INGENIUM
European University

STYLEGUIDE

EXTENDED VERSION 2024

LOGO

Primary Logo

Secondary Logo

Brandmark

The Ingenium brandmark (without the brand name) will be used for in house materials, or for materials in which the audiance already indetify the brand.

Primary & Secondary Logo

The Ingenium primary & secondary logo will be used on most public facing communications.

The lockup logo is a downloadable file.
Do not try to recreate or change the size ratio between the logo and text.

Primary Logo

Secondary Logo

Brandmark

10 mm

Primary Logo

30 mm

Secondary Logo

45 mm

Isolation area

To ensure the logo has a maximum impact, a clear zone surrounding the logo has been defined

Minimum spacing 20 mm.

EXTENDED VERSION 2024

Minimum size

Never go smaller than the specified sizes to ensure legibility.

Standard Primary Logo

Monochrome White Primary Logo

Monochrome Black Primary Logo

Standard Secondary Logo

Monochrome White Secondary Logo

Monochrome Black Secondary Logo

Standard Logo

Used for white or light greys backgrounds.

Monochrome White Logo

Used for dark or bright coloured backgrounds.

Monochrome Black Logo

Used for light coloured backgrounds that are not in the INGENIUM colour palette.

Ok ✓

Use the standard logo for white or light greys backgrounds.

Not ok ✕

Don't use the monochrome logo for light colours backgrounds.

Ok ✓

Use monochrome white logo for black or dark colours backgrounds.

Not ok ✕

Don't use the standard logo for bright colours backgrounds.

Ok ✓

Use either monochrome white or monochrome black logo for bright colours backgrounds.

Ok ✓

Use either monochrome white or monochrome black logo for bright colours backgrounds.

Not ok

Never distort or strech the logo.

Not ok

Never re-colour the logo.

Not ok

Never use the logo with a boxed background.

Not ok

Never use any of the logo versions directly on the photos.

Not ok

Never rearrange the brandmark.

Ok

Always use the logo provided by INGENIUM.
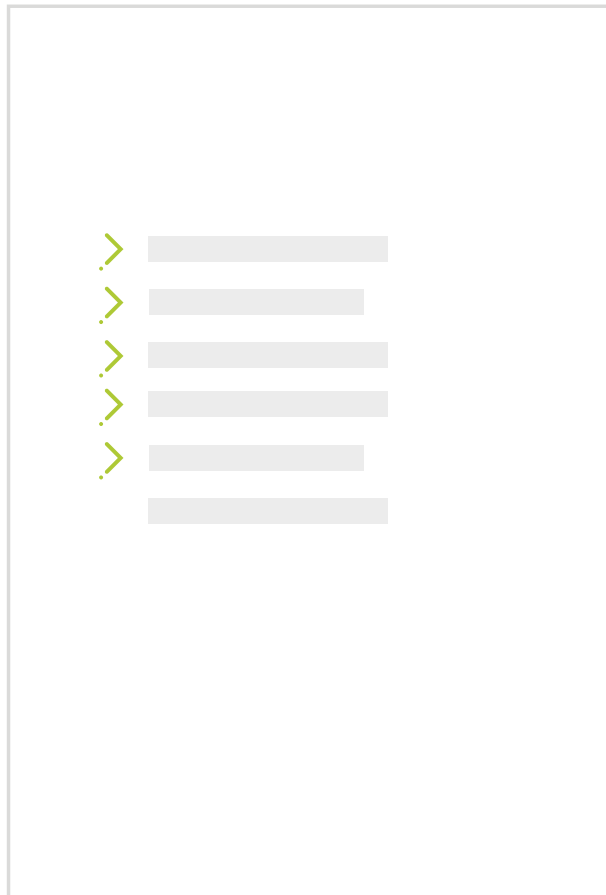
Not ok
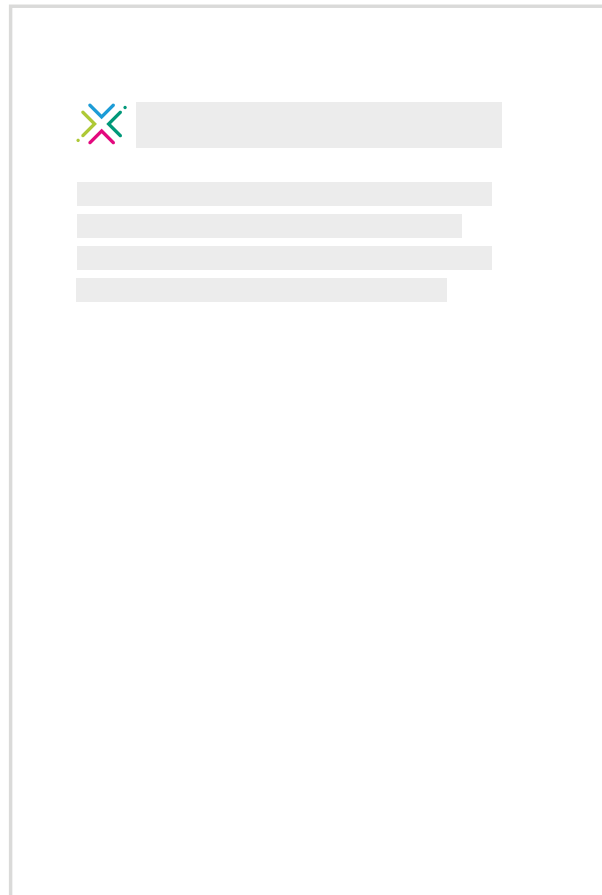
Never rotate the logo.

