



# 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)



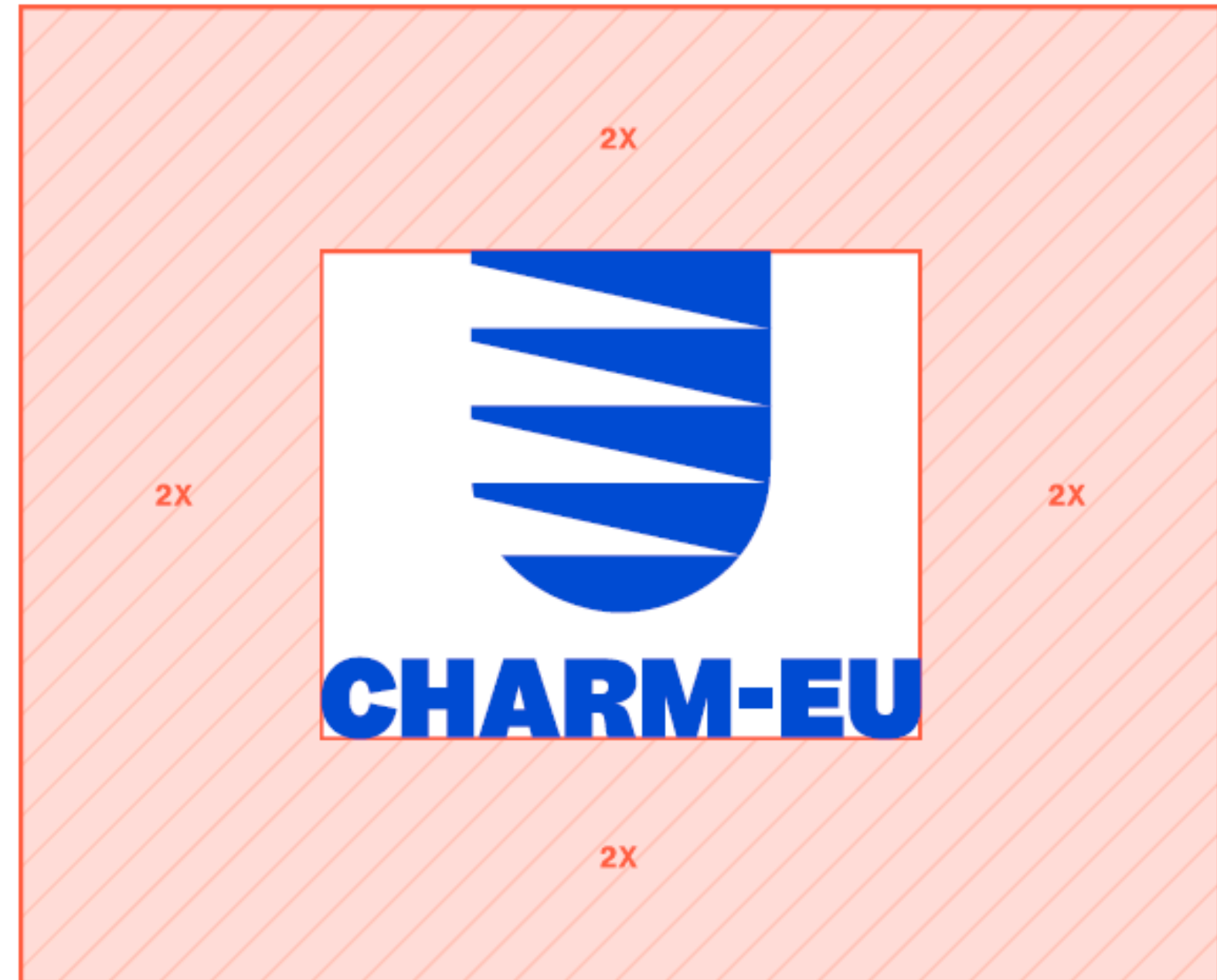
# COMPOSITION



# 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**

# COLORS



**CHARM-EU**

# COLORS

For an effective, straight-forward and recognisable brand, CHARM-EU colors have brightness, contrast and saturation. To convey the brand values the colors are more vibrant to be suited for a student-centered university with better color contrast being more accessible.

## CHARM BLUE

004CD4 / CMYK 88.73.0.0

CHARM-EU'S CENTRAL AND MOST IMPORTANT COLOR. PERFECTLY SUITED FOR ALL USERS.

## CHARM GREEN

00C8B9 / CMYK 70.0.36.0

SECONDARY COLOR, APPLICABLE AS A BACKGROUND OR AS ACCENT IN SECONDARY APPLICATIONS

## CHARM RED

FF6245 / CMYK 0.76.75.0

SECONDARY COLOR, APPLICABLE AS A BACKGROUND OR AS ACCENT IN SECONDARY APPLICATIONS

## CHARM YELLOW

FFC700 / CMYK 0.22.100.0

SECONDARY COLOR, APPLICABLE AS A BACKGROUND OR AS ACCENT IN SECONDARY APPLICATIONS

# SECONDARY COLORS

The secondary colors are more quiet to be combined with the vibrant primary colors.

## CHARM ICE

83E9FF / CMYK 22.00.0.0

IN ADDITION TO THE MAIN COLORS, A BLUE HUE IS ADDED ONLY AS AN SUBTLE ACCENT (MOSTLY FOR SUPPORT USES)

## CHARM WHITE

F9FDFF / 2.4, 0.8, 0, 0

NEUTRAL COLOR THAT CAN BE USED IN TANDEM WITH ANY OF THE MAIN ONES, IN ANY CONTEXT, THE TONES HAVE BEEN ADJUSTED SO THE CONTRAST AND READABILITY WORKS WELL WITH ALL THESE COMBINATIONS

## USE OF BLACK

WHILE BLACK IS IMPOSSIBLE TO BE COMPLETELY REMOVED FROM ANY BRAND, IT IS HIGHLY DISCOURAGED TO USE IT ON CHARM-EU'S COMMUNICATIONS. IT GOES AGAINST THE COLORFUL (OPEN, PLURAL AND YOUNG) APPROACH OF THE BRAND. BESIDES, THE MAIN BLUE IS PERFECTLY SUITABLE FOR MOST USES WHERE BLACK WAS USED IN THE PAST.

# TYPOGRAPHY



**CHARM-EU**

# TYPOGRAPHY

## PREFERRED FONT

Work Sans font family is expressive and readable.  
It is the preferred font used on the website, visuals, etc.

**Work Sans Black**

**Work Sans Bold**

**Work Sans Semibold**

***Work Sans Semibold Italic***

Work Sans Regular

*Work Sans Regular Italic*

# TYPOGRAPHY

## LOGO FONT & MAIN HEADLINES

Garnett font family is contemporary, readable and expressive.

Black format is used in all caps for CHARM-EU Logo and main messages/headlines

Garnett format is only used for the CHARM-EU description alongside the CHARM-EU logo.

## CHARM-EU

**Your Challenge-driven, Accessible, Research-based, Mobile  
European University**

# 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**