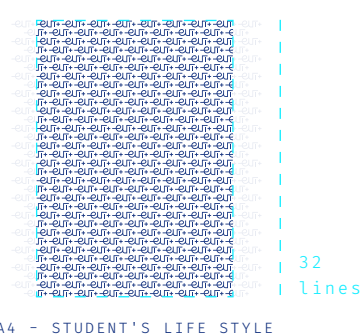
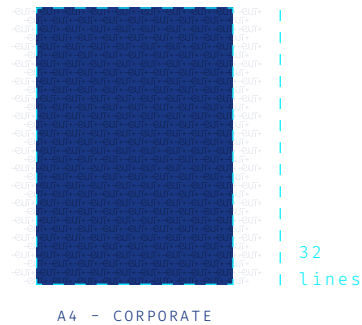
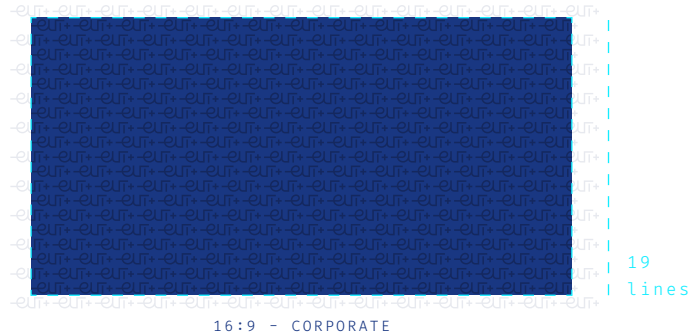


The gradient makes it possible to **filter images** and thereby guarantee **consistency regardless of the image used**. The gradient is made up of the **blue from the colour range**. It always begins on the right and left of the image to come together **transparently** in the centre of the image.

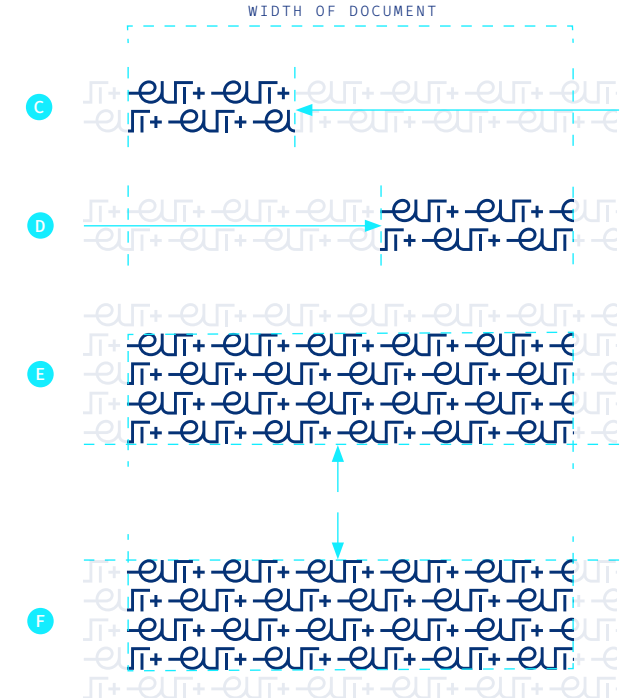
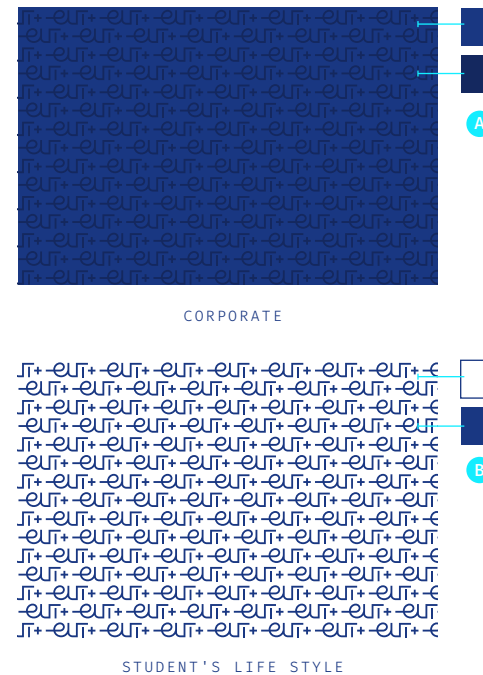
GRAPHIC ELEMENTS

Curl

POSITIONNING



COLORS EN CUTTINGS



The curl is made up of the **EUT+** logo and is used to **cover documents** or to **support blocks of text**, particularly where there is no image (see *Manifesto*, p. 39). To ensure that the curl is correctly positioned, please use the files in the **TOOLBOX/GE/CURL** folder named: (...Corporate or Lifestyle / RGB or CMYK).

PLEASE NOTE: The curl must never cover the entire document.

A : Corporate documents: background – "Blue" / curl – "Deep blue". **B** : Student life documents: background – "White" / curl – "Blue".

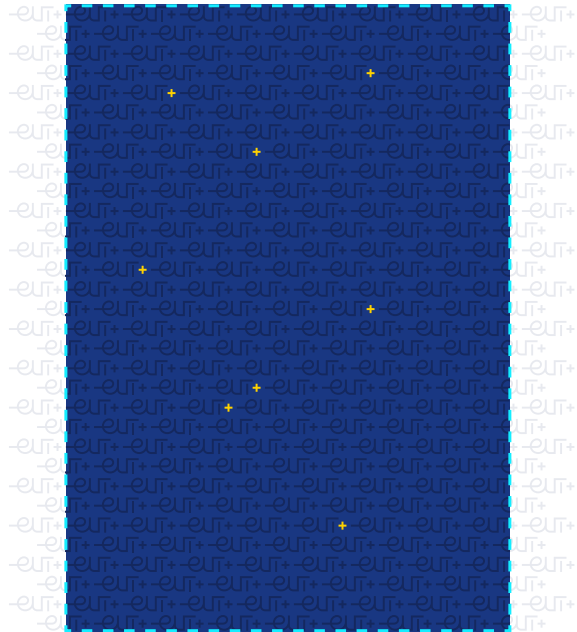
C **D** : The curl can be used to cover the left and/or the right side.

