



ENLIGHT

BRAND BOOK & GRAPHIC CHART

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THE LOGOTYPE & HOW TO USE IT

MAIN LOGOTYPE

This is our main logotype. Please use this logo according to the further mentioned guidelines to maintain a clear and consistent language throughout all printed and digital materials.



SECOND OPTION

The second option is to use the globe logotype. Please only use this logotype if the overall design leaves room for it. For the sake of clarity this brandbook will focus on the above mentioned preferred logotype.



POSITIVE LOGOTYPE VERSION
Used on light backgrounds



ENLIGHT

The word "ENLIGHT" is rendered in a bold, dark blue, sans-serif typeface. The letter "L" is replaced by a stylized lighthouse graphic. The lighthouse has a red lantern room at the top, a white lantern room below it, and a dark blue tower with a white diagonal stripe. A horizontal line passes through the lantern room, extending to the left and right.

NEGATIVE LOGOTYPE VERSION
Used on dark backgrounds



ENLIGHT

The word "ENLIGHT" is rendered in a bold, white, sans-serif typeface. The letter "L" is replaced by a stylized lighthouse graphic. The lighthouse has a white lantern room at the top, a red lantern room below it, and a white tower with a dark blue diagonal stripe. A horizontal line passes through the lantern room, extending to the left and right.



Black & white logotype

Please use these logotypes when the main logotype cannot be used due to legal or printing limitations.



SPACE AROUND THE LOGOTYPE

In order to make sure the logotype is legible it needs some white space around it. Please avoid placing anything in the free margin around the logotype. The free margin is created by taking the width of the lighthouse as a freezone around the logotype.



SMALLEST SIZE

This is the smallest size of the logotype that can be used for it to still be legible

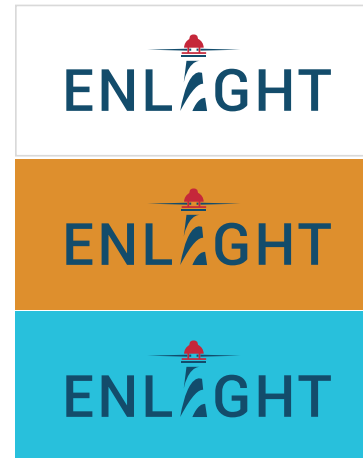


USE THE LOGOTYPE CORRECTLY

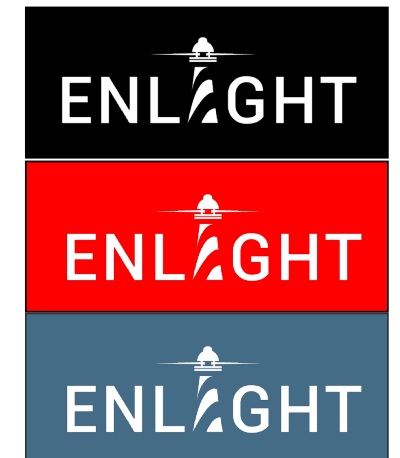
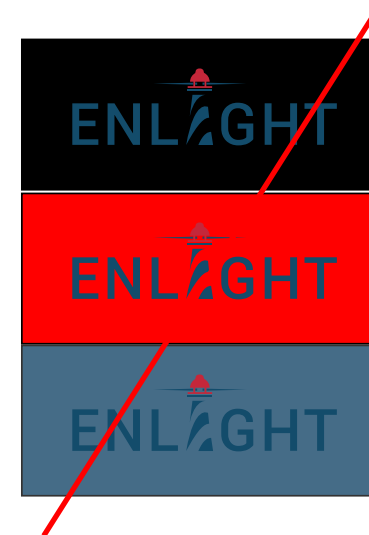
The logotype should always maintain the original proportions and colours. There should always be enough background contrast and the correct amount of free space around the logotype.



