

# VISUAL GUIDELINES

**Brand Identity Standards**

Version 1.0

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# Introduction

## BAUHAUS4EU

A European University for Resilient, Sustainable, Inclusive and Beautiful Regions.

**BAUHAUS4EU** builds on the New European Bauhaus (NEB) initiative, embracing its core values of sustainability, aesthetics and participation. BAUHAUS4EU long-term strategy is to benefit to European regions through a strong transnational cooperation scheme and to build dynamic complementarities and synergies on regional, European and international level.

## The BAUHAUS4EU Alliance

The **BAUHAUS4EU** Alliance comprises ten full partner universities: Bauhaus-Universität Weimar (Germany), Blekinge Tekniska Högskola, Karlskrona (Sweden), Università degli Studi di Bergamo (Italy), Université de Picardie Jules Verne (France); Uniwersytet Ekonomiczny w Katowicach (Poland), Instituto Politécnico de Castelo Branco (Portugal), University of Architecture, Civil Engineering and Geodesy (Bulgaria), Université Lumière Lyon 2 (France), University of Macedonia (Greece), and POLIS University (Albania).

All 10 partners are dedicated to shape and support the sustainable development of our institutions and regions by applying the New European Bauhaus approach “Beautiful, Sustainable, Together”

## MISSION

The **BAUHAUS4EU** Alliance seeks to strengthen the collaboration between the aforementioned universities and their regional partners to contribute to the sustainable development of their institutions and regions. Together, we want to share knowledge and best-practices examples as well as jointly develop strategic guidelines and instruments to address and overcome challenges related to sustainability.

Areas of intervention include teaching and learning, research, governance, buildings and operations. A central focus for the planned exchange of innovative ideas among institutions, stakeholders, and regional partners are the interrelated fields of sustainability and diversity/equity/inclusion. For this purpose, we formed a joint task force dedicated to the topic of implementing a “*Green and Inclusive BAUHAUS4EU Campus.*”

# Introduction

## VISION

The main objective of the **BAUHAUS4EU** Alliance is to jointly contribute to the sustainable development of their institutions and also to support its own and other European regions in this endeavour. Our approach reflects all three pillars of sustainability: environmental, economic, and social. We are aware that these three dimensions can only be adequately addressed together, taking into consideration the various ways in which the social, the economic and the environmental aspects overlap and interlink with one another.

By pursuing initiatives for social justice on our campuses (and beyond) and by centering diversity/equity/inclusion as guiding principles in our initiatives for economic and environmental sustainability as well, we aspire to empower our diverse communities of students, faculty, and staff to collaborate, innovate, and lead in creating a more just and environmentally responsible world.

## BRAND IMAGE AND VISUAL CONSISTENCY

**BAUHAUS4EU** will maintain a unified brand identity, using consistent visual elements such as logotype, symbol, fonts, colour palettes, and templates. This consistency ensures a cohesive and recognizable presence across all communication materials, including websites, social media, and documents. The goal is to reinforce BAUHAUS4EU's brand recognition and make its mission and vision easily identifiable to all stakeholders.

## VISUAL GUIDELINES AND ELEMENTS

This document seeks to define guiding principles for the application of the **BAUHAUS4EU** brand, providing precise information on how to use the visual identity elements in the most varied printed, digital or audiovisual communication media.

The graphic standards manual aims to ensure the coherence of the Brand's Visual Identity with its identity and personality, as well as the technical adequacy and quality of graphic production of each support, in accordance with the brand's standards.

# Brand Mark

**Brand Identity**

# Brand Mark

## BRAND MARK

**BAUHAUS4EU** builds on the New European Bauhaus (NEB) initiative, embracing its core values of sustainability, aesthetics and participation. BAUHAUS4EU long-term strategy is to benefit to European regions through a strong transnational cooperation scheme and to build dynamic complementarities and synergies on regional, European and international level.

An alliance of **10 universities from 9 countries**, an alliance for a better future, an alliance for more resilient, sustainable, inclusive and beautiful regions.



# Brand Mark

## BRAND MARK

The Brand BAUHAUS4EU is composed of a logotype and a symbol, which can be used in combination or autonomously. They can also be used in monochromatic or with a combination of colours.

