CESAER

The strong and united voice of universities
of science and technology in Europe

Brandbook

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Introduction

01. Introduction

Objectives of the brandbook

The brandbook is an essential tool to ensure the consistency and uniformity of CESAER's visual identity. It provides clear guidelines for the use of graphical elements, colours, typography, and templates, making it easier for everyone to apply them. This document is designed to be an accessible and practical resource.

Importance of a cohesive visual identity

A strong visual identity reflects the values and ambitions of CESAER. It ensures immediate recognition, strengthens the organisation's credibility, and enhances the impact of both internal and external communications.

Logos
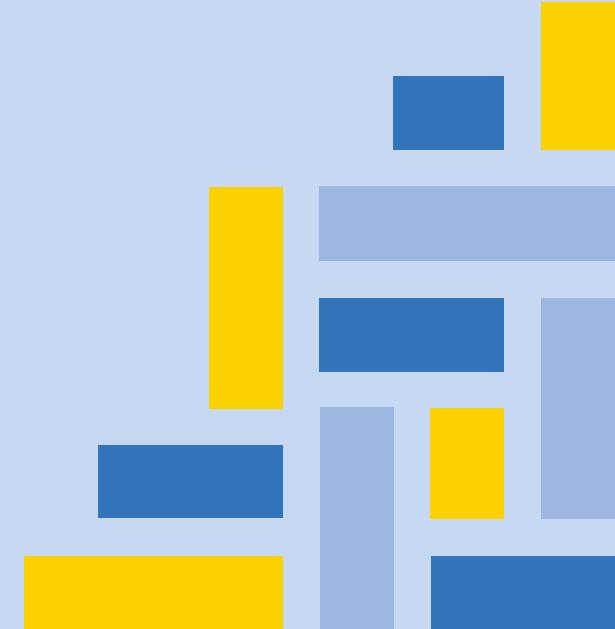
02. Logos

Versions and usage

There are two versions of the logo. The version with a tagline, referred to as the '**medium version**', and one without a tagline, referred to as the '**small version.**'

CESAER

The strong and united voice of universities
of science and technology in Europe

CESAER

02. Logos

Versions and usage

Additionally, the logo comes in several color variations: black, white, and the **default** version (black and blue).

02. Logos

Versions and usage

- **Medium version:** to be used for external materials (reports, press releases).

- **Small version:** recommended for internal documents.

- **White version:** to be used on coloured or dark backgrounds.

- **Black version:** to be used when printing in black and white.

02. Logos

Format guidelines

- **SVG format**: ideal for web and digital use (no quality loss).

- **PDF format**: preferred for printing.

- **PNG** and **JPEG formats**: for occasional or small-size uses, but avoid resizing it to maintain quality.

02. Logos

Do & Don't   Do :   Don't :

- Use the provided files.
- Respect the proportions and official colors.

- Modify the colors or proportions.
- Add effects (shadows, outlines, etc.).

02. Logos

Protection zones and minimum sizes

- Ensure a free margin equal to 25% of the logo's height around it.
- Recommended minimum size of the logo: 2 cm in width.