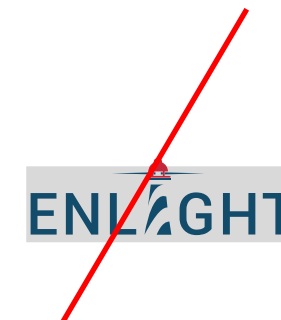
proportions



background contrast



free space all around





LOGOTYPE + EU EMBLEM

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

When displayed in association with another logo, the EU emblem must have appropriate prominence. On publications which are part of the action, the EU emblem and text must appear on the cover or the first pages after the editor's name. At events which are part of the action, the EU emblem and text must be displayed on signs and posters.

Any communication activity related to the action must indicate the following **disclaimer**:

“The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a **distance** from the third-party organisation's logo.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. These are examples. The placement of the EU emblem will depend on the design of the publication.





LOGOTYPE + EU EMBLEM + PARTNER LOGOTYPES

When using the ENLIGHT logotype together with EU emblem(s) and the partner logotypes the ENLIGHT one is placed above the other logotypes in order to have a clear main sender.

The ENLIGHT logotype is again preferably placed in the **top left** corner. The other logotypes are placed smaller and together at the bottom of the design.

Since the creation of the alliance the ENLIGHT logo has been displayed and associated to the nine alliance's partner institutional logos. The terms of use and IPR of the aforementioned logos must be respected as described in our complementing [dissemination and communication strategy](#). As regards to display, when associated to the ENLIGHT logo, the order preference goes for an alphabetical order following the city (or country – e.g. Basque country) geographical location name in English language - Basque Country, Bern, Bordeaux, Bratislava, Galway, Ghent, Göttingen, Groningen, Tartu, Uppsala / Visby.





ENLIGHT



Co-funded by the
Erasmus+ Programme
of the European Union



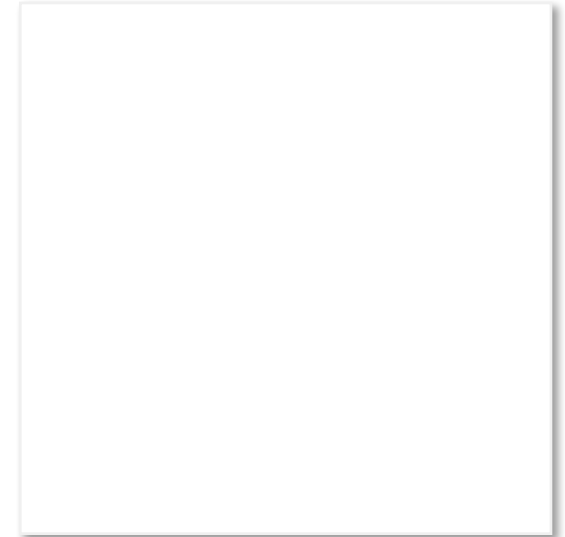
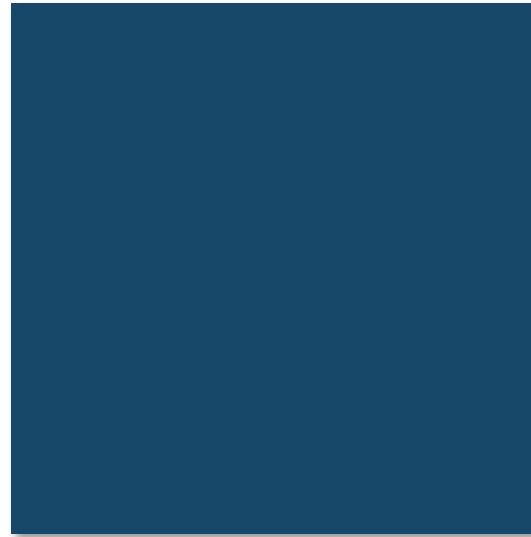
Funded by the Horizon 2020
programme of the EU
Grant agreement No 101035819



VISUAL IDENTITY
THE BASICS & HOW TO USE THEM

COLOURS PRIMARY PALETTE

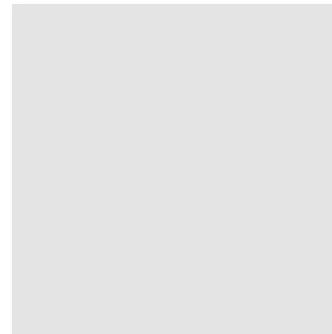
Using blue and white as main colours invoke a clear, fresh and recognisable feel. Use blue (and white) as main background or as a title colour.



