



**UNIC**

# European University of Cities in Post-Industrial Transition



**Co-funded by  
the European Union**

## Welcome to the UNIC Brand Guidelines document.

This is a brief guide to who we are, what we stand for, and how we represent ourselves in words, visuals, and design.

This document is made available to everyone, because we want to be held up to the ambitious ideals we've set for ourselves. As we build the university of the future, we hope you can use this guide to bolster the "UNIC way", and as inspiration in the development of your work and activities.

# Contents

<b><u>Brand identity</u></b>	<hr/>	<b>05</b>
<u>About UNIC: Who we Are</u>	.....	06
<u>The “UNIC Way”: Key Terms</u>	.....	07
<u>UNIC Programs and Initiatives</u>	.....	10
<b><u>UNIC Graphic Charter</u></b>	<hr/>	<b>13</b>
<u>Colour Schemes</u>	.....	14
<u>The UNIC Logo</u>	.....	16
<u>Fonts and UNIC Design Templates</u>	.....	32
<u>Images, Photo and Video</u>	.....	36
<u>The UNIC Style Guide</u>	.....	38
<b><u>Accessibility and Best Practices</u></b>	<hr/>	<b>40</b>
<b><u>Contact and Downloads</u></b>	<hr/>	<b>42</b>



**ONE UNIVERSITY.  
TEN POST-INDUSTRIAL CITIES.  
THE FUTURE OF  
HIGHER EDUCATION.**

## The European University of Cities in Post-Industrial Transition

UNIC, pronounced “unique”, is an alliance of ten universities rooted in ten specific post-industrial urban ecosystems, dedicated to unlocking new models of European learning, working and researching that will shape the university of the future.

Our mission is boosting development of knowledge and co-creation through collaboration, innovation and inclusion, all for societal impact and improvement.

# UNIC's Core Identity



UNIC places inclusion and mobility at the core of a new European University, developing models for teaching and learning in “superdiverse” settings. To this end, UNIC promotes (and supports) what we call **Engaged Research**, and drives changes in institutional culture and academic governance within the alliance.

The results, from handbooks on integrating mobility into existing university courses to joint masters programmes taught across eight university campuses, equip the next generation of global citizens with the 21st century skills and knowledge to address the challenges of changing urban contexts in Europe and beyond.

The **UNIC Identity** is defined by our geographical spread, our members’ shared post-industrial history, and the immense diversity within the alliance.

# The UNIC Way

COLLABORATION, CO-CREATION  
AND MODELS OF PRACTICE

## Empowering students to shape Europe's future.

We believe that universities in cities in post-industrial transition are uniquely positioned to deal with Europe's challenges and opportunities, as innovative skills and scientific expertise are in high demand.

The "UNIC Way" is collaboration and co-creation, not only to learn from each other but also to shape new structures and models of practice, tailored to the needs of our students, staff, cities, and civil society. Through this, we pave the way towards an open, systemic and self-sustaining European University.

## Inclusive | Non-traditional Urban | Unique

CHANGE AGENTS, AND TRUE  
PARTNERS TO OUR CITIES

Human dignity, freedom and intellectual expression are all treated as a priority throughout our activities. UNIC is a firm partnership and symbiotic relationship between universities and cities, teaching to realise social responsibility and commitment to the flourishing of society.



# Key terms

## CO-CREATION

At UNIC, we know from experience that there is no ‘one size fits all’ model. We have learned to harness the strengths and resources of individual cities and universities for shared common good, a process we call “co-creation.”

## ENGAGED RESEARCH

Academia without the ivory tower. Engaged Research describes a range of approaches and methodologies that share an interest in collaborative engagement ‘with’ and ‘within’ society. Fundamentally committed to academic freedom and the public good, Engaged Research aims to improve, understand, or investigate public interest issues where societal partners are collaborative participants.

## SUPERDIVERSITY

UNIC’s pedagogical models challenge simplified ways of thinking about diversity. This social complexity – superdiversity - is manifested in the growing prominence of complex mixtures and intersectionalities that define our cities today, and our research expertise both celebrates superdiversity and fosters environments of inclusion and understanding.

## EUROPEAN UNIVERSITY

UNIC is one of over 50 European Universities Alliances, part of an ambitious and flagship EU initiative. Through long-term structural and sustainable cooperation, alliances like UNIC will improve the international competitiveness of higher education institutions in Europe, and promote European values and identity. [Learn more here.](#)

# UNIC programs and initiatives



UNIC is a complex, multi-threaded project that brings together **10 universities, 7 thematic lines, 3 specialized Centres, 2 joint master programmes,** and an **evolving repository** of best practices, engaged research projects, and vital event programming.

## UNIC BUILDS OUTWARDS FROM ITS STUDENTS.

Students are our co-producers of knowledge, lifelong learners, change agents, and active global citizens. They run the **UNIC Student Learner's Forum**, which roots UNIC's work in student experiences across Europe.

UNIC builds institutional convergence by taking a creative and entrepreneurial approach to integrating the strengths of our 10 universities.

