



CHARM-EU



CHallenge-driven
Accessible
Research-based
Mobile
European
University

Branding Guidelines

Version: July 2020
Work Package and Deliverable: WP9.1
Group: International Communication team

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INTRODUCTION

Why branding is important for CHARM-EU

The CHARM European Universities Initiative was born in January 2019. Since then, a core team has been working to design and disseminate the **changes towards the university of the future**. The main responsibility of CHARM-EU is to re-think the European higher education space from an innovative approach, creating a more sustainable future for all. Thus, in order to achieve its ambitions, CHARM-EU has been designing its own identity in order to establish a unique presence at the local and global level.

This guide presents the main features that comprise **CHARM-EU's identity**. It is designed to consolidate the CHARM-EU brand without losing its constantly transforming and innovative nature. On the following pages the reader will find different tools that will help to reinforce the CHARM-EU concept. Consistent use of these different tools adds value while reinforcing the importance of CHARM-EU activities at the local, regional and international level.

The CHARM-EU brand identity will take into consideration the long-standing knowledge of the 5 university members of the consortium (University of Barcelona, Trinity College Dublin, Utrecht University, Eötvös Loránd University Budapest and University of Montpellier) by setting out their shared objectives, values, mission and ambitions in a single document; it will illustrate its brand architecture with the most important visual elements to be used during the dissemination of the project. Later on, a dissemination strategy will be added to the branding guidelines. These guidelines intend to support the consolidation of CHARM-EU brand as an important leading structure that goes beyond the initiative in order to build a **CHALLENGE-driven, Accessible, Research-based, Mobile European University** ready to face global challenges.

We hope you can use this guide as an inspiration in the development of your activities and that together we can keep working to create and challenge the university of the future.

THE CHARM-EU CONTEXT

What our brand stands for

In September 2017 at the Sorbonne University the French President Emmanuel Macron announced the idea of "European Universities" by saying: *"I believe we should create European Universities – a network of universities across Europe with programmes that have all their students study abroad and take classes in at least two languages. These European Universities will also be drivers of educational innovation and the quest for excellence. We should set for ourselves the goal of creating at least 20 of them by 2024. ..."*. These words would end up being the pillars of the Erasmus Plus 2018 Call for Proposal: 'European Universities' which aimed to create "bottom-up networks of universities across the EU which will enable students to obtain a degree by combining studies in several EU countries and contribute to the international competitiveness of European universities. ..." . Finally, on 7 November 2019, the European Commission organized the kick-off meeting for the 17 European university alliances selected through the first pilot call and CHARM-EU was among them.

The contribution of CHARM-EU to address global challenges through the design of the university of the future became a reality. Together with the development of specific activities by each of its members, the clear and effective communication of its outputs became an indispensable component, in particular, to maximize and make known its achievements that are intrinsically connected with its mission and vision as described below. CHARM-EU mission and vision has emerged from the strengths and complementarities of the 5 members of the alliance and, it was particularly designed to achieve the vision and mission described on the European University's Initiative



*An opportunity to reconcile
humanity with the planet*

CHARM-EU represents a
Challenge-Driven,
Accessible, Research-based
and Mobile model for the co-
creation of a European
University aligned with the
European Values and the
sustainable development
goals (SDGs).

THE CHARM-EU VISION

Working together towards a better and sustainable future



Innovative and flexible model

CHARM-EU's vision is to have an innovative university model which embraces the change needed to meet society's challenges, breaking down borders and linking local and global solutions.

Challenge-driven university

CHARM-EU aims for a challenge-driven university, creating flexible, student-led educational programmes focused on identifying and solving specific challenges in close collaboration with the broader community.



Reconciling Humanity with the Planet

CHARM-EU aims to promote the common European values emphasizing the richness and diversity of the European tradition and focusing strategically on trying to rethink the role of the European universities in the world as it faces one of the main global challenges in the 21st century.



CHARM-EU is committed to the European Values and more generally to the SDGs.