Colours
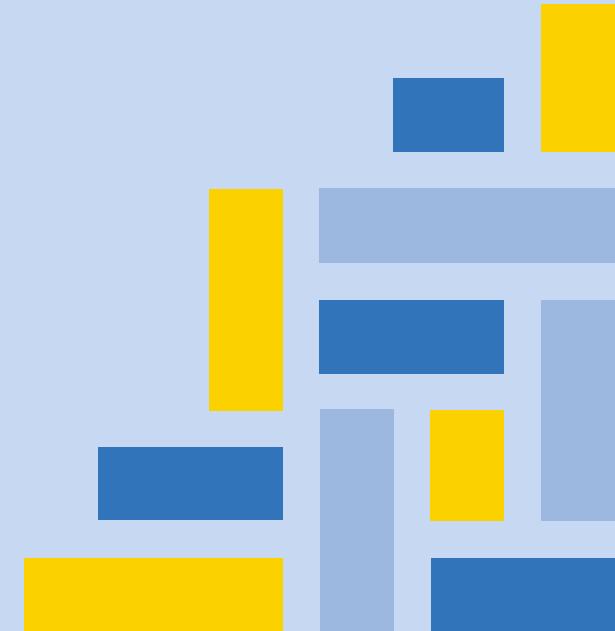
03. Colours

Primary palette

Name	Colour	Hex	RGB	CMYK	HSV	HSL
Engineering Blue		#0070C0	0, 112, 192	100, 49, 0, 0	207, 100, 75	207, 100, 38
Middle Blue		#8DB3E2	141, 179, 226	38, 20, 0, 11	210, 38, 89	210, 60, 72
Light Blue		#C7D9F2	199, 217, 242	18, 10, 0, 5	214, 18, 95	214, 70, 86
Grey		#BFBFBF	191, 191, 191	0, 0, 0, 25	0, 0, 75	0, 0, 75
Highlight Yellow		#FFC72C	255, 199, 44	0, 22, 83, 0	42, 83, 100	42, 100, 59
Soft Yellow		#FFE59B	255, 229, 155	0, 10, 39, 0	46, 39, 100	46, 100, 80
White		#FFFFFF	255, 255, 255	0, 0, 0, 0	0, 0, 100	0, 0, 100
Black		#000000	0, 0, 0	0, 0, 0, 100	0, 0, 0	0, 0, 0

03. Colours

Use of colours

Name	Colour	Recommended usage
Engineering Blue		Titles + subtitles + to visibilise a word or a sentence in a running text.
Middle Blue		Graphic elements + to create a coloured background.
Light Blue		Graphic elements + to create a coloured background.
Grey		Graphic elements + to create a coloured background.
Highlight Yellow		Graphic elements.
Soft Yellow		Graphic elements + to create a coloured background.
White		Background + running texts on coloured background.
Black		Running texts.
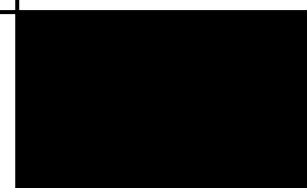
03. Colours

Contrast and accessibility compliance

- Ensure that the contrast ratio meets WCAG recommendations (at least 4.5:1 for normal text).
- Use online tools like Contrast Checker to verify combinations.

Application across different media

- **Web:** use RGB values for optimal rendering.
- **Print:** use CMYK values to avoid colour discrepancies.
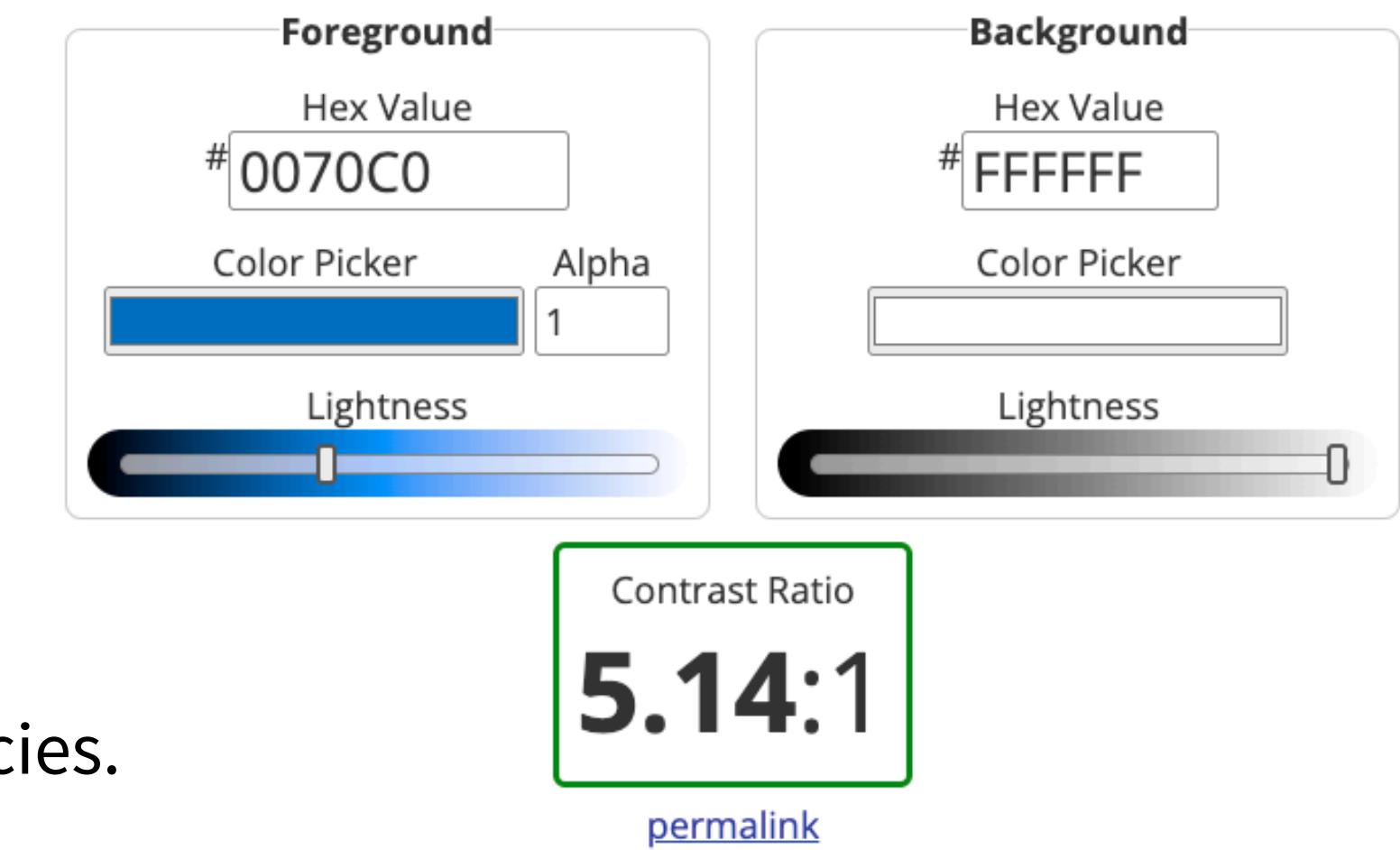
Example: in here the contrast ratio is 5.14:1 and meets accesibility criteria