# UNIC universities



- Koç Üniversitesi**  
(Koç University, Istanbul, Turkey) •
- Université de Liège**  
(University of Liège, Belgium) •
- Uniwersytet Łódzki**  
(University of Łódź, Poland) •
- Malmö universitet**  
(Malmö University, Sweden) •
- Oulun yliopisto**  
(University of Oulu, Finland) •
- Erasmus Universiteit Rotterdam**  
(Erasmus University Rotterdam, The Netherlands) •
- Sveučilište u Zagrebu**  
(University of Zagreb, Croatia) •
- Universidad de Deusto**  
(University of Deusto, Bilbao, Spain) •
- Ruhr-Universität Bochum**  
(Ruhr University Bochum, Germany) •
- Coláiste na hOllscoile Corcaigh**  
(University College Cork, Ireland) •

# UNIC programs and initiatives

## Thematic Lines

Across our ten universities, UNIC has built a set of interlocking collaborative structure, a **virtual UNIC Campus**, that integrates our vibrant, diverse community through programs, projects, and initiatives. These include seven cross-cutting Thematic Lines, providing content and communities for UNIC's innovation in education, engagement and cooperation capacities:

- Superdiversity
- Sustainability and Green Cities
- Urban Resilience and Smart Cities
- Justice, Security and Institutions
- Entrepreneurial Learning for Innovation
- Health and Wellbeing
- Arts, Culture and Creativity

## Centres

UNIC's three core "Centres" create sites of co-creation:

### UNIC Teaching and Learning Centre

A space to develop new ways of innovative learning and teaching, from Blended Intensive Programmes to pedagogical transformation.

### UNIC Centre for City Futures:

A "one-stop-shop" for universities to engage with cities and communities for transformative innovation

### UNIC Capacity Building Centre

Creating the structural and cultural conditions for UNIC educational innovation, impact and inclusion.

## Joint Masters

Our two special Joint Master's Programmes, are offered across eight UNIC campuses and connect to UNIC's core themes of post-industrial transitions and superdiversity:

- Redesigning the Post-industrial City (RePIC)
- Superdiversity in Education, Organisations, and Diversity (SEOS)

***Completing the mosaic is the vibrant Superdiversity Community and UNIC student body fostered through these projects and initiatives, who are engaged through a constant stream of events, publications, workshops, and conferences.***

## UNIC Design Charter

# Inclusive | Non-traditional Urban | Unique

All of our design choices, from colour palettes to typography, are grounded in these four tenets.

# Core Colors

UNIC uses distinct, recognizable, strong colours. Our blues signify **unique knowledge and far horizons**, while our burgundy-red combinations signify **ambition, and confidently treading the non-traditional path**. Orange and yellow offer a distinctive urban contrast, and the scheme is anchored through careful use of black and white to create a spectrum – **an inclusive whole**.

UNIC  
Brand  
Guidelines

**BURGUNDY RED**

**PMS 1955 C**

**CMYK 29-100-70-27**

**RGB 162-25-66**

**HEX A21942**

**DARK RED**

**PMS 200 C**

**CMYK 16-100-86-7**

**RGB 197-25-45**

**HEX C5192D**

**RED ORANGE**

**PMS BRIGHT RED C**

**CMYK 0-90-94-0**

**RGB 255-58-33**

**HEX FF3A21**

**ORANGE**

**PMS 1585 C**

**CMYK 0-71-98-0**

**RGB 253-105-37**

**HEX FD6925**

**WHITE**

**CMYK 0-0-0-0**

**RGB 255-255-255**

**HEX FFFFFFFF**

**GOLDEN YELLOW**

**PMS 1375 C**

**CMYK 0-45-96-0**

**RGB 253-157-36**

**HEX FD9D24**

**NAVY BLUE**

**PMS 294 C**

**CMYK 100-86-29-23**

**RGB 25-72-106**

**HEX 19486A**

**ROYAL BLUE**

**PMS 7462 C**

**CMYK 100-71-22-5**

**RGB 0-104-157**

**HEX 00689D**

**ROYAL BLUE 15%**

**PMS 15-10-3-0**

**CMYK 15-10-3-0**

**RGB 217-232-240**

**HEX D9E8F0**

**BLACK**

**PMS BLACK**

**CMYK 0-0-0-100**

**RGB 29-28-29**

**HEX 1D1C1D**

# Accessible Color Pairs

Use only black, white navy blue, or royal blue text on core colors as outlined on the right. Do not interchange the use of color according to preference, as these color combinations are specifically approved for accessibility. All examples shown below pass the contrast standards.

White on  
burgundy

White on  
navy blue

Black or navy  
blue or royal blue  
on white

White on  
dark red

White on  
royal blue

White on  
black

# Primary Symbol Horizontal logo

Logo  
Elements



The UNIC logo is made up of two elements: eight U's (in Chevin), representing the eight founding universities of the consortium, and a typography in Chevin of the name "UNIC."  
The U's can be extracted and used as graphic elements.



# Secondary Symbol Stacked logo

Logo  
Elements



The UNIC logo is made up of two elements: eight U's (in Chevin), representing the eight founding universities of the consortium, and a typography in Chevin of the name "UNIC."  
The U's can be extracted and used as graphic elements.

