



TRANSFORMING REGIONS FOR AN INCLUSIVE EUROPE

It has a whole story and is basically related to the 3 pillars of the Alliance. The colors are clearly linked to Diversity and Inclusion as well as to the international character of the Alliance. The lowercase 'i' as well as the dots (by way of prompt) at the end of the lines in the letters are related to digital transformation, while the rolling "O" refers to mobility. The full version includes the shields of the institutions that emphasize the institutional character and long-term commitment of the Alliance.

RULES AND USES OF THE MANUAL

The NEOLAIa Corporate Identity Manual is a compendium of rules of use that aim to be rigorous but easy to comply with, complex in their exhaustiveness, but simple in their lack of ambiguity; restrictive with the exception, but foreseeing a wide range of cases, taking into account the diversity of media (official writings, publications, advertising, audiovisuals), supports (paper, vehicles, products, signage...), and printing (printing, silk-screen printing, signage...), on which the items described therein are to be reproduced.

In addition to these rules of use, there are corresponding examples and models and a sufficient range of high-quality originals of each and every one of the basic graphic elements, ready for correct reproduction.

This Corporate Visual Identity Manual must be appreciated by its users as what it is: an ally, a valuable instrument that facilitates and enriches communication. However, these users should also be instructed on the importance of strict compliance with its prescriptions and on the seriousness of the damage that careless or negligent use of these resources would cause to that communication.

The contents of this Manual may not be modified under any circumstances, with the possibility of extensions or future new applications being reserved to the unanimous agreement of those responsible for NEOLAIa.

/ Communication strategy outline

The purpose and goal for the communication strategy for NEOLAiA is to build and strengthen the brand NEOLAiA and a consequence strengthen the brands of the partner universities. And the other way around, through strengthening the partner universities the brand of NEOLAiA will be strengthened.

/ Character of the Brand

NEOLAiA is a brand that should represent a young, digital, inclusive, diverse and european university with a strong sense of mobility between countries and fields of expertise in order to contribute to the transformation of the higher education system in Europe.

/ Tone of voice for the Brand

Open minded, flexible, modern, forward leaning and responsible.

/ Pronunciation on NEOLAiA

The word NEOLAiA is derived from Greek (NEOΛAΪA - youth) and the word should be pronounced NEOLEYA.

/ Acknowledgement for NEOLAiA to be used in scientific papers

"We would like to extend our sincere gratitude to the European Alliance NEOLAiA (Project 101124794: "NEOLAiA – Transforming Regions for an Inclusive Europe") for their support in our research which has significantly enriched the content of this paper."

Partner Roles, acting principles. In relation to the NEOLAiA brand.

NEOLAiA: Either the umbrella or the foundation

Partner universities: As a part of NEOLAiA or as a driving force of NEOLAiA



CONSTRUCTION OF THE BRAND

This section presents the constructive modulation of the brand, mounted on a grid, taking 1 square as the modular unit, to facilitate its dimensional comprehension and to be able to be reproduced at a large size when required.

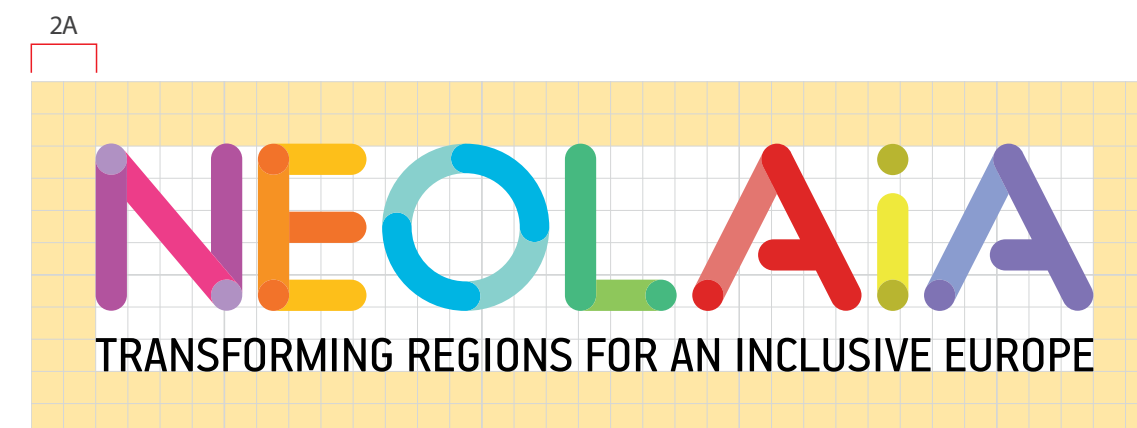
/ Modulation

The trademark is made up of the construction module A. This composition determines the alignment of the elements that make up the logo according to the following grid of measurements.



