

Design Manual

EDUC

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1.

Logotype

1.1 Logo variants



Outline variant

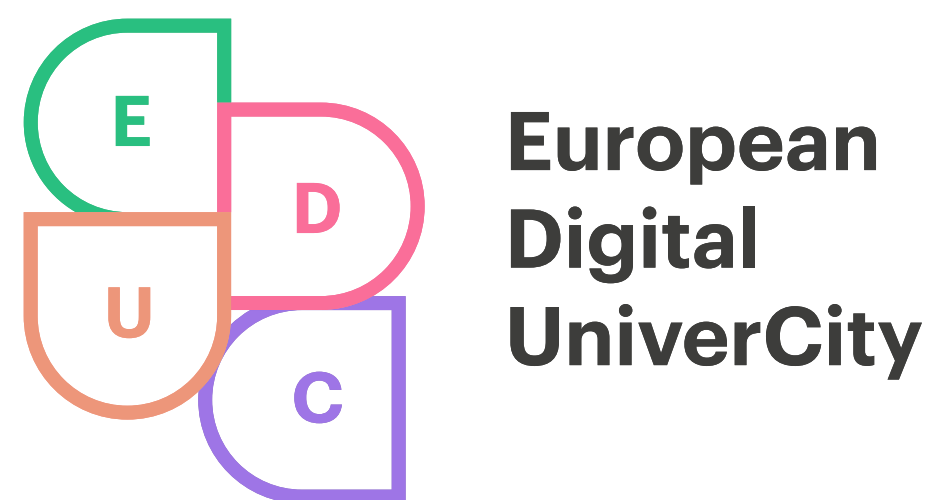


Solid variant

1.2 Use of logo variants

Positive variant

Solid logo exists only in CMYK and RGB variant and may be used only on white background. Outline logo exists in CMYK and RGB variant and can be used on white background.



Negative variant

Solid logo doesn't exist in negative variant. Outline logo can be used on colored background in negative variant.