# Logo Exclusion Zone

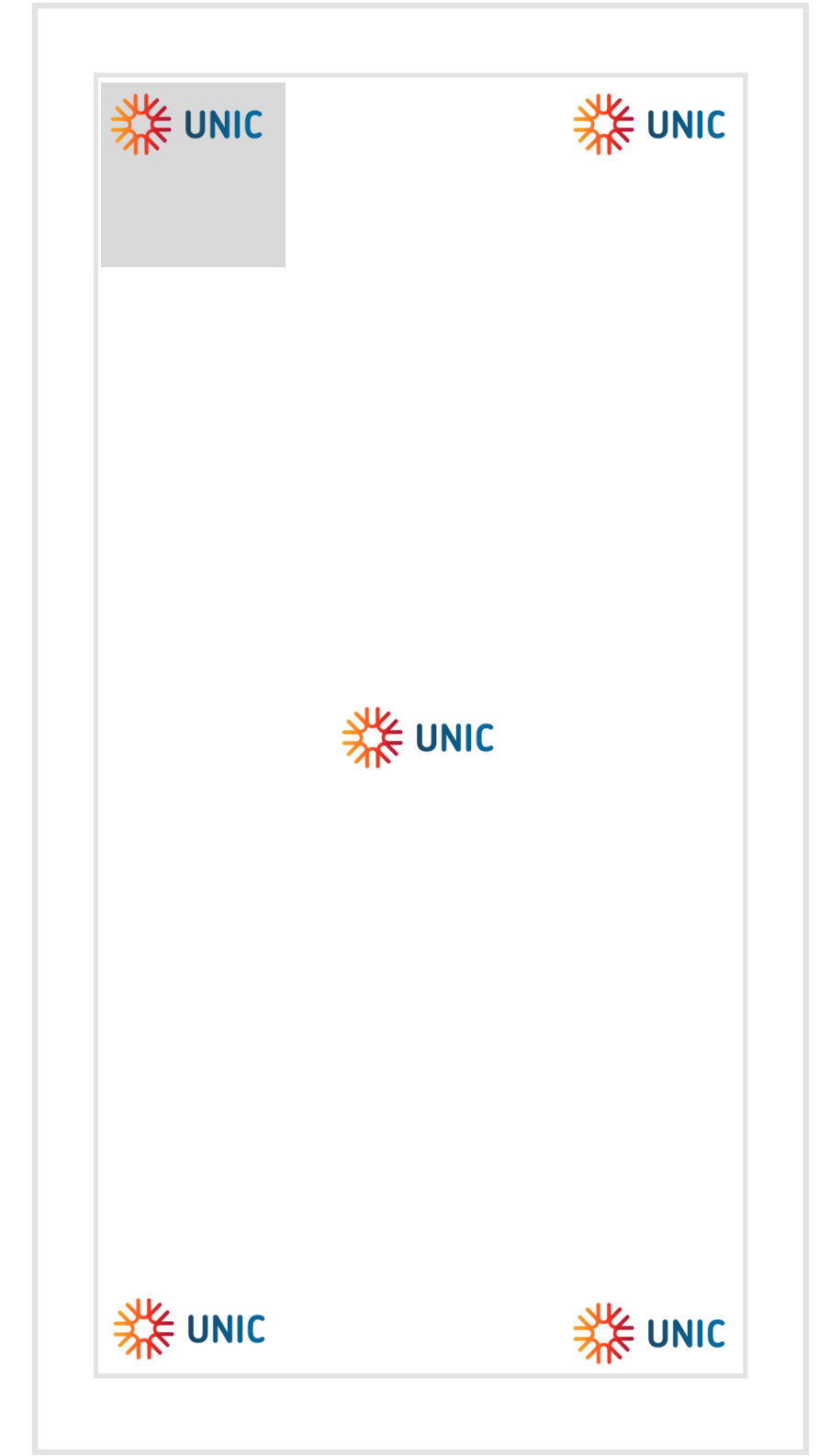