03. Colours

Do :

Don't :

- Use approved shades.
- Combine primary and secondary colours to create a visual hierarchy.

Lorem ipsum ✓

Lorem ipsum

Lorem ipsum

- Use colors outside the palette.
- Create insufficient contrast.

✗

Lorem ipsum

Lorem ipsum

Lorem ipsum

Typography
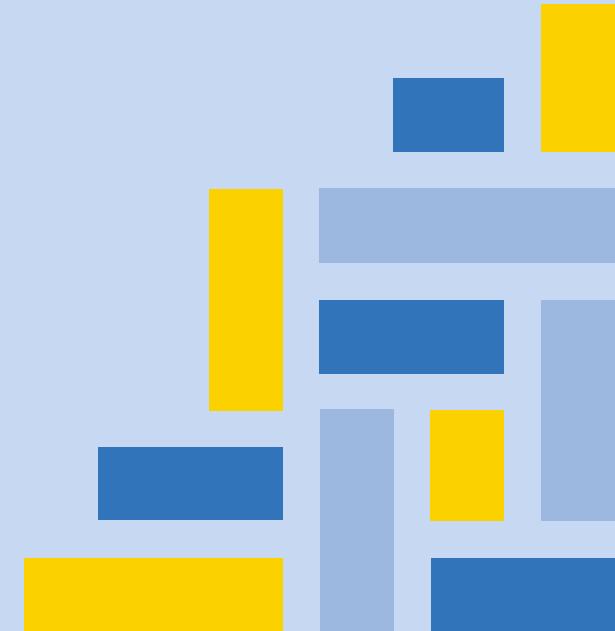
04. Typography

Primary fonts

Futura Bold ⟶ **Title - Lorem Ipsum**

Source Sans Pro Regular ⟶ Body text - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vitae malesuada lacus. Praesent euismod, odio ac vehicula volutpat, nibh purus dignissim nulla, in tincidunt erat ex et purus. Suspendisse potenti.

04. Typography

Font pairing

Title: Futura Bold, 28 pt ⟶ **Lorem ipsum**

Subtitle: Source Sans Pro Bold, 20 pt ⟶ **Lorem ipsum**

Source Sans Pro Regular, 12 pt ⟶ Lorem ipsum dolor sit amet. Ex consequatur voluptatem ut recusandae autem id dolores voluptatem est amet dolores ut laborum repudiandae ea laborum recusandae non corporis esse. Ut deserunt sunt vel tenetur velit rem numquam quaerat ea officia quae et inventore ducimus At sunt cumque. Nam molestiae distinctio sit alias nostrum qui doloribus Quis ut voluptatem cupiditate et tenetur excepturi.