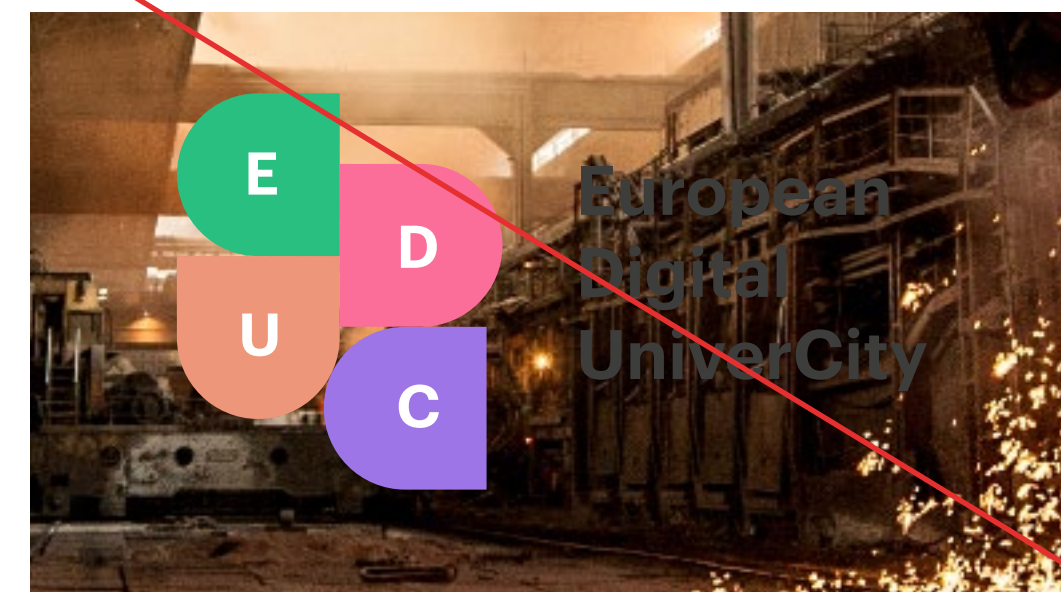
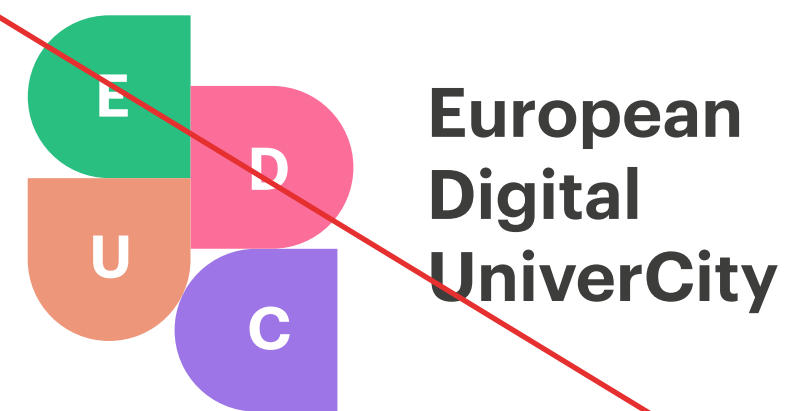
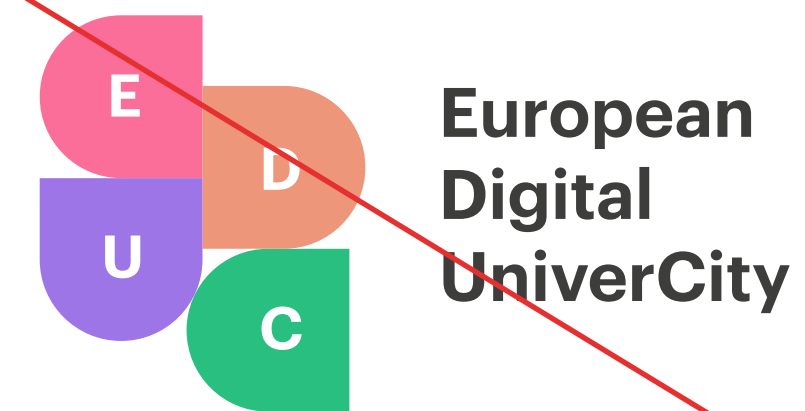
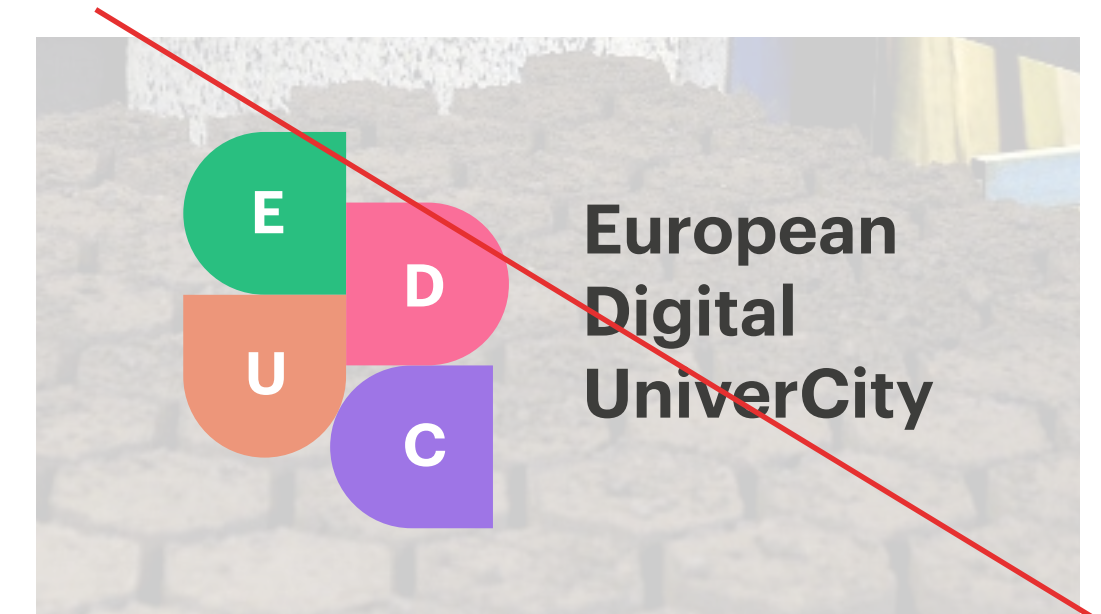
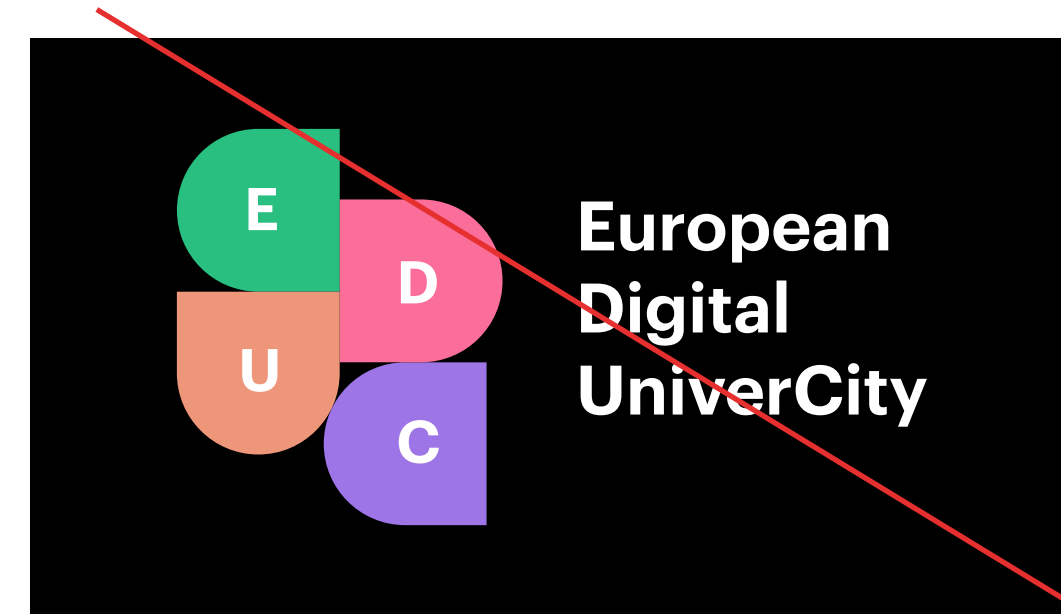
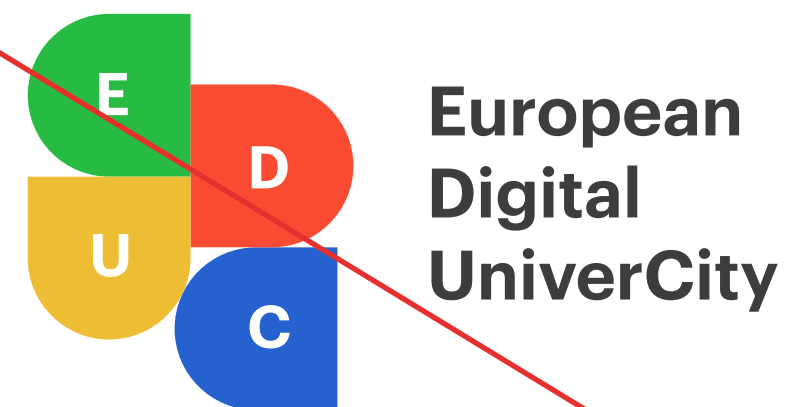
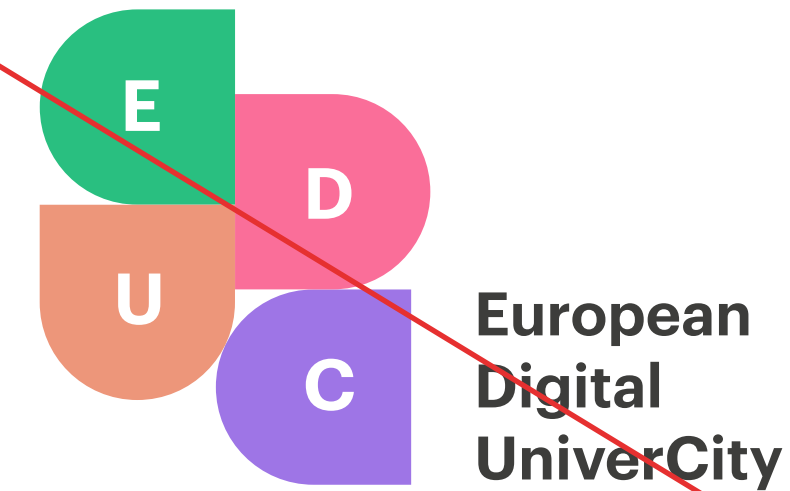
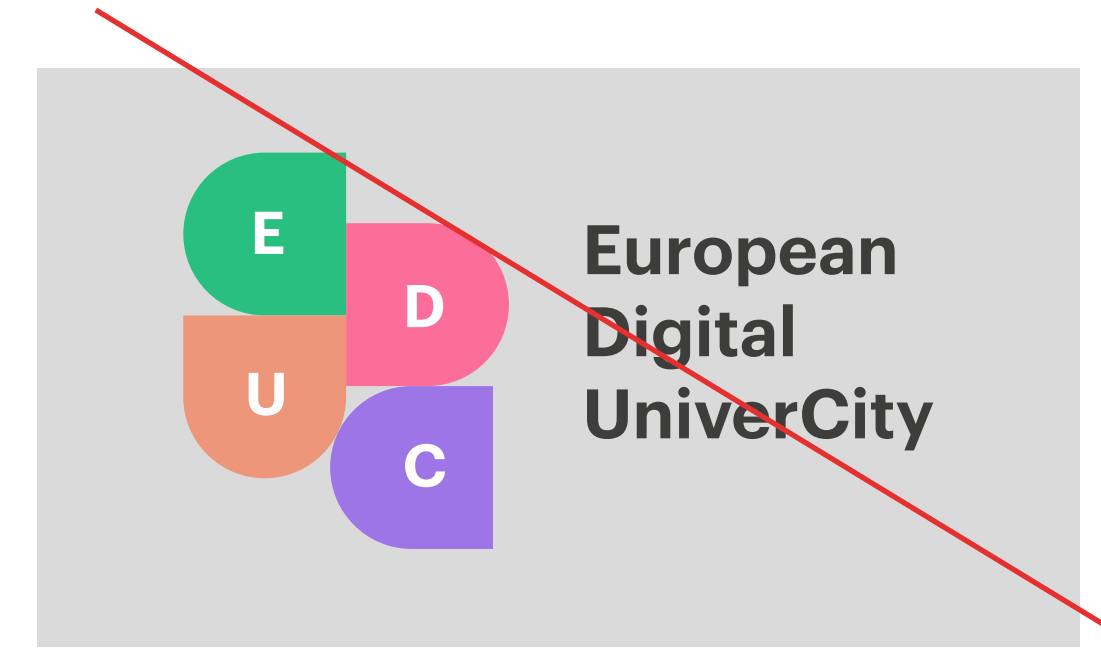
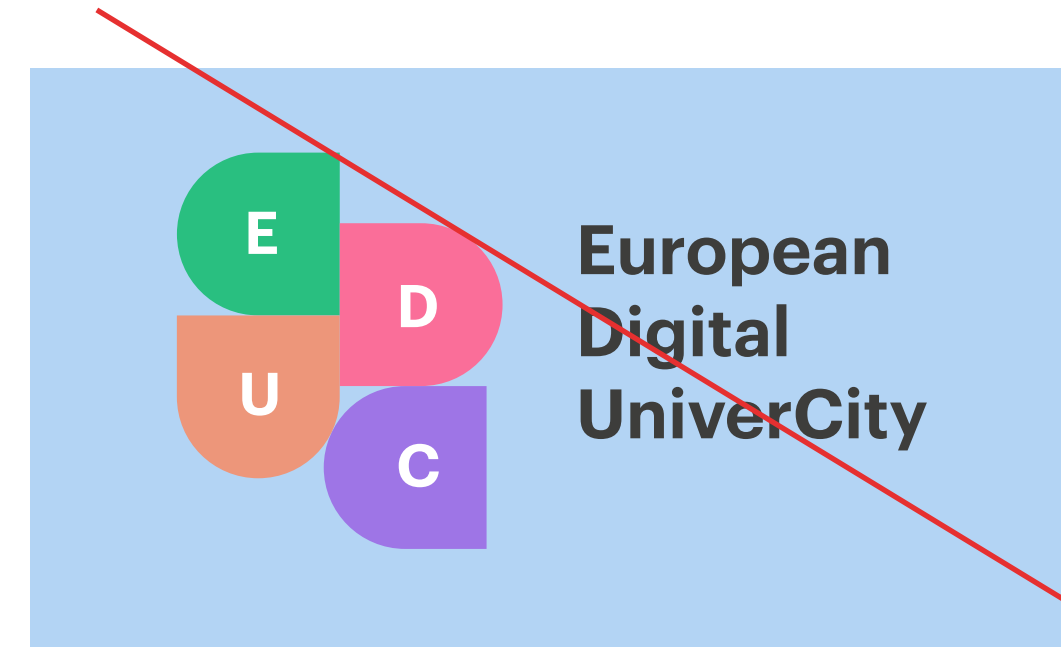
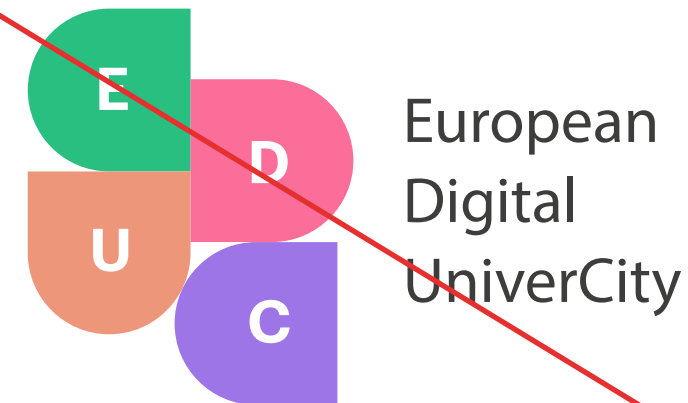
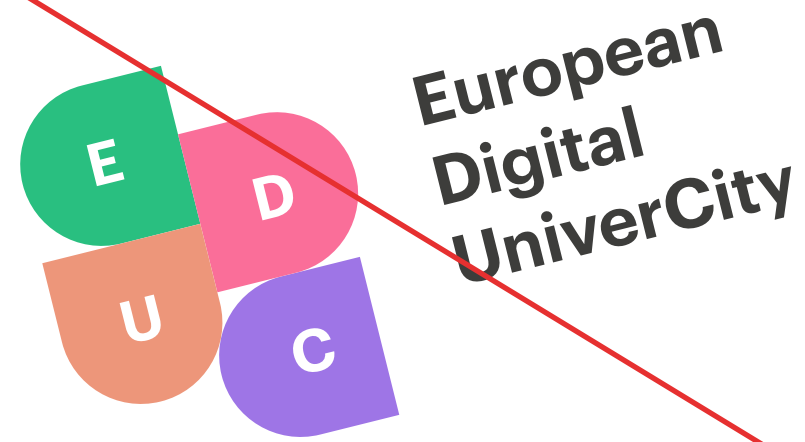


