

UniLab

Brand manual



Introduction

In order to communicate consistently and effectively, it is important to “speak with one voice” and “show one face” – our visual and verbal identity helps us to do this.

These brand guidelines are here to help you plan and execute communications that reflect the UniLab brand accurately at all times.

Everyone involved in communicating needs to be

familiar with the brand style and how to apply it. We have set out the brand guidelines on the following pages to show you exactly how to use the logo, typefaces, color palette and other core elements.

The logo

A logo is a unique symbol or design that represents a company.

UniLab's logo is a key part of our identity. Only logos produced from the original files provided by UniLab should be used. There should be no transposing, redrawing or typesetting the elements of the UniLab logo. See the following pages for full logo guidelines.

The image shows the UniLab logo in a bold, orange, sans-serif typeface. The word 'Uni' is in a smaller font size than 'Lab', and the 'i' in 'Uni' has a square dot. The letters are closely spaced, and the overall appearance is clean and modern.

The logo is shown in the primary colour. See page 8 for more details.

Logo colours based on language

The UniLab project works across several countries. Within these geographical areas, the UniLab logo changes colour based on the language it is communicating with.

These colours should not be used to represent other languages as this would confuse the user.

For full details of colours, see page 8.

UniLab orange - English

UniLab

UniLab cyan - Russian

UniLab

UniLab red - Azerbaijan

UniLab

Exclusion zone

The logo exclusion zone is the area of clear space around the logo. No other elements should be positioned within the exclusion zone. It is based on the lowercase letter height in the logo and ensures that the logo is not overwhelmed by any other elements. The exclusion zone applies to all applications of the logo.

Please note: this exclusion zone is the minimum distance the logo should be positioned from any surrounding elements, the logo can be positioned further away if required.

The size of the exclusion zone is based on the height and width of the letter U from the logo.



Usage

Here are some acceptable application examples of the UniLab Logo.

When positioning the logo over a colour or image, aim for maximum contrast and avoid any visual noise near the logo wherever possible.



Orange (English) colour on light background



Cyan (Russian) colour on light background



Red (Azerbaijan) colour on light background



Logo in white for maximum contrast on colour background



Logo in white for maximum contrast on colour background



Logo in white for maximum contrast on colour background



Logo reversed out of colour treated image



Logo in white for maximum contrast on dark area of image



Incorrect usage

Here are some examples of misuse of the UniLab logo.

It should always be reproduced in the colour that represents the language for that area. It can also be reversed out in white. Refer to the colour page for correct colour references.

The logo should always be displayed upright and never distorted or rotated.



Do not change the proportions of the logo ❌



Do not use the wrong colour to represent a language ❌



Do not make the logo vertical ❌



Do not change angle ❌



Do not use the logo without sufficient space around it. See page 5. ❌



Do not use the logo in outline ❌



Do not place the logo on a background where there is little or no contrast ❌



Do not place the logo on an image where there is little or no contrast ❌

Colour

Colours based on languages

Colors are key identifiers of the UniLab brand. These 3 colours represent each specific language sector. Tints can be used to achieve more subtle background colours.

Neutral colours

Additionally, mid grey and shade of grey can be used for more neutral tones.



R 230
G 136
B 41

CMYK
C-7 / M-55 / Y-98 / K-0

HEX
#E68829



ENGLISH



R 0
G 181
B 226

CMYK
C-71 / M-6 / Y-4 / K-0

HEX
#00B5E2



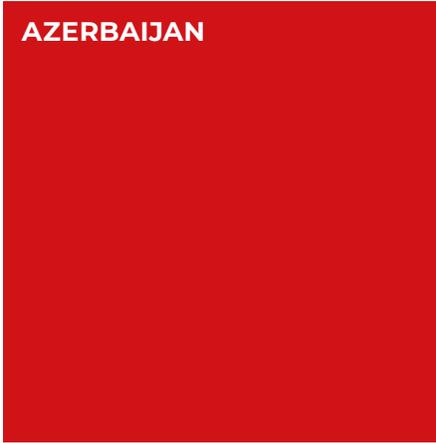
RUSSIAN



R 208
G 19
B 23

CMYK
C-12 / M-100 / Y-100 / K-3

HEX
#D01317



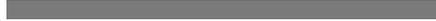
AZERBAIJAN



R 0
G 69
B 125

CMYK
C-100 / M-80 / Y-26 / K-10

HEX
#00457d



R 122
G 122
B 122

CMYK
C-54 / M-45 / Y-45 / K-10

HEX
#7A7A7A



Typography

Poppins Black

UniLab uses Poppins Black for main titles. It's a clean, confident and modern geometric font that renders well across print and the web.

Montserrat

UniLab uses Montserrat Bold for sub titles. Montserrat regular is used for body copy. The font is a clean, modern, geometric font that renders well across print and the web.

Poppins Black

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

Montserrat

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890**

Weights

Light | Regular | **Bold**

Typesetting example

**Lorem ipsum dolor
sit amet consectetur**

**Lorem ipsum dolor sit amet consectetur
adipiscing elit. Vivamus ultricies
commodo sapien et dignissim.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ultricies commodo sapien et dignissim. Proin tempus dui sit amet sapien fermentum mattis. Fusce a arcu et nisl eleifend egestas. Quisque pretium augue at ultrices porttitor.

Typographic hierarchy

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

An example of this system is shown below. This can be used as a guide to apply hierarchy and consistent typesetting rules to any text.

Headline

Poppins Black 72pt
Line spacing 74pt

Sub heading

Montserrat bold 32pt
Line spacing 40pt

Body copy

Montserrat regular 18pt
Line spacing 24pt

Recognition of Support

UniLab recognises the support from the European Commission. The Erasmus + logo and disclaimer sentence must be included on all material.

UniLab also needs to recognise the support from eucen. The eucen logo must be included on all material.

Erasmus+ guidelines

To download the full guidelines click www.erasmusplus.org.uk/file/1281/download

The Erasmus + logo and disclaimer sentence



Co-funded by the
Erasmus+ Programme
of the European Union

610245-EPP-1-2019-1-BE-EPPKA2-CBHE-JP

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eucen logo and strapline



european university
continuing education network