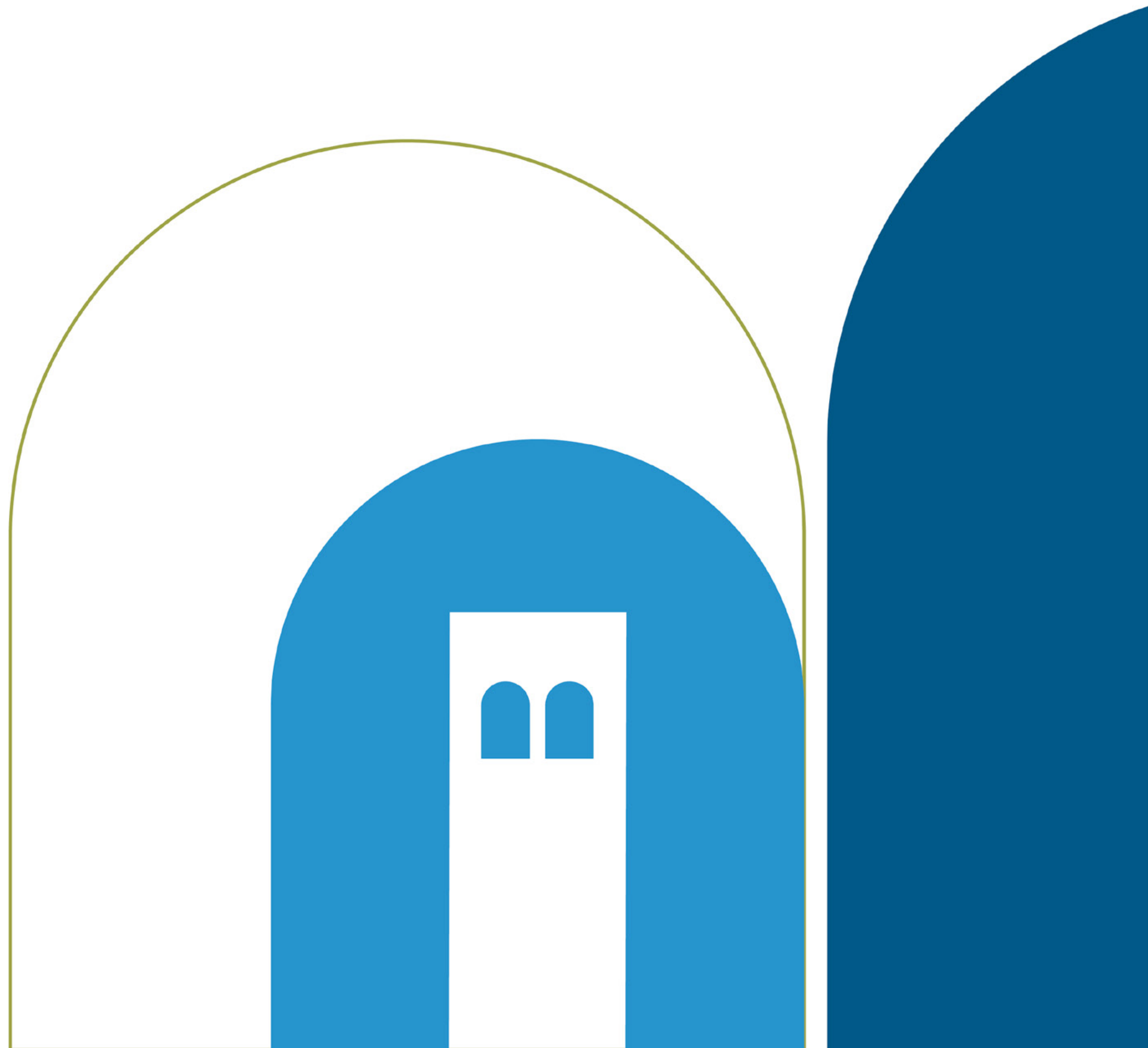


ANNEX II E

VISUAL IDENTITY GUIDELINES

Version: 02.2022



Contents

Part 1
Strategy
p.1

Part 2
Logo
p.4

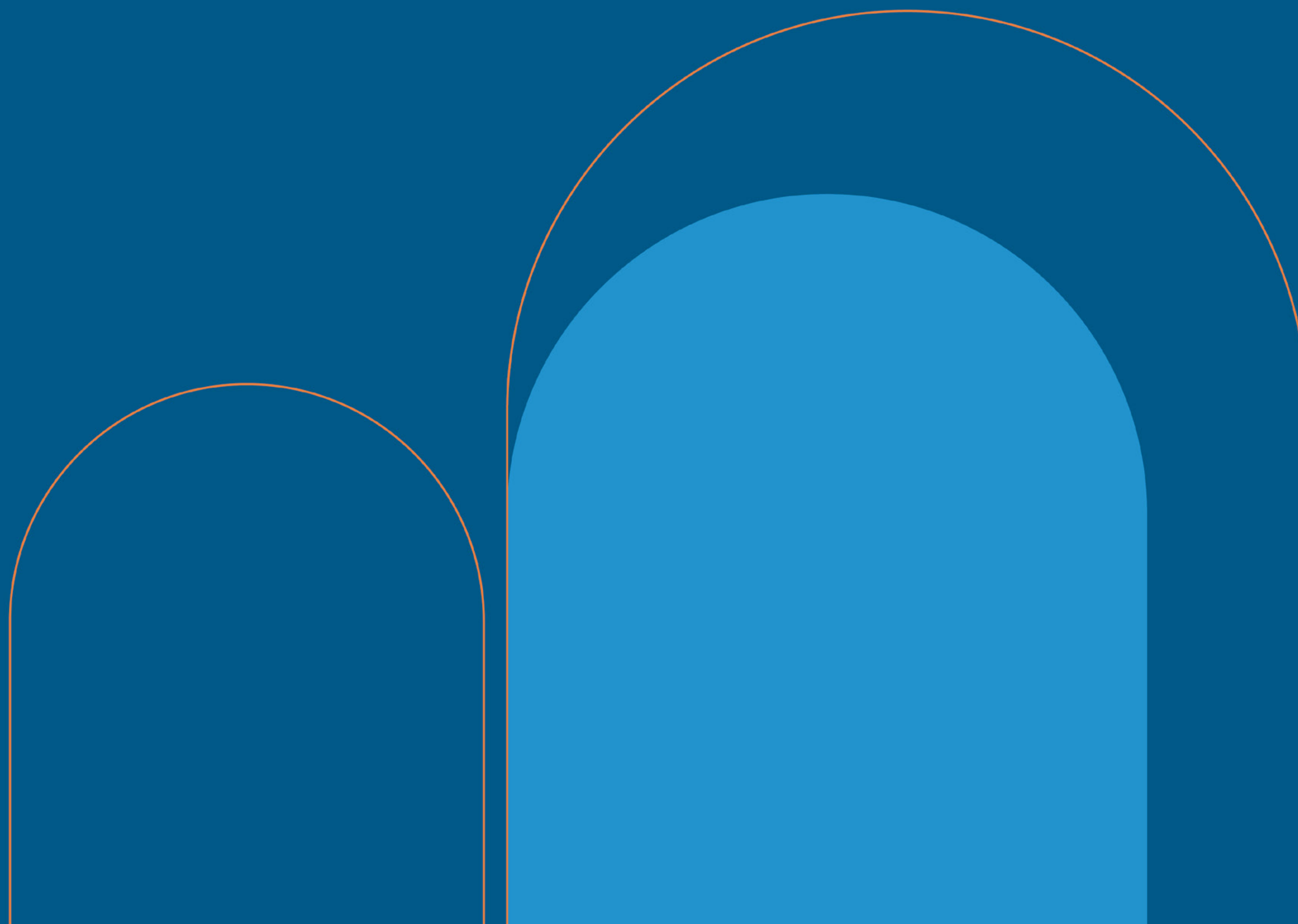
Part 3
Typography
p.42

Part 4
Colour palette,
graphic elements
and photos
p.49

Part 5
Materials
p.61

Part 1

Strategy



MISSION

Contribute to the cultural and scientific development of Europe,
through teaching at the highest university level, robust intellectual discourse
and debate and insightful interdisciplinary research on salient societal challenges.

OUR AMBITION

We aspire to cultivate high-level contributors to academics and policy making who will shape social progress and the advancement of the European spirit.

OUR VISION

A Social Sciences and Humanities hub connecting academic excellence and research capabilities across Europe and to the world of policy and practice, for the betterment of society.

OUR VALUE PROPOSITION

The EUI transforms scholars and learners through a vibrant and diverse environment, unparalleled postgraduate training methodology and a relentless pursuit of research excellence, so that each is empowered to make a meaningful difference to cultural, social and scientific evolution in Europe and in the world.

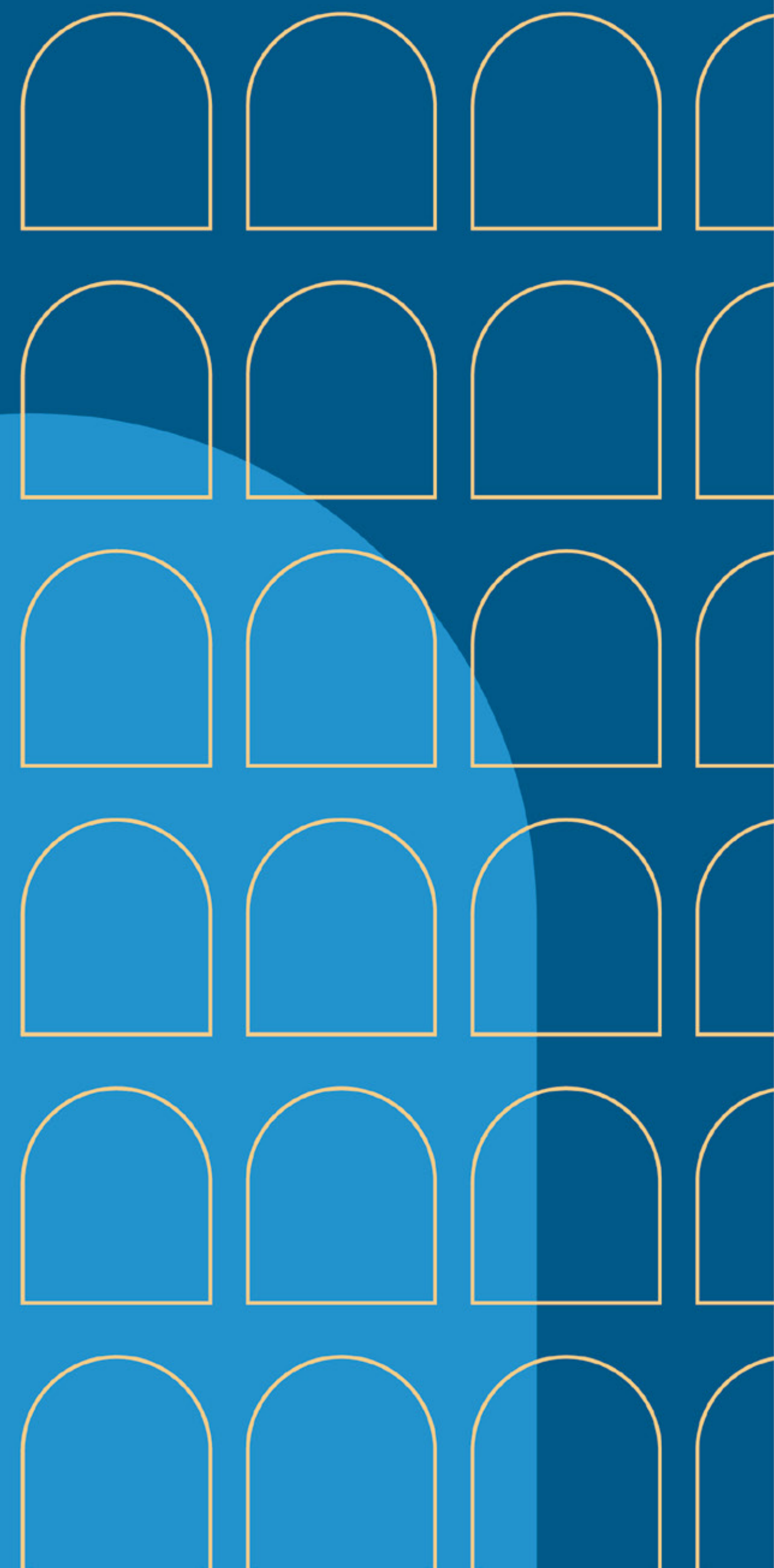
OUR VALUES

We are united in **pluralism** (people, perspectives, disciplines).
We are driven by **intellectual curiosity** and **challenge**.
We are grounded in **academic freedom** and **rigour**.
We are enriched through **open-minded, multidisciplinary thinking**.

OUR PERSONALITY

European with a **transnational** mindset.
Selective, but not exclusive or elitist.
A **cohesive** and vibrant **community**.
Connected and **open to the world**.
Ambitious to make a difference.

Part 2
Logo



The new logo concept aims to maintain the historical EUI bell tower logo as the nexus of campus life while:

- simplifying and modernising its design,
- freeing it from the rigid, closed shape of the square
- unifying all academic programmes, units and departments under one symbol.



The main shape for the logo thus becomes an arch, the characteristic shape representative of the EUI's historic buildings. The arch is also a symbol of openness, like a door or a window, to echo the values and personality of the EUI.

Open-mindedness

Academic freedom

Curiosity

Connection

Open to the world



Full colour logo (symbol + acronym + full name)

This is the main version of the logo, to be used on all types of document.
This version should be prioritised over others and used wherever possible, on both hard copy and digital aids.



For correct usage of the main version of the logo, we will always position it on one of these specific backgrounds:

1. White graphic background
2. A photo background that is sufficiently light to ensure perfect logo legibility
3. A white band when the image is dark

Negative form of logo
(white)



We can use the negative version on a blue background or photographic background for certain digital aids (video).

Black monochrome logo



Blue monochrome logo

We use the black monochrome version for black and white prints and when the logo is paired with other logos, also black and white, on communication materials managed by third parties (see Positioning + partner logos – Examples).

We use the blue monochrome version in exceptional cases, when two-colour printing is not possible (for example, on certain merchandising materials).

1. Full name*
(e.g. printed on a pencil)

EUROPEAN UNIVERSITY INSTITUTE



2. Symbol + acronym
(e.g. printed on a diary)



3. Symbol
(e.g. printed on a tote bag)



There are three alternative, compact versions of the logo, designed to remedy any legibility or printing issues.
These are to be used only at the request of EUI and for specific materials.

*When printing full department names, we respect the same graphic layout (Avenir book/uppercase/one-line).

For department logos (second level) and programme logos (third level), we retain the symbol and acronym, while the full name is replaced with the name of the department or programme.

EUI Logo (first level)

Department logo (second level)

Programme logo (third level)

		
--	---	---



The name of the department/programme can be arranged over a maximum of three lines of text.



Bottom alignment if the department/programme name takes up only one or two lines of text.



In the case of conjunctions (and) or prepositions (of), these cannot take up a whole line of text on their own.

Department logos (second level)



Departments (second level)

- ACADEMY OF EUROPEAN LAW
- ALCIDE DE GASPERI RESEARCH CENTRE
- DEPARTMENT OF ECONOMICS
- DEPARTMENT OF LAW
- DEPARTMENT OF HISTORY AND CIVILIZATION
- DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
- HISTORICAL ARCHIVES OF THE EU
- MAX WEBER PROGRAMME
- ROBERT SCHUMAN CENTRE
- SCHOOL OF TRANSNATIONAL GOVERNANCE

SERVICES

There is no service logo.
The name of the service will be
written in one line next to the EUI
logo or will be named in the context.



Academic Service

Programme logos (third level)



Programmes (third level)

- FLORENCE SCHOOL OF BANKING AND FINANCE
- MIGRATION POLICY CENTRE
- FLORENCE SCHOOL OF REGULATION
- CENTRE FOR JUDICIAL COOPERATION
- CENTRE FOR MEDIA PLURALISM AND MEDIA FREEDOM
- EUROPEAN GOVERNANCE AND POLITICS PROGRAMME
- FLORENCE COMPETITION PROGRAMME
- GLOBAL GOVERNANCE PROGRAMME
- MIDDLE EAST DIRECTIONS
- GLOBAL CITIZENSHIP OBSERVATORY

RSC Programmes:

The logo of the RSC programmes should always include the Robert Schuman Centre to the right as part of the logo. If the format does not allow to do so, we should ensure that the Centre is mentioned in text format, such as in this example:

The conference is organised by the LIFE dicet project of the Florence School of Regulation, part of the Robert Schuman Centre, European University Institute

The colours of the EUI logo cannot be arbitrarily changed.



The EUI logo cannot be arbitrarily modified by rotating or shifting one or more of its parts.
The EUI logo cannot be arbitrarily modified by increasing or shrinking the size of one or more of its parts.



The full name of European University Institute and the full name of any other department or programme cannot be arbitrarily modified in terms of its position or alignment.

Department (second level)

When more than a department/Program is involved, we must use the EUI logo only.
We will name the different departments on the text.



Department (third level)





E.g. safe area for department logo (second level)



E.g. safe area for programme logo (third level)

The safe area is equal to the length of the acronym.
The same parameter is used to calculate the safe area for second level (department) and third level logos (programmes).

Logo reduction



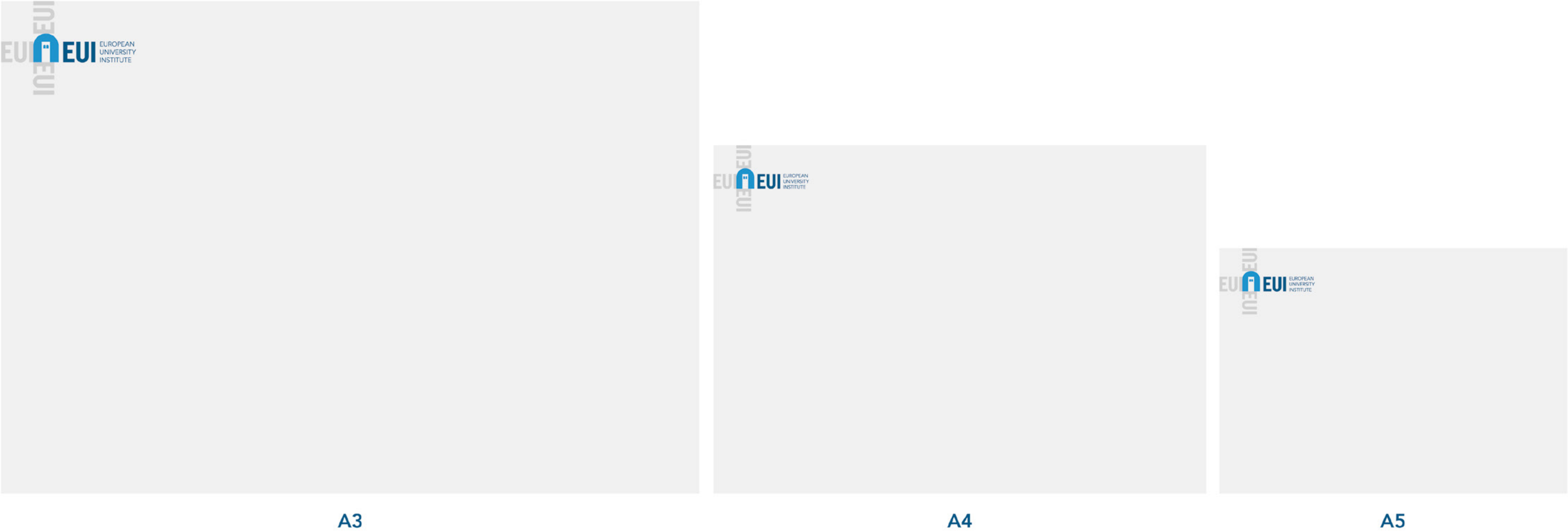
Minimum logo height: 7 mm

Positioning:
On hard copy materials, we use the safe area to calculate logo distance from the upper and left margins.

Resizing:
For A3 and A4 formats, the logo height is 1/24 of the page height.
For A5 format, the logo is the same size as the A4 format of logo.