K100 variation

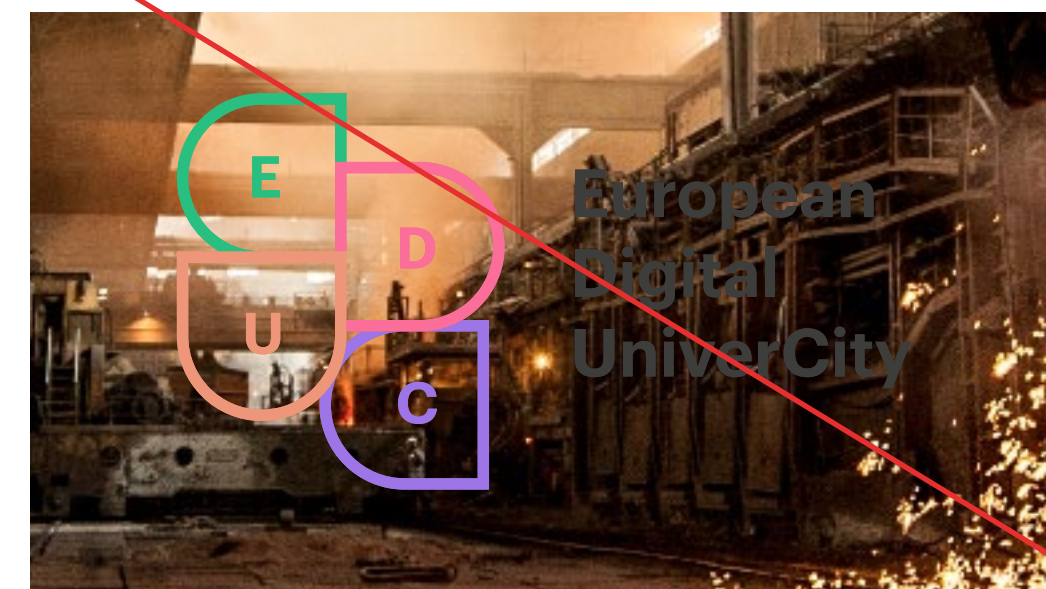
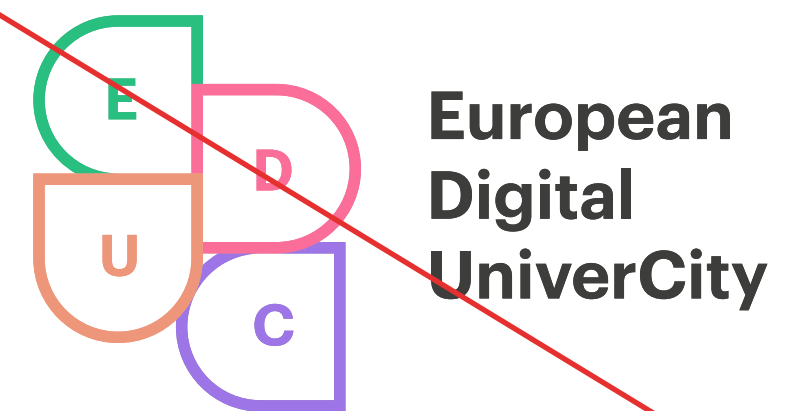
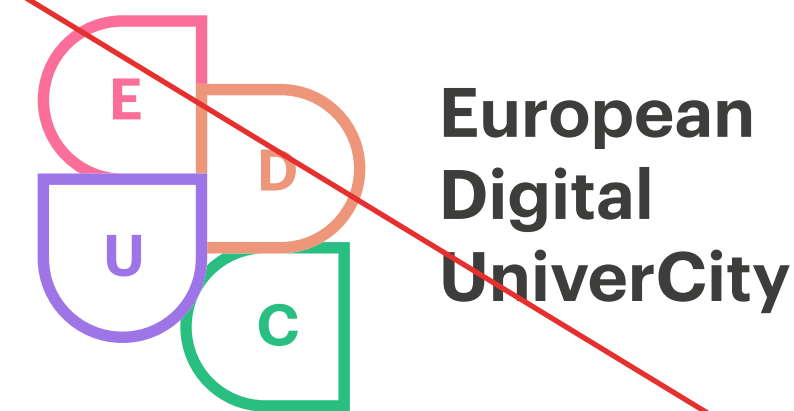
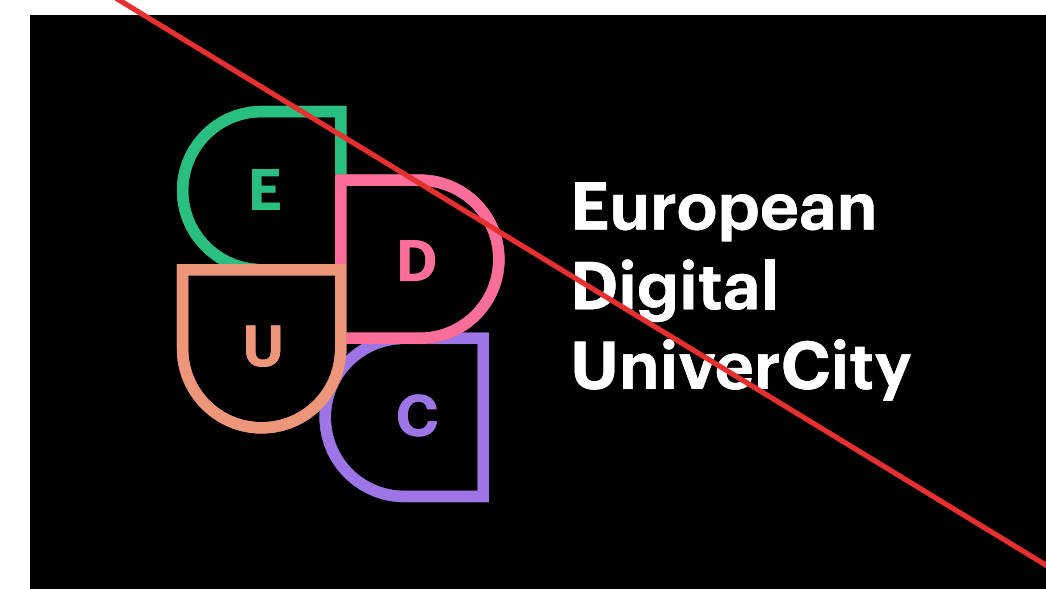
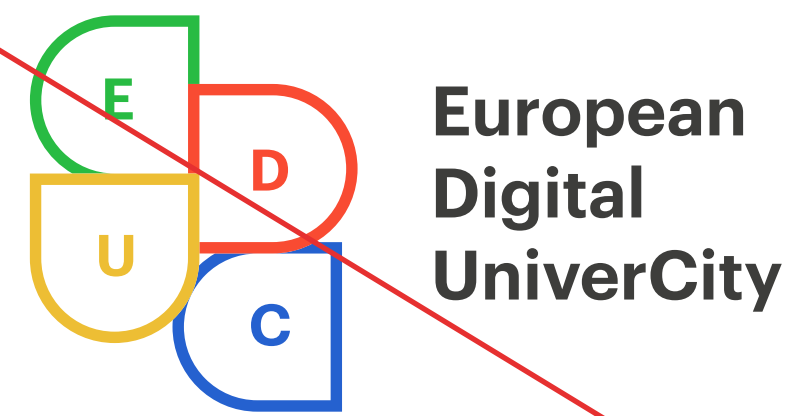
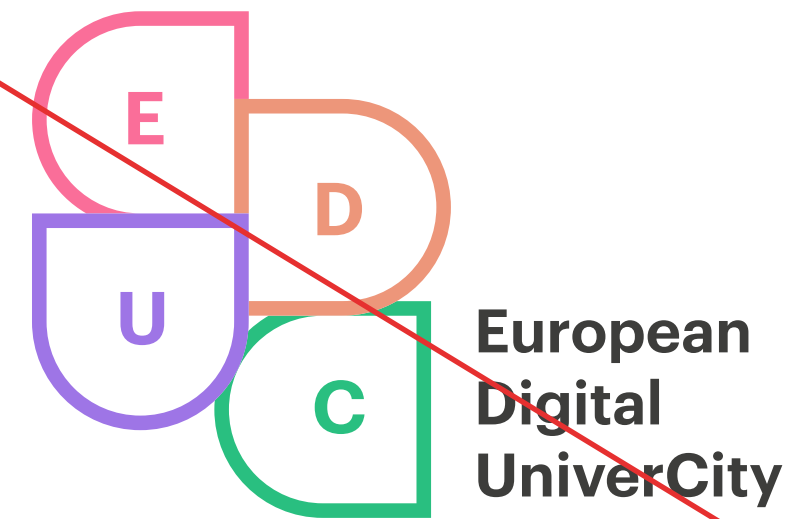
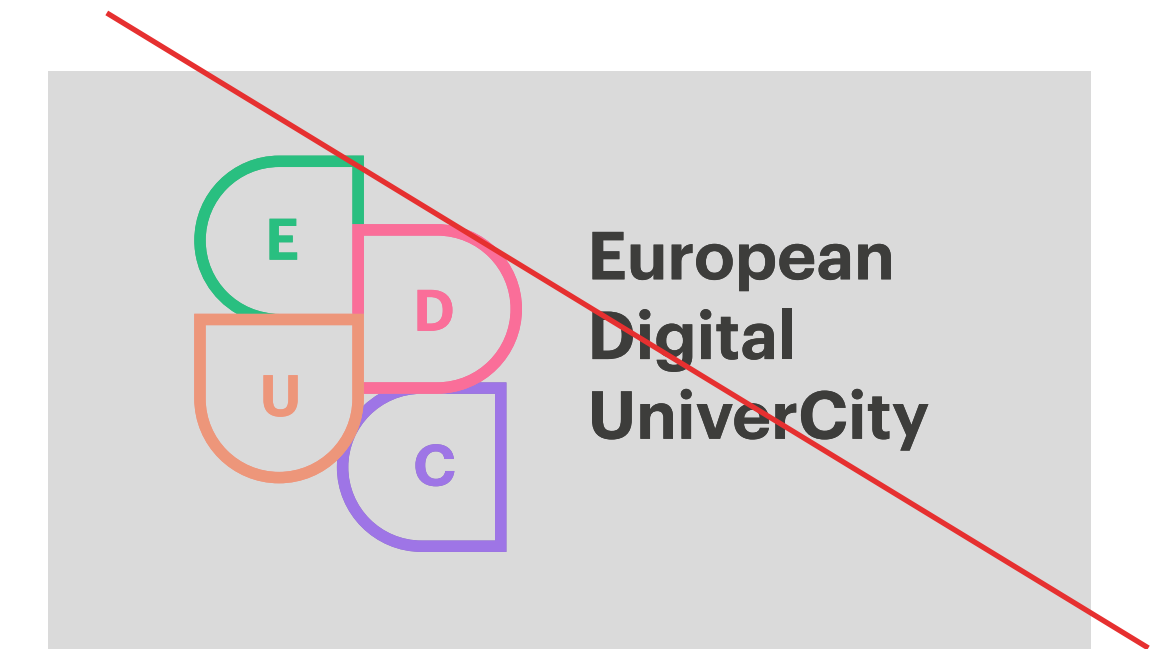
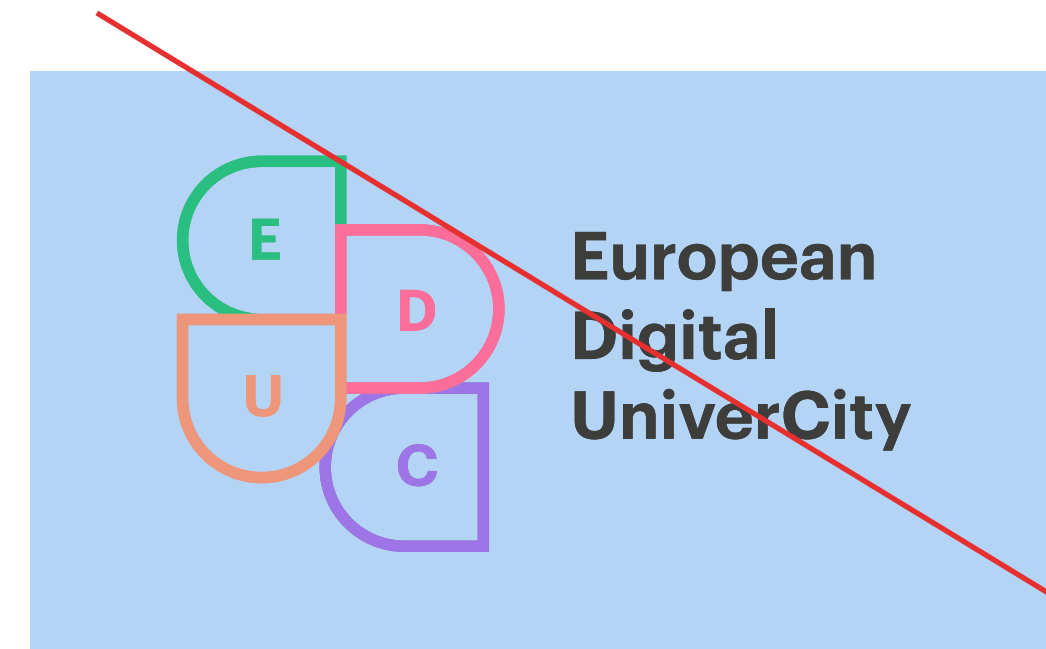
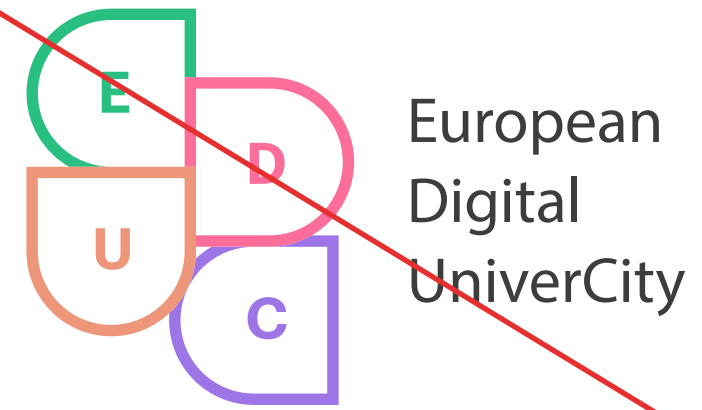
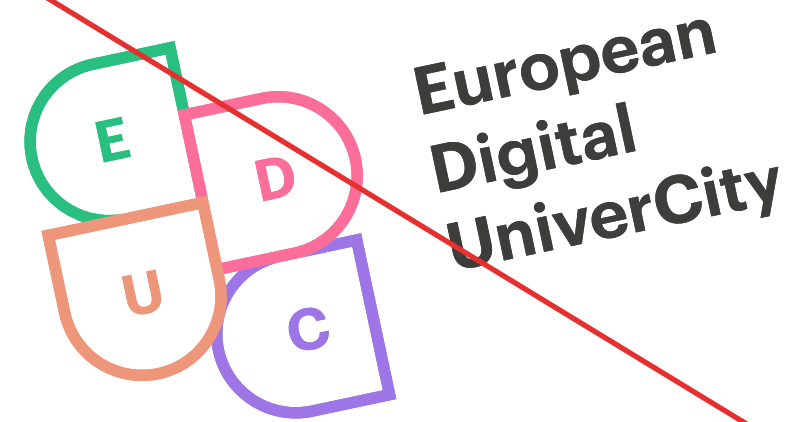
Solid logo doesn't exist in K100 variant. In certain cases, when it's possible to use only the black color (e.g. stamp), there is K100 variant of the outline logo.