The starting point for the logotype is the choice of a vibrant turquoise blue — a colour that evokes clarity, vision, and connection. As a hue that lies between blue and green, turquoise symbolises both trust and transformation, aligning with the goals of the Green Deal and the New European Bauhaus. It also references water and sky, linking the alliance to the geography and diversity of European regions — from rural landscapes to coastal and mountainous areas.

In this case, turquoise blue is used as the base, together with yellow, red and blue — the primary colours historically associated with the original Bauhaus. Here, the colours are not decorative but conceptual: they represent action and act as a force for change.



# Brand Mark

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## BRAND MARK

The symbol is composed of seven distinct shapes, which are also embedded in the construction of the number “4” within the logotype. These shapes rotate collectively, forming a radiant star that symbolizes movement, collaboration, and unity across Europe.





# Brand Mark

## BRAND MARK

Rather than representing individual partner institutions, the seven shapes embody seven shared guiding principles that define the identity and mission of the Bauhaus4EU alliance: Sustainability, Inclusion, Aesthetics, Innovation, Co-creation, Regional Transformation, and Interdisciplinary Education.



# Brand Mark

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## BRAND MARK

Together, these principles reflect the values of the New European Bauhaus and the alliance's commitment to shaping a resilient, inclusive, and beautiful future for Europe.



# Brand Mark

## BRAND MARK

In 1923, Wassily Wassilyevich Kandinsky proposed a universal correspondence between the three elementary shapes and the three primary colors: the **triangle** with yellow, the **square** with **red**, and the circle with blue.

This theory of translation—the act of substituting symbols from one system with those of another to establish correspondences—gained traction through the writings of Paul Klee, Wassily Kandinsky, and László Moholy-Nagy.

By using the triangle, square, and circle as foundational elements of visual language, including in typography, the concept became closely associated with the Bauhaus school, eventually being referred to as the ABC of the Bauhaus.





# Visual Guidelines

**Brand Identity Standards**

# Brand Mark

## BRAND MARK ELEMENTS



Symbol

**BAUHAUS4EU**

Logotype

European University Alliance

Descriptive

# Brand Mark

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## PRINCIPAL BRAND MARK

This is the main version of the Brand Mark with the descriptive (designation) in the official colors.



# Brand Mark

---

## PRINCIPAL BRAND MARK

This is the main version of the Brand Mark without the descriptive in the official colors.

The application of the version without descriptive (designation) is only valid in situations where the brand is recognized, or where the layout requires the identity to be applied in a smaller reproduction.



# Brand Mark

---

## SECONDARY BRAND MARK

This is the shortened version of the main Brand BAUHAUS4EU, without the designation (descriptive) in the official colors.

The application of the secondary Brand Mark is valid in applications where the main Brand is not suitable due to its size, or in applications where the designation BAUHAUS4EU is not required, or even in decorative applications.

The application of the version is also valid in situations where the layout requires the identity to be applied in a smaller reproduction.





# Brand Mark

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## SYMBOL

### Principal symbol

Brand mark reduced to the symbol for uses where the layout requires the identity to be applied in an extremely reduced way or decorative applications.



# Brand Guidelines

## PROTECTION ZONE

Brand mark protection zone, where no graphics can be added.



# Brand Guidelines

---

## PROTECTION ZONE

Brand shortened version protection zone,  
where no graphics can be added.



# Brand Guidelines

## MINIMAL SIZE

### Maximum brand mark reduction.

It should not be reduced more than the indicated size, otherwise it will lose legibility.



Minimal width: **35 mm / 100 px**



Minimal width: **21 mm / 60 px**



Minimal width: **10,3 mm / 30 px**

---

# Colours

## SINGLE-COLOUR BRAND MARK

**The application of this version is only valid in the following cases:**

Reproduction in lower definition systems in a single colour or, exclusively, in graphic proposals where the Visual Identity of the BAUHAUS4EU Alliance and others coexist (in 1 colour), under the communication of a single entity.

The BAUHAUS4EU Visual Identity can thus incorporate the colour of that entity's own communication.