COLOURS SECONDARY PALETTE

For certain purposes, adding some extra colour can both look good and be functional. Depending on the design the colours from the secondary palette can be used as an additional background colour or e.g. for highlighting a subtitle or as a pop of colour around a boxed text.

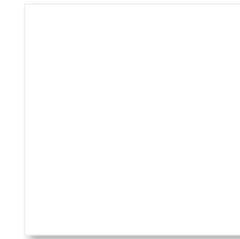
Tip: to keep the design fresh and strong sparingly add colours. Especially when it comes to text you want to dazzle your reader with the message, not with a rainbow of colours :-)



COLOUR CODES



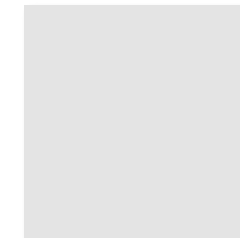
#17486A
R23 G72 B106
C95 M66 Y35 K24



#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



#CF51E31
R197 G31 B48
C16 M98 Y79 K5



#E4E4E4
R228 G228 B228
C13 M9 Y10 K0



#33BCDC
R51 G188 B220
C68 M0 Y12 K0



#A8C8BD
R168 G200 B189
C39 M10 Y29 K0



#F47802
R244 G120 B2
C0 M62 Y98 K0



#E3A6AD
R227 G166 B173
C10 M43 Y22 K1

EQUE NOBIS PLAM EAQUE QUAM, NOSANDAE LATUR RENDUCI PSAMUSDAE CONET VOLENI DOLORERRUM FACERER

TITLE | TwCenMTStd Extra Bold | 25 pt

MAIN FONT

TwCenMTStd is the font used in both online and printed material such as flyers, brochures, and banners

For titles and subtitles we mainly use the Bold. The Extra Bold can sometimes be a bit overpowering. For body text and all other secondary information we use the Regular.

**IATQUAE PEROVIT HARUMQUE VOLUPTIA VENDELL ABORIO MINCTO
TEMPOR AS SIT UT EOSAM EATQUAE SINCIIS UT QUAE IL EATUS RAE.
TEMPORAT ALIT VOLORIO NSENIS DELIQUIAM QUAE OMNIMUSAE
PERUM ET MIN CORERUM APELIAERUM IPIET AUDAERCIPSUM SUNDAE
NEM LACIAS VOLES IPIT QUE PARUPTAE PEDIAS QUAE NUS MOLORESE
VOLUPTISCI DEM EA AUT AUDIT PORISSINCI DERIBUS SEQUE RESE**

TITLE AND SUBTITLE | TwCenMTStd Bold | 15 pt

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BODY TEXT | TwCenMTStd regular | 10 pt

**EQUE NOBIS PLAM EAQUE QUAM,
NOSANDAE LATUR RENDUCI PSAMUSDAE
CONET VOLINI DOLORERRUM FACERER**

TITLE | Calibri bold | 25 pt

SECONDARY FONT

This font should only be used if the TwCenMTStd is not available. In the case of powerpoint for instance it can be used in the event that TwCenMTStd is not an option. It is currently also used on the website and in our newsletters.