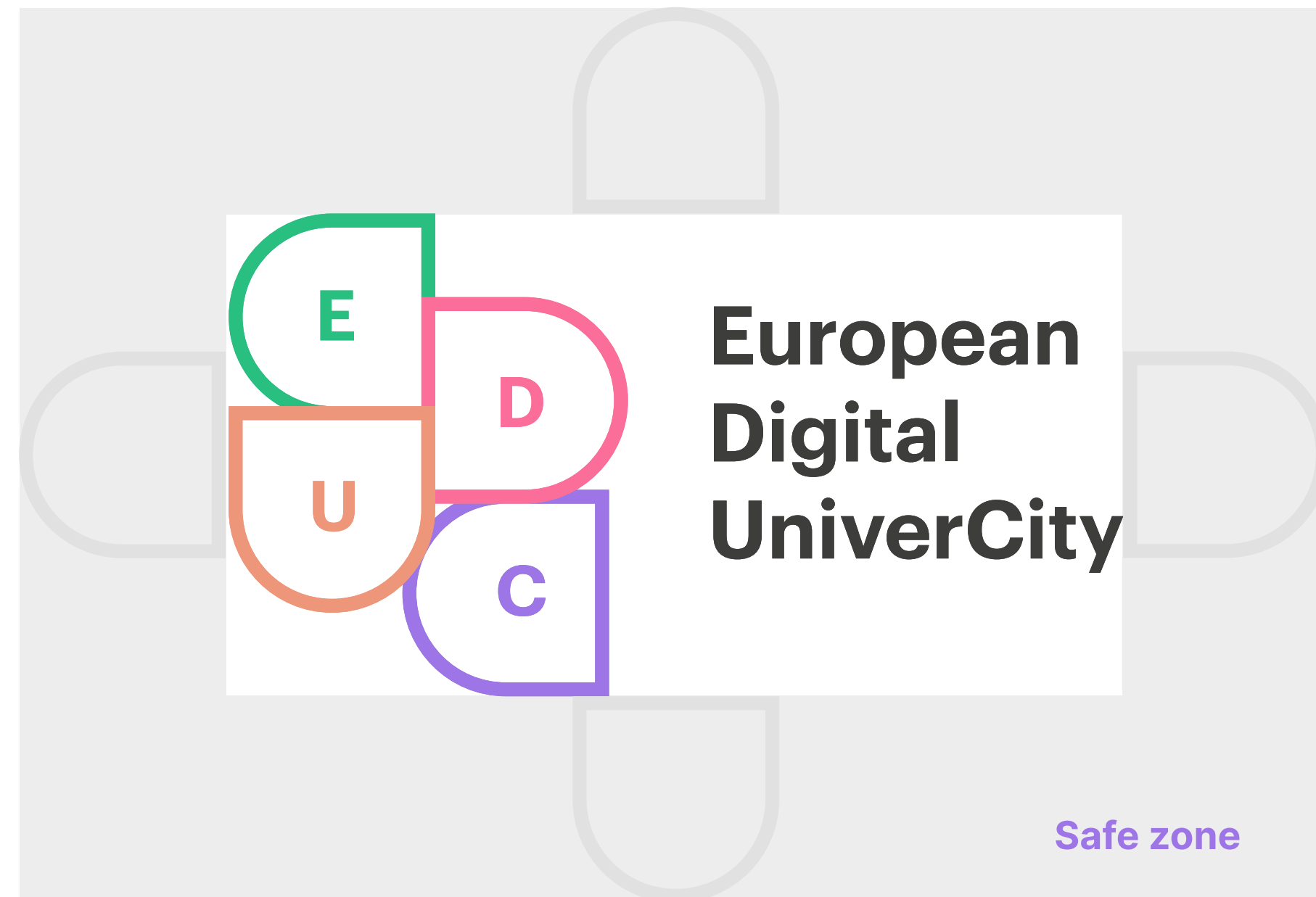
1.3 Prohibited logo use (solid variant)