# Colours

## POSITIVE AND NEGATIVE COLOUR

The application of this version is only valid in the following cases:

Reproduction in lower definition systems in one colour or, exclusively, in graphic proposals where the Visual Identity of the **BAUHAUS4EU** Alliance and others coexist (in 1 colour), under the communication of an entity.

The **BAUHAUS4EU** identity may therefore incorporate the colour of that entity's own communication.

 <b>BAUHAUS4EU</b> European University Alliance	 <b>BAUHAUS4EU</b> European University Alliance
 <b>BAUHAUS4EU</b>	 <b>BAUHAUS4EU</b>
 <b>B4EU</b>	 <b>B4EU</b>

# Colours

COLOURS

Corporate colours



**Aqua Blue**

C: 89%  
M: 0%  
Y: 19%  
K: 0%

R: 0  
G: 175  
B: 206

#00afce

Pantone 3125 C



**Yellow**

C: 0%  
M: 35%  
Y: 85%  
K: 0%

R: 249  
G: 178  
B: 51

#f9b233

Pantone 130 C



**Red**

C: 15%  
M: 100%  
Y: 90%  
K: 10%

R: 190  
G: 22  
B: 34

#be1622

Pantone 3517 C



**Blue**

C: 85%  
M: 50%  
Y: 0%  
K: 0%

R: 29  
G: 113  
B: 184

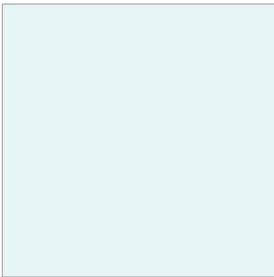
#1d71b8

Pantone 2144 C

# Colours

**COLOURS**

**Auxiliary colours**



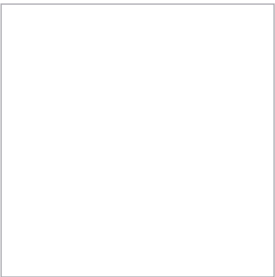
**Light Blue**

C: 13%  
M: 0%  
Y: 5%  
K: 0%

R: 217  
G: 238  
B: 241

#d9eef1

Pantone 7457 C



**White**

C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 255  
G: 255  
B: 255

#ffffff



**Grey**

C: 0%  
M: 0%  
Y: 0%  
K: 60%

R: 135  
G: 135  
B: 135

#878787



# Typography

## TYPOGRAPHY

### Corporate typography

The N27 font was defined as the typeface family for the logotype and descriptive.

The N27 Bold variant was used in the construction of the **BAUHAUS4EU** logotype.

For the descriptive or signature "European University Alliance" the variant N27 Regular was used.

(You may purchase the **N27** font directly from the Atipo Foundry website).



### N27 Bold

## BAUHAUS4EU

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$%&'()\*+,-./:;<=>~^\_

### N27 Regular

## European University Alliance

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$%&'()\*+,-./:;<=>~^\_

# Typography

## TYPOGRAPHY

### Complementary typography for Editorial and Stationery applications.

For the editorial universe, we recommend using the **Roboto Serif** typeface family, a serif font used mainly for editorial projects, stationery and office, such as books, magazines and newspapers, official documents, letters, etc.

(You can access the **Roboto Serif** typeface directly from the Google Fonts website).



#### Roboto Serif Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``

#### Roboto Serif Extra Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``*

#### Roboto Serif Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``

#### Roboto Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``*

#### Roboto Serif Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``

#### Roboto Serif Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``*

#### Roboto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``

#### Roboto Serif Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'``*

# Typography

## TYPOGRAPHY

Complementary typography for Editorial and Stationery applications.



### Roboto Serif Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™

### Roboto Serif Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™*

### Roboto Serif SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™**

### Roboto Serif SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™**

### Roboto Serif Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™**

### Roboto Serif Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™***

### Roboto Serif ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™**

### Roboto Serif ExtraBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*()  
!?\$%&%±@#()\*<sup>oa</sup>,.,:~^'™***

# Typography

## TYPOGRAPHY

### Complementary typography for Editorial and Stationery applications.

In addition to using the **Roboto Serif** typeface in editorial and stationery applications, it can also be used the **Roboto Slab** typeface from the same family as a complement.