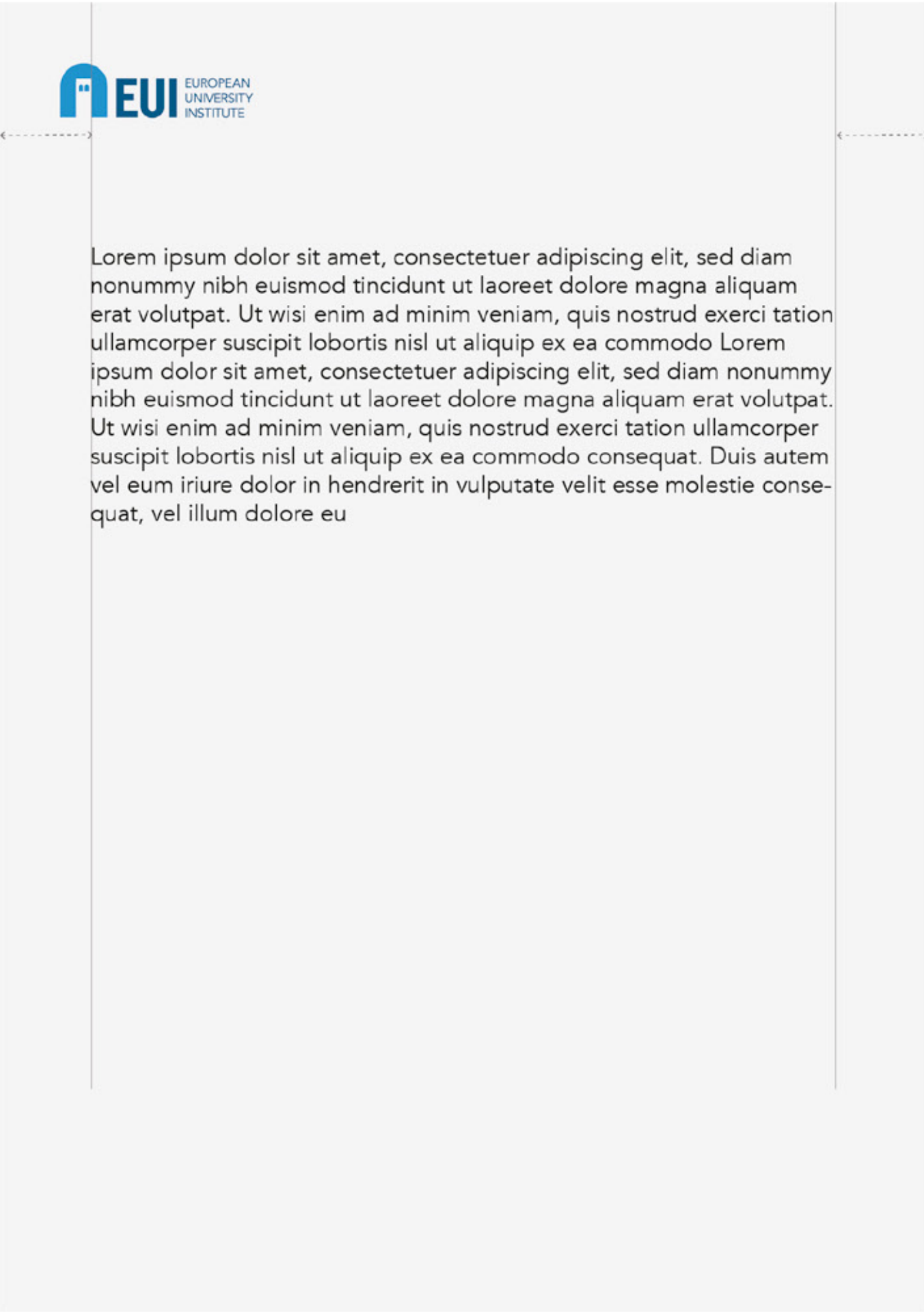
VERTICAL FORMATS



HORIZONTAL FORMATS

The logo is always positioned in the top left corner. Sizes and positioning rules remain unchanged with respect to the corresponding vertical formats.

The text is aligned with the right side of tower



Lateral margins text: 3 cm

A3



Lateral margins text: 2.16 cm

A4



Same margins as A4

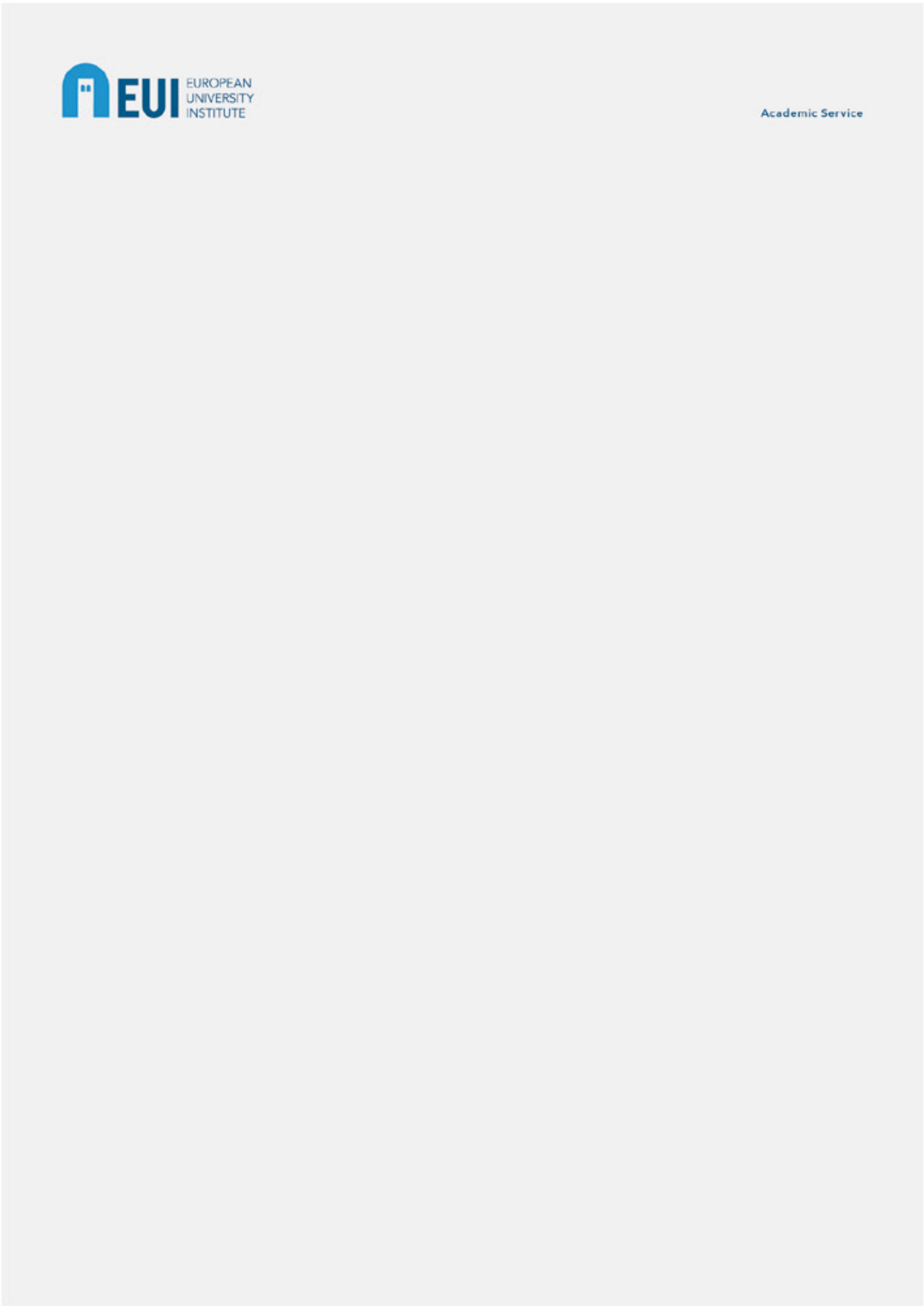
A5



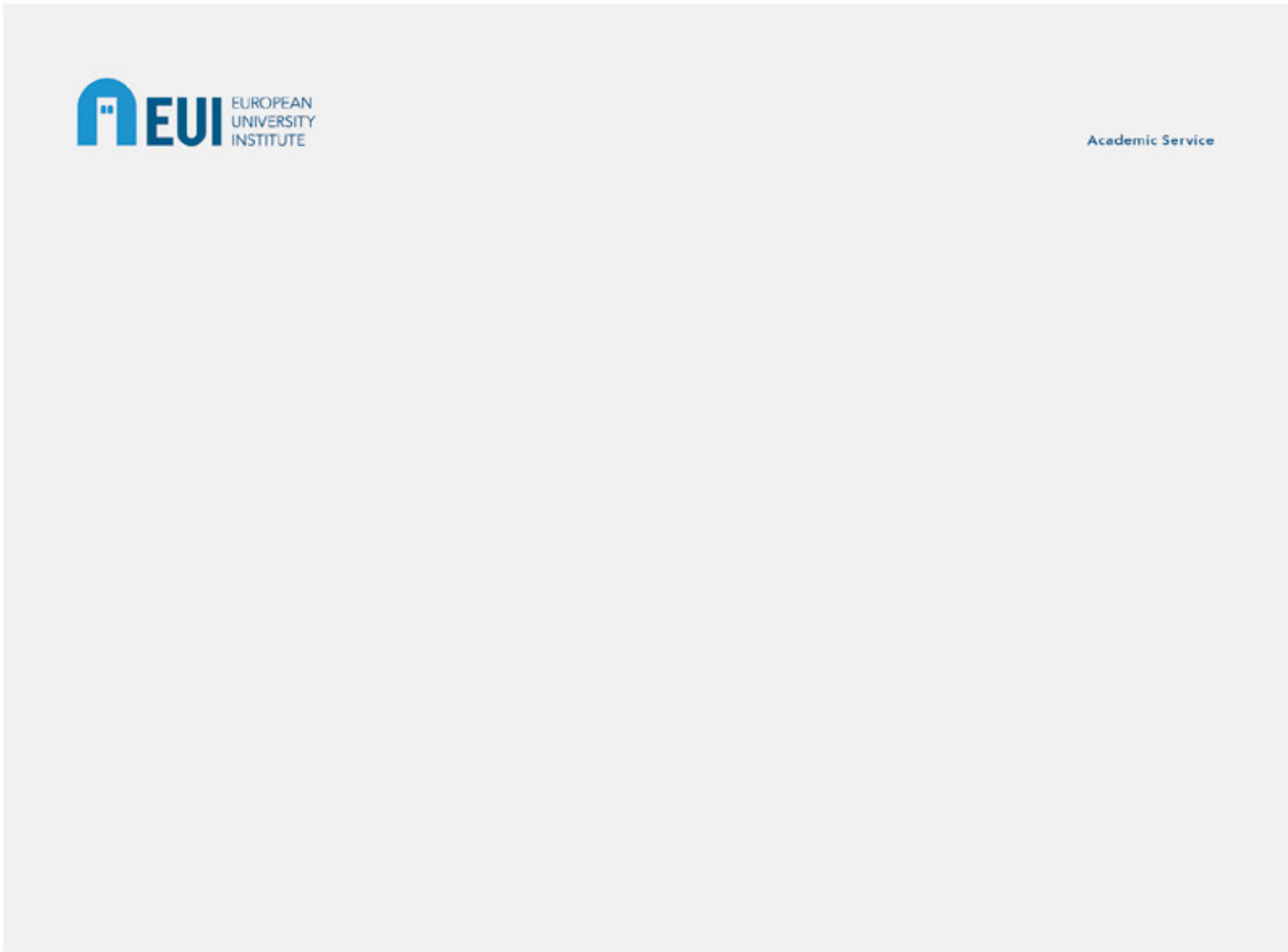
Avenir Heavy, same typeface as full name,
Sentence Case, one-line, right justified,
bottom alignment.

SERVICES
The full name of the service must
flank the main logo in accordance
with the layout rules outlined in the
example.

- Services
- Academic Service
 - Budget and Financial Service
 - Communications Service
 - Dean of Graduate Studies
 - Human Resources Service
 - ICT Service
 - Internal Audit Office
 - Language Centre
 - Library
 - Real Estate and Facilities Service



A4

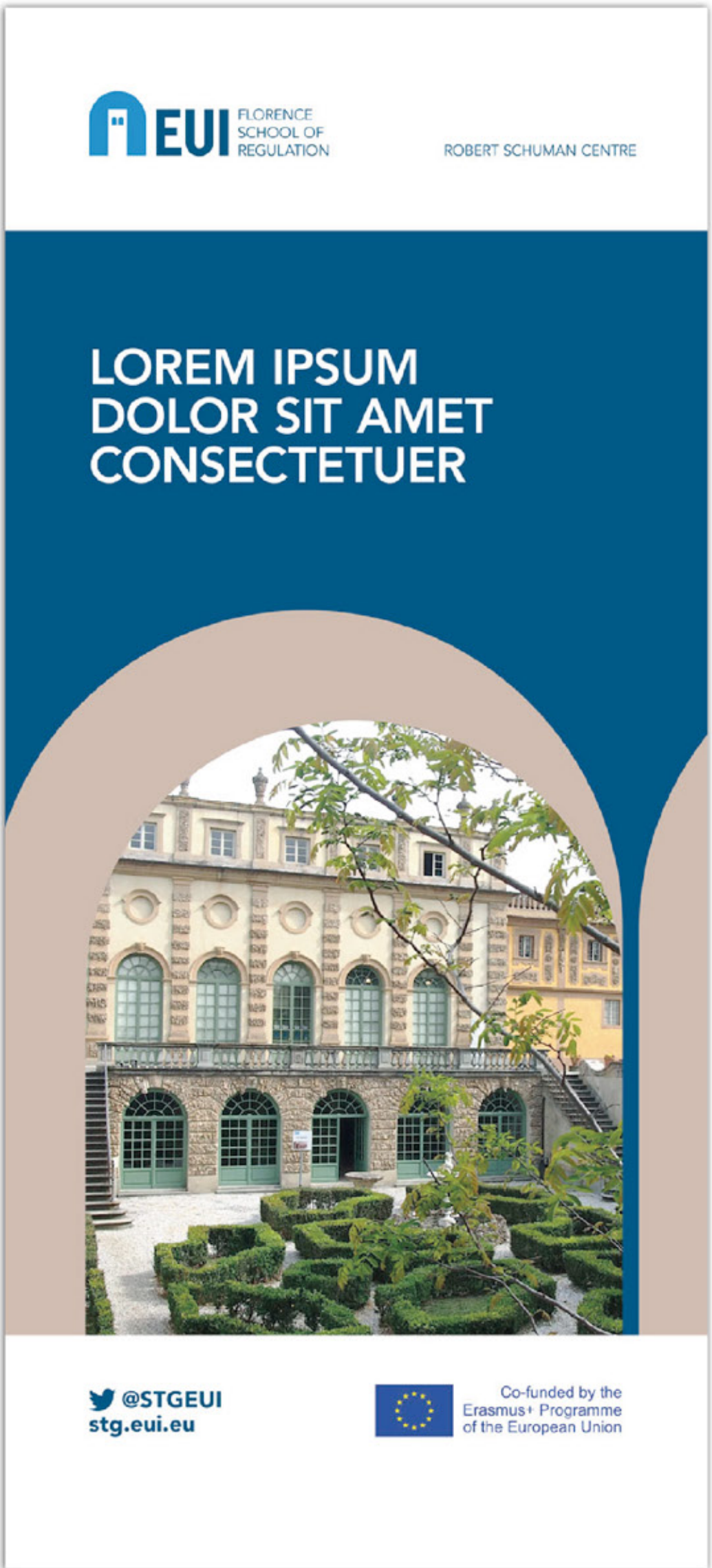
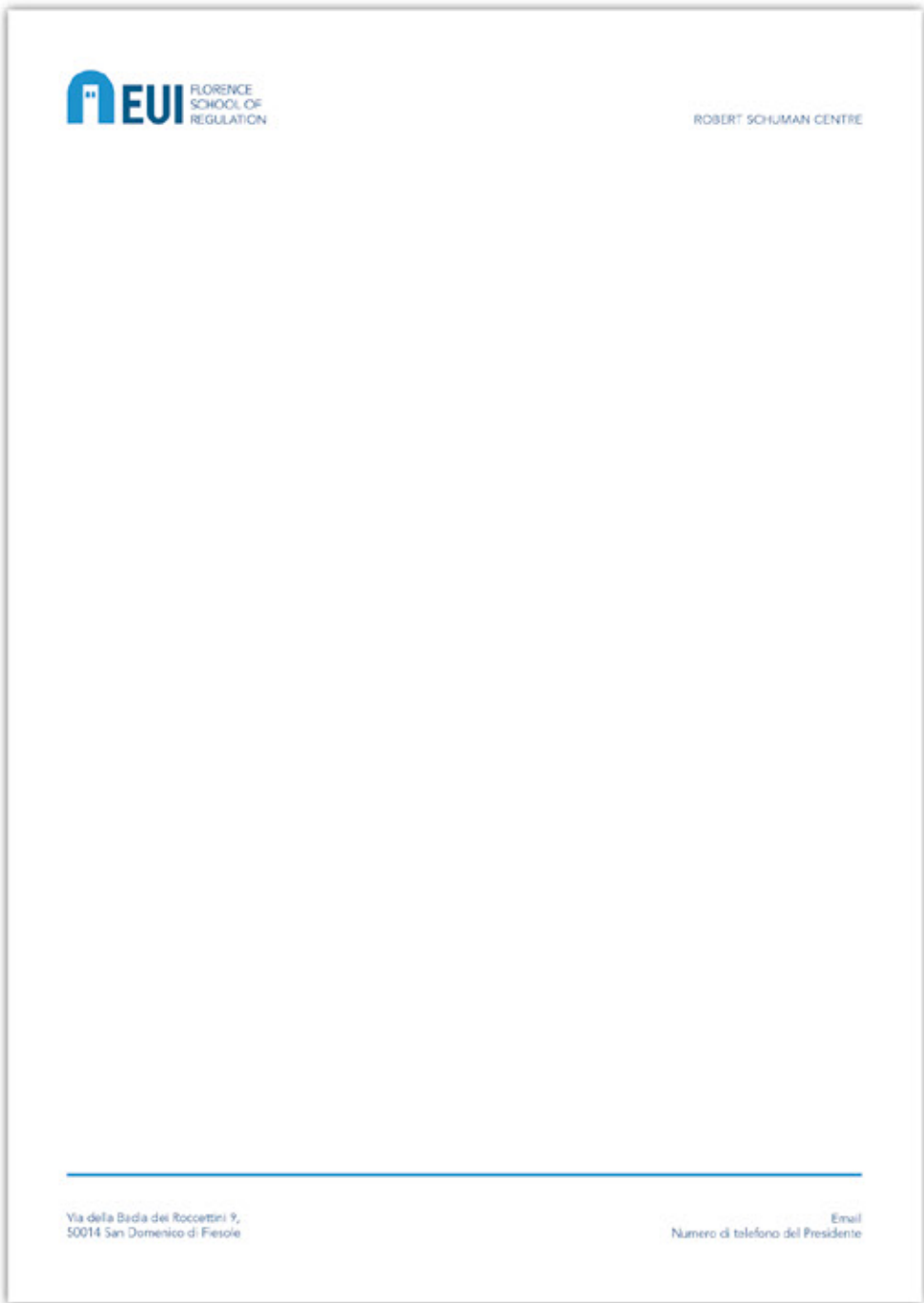


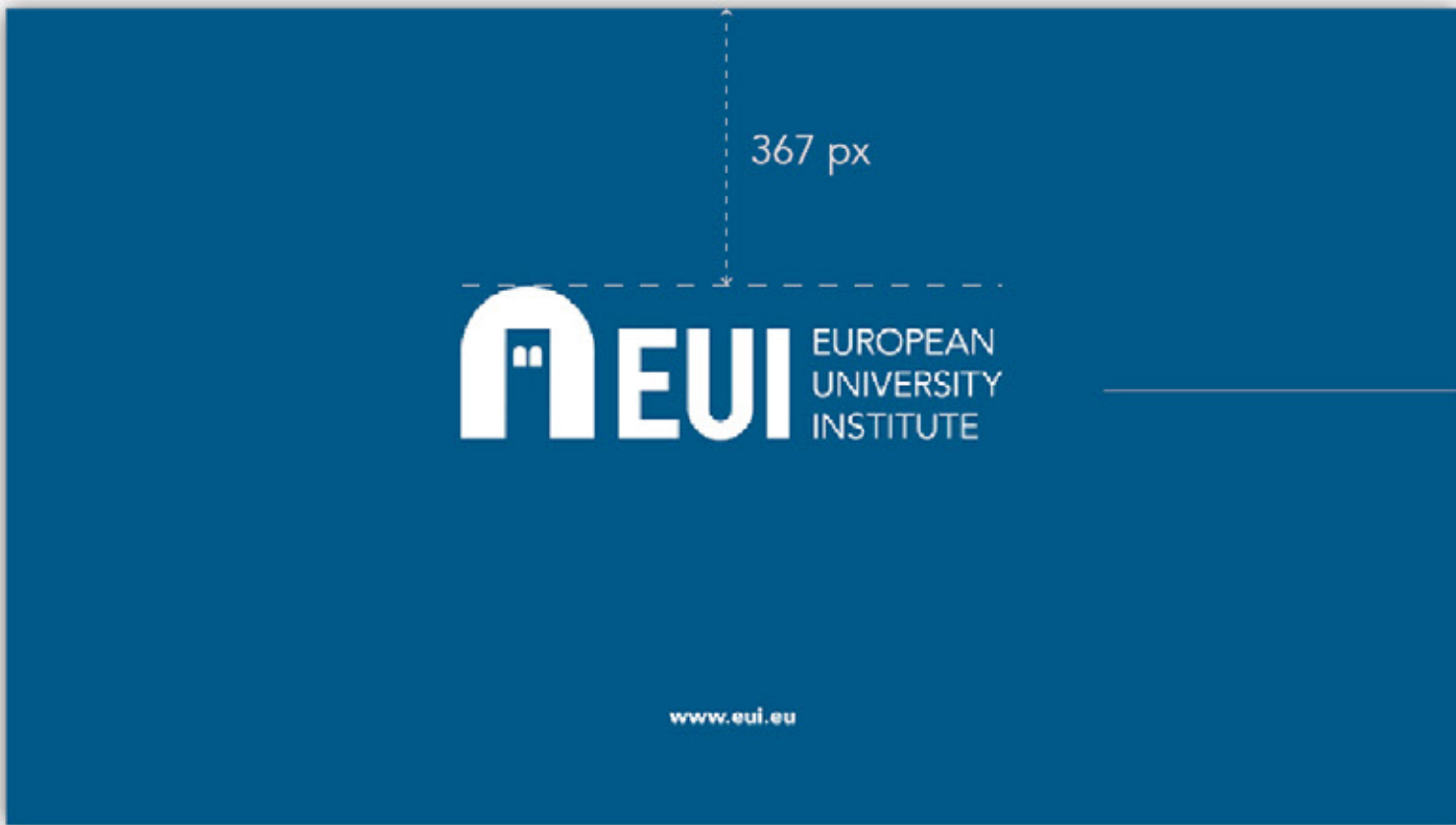
Power Point 4/3



Avenir Book, same typeface as full program name, uppercase, one-line, right justified, bottom alignment.