1.4 Prohibited logo use (solid variant)



1.5 Safe zone



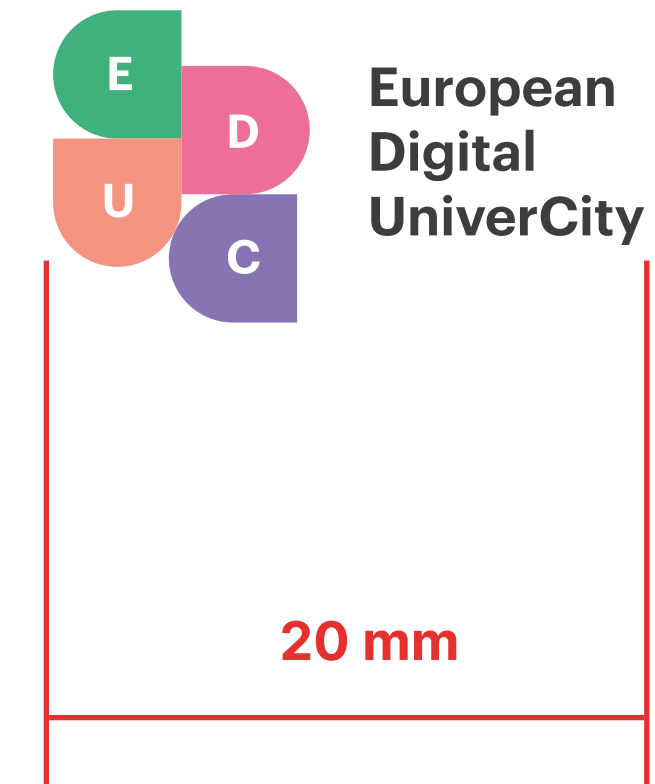
it is forbidden to violate the logo's safe zone with any text, shapes, photographs or page margins.

1.6 Minimum size



100% size

Regular size of the logo, usually for application on A4 paper format.



Minimum size

This is minimal size allowed for logo use. Smaller sizes are hardly legible and therefore forbidden.

2.

Visual style

2.1 Color Palette



C0, M0, Y0, K90
R61, G61, B59



C13, M7, Y63, K0
R232, G221, B121



C0, M70, Y13, K0
R249, G110, B153



C71, M0, Y64, K0
R40, G190, B127



C0, M52, Y45, K0
R255, G152, B128



C54, M57, Y0, K0
R157, G118, B229

2.2 Typeface

**We Digitalize
Education**

Inter Bold

**European
Digital UniverCity
Begins**

Inter Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip

Inter Regular

Primary font

Inter is a Google font. Use it in all online and offline materials, excluding Microsoft Office applications.

**We Digitalize
Education**

Arial Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Arial Regular

Secondary font

Arial is a system font. Use it only in Microsoft Office applications.

2.3 Graphic Style

We take elementary shapes from the logo and use them in a significant playful geometric layouts in all our materials.

This graphic style, using basic shapes and color patterns, represents creativity, diversity, international collaboration and innovative methods in education.



European Digital UniverCity

European Digital UniverCity

Kick-off Ceremony

www.educ.eu

23 March 2020
Rennes, France

Rue de Cheval 653/4
Rennes

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

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

European Digital UniverCity

23 July 2020
start 18.00

Rue de Cheval 653/4
Rennes

Digital Education

>Lorem ipsum dolor sit amet.

www.educ.eu

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

European Digital UniverCity

Digital Education

- Sed finibus est ut lectus pellentesque viverra.
- Mauris pellentesque justo id elit molestie mattis.
- Ut eget nunc vel orci tempus tincidunt.
- Nam rhoncus ex quis suscipit fermentum.
- Integer efficitur tortor sit amet ornare interdum.
- Vivamus id mauris nec est vulputate ultricies.

www.educ.eu

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

European Digital UniverCity

EDUC Brochure

Digital Education

www.educ.eu

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

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Martin Obberhauser

Marketing manager
@ Masaryk University

EDUC Kick-off Event

23/4/2020
Pécs, Hungary

European Digital UniverCity

23 July 2020
start 18.00

Rue de Cheval 653/4
Rennes

European Digital UniverCity

Virtual Classes

Educational seminar

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

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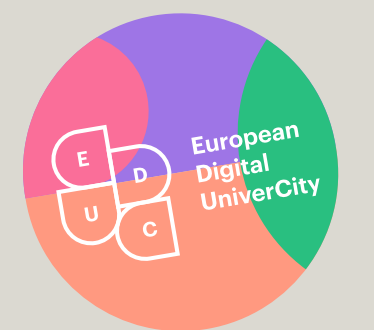
Université Paris Nanterre
France

200 avenue de la République
92001 Nanterre Cedex

European Digital UniverCity

University of Potsdam
Germany

Präsidentamt Am Neuen Palais 10
14469 Potsdam



Jean-Paul Sartre

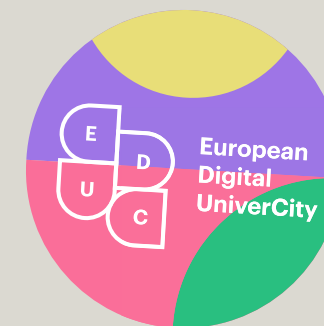
Marketing Manager
@University Paris Nanterre
www.educ.eu

01 40 97 72 00
sartre@parisnanterre.fr

Nadine Shovakar

Marketing Manager
@University of Potsdam
www.educ.eu

(+49) 331-977-153021
nadine.shovakar@uni-potsdam.de



23 July 2020
start 18.00

Rue de Cheval 653/4
Rennes

European Digital UniverCity

MasterClass

Educational seminar

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

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23 July 2020
start 18.00

Rue de Cheval 653/4
Rennes

European Digital UniverCity

European Politics

Educational seminar

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

www.educ.eu

2.4 Layout variability

Layout can be used in multiple options by switching basic colors in the shapes.

European Digital UniverCity

23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes

Digital Education

Lorem ipsum dolor sit amet.

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www.educ-alliance.eu

@EDUCUniverCity

European Digital UniverCity

Digital Education

- Sed finibus est ut lectus pellentesque viverra.
- Mauris pellentesque justo id elit molestie mattis.
- Ut eget nunc vel orci tempus tincidunt.
- Nam rhoncus ex quis suscipit fermentum.
- Integer efficitur tortor sit amet ornare interdum.
- Vivamus id mauris nec est vulputate ultricies.

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Digital Education

- Sed finibus est ut lectus pellentesque viverra.
- Mauris pellentesque justo id elit molestie mattis.
- Ut eget nunc vel orci tempus tincidunt.
- Nam rhoncus ex quis suscipit fermentum.
- Integer efficitur tortor sit amet ornare interdum.
- Vivamus id mauris nec est vulputate ultricies.