E **F** : It can also cover the top and/or the bottom of the document.

GRAPHIC ELEMENTS

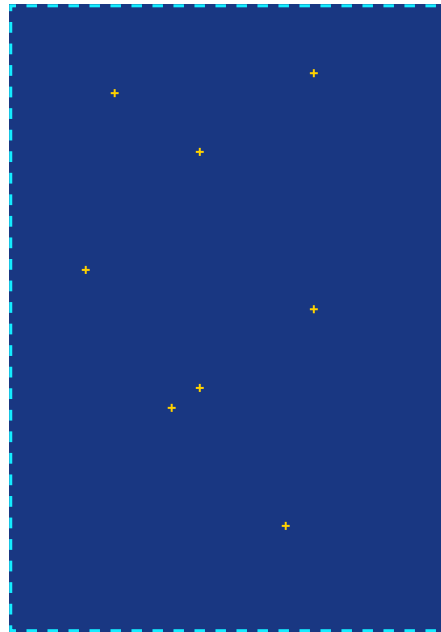
Plus

CURL & YELLOW+



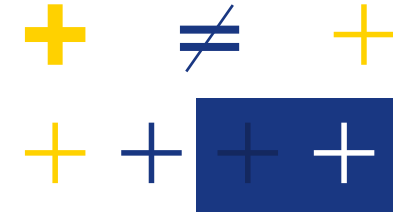
A4 - CORPORATE

YELLOW+



A4 - CORPORATE

LOCATION +



The 'Yellow +' are highlighted on the curl. You can therefore use a full blue curl or you can decide to **highlight 8 +** (8 + for the 8 universities). Please use the files in the **TOOLBOX/GE/CURL/...** folder: **CURL_16_9...** et **CURL_A4...** (...Corporate or Lifestyle / RGB or CMYK).

PLEASE NOTE: The yellow + can only be in 'Yellow'.

You can also decide to make the curl disappear and **just leave the + on the document**. The important thing is to position them using the curl. Please use the files in the **TOOLBOX/GE/CURL/...** folder: **CURL_16_9...** et **CURL_A4...** (...Corporate or Lifestyle / RGB or CMYK).

PLEASE NOTE: The yellow + can only be in 'Yellow'.

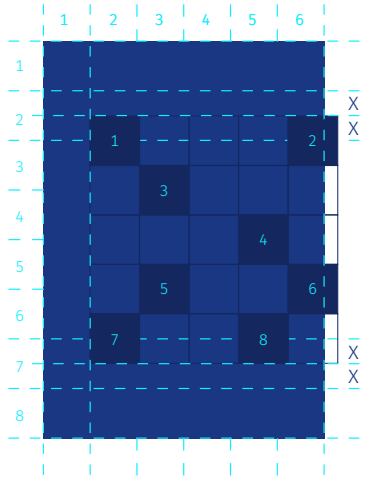
The 'location +' are separate from the curl. They **can be used alone** and are **derived from the map (see p. 31)**. Unlike the Yellow +, they can be coloured using **any of the colours in the colour range**. They can therefore be used to highlight or **locate a piece of information or location**. **Folder: TOOLBOX/GE/LOC+/...**

PLEASE NOTE: Do not confuse the 'Yellow +' with the 'Location +'.

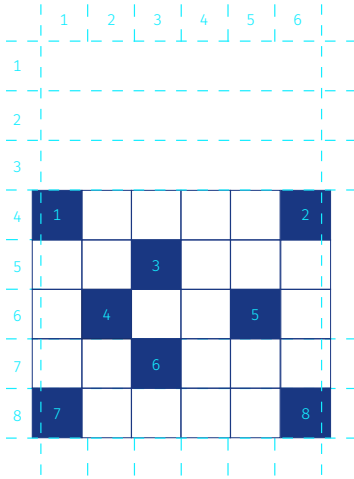
GRAPHIC ELEMENTS

Window grid

PORTRAIT MODE

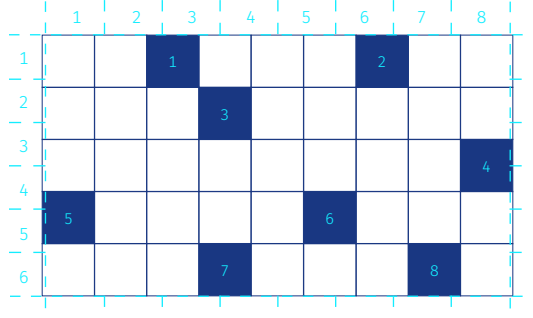
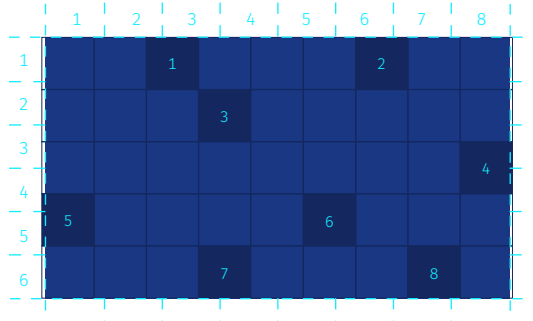


