



CHARM-EU

BRANDING GUIDELINES

2024

Version 1.1

IDENTITY

CHARM-EU is a **Challenge-driven, Accessible, Research-Based and Mobile European University Alliance**. At CHARM-EU we work together to design and create **a new university model**.

The Alliance is one of the 50 European Universities alliances, a flagship initiative of the European strategy for universities. Currently, it is formed by 9 higher education institutions across Europe and more than 50 associate partners. Launched in 2019, CHARM-EU is **co-funded by the Erasmus+ project** and is designed **to enable mobility among students and staff and to embody the excellence, inclusiveness and competitiveness of European higher education**. The CHARM-EU programmes are focused on **addressing the challenges of the 21st century** and are aligned with European values, the European Green Deal and the United Nation's Sustainable Development Goals.

This CHARM-EU description can be used at all times to introduce CHARM-EU.

LOGOS



CHARM-EU

COLOR LOGOS

For main corporate uses

MAIN LOGO

For most uses
(suitable for all sizes)



DENOMINATION LOGO

Rare/Unique cases
(medium/big sizes)



SHIELD

Secondary uses/SM
(small sizes)



MINI LOGO

Secondary uses/Signatures
(small sizes)



MONOCHROMATIC LOGOS For secondary corporate uses

MAIN LOGO

For most uses
(suitable for all sizes)



DENOMINATION LOGO

Rare/Unique cases
(medium/big sizes)



SHIELD

Secondary uses/SM
(small sizes)



MINI LOGO

Secondary uses/Signatures
(small sizes)



COMPOSITION



COMPOSITION

LOGO SAFETY AREA

An area double the size of the logo is advised to be left empty around it.



COMPOSITION

SHIELD FRAMING

Use the shape of the field to frame boxes, whether they contain a photograph or plain colors.



COMPOSITION

TIGHT KERNING & TRACKING+ HEAVY HEADLINES

For strong and important headlines and messages, it is advised to use the Garnett Black Regular typography with a tight kerning and tracking



**ERASMUS
DAYS
UTRECHT
2023**

BRAND USE EXAMPLES





Moltes gràcies
Muchas gracias
Fòrça gràcies
Many thanks
Go raibh maith agat
Hartelijk dank
Merci beaucoup
Nagyon köszönöm
Vielen Dank
Tack så mycket
Kiitos paljon
Tusen takk



CHARM-EU

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www.charm-eu.eu