**EQUE NOBIS PLAM EAQUE QUAM,
NOSANDAE LATUR RENDUCI PSAMUSDAE CONET VOLINI
DOLORERRUM FACERER**

SUBTITLE | Calibri Bold | 15 pt

nit atiumquo es es sit, omnihil lignis eaque labor rem adioratis nectota sequati isquibero voluptatem nonet que nistior poruptis si de vendisim harum ad et doloribus rerumqu untore mos volupta turios qui quam rendipid modis audam volupta nume persper speriam evelenti dolenis ute parum fuga. plit atureperit lam quiaepe lestibus ut laut magnis ex et res rem exerferi dus, num quibus se aditi im de pre volorum et aceribus maion pa etur ressequosa dusdae nis volorumquae nonsequ iatureh endaepero idenime pa santo te et, consequi optatinveles am qui doluptibusti temporios nulluptatis dusa dipsunt iberunt volesti oditatem apiet dellibusa con est omnientur, vidus

BODY TEXT | Calibri regular | 10 pt

ENLIGHT ACRONYM

Because ENLIGHT is an ACRONYM (European university Network to promote equitable quality of Life, sustainability and Global engagement through Higher education Transformation) it is preferably written in capitals.

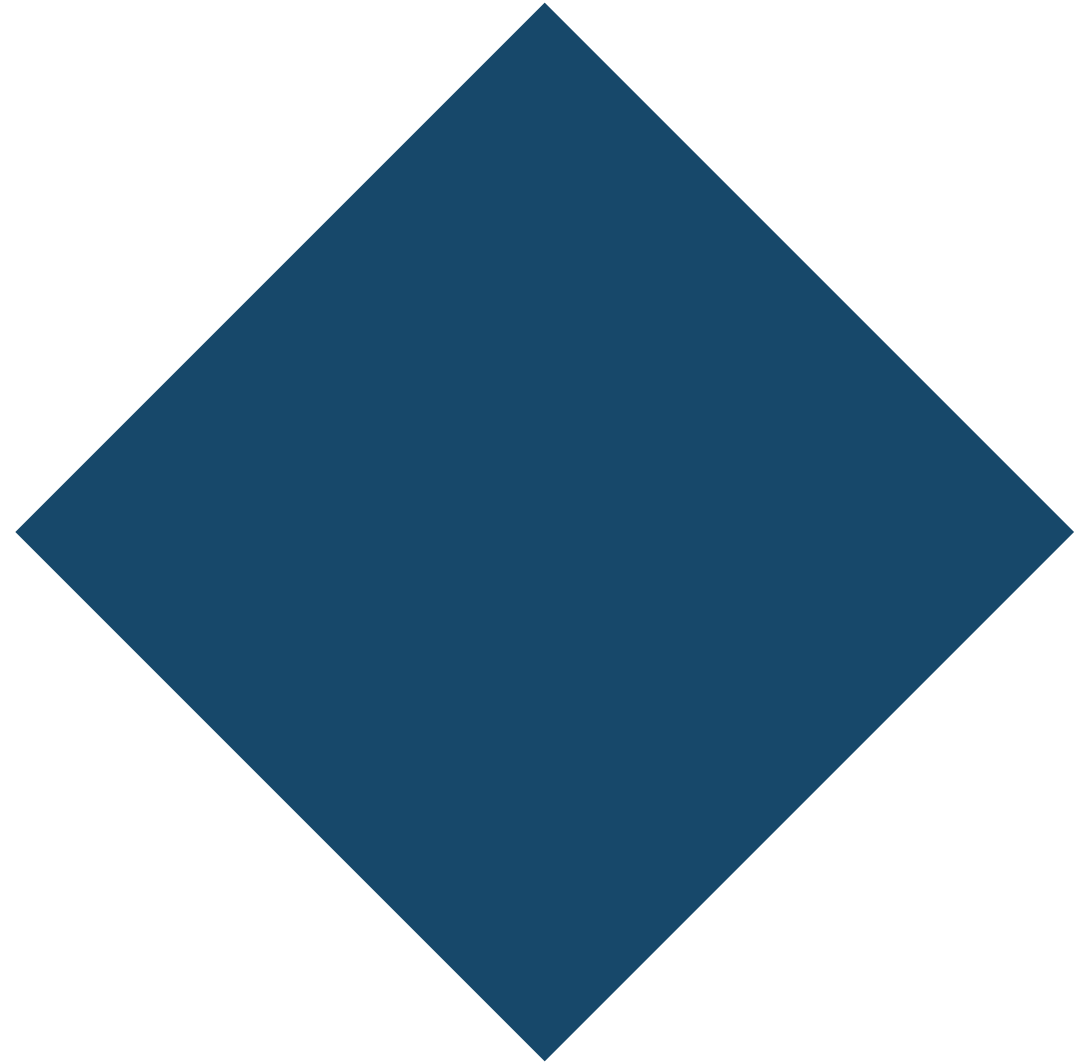
If in some cases this is not possible or not allowed in a partner university house style please use a capital at the beginning followed by lowercase: Enlight.