#### Roboto Serif Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''

#### Roboto Serif Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''

#### Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''

#### Roboto Slab Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''



# Typography

## TYPOGRAPHY

### Complementary typography for Digital Media

For digital media, we recommend using the **Roboto** typeface family in applications such as websites, social media, email, PowerPoint, documents for digital distribution (e.g. PDF), among other digital media.

(You can access the **Roboto** font family directly from the Google Fonts website).



#### Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

#### Roboto Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()  
!?\$£&%±@#()\*^°a,.;:~^'''

# Typography

## TYPOGRAPHY

### Complementary typography for Digital Media



#### Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>o</sup>a , . ; : ~ ^ ¨

#### Roboto Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>o</sup>a , . ; : ~ ^ ¨

#### Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>o</sup>a , . ; : ~ ^ ¨

#### Roboto Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>o</sup>a , . ; : ~ ^ ¨

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# Typography

## TYPOGRAPHY

### Exceptions to the use of defined typography for Editorial and Stationary applications



In **exceptional cases**, when it is **not possible** to use the **Roboto Serif** typeface family, we recommend using the **Palatino** system typeface as a last resort.



#### ✗ Roboto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~

#### ✗ Roboto Serif Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~*

#### ✗ Roboto Serif Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~**

#### ✗ Roboto Serif Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~***

#### ⚠ Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~

#### ⚠ Palatino Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~*

#### ⚠ Palatino Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~**

#### ⚠ Palatino Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&^\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.;:~^'~***

# Typography

## TYPOGRAPHY

### Exceptions to the use of defined typography for Digital Media



In **exceptional cases**, when it is **not possible** to use the **Roboto** typeface family, we recommend using the **Arial** system typeface as a last resort.



#### ✗ Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''

#### ✗ Roboto Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''*

#### ✗ Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''**

#### ✗ Roboto Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''***

#### ⚠ Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''

#### ⚠ Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''*

#### ⚠ Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''**

#### ⚠ Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()  
!?\$£&%±@#()\*<sup>oa</sup>,.,:~^'''***



# Co-branding

## USE WITH OTHER BRANDS

### Relationship of the BAUHAUS4EU brand mark with the European Union co-financing brand - Horizontal version.

The need for the **BAUHAUS4EU** brand to coexist with other brands, may reveal problems with order, reading and legibility.

With this principle in mind, a system of modules was defined, based on the circular symbol of the **BAUHAUS4EU** brand, to hierarchically organize the placement of the various elements that coexist with the identity of the Alliance.



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# Co-branding

## USE WITH OTHER BRANDS

Relationship of the **BAUHAUS4EU** brand mark with the multiple brands of the Alliance Universities.



# Backgrounds

## BEHAVIOUR ON CHROMATIC BACKGROUNDS

The brand mark **BAUHAUS4EU** should preferably take on the main colors.

If it is a one-colour printing situation, the single colour version should be used.

The positive or negative version of the brand should be used exclusively in graphic proposals where the visual identity of the **BAUHAUS4EU** Alliance and others coexist (in one colour) under the communication of another entity. The Identity may therefore incorporate the colour of that entity's own communication.



Corporate colors backgrounds



Auxiliary colors and grays backgrounds

# Backgrounds

## BEHAVIOUR ON PHOTOGRAPHIC BACKGROUNDS

The application of the **BAUHAUS4EU** brand mark on photographic backgrounds must respect the principles of its legibility.

If the readability of the brand is compromised against a photographic background, it is advisable to darken and/or blur the image as a last resort if readability is compromised.

A frame should be sought in which there is sufficient contrast between the background and the brand mark, and preferably on flat backgrounds.



Photographic backgrounds

# Restrictions

## RESTRICTIONS

Identity configurations of the **BAUHAUS4EU** Alliance must never be changed.

The rules previously defined in this manual must always be respected. In case of doubt, information should be requested.



