

This document outlines the visual identity of aUPaEu, including its branding design and usage guidelines

Branding Guidelines
for aUPaEU

Brand identity elements

Our focus is the integration and implementation of acceleration services for the institutional transformation of Higher Education Institutions. By developing a digital platform, Agora, we provide tangible acceleration services towards HEIs transformation.

Empower Universities Accelerate Transformation Step into Agora

MISSION

aUPaEU's mission is to provide digital services to accelerate the transformation of Higher Education Institutions. We focus on six major areas of the HEI transformation agenda: capacity, infrastructure, and resource sharing; researcher career attractiveness; collaboration with R&I ecosystem actors; open science; societal outreach; and gender equality.

VISION

The vision of aUPaEU is to enable integrated, shared, and long-term research and innovation transformations across European universities. By fostering collaborative environments reminiscent of the ancient Greek agora, the initiative aims to create ecosystems where creativity and innovation can flourish, thereby strengthening Europe's global competitiveness in higher education and research.

Logo

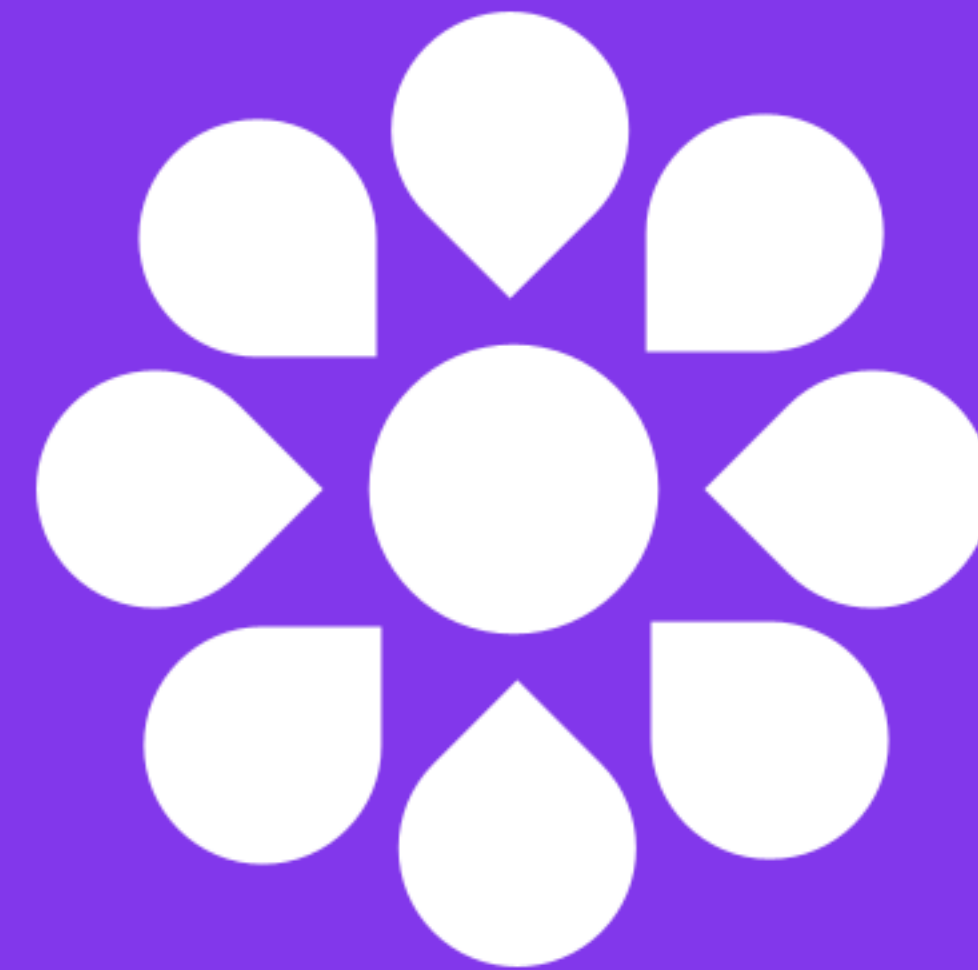
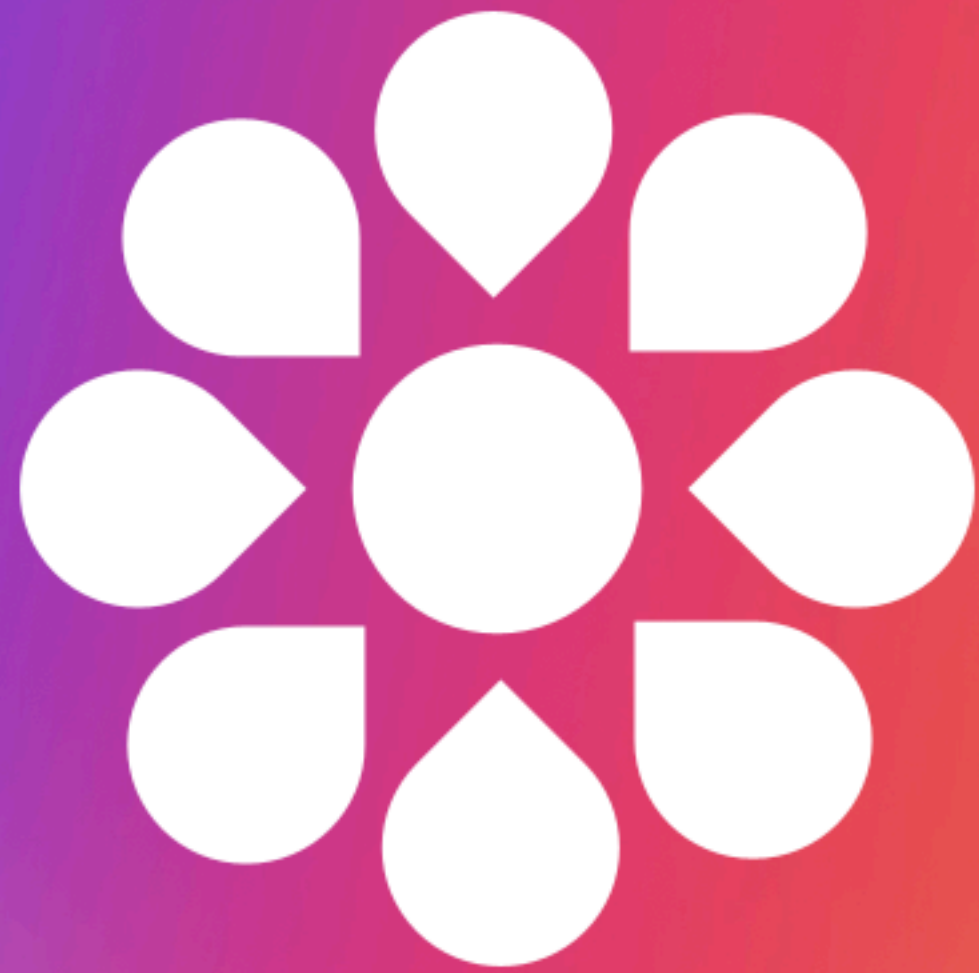