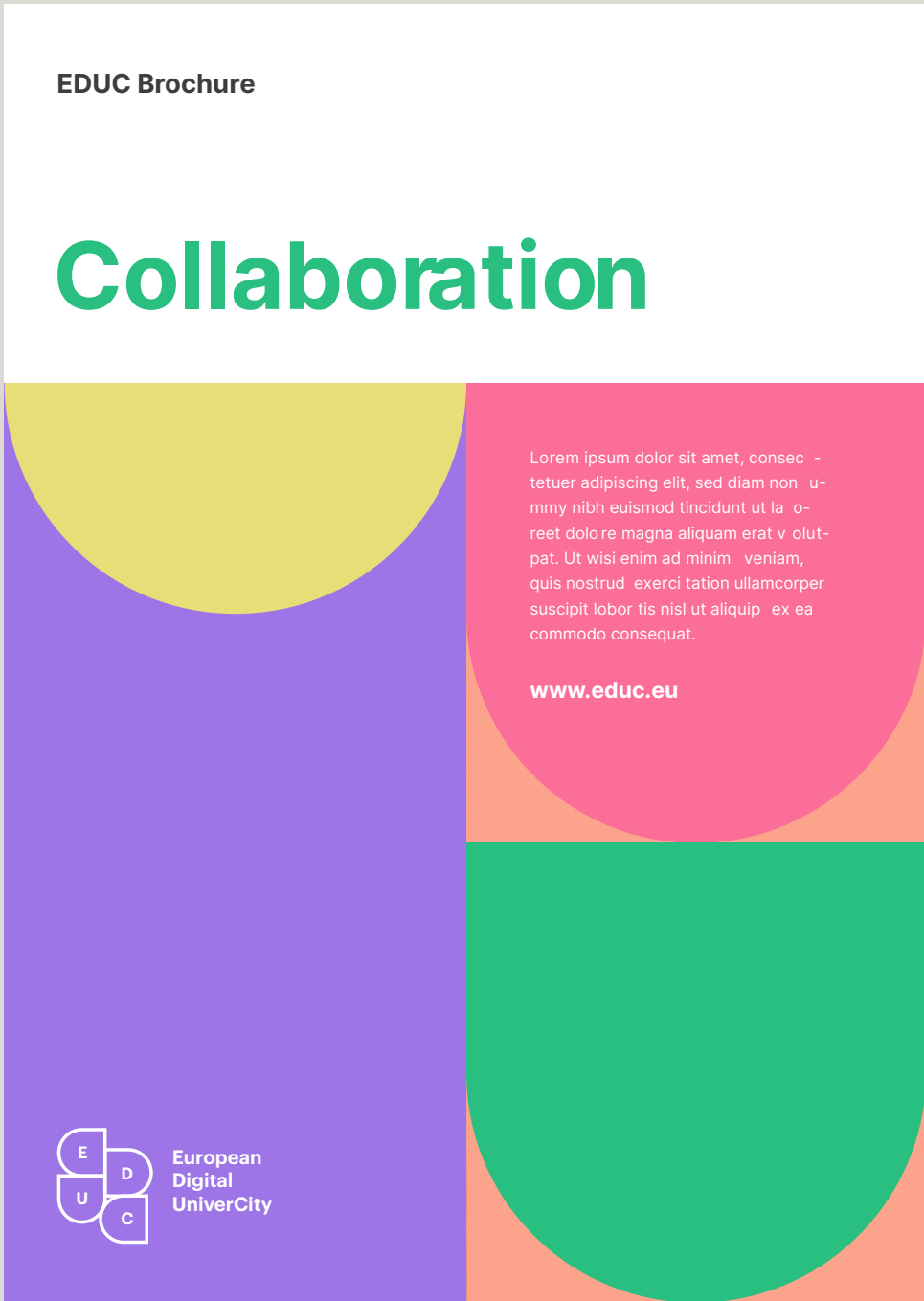
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2.5 Use of photos in the layout

Suitable parts of the layout can be replaced by photographs.



3.

Applications

3.1 Business Card

In Design Manual are three Illustrator templates with different layout variants.

Logo — European Digital UniverCity

University name — Masaryk University
Czech Republic

State —

University address — Žerotínovo nám. 617/9
601 77 Brno

Logo — European Digital UniverCity

University name — Université Paris Nanterre
France

University address — 200 avenue de la République
92001 Nanterre Cedex

Logo — European Digital UniverCity

University name — University of Potsdam
Germany

University address — PrŠsialamt Am Neuen Palais 10
14469 Potsdam

Position @ university — Marketing Manager
@Masaryk University
www.educ-alliance.eu

EDUC web —

Name — Lukáš Wiesner

Telephone — (+420) 733 457 896

E-mail — wiesner@czs.muni.cz

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@University Paris Nanterre
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Name — Jean-Paul Sartre

Telephone — 01 40 97 72 00

E-mail — sartre@parisnanterre.fr

Position @ university — Marketing Manager
@University of Potsdam
www.educ-alliance.eu

Name — Nadine Shovakar

Telephone — (+49) 331-977-153021

E-mail — nadine.shovakar@uni-potsdam.de

Variant 1

Variant 2

Variant 3

3.2 Letterhead

Logo



European
Digital
UniverCity

University of Potsdam
Präsidentamt Am Neuen Palais 10
Building 22, Room 31
14469 Potsdam

Dear Marta,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras aliquet fringilla neque id tincidunt. Proin vel feugiat tellus. In vulputate felis nec lacus laoreet rutrum. Ut condimentum lacinia vestibulum. Donec orci dui, pellentesque vitae gravida sit amet, interdum auctor sem. Aliquam dictum ullamcorper lacus nec varius. Aliquam erat volutpat. Aenean non libero turpis.

Suspendisse vitae turpis velit. Phasellus fringilla leo ut augue euismod mollis. Suspendisse convallis sem nisi, nec placerat lectus egestas sit amet. Duis porta est pulvinar, scelerisque nunc porttitor, aliquet sapien. Vestibulum nec sapien facilisis, pulvinar justo id, suscipit dolor. Nulla sed sem nunc. Etiam placerat sapien volutpat, maximus enim sed, commodo purus. Nunc mauris diam, pharetra ac scelerisque non, porta ac urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec accumsan accumsan elit, lobortis vulputate purus sollicitudin in. Ut finibus malesuada orci, eget semper arcu tincidunt vitae. Praesent id lectus iaculis, suscipit risus interdum, feugiat augue. Ut nec lacus maximus felis aliquet imperdiet. Integer velit libero, commodo et tortor in, bibendum sollicitudin libero. Quisque vel vestibulum erat. Etiam ultrices nibh ac lectus tincidunt auctor. Etiam vel tincidunt ex, et luctus enim.

Quisque non dui auctor quam molestie lobortis ut accumsan neque. Mauris urna mi, mollis ut leo nec, dignissim venenatis metus. Praesent non dui sed urna venenatis facilisis ut vitae nulla. Nulla rutrum nibh ante, et dignissim lacus convallis nec. Proin elementum, ipsum eget fringilla suscipit, ipsum diam interdum urna, a tempus odio arcu non nibh. Integer fermentum tortor ultricies turpis scelerisque, in tristique nulla viverra. Donec ullamcorper libero commodo imperdiet volutpat. Morbi ut turpis magna. Sed consequat neque at turpis congue blandit. Proin mi lacus, tincidunt a lacus non, condimentum iaculis enim. In hac habitasse platea dictumst. Morbi varius, arcu sed scelerisque ullamcorper, eros magna dapibus ipsum, tincidunt molestie metus ipsum a tortor. Vestibulum porttitor aliquet metus, pulvinar blandit velit accumsan vel. Duis eleifend semper lorem a hendrerit. Ut tempor risus est, vitae accumsan ligula posuere eu.

Best regards
Dr. Kurt Gebauer

Dr. Katja Jung
T: +49 331-977-113182
M: katja.jung@uni-potsdam.de

Nadine Shovakar
T: +49 331-977-153021
M: nadine.shovakar@uni-potsdam.de

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Body copy
(Arial Regular, 10pt)

Name (Arial Bold, 9pt)
Phone, mail
(Arial Regular, 9pt)

Color variant



European
Digital
UniverCity

University of Potsdam
Präsidentamt Am Neuen Palais 10
Building 22, Room 31
14469 Potsdam

Dear Marta,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras aliquet fringilla neque id tincidunt. Proin vel feugiat tellus. In vulputate felis nec lacus laoreet rutrum. Ut condimentum lacinia vestibulum. Donec orci dui, pellentesque vitae gravida sit amet, interdum auctor sem. Aliquam dictum ullamcorper lacus nec varius. Aliquam erat volutpat. Aenean non libero turpis.

Suspendisse vitae turpis velit. Phasellus fringilla leo ut augue euismod mollis. Suspendisse convallis sem nisi, nec placerat lectus egestas sit amet. Duis porta est pulvinar, scelerisque nunc porttitor, aliquet sapien. Vestibulum nec sapien facilisis, pulvinar justo id, suscipit dolor. Nulla sed sem nunc. Etiam placerat sapien volutpat, maximus enim sed, commodo purus. Nunc mauris diam, pharetra ac scelerisque non, porta ac urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec accumsan accumsan elit, lobortis vulputate purus sollicitudin in. Ut finibus malesuada orci, eget semper arcu tincidunt vitae. Praesent id lectus iaculis, suscipit risus interdum, feugiat augue. Ut nec lacus maximus felis aliquet imperdiet. Integer velit libero, commodo et tortor in, bibendum sollicitudin libero. Quisque vel vestibulum erat. Etiam ultrices nibh ac lectus tincidunt auctor. Etiam vel tincidunt ex, et luctus enim.

Quisque non dui auctor quam molestie lobortis ut accumsan neque. Mauris urna mi, mollis ut leo nec, dignissim venenatis metus. Praesent non dui sed urna venenatis facilisis ut vitae nulla. Nulla rutrum nibh ante, et dignissim lacus convallis nec. Proin elementum, ipsum eget fringilla suscipit, ipsum diam interdum urna, a tempus odio arcu non nibh. Integer fermentum tortor ultricies turpis scelerisque, in tristique nulla viverra. Donec ullamcorper libero commodo imperdiet volutpat. Morbi ut turpis magna. Sed consequat neque at turpis congue blandit. Proin mi lacus, tincidunt a lacus non, condimentum iaculis enim. In hac habitasse platea dictumst. Morbi varius, arcu sed scelerisque ullamcorper, eros magna dapibus ipsum, tincidunt molestie metus ipsum a tortor. Vestibulum porttitor aliquet metus, pulvinar blandit velit accumsan vel. Duis eleifend semper lorem a hendrerit. Ut tempor risus est, vitae accumsan ligula posuere eu.

Best regards
Dr. Kurt Gebauer

Dr. Katja Jung
T: +49 331-977-113182
M: katja.jung@uni-potsdam.de

Nadine Shovakar
T: +49 331-977-153021
M: nadine.shovakar@uni-potsdam.de

www.educ-alliance.eu

University address

EDUC web

B&W variant

3.3 Mail Signature

In mail signature logo EDUC can be used as an addition to university logo. Please use EDUC logo in appropriate size and do not violate it's safe zone.