Of course the acronym will always adapt to individual partner university house style fonts.

The word
ENLIGHT or
Enlight in text

GRAPHIC ELEMENT

The square placed at an 45 degree angle can be used as a way to place a photo, to highlight a text or as an additional pop of colour in the design.



GRAPHIC ELEMENT EXAMPLE

The squares are mainly used in flyers and brochures. When using more squares at the same time the boxes are outlined with white (or other used background colour) to give them some space.



ENLIGHT



LOREM IPSUM
DOLOR SIT
CONSECTETUR ADIPISCING

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
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More info on www.site.be

LOREM IPSUM DOLOR

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Erasmus+ Programme
of the European Union

@enlight_eu
ENLIGHT EU
enlight-europeanuniversity

PHOTOGRAPHY

Being a European University working with and for society, preference is given to photography with actual people in it. We strive to be an open, welcoming and inclusive european alliance, and we try to show that in the photos we use. This applies irrespective of age, (dis)ability, marriage and civil partnership, pregnancy and maternity, ethnic origin, religion and belief, gender identity and sexual orientation.

Tip: always make sure you have permission from the people that appear in the photo and from the photographer. Credit the photographer by adding their name in the photo - see examples on the right.

If you have to use a stockphoto make sure you have free license or open license use (free licenses are worldwide, royalty-free, non-exclusive, and perpetual). Please try to use stockphotos that are realistic, try to avoid the “toothpaste advert” smiles.



Photo: Fersp Eruntia

Photo: Fersp Eruntia

IMAGES

We use images and drawings for events like conferences. The images usually portray ideas like movement, progress, people working together.

We strive to be an open, welcoming and inclusive european alliance, and we try to show that in the images we use as well. This applies irrespective of age, (dis)ability, marriage and civil partnership, pregnancy and maternity, ethnic origin, religion and belief, gender identity and sexual orientation.



ENLIGHT

On funded by the Erasmus+ Programme of the European Union

18-19 NOV '21
GHENT
(IF CIRCUMSTANCES ALLOW)

ENLIGHT Teaching & Learning Conference
Learning from and with each other – peer learning across all levels of the university

The poster features a central illustration of a network of red nodes connected by lines, with several figures in white lab coats standing on ladders and interacting with the network. The background is dark blue with stylized clouds and a lighthouse icon.



ENLIGHT

Co-funded by the Erasmus+ Programme of the European Union

Registration will open soon!
11 & 12 MAY 2022
UPPSALA SWEDEN

THE EUROPEAN DIALOGUE: SUSTAINABLE URBAN DEVELOPMENT
a unique event where ENLIGHT universities and their community stakeholders will meet to share best practice, discuss current challenges and work towards joint solutions in the area of sustainable urban development.

The poster features a central illustration of a globe surrounded by green leaves and yellow flowers. A circular diagram in the bottom right corner shows a central 'UNIVERSITY' node connected to 'CITY', 'GOV.', 'INDUSTRY', 'CEOs', 'RES. CENTRES', and 'PUBLIC ADMIN.' nodes.

