



EUNIC

EU National Institutes
for Culture

EUNIC VISUAL IDENTITY GUIDELINES

Published in June 2019

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GENERAL

WELCOME

At EUNIC we are building trust and understanding between the peoples of Europe and the rest of the world through culture.

GUIDE

This guide puts together the elementary clarification of the visual identity, to help you create outstanding marketing materials that will present EUNIC as a recognisable brand through a unified language of colour and typography. It will also help you avoid confusion by simulating the don'ts. The guide also provides you with download links to our Google Drive.

WHERE CAN I DOWNLOAD FROM?

All logos, typefaces, templates and examples from this style guide are stored online in our Google Drive folders. Just look for the download links. Go ahead, try it!

You can also contact us for help at clusters@eunicglobal.eu

LOGO

The EUNIC logo • Construction, colour & size variations
Don'ts: What should I not do to the logos? • Download

The EUNIC logo

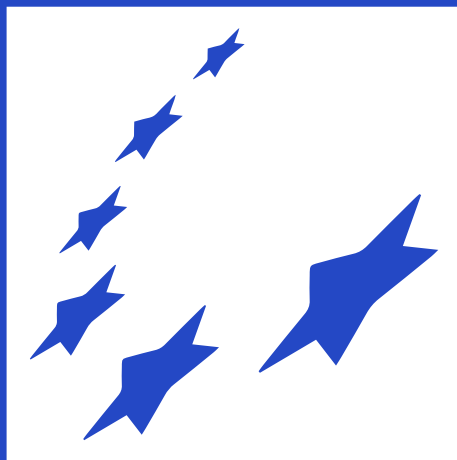
The EUNIC logo is what represents our entire organisation. It has been updated to represent a modernised and contemporary appearance.

It consists of 3 elements: The EUNIC display logotype, its subtext and the starred icon.

The elements as they appear in the logo are indivisible and should be used consistently.



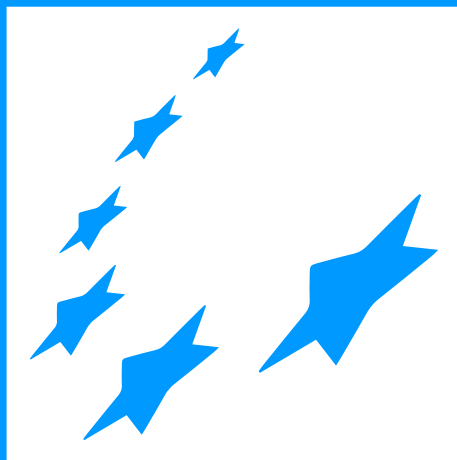




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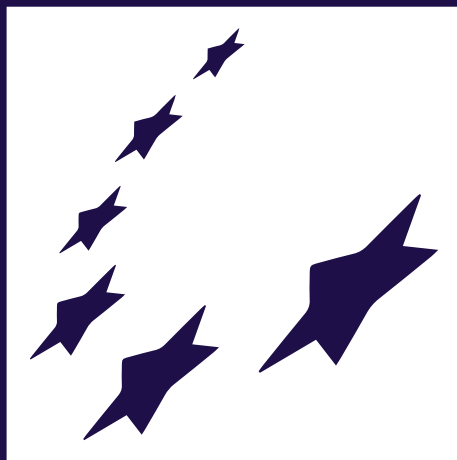
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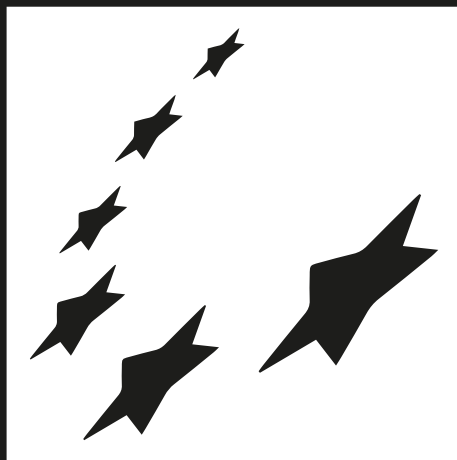
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EUNIC Logo



Size variations



What should I not do to the logos?