THE CHARM-EU MISSION

Reconciling humanity with the planet through the creation of a new university model

The CHARM-EU (Challenge-driven, Accessible, Research-Based and Mobile European University) is an initiative formed by five research-based universities (University of Barcelona, Trinity College Dublin, Utrecht University, Eötvös Loránd University Budapest and University of Montpellier) which **was created to become a world example of good practice to increase the quality, international competitiveness and attractiveness of the European Higher Education landscape.**

The diversity of educational systems but also differing geographical, regional, cultural, lingual, economic and historical perspectives/challenges of the five CHARM-EU members contribute to consolidate the university of the future revealing our common goals on the path towards a more sustainable and inclusive future.



What CHARM-EU will do?

It will offer a learning experience that, having mobility and inclusivity as its core, is based on the implementation of a transformative approach to program and curricula design combining the best of the different European traditions in structuring curriculum through knowledge-creating teams, with a flexible, skill oriented modulization structure.

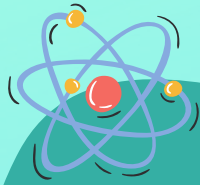
It will deliver an innovative, challenge-driven, student-centred, and self-directed teaching model that integrates research, teaching, innovation and enquire within and across the disciplines open to the world. This model envisages a European higher education campus utilizing the latest modern technology in the service of accessibility and internationalisation.

THE CHARM-EU AMBITION

Breaking down barriers

CHARM EU's ambition is to become a world example of the best of the European education tradition, offering a plural, inclusive, flexible, student centred learning experience to citizens from the entire world. To accomplish this ambition a new innovative and more inclusive approach to the university of the future is being created.

CHARM-EU wishes to co-create with its staff and students together with civic engagement a financially economical, learning, creative, transnational, multi-cultural, multi-lingual, interdisciplinary, and societally driven integrated campus (both physically and digitally) for all students (traditional/non-traditional) where students can freely move, create their own curricula, and interact, without papers and with smooth processes.



CHARM-EU works in a research-based multicultural environment with mobility as a norm, contextualised within the knowledge triangle: research, education and innovation.



INCLUSION & ACCESSIBILITY



A contribution from the WP6: Inclusiveness

Being inclusive through the communication material is essential as these elements will reflect the mind-set of CHARM for both an internal and external audience. When used, every tool or mean of communication should be designed in an inclusive way, respecting the inclusion standards used and recognized worldwide. In the quest of reaching a broader audience and making sure that nobody is left behind, here is an overview of what should always be considered to achieve an inclusive communication.

Category: Multimedia content (video / audio)



Item: Audio description

Description & Link: Audio description, also referred to as a video description, described video, or more precisely called a visual description, is a form of narration used to provide information surrounding key visual elements in a media work (such as a film or television program, or theatrical performance). These narrations are typically placed during natural pauses in the audio, and sometimes during dialogue if deemed necessary. They are mostly used to provide content to blind or visually impaired people.

Guidelines: <https://www.w3.org/WAI/media/av/description/>

Example: <https://www.youtube.com/watch?v=A88E4DH2asQ>

Category: Multimedia content (video / audio)



Item: Captions / subtitles

Description & Link: Captions / subtitles are a text version of the speech and non-speech audio information needed to understand the content. They are synchronized with the audio and usually shown in a media player when users turn them on. They provide content to people who are deaf or hard-of-hearing.

Guidelines: <https://www.w3.org/WAI/media/av/captions/>

Example: <https://www.youtube.com/watch?v=mO-97jdwdPw> (the media player allows to activate captions)

INCLUSION & ACCESSIBILITY (II)

Category: Multimedia content (video / audio)



Item: Transcripts

Description & Link: Transcripts are a text version of the speech and non-speech audio information needed to understand the content. Descriptive transcripts also include text description of the visual information needed to understand the content. They provide content to people who are both visually impaired (and therefore unable to comfortably watch a video) and deaf (and therefore unable to benefit from audio description).