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04. Typography

## Typographic hierarchy

Titles: Engineering Blue, 28 pt ⟶ **Lorem ipsum**

Subtitles level 1: Engineering blue, 20pt ⟶ **Lorem ipsum**
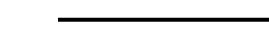
Subtitles level 2 : Black, 16 pt ⟶ **Lorem ipsum**
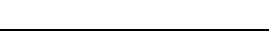
Subtitles level 3 : Black, 14 pt ⟶ Lorem ipsum
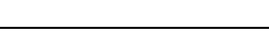
Body Text: Black, 12 pt ⟶

Lorem ipsum dolor sit amet. Ex consequatur voluptatem ut recusandae autem id dolores voluptatem est amet dolores ut laborum repudiandae ea laborum recusandae non corporis esse. Ut deserunt sunt vel tenetur velit rem numquam quaerat ea officia quae et inventore ducimus At sunt cumque. Nam molestiae distinctio sit alias nostrum qui doloribus Quis ut voluptatem cupiditate et tenetur excepturi.

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04. Typography

Bold, italics, underline: when to use them

- **Bold** can be used to highlight the most emphatic points of a text. It should be used sparingly so it can be effective and not get mixed up with titles.
- *Italics* are mainly used for direct quotes of someone and to quote the title of the work of others (e.g. scientific articles, legal cases etc.). They are also used to set apart foreign words from English words. Other uses of italics should be avoided.
- <u>Underline</u> is strictly restricted to hyperlinks and level 3 subtitles.

04. Typography

Alignment and spacing tips

- Body text must be justified for written productions (i.e. reports, declarations, word document etc.)

- For web usage, keep the body text left-aligned (i.e. emails, webpage etc.)

- Use 1.5 line spacing for dense textual documents.

- For less dense documents, use 1.2 line spacing.

Graphic elements
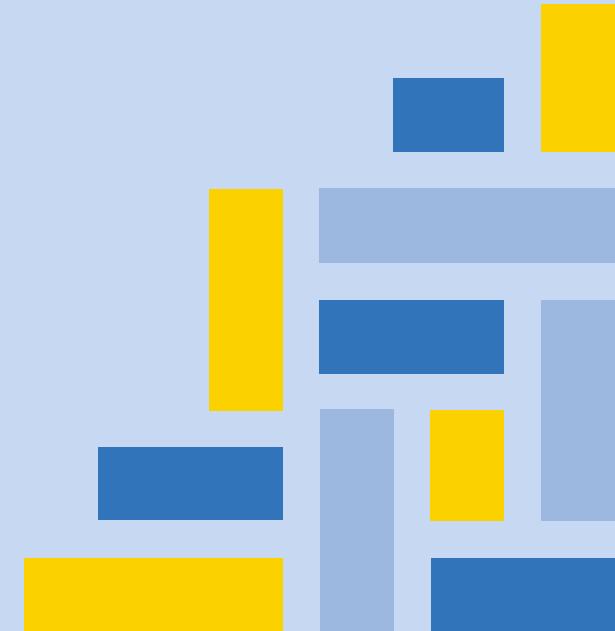
05. Graphic elements

<u>Lines and visual elements</u>

- Use simple lines of 1.5 pt in Engineering Blue, in Middle Blue, Highlight Yellow or Soft Yellow.

- Use SVG icons to maintain optimal quality.
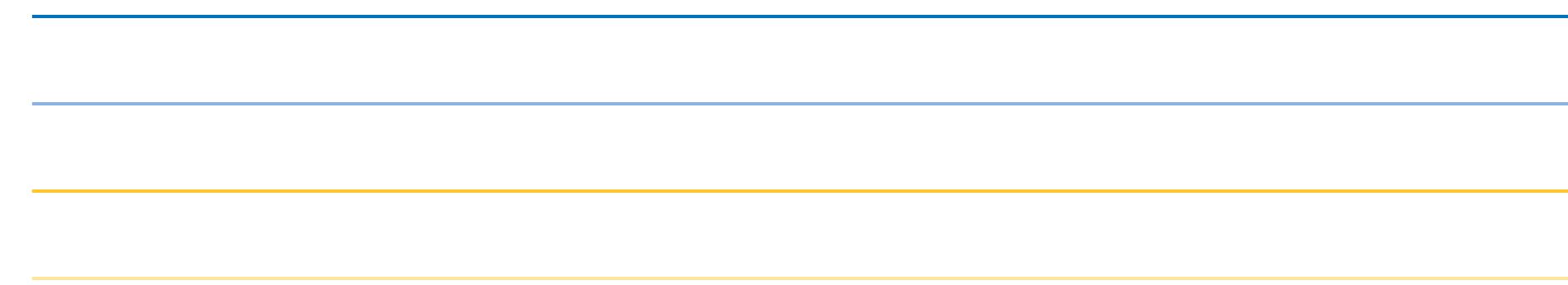
05. Graphic elements