ROBERT SCHUMAN CENTRE
The full Robert Schuman Centre name must flank the logos of all its programmes in accordance with the layout rules outlined in the example.





Height 72 px



1920x1080 px

FIRST LEVEL VIDEOS

The thumbnail or cover will include the EUI full logo and the title of the video. It can be originally designed or have a basic layout. For the duration of the video, the full logo or logo-acronym appears in the top left corner, in its negative (white) version or coloured (if visible).

On the end-card we will include the full logo and website address is positioned at the bottom, in the centre. By respecting the video guidelines, logos can be replaced by a set of inbound and outbound animated logos. These animations are provided by EUI designers.



Department logo

Department logo



1920x1080 px

VIDEOS FOR SECOND LEVEL

The thumbnail or cover will include the department full logo and the title of the video.
For the duration of the video, the department logo appears in the top left corner, in its negative (white) version or coloured (if visible).
On the end-card we will include the full logo and the department website address is positioned at the bottom, in the centre.
In line with video guidelines, logos can be replaced by a set of inbound and outbound animated logos. These animations are provided by EUI designers.

Programme logo



Department logo



Programme logo



1920x1080 px

VIDEOS FOR THIRD LEVEL

The thumbnail or cover will include the programme full logo and the title of the video. It can be originally designed or have a basic layout. For the duration of the video, the programme logo appears in the top left corner, in its negative (white) version or coloured (if visible). On the end-card we will include the full department logo and the programme website address is positioned at the bottom, in the centre. In line with video guidelines, logos can be replaced by a set of inbound and outbound animated logos. These animations are provided by EUI designers.

Project logo



Project run by
a programme/department



Project logo

A project run by a consortium of partners:
xxxxxxxxxxxxxxxx

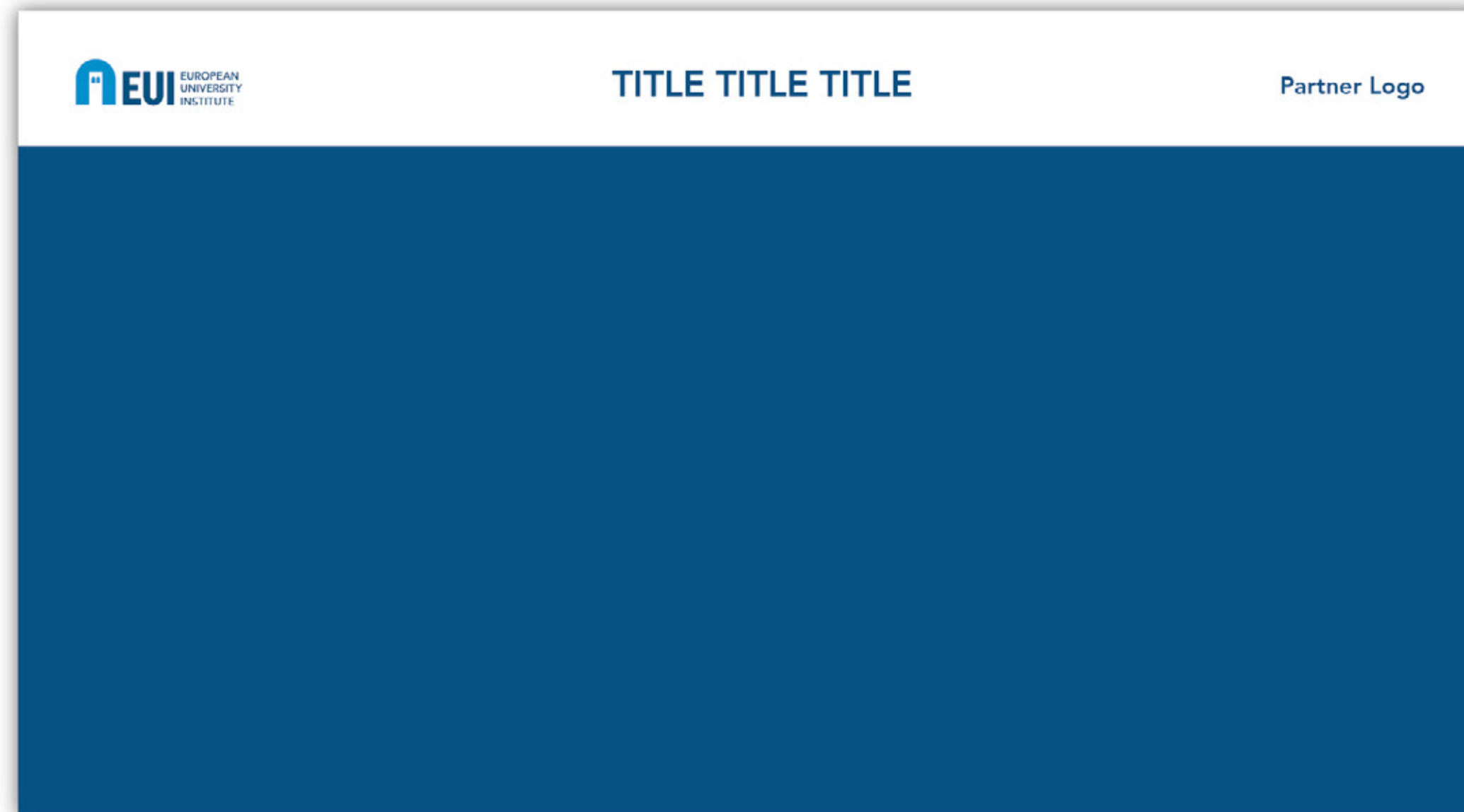
Project run by
a consortium



VIDEOS FOR PROJECTS

Projects with their own logo and visual identity will have only their logo on videos.
If the programme or department needs to be branded in association to the project, it will be done by a logo animation or mentioned in text format (on the video description or end-card).

First or second level logo



First or second level logo



VIDEOS FOR THIRD LEVEL

For the duration of the video, there will be a white area on the top of the screen where the EUI or department logo, title and partner logo (if there is one) will be included.

On the end-card we will include the full EUI or department logo and the website address is positioned at the bottom, in the centre.

In line with video guidelines, logos can be replaced by a set of inbound and outbound animated logos. These animations are provided by EUI designers.



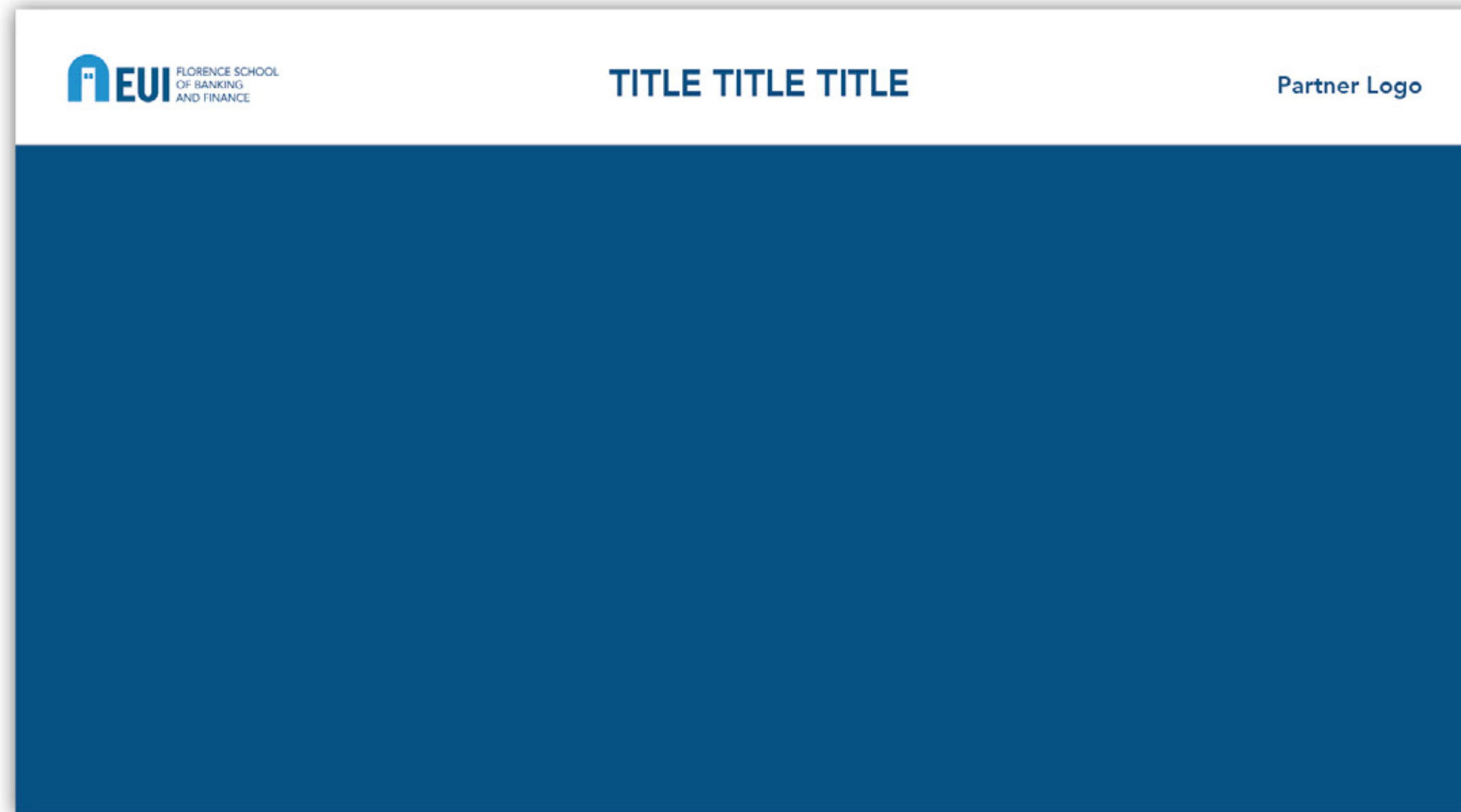
VIDEOS FOR THIRD LEVEL

For the duration of the video, there will be a white area on the top of the screen where the EUI or department logo, title and partner logo (if there is one) will be included.

On the end-card we will include the full EUI or department logo and the website address is positioned at the bottom, in the centre.

In line with video guidelines, logos can be replaced by a set of inbound and outbound animated logos. These animations are provided by EUI designers.

Programme logo



Department logo



VIDEOS FOR THIRD LEVEL

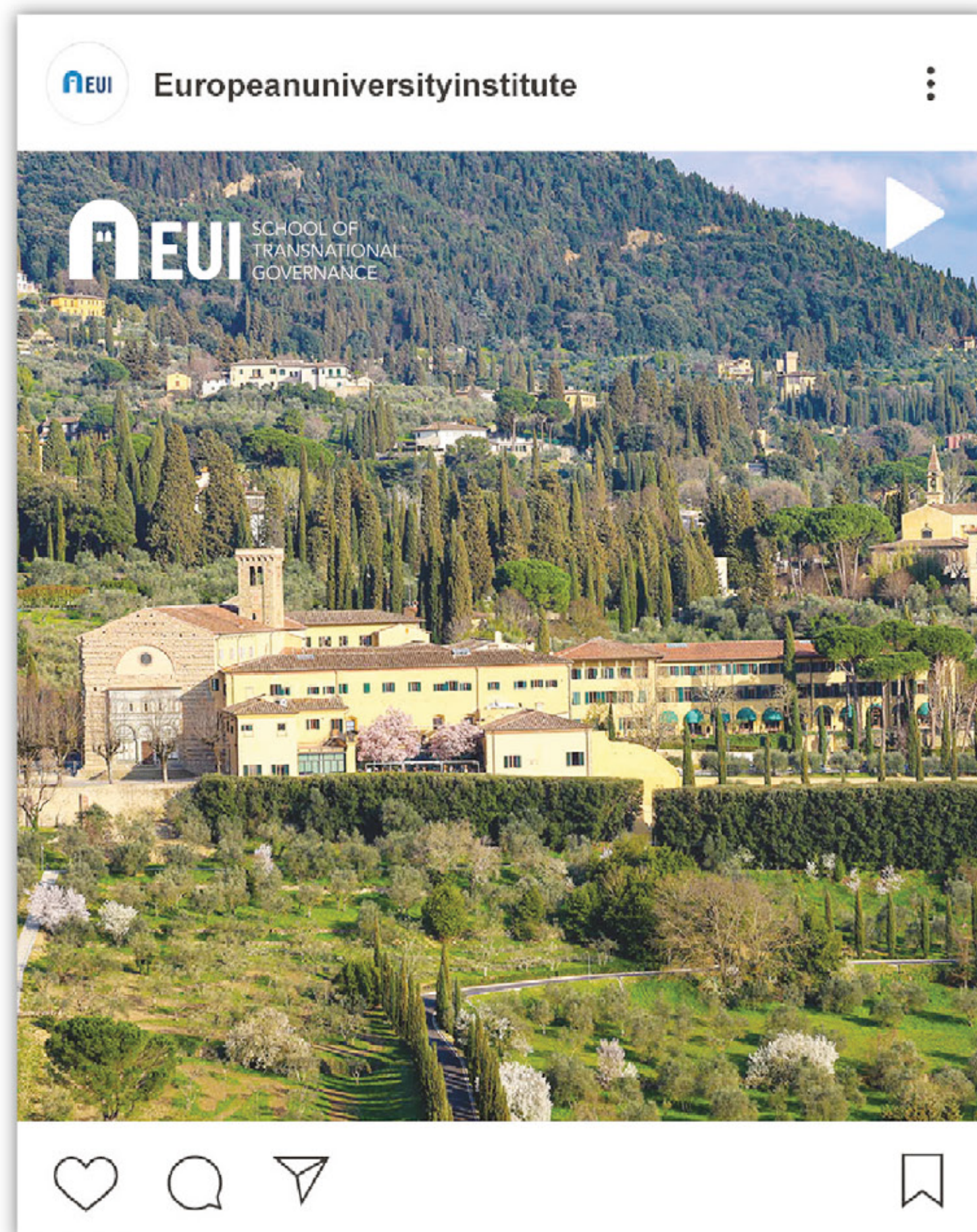
For the duration of the video, there will be a white area on the top of the screen where the programme logo, title and partner logo (if there is one) will be included.

On the end-card we will include the full department logo and the programme website address is positioned at the bottom, in the centre.

In line with video guidelines, logos can be replaced by a set of inbound and outbound animated logos. These animations are provided by EUI designers.

VIDEOS FOR SOCIAL MEDIA

For the duration of the video, the logo appears in the top left corner, in its negative (white) version or coloured (if visible).
On the end-card we will include the full department logo and the programme website address is positioned at the bottom, in the centre.



The banner picture will not have any text or logos
Pictures size 1920 x 1080px.
The text is inserted automatically by the Event platform.



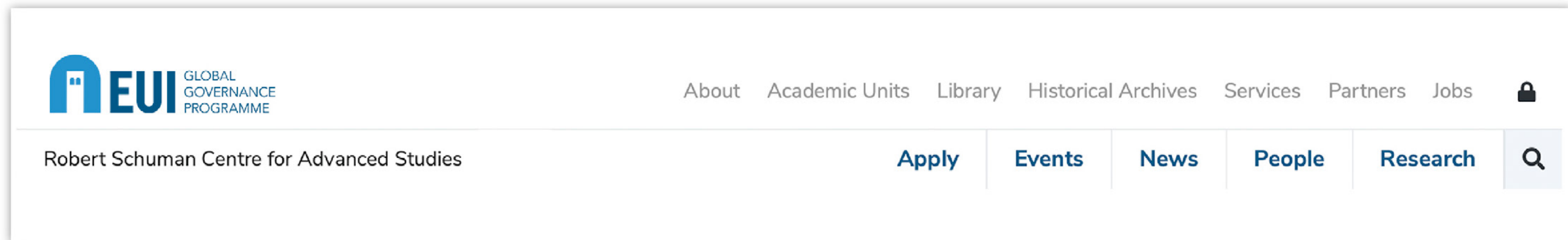
Webinar

Robert Schuman Centre for Advanced Studies

Should the ECB sell its sovereign debt to the ESM?

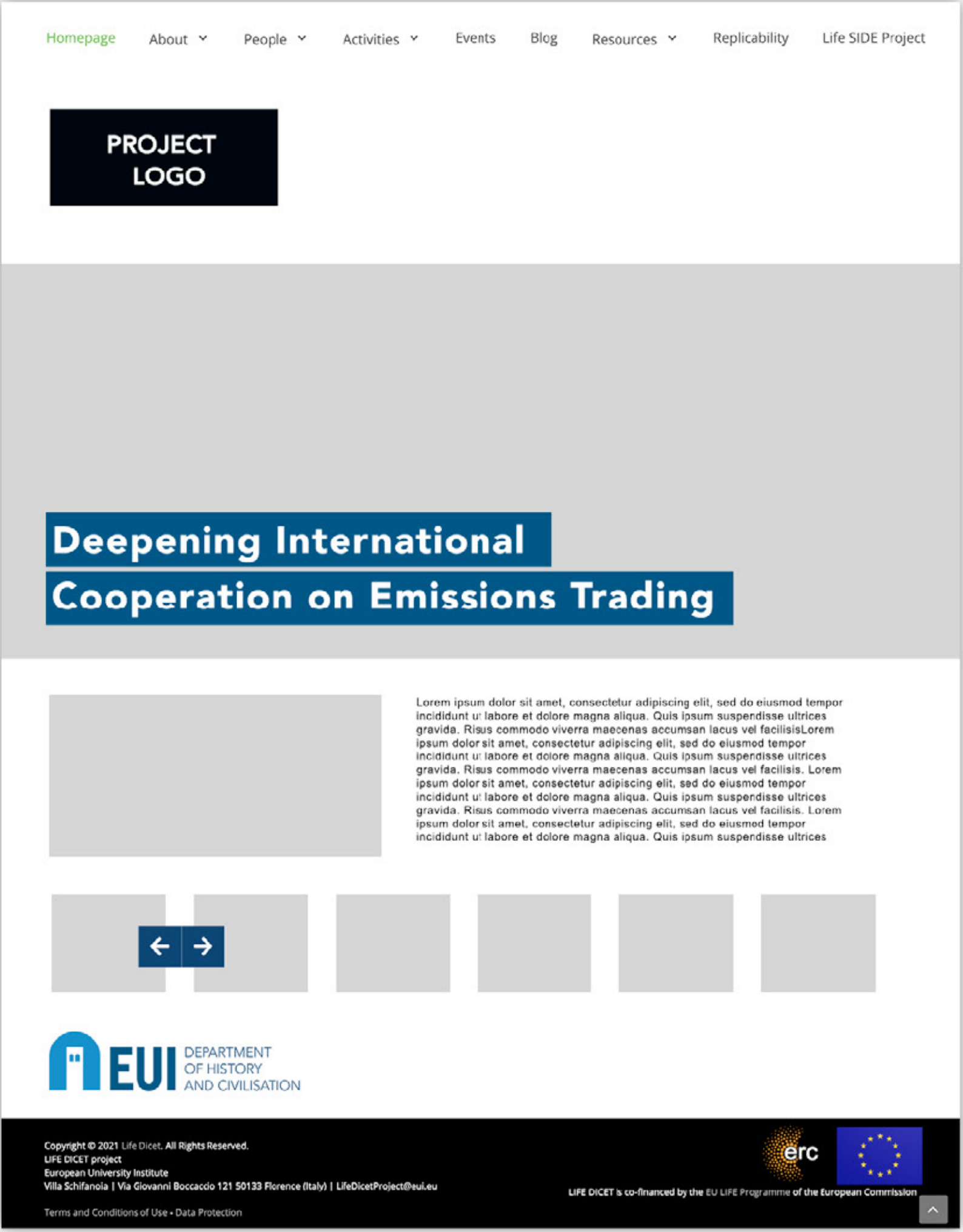
The webinar will debate if transferring sovereign debt held by the Eurosystem to the ESM is a way to better stabilize the existing sovereign debt and increase the supply of European safe assets.