A4 - CORPORATE
5X5 GRID - DEEP BLUE



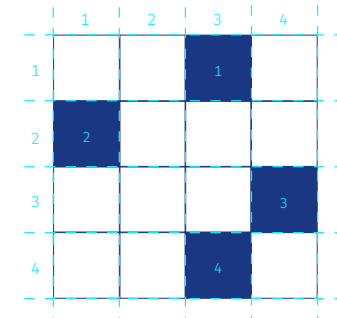
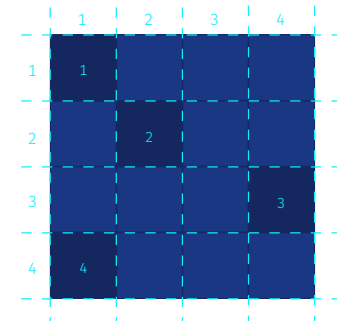
A4 - STUDENT'S LIFE STYLE
6X5 GRID - BLUE

LANDSCAPE MODE



16.9 - 9X6 GRID

SQUARE MODE



SQUARE - 4X4 GRID

The **'Window Grid'** can be used to cover a document. Unlike the curl, **it can also be laid over an image.** For **portrait formats**, please use the files in the folder **TOOLBOX/GE/WIND_GRID/...**

WIND_GRID/A4/Corporate (RGB or CMYK).
WIND_GRID/A4/LifeStyle (RGB or CMYK).

For **landscape formats**, please use the files in the folder **TOOLBOX/GE/WIND_GRID/...**

WIND_GRID/16_9/Corporate (RGB or CMYK).
WIND_GRID/16_9/LifeStyle (RGB or CMYK).

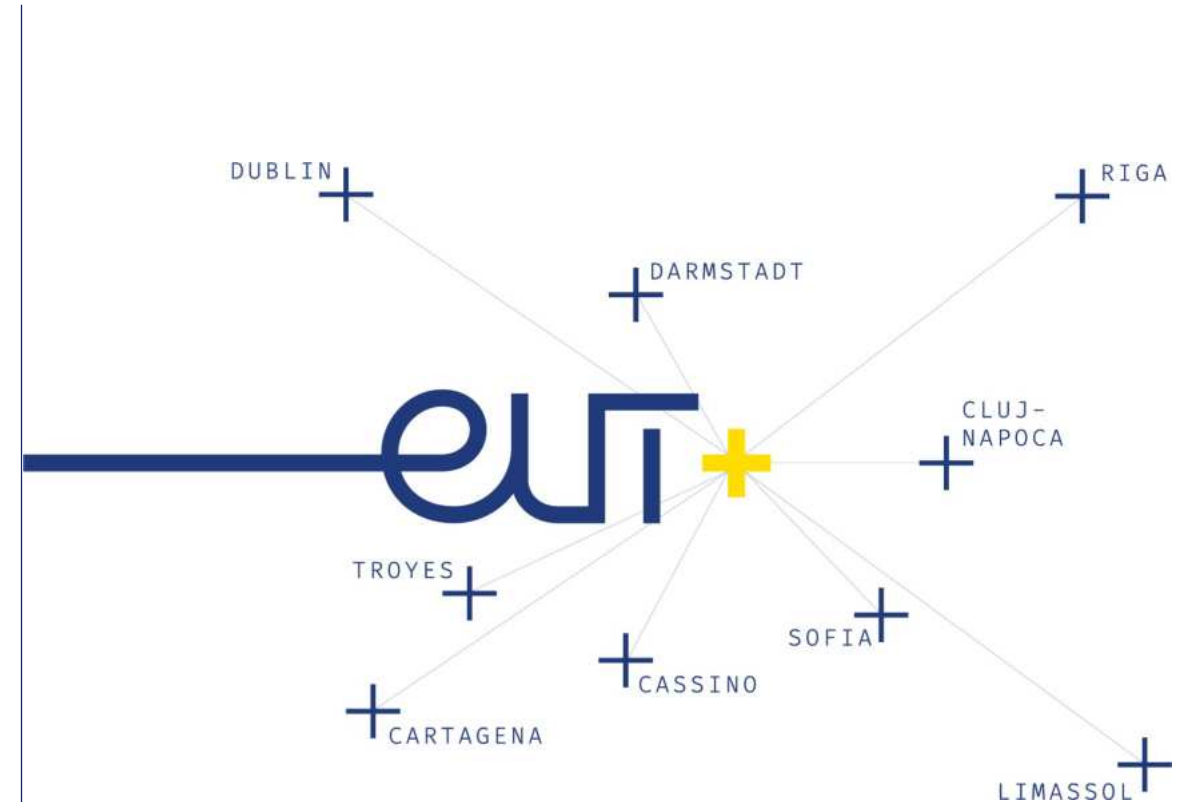
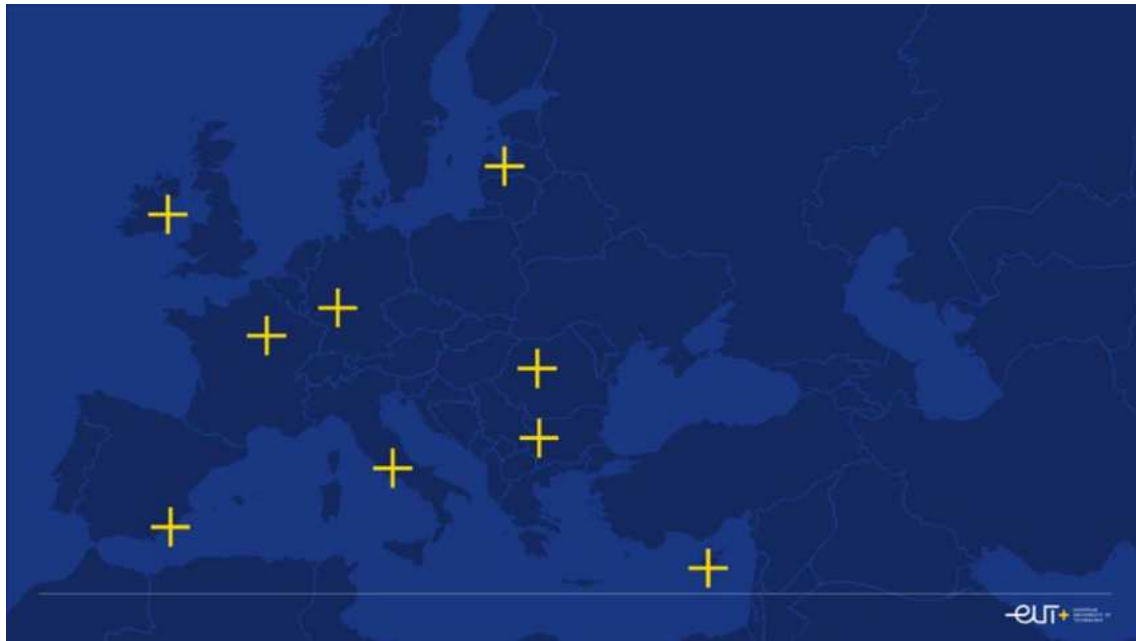
For **square formats**, please use the files in the folder **TOOLBOX/GE/WIND_GRID/...**