Guidelines: <https://www.w3.org/WAI/media/av/transcripts/>

Example: https://www.ted.comtalksaimee_mullins_the_opportunity_of_adversity#t-471776 (transcript available under the video).

Category: Multimedia content (video / audio)



Item: Sign Languages

Description & Link: Sign languages use hand and arm movements, facial expressions, and body positions to convey meaning. For many people who are deaf, sign language is their native language, and some do not understand written language well. Sign languages availability is also strongly recommended during speeches and live events.

Guidelines: <https://www.w3.org/WAI/media/av/sign-languages/>

Example: <https://www.youtube.com/watch?v=TCq3ru9HQSc>

Category: Multimedia content (video / audio)



Item: General accessibility

Description & Link: To make a media accessible, all the above elements have to be addressed. Moreover, other elements should always be considered, such as the colours and contrasts, the background audio, the lights, the media player selected, and so on.

Guidelines: <https://www.w3.org/WAI/media/av/#how-to-make-audio-and-video-accessible>

Example: <https://www.w3.org/WAI/perspective-videos/contrast/> (this video includes all the elements mentioned above).

INCLUSION & ACCESSIBILITY (III)

Category: Website and social media



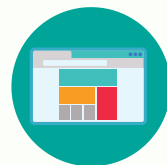
Item: Accessibility

Description & Link: Making online tools accessible means allowing everyone, independently from any personal barrier or obstacle, to perceive, understand, navigate and interact with a website or platform. Also, keep in mind that accessibility does not only benefit to people with disabilities, but to any user facing a challenging situation, e.g. older people, people with temporary disabilities (broken arm or lost glasses), people with limited technical resources (bad internet connection), and so on.

Guidelines: <https://ec.europa.eu/digital-single-market/en/web-accessibility>
<https://www.w3.org/WAI/fundamentals/accessibility-intro/#making>

Example: <https://www.youtube.com/watch?v=3f31oufgFSM> (this video highlights to importance of web accessibility for disabled people and everyone else).

Category: Website and social media



Item: Interface

Description & Link: The way you design the website or any interface deeply impacts its accessibility. Several things are to always keep in mind: contrast between foreground and background, identification of the interactive elements, clear and consistent navigation options, organization of the content (headings and spacing to group related elements for example), position of the content on the webpage, and so on.

Guidelines: <https://www.w3.org/WAI/tips/designing/>

Category: Website and Social Media



Item: Content

Description & Link: Along with the interface, ensuring that the content provided is accessible is key. Once considered the elements for audio and video, also keep in mind that standards apply to written content and images. For example, the way to title the pages and the use of headings are important to convey meaning and structure, link text has to be meaningful (avoid the use of “click here”), images should offer a meaningful text alternative, ... Generally, clear and concise content also ensures a better accessibility.

Guidelines: <https://www.w3.org/WAI/tips/writing/#make-link-text-meaningful>

INCLUSION & ACCESSIBILITY (IV)

Category: Visuals



Item: Representation and diversity

Description & Link: The concept of “representation” may seem like a new-age call-to-action, but it’s rooted in a very simple, human idea: people want and respond to seeing people like them in every situation. It creates a sense of belonging and affirmation. Someone who isn’t a member of a marginal group might look at picture and see no problem, but people who are will immediately notice if they are misrepresented or absent. Therefore, make sure to ensure representativeness and diversity on group picture or visual media in general.

Guidelines: https://www.consilium.europa.eu/media/35446/en_brochure-inclusive-communication-in-the-gsc.pdf (page 13-14 of the document)

Category: Text/Wording



Item: Inclusive and gender neutral language

Description & Link: Gender-neutral language is a generic term covering the use of non-sexist language, inclusive language or gender-fair language. The purpose of gender-neutral is to avoid word choices which may be interpreted as biased, discriminatory or demeaning by implying that one sex or gender is the norm. Using gender-faire and inclusive language also helps reduce gender stereotyping, promotes social change and contributes to achieving gender equality.