Make sure that the EUNIC logo is used or displayed accurately and proportionally. Only use the delivered master artwork and never alter or distort it in any way.

Do not use borders

Do not recolour or tint

Do not change the typeface

Do not shrink or stretch

Do not separate the constituent parts

Do not change size relationship



Do not use borders



Do not recolour or tint



Do not change the typeface



Do not shrink or stretch



Do not separate the constituent parts

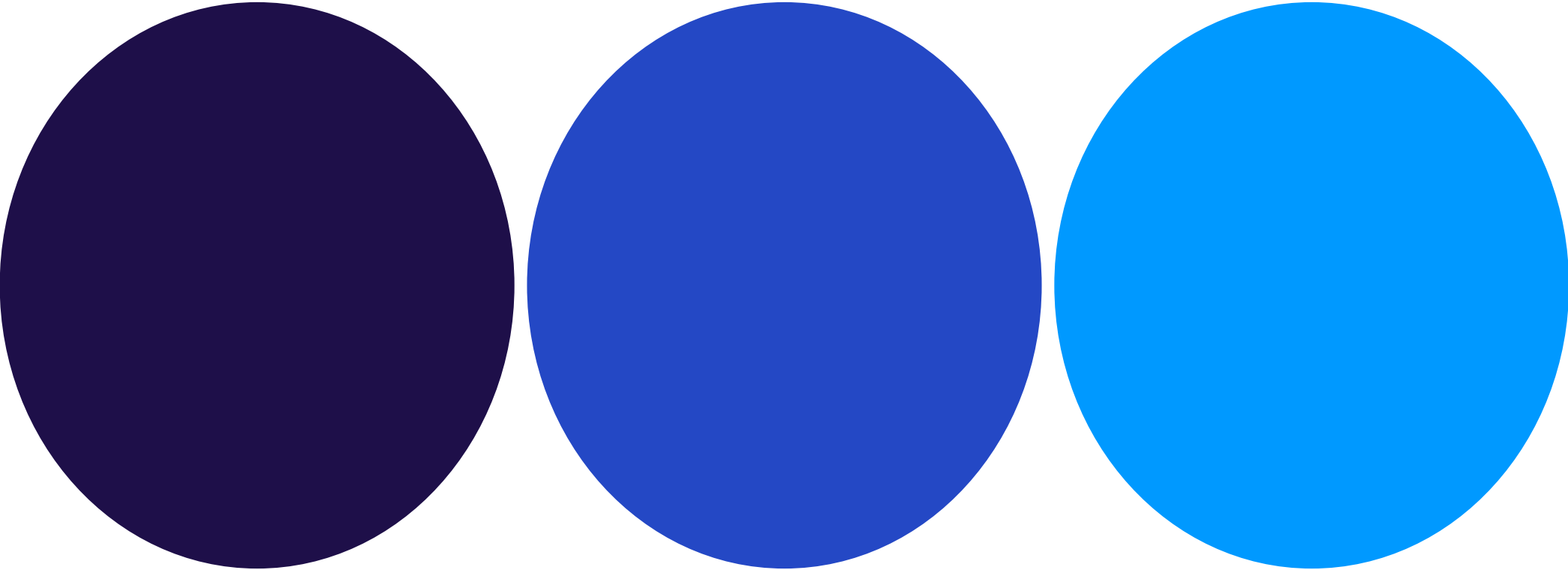


Do not change size relationship

[Click here to download the logo](#)

COLOURS

- Primary colour • What secondary colours can I use? • What if my document is already overloaded with colours?
- Don'ts: What should I not do?





RGB 30;15;73 • **Web** #1E0F49 • **Pantone** ReflexBlue • **CMYK** 100;75;15;30



RGB 36;72;197 • **Web** #2448C5 • **Pantone** 2195 • **CMYK** 100;35;0;0



RGB 0;153;255 • **Web** #0099FF • **Pantone** 2995 • **CMYK** 100;0;0;0

Primary colour use

The quality of colour is an important feature in the appearance of an identity; not every printer has the same quality and an overload of colours doesn't necessarily convey a clear message.