Not ok

Never use the text or slogan as the logo.

The two main parts of the Logo are the Symbol (the Ingenium Compass) and the name INGENIUM.
Parts of the Symbol may be used as grafic elements:
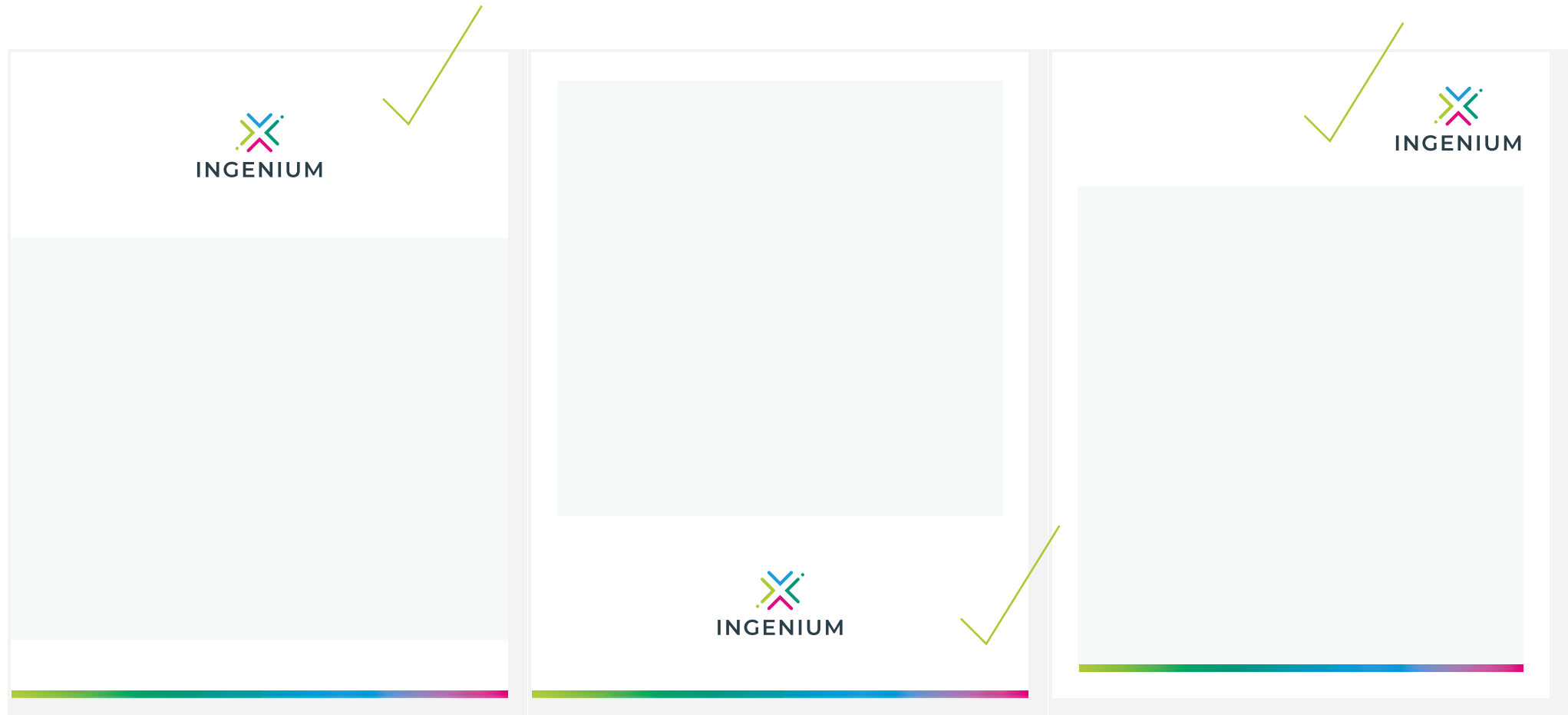
Arrows used as bulletpoints