Guidelines: https://www.consilium.europa.eu/media/35446/en_brochure-inclusive-communication-in-the-gsc.pdf (page 7 to 12 of the document)

Category: Content



Item: Target groups testing

Description & Link: When it comes to content, it is important to have a dynamic approach that will allow the content to evolve based on the feedback of the target groups. Testing the content on them and include their feedback in the communication strategy is really important and will contribute to make them feel considered and included.

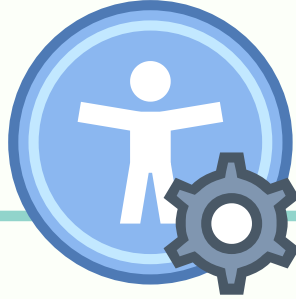
Category: Etiquette



Item: Fostering an inclusive atmosphere

Description & Link: Most of the under-represented groups are way too often the victims of inappropriate conducts. Even though these attitudes might have good intentions as a starting point, they should be avoided at all costs. Therefore, CHARM-EU communication should include initiatives to address that matter and make sure everyone within the institution knows the proper attitudes to adopt in regards of the underrepresented groups and the characteristics of their situations.

INCLUSION & ACCESSIBILITY (V)



To conclude, here is an exhaustive list of the underrepresented groups identified by the inclusion team. They should all be considered on the same level when designing a communication action or material if we want to reach everyone:

- Age (mature students)
- Gender identity
- Gender-based violence
- Sexual orientation
- Race
- Religion or belief
- With children / caring
- Disability
- Chronic illnesses
- Mental health and well-being
- Low-income / low socioeconomic background

CHARM-EU



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CHARM-EU DESIGN TOOLKIT

VISUAL IDENTITY



VISUAL IDENTITY MANUAL

Architectural phase



The second part of this guide aims to support CHARM-EU partners on how to use the CHARM-EU's logo and its visual identity elements.

This architectural identity will help to create an easy to spot and coherent image for CHARM-EU. This chapter establishes the basic principles to be applied to the entire range of the available communication tools although it will be continuously updated according to the needs and the content developed throughout the project lifetime (and beyond). The content will be further detailed in the dissemination strategy which will be included later.

OUR LOGO

CHARM-EU



CHallenge-driven
Accessible
Research-based
Mobile
European
University



[To download different logo file types, please click here.](#)
[To download in vectorial format, please click here.](#)

[To download the logo manual, please click here.](#)



OTHER LOGOS

CHARM-EU Partners

The logo of the 5 partner universities must appear in all publications, presentations and any other relevant CHARM-EU material. The 5 logos must appear at the bottom of the cover or the first pages and in the back covers aligned in the following order:

1. University of Barcelona
2. Trinity College Dublin
3. Utrecht University
4. Eötvös Loránd University, Budapest
5. University of Montpellier



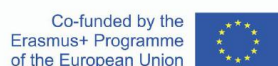
[You can download the official logos of the 5 universities at this link.](#)

Erasmus + Logo

CHARM-EU must follow the instructions available on the following website: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

CHARM-EU must inform the public, press and media of the action (internet included), which must, in conformity with Article 11.8 mentioned in the Grant Agreement, visibly indicate “with the support of the Erasmus+ Programme of the European Union” as well as the graphic logos.

Where the action, or part of the action, is a publication, the mention and graphic logos must appear on the cover or the first pages following the editor's mention. If the action includes events for the public, signs and posters related to this action must be displayed. This must include the logos mentioned above. Authorisation to use the logos described above implies no right of exclusive use and is limited to this agreement.



MULTILINGUALISM

A distinctive trait of the alliance



Multilingualism is an essential CHARM-EU feature that empowers the diversity and originality of the project.

The linguistic diversity of CHARM-EU will not only contribute to a broader dissemination of its results but also make the project more accessible. It will also help to develop skills that are considered relevant for the university of the future, creating a positive impact in key issues such as mobility, transfer of knowledge, curriculum development and research.