WIND_GRID/Square/Corporate (RGB or CMYK).
WIND_GRID/Square/LifeStyle (RGB or CMYK).

GRAPHIC ELEMENTS

Maps

EUROPEAN MAP



To use the **European map**, please use the files in the folder
TOOLBOX/GE/MAPS/EU_MAP (RGB or CMYK).

To use the university map, please use the following files:
TOOLBOX/GE/MAPS/UNIV_MAP (RGB or CMYK).

LAYOUT

Portrait orientation

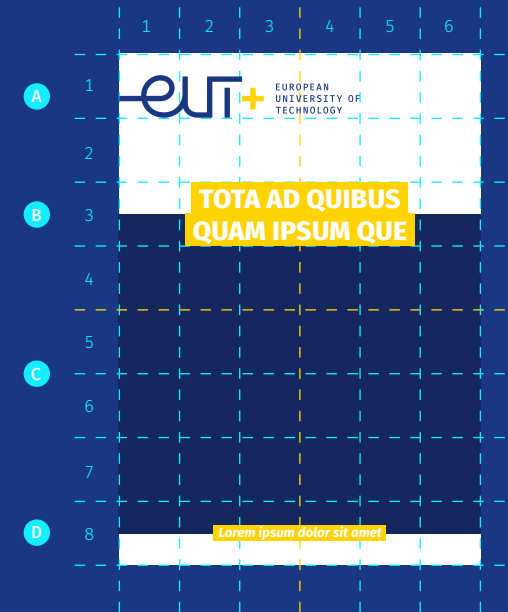
BROCHURE - COPRORATE



BROCHURES - STUDENT LIFE STYLE



BROCHURES - STUDENT LIFE STYLE 2



- A** : Semi-reserve horizontal logotype
- B** : Curl or visual or window grid or visual + window grid
- C** : Title

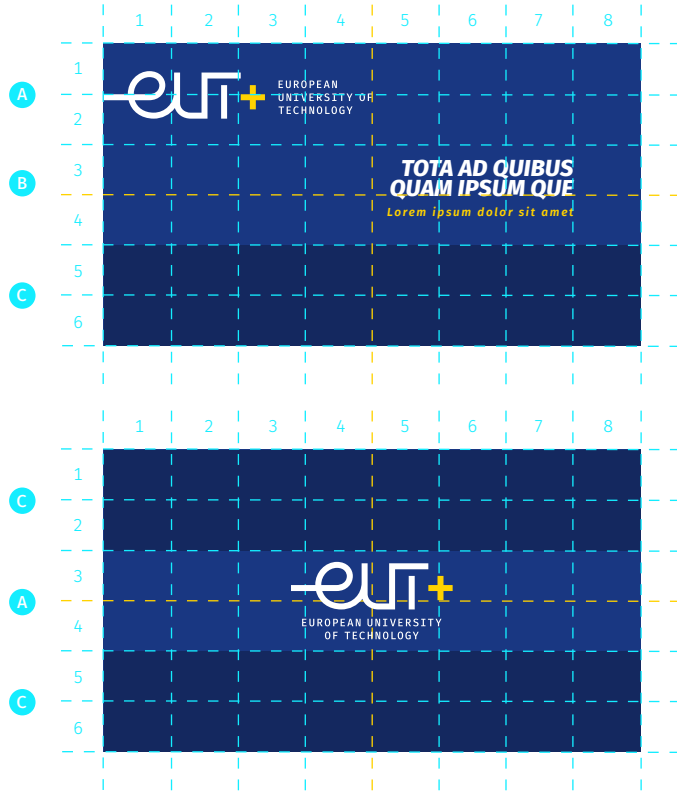
- A** : Colors horizontal logotype
- B** : Title
- C** : Subtitle
- D** : Curl or visual or window grid or visual + window grid

- A** : Colors horizontal logotype
- B** : Title
- C** : Curl or visual or window grid or visual + window grid
- D** : Subtitle