01

Brand isotype, isologo & imagotype



Isotype on three diferent backgrounds



Imagotype on three diferent backgrounds



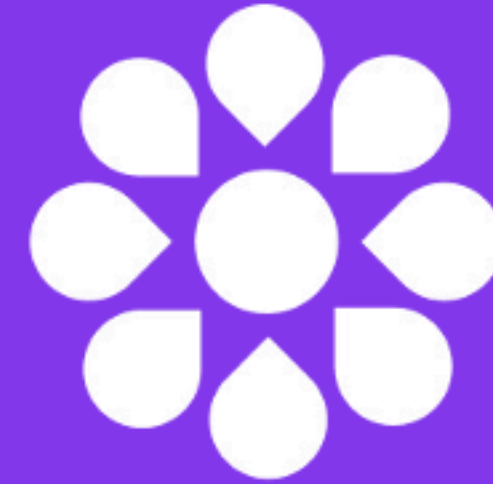
isologo on three diferent backgrounds



aUPa EU | A University Partnership
for Acceleration of European Universities



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Proper and Improper Logo Usage



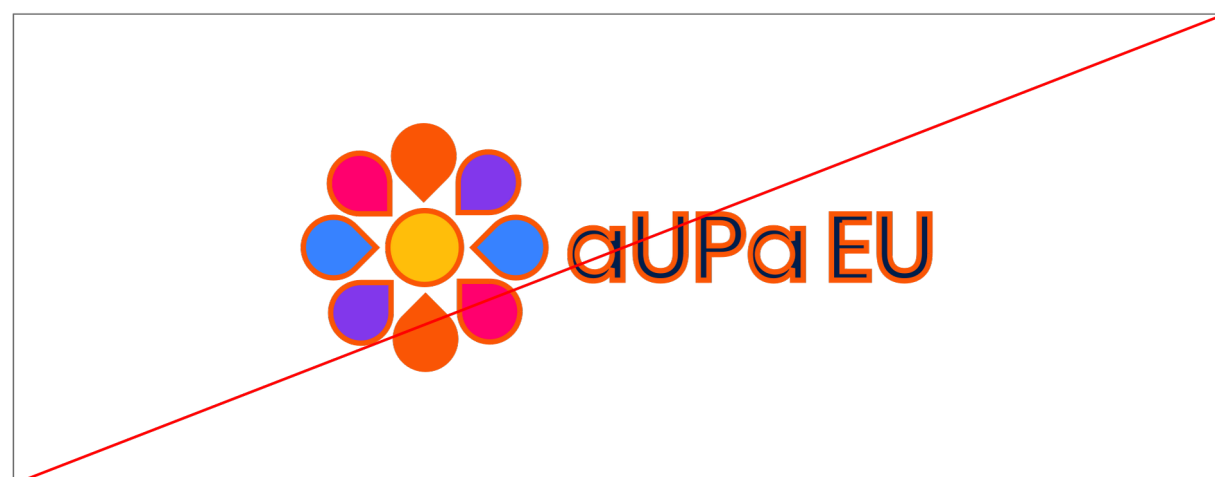
Proper way of use



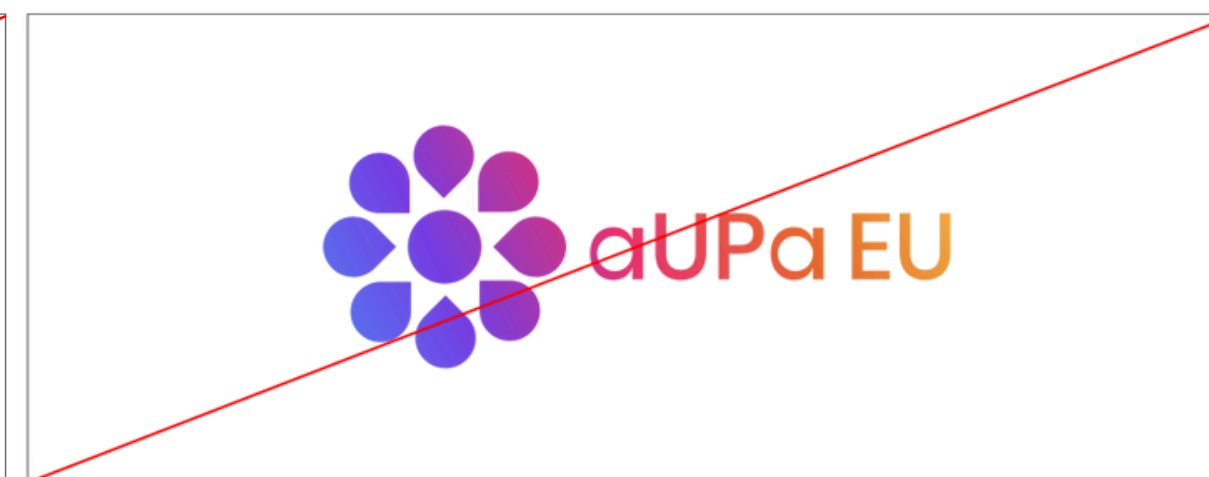
Proper way of use



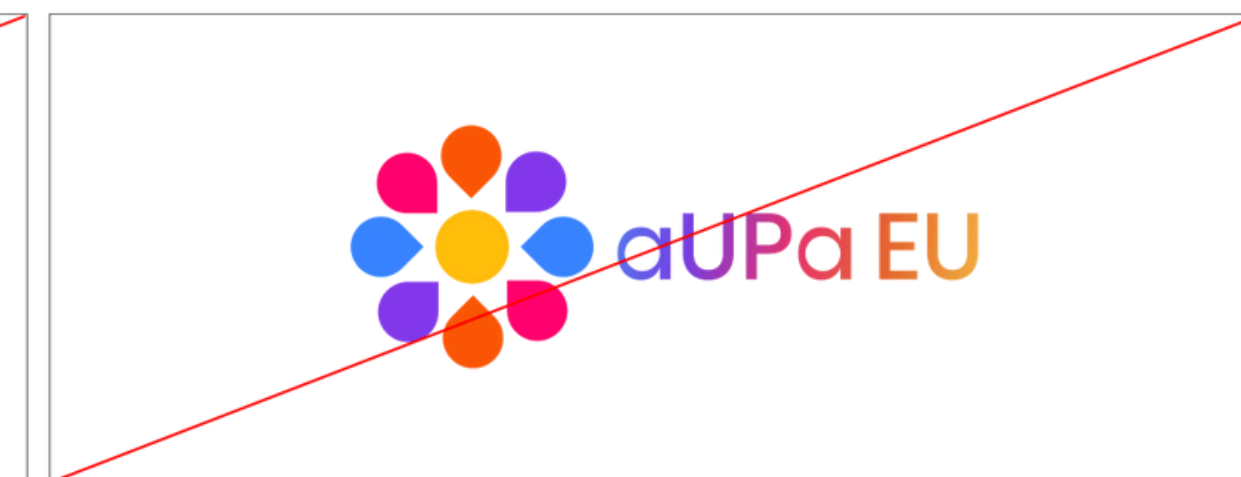
Proper way of use



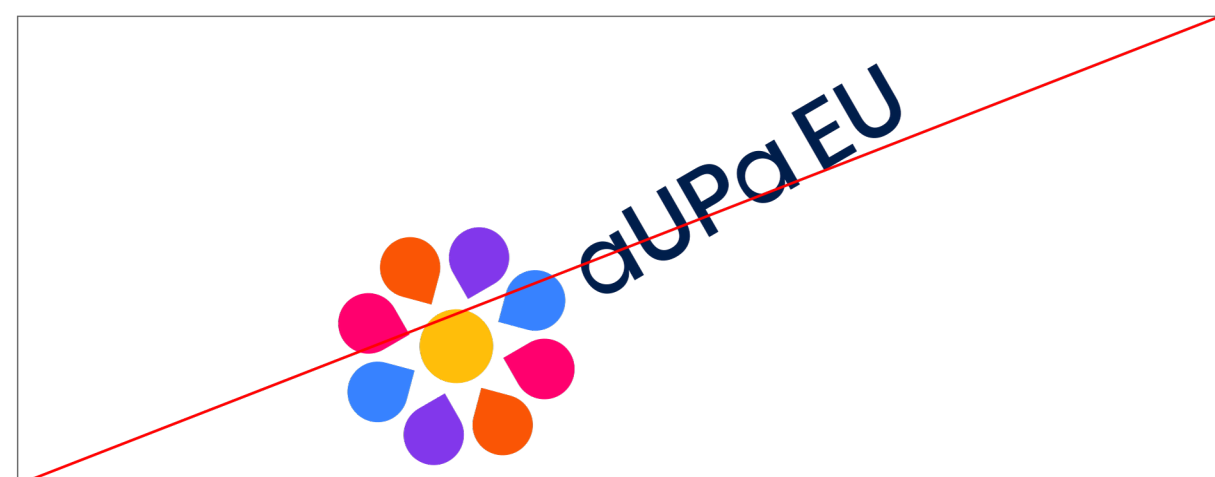
Do not add a stroke to the logo.