Schuman programmes' websites will have the same header as in this example in order to be in line with the EUI website:

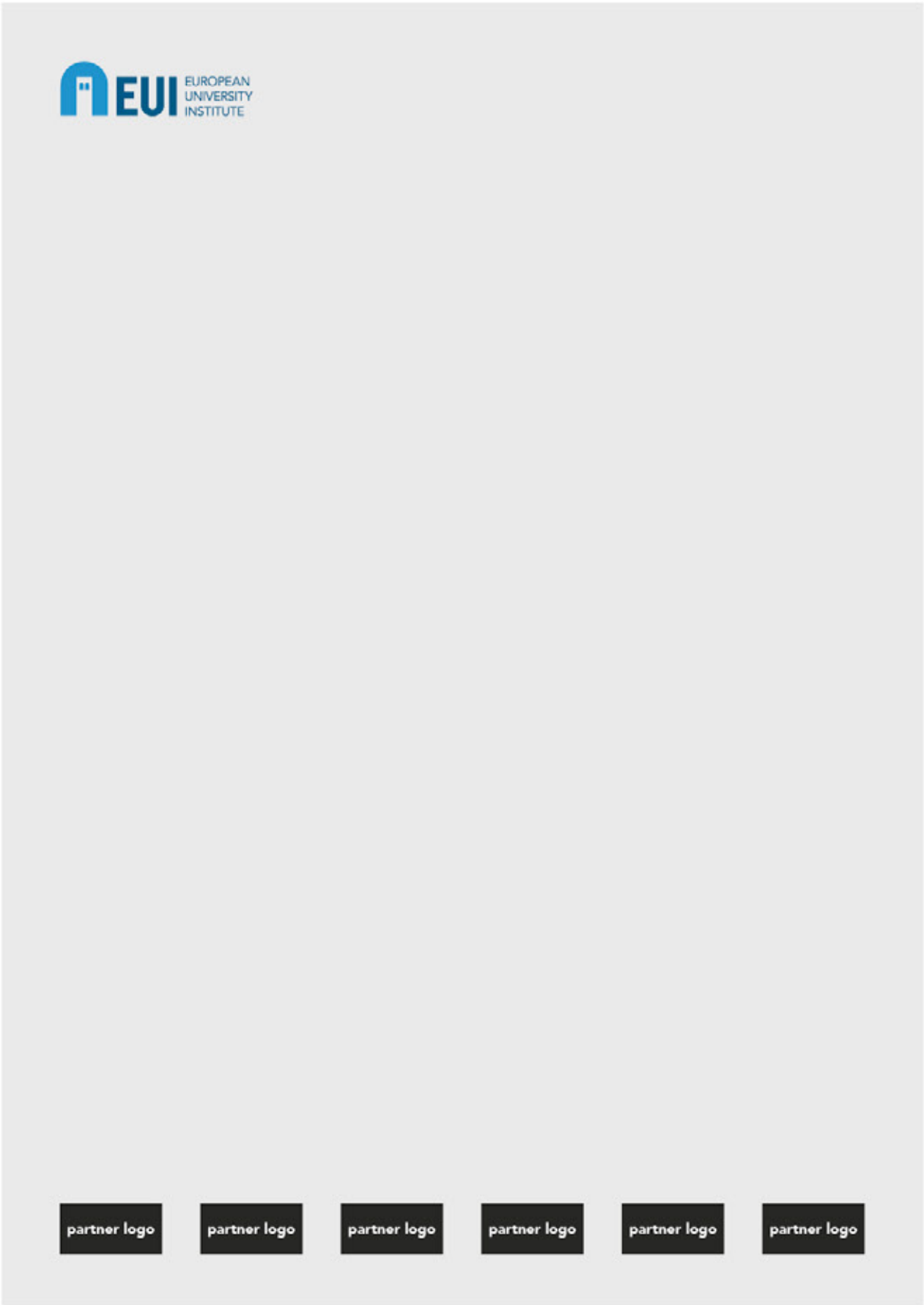


Logo / Web: projects websites

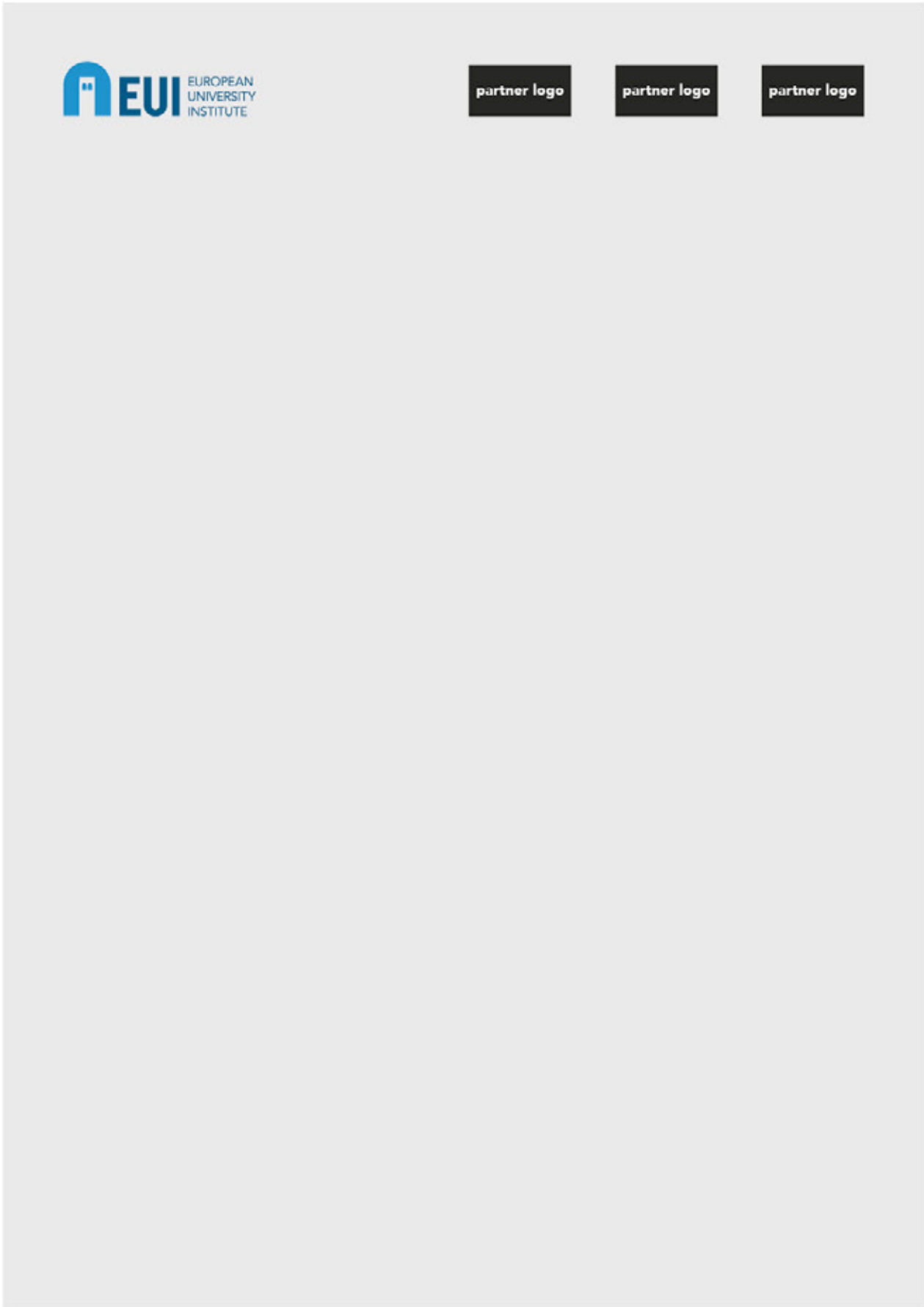
All Projects websites will follow the rules of the Logo/Project section.



Official EUI communications



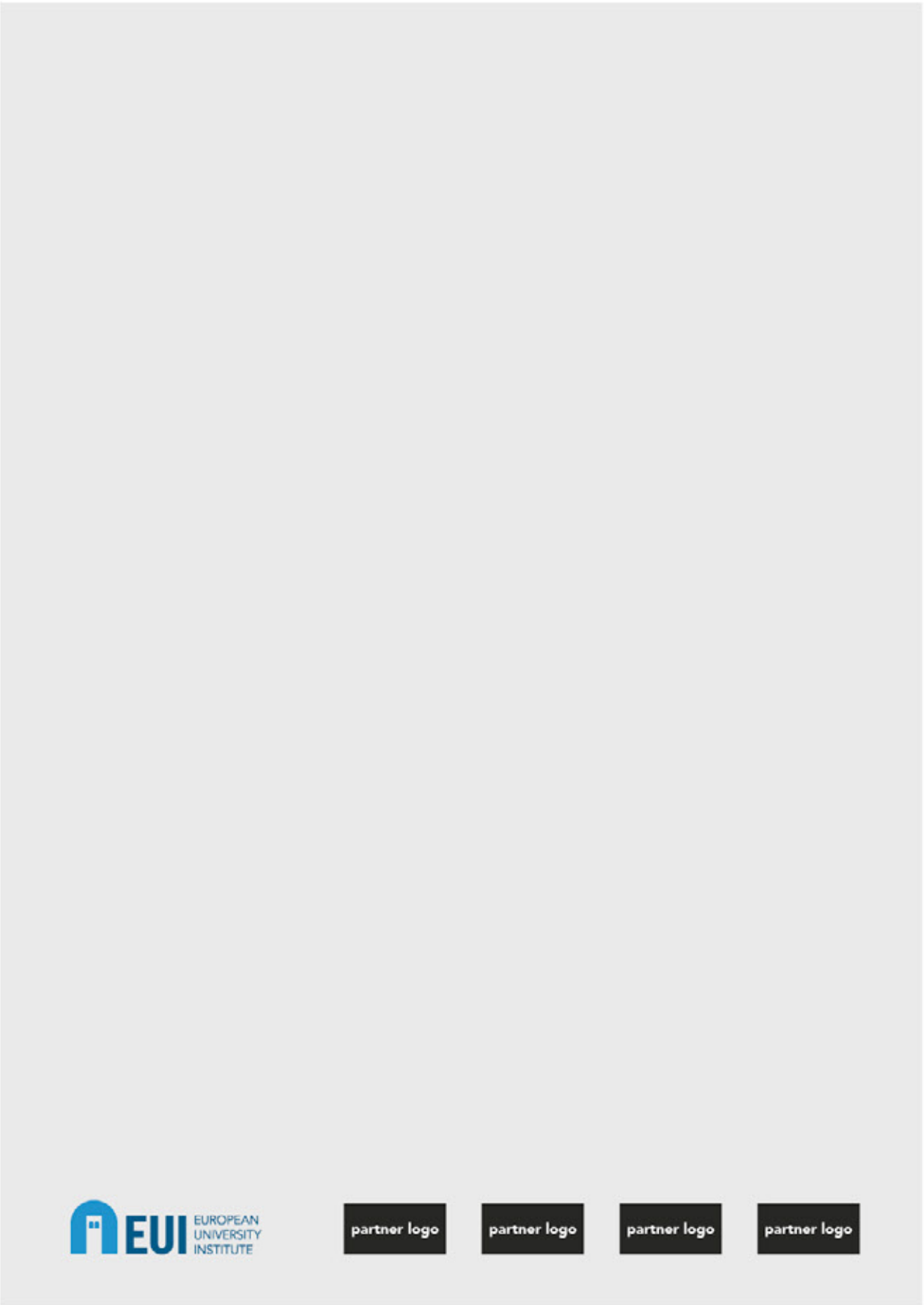
1



2

We favour layout 1 (EUI logo at top and partners at bottom), except for cases where partners request to be treated with equal importance to EUI (layout 2)*.

Communications from other partners



*As for research project logos, including ERC projects, these will be treated in the same way as partner logos.

Official EUI communications



Communications from other partners

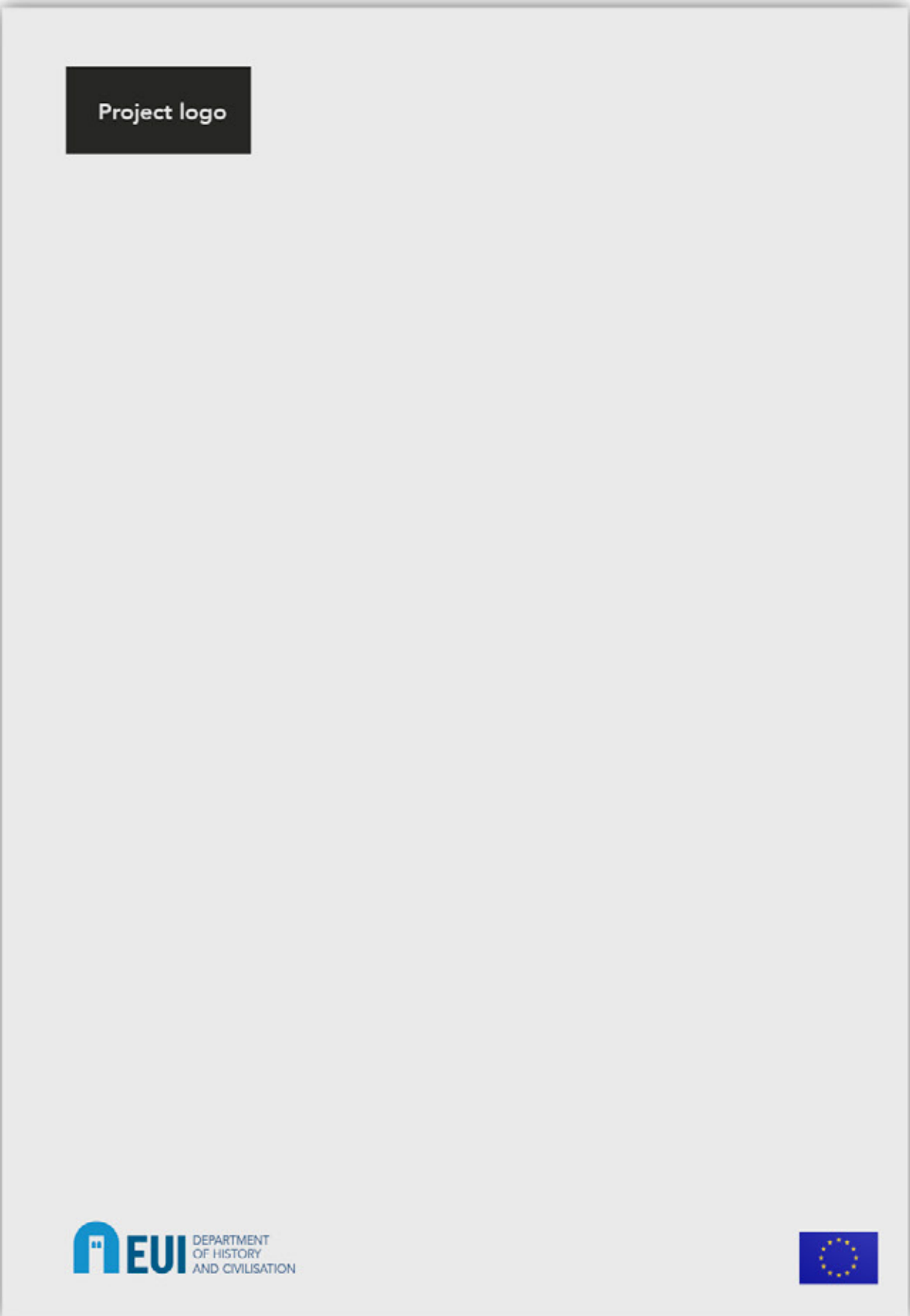


Communications from other partners on coloured backgrounds (logo in black or white negative).

As for research project logos, these will be treated in the same way as partner logos.

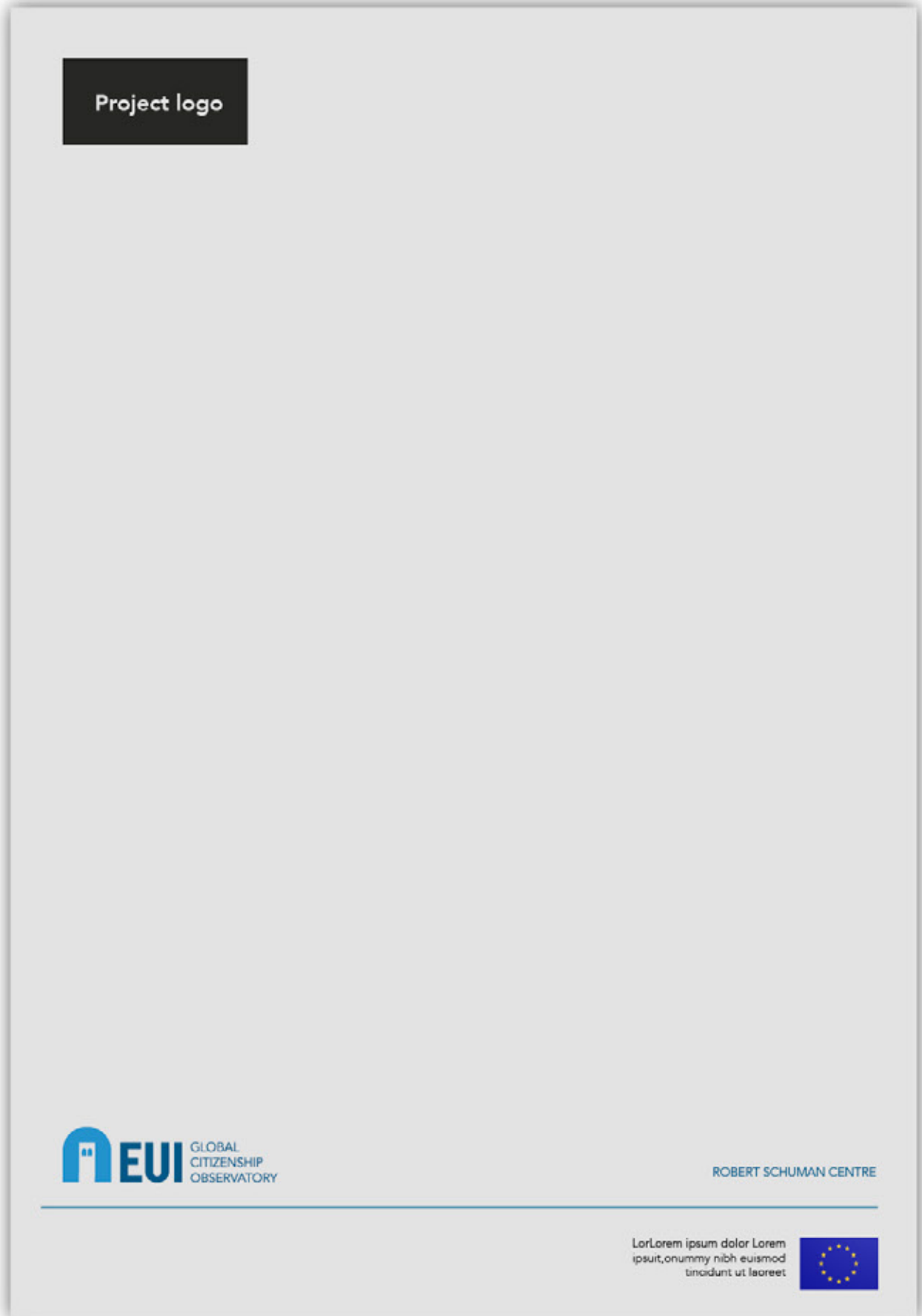
A) Projects run by department (including ERC projects)

Project logo top left
Department logo bottom left
Donors logos bottom right



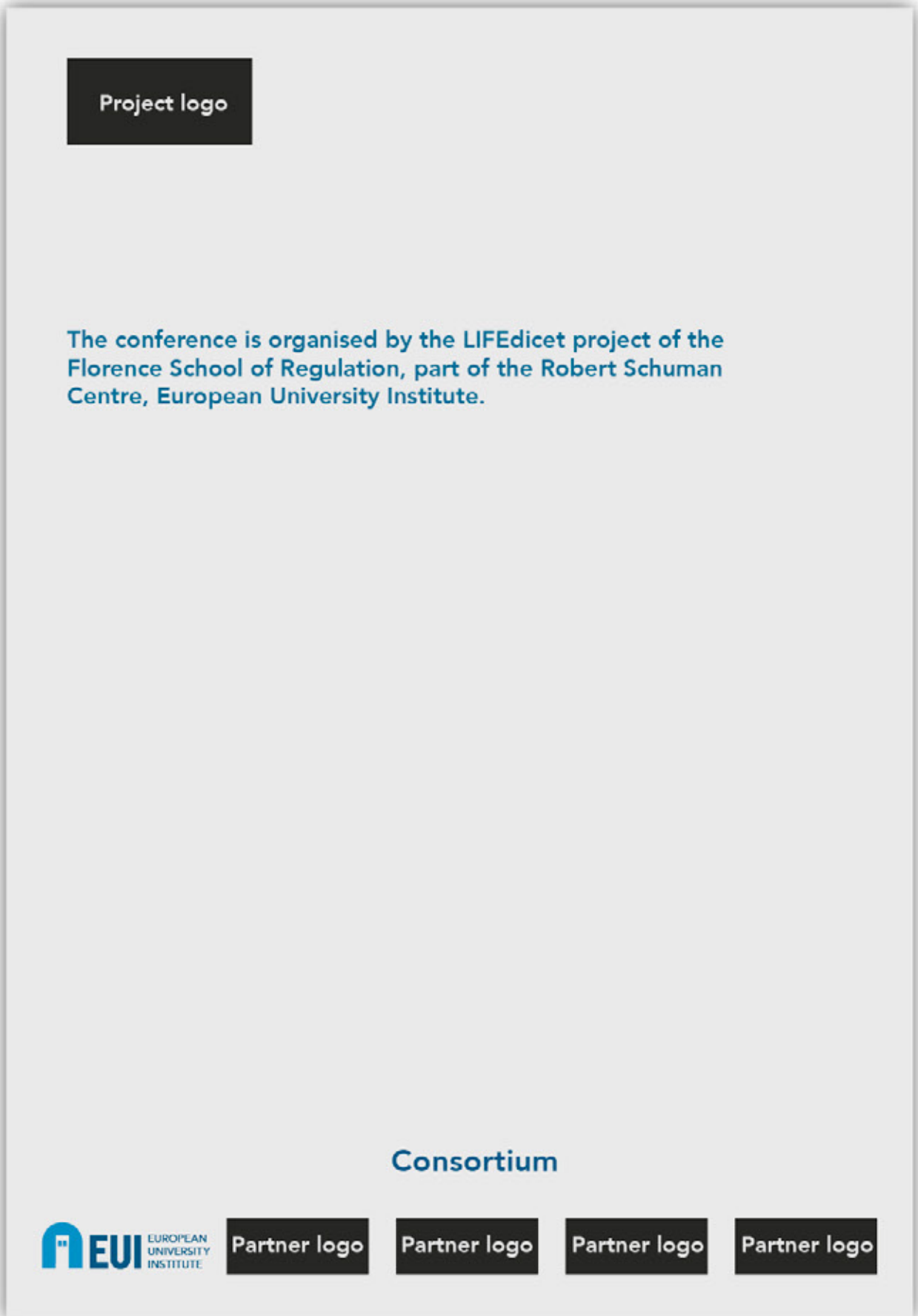
B) Projects run by programme with an end date

Project logo top left
Programme logo bottom left
Donors logos bottom right
We should ensure that the programme and department are mentioned in text format, as in case C.