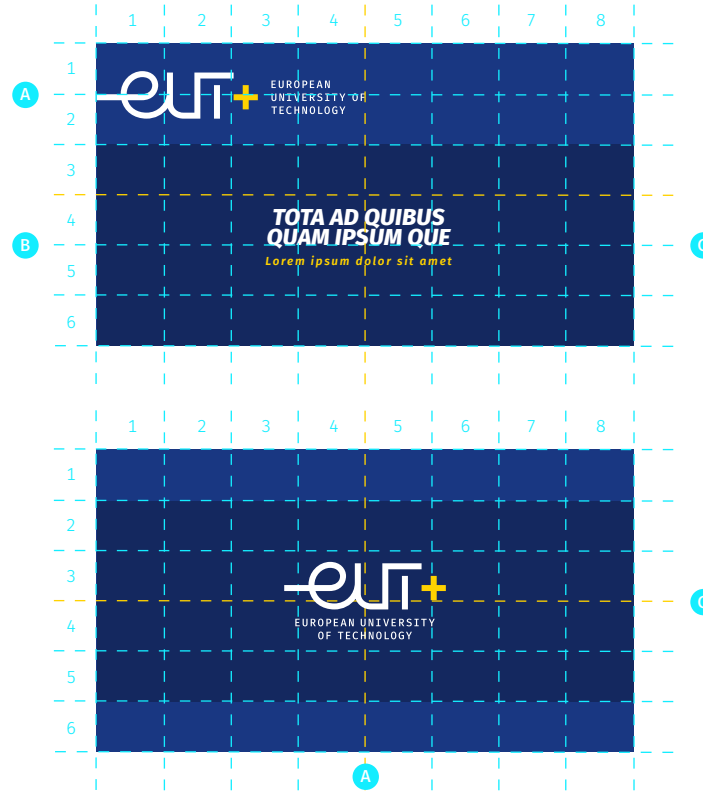
LAYOUT

Landscape orientation

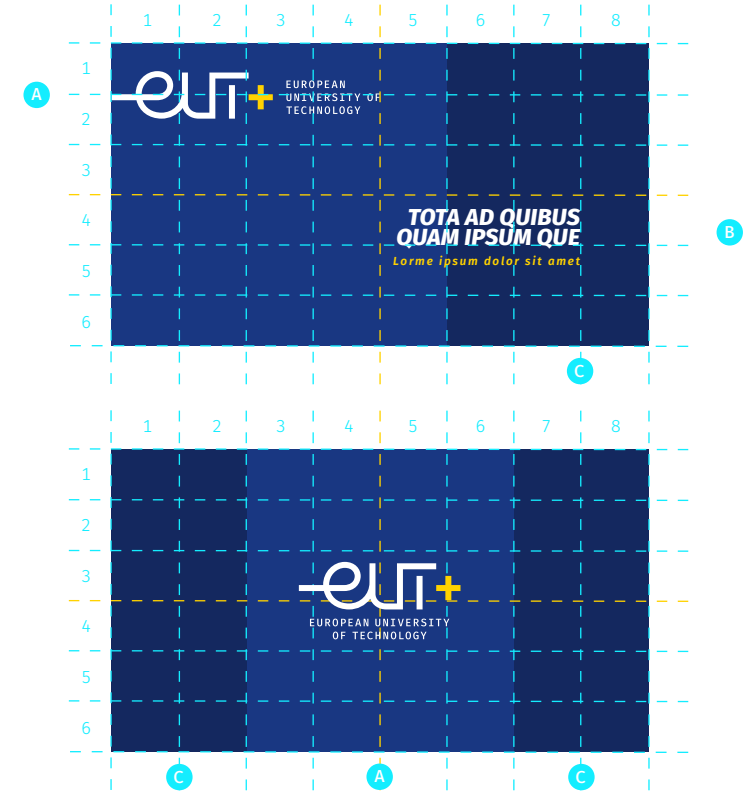
COMPOSITION 1



COMPOSTION 2



COMPOSITION 3



- A** : Semi-reserve vertical or horizontal logotype
- B** : Title & subtitle
- C** : Curl or window grid

- A** : Semi-reserve vertical or horizontal logotype
- B** : Title & subtitle
- C** : Curl or window grid

- A** : Semi-reserve vertical or horizontal logotype
- B** : Title & subtitle
- C** : Curl or window grid

Ch . 3

APPLICATIONS

STATIONARY ELEMENTS

Letters headers

CORPORATE LETTERS

ONE PAGE

eur EUROPEAN UNIVERSITY OF TECHNOLOGY DO MM YYY

EXPEDITION'S NAME
Social reason
Postal address

RECEPTION'S NAME
Social reason
Postal address

OBJECT: Letter from [your name] to [name]

DEAR MR X / MRS Y

Attolutor et ut exortio [text]. [Text of the letter body]

Yours faithfully / Yours sincerely

Signature

SEVERAL PAGES

eur EUROPEAN UNIVERSITY OF TECHNOLOGY DO MM YYY

EXPEDITION'S NAME
Social reason
Postal address

RECEPTION'S NAME
Social reason
Postal address

OBJECT: Letter from [your name] to [name]

DEAR MR X / MRS Y

Attolutor et ut exortio [text]. [Text of the letter body]

Yours faithfully / Yours sincerely

Signature

[Text of the letter body]

Yours faithfully / Yours sincerely

Signature

STUDENT LIFE STYLE LETTERS

ONE PAGE

eur EUROPEAN UNIVERSITY OF TECHNOLOGY DO MM YYY

EXPEDITION'S NAME
Social reason
Postal address

RECEPTION'S NAME
Social reason
Postal address

OBJECT: Letter from [your name] to [name]

DEAR MR X / MRS Y

Attolutor et ut exortio [text]. [Text of the letter body]

Yours faithfully / Yours sincerely

Signature

SEVERAL PAGES

eur EUROPEAN UNIVERSITY OF TECHNOLOGY DO MM YYY

EXPEDITION'S NAME
Social reason
Postal address

RECEPTION'S NAME
Social reason
Postal address

OBJECT: Letter from [your name] to [name]

DEAR MR X / MRS Y

Attolutor et ut exortio [text]. [Text of the letter body]

Yours faithfully / Yours sincerely

Signature

[Text of the letter body]

Yours faithfully / Yours sincerely

Signature

LEAFLET COVER

Corporate model (A4)