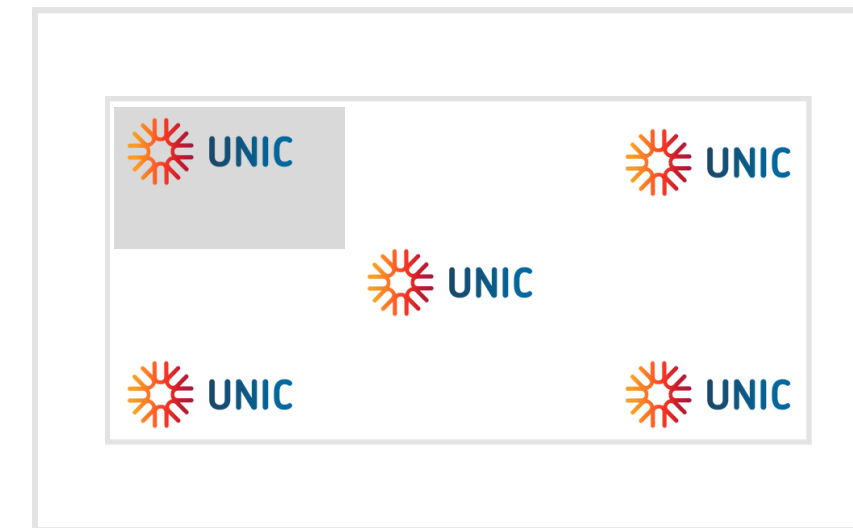
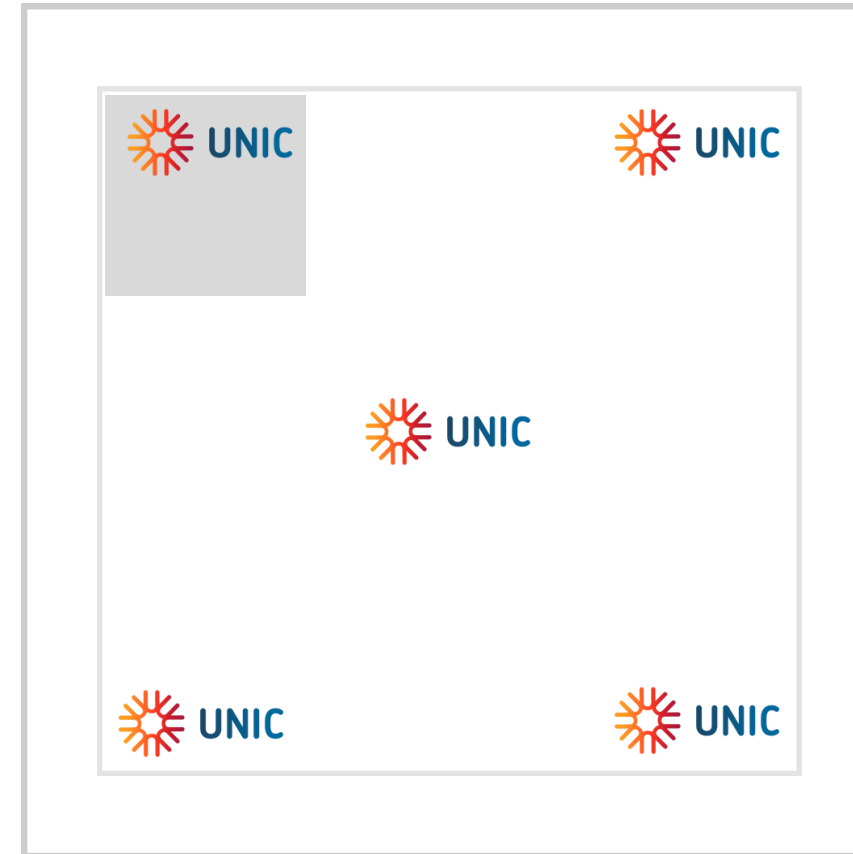