In the following two pages we suggest the monotoned use of colour in digital print, digital publishing and offset printing as a preference. Text is accompanied in black and doesn't overlap colours. Use white text if an overlap of text is required.

In the pages following these two, we advise you in colour combinations if more are necessary for communication purposes. In that case, the use of monotoned colour does not apply anymore

Primary colour use (CMYK print)

Please use light blue as primary choice of colour for your communication in case of inkjet or laser printing. This colour has the brightest result in print.



CMYK 100;0;0;0 (*RGB* 0;153;255 • *Web* #0099FF • *Pantone* 2995)

Primary colour use (RGB, Pantone)

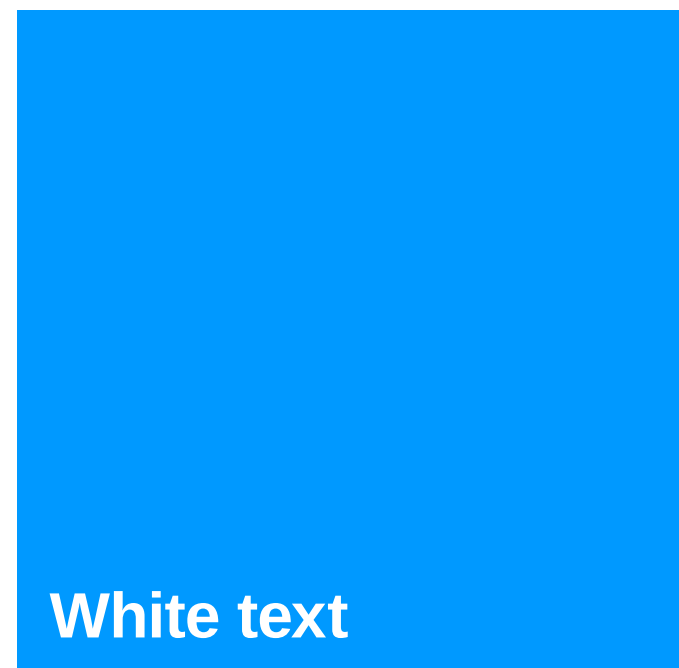
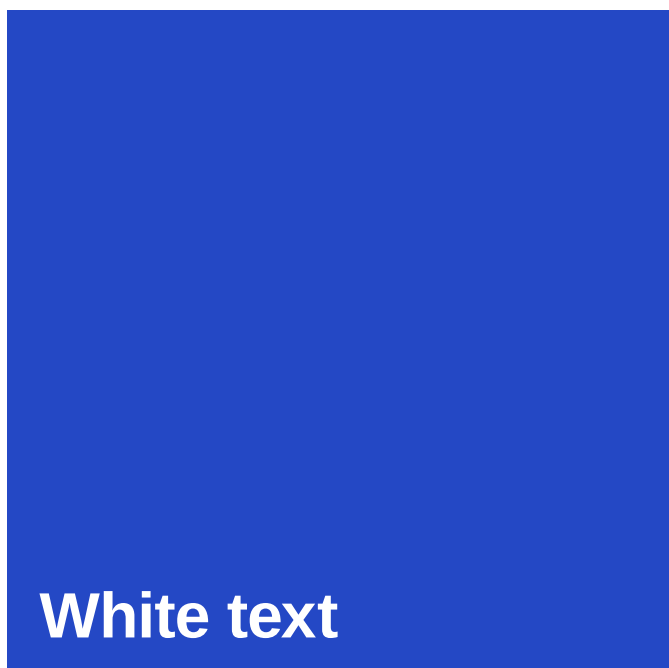
Please use middle blue as primary choice of colour for your communication in case of RGB/Web use or Pantone offset.