BRAND ASSETS
EXAMPLES & TEMPLATES

FACTSHEET

Our factsheet (English & national languages) with list and basic reference of all ENIGHT alliance partners can be downloaded from our website [here](#)

The factsheets were developed in the early stages of the alliance's formation, prior to the current house style. They will be updated in due time.

EUROPEAN UNIVERSITIES

ENLIGHT –
Europäisches Hochschulnetzwerk für eine Transformation der Hochschulbildung zur Förderung globalen Handelns sowie nachhaltiger und gerechter Lebensqualität

WER WIR SIND

Zusammenschluss von **305 200** STUDIERENDEN
> 750 000 ALUMNI
57 725 MITARBEITERINNEN, INKLUSIVE 25.000 FORSCHERINNEN
> 9 000 GEMEINSAME PUBLIKATIONEN
> 200 GEMEINSAME EU-PROJEKTE

9 pioniere

- Universität Gent (Universität Ghent, Belgien)
- Université de Bordeaux (Universität Bordeaux, Frankreich)
- Universidad del País Vasco / Euzko Herriko Unibertsitatea (Universität des Baskenlandes, Spanien)
- Univerzita Komenského v Bratislave (Comenius Universität Bratislava, Slowakei)
- Oisheil na hÉireann, Galilée / National University of Ireland, Galway (Nationale Universität Irland Galway, Irland)
- Georg-August-Universität Göttingen (Deutschland)
- Rijksuniversiteit Groningen (Universität Groningen, Niederlande)
- Taru Ülikool (Universität Turku, Estland)
- Uppsala universitet (Universität Uppsala, Schweden)

23 Assoziierte Partner

- 9 Städte/Länderkreise
- 4 NGOs
- 4 Stiftungen
- 2 Forschungszentren
- 2 Regionen
- 2 Unternehmen

UNSERE VISION FÜR DIE ZUKUNFT

ENLIGHT strebt eine grundlegende Transformation des europäischen Hochschulwesens an, in dessen Zuge alle Barrieren zum Lernen und zum Durchführen von Forschung und Kooperation beseitigt werden. Wir entwickeln eine forschungsorientierte und herausforderungsbasierte Transformation unserer universitären Lehre, mit dem Ziel Lernende zu befähigen als global engagierte europäische Bürgerinnen zu agieren. Wir streben an, die Art in der wir globale Herausforderungen adressieren zu transformieren indem wir neue Modelle und Methoden für Lehre und Forschung entwickeln, die an die komplexen Nachhaltigkeitsproblematiken mit denen Städte und Gemeinden heute konfrontiert sind, angepasst sind. Dabei fokussieren wir uns auf fünf ausgewählte

Flaggschiff-Themen:
• Gesundheit und Wohlbefinden

- Digitale Revolution und der Einfluss der Digitalisierung des Lernens und Lehrens transformieren
- Klimawandel
- Energie und Zirkularwirtschaft
- Gerechtigkeit
- Um seine Mission umzusetzen möchte ENLIGHT das Lehren und Lehren transformieren
- Internationales Lernen über flexible internationale Lernpfade, die mehrere kurze und längere virtuelle und physische Lernmöglichkeiten in verschiedenen Ländern kombinieren
- Forschungs- und herausforderungsorientiertes Lernen, dass sich gemeinsam mit sozio-ökonomischen Akteuren (Living Labs, kooperatives Lernen) mit offenen Fragen und realen Problemen auseinandersetzt
- Transdisziplinärität verbindet verschiedene disziplinäre Ansätze mit sozialen Perspektiven