We use the symbol of the U's to define the exclusion zone. No other element explicit or implicit shall cross in relation to the Logo. Type, image and/or document edge should not be placed closer than the height surrounding university marks.

The clear space requirements must be observed.

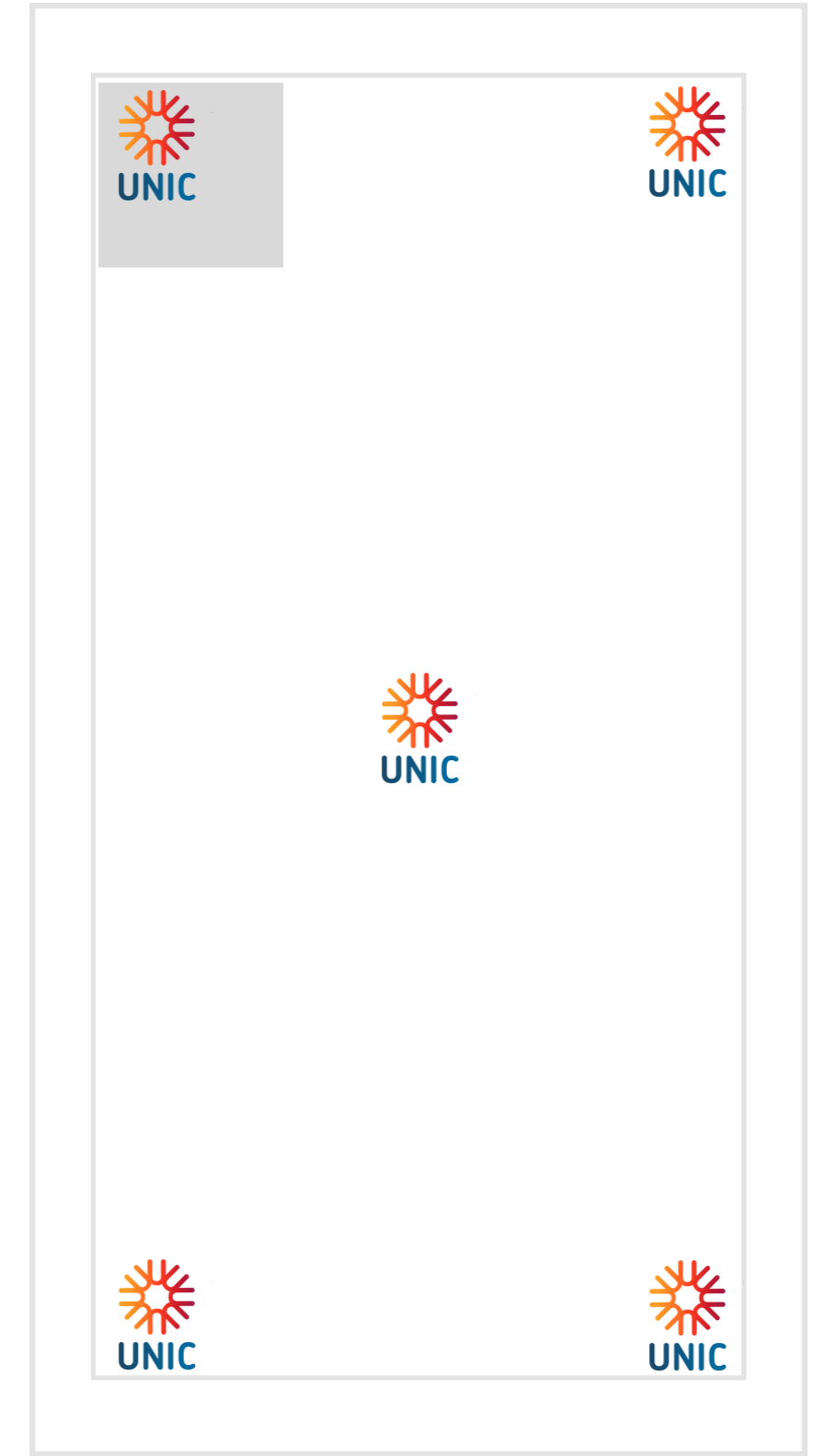
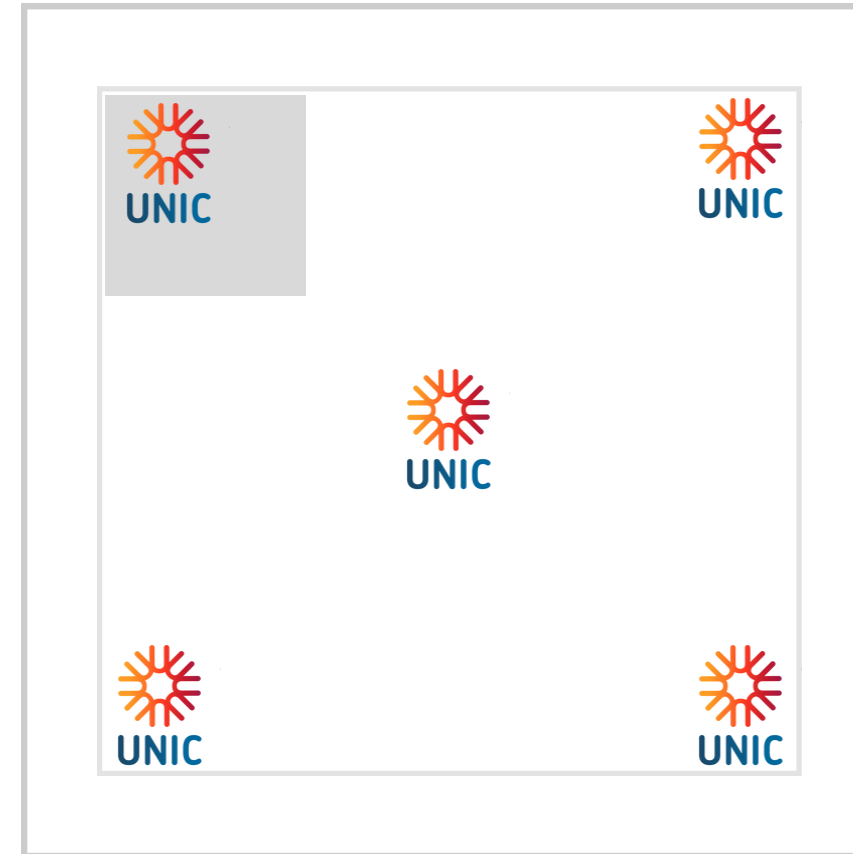
# Primary Logo Placement