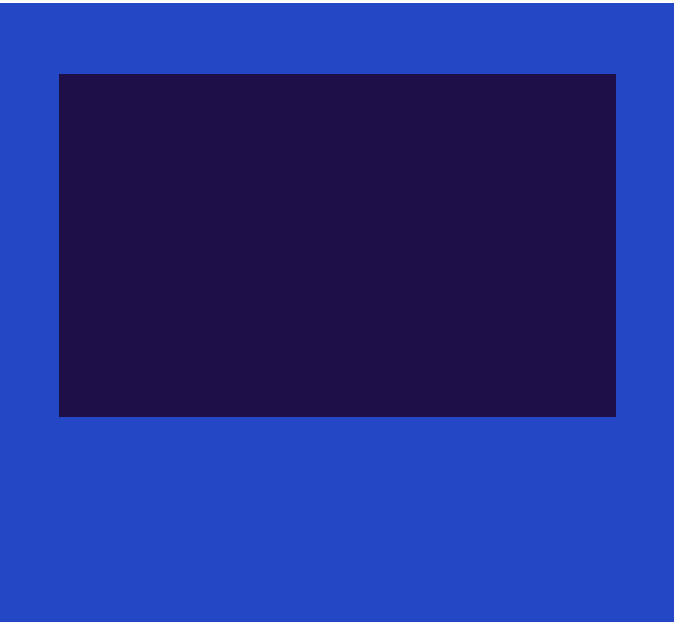
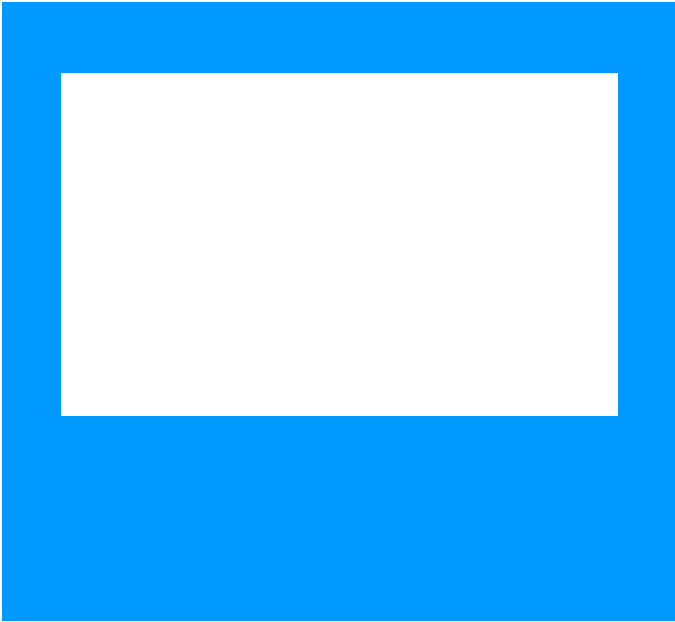
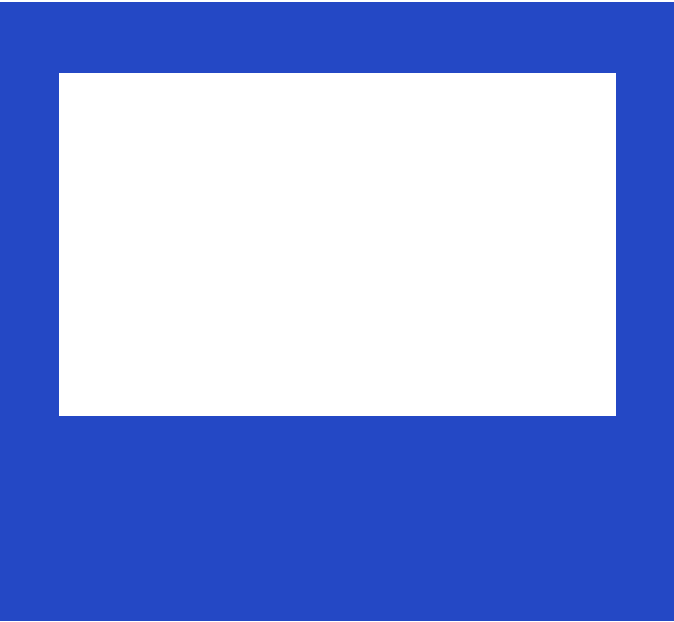
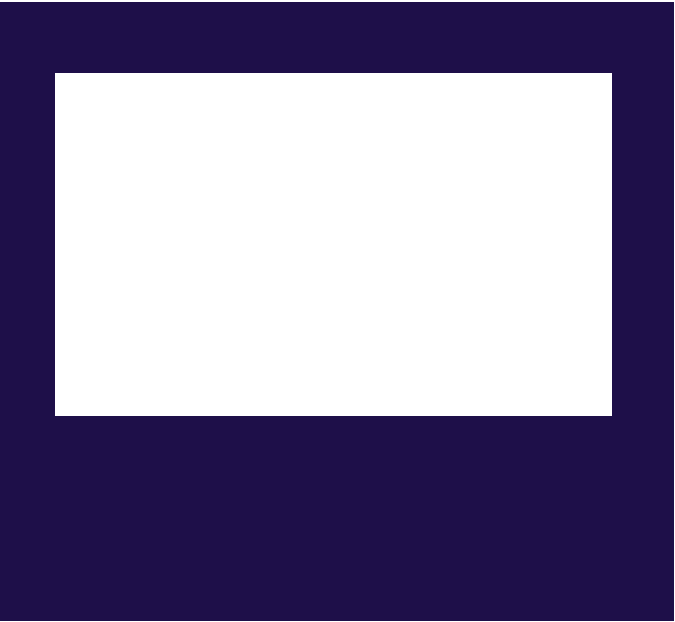
RGB 36;72;197 • **Web** #2448C5 • **Pantone** 2195 (CMYK 100;35;0;0)