DAS UMSETZEN UNSERER VISION

Schlüsselergebnisse / -aktivitäten

- ➔ Entwickeln eines gemeinsamen Qualitätsrahmens, der die authentische Anerkennung von Studienabschleifen auf einer ENLIGHT Universität ermöglicht und die Basis für das beschriebene Herausforderungen bewältigen zu können
- ➔ Entwickeln einer gemeinsamen "Co-Creation"-Methodologie mit Universitäten und regionalen Akteuren, um Kompetenzen und Kenntnisse zu definieren, die Studierende benötigen, um die beschriebenen Herausforderungen bewältigen zu können;
- ➔ Entwickeln eines strukturellen und technischen Rahmens für inklusive, subungeloste und grüne Mobilität und Bereitstellen der notwendigen Instrumente für flexibles Lernen;
- ➔ Entwickeln einer umfassenden Methodologie, um den Einfluss des ENLIGHT Kompetenzrahmens auf die Lernenden und die sozio-ökonomische Umgebung messen zu können.

Wie unsere Allianz unsere Universitäten verwandeln wird

- ➔ ENLIGHT wird die Art und Weise, wie wir globale Herausforderungen angehen, durch die Entwicklung neuer Methoden für das Lernen und Forschen verändern. ENLIGHT wird Bildung verändern, um Studenten mit dem Wissen, den Fähigkeiten und dem Innovationspotenzial auszustatten, was benötigt wird, um gesellschaftlichen Wandel zu bewältigen, unsere zukünftigen Städte und Gemeinden zu gestalten und um zu global engagierten europäischen Bürger zu werden.
- ➔ Um Forschung, Bildung und Innovation auszubauen und zu bindeln, wird ENLIGHT schrittweise alle Barrieren für das Lehren, Lernen und die Zusammenarbeit auf allen Ebenen der ENLIGHT-Gemeinschaft beseitigen. ENLIGHT wird ein gemeinsames europäisches Hochschulsystem aufbauen, das Strukturen für Qualitätsicherung, internationale Reichweite, globales Engagement, Talententwicklung und Investitionen in große Forschungsinfrastrukturen miteinander verbindet.
- ➔ ENLIGHT wird die Menschen mit der Leistungsfähigkeit und dem Wissen ausstatten, um sicher mit Wandel umgehen und adäquat auf globale und komplexe Herausforderungen in unseren diversen sozio-ökonomischen Umgebungen antworten zu können. Eine internationale Forschungs- und Innovationskraft wird mobilisiert, um lokale Probleme zu lösen, indem Expert*innen, Ressourcen, modernste Forschungsaufnahme und Praxis aus ganz Europa zusammengebracht werden. Wir werden global denken und lokal handeln.
- ➔ ENLIGHT wird einen gemeinsamen, selbstbestimmten Qualitätsansatz entwickeln, der die authentische Anerkennung von Studienabschleifen an allen ENLIGHT Universitäten ermöglicht. Gemeinsam mit dem ENLIGHT-Kompetenzrahmen erlaubt diese Qualitätskultur Studierenden persönlich zu geschichteten Lernverfahren zu kombinieren und sammeln.

Offert an flexiblen gemeinsamen Curricula und Abschlüssen im ENLIGHT Netzwerk erwerben und allen ENLIGHT Studierenden die Möglichkeit geben internationale Erfahrungen und Kompetenzen zu erwerben. Die ENLIGHT Kurzprogramme und Module, gemeinsame Abschlüsse, sowie Netzwerke für Doktorand*innen und Lehrende werden tausende Absolvent*innen zu anpassungsfähigen Akteuren des Wandels ausbilden. Als ENLIGHT ALUMNI werden sie europäische Werte, herausforderungsbasierte Anreize, und hochwertige Forschungsergebnisse in Europa und darüber hinaus verbreiten.