Don't use the full logo mark with gradients



Do not apply a gradient to the logo text



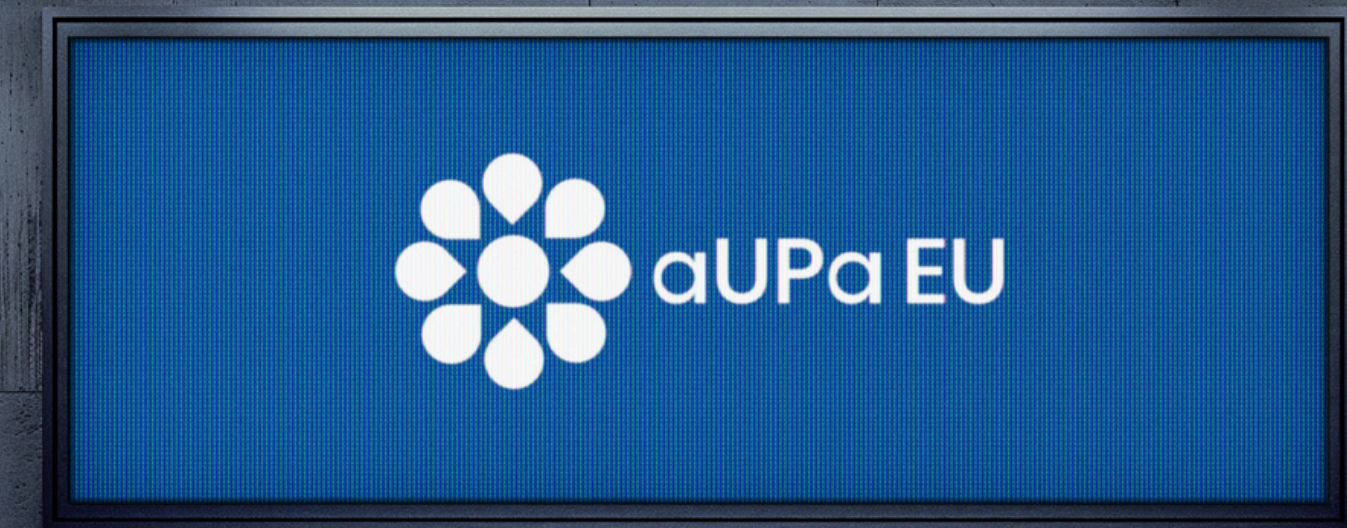
Do not rotate the logo



Do not alter the proportions of the logo



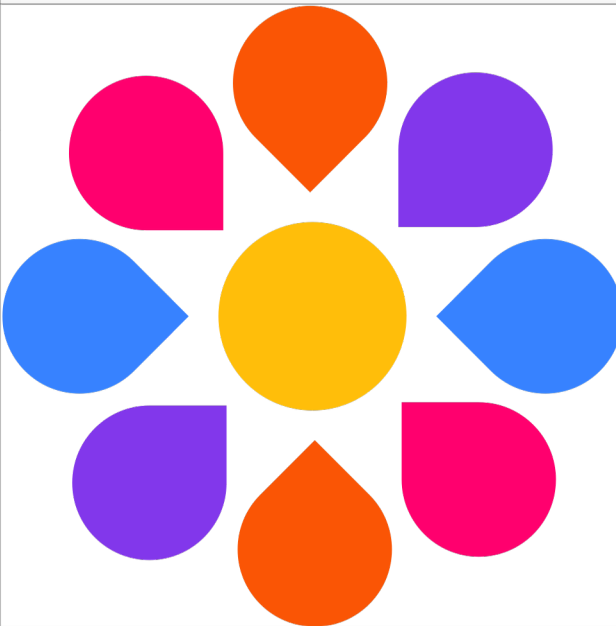
Do not apply a shadow effect to the logo