How do I use the colours?

You are welcome to use colour combinations to create divisions between elements to suit your visualisations. Text is accompanied in black and is separated from the identity colours. Use white text if an overlap of text is required.



Black text added separately.



What if my document is already overloaded with colours?

In this case, use the EUNIC black and white logos. Your choice should depend on the colour and complexity of the background you are placing the logo on, as well as the medium you are using. Communication is often perceived better if the designs are simplified.

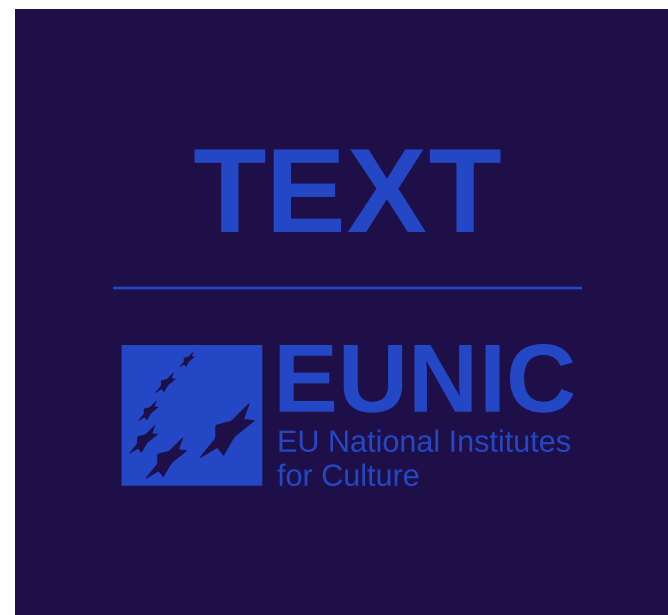
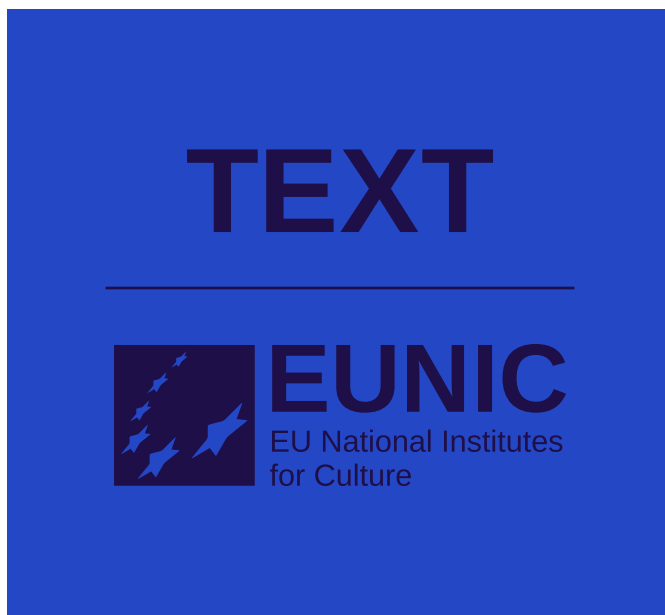
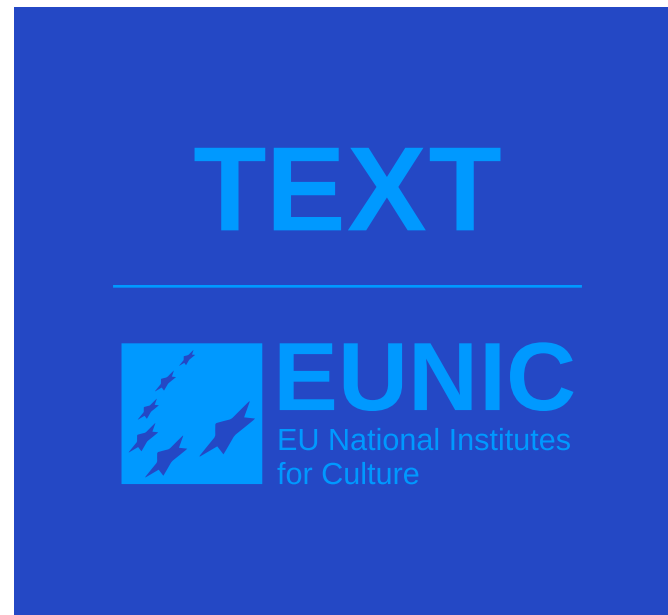
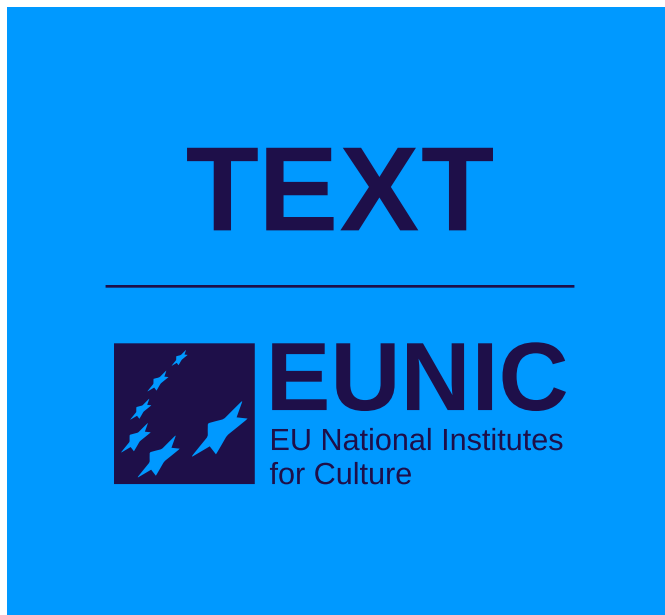
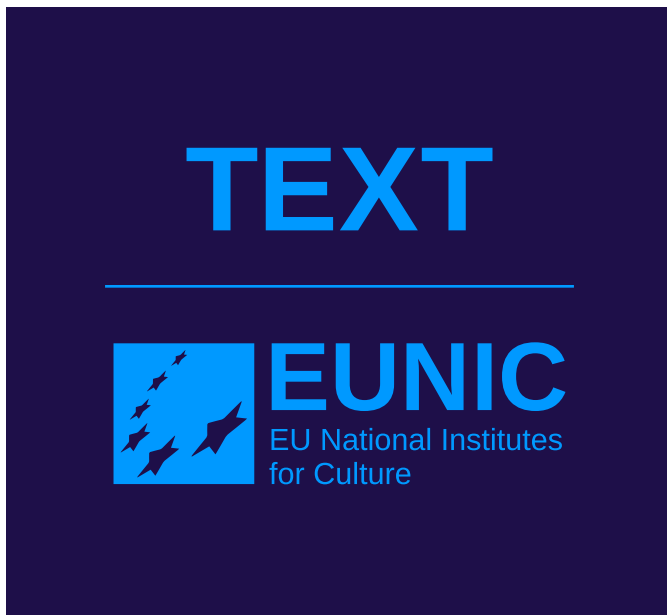
What should I not do?