• Vielseitigkeit, verbinden von wissenschaftlichem Wissen mit transversalen Kompetenzen, wie interkulturellem Bewusstsein, inklusive Führung und Multilingualität

Bis 2030 wird ENLIGHT seinen neuen Kompetenzrahmen vollständig umsetzen und ein integratives Europäische Universitätssystem etablieren, das dem europäischen Hochschulwesen als Vorbild dienen soll. ENLIGHT wird sich auch zukünftigen neuen Herausforderungen annehmen und seine Aktivitäten auf neue Bereiche übertragen, was zu neuen Forschungs- und Innovationsinitiativen führt. Wir werden das

#EuropeanUniversities
https://ec.europa.eu/education/education-in-the-eu/european-education-area/european-universities-initiative_de
<https://enlight.eu.org> ENLIGHT EU

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ENLIGHT

FLYER

An ENLIGHT flyer is used to give short information about an activity organised by 2 or more partners. Flyers may contain information about e.g. a teaching module, summer/winter schools or a lecture or lecture series. The flyers are brief in content and always refer for more information to the EU site for more information.

Is only 1 partner university organising? Then use the corporate identity of the partner university.

Please find the flyer template on SharePoint [here](#)



POWERPOINT

The ENLIGHT powerpoint template is designed to be used for ENLIGHT presentations. The template contains slides for text as well as images, logotypes of partner universities and also makes a distinction between slides for the Erasmus project / the RISE project or both.

Please find the flyer template on SharePoint [here](#)



VIDEO

If you want to make an ENLIGHT video make sure to use the proper thumbnails with the correct logotypes and EU emblems. The images below are the preferred ones to use and will help increase the visible unity and recognisability of all our video material.



Thumbnail 1_ENLIGHT beginning video



Thumbnail 2_ENLIGHT end video
(this one is placed before Thumbnail 4 & Thumbnail 5)



Thumbnail 3_ENLIGHT 3rd option



Thumbnail 4_ENLIGHT & Uni logos



Thumbnail 5_EUN & EC logos

T-SHIRT

A t-shirt or hoodie is preferably made from white or navy organic cotton. The EU emblem is always added and if possible placed on the left sleeve.



White t-shirt + logo
on the front



White t-shirt + light-
house on the back



EU emblem left arm



Navy t-shirt + logo
option 1



Navy t-shirt + logo
option 2

ENLIGHT WEBSITE

<https://enlight-eu.org/index.php>

ENLIGHT SOCIAL MEDIA

- **TWITTER**
Partner universities accounts: https://twitter.com/enlight_eu
[@upvehu](#) [@unibern](#) [@univbordeaux](#) [@ComeniusUni](#) [@nuigalway](#) [@ugent](#)
[@uniGoettingen](#) [@univgroningen](#) [@unitartu](#) [@uppsalauni](#)
 - **LINKEDIN**
Partner universities accounts: <https://www.linkedin.com/company/enlight-europeanuniversity>
[Universidad del País Vasco/Euskal Herriko Unibertsitatea](#) [University of Bern](#) [Université de Bordeaux](#)
[Univerzita Komenského v Bratislave](#) [National University of Ireland Galway](#) [Ghent University](#)
[Georg-August-Universität Göttingen](#) [University of Groningen](#) [University of Tartu](#) [Uppsala University](#)
 - **INSTAGRAM**
Partner universities accounts: <https://www.instagram.com/enlighteu/>
[@upvehu_gara](#) [@universitaetbern](#) [@universitedebordeaux](#) [@comenius.university](#) [@nuigalwayinternational](#)
[@ugent](#) [@unigoettingen](#) [@universityofgroningen](#) [@unitartu](#) [@uppsalauniversity](#)
 - **YOUTUBE**
Partner universities accounts: <https://www.youtube.com/c/ENLIGHTEU>
[UPV/EHU](#) [Universitaet Bern](#) [Université de Bordeaux](#) [Univerzita Komenského](#) [NUI Galway](#)
[Universiteit Gent](#) | [Ghent University](#) [Universität Göttingen](#) [University of Groningen](#) [Tartu Ülikool](#) [Uppsala universitet](#)
- Preferred hashtags options: [#europeanuniversities](#) [#europeaneducationarea](#) [#ENLIGHTlectureseries](#) [#ENLIGHTcourses](#)

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CREATED WITHIN ENLIGHT