Do not distort the brand



Do not change the position of the brand



Do not use the brand on gradient colour backgrounds or on incorrect backgrounds



Do not add slogans



Do not change the brand typography



Do not use parts of the identity



Do not modify the brand mark protection area



Do not use incorrect colors



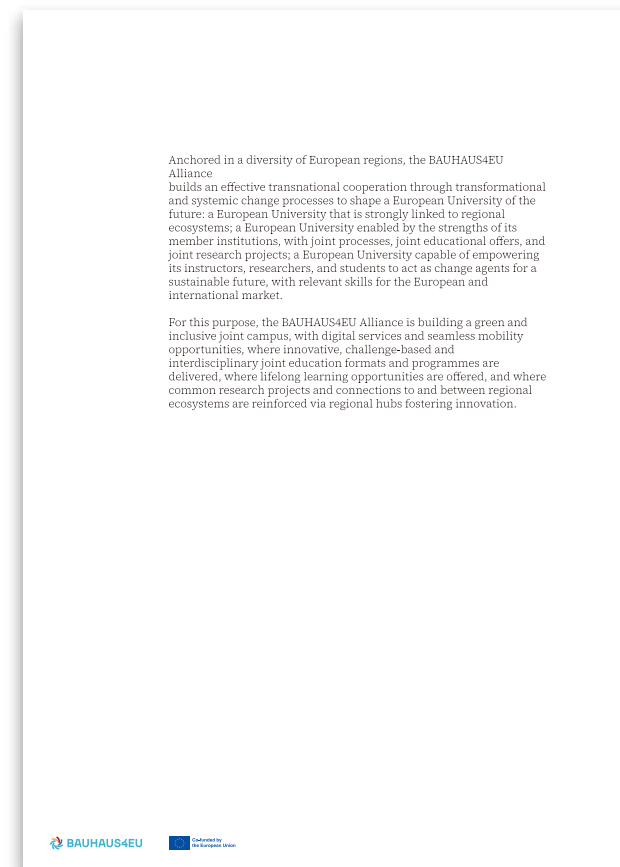
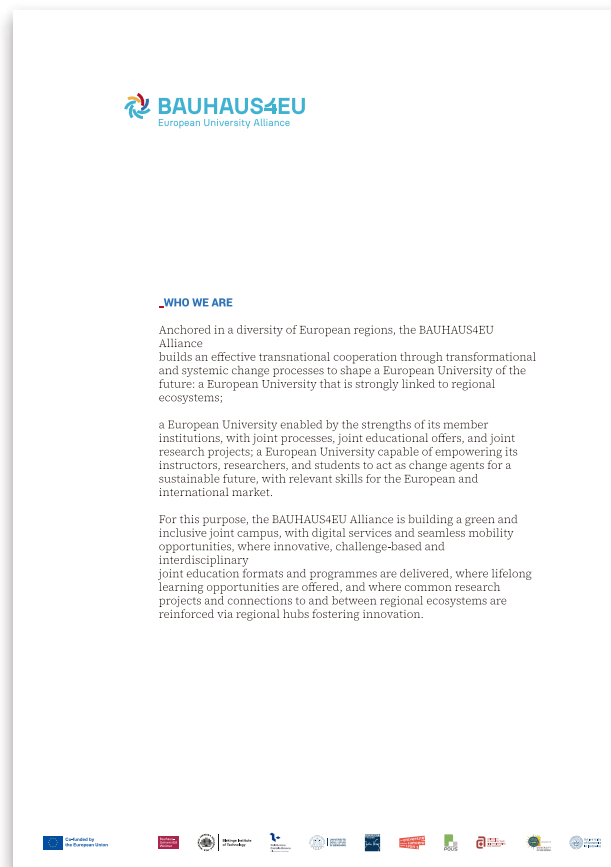
Do not apply background colors that are the same as the brand or similar tones

# Brand Mark Applications

**Brand Identity Standards**

## STATIONERY

### Letterhead and Continuation sheet



## STATIONERY

### Document covers





## FLYER

### A5 Flyer



## FLYER

### A4 Flyer



## FOLDER

### A4 Folder with flaps



## COMMUNICATION

### PowerPoint

**BAUHAUS4EU**  
European University Alliance

## THE BAUHAUS4EU ALLIANCE: CHALLENGES AND RESULTS

**Prof. Vincent Promed**  
Vice-President

BAUHAUS4EU Annual Meeting, May 3rd 2025

BAUHAUS4EU

**BAUHAUS4EU**  
European University Alliance

## MISSION

The BAUHAUS4EU Alliance seeks to strengthen the collaboration between the aforementioned universities and their regional partners to contribute to the sustainable development of their institutions and regions.