It is preferred to place the logo in the upper left corner of documents. It is permitted to place the logo in one of the four corner areas, or center it on the page.



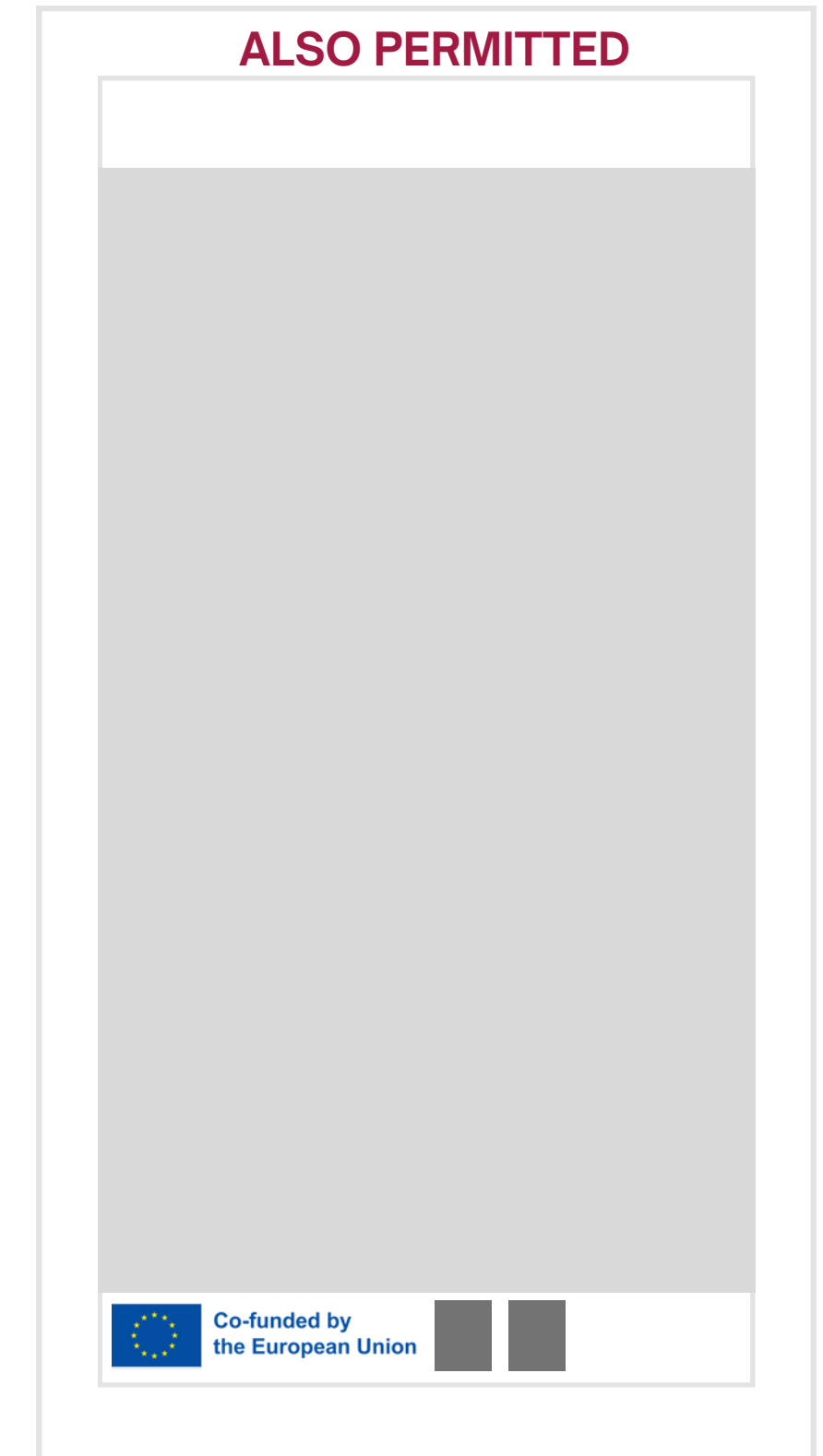
# Secondary Logo Placement

It is preferred to place the logo in the upper left corner of documents. It is permitted to place the logo in one of the four corner areas, or center it on the page.



# EU Logo Placement

It is preferred to use the left adjusted “Co-Funded by” EU Logo placed the logo in the lower-right corner of documents. If design does not allow this positioning, it is permitted to use the vertical variant in the lower-left corner or the left-adjusted logo in the lower-left.



# Co-Branding Placement

When using the UNIC logo alongside university and/or other institutional logos, please observe the following guidelines:

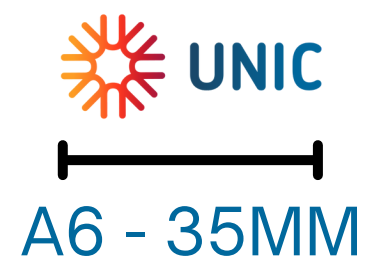
- All logos must have equal and well-balanced visual weight.
- All logos should be proportionately the same size.
- Depending on layout and logo placement, UNIC's primary or secondary logo can be used.
- The protocol order of the logos should be decided on a case-by-case basis. .
- When non-UNIC institutional logos are used, the UNIC logo should be aligned horizontally with the EU logo for absolute clarity on the source of UNIC's funding.



# Primary Logo Size

Avoid using the logo in small sizes, as it can become illegible. The UNIC logo should be no less than 35mm in width.

The size of the logo is determined by the paper size of the document that it is going to be featured on. The sizes for the logo are all based on either the width of both the text and graphic elements.



# Secondary Logo Size

Avoid using the logo in small sizes, as it can become illegible. The UNIC logo should be no less than 20mm in height.

The size of the logo is determined by the paper size of the document that it is going to be featured on. The sizes for the logo are all based on either the width of both the text and graphic elements.





# European Union Logos



**Co-funded by  
the European Union**

**“CO-FUNDED BY” LOGO  
PREFERRED IN MOST CASES**



**Funded by  
the European Union**

**“FUNDED BY” LOGO  
ALSO PERMITTED**



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101035801."

**LOGO FOR UNIC4ER**

Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

All UNIC communication and information material must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. **An accompanying disclaimer** must also be indicated - see next page.

Visit the [Erasmus+ visual identity guide](#) for more detail on EU logo guidelines and disclaimers in different languages.

# European Union Logos: Disclaimer

## PERMITTED LOGO VARIANTS:



**Co-funded by  
the European Union**



**Funded by  
the European Union**



**Co-funded by  
the European Union**



**Funded by  
the European Union**

Any UNIC communication or dissemination activity related to the action must use factually accurate information.

It must also indicate the following disclaimer (translated into local languages where appropriate):

***“Views and opinions expressed on this site are of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.”***

# Logo Usage

All official UNIC materials (documents, reports, presentations, flyers, posters, etc.) must include the UNIC logo and the EU logo. Neither logo can be altered in any way. All official UNIC4ER materials must include the UNIC logo and the EU Flag, with text acknowledging the funding from Horizon 2020.



**UNIC LOGO**

Usage of the full UNIC logo (symbol + typography) is preferred for all documents and reports. In **internal** documents or presentations and on the web it is permitted to use just the symbol.



**Co-funded by  
the European Union**

**“CO-FUNDED BY” LOGO**

We prefer to use the "co-funded" logo with left alignment. It is permitted to use the left aligned "funded by" logo if necessary. The EU logo can be displayed in the languages of the UNIC universities, event-dependent.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101035801.

**EU FLAG + H2020**

For UNIC4ER, this logo and text must be used along with the UNIC logo on all materials.