C) Projects where the EUI is a member of a consortium

Projects logo top left
EUI logo bottom left
Donors logos bottom right
We should ensure that the programme and department are mentioned in text format, such as in this example:



A) Projects run by a department
(including ERC projects)



B) Projects run by Programme with an end date

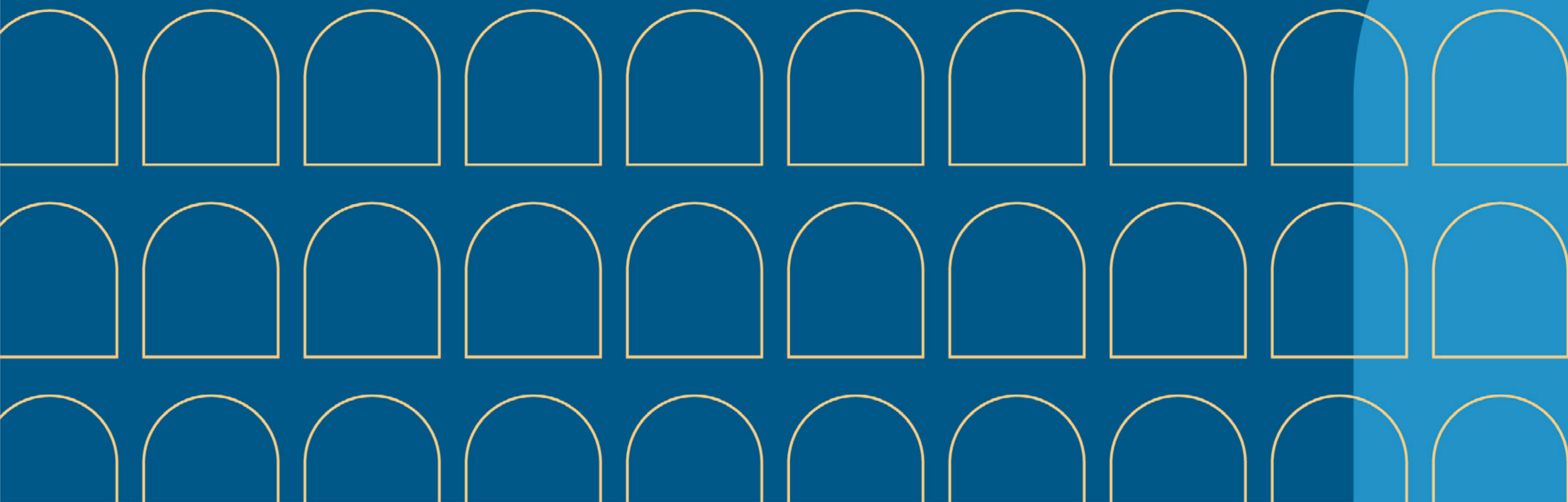


C) Projects where the EUI is a member
of a consortium



Part 3

Typography



AVENIR
Institutional font

Abcedfghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ARIAL
Font for administrative documents

Abcedfghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR
Heavy
Uppercase

HEADLINE

AVENIR
Black
Sentence case

Headline*

AVENIR
Heavy
Sentence case

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna erat volutpat.

AVENIR
Book
Sentence case

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

*Avenir Black Sentence Case will be used in some cases for social media posts.

ARIAL
Bold

HEADLINE

ARIAL
Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna erat volutpat.**

ARIAL
Regular

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

AVENIR
Heavy

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUER
ADIPISCING ELIT.



BODY TEXT
XX pt

SPACING
(same as selected body text)

TRACKING
0

HEADLINE (HARD COPY AND DIGITAL AIDS)

The headline colour is blue (primary palette) when the background is white, and white when the background is blue.
Headline spacing is set with the same value as the typeface size (E.g. 54/54; Tracking: 0).

AVENIR
Heavy

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna erat volutpat.



BODY TEXT
XX pt

SPACING
Automatic

TRACKING
0

SUBTITLES (HARD COPY AND DIGITAL AIDS)

For the subtitles, we can choose any colour from the palette.
Subtitle spacing always corresponds with the spacing automatically associated with the typeface size.

AVENIR
Book

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna erat volutpat. Lorem ipsum
dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip
ex ea commodo consequat.



BODY TEXT
XX pt

SPACING
Automatic

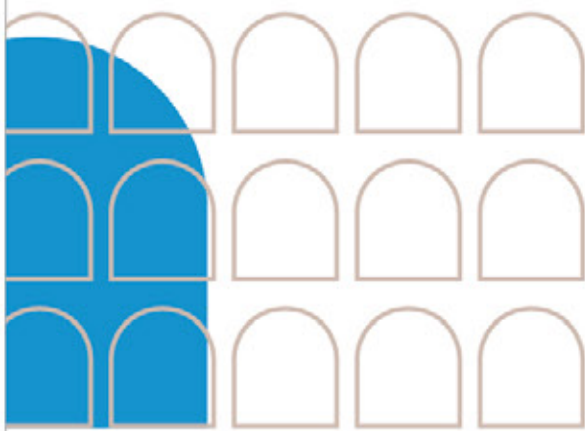
TRACKING
0

BODY TEXT (HARD COPY AND DIGITAL AIDS)

The body text is blue (primary palette) when the background is white, and white when the background is blue.
Subtitle spacing always corresponds with the spacing automatically associated with the typeface size.

RESEARCH AND TRAINING

Rooted in rigorous research and driven by intellectual curiosity, the EUI provides an inspiring environment for doctoral and postdoctoral students and senior fellows. Our state-of-the-art facilities include an extensive social sciences research library and the official Historical Archives of the European Union. Interdisciplinary work is strongly encouraged and throughout the academic year we offer access to a variety of workshops, conferences and skills training sessions



Research-intensive PhDs

The EUI's fully-funded, four-year doctoral programmes in economics, history, law, and political and social sciences prepare students for careers in research and teaching, as well as high-level positions

Department of Economics
The EUI's Department of Economics focuses on a wide range of topics in the fields of microeconomics, macroeconomics and econometrics. In addition to coursework and electives, PhD students receive training in public presentation and career building, preparing

Department of History and Civilisation
The Department of History and Civilisation focuses on global, comparative and transnational approaches to the history of Europe in the World since 1400. We encourage critical reflection on the research, writing, teaching and dissemination

Department of Law
The EUI's Department of Law is committed to the study of law in a comparative and contextual manner, with a special focus on European and international law. Courses and seminars are interactive and research-oriented, and designed to enhance both academic knowledge and professional skills.

Department of Political and Social Sciences
At the Department of Political and Social Sciences, research spans the fields of comparative politics, international relations, sociology, and social and political theory in Europe and beyond. The Department supports an innovative approach to research projects and doctoral theses, and offers practical workshops focused on data gathering and analysis.

Postdoctoral and senior fellowship programmes

The EUI boasts several well-established fellowship programmes which attract topmost scholars and researchers to our vibrant academic community. While many are funded by the EU, most are open to applicants

Max Weber Fellowships
60 fully-funded, one and two-year fellowships for recent international PhD graduates in the social sciences.

Jean Monnet Fellowships
One-year fellowships at the Robert Schuman Centre for early-career scholars who have obtained their doctorate at least five years prior to the programme start date.

STG Policy Leader Fellowships
Five or ten-month fellowships for early and mid-career policy professionals from around the world.

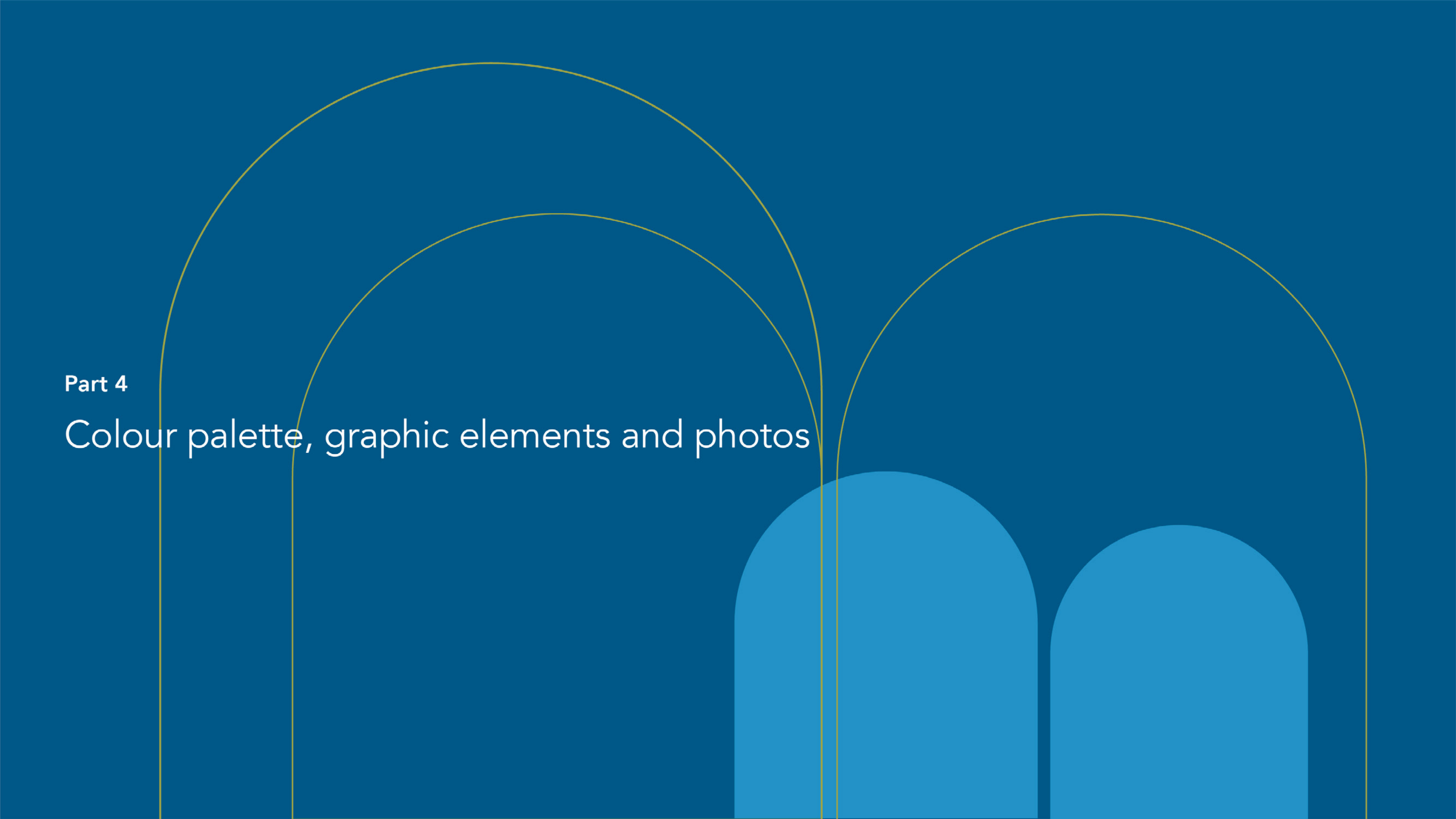
STG Young African Leadership Fellowships
An opportunity aimed at mid-career professionals from African countries funded by the European Union.

Marie Skłodowska-Curie Research Fellowships
Awarded by the European Commission to support researchers at all stages of their careers. The European University Institute is a host institution for this programme.

Fernand Braudel Senior Fellowships
An opportunity for senior academics to spend up to ten months in one of the EUI's academic departments.

Visiting Fellowships
Open to postdoctoral scholars seeking to further their research in one of the core areas offered by the Robert Schuman Centre.

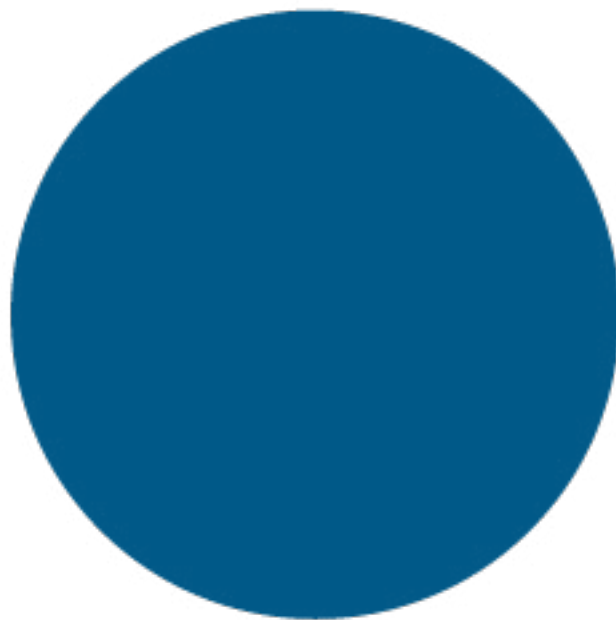


The background is a solid dark blue. It features three thin yellow arches of varying sizes. Two of these arches are nested on the left side. On the right side, there are two solid blue shapes: a larger rounded rectangle and a smaller rounded rectangle to its right. The text is positioned on the left side, overlapping the yellow arches.

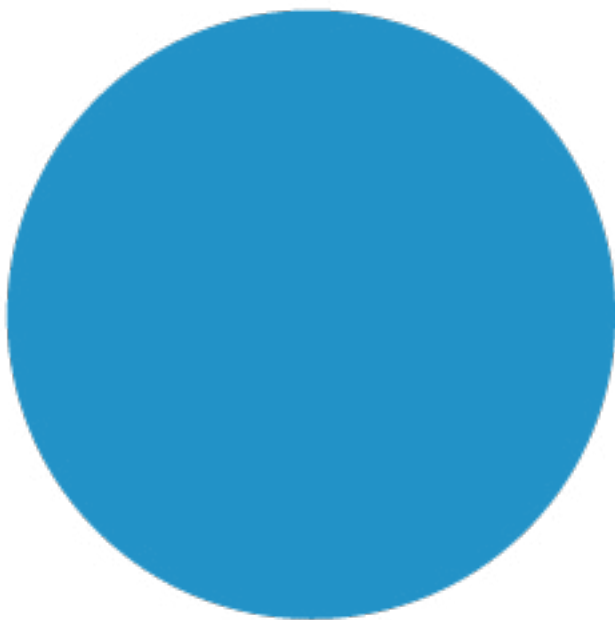
Part 4

Colour palette, graphic elements and photos

PRIMARY COLOURS



CMYK 100 72 28 13
RGB 0 70 118
HEX #004676
PANTONE 7693 C



CMYK 80 40 0 0
RGB 37 129 196
HEX #2581c4
PANTONE 7461 C

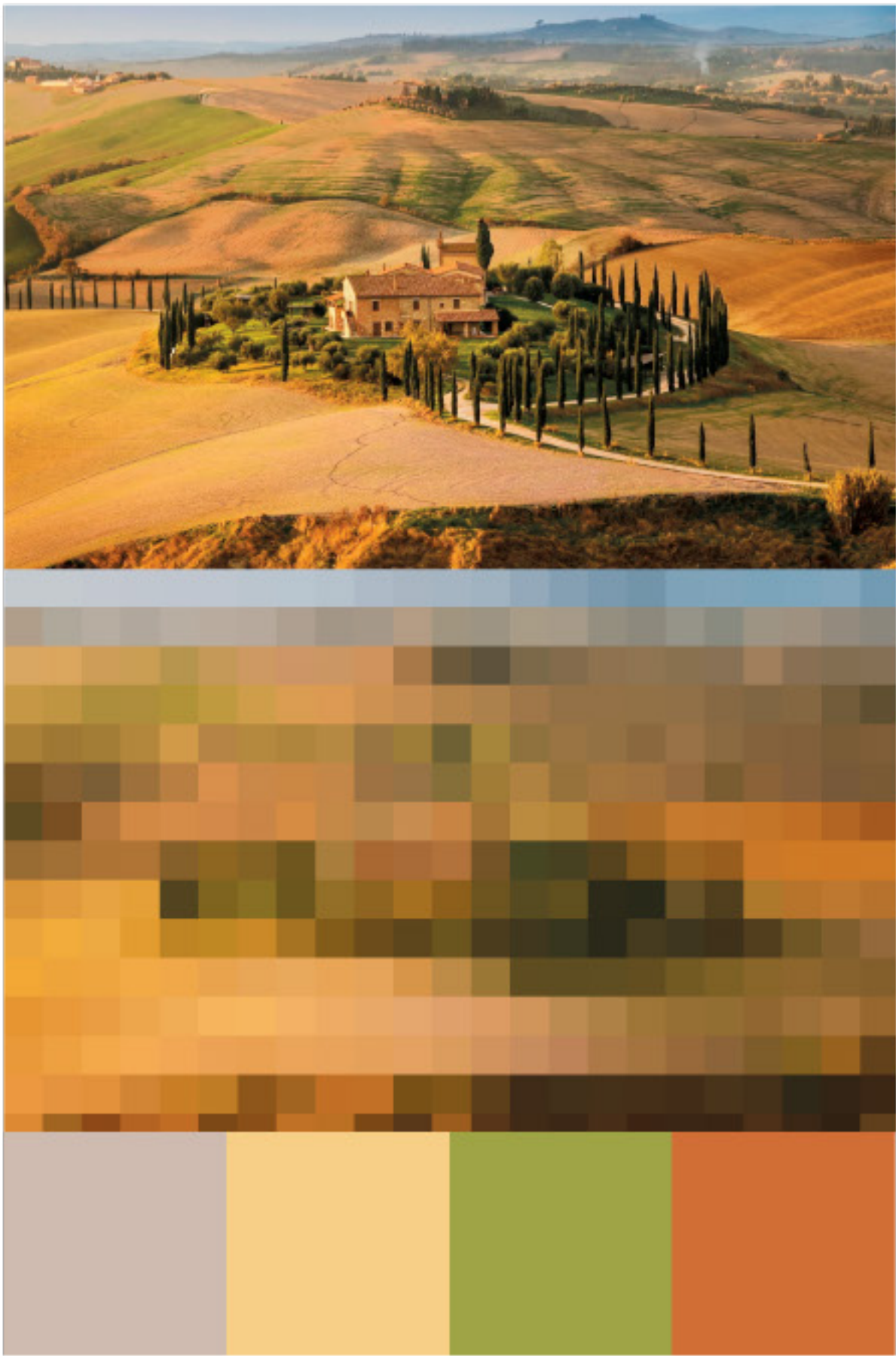
There are two main colours, blue and light blue.
Blue recalls the concept of trust and represents the European DNA at the core of EUI identity.

These colours are used more than the secondary colours.

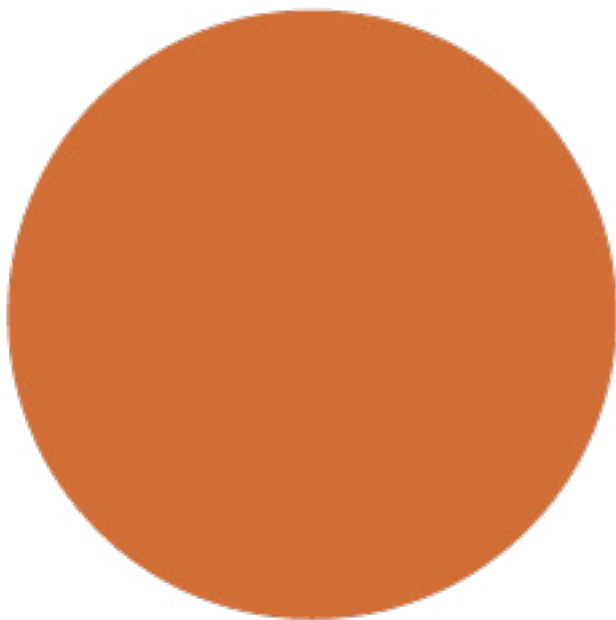
Blue identifies EUI more than any other colour and must always be present, while light blue may or may not be present.

Blue is the only colour that can be used as a background in communications. The other permitted colour is white.

The palette is based on colour profile Europe General Purpose 3: sRGB - FOGRA-39.