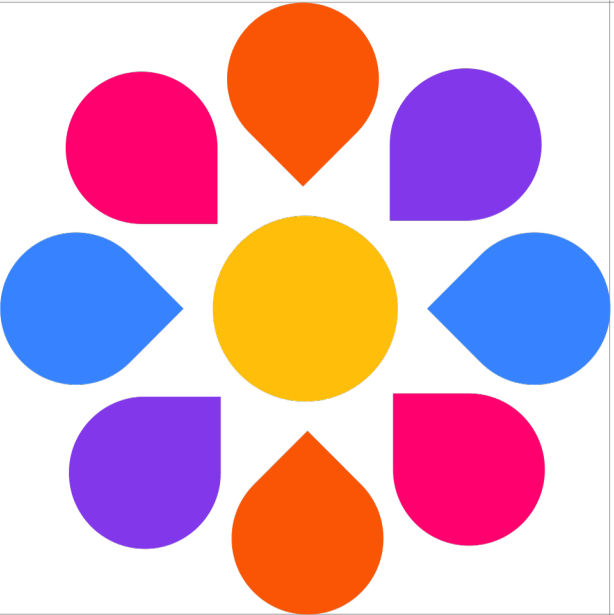
Correct logo applications

Logo Structure and Proportions



	1 X	5 X		1 X
X				
	5 X			5 X
	1 X	5 X		1 X

1 X	12 X		1 X
2 X			2 X
1 X	12 X		1 X

1 X				2 X		10 X	1 X
8 X							5 X
							1 X
							2 X
1 X	5 X				18 X		

Free space

To preserve the strength and integrity of the logo, it is essential to maintain a clear space around it, free from any visual elements that may compete with it or create visual clutter.