P1 - SQUARE GRID



P2 - VISUEL +



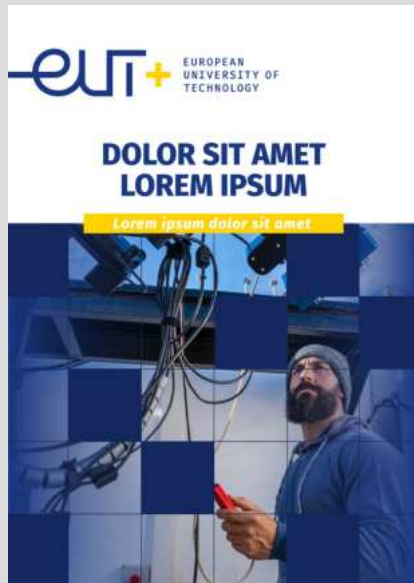
P3 - CURL



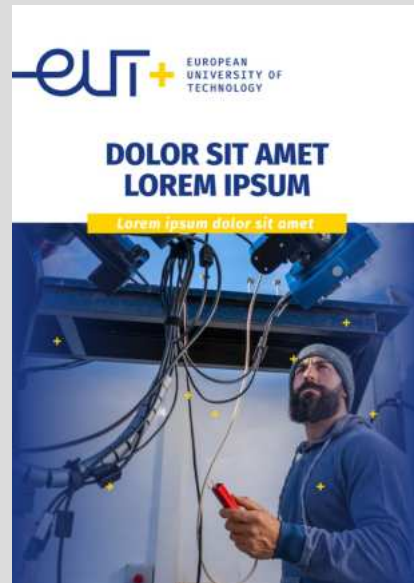
LEAFLET COVER

Student life style model (A4)

P1 - SQUARE GRID



P2 - VISUEL +



P3 - CURL



MANIFESTO



eut+ EUROPEAN UNIVERSITY OF TECHNOLOGY

HUMANITY IS FACING CHALLENGES OF UNPARALLELED MAGNITUDE:
Climate change, overexploitation of resources, rising inequalities, the social consequences of the digital age; the answers undoubtedly go through technology.

EUROPE HAS A STRONG VISION TO SHARE:
A technology which is both human-centric and society-driven, respectful of individual freedoms and careful about our environment.

At EUT+, we believe in a technological education that raises technology-minded citizens and the society to build a powerful Europe. Through the unprecedented alliance of eight technological universities, we have the ambition to build a new European model of education:

EUROPEAN VALUES EMPOWERING TECHNOLOGY

www.univ-tech.eu



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www.univ-tech.eu

POWERPOINT TEMPLATE

Preview

eut+ EUROPEAN UNIVERSITY OF TECHNOLOGY

PRESENTATION'S TITLE ON TWO LINES

Presentation's subtitle

PAGE'S TITLE

Page's subtitle

PARAGRAPH'S TITLE ON TWO LINES

Pe sumpam corecta ectassed quat min res et illi fuga. Molest focuacis inuacis sequunt disloquo cum que cum aptate rent aut aut fugis artemus.

Pe sumpam corecta ectassed quat min res et illi fuga.

PICTURE'S TITLE

Name : Description : Credits :

PAGE'S TITLE

Page's subtitle

PICTURE'S TITLE

Name	Description	Credits

- HERE, A SENTENCE ON A BLUE BACKGROUND TO SPEAK LOUD !
- HERE, A SENTENCE ON A BLUE BACKGROUND TO SPEAK LOUD !
- HERE, A SENTENCE ON A BLUE BACKGROUND TO SPEAK LOUD !

HERE, A BIG SENTENCE ON A WHITE BACKGROUND TO SPEAK LOUD !

PAGE'S TITLE

Page's subtitle

GRAPHIC'S TITLE

Legend: Lorem ipsum, Lorem ipsum, Lorem ipsum

PAGE'S TITLE

Page's subtitle

GRAPHIC'S TITLE

- Use with quaretem fugis parum inuacibus, sumpam. Siquidem illa aliquatentem fugacis cum retem aut et danti retem aut et fuga.
- Namque ea sedem quibus aliquat disloquo, ut eate pro pro voluptat. Pariunt ut aptate neci qua etiam parum sequapartum retem et ut velabim.
- Requasmeti coram lurti ea sedem sedis. Harum reat opta disloco danti. Et de sine quibus.
- Et glab in apud qua ut enim que amemore, ut vellet dicit aut ta aliquat.

+96%

Legend ipsum disloco et sedem, ut et vellet dicit aut ta aliquat.

PAGE'S TITLE

Page's subtitle

Name : Description : Credits :

- Part 1
- Part 2
- Part 3
- Part 4

CHAPTER'S TITLE ON TWO SHORT LINES

PAGE'S TITLE

Page's subtitle

PARAGRAPH'S TITLE

Pe sumpam corecta ectassed quat min res et illi fuga. Molest focuacis inuacis sequunt disloquo cum que cum aptate rent aut aut fugis artemus.

Pe sumpam corecta ectassed quat min res et illi fuga. Molest focuacis inuacis sequunt disloquo cum que cum aptate rent aut aut fugis artemus.

- Use with quaretem fugis parum inuacibus, sumpam. Siquidem illa aliquatentem fugacis cum retem aut et danti retem aut et fuga.
- Namque ea sedem quibus aliquat disloquo, ut eate pro pro voluptat. Pariunt ut aptate neci qua etiam parum sequapartum retem et ut velabim.
- Requasmeti coram lurti ea sedem sedis. Harum reat opta disloco danti. Et de sine quibus.
- Et glab in apud qua ut enim que amemore, ut vellet dicit aut ta aliquat.