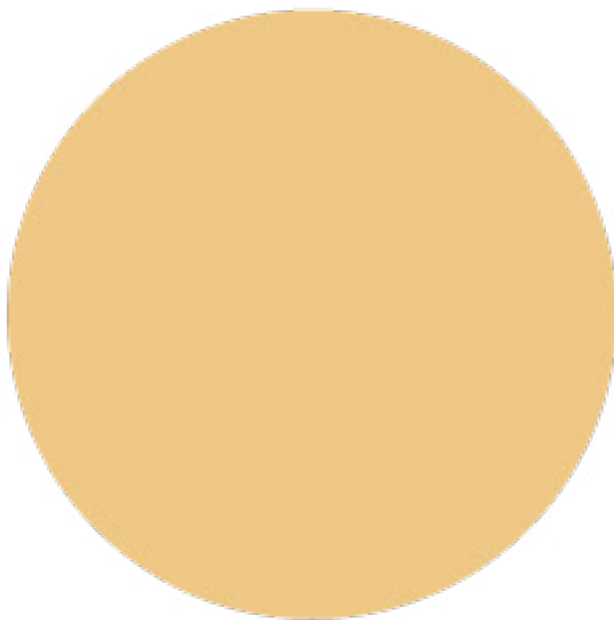
SECONDARY COLOURS



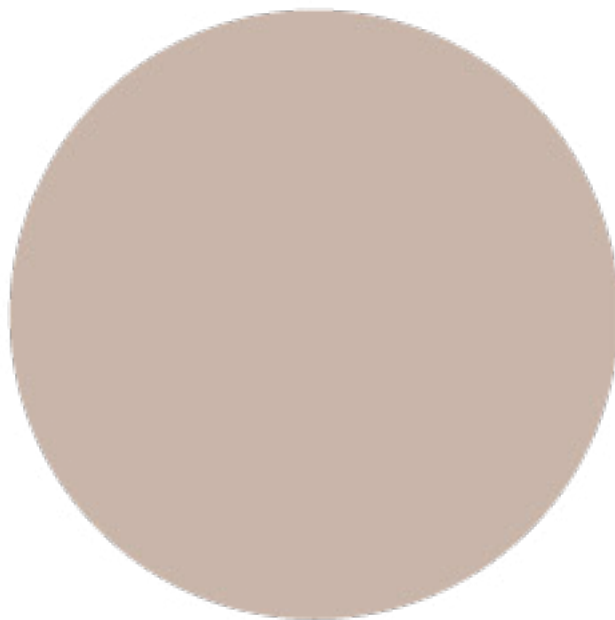
CMYK 17 74 92 5
RGB 200 88 38
HEX #c85826
PANTONE 167 C



CMYK 48 27 94 11
RGB 143 148 47
HEX #8f942f
PANTONE 7747 C



CMYK 6 25 64 0
RGB 241 196 111
HEX #f1c46f
PANTONE 141 C



CMYK 23 29 33 7
RGB 196 174 161
HEX #c4aea1
PANTONE 4745 C

The secondary palette is inspired by the characteristic colours of the historic university building and Tuscan countryside, with warm, bright shades that recall the colours of the earth.

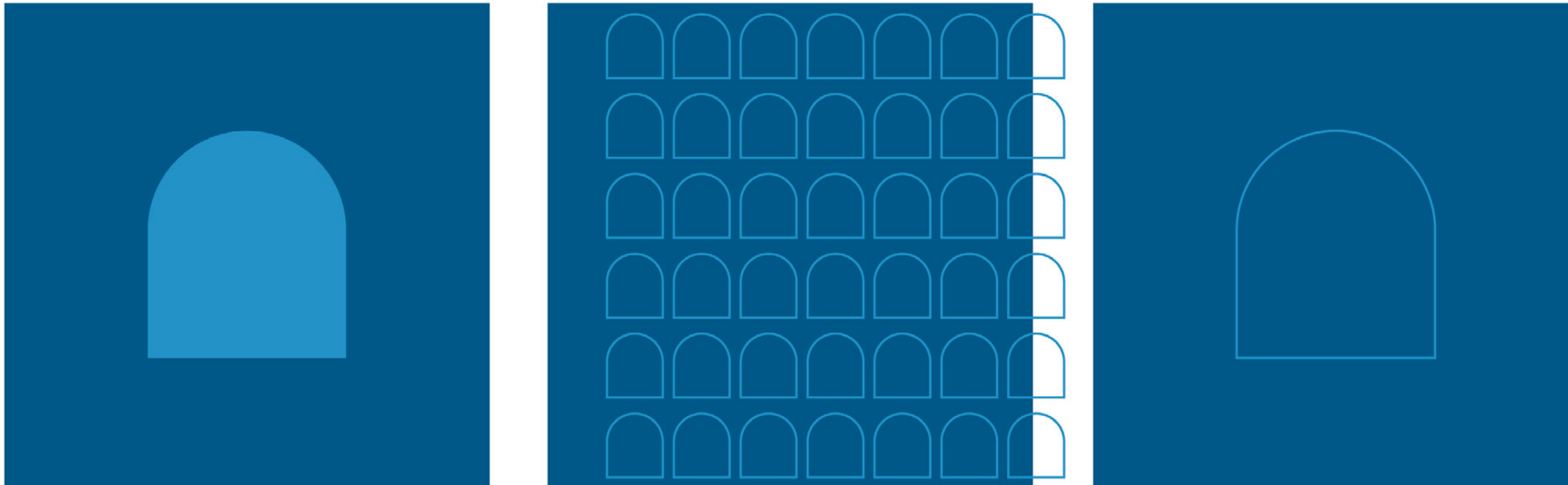
The secondary colours are used to a lesser extent than the primary colours.

They are used in graphics, but not as backgrounds.

They are never associated with a specific department.

Two or more secondary colours can never appear together in the same visual.

Blue is always used more than light blue.



Light blue can be used in three different ways to represent the arch shape:

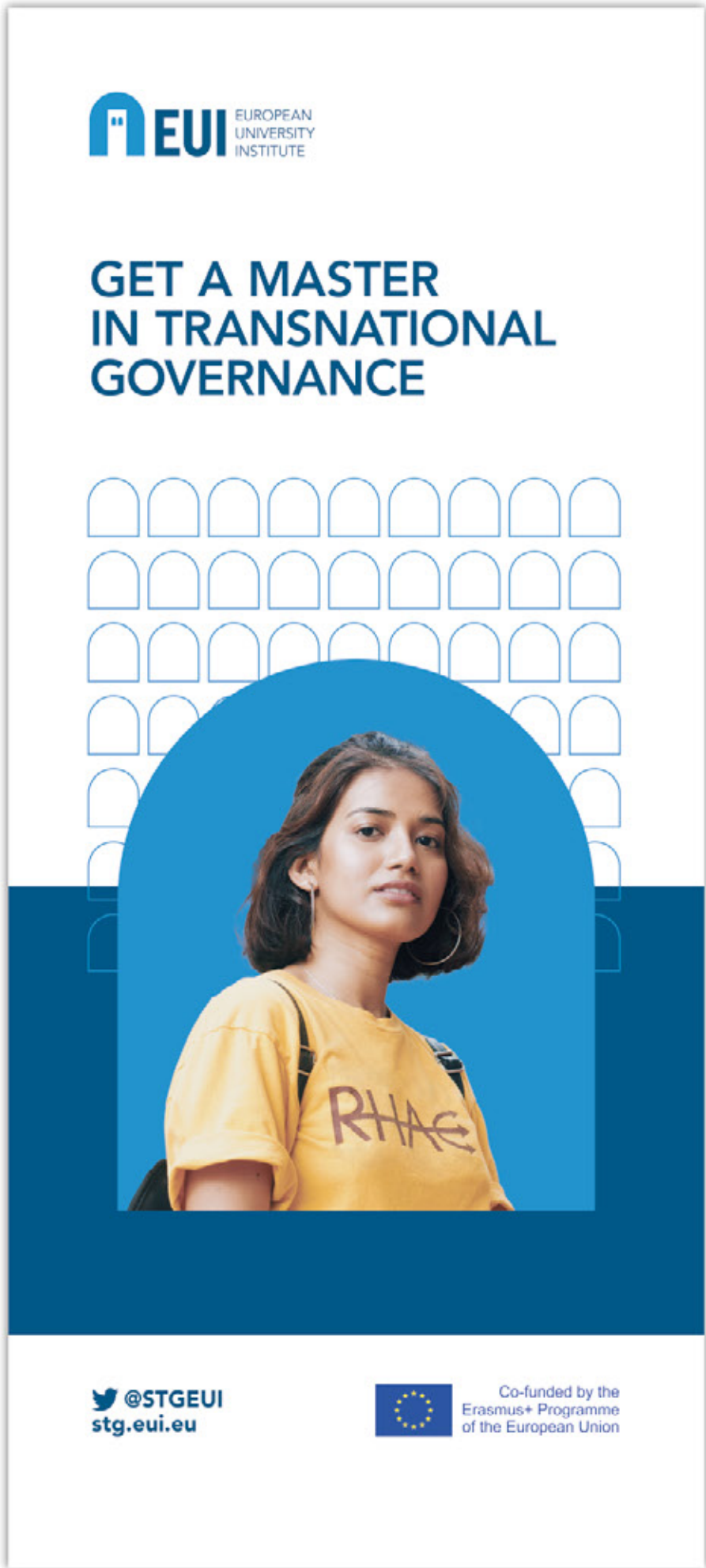
1. Full colour arch shape
2. Small arch pattern
3. Arch outline



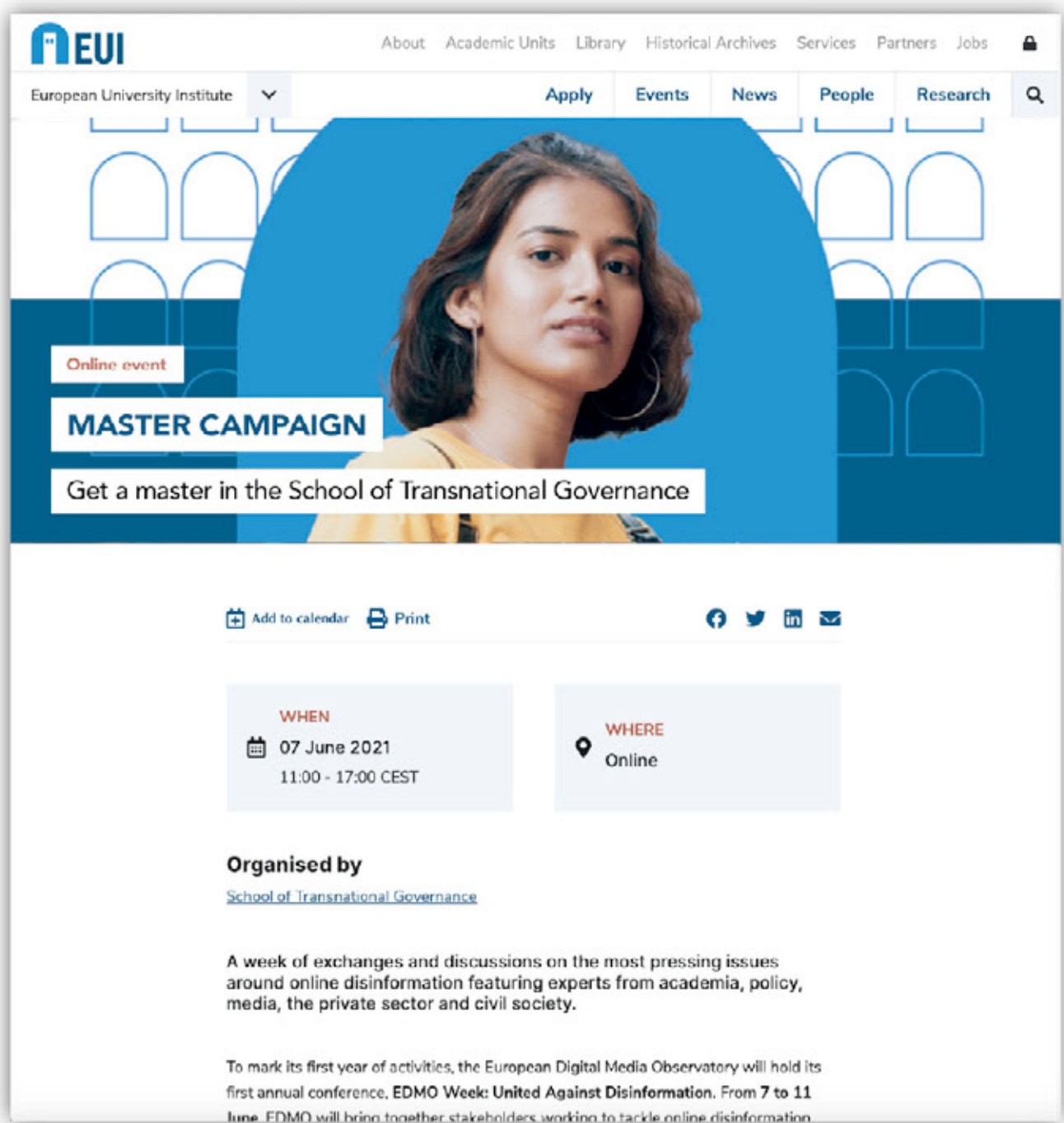
Social media post



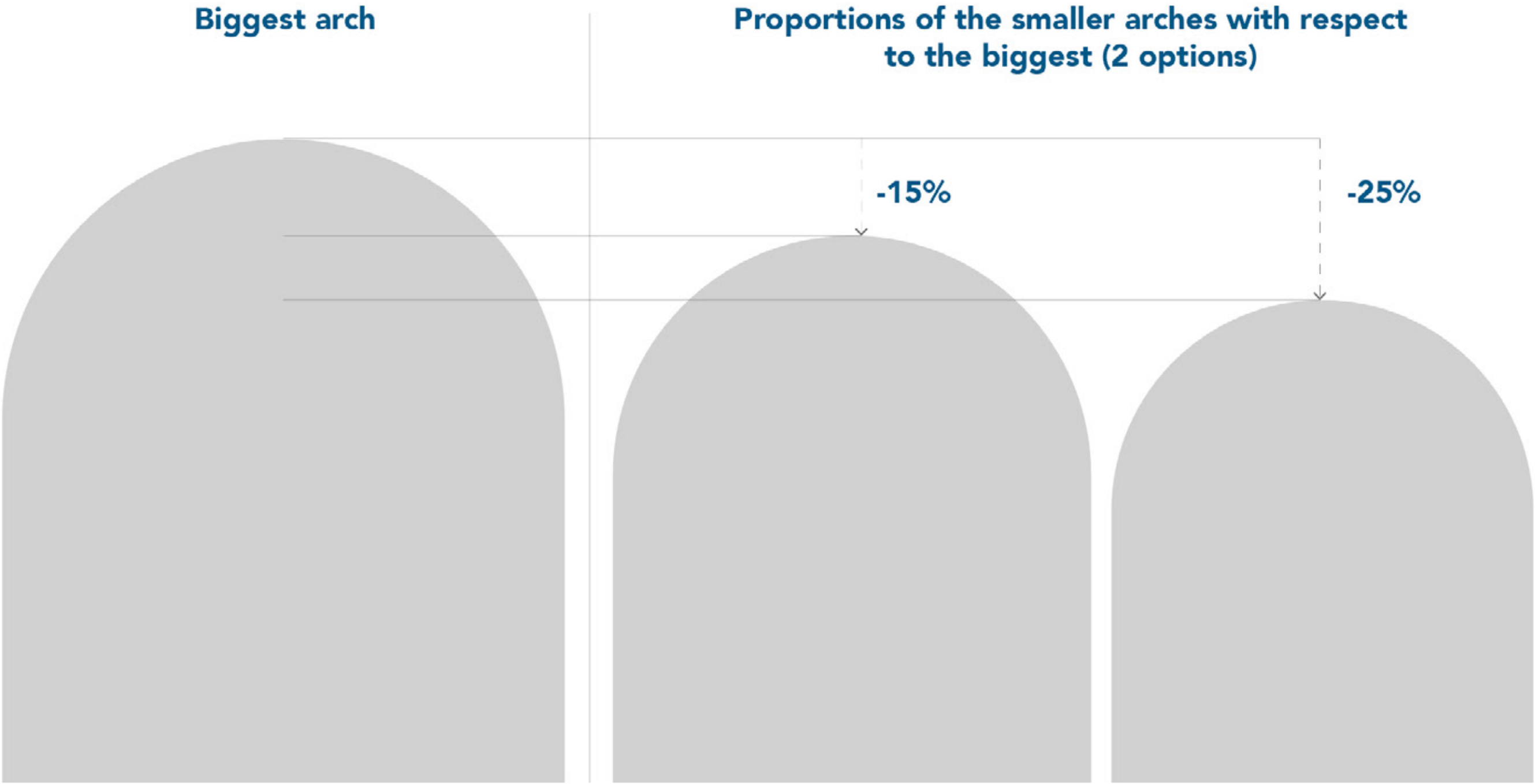
Printed poster



Roll-up

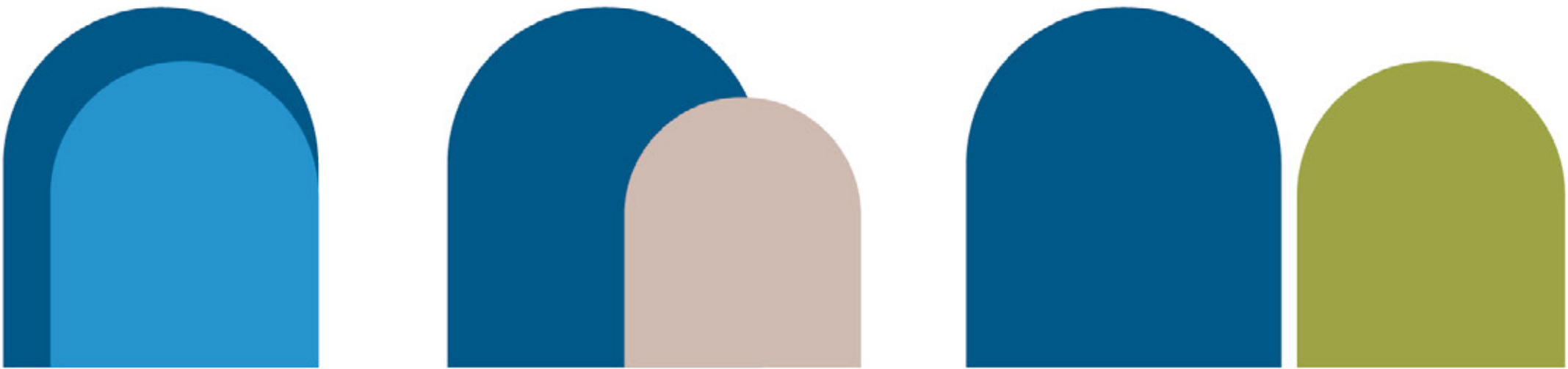


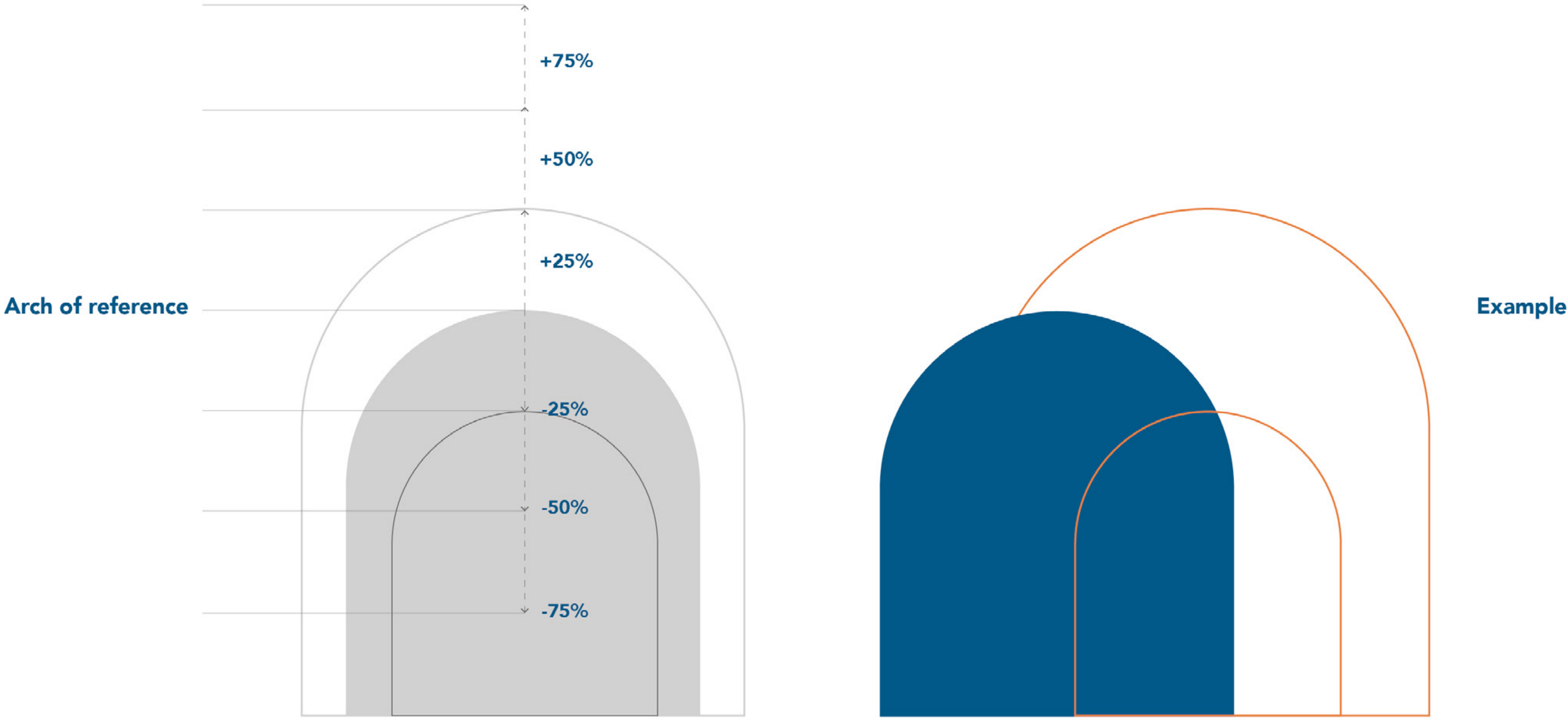
Website
We don't have text or logos on the banner image