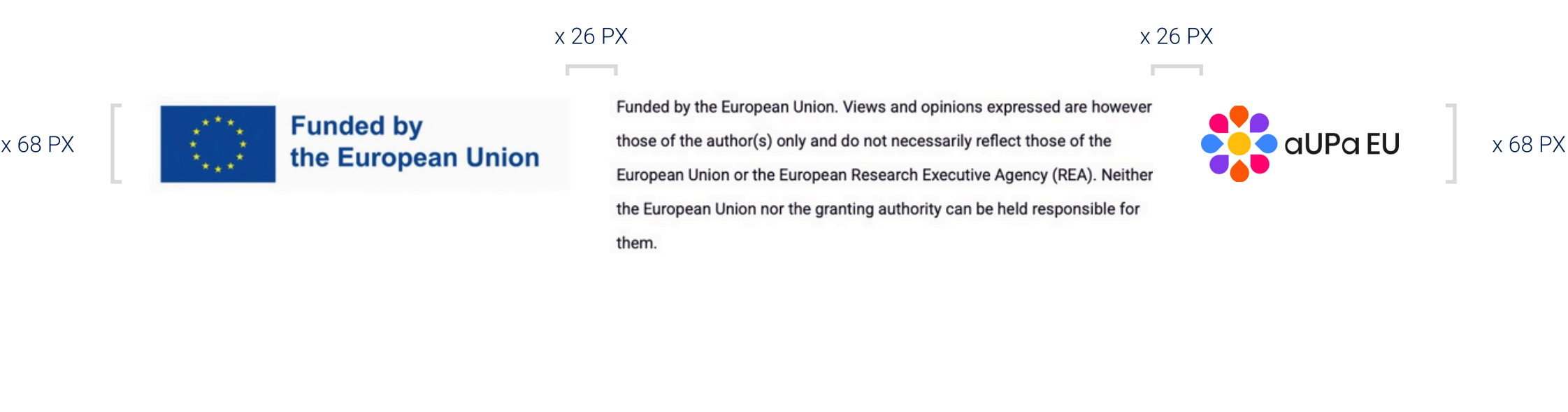


Ensuring Proper Logo Coexistence

EXAMPLE 01



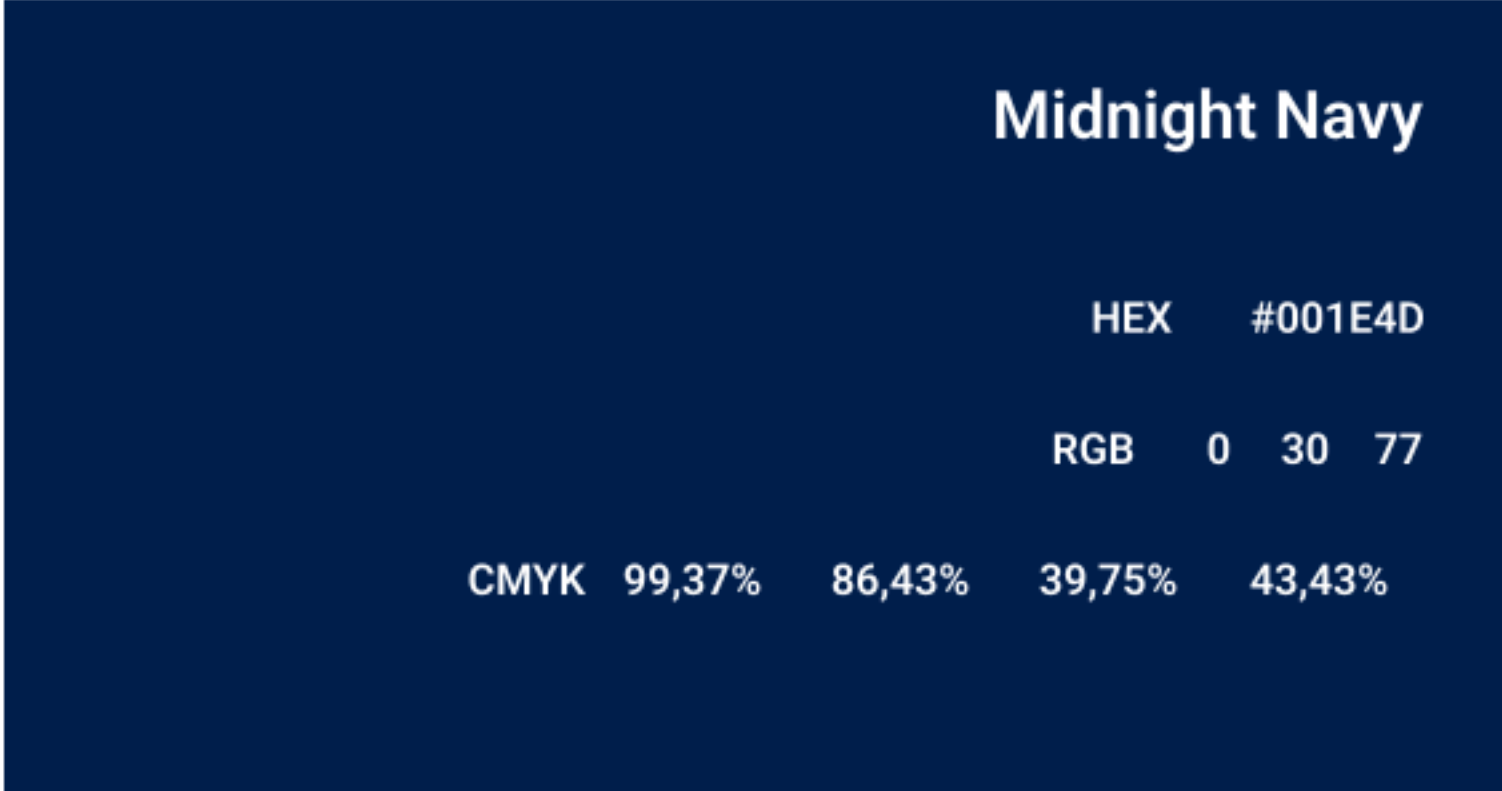