/ Protection area

The protection area preserves the trademark from other graphic elements and maintains its visual integrity. No graphic or typographic element should be placed within this area, and its size should be proportional to the construction module of the trademark.



MAIN VERSION

NEOLAiA + Motto

This is the main logo version. It is to be used for all international communication. The motto of the logo is always positioned below the NEOLAiA to ensure good legibility and visibility. The logo should be used for large merchandising (tote bags, roll-ups, etc.) and all options not covered by the other two versions: Brochures, banners, use with other logos.

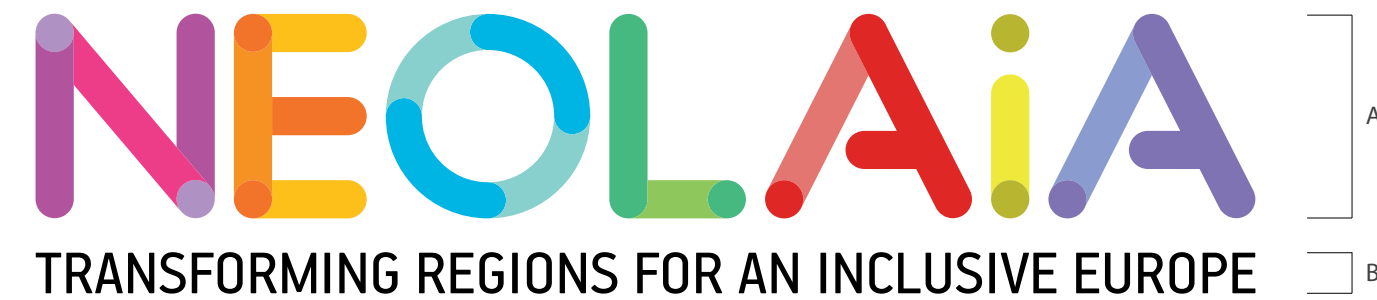
The NEOLAiA trademark consists of the following parts:

A - LOGO

It corresponds to the design of the anagram that defines the NEOLAiA brand

B - MOTTO

Brand promise



/ Positive

The appearance of the trademark on different backgrounds depends on the degree of darkness of the background. The NEOLAiA trademark can be used in positive values, when the background is sufficiently light to display it correctly, and giving priority to the colour version.



Main version



Black main version

/ Negative

The appearance of the trademark on different backgrounds is determined by the degree of darkness of the background. The NEOLAiA mark can be used in negative values, if the background is too dark to display it correctly, and giving priority to the colour version.



Negative main version



Negative black main version

Only uses of the brand in the corporate colours presented in this manual will be accepted, any other use will be considered incorrect and detrimental to the brand and image of NEOLAiA.

SECONDARY VERSIONS

/ No motto version

This is the logo version used for small merchandising (when it is not possible to fit NEOLAiA + motto, i.e. pens, magnets...) and in any other format where the other versions can't be readable.



/ Coexistence with university logos

This is the logo version with the motto and universities. The motto of the logo is always positioned below the NEOLAiA and universities are positioned below the motto to ensure good legibility and visibility. The logo should be used for official internal and external documents, NEOLAiA flag.



/ Square version

The square logo should only be used when there is no possibility of using the regular NEOLAiA logo.



/ Minimum size of logo

The size of the logo is 5 times larger than the motto. To ensure legibility, the logo should not be smaller than 5pt of the motto.

This results in a minimum size of 10mm in overall height and a length of 40mm.



THE USE OF LOGO WITH EU LOGO

It is recommended to keep the NEOLAiA logo on the left side of the composition.

The space between the logos should correspond to the height of the NEOLAiA symbol (safety zone).

The minimum size of the EU co-funding logo should be 1 cm (height)



Co-funded by
the European Union

THE USE OF LOGO WITH ONLY ONE PARTNER LOGO

How to use with only one partner university, a brand hierarchy when NEOLAiA is the driver.

For other situations when the partner university is the driver then the partner university's own brand guidelines apply.