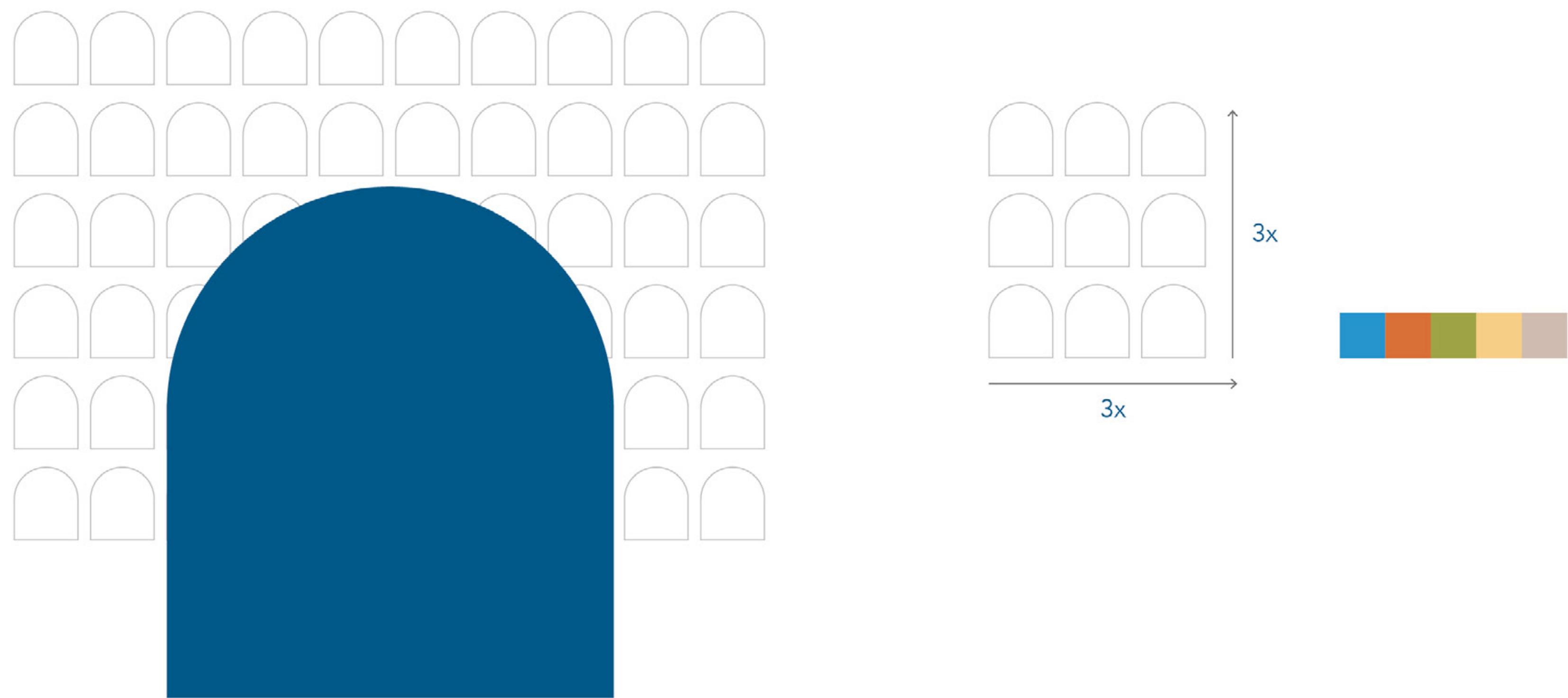
The arches are in proportion to each other. The smallest should be scaled down by 15% or 25%.

Examples



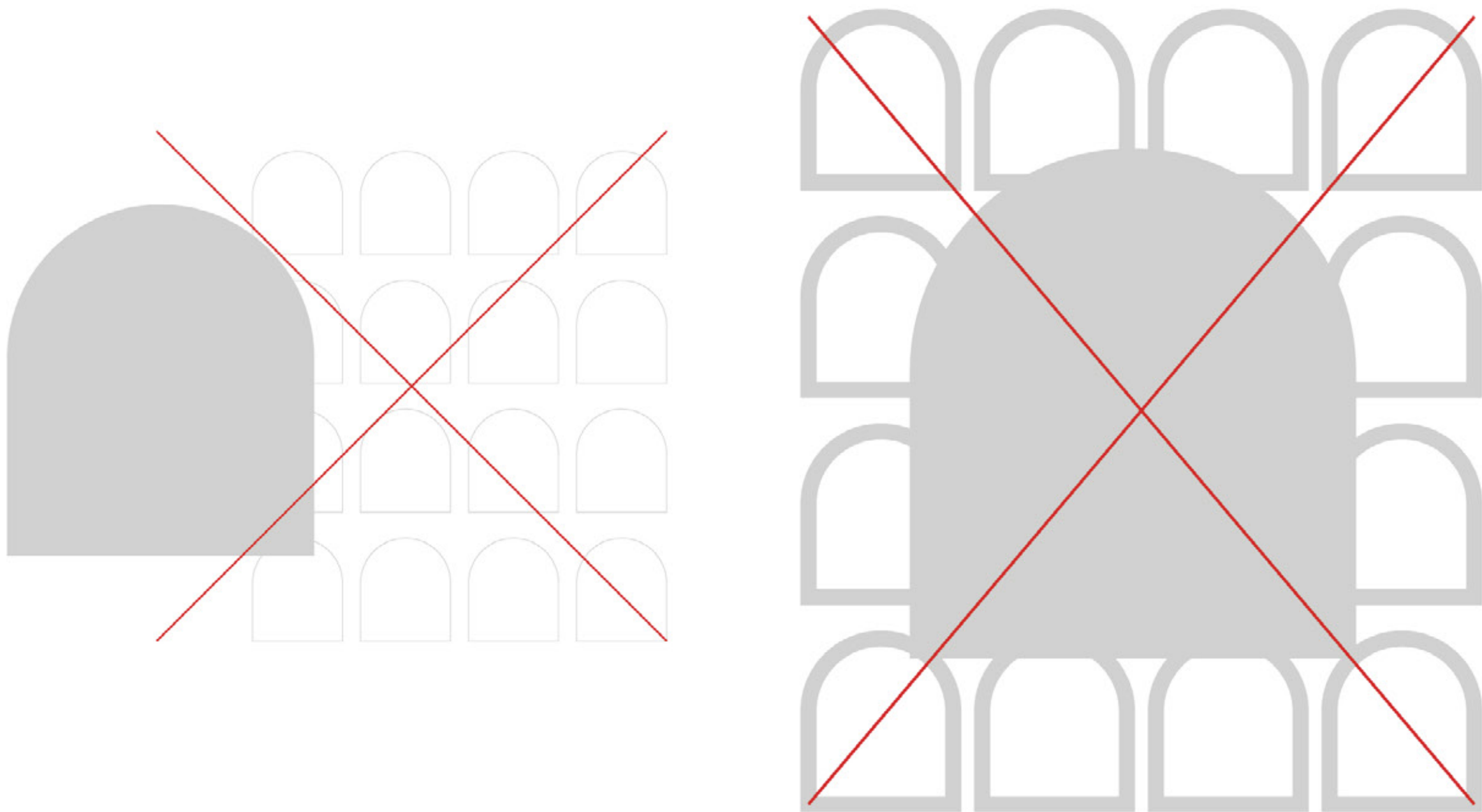


The arches are in proportion to each other.
If there are several outlines of arches alongside one main arch, these can be made 25% bigger or smaller.
Visually, the composition must be balanced.

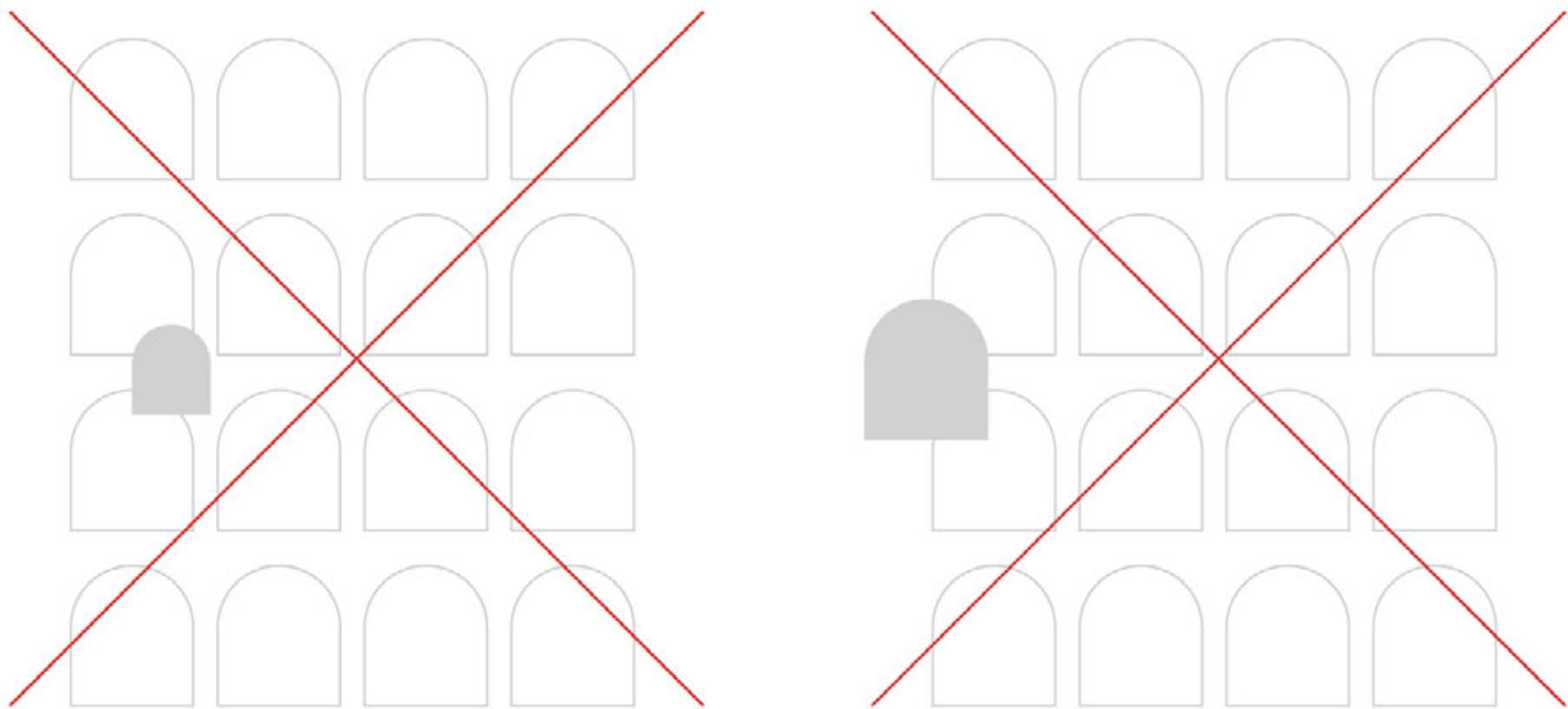


If we want to pair an arch pattern with the visual’s main arch, the arch proportions are at the discretion of the designer.
Visually, the composition must be balanced.

A pattern is any rectangular module composed of at least 3x3 arches.



The outline of the pattern cannot be too thin or thick compared to the main arch.
Visually, the composition must be balanced.

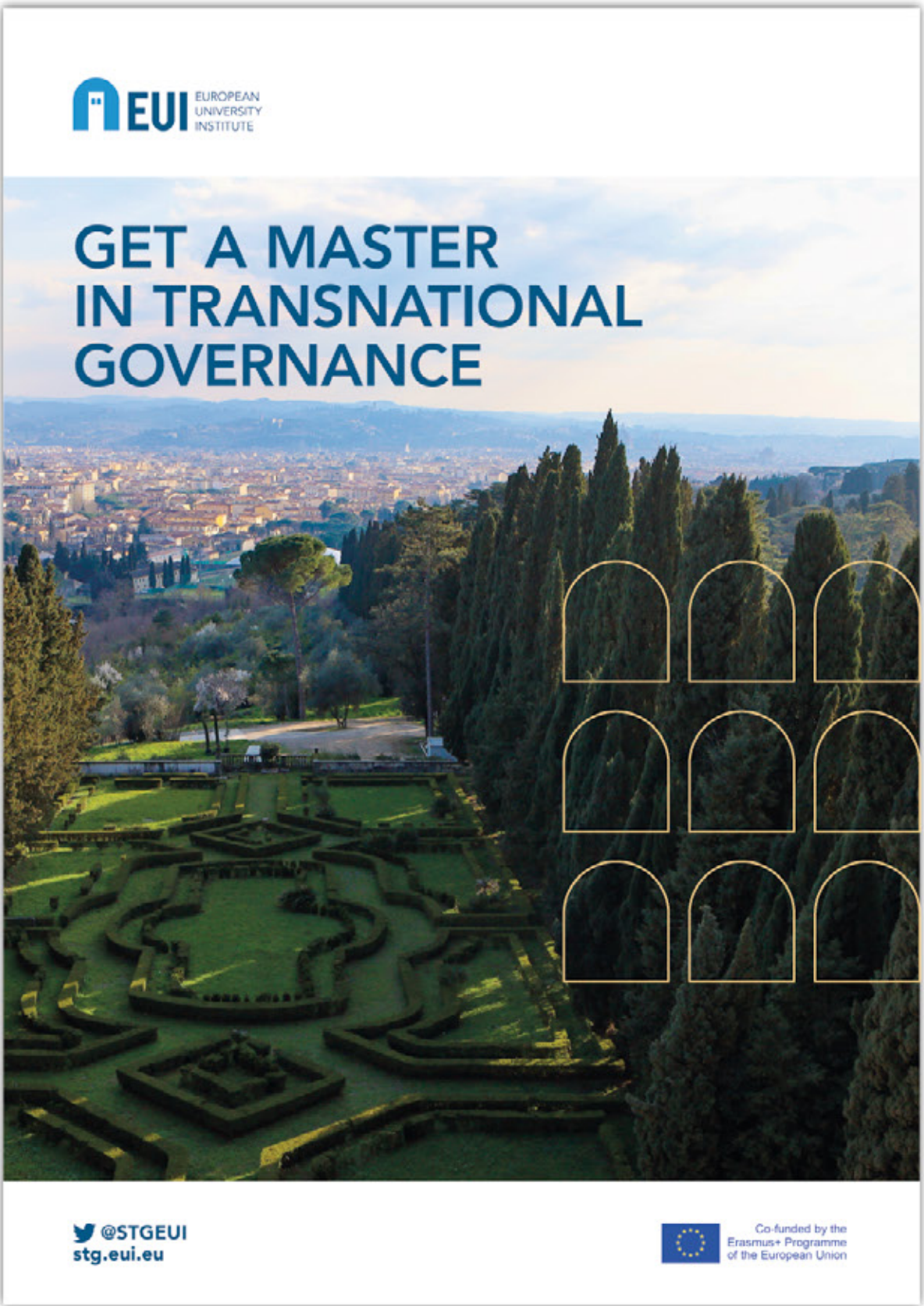
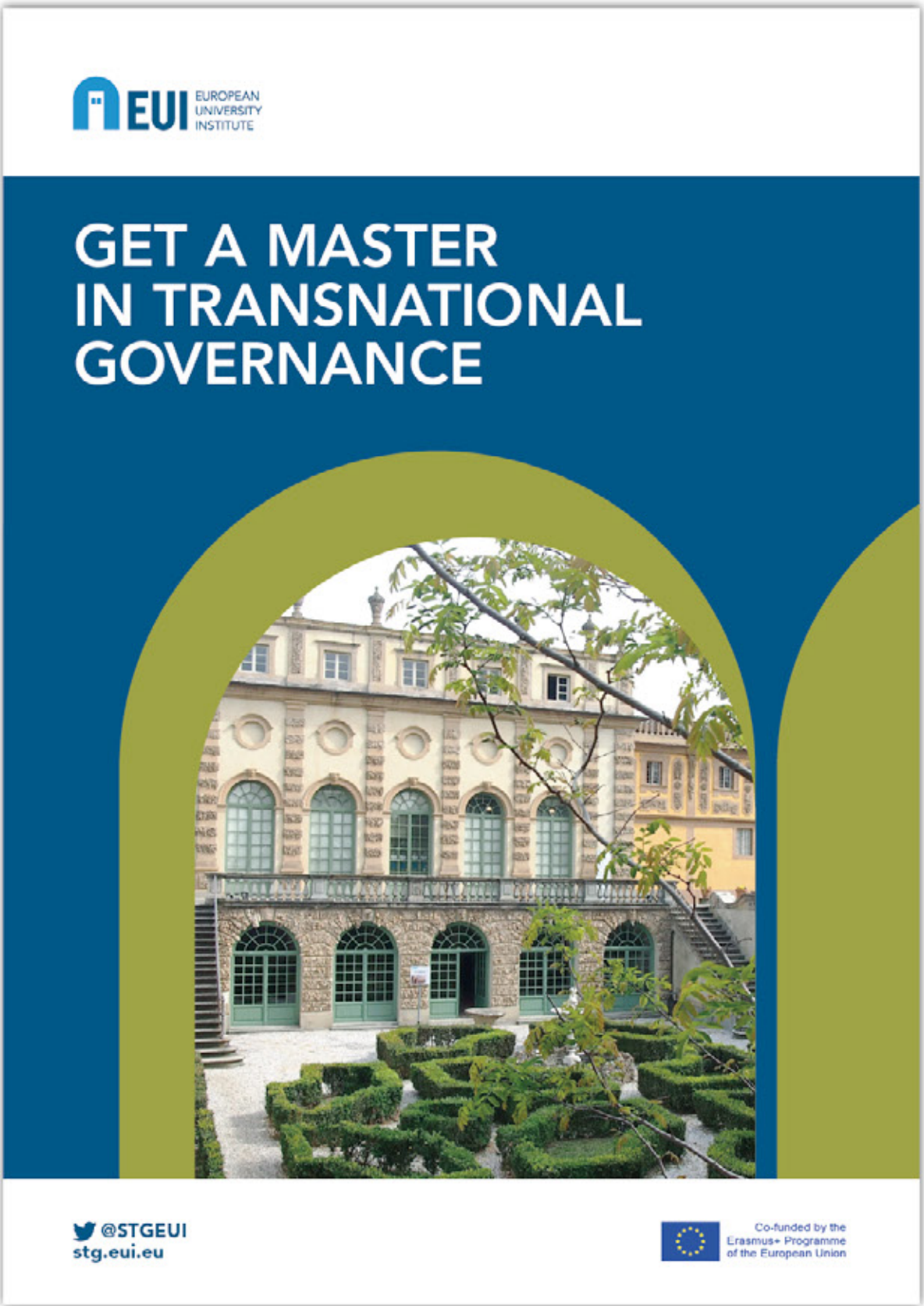


The pattern cannot be more important or as important as the main arch.
Visually, the composition must be balanced.

Cut out image



Full image



Photos can be cut out or full.
Cut out photos are preferred where the subject is an individual (student, professor, lecturer).
Full photos are preferred for landscape views or where several people feature in the same image.
They can be used as a background or inserted into the shape of an arch.