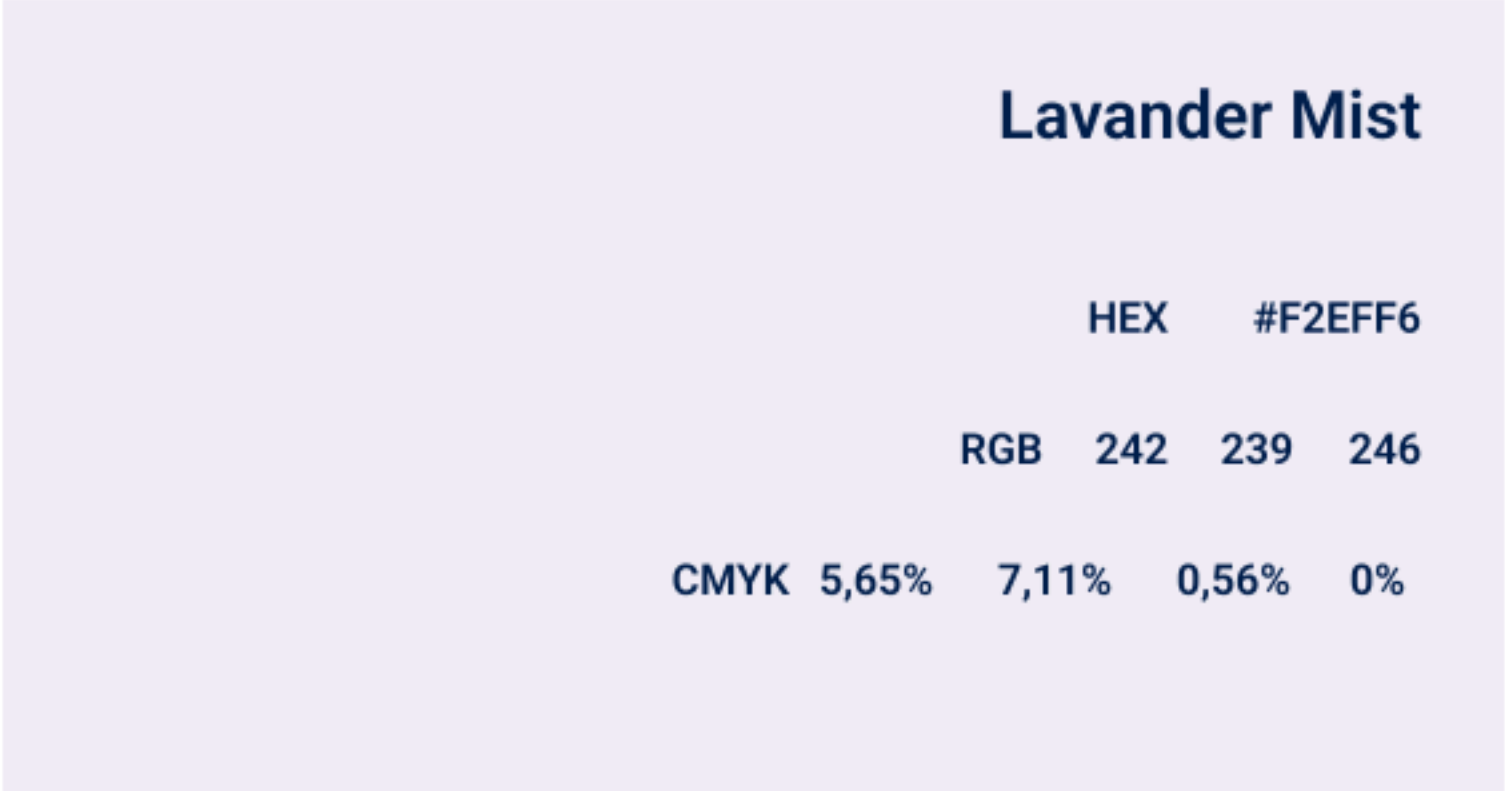
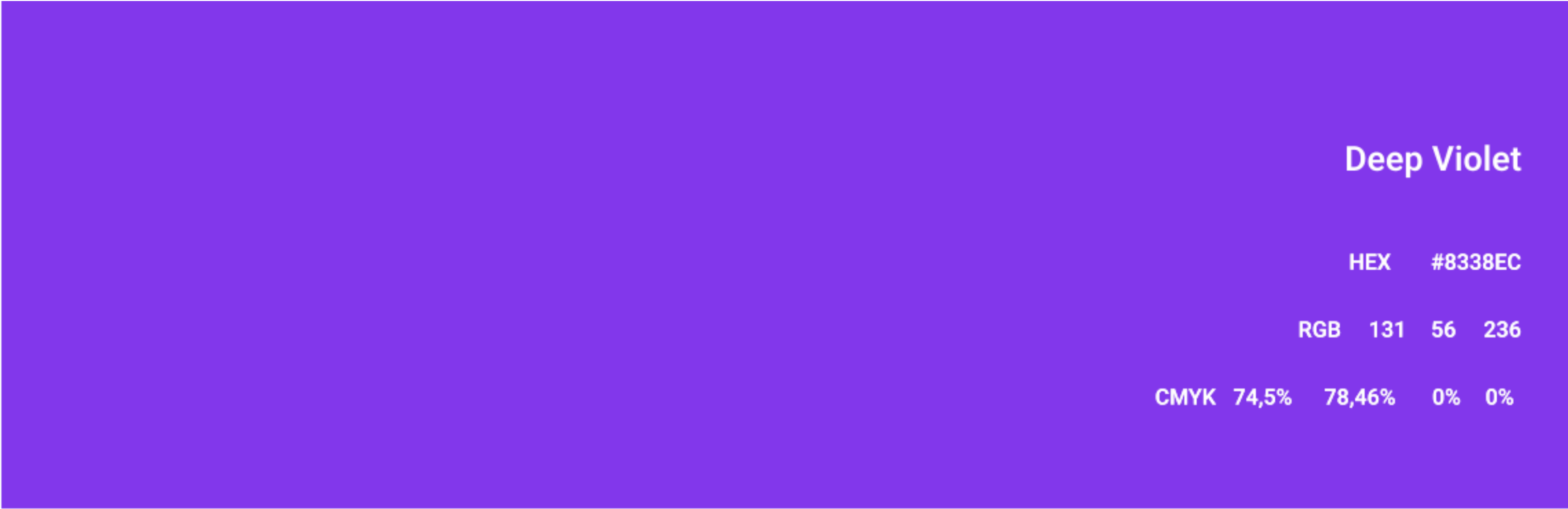
EXAMPLE 02