Applying elements in designs

- Graphic elements should structure the information visually without overloading the content.

- Patterns or icons should adhere to the approved colour palette.

- Use the provided graphic elements, preferably in the corners of the pages.
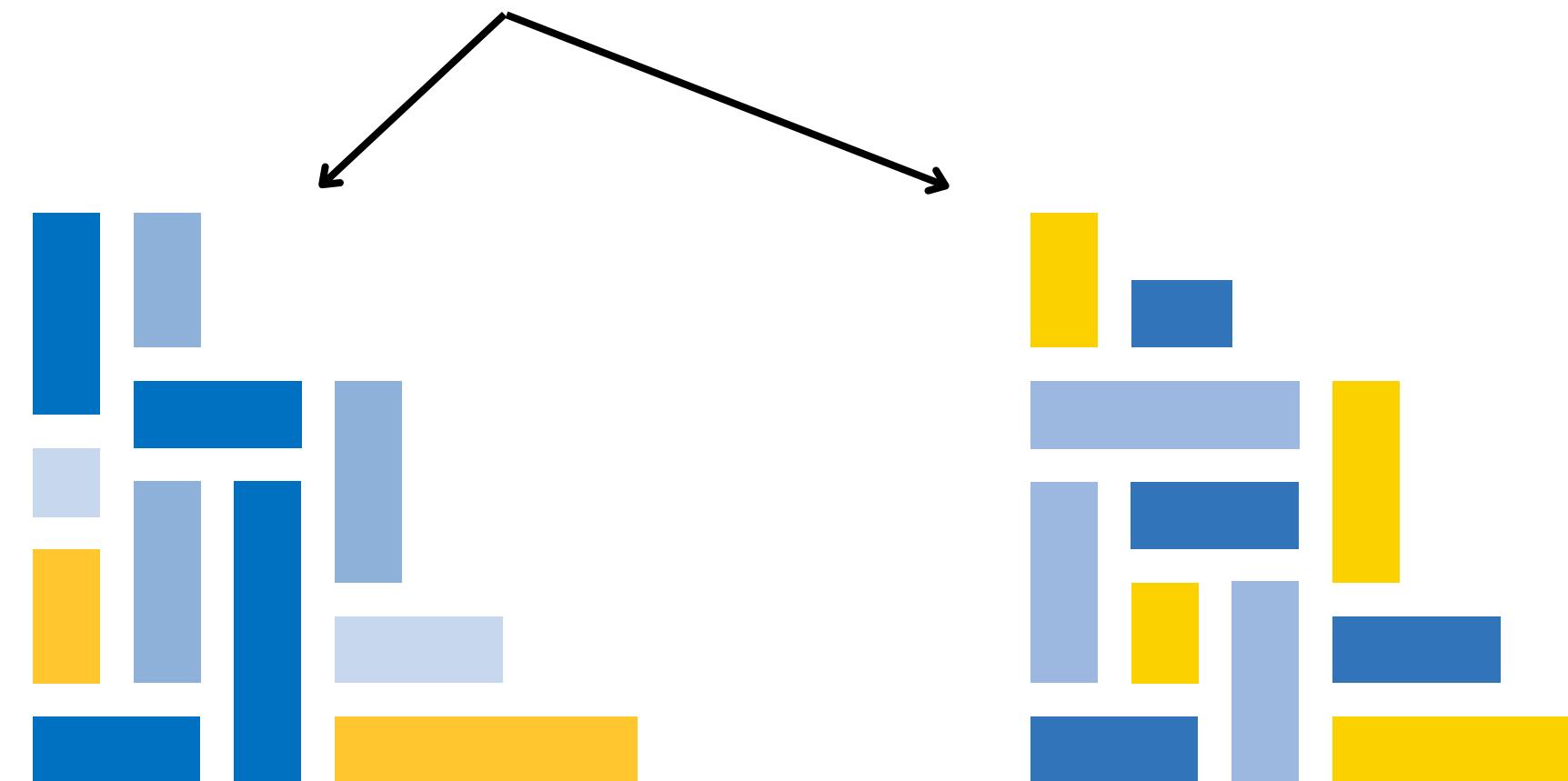
Templates and other materials
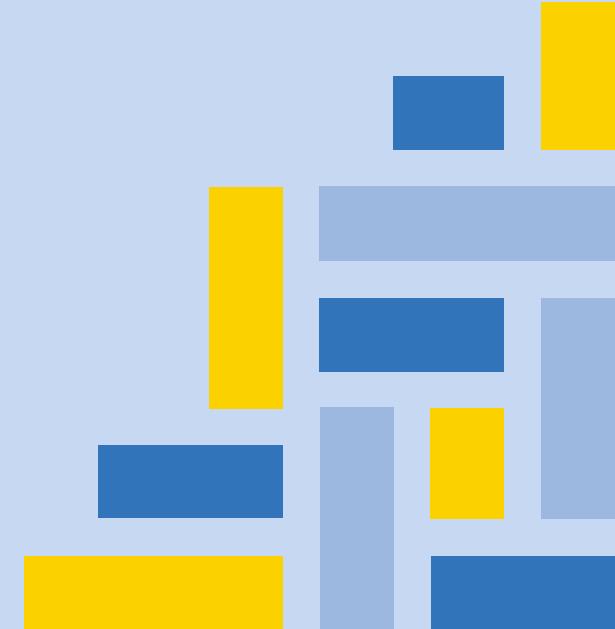
06. Templates and materials