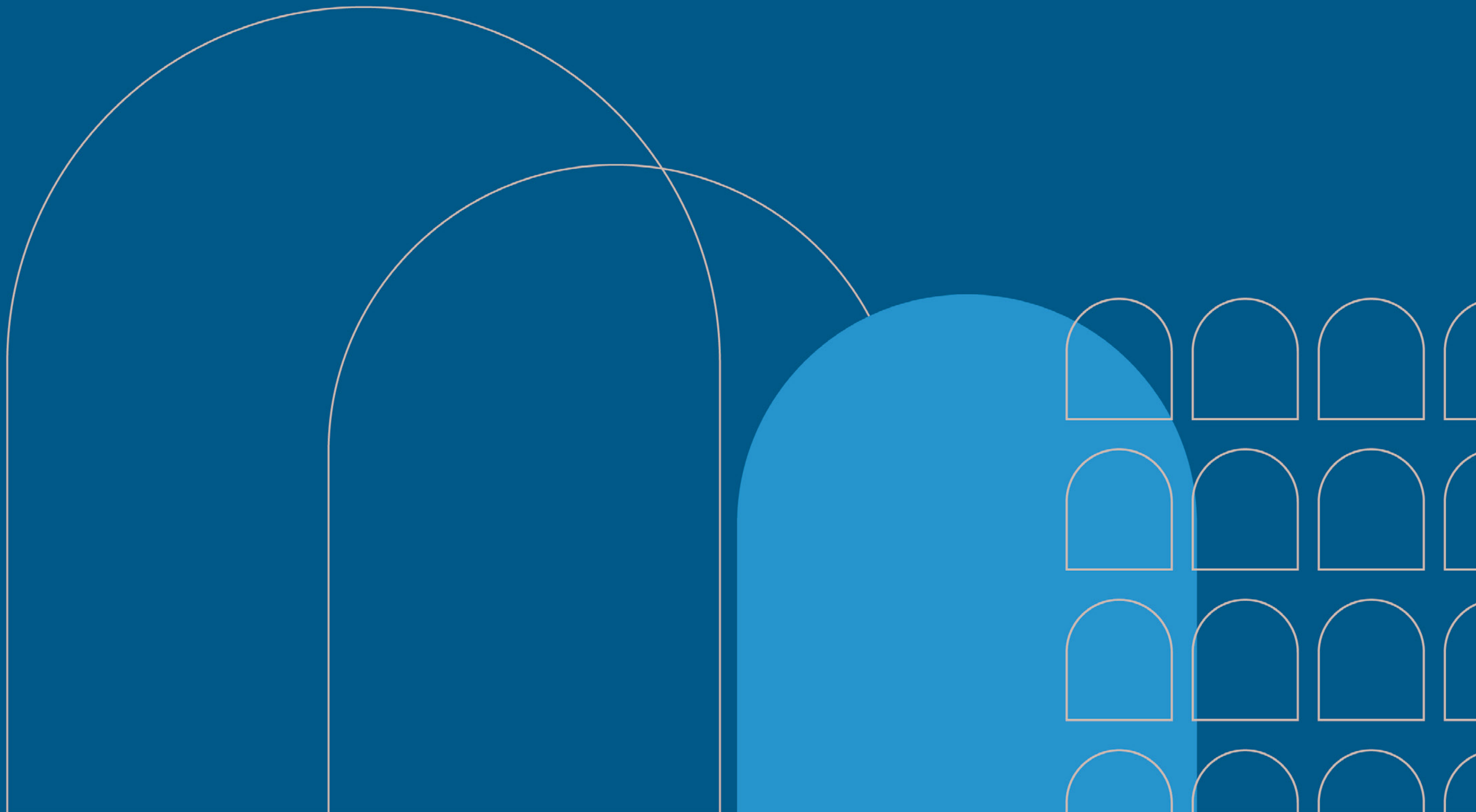
We apply a blue level of colour (primary palette) to all colour photos, with 10% "colour" opacity effect.



Transparency effect reserved
to social media posts.
Blue colour, 90% opacity.

Part 5

Materials



EUI

Front



Back



Department / Programme

Back



EUI (first level)

Department (second level)

Programme (third level)



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Email
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ROBERT
SCHUMAN
CENTRE

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Email
Numero di telefono del Presidente



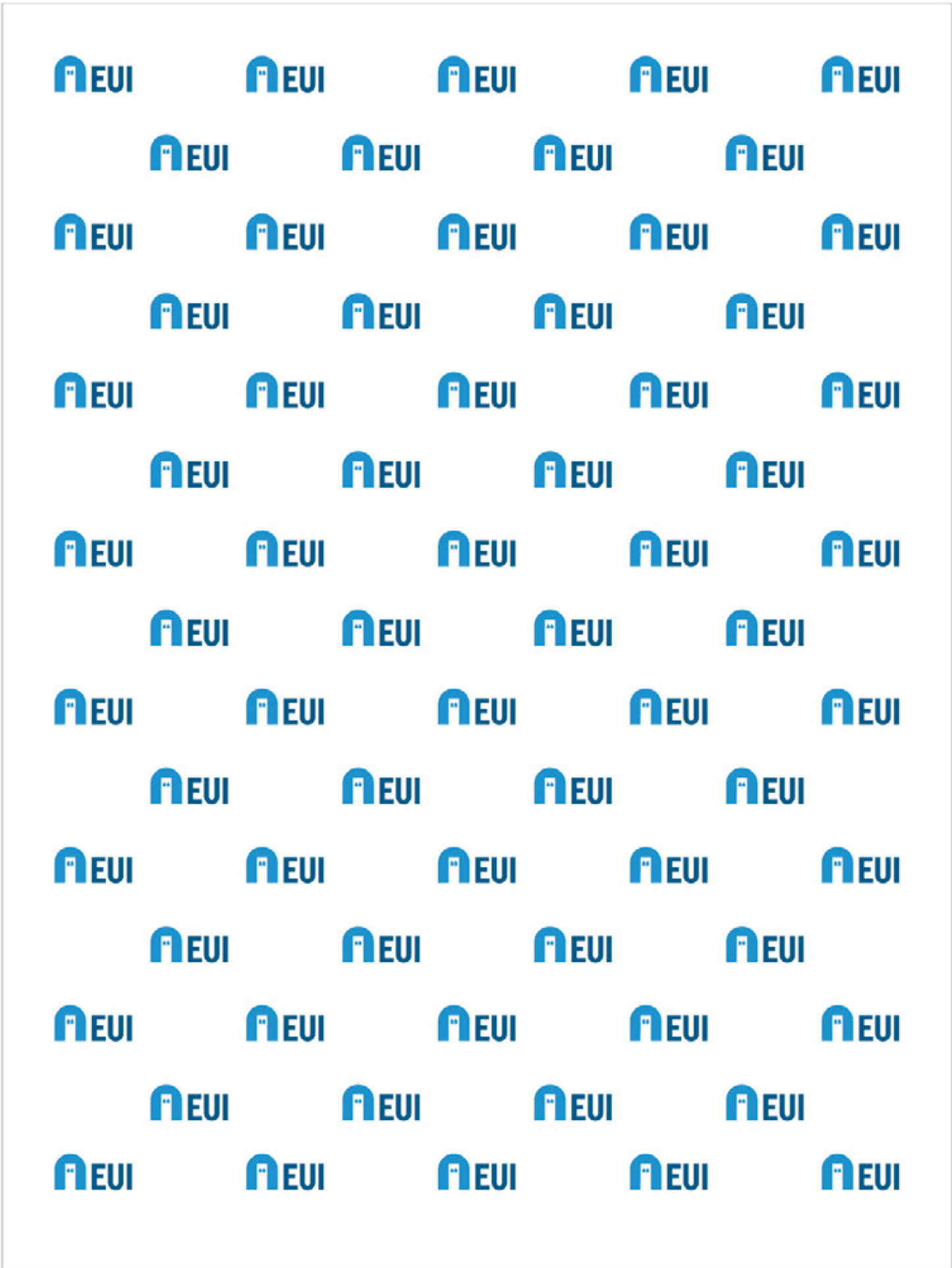
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PLURALISM AND
MEDIA FREEDOM

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EUI



EUI



Department and programme

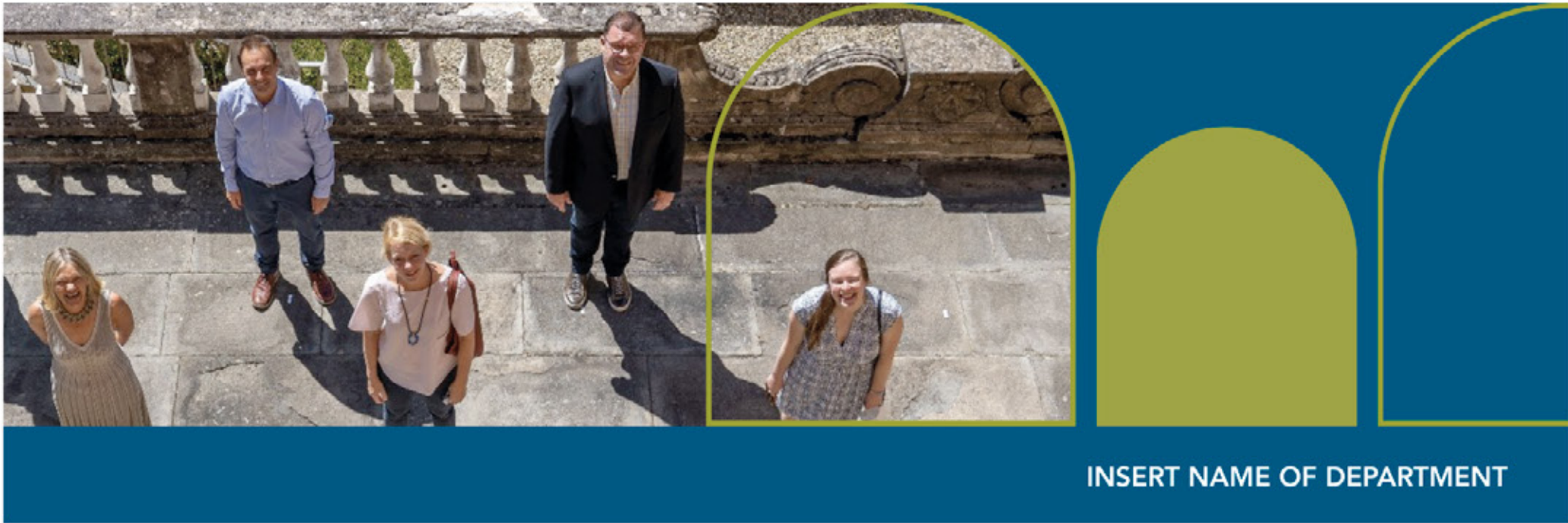




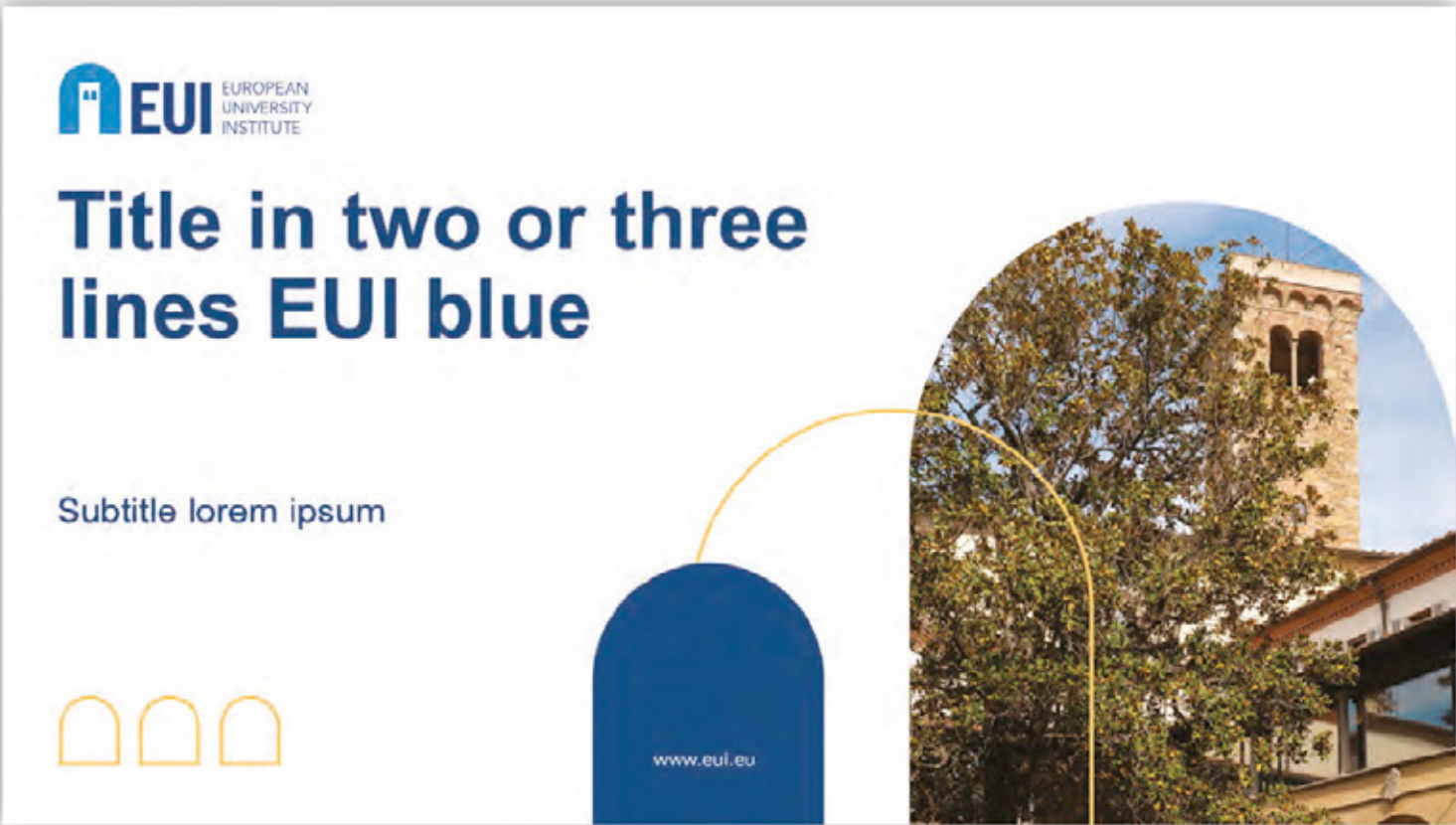
For internal and external signage, we use the primary colour palette.



* FSR will use the EUI yellow on their media profiles

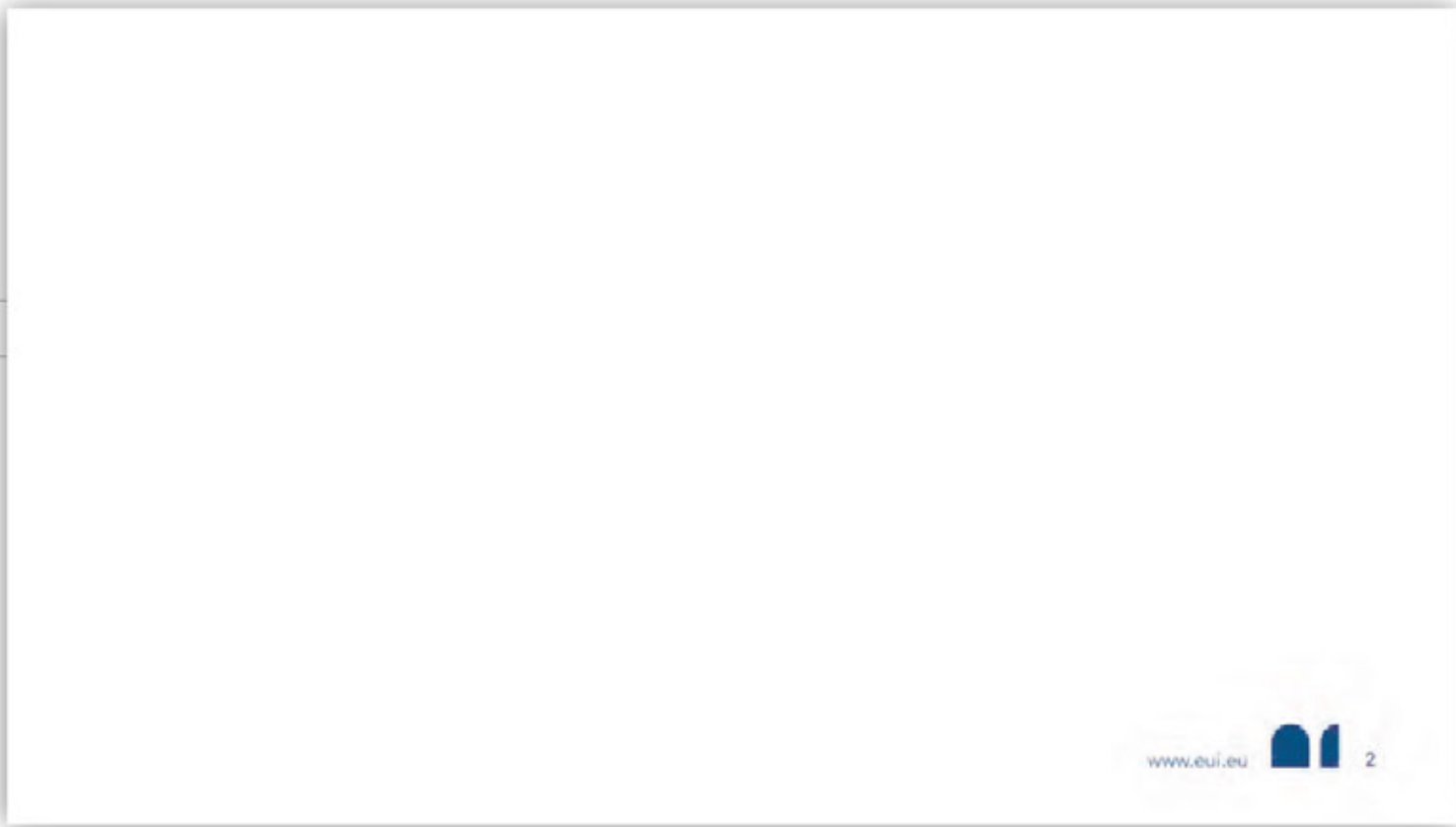


Typeface Arial bold 54 pt
Subtitle Arial body 24 pt



Closing slide

Internal pages don't
have the EUI logo



1920x1080 px

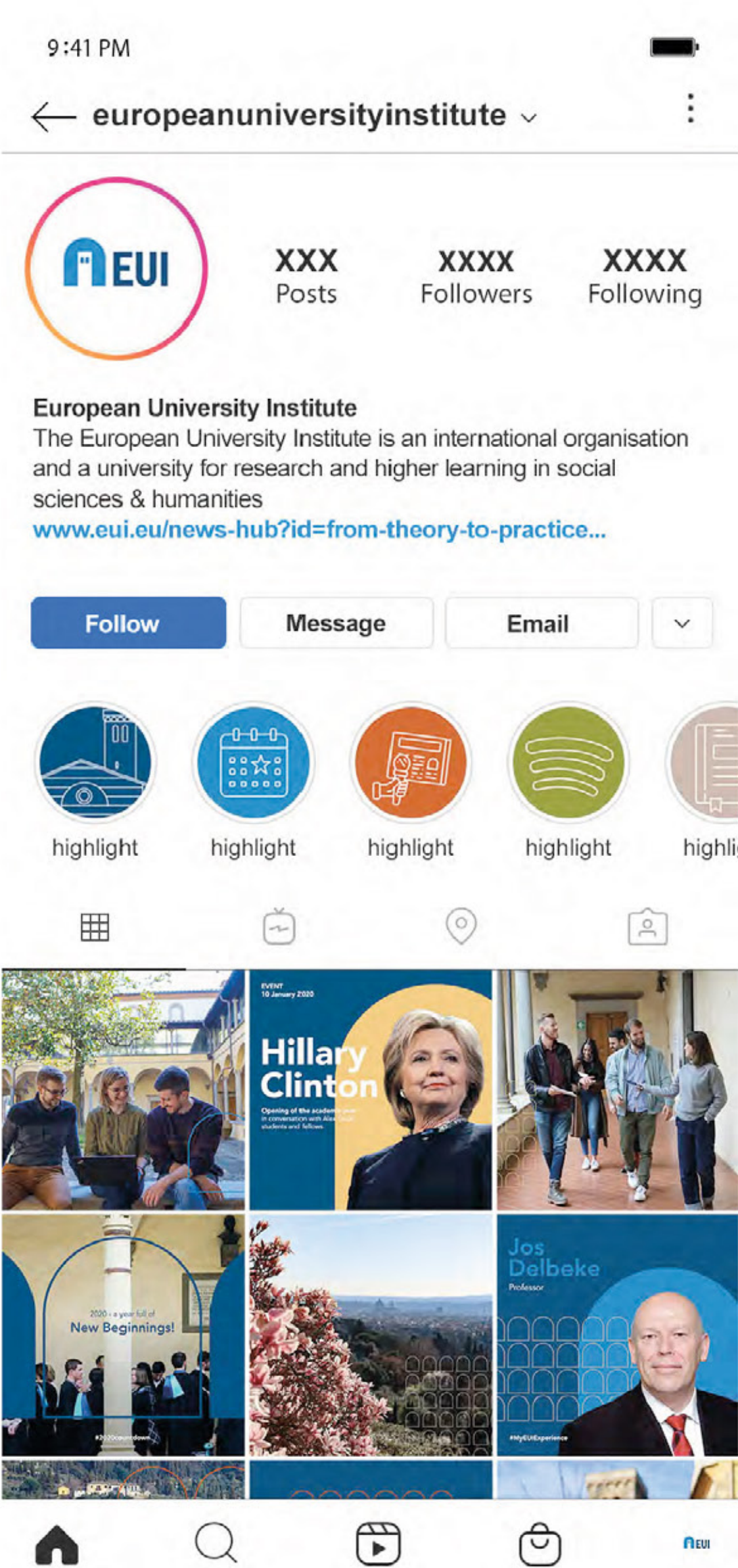
POWER POINT – OPENING/CLOSING SLIDES AND INTERNAL SLIDES

On the opening and closing slides, the logo is always positioned in the top left corner and the website address is positioned at the bottom, in the centre.
On the internal slides, the logo is not present and the website address is positioned in the bottom right corner.

We **do not** use any logo on social media posts.
There are some exceptions as partnership posts or collaborations with other accounts.



The services will have the EUI acronym logo as a profile picture.



For the instagram feed we will try to keep consistency on the posts layout, adding graphic elements on the images and using the templates for the organic posts.

Got questions?

The communications service is responsible for institutional branding and editorial style.
We're happy to assist you with any questions you may have.

General branding questions:

Roeland Scholtalbers (roeland.scholtalbers@eui.eu)

Publications-related inquiries:

eui.publications@eui.eu