UNIVERSITÄT
BIELEFELD

THE USE OF THE N+PARTNERS LOGO

Used for each NEOLAiA partner's local activities requiring a square (or circled) logo. For example, images used for page profiles on social media or other tools (e.g. official email profiles). Also on documents where a rectangular logo is not appropriate. This is an alternative to splitting NEO and LAiA, which is a bit too crowded for small logos.



UNIVERSITÀ
DEGLI STUDI
DI SALERNO

THE USE OF LOGO WITH EU LOGO

How to use with only one partner university logo together with EU co-funding logo.
For other situations when the partner university is the driver then the partner university's own brand guidelines apply.



THE USE OF LOGO+EUROPEAN UNIVERSITIES ALLIANCE

Logo of the University and the NEOLAIa Alliance, with an inscription in the language of the partner. Used to publicise the content of the Alliance in local content.



THE USE OF STUDENT ADVISORY GROUP (SAG) LOGO

The logo of Student Advisory Group (SAG) can be used for official alliance matters, and with the approval of Work Package 10.

The colour palette for the title is Web: #969696, CMYK 0 / 0 / 0 / 41, Pantone: Cool Gray 7C.

Maintain the height ratio of 5A (NEOLAIa) to 1A (the phrase below), and adjust the spacing of the characters until the total width reaches 31A .

If the creation of another version of the logo is necessary for another component/event of the alliance, it can be done with the approval of the EC (for example, or WP10) and following these guidelines.



INCORRECT USE OF LOGO

- The logo should never lose its original proportion, composition and colour. It should never be stretched or distorted in any way.
- The logo should not be used smaller than the minimum permitted size.
- The coloured logo may only be used on a white or black background; it should always be white on a coloured background.
- No visual or transparent effects may be used.



**Transforming
regions for an
inclusive Europe**

Calibri Bold

Transforming
regions for an
inclusive Europe

Calibri Regular

Transforming
regions for an
inclusive Europe

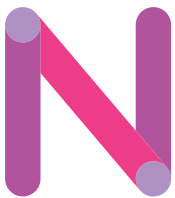
Calibri Light

CORPORATE COLOURS

The following chromatic codes are defined as the corporate colours of the NEOLAiA brand.

For the application of the corporate colours, the Pantone reference or their four-colour correspondence must be sought for reproduction in print.

/ Corporate palette

	 Pantone 674c CMYK 0 / 53 / 12 / 30 Web #b2539e	 Pantone 7424c CMYK 0 / 74 / 42 / 7 Web #ed3d89	 Pantone 522c CMYK 10 / 26 / 0 / 24 Web #b091c3		 Pantone 485c CMYK 0 / 83 / 83 / 13 Web #df2726	 Pantone 805c CMYK 0 / 48 / 51 / 11 Web #e37670
	 Pantone 158c CMYK 0 / 52 / 83 / 5 Web #f2732a	 Pantone 1495c CMYK 0 / 41 / 86 / 4 Web #f69223	 Pantone 1235c CMYK 0 / 25 / 90 / 1 Web #fdbf1a		 Pantone 101c CMYK 0 / 3 / 75 / 6 Web #efe93c	 Pantone 7765c CMYK 0 / 2 / 74 / 28 Web #b8b530
	 Pantone 306c CMYK 100 / 20 / 0 / 11 Web #00b5e3	 Pantone 324c CMYK 35 / 0 / 1 / 18 Web #88d0cd		 Pantone 7744c CMYK 29 / 36 / 0 / 29 Web #7f73b4	 Pantone 271c CMYK 33 / 25 / 0 / 19 Web #8a9ccf	
	 Pantone 346c CMYK 62 / 0 / 31 / 27 Web #46b980	 Pantone 367c CMYK 29 / 0 / 54 / 22 Web #8ec75b				

GRAPHIC ELEMENT

The graphic element is formed from parts of the logo using episodic letter elements of the logo, breaking them down, rotating, flipping, duplicating.

The graphic element can form a circle, symbolizing a person, while also using it as an element to define, highlight the image in the background.

Additionally, the graphic element can be formed freely to create playfulness and direct associations with the logo's symbolic meanings. Below are two versions.

The colored graphic element can be of any brand color, monochrome, or gradient.

Graphic element can supplement the official NEOLAiA documents or other materials as the graphic designer see it fit.



SOCIAL MEDIA
DESIGN