Together, we want to share knowledge and best-practices examples as well as jointly develop strategic guidelines and instruments to address and overcome challenges related to sustainability.

BAUHAUS4EU

**BAUHAUS4EU**  
European University Alliance

## WHO WE ARE

BAUHAUS4EU Alliance is building a green and inclusive joint campus, with digital services and seamless mobility opportunities, where innovative, challenge-based and interdisciplinary joint education formats.

BAUHAUS4EU

**BAUHAUS4EU**  
European University Alliance

## COOPERATION

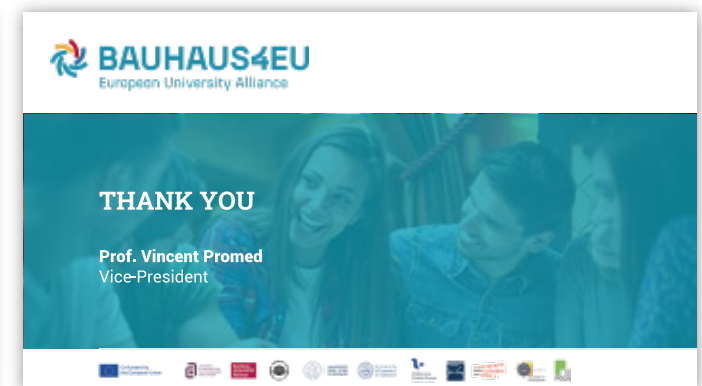
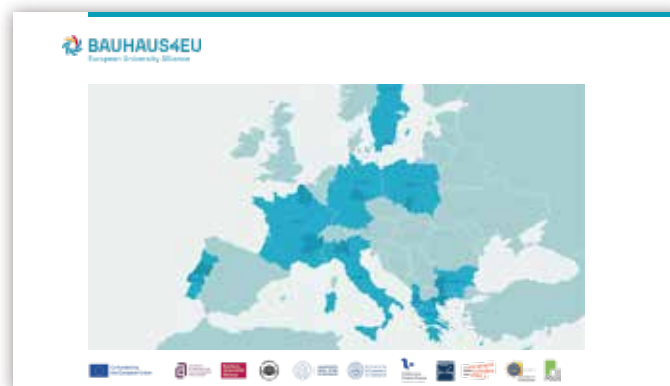
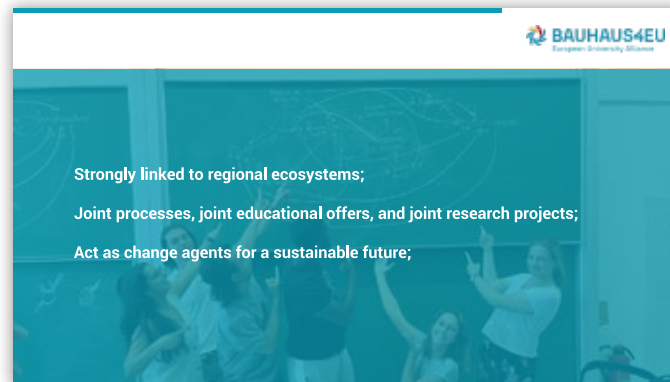
Anchored in a diversity of European regions, the BAUHAUS4EU Alliance builds an effective transnational cooperation through transformational and systemic change processes to shape a European University of the future.

- Strongly linked to regional ecosystems;
- Joint processes, joint educational offers, and joint research projects;
- Act as change agents for a sustainable future;
- Building a green and inclusive joint campus;
- Digital services and seamless mobility opportunities.

BAUHAUS4EU

## COMMUNICATION

### PowerPoint





# BAUHAUS4EU

European University Alliance

Bauhaus-  
Universität  
Weimar



Blekinge Institute  
of Technology

  
Politécnico  
Castelo Branco  
Polytechnic University



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO



— université  
— lumière  
— Lyon 2



  
UNIVERSITY  
OF ARCHITECTURE  
CIVIL ENGINEERING  
AND GEODESY



  
University  
of Economics  
in Katowice