Existing templates

The following templates and materials were created to facilitate CESAER's external communications.

- External notes (Word template)

- Positions & Inputs (Word template)

- White papers (Word template)

- Slides (PowerPoint template)

- Business Cards (InDesign template)

- Declarations (InDesign template)

- Roll-up (available as an InDesign and as a PDF file)

06. Templates and materials

Distribution and customisation of templates

- All templates should be downloaded from an official shared folder.

- Template modifications must be validated by the CESAER Secretariat.

Best practices for template usage

- Always adhere to the predefined structures in templates.

- Do not modify fonts, colours, or margins without prior validation.

- Check compatibility with tools used by recipients (Word, PDF, etc.).

Final recommendations
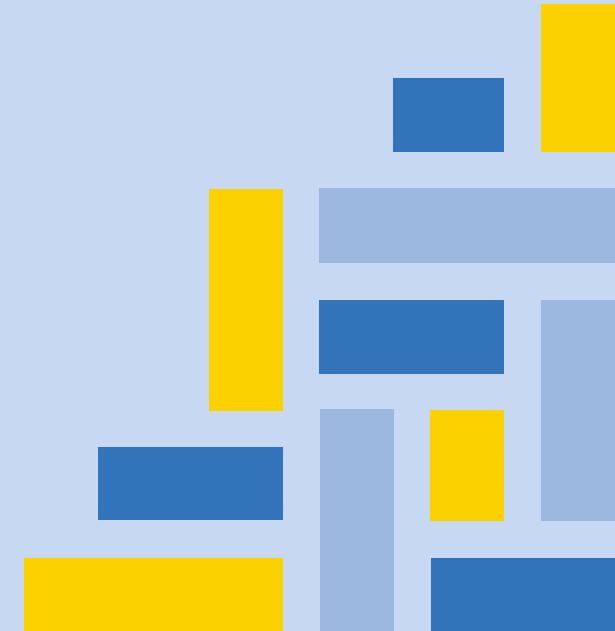
07. Final recommendations for the CESAER Secretariat

Maintaining consistency

- Centralise graphic resources on a shared platform.

- Train users on best practices.

- Ask your questions to the Information & Communication Officer if something is unclear.

Validation and update process

- All modifications must be approved by the team.

- Conduct regular reviews to keep guidelines up to date.

08. Final recommendations for external users

- Ensure you are always using the latest version of templates.

- Adhere to the defined margins, fonts, and colours.

- Confirm the final document complies with accessibility rules.

- Validate your document with someone from the CESAER Secretariat before dissemination. Find the contact of the Secretariat for validation <u>here</u>.