Do not recolour or tint the blue identity colours.
Do not use the identity colours for the logo and text in overlap with each other, as shown on the following page.

Designer's choice

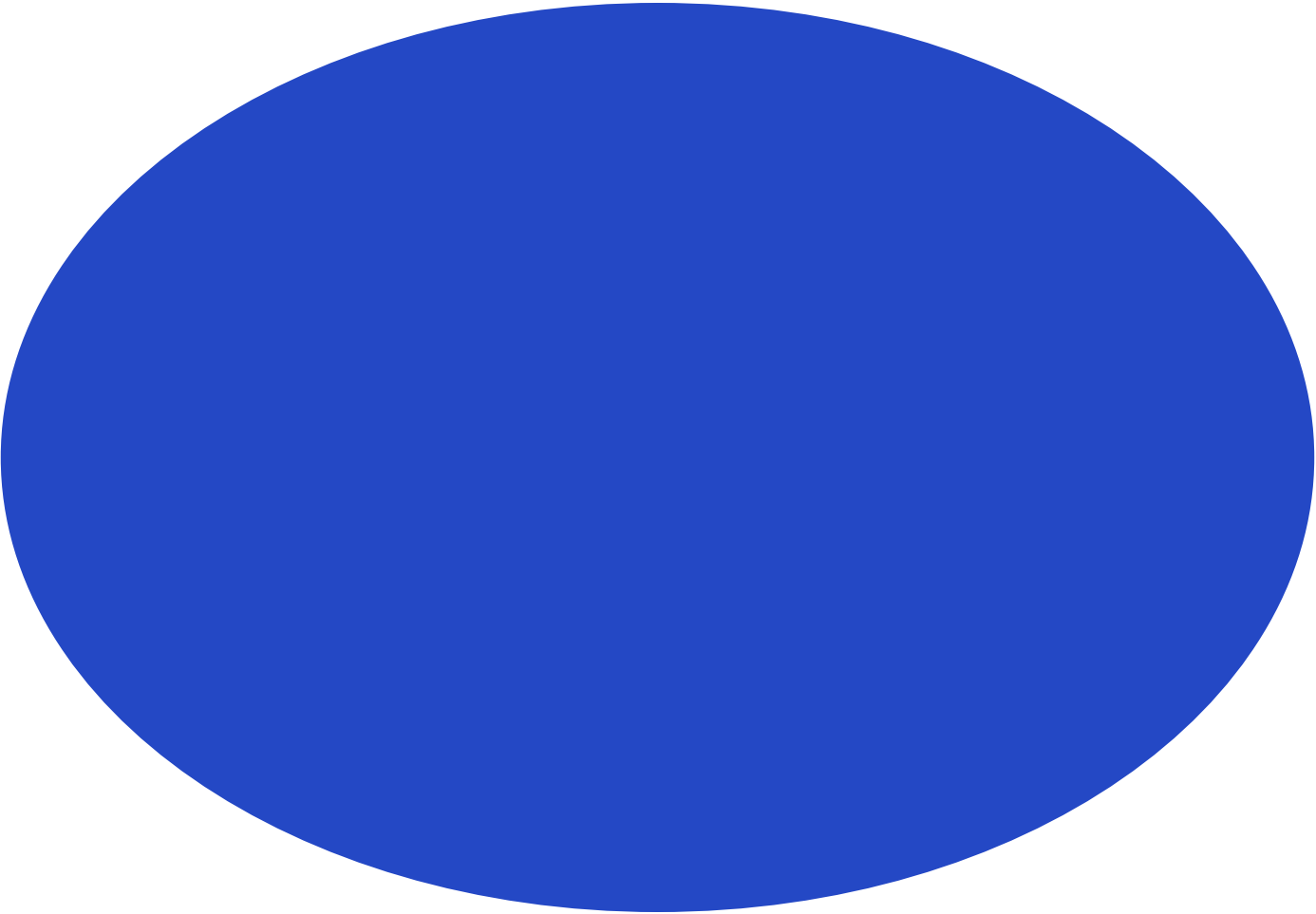
Finally, the choice of 3 colours for the identity is a decision to provide more possibilities and create more versatility in the design if the opportunity for it is present.