PAGE'S TITLE

Page's subtitle

PICTURE'S TITLE

Name : Description : Credits :

SOCIAL MEDIA

Instagram grid



WEB BANNERS

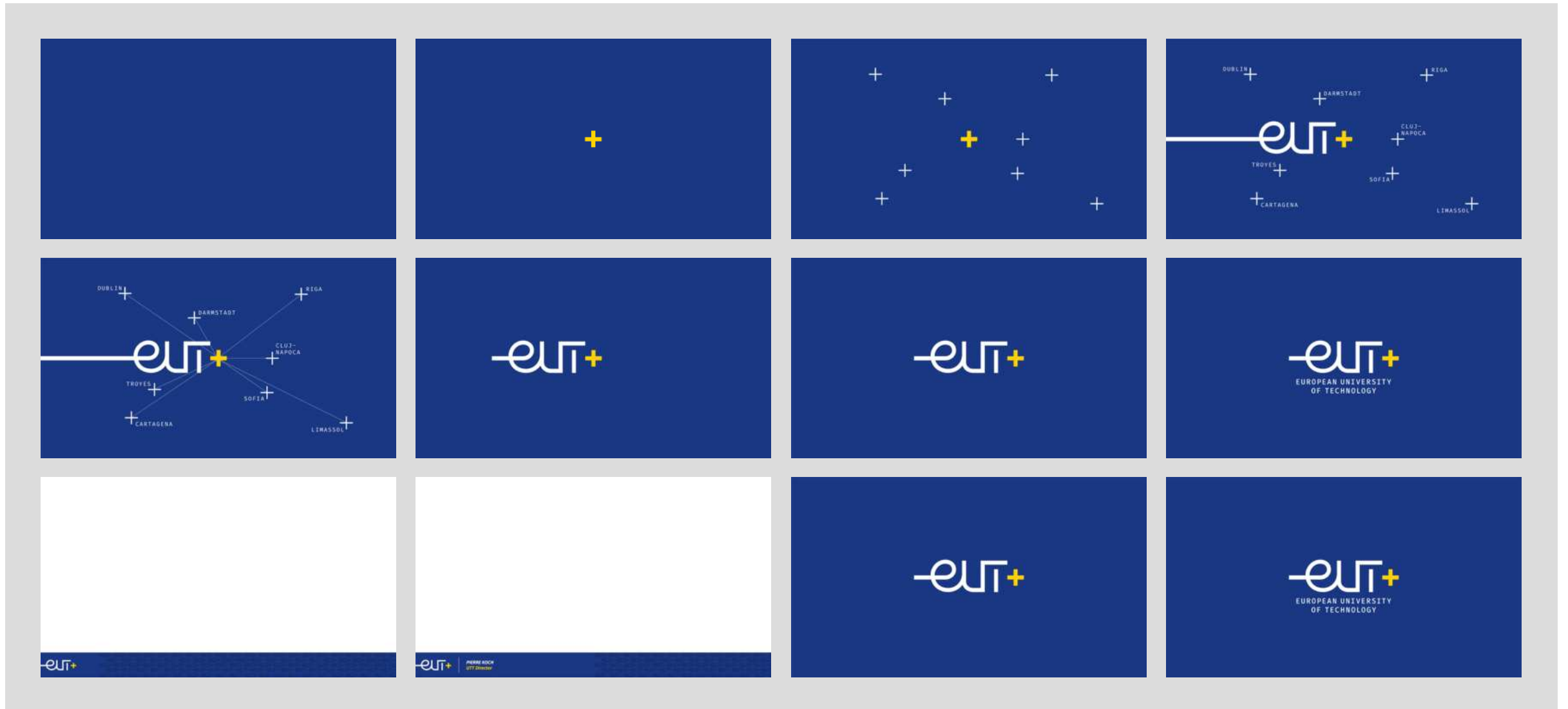
850px X 300px

EUROPEAN VALUES
EMPOWERING TECHNOLOGY



VIDEO ELEMENTS

Story board



EXHIBITION ELEMENTS

Stand



DELIVRABLES TEMPLATE

ENGLISH VERSION



EUROPEAN UNIVERSITY OF TECHNOLOGY



EUROPEAN UNIVERSITY OF TECHNOLOGY

DELIVERABLE XX

X.Y.Z DELIVRABLE TITLE

Réf:

DEL. REL. NO : D X.Y
WP X

DESCRIPTION:

- + Lorem ipsum

COMMENTAIRES:

- + Lorem ipsum
- + Lorem ipsum

EUT+ PROJECT
FOREWORD TO DELIVERABLE X.Y.Z
MM / YYYY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vestibulum turpis ligula. Etiam consequat metus at consectetur tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam scelerisque nec risus vel viverra. Nam et risus quam. Etiam interdum dui dui, at condimentum enim euismod vel. Proin ut tristique libero, non interdum mauris. Curabitur faucibus tincidunt magna, a imperdiet dolor ullamcorper et. Mauris rhoncus erat ac arcu dictum commodo. Nullam vel lacus tellus. Morbi mauris erat, condimentum et pulvinar porta, dictum non libero. Integer aliquet fringilla libero, nec cursus neque aliquet ut.

Donec elit est, tincidunt non malesuada vel, aliquet at felis. Quisque dapibus ultrices purus. Etiam mattis elementum lectus, ut interdum velit tincidunt consectetur. Proin consectetur ligula sit amet tristique ornare. Donec quis egestas felis, ut pharetra nunc. Quisque at ante id justo dignissim sollicitudin. Nulla euismod est eu porttitor pretium.

Donec arcu magna:

1. Aliquet posuere posuere sed, pellentesque ut dui.
2. Nunc quam leo, mollis vel eleifend ac, auctor ut neque.
3. Nam sed augue quis tortor condimentum vehicula.