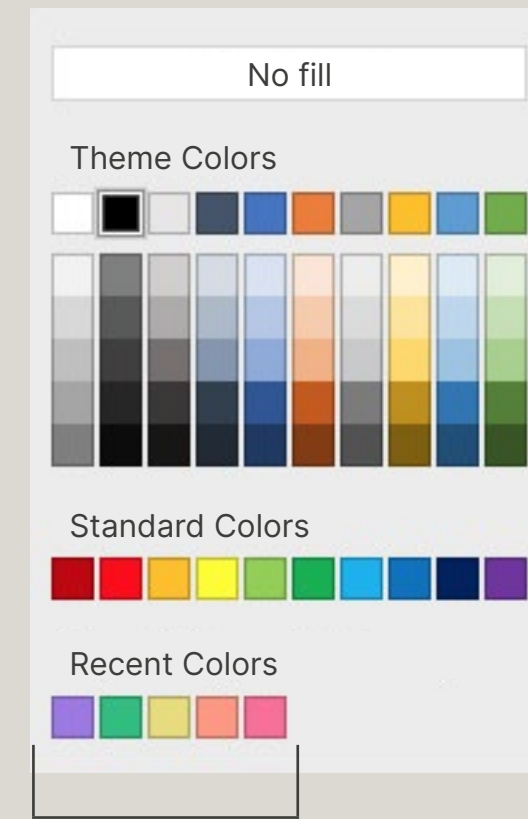
EDUC logo in Masaryk University mail signature

3.4 Document

Use this Document template for all types of office documents (e.g. agreements, certificates, matrix).

The document template includes the following elements:

- Logo:** European Digital UniverCity logo.
- Document title:** Document title (Arial Bold, 12pt).
- H1:** Headline H1 (Arial Bold, 14 pt). Color code: R40, G190, B127.
- H2:** Headline 2 (Arial Bold, 12 pt). Color code: R40, G190, B127.
- H3:** Headline 3 (Arial Bold, 10 pt).
- Body copy:** Body copy (Arial Regular, 10pt).
- Table formatting:** A table with 4 columns and 4 rows.
- EU publicity:** Co-funded by the Erasmus+ Programme of the European Union logo.
- EDUC web:** www.educ-alliance.eu



We set five EDUC colors as Recent colors in the template. Use primarily these colors for tables, graphs and other graphics.

Word template

3.5 Envelope

University logo

You can use various envelope templates.
We recommend to use this layout.

EDUC logo



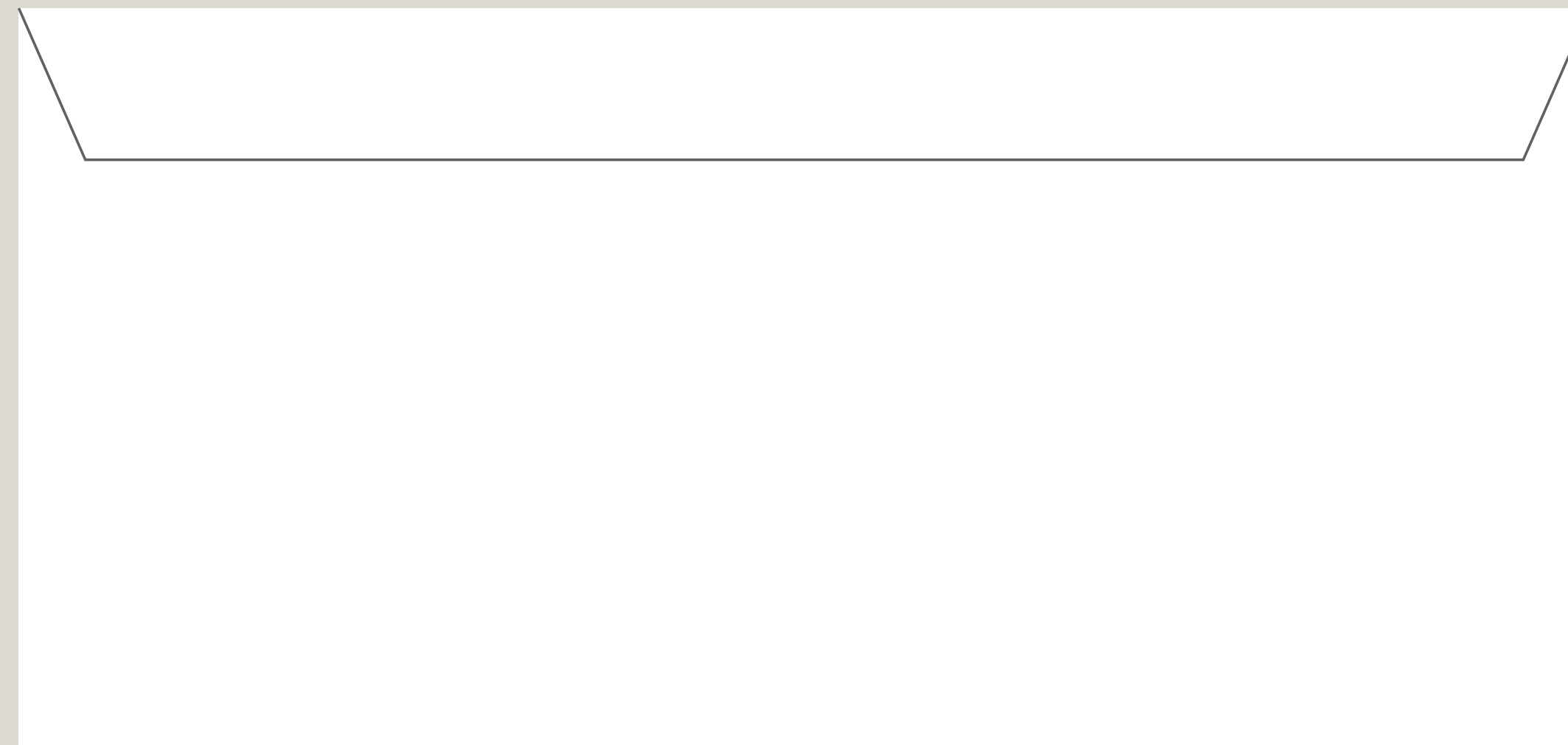
Sender's
address
(Inter Bold/
Regular, 8pt)

University of Potsdam
Präsidiatamt Am Neuen Palais 10
Building 22, Room 31
14469 Potsdam
www.educ-alliance.eu

R40, G190, B127

Masaryk University
Centre for International Cooperation
Komenského nám. 2 (second floor)
602 00 Brno
Czech Republic

Recipient's
address
(Inter Bold/
Regular, 8pt)



3.6 PPT presentation

Examples of various slides from predefined PowerPoint template.

European Digital UniverCity

Presentation Title

John Raspberry

Université Paris Nanterre

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

www.educ.eu

Presentation title

Layout with photos 01

- Sed finibus est ut lectus pellentesque viverra.
- Mauris pellentesque justo id elit molestie mattis.
- Ut eget nunc vel orci tempus tincidunt.
- Nam rhoncus ex quis suscipit fermentum.
- Integer efficitur tortor sit amet ornare interdum.
- Vivamus id mauris nec est vulputate ultricies.

European Digital UniverCity

Presentation title

Table styling

	Název sloupce	Název sloupce	Název sloupce	Název sloupce
Název řádku	156 mil. Kč	156 mil. Kč	156 mil. Kč	156 mil. Kč
Název řádku	56 mil. Kč	56 mil. Kč	56 mil. Kč	56 mil. Kč
Název řádku	8 mil. Kč	8 mil. Kč	8 mil. Kč	8 mil. Kč
Název řádku	876 mil. Kč	876 mil. Kč	876 mil. Kč	876 mil. Kč
Název řádku	786 mil. Kč	786 mil. Kč	786 mil. Kč	786 mil. Kč
Název řádku	68 mil. Kč	68 mil. Kč	68 mil. Kč	68 mil. Kč

European Digital UniverCity

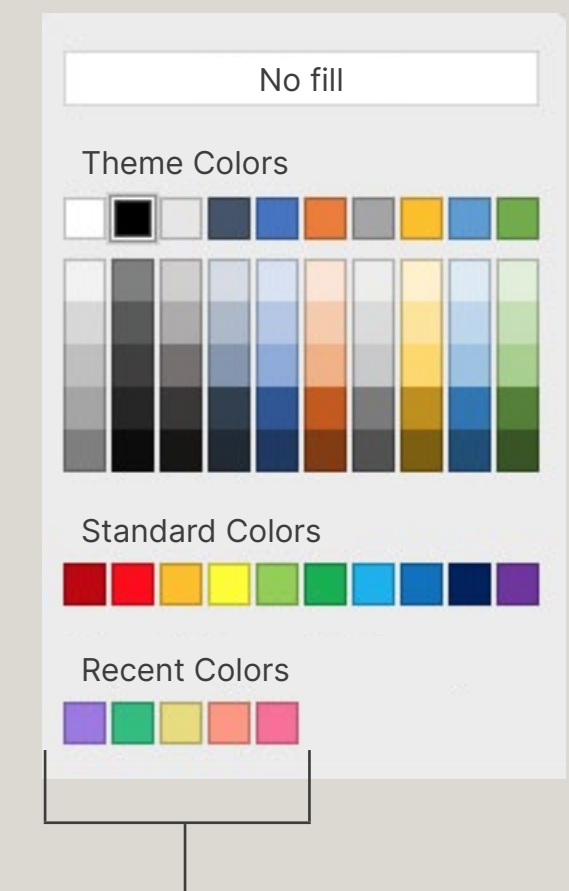
Presentation title

Chart styling

Legend: Řada 1 (Green), Řada 2 (Purple), Řada 3 (Orange)

Kategorie	Řada 1	Řada 2	Řada 3
Kategorie 1	4,3	2,4	2
Kategorie 2	2,5	4,4	2
Kategorie 3	3,5	1,8	3
Kategorie 4	4,5	2,8	5

European Digital UniverCity



We set five EDUC colors as Recent colors in the template.