# UNIC + EU Logo

When using the UNIC logo with the EU logo, please ensure that:

- Both logos have equal and well-balanced visual weight.
- Both logos are aligned with each other and approximately the same size.
- Vertical variations are permitted where appropriate for design.

The recommended protocol order for these two logos is:

- UNIC logo on the upper-left corner
- EU logo on the lower-right corner
- Horizontal alignment where possible.
- It is recommended to use the primary UNIC logo and the “co-funded by the EU logo” in most instances.



**ALSO PERMITTED**

# Logo Usage on Backgrounds



The full-color logos should be used only on white or black backgrounds.



Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image. Use the white or black logo on photographs, as design permits.



# Logo Usage on Backgrounds



Use only the black or white logo on core colors as outlined on the left. Do not interchange the use of black and white logo according to preference, as these color combinations are specifically approved for accessibility as per the Web Content Accessibility Guidelines

# Logo Misuse



Do not crop the logo.



Do not change the size or position of U's or typeface.



Do not change the transparency of the logo.



Do not use a different font.



Do not use different colors.



Do not use shadows or other effects.



Do not rotate any part of the logo or change the color placement.



Do not reduce the quality of the logo.

# Primary Font for Digital Comms

## FOR HEADINGS AND TITLES

We use Proxima Nova Condensed Semibold, a sans serif font, for heading and titles on website and digital communications where a custom web font can be used.

**Aa**

PROXIMA NOVA CONDENSED  
SEMIBOLD

<b>Aa</b>	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>	<b>Ee</b>	<b>Ff</b>
<b>Gg</b>	<b>Hh</b>	<b>Ii</b>	<b>Jj</b>	<b>Kk</b>	<b>Ll</b>
<b>Mm</b>	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>	<b>Qq</b>	<b>Rr</b>
<b>Ss</b>	<b>Tt</b>	<b>Uu</b>	<b>Vv</b>	<b>Ww</b>	<b>Xx</b>
<b>Yy</b>	<b>Zz</b>	<b>00</b>	<b>01</b>	<b>02</b>	<b>03</b>
<b>04</b>	<b>05</b>	<b>06</b>	<b>07</b>	<b>08</b>	<b>09</b>



# Secondary Font for Digital Comms

FOR SUBTITLES AND PARAGRAPHS

We use Open Sauce Sans font, a sans serif font, for subtitles and the body of text on website and digital communications where a custom web font can be used.

Aa

OPEN SAUCE SANS

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

# Font for Internal Communications

FOR HEADINGS, TITLES AND PARAGRAPH

We use Open Sauce Sans font for all internal communications and correspondence.  
If Open Sauce Sans is not available, it is permitted to use Calibri.

Aa

OPEN SAUCE SANS

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Aa

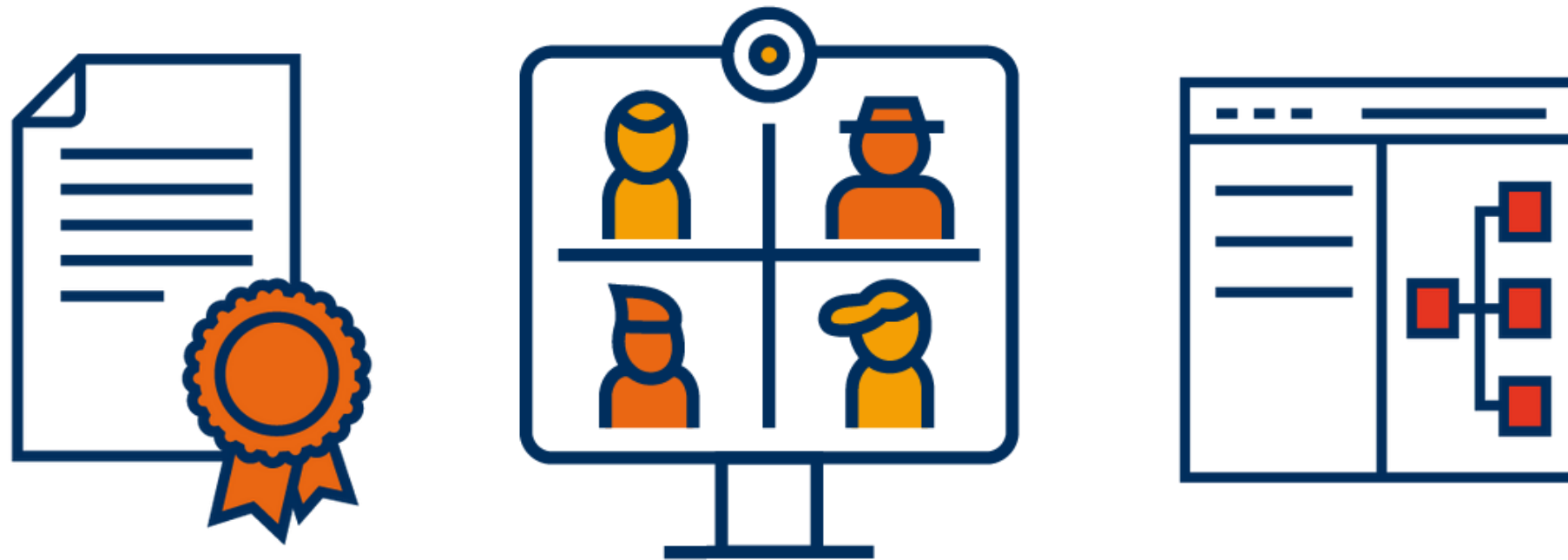
CALIBRI

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

# Design Templates

UNIC uses Canva to host branded templates for all design materials. Access to the UNIC Canva is for communication officers within UNIC universities and can be requested by emailing the UNIC secretariat.