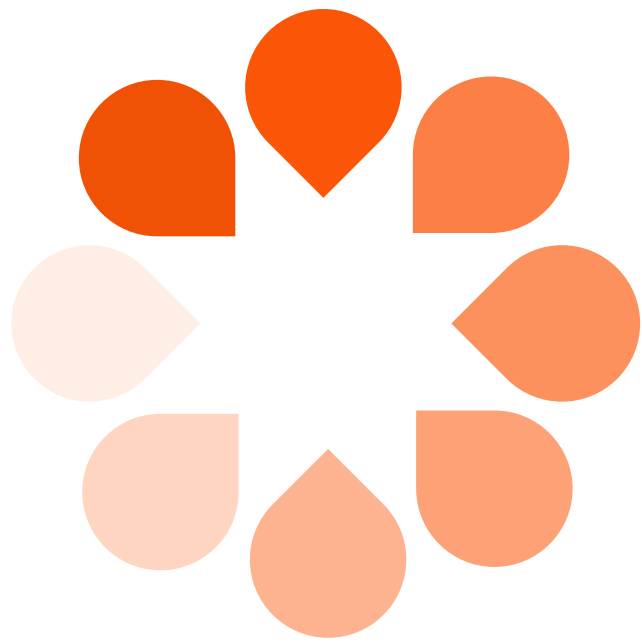


When used alongside other logos, our logo must maintain its integrity, visibility, and hierarchy. Proper spacing and alignment should be observed to ensure balance and avoid visual clutter. In co-branding scenarios, all logos should be presented in a way that respects their individual identities while maintaining a cohesive visual relationship. The logo should never be altered, resized disproportionately, or placed too close to competing elements. Clear space guidelines must always be followed to uphold brand consistency and recognition.