For more complex designs in offset printing, we would recommend a graphic designer is consulted, for example if a more graphically pleasing, playfull or balanced design is needed.



ELEMENTS







The star, ellipse and square

The star, ellipse and square are shapes used as elements or building blocks to enhance EUNIC's visual identity. Some elements are restricted in use and can only be used by designers.

Star This element is only used for elementary physical displays, like namecards, document templates, folders, banners and appears on the right bottom corner. It is placed by the designers.

Ellipse This element is used to accentuate, create balance and soften the identity when used in print. It is placed by the designers.

Square and rectangle These elements can be used frequently as secondary objects to create divisions to suit your marketing needs. Your choice should depend on the colours and complexity of the medium you are using. Also see 'Colour combinations in overlap'.

FONTS

Liberation Sans • Palatino • Download

Liberation Sans Regular
Italic
Bold
Italic

Liberation is the collective name of four TrueType font families: Liberation Sans, Liberation Sans Narrow, Liberation Serif and Liberation Mono. These fonts are metrically compatible with the most popular fonts on the Microsoft Windows operating system and the Microsoft Office software package, for which Liberation is intended as a free substitute. The Liberation fonts are intended as free, open-source replacements of the aforementioned proprietary fonts.

The fonts were developed in two stages. The first release of May 2007 was a set of fully usable fonts, but they lacked the full hinting capability. The second release, made available in the beginning of 2008, provides full hinting of the fonts.

Liberation Sans, Liberation Sans Narrow and Liberation Serif closely match the metrics of Monotype Corporation fonts Arial, Arial Narrow and Times New Roman, respectively

Palatino Regular

Designed by Hermann Zapf in 1948 and cut in metal by August Rosenberger at D. Stempel AG. Released in 1950 and later adapted for the Linotype machine. Palatino is also a standard typeface available on both Apple and Windows devices. Available in also in Regular, *Italic*, **Bold** and ***Bold Italic***

Liberation Sans

EUNIC

European Union National Institutes for Culture

Palatino

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Liberation Sans

Regular

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Liberation Sans Bold

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Palatino Regular

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Liberation Sans outlined

Liberation Sans is the primary typeface.

To introduce a bigger display title or master for chapter titles we use it in bold, all caps, outlined and white or any of the identity blues, depending on the background. For example:

WELCOME

Palatino is the secondary typeface, only used for small text like footnotes and page numbers.

[Click here for Liberation & Palatino](#)

TEMPLATES

What can I do with the EUNIC templates for Word & Powerpoint?

The Word template can be used as a base to create any document. The template includes type, colours (RGB) and preset headings. Please use the preset headings.

Besides type and colours (RGB), the template for Powerpoint contains some basic structures you can use to create your own presentation.

You can adapt and build further on these basic structures, respecting the general identity and guidelines mentioned.

What is the EUNIC banner template to be used for?

The banner template is there to help you order a stand-up banner (medium or large). In the templates you can find three different designs. If necessary you can also use the template as base to create your own banner. The template includes type, colours (CMYK) and positioning.

When adapting the template please make sure to stick to the original look as much as possible. When resizing the text, make sure the stroke resizes in proportion along with the text. When resizing the whole banner, scale proportionally.

Further production details can be found in the banner folder.

[Click here for all templates](#)