*General-purpose design templates, press kits, and font/logo packs can all be downloaded from the UNIC website at: [www.unic.eu/en/press-and-media](http://www.unic.eu/en/press-and-media).*



# Images, Photo and Video

UNIC uses imagery that is warm, inclusive, and diverse. We prefer natural photos in daylight, largely unposed except for formal group shots. **Photo credits should be detailed and given in full.**

Videos should, in general, exude warmth and showcase diversity. A slower editing pace, and softer sounds such as strummed acoustic guitar or analog synths are preferred. **Camerapersons and crew should be credited wherever used.** UNIC outputs, unless indicated, is published under a Creative Commons CC BY-NC license.

INCLUSIVE | NON-TRADITIONAL | URBAN | UNIQUE



Credits (from left): University of Oulu, University of Deusto, Alexander Santos Lima

# Photo and Image Guidelines



Credits: Alexander Santos Lima (top), University of Oulu (bottom)



Use of colour overlays, integration of the UNIC logo “U” symbols, and collages with correct typography and color are allowed. Examples of good photo use are shown here.

A library of recommended stock images from past UNIC events [can be downloaded here](#). Photo credits are embedded in each image’s metadata.



Credits: Cottonbro Studio // Pexels (top), Freepik (bottom)



# UNIC Style Guide

**Words matter.** While we use English as a working language, UNIC is a multilingual alliance that publishes across 10 European languages. We harness our choice of words in support of superdiversity and intersectionality. We think of language as a powerful bridge able to transform ideas and shape discourse.

## PEOPLE-FIRST, INCLUSIVE LANGUAGE

- We affirm our shared identities and connections by centering people first and ensuring that the essential characteristics of how people see themselves are represented and respected.
- We hold space for intersectional identity, and ensure that we reflect culture, agency, and spirit.
- When we're not sure, we ask!

## ACTIVE VOICE, MINIMAL JARGON

- We always try to root out bias to the status quo by reducing ambiguity in our writing.
- We prioritize the transformative and emergent ideas, and write directly and clearly.
- To the greatest extent possible within the scope of academic research, we minimize “work package” language and jargon.

## RESPECT, HUMILITY, AND RIGOR

- While we celebrate our successes, UNIC's writing is rooted in humility.
- We take great care to acknowledge our influences, give due credit.
- We strive, always, towards anti-ageist, anti-ableist, data-driven writing that is restorative, and energizing.

# Hashtags

**UNIC prefers to use minimal hashtags**, with a policy differentiated by platform. Our preferred approach is to hashtag within natural sentences, rather than tacking on a term at the end of a post.

## GENERAL HASHTAG RULES

Our go-to hashtags are:

- **#EngagedResearch** for posts involving UNIC research outcomes;
- **#EuropeanUniversity** for posts about our pan-European identity, and;
- **#Superdiversity**.
- On a case-by-case basis, we also hashtag ongoing UNIC events, such as **#UNIC CityLabs2023Bilbao**

## PLATFORM-SPECIFIC RULES

- **X (formerly Twitter):** No more than two hashtags per tweet.
- **Instagram / Facebook:** No more than two hashtags in the body of the post. Up to 5 hashtags allowed at the end of the post or in comments.
- **LinkedIn:** No more than three hashtags per update.

# Accessibility Standards

As an inclusive University, UNIC web content strives to abide by the [Web Content Accessibility Guidelines \(WCAG\)](#). The following tips should be taken account when creating web content.

## PERCEIVABLE

- Provide [text alternatives](#) for non-text content.
- Provide [captions and other alternatives](#) for multimedia.
- Create content can be [presented in different ways](#), including by assistive technologies, without losing meaning.
- Make it easier for users to [see and hear content](#).

## OPERABLE

- Make all functionality available from a [keyboard](#).
- Give users [enough time](#) to read and use content.
- Do not use content that causes [seizures](#) or physical reactions.
- Help users [navigate and find content](#).
- Make it easier to use [inputs other than keyboard](#).

## UNDERSTANDABLE

- Make text [readable and understandable](#).
- Make content appear and operate in [predictable ways](#).
- Help users [avoid and correct mistakes](#).



# Brand Guidelines: Dos and Don'ts

## KEEP DESIGNS MINIMAL AND READABLE

Use upper case sparingly, and avoid using lots of type weights, sizes and colours all together in one place. Type should always be legible – ensure correct colour combinationa and font sizes.

## BE FACTUAL, RELEVANT AND ENGAGING

Content wins over style. Avoid repetition, and unnecessary flourishes.

## PHOTOS, NOT CLIP ART OR AI ART

Don't use imagery that is gratuitous, or looks too staged and superficial. Do not use AI-generated imagery.

## SUSTAINABILITY FIRST

As an environmentally responsible alliance, keep printed communications to a minimum, using digital alternatives where possible.



We hope you find these guidelines a useful resource. If you have any questions or require further assistance, please contact the UNIC communications officer at [info@unic.eu](mailto:info@unic.eu)

**Our collection of toolkits, templates and design materials can be downloaded from the UNIC website at [www.unic.eu/en/press-and-media](http://www.unic.eu/en/press-and-media)**

*Find us on social media: @unic\_eu*