Colour

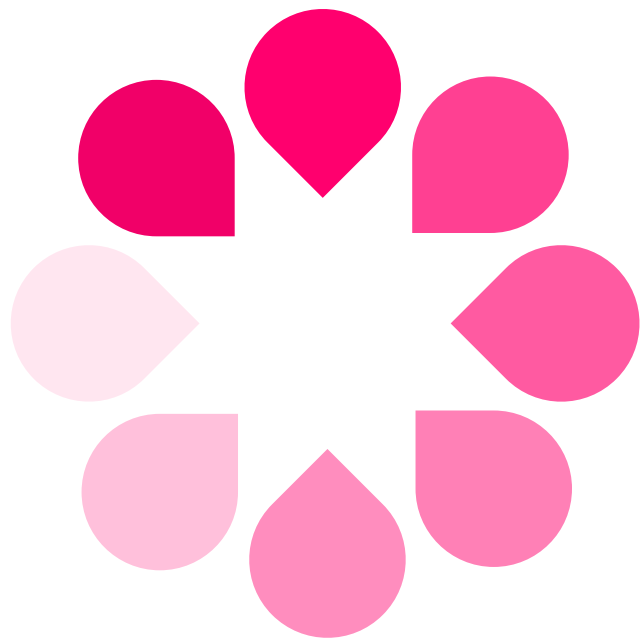
02





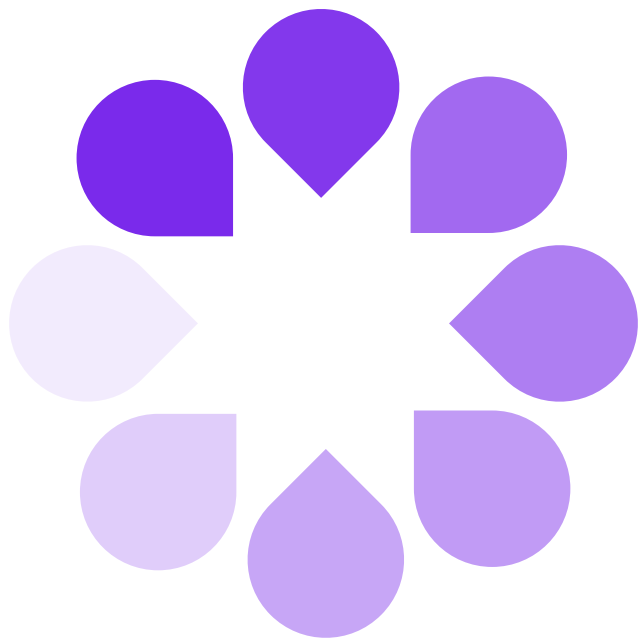
VIBRANT ORANGE

Dark	#F05105	100%
Light	#FB5607	100%
		75%
		65%
		55%
		45%
		25%
		10%



ELECTRIC PINK

Dark	#F10068	100%
Light	#FF006E	100%
		75%
		65%
		55%
		45%
		25%
		10%



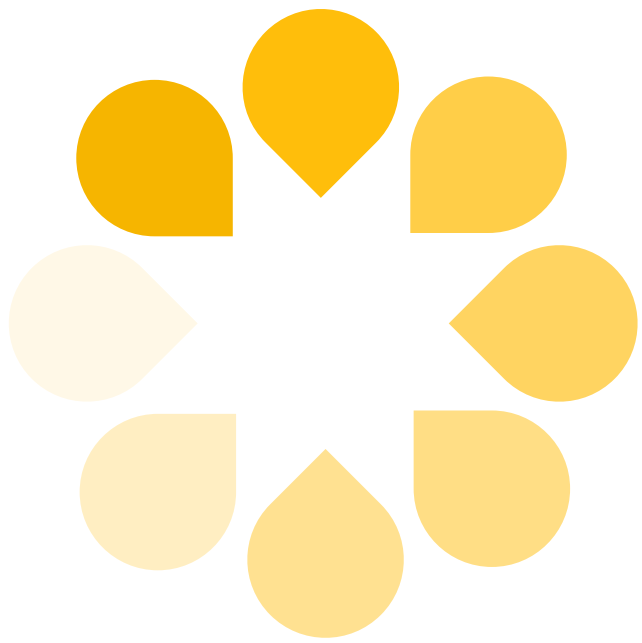
DEEP VIOLET

Dark	#7A2AEB	100%
Light	#8338EC	100%
		75%
		65%
		55%
		45%
		25%
		10%



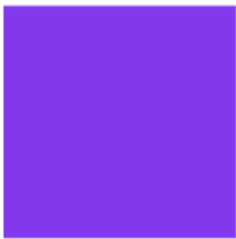
CRISP BLUE

Dark	#2E7AF2	100%
Light	#3A86FF	100%
		75%
		65%
		55%
		45%
		25%
		10%



GOLDEN YELLOW

Dark	#F6B500	100%
Light	#FFBE0B	100%
		75%
		65%
		55%
		45%
		25%
		10%



#8338EC
Accent colour



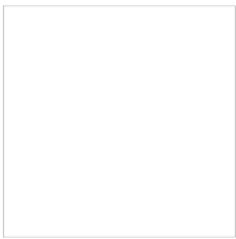
#3A86FF
Other colour



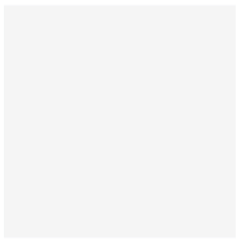
#001E4D
Text colour



aUPaEU colour
gradient



Pure White
#FFFFFF



Cloud White
#F7F8F9



Lavender Mist
#F2EFF6



Black
#001E4D



aUPa EU

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