Compass used to mark a Headline

Ingenium Compass used as watermark

If possible, the Logo should be placed centered, on a white background, either on the top or at the bottom.
In certain products like the Letterhead, it could be placed at the top right.

The Ingenium Color-Gradient may be used als Footer-Element, it is not a „must"

Don't place part of the Logo on a photo

Don't place the Logo partially on photos or colored surfaces

Don't place the Colored Logo on colored background

On colored background use the white version of the Logo

COLORS

Lime 0%   Teal 35%   Cyan 65%   Magenta 100%

Ingenium color gradient | positions

INGENIUM Lime

CMYK: 40 | 00 | 100 | 00

RGB: 175 | 202 | 11

Web: #AFCA0A

INGENIUM Teal

CMYK: 100 | 00 | 65 | 00

RGB: 000 | 152 | 121

Web: #009878

INGENIUM Cyan

CMYK: 100 | 00 | 00 | 00

RGB: 000 | 159 | 227

Web: #009EE3

INGENIUM Magenta

CMYK: 00 | 100 | 00 | 00

RGB: 230 | 000 | 126

web: #E5007D
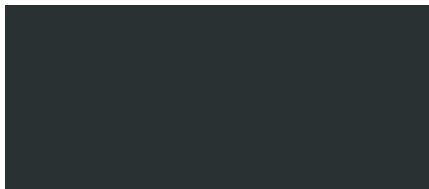
Anthracyte

CMYK: 60 | 30 | 20 | 80

RGB: 041 | 049 | 051

Web: #293133

White

CMYK: 0 | 0 | 0 | 0

RGB: 255 | 255 | 255

Web: #FFFFFF
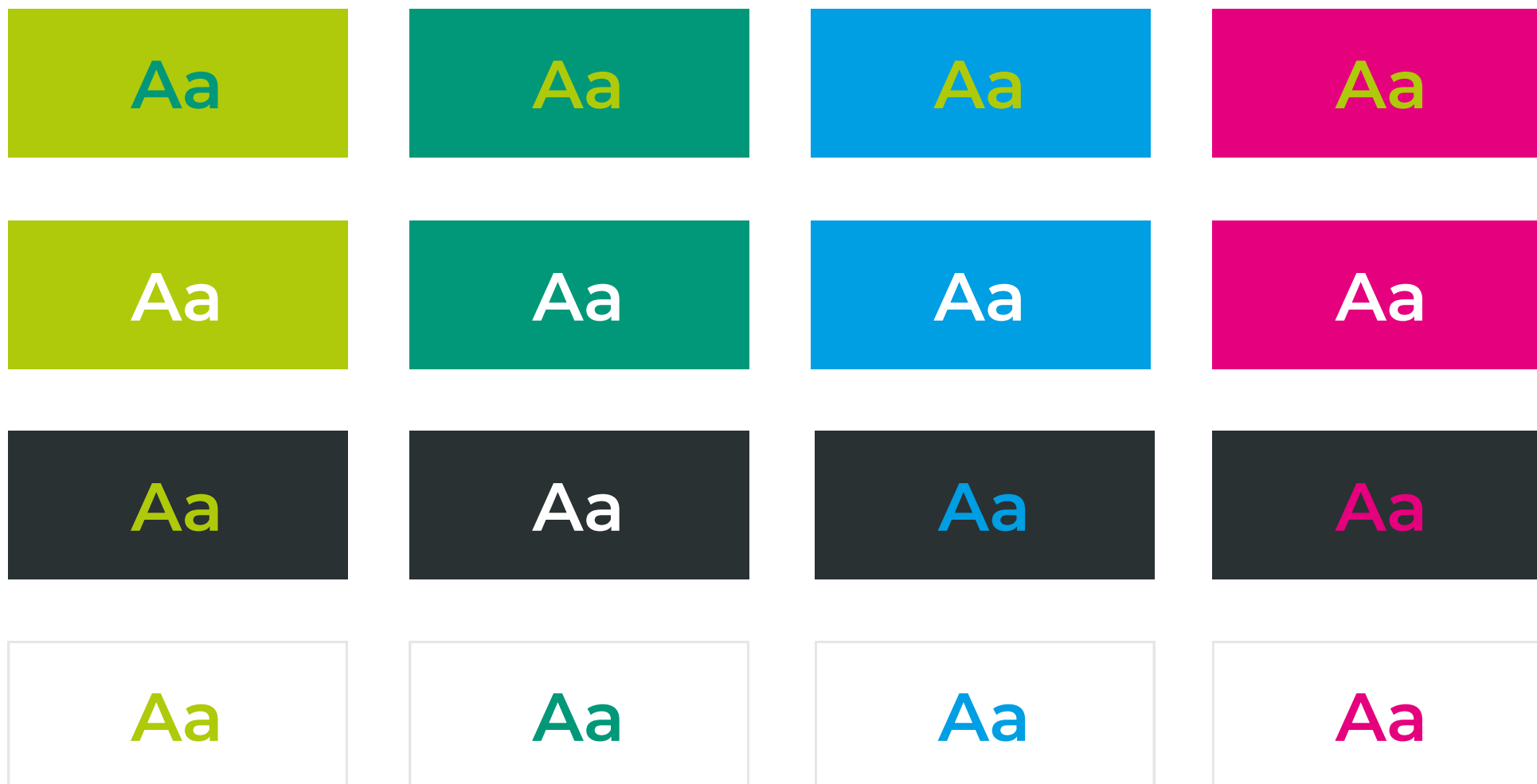
⚠ **As Ingenium uses several Colors there should be no other additonal colors added, except different tones of grey.**

Aa Aa Aa Aa

Aa Aa Aa Aa

Aa Aa Aa Aa

Aa Aa Aa Aa

Use of these color combinations to ensure
compliance with AAA visual accessibility standards.

⚠ As Ingenium uses several Colors there should be no other
additonal colors added, except different tones of grey.

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Use of these color combinations to ensure
compliance with AAA visual accessibility standards.