” Languages unite people, render other countries and their cultures accessible, and strengthen intercultural understanding ”

The use of the languages of the 5 CHARM-EU members in main publications, press releases and websites will also contribute to strengthen the European identity. The languages of the alliance are the following:

English, Spanish, Catalan, French, Hungarian and Dutch.

How are we going to apply multilingualism?



English will be the main language however the main results of CHARM-EU will be translated into the 6 languages of the alliance such as the toolkit, official publications, official websites, promotional and audiovisual material among others.

OTHER VISUAL ELEMENTS



LETTERS

Letters should contain CHARM-EU and Erasmus + logos at the top of the page and the logos of the 5 European partners at the bottom. This ensures an equal and balanced visual weight.

Available templates for download:

- [Letterhead](#)
- [Agenda](#)
- [Minutes](#)

POWER POINT TEMPLATE

All the CHARM-EU presentations should have the same power point template. The content should not get the CHARM-EU and E+ logos. Remember that a PowerPoint is designed to support a verbal presentation and should be used in a way that supports what is being said.

Download the [power point template here!](#)



ELECTRONIC SIGNATURE

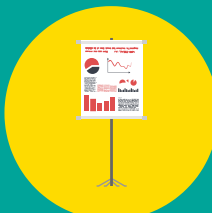
You can use the electronic signature in the emails you send about CHARM-EU. Although it is not compulsory, we encourage you to do so in order to make our brand known.

[Download a sample here.](#)

BUSINESS CARD

Business card should be in English. The Common Use logo is to be used.

[Download the template here.](#)



ROLL UP

Format: 850mm x 2000mm

[Download the generic template here.](#)

IMAGERY



When you produce imagery on behalf of CHARM-EU, please bear in mind the CHARM-EU slogan "Reconciling Humanity with the Planet by creating the university of the future" and its main values. This will help to consolidate the CHARM-EU brand beyond the project life. Some of the concepts to consider are the following:

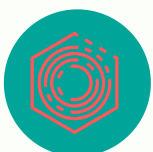
Innovation, Inclusion, Diversity, Global, Ownership, Sustainable

A good and right image can add great value to the material produced by CHARM-EU. To personalize the CHARM-EU experience, please try to 'keep it real'. Whenever possible, please use the material produced by the alliance itself instead of using general stock imagery.



Colours need to be carefully selected and used in line with CHARM-EU identity. Using overlays and transparency can help to reinforce the message. Please use filters sparingly and avoid distorting the natural look of photos.

Alt text for images: If the image is a photograph, drawing or painting, the alt text needs to describe the image as concisely as possible. Images must have text alternatives that describe the information or function represented by them.



Use high-quality images: Make sure web images are sized and optimised correctly. You can also use illustrations or infographics to optimize the dissemination effect. A high-resolution image should have at least 300 pixels per inch (ppi). We recommend using at least a 2160 x 1080px.

LEGAL ADVICE



General recommendations:

- When a photograph, video or illustration is used in a publication (print, online or others) the maker's permission might be required. You are also required to reference the maker and any artists/artworks that appear in the work.
- Although we encourage you to produce an unique material for CHARM-EU, you can make use of free Stock photos (copyright free images): Examples: Pixabay or Unsplash.
- Creative Commons: free to use but you MUST follow the rules of license. You must always attribute the creator. Some content may be modified, some may not. Some may require that you allow others to equally share your new modified work. Some licenses allow commercial use, most do not.
- CHARM-EU partners who produce websites, publications and other communications material on behalf of the alliance are responsible for securing the appropriate approvals — including copyright — for all logos, images, artwork and text.
- Photo/Video Release: If you are going to capture photo, video or audio recordings for CHARM-EU use, then you need to have the individual's permission. Crowd scenes where no single person is the dominant feature are exempt. [A permission template is available here.](#)

DISSEMINATION STRATEGY

The CHARM-EU Communications Team (WP9) provides advice and guidance to CHARM-EU dissemination material including print, digital and new media design.

Further information;

General: info@charm-eu.edu

Communication Manager: nfontg@ub.edu

www.charm-eu.eu

Follow us!



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