Donec arcu magna, aliquet posuere posuere sed, pellentesque:

- + Aliquet posuere posuere sed
- + Nascetur ridiculus mus

MEMBER OF
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POSTAL ADDRESS - ADDRESS TITRE/STREET 1st 2nd 3rd 4th 5th 6th



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FRENCH VERSION



EUROPEAN UNIVERSITY OF TECHNOLOGY



EUROPEAN UNIVERSITY OF TECHNOLOGY

DELIVERABLE XX

X.Y.Z DELIVRABLE TITLE

Réf:

DEL. REL. NO : D X.Y
WP X

DESCRIPTION:

- + Lorem ipsum

COMMENTAIRES:

- + Lorem ipsum
- + Lorem ipsum

PROJET EUT+
AVANT -ROPOS DES LIVRABLES X.Y.Z
MM / YYYY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vestibulum turpis ligula. Etiam consequat metus at consectetur tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam scelerisque nec risus vel viverra. Nam et risus quam. Etiam interdum dui dui, at condimentum enim euismod vel. Proin ut tristique libero, non interdum mauris. Curabitur faucibus tincidunt magna, a imperdiet dolor ullamcorper et. Mauris rhoncus erat ac arcu dictum commodo. Nullam vel lacus tellus. Morbi mauris erat, condimentum et pulvinar porta, dictum non libero. Integer aliquet fringilla libero, nec cursus neque aliquet ut.

Donec elit est, tincidunt non malesuada vel, aliquet at felis. Quisque dapibus ultrices purus. Etiam mattis elementum lectus, ut interdum velit tincidunt consectetur. Proin consectetur ligula sit amet tristique ornare. Donec quis egestas felis, ut pharetra nunc. Quisque at ante id justo dignissim sollicitudin. Nulla euismod est eu porttitor pretium.

Donec arcu magna:

1. Aliquet posuere posuere sed, pellentesque ut dui.
2. Nunc quam leo, mollis vel eleifend ac, auctor ut neque.
3. Nam sed augue quis tortor condimentum vehicula.

Donec arcu magna, aliquet posuere posuere sed, pellentesque:

- + Aliquet posuere posuere sed
- + Nascetur ridiculus mus

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INSTITUTES AND LABORATORIES SUB LOGOS

Visuals approved in Jan 2024 (Rector's board)



HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS

Only partner



With Eut+



With Eut+ & descriptor



Only partner



With Eut+



With Eut+ & descriptor



HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS

1 Line



3 Lines



2 Lines



4 Lines



HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS



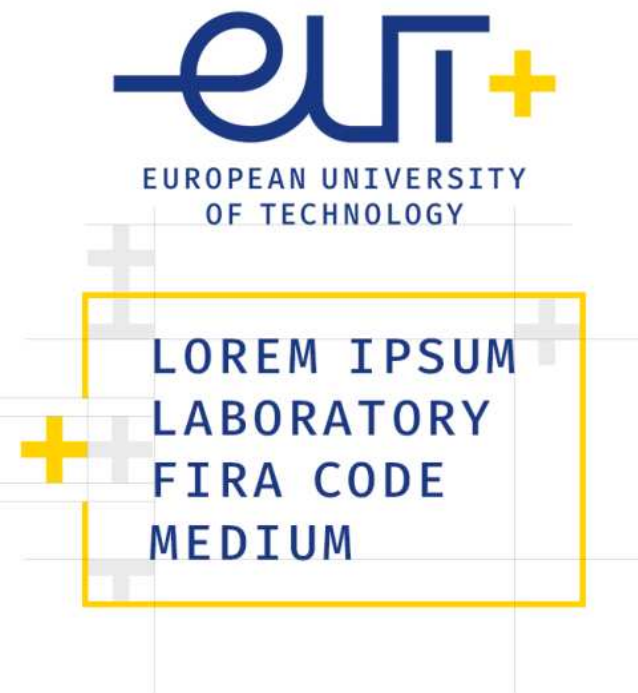
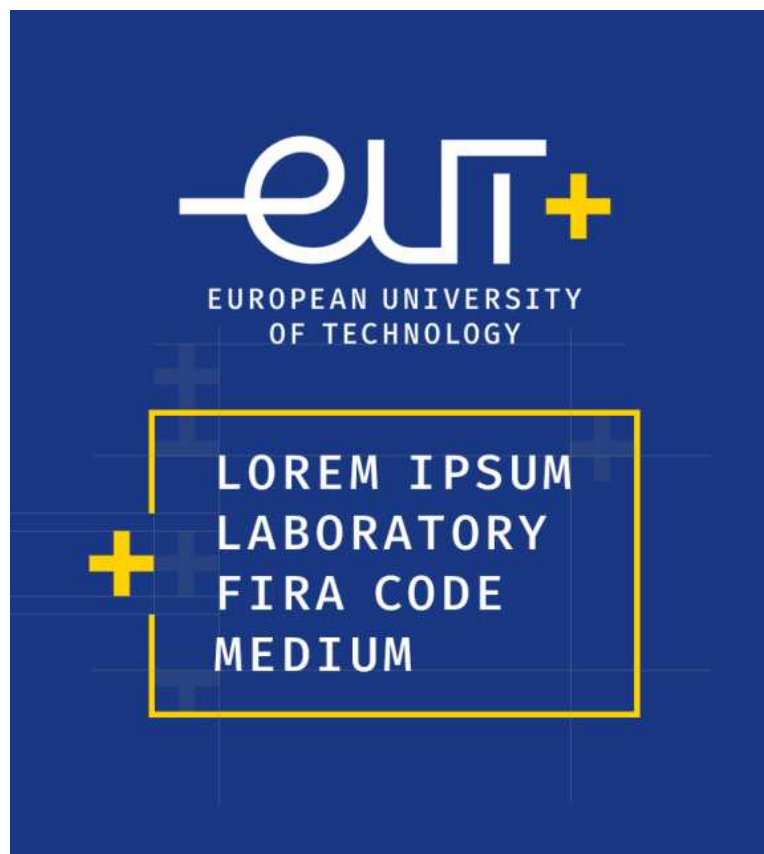
HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS



HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS



HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS



HAVAS SUGGESTION

INSTITUTES AND LABORATORIES – LOGOS





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identity strategic planner*

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