Use primarily these colors for tables, graphs and other graphics.

3.7 Poster

Use a simple layout for posters. Less information is better. It's allowed to use photos, cut-outs or just graphics in EDUC colors. EU publicity is obligatory for posters.


23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes



European Digital UniverCity

Virtual Classes

Educational seminar



Twitter, Facebook, Instagram icons @educuniversity

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



www.educ.eu

23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes



European Digital UniverCity

MasterClass

Educational seminar



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23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes



European Digital UniverCity

European Politics

Educational seminar




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



www.educ.eu

23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes



European Digital UniverCity


European Politics

Educational seminar

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Twitter, Facebook, Instagram icons @educuniversity

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



www.educ.eu

3.8 Flyer

Flyer layout can be used in multiple variations – with photos, cut-outs or just graphics. There should be always a white space for additional info and obligatory EU publicity.



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23 March 2020
Rennes, France
Rue de Cheval 653/4
Rennes

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



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23 March 2020
18:00
Masaryk University
Žerotínovo nám. 324

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



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Erasmus+ Programme
of the European Union



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23 March 2020
Rennes, France
Rue de Cheval 653/4
Rennes

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



3.9 Roll-up



European Digital UniverCity

23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes

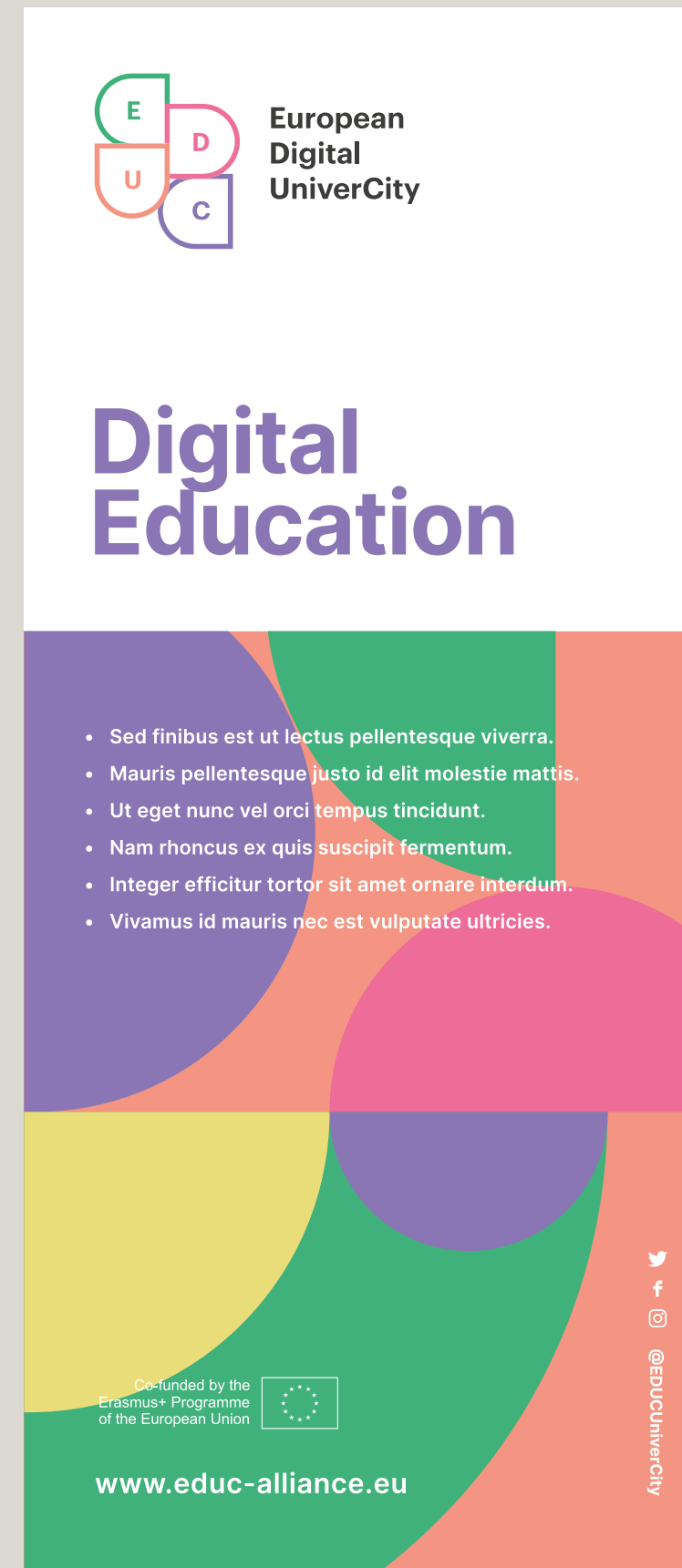
Digital Education

Lorem ipsum dolor sit amet.

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

www.educ-alliance.eu

@EDUCUniverCity



European Digital UniverCity

Digital Education

- Sed finibus est ut lectus pellentesque viverra.
- Mauris pellentesque justo id elit molestie mattis.
- Ut eget nunc vel orci tempus tincidunt.
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- Vivamus id mauris nec est vulputate ultricies.

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23 July 2020 start 18.00 Rue de Cheval 653/4 Rennes

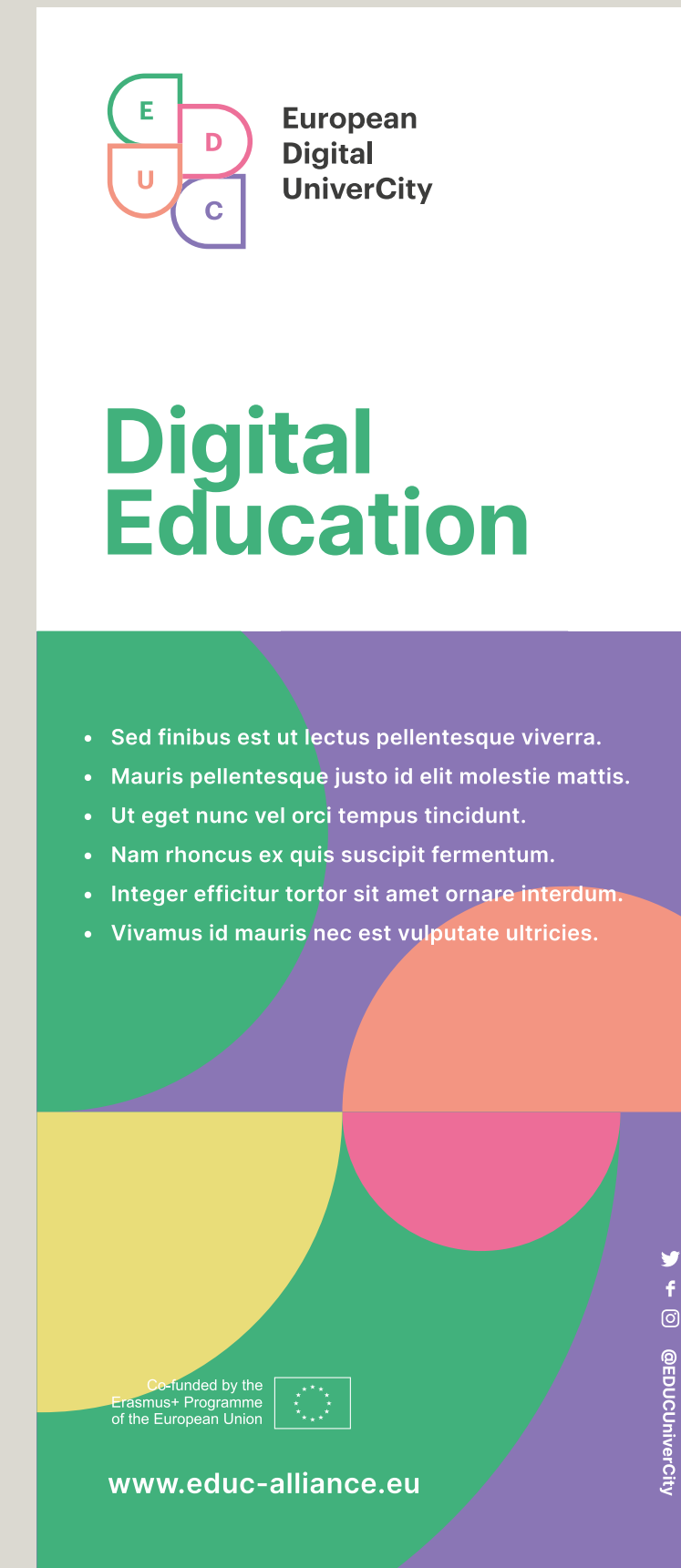
Digital Education

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@EDUCUniverCity



European Digital UniverCity

Digital Education

- Sed finibus est ut lectus pellentesque viverra.
- Mauris pellentesque justo id elit molestie mattis.
- Ut eget nunc vel orci tempus tincidunt.
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