⚠ **As Ingenium uses several Colors there should be no other additonal colors added, except different tones of grey.**

TYPOGRAPHY

Montserrat

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

0 1 2 3 4 5 6 7 8 9

Montserrat Regular

Montserrat Medium

Montserrat SemiBold

Montserrat Bold

Montserrat
Our sans serif typeface is Montserrat and should always be used.

All weights are available for use when appropriate. In instances when Montserrat is not available, Arial can be substituted.

OUR CORE VALUES

Multilingualism and Inclusive University - Alliance of Diversity

INGENIUM is setting the basis to become a committed Alliance on non-discriminatory and Socially Engaged Higher Education. Geographical, cultural and linguistic diversity is one of the major strengths of the INGENIUM European University. **10 partners from 10 countries with 11 official national languages**, all under the common INGENIUM Policy on Multilingualism and Intercultural Understanding.

Inclusive higher education is a crucial component of fostering diversity, equity, and accessibility within academic institutions. However, it comes with its own set of challenges and objectives, that is why we already have in place an **Action Plan for Equity and Inclusion** at the Alliance level.

We are strongly committed to providing excellent education that is universally accessible, to generate advanced knowledge through basic and applied research, to contribute to the social and economic development of our own territories and to promote open societies and international cooperation.

Heading
Montserrat ExtraBold
24 pt. type

Sub-Heading
Montserrat Bold
14 pt. type
21 line height

Paragraph
Montserrat Regular
10 pt. type
15 line height

Important text
Montserrat Bold
10 pt. type
15 line height

Text examples shown here are the minimum size requirements for each text style to reach best possible legibility in design, in print and web applications.
The size of the text will differ drastically depending on the size of the application, but text styles should never appear smaller than shown on this example.
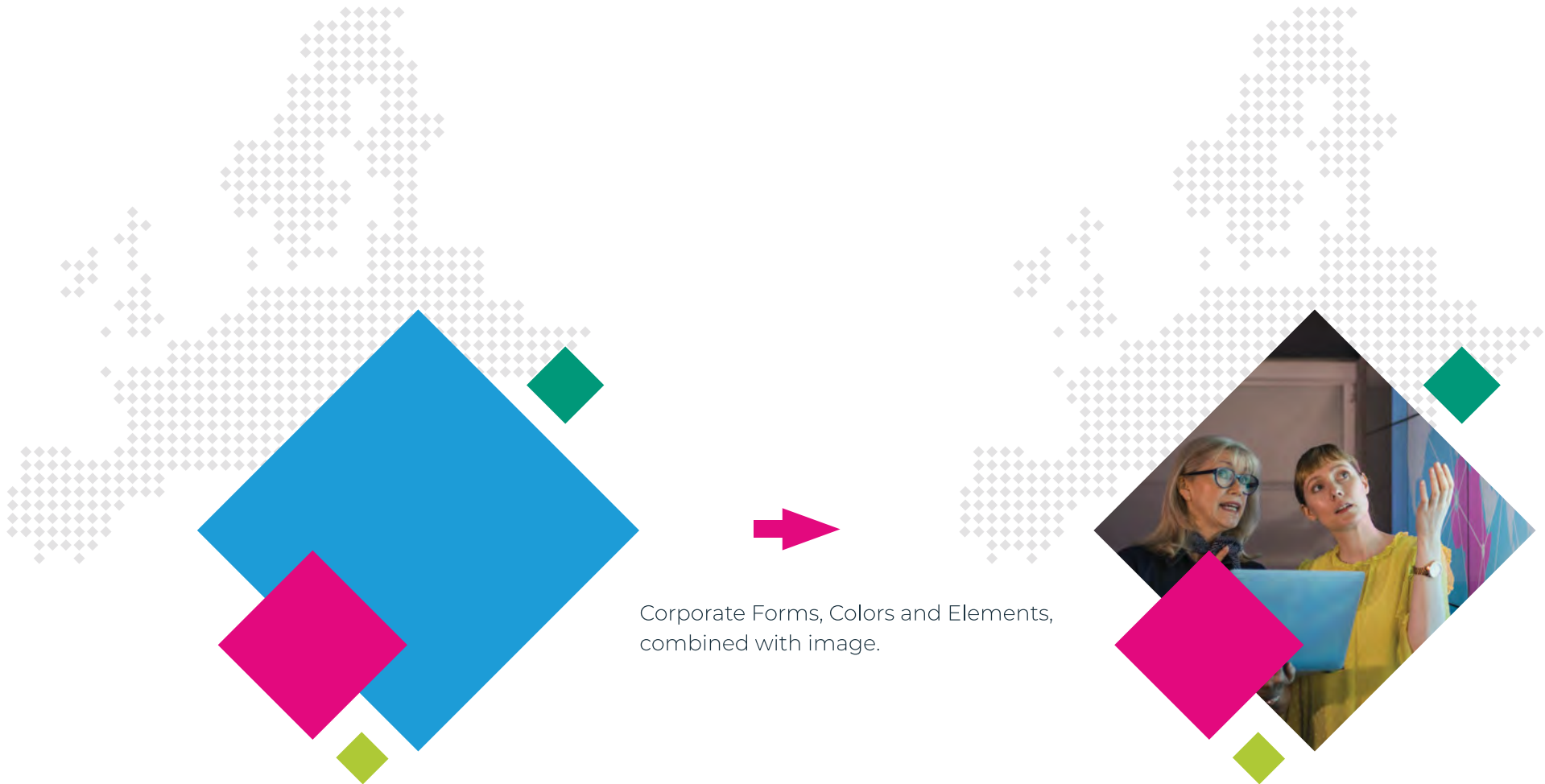
IMAGES

The pictures should be bright, friendly, positive and modern. They should show people in conversation/colaboration with each other. The intercultural/international aspect can be shown by choosing images with people of different ethnicities.

GRAPHIC ELEMENTS

Geometric forms and Patterns such as grids, networks which symbolize „connecting, sharing, diversity" are used to illustrate Ingeniums Values.

Corporate Forms, Colors and Elements, combined with image.

Informations can be placed here

Colored Surfaces with Icons, Text or QR-Codes can be placed

Logo deconstruction

Gradient grid

Outline grid

Arrow shape 1

Arrow shape 2

Watermark

Logo deconstruction

Gradient grid

Outline grid

Arrow shape 1

Arrow shape 2

Watermark

ICONS

NEWS

EDUCATION

INNOVATIVE
EDUCATION

COMMUNITY

UNIVERSITY

MOBILITY

SUISTANAINABLE
DEVELOPEMENT

DIVERSITY

SOCIAL
ENGAGEMENT

ENTREPRENEURSHIP

STAFF ACADEMY

COLLABORATIVE
RESEARCH

10 DAYS OF
INGENIUM

CALL TO
ENROLLMENT

EUROPEAN
CAMPUS

HACKATHON

SCHOLARSHIP

FUNDING

CIRCULAR
ECONOMY
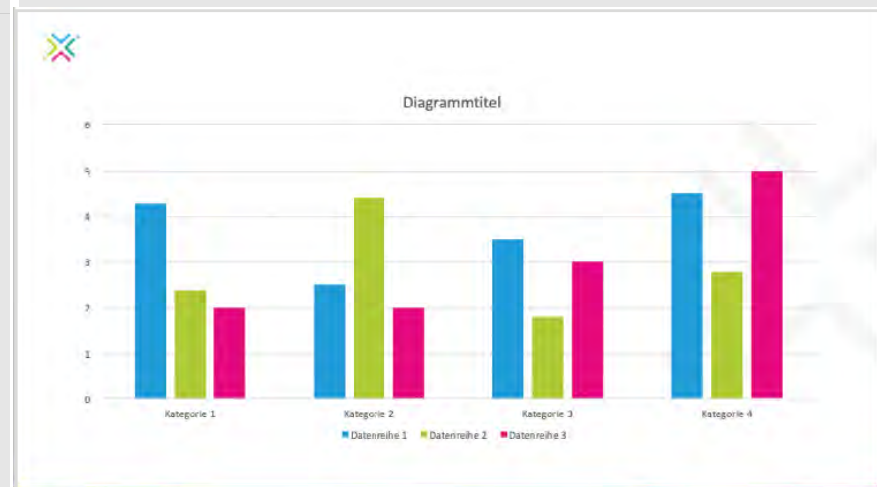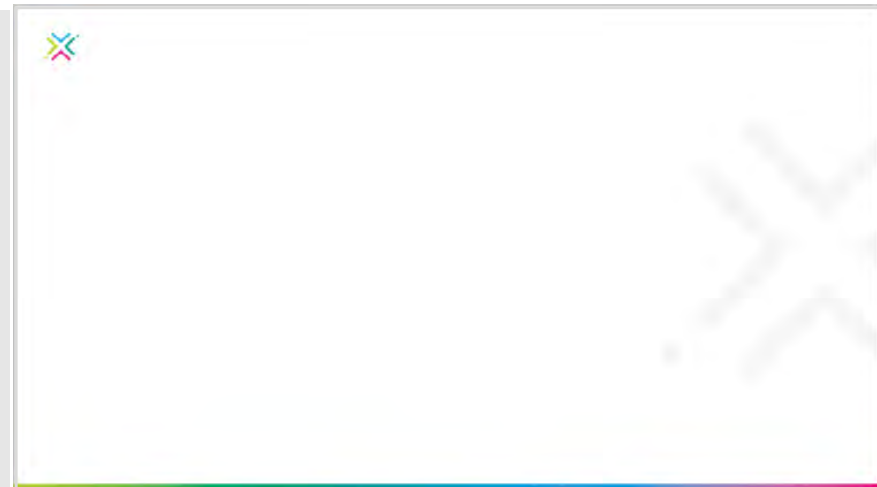
STUDENT

JOINT STUDY
PROGRAM

WEBINAR

WORKSHOP

FLAGSHIP

DIGITAL

INGENIUM PARTNERS

1 Munster Technological University, Ireland

2 University of Skövde, Sweden

3 Medical University Sofia, Bulgaria

4 University of Oviedo, Spain

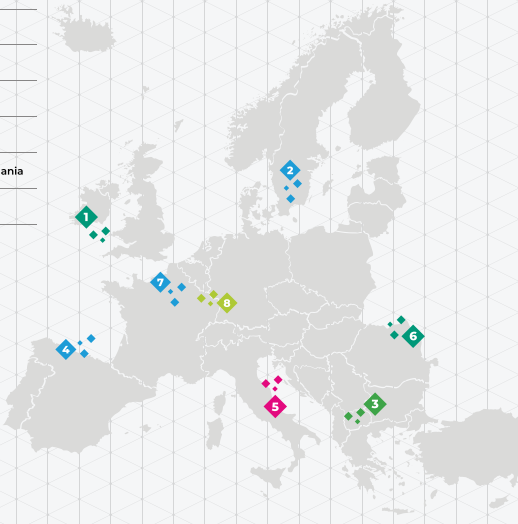5 University „G. d'Annunzio", Chieti-Pescara, Italy

6 "Gheorghe Asachi" Technical University of Iasi, Romania

7 University of Rouen Normandy, France

8 Karlsruhe University of Applied Sciences, Germany

INGENIUM University

Discover the new
Interrail Pass for Erasmus+

4 or 6 travel days in 6 months across Europe.
Travel sustainably and affordably to and from
your **Erasmus Mobility destination**

FIND OUT MORE ›

01

An Unforgettable
Experience

Travelling to your exchange can be so
much more than going from home city
to host city.

Chart your own path across Europe and
**turn your Erasmus+ into the adventure
of a lifetime.**

02

Learn More and Live More

On an Erasmus+ exchange, learning
happens in more than just the classroom.

**Unlock true adventure with your extra
travel days.** Visit a city you've never
seen before, or take the time to explore
a small town just a stone's throw from
your university.

03

Collaboration With the
Erasmus Student Network (ESN)

The Interrail Global Pass for Erasmus+
has been developed in collaboration
with the Erasmus Student Network
(ESN), one of the biggest student
associations in Europe.

INGENIUM University

COIL International Workshop
for All Students of INGENIUM
Climate Change

JAN 17 - 26 | ONLINE

FIND OUT MORE ›

01

01. Globalization

A general understanding of globalization's
effect on climate.

02. Economic Systems

The capacity to assess climate change as
an interconnected phenomenon depends
on multiple variable / sectors present in
every nation's economic system.

02

03. Decarbonization

Participants will gain a general knowledge
of policies associated with decarbonization
as intended measures to contain climate
change impacts.

04. Solving the Climate Crisis

Participants are encouraged to present
institutional initiatives for solving the climate
crisis from their own countries, namely,
South Korea, France, Germany and other
European countries.

03

Collaborative Online
International Learning (COIL)

Its objective is to bring students to work
together internationally in mixed teams
to discuss and solve tasks.

Check out the schedule and register
at the **link in our bio.**

Photo

**Staff Academy is calling
all INGENIUM experts!**

Submit your proposal by 1 November

We welcome you to share your iRRnnovative
pedagocical ideas!

XAMK
South-Eastern Finland
University of Applied Sciences

Call to enrollement

*"I am absolutely thrilled to be part of the
upcoming INGENIUM days! It is a fantastic
opportunity that fills me with happiness,
as it not only promises a wealth of knowledge
but also serves as a tremendous source
of inspiration."*

Professor Marcello Costantini
Universita degli Studi "G. d'Annunzio Chieti-Pescara"

Testimonial

**Partner Highlight:
University of Skövde**

Interested in studying or taking part
in a mobility opportunity at Skövde?

FIND OUT MORE ›

Did you know...

**Bachelor student for
Junior Winter School**

FEB 10 - 14 | XAMK, FL

APPLY NOW ›

XAMK
South-Eastern Finland
University of Applied Sciences

Call to enrollement

**10 Days of INGENIUM
Summer 2024**

MAY 20 - 24 | TUIASI, RO
MAY 27 - 31 | URN, FR

10 Days of INGENIUM

Photo

**Discover the new
Interrail Pass for Erasmus+**

4 or 6 travel days in 6 months across Europe.
Travel sustainably and affordably to and from
your **Erasmus Mobility destination**

FIND OUT MORE ›

Interrail
eurail **ESN**

Did you know...

PRINT

INGENIUM
European University

CONNECT | SHARE | LEARN
Across Europe

ingenium-university.eu

UNIVERSITÉ DE ROUEN
NORMANDIE

Co-funded by
the European Union

Annex 3
Bottle

Mesh

Notebook

INGENIUM
European University

Pencil

QR Card

T-shirt

Stickers

Tote bag

Annex 4

Background conference - regular

Background conference - reflect

Badge for host

Badge for guest

Certificate of attendance

INGENIUM
European University

Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Language, Culture and Diversity

13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

....

in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
....

INGENIUM
European University

Co-funded by
the European Union

Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Health, Well-being and Technology
13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

....
in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
....

Email signature

Gideon Villegas

Researcher

Phone number: **+0 00 000 000**

Email: **gideon.villegas@ingenium-university.eu**

INGENIUM
European University

Universitatea Tehnică
„Gheorghe Asachi" din Iași

INGENIUM
European University

Co-funded by
the European Union

Envelope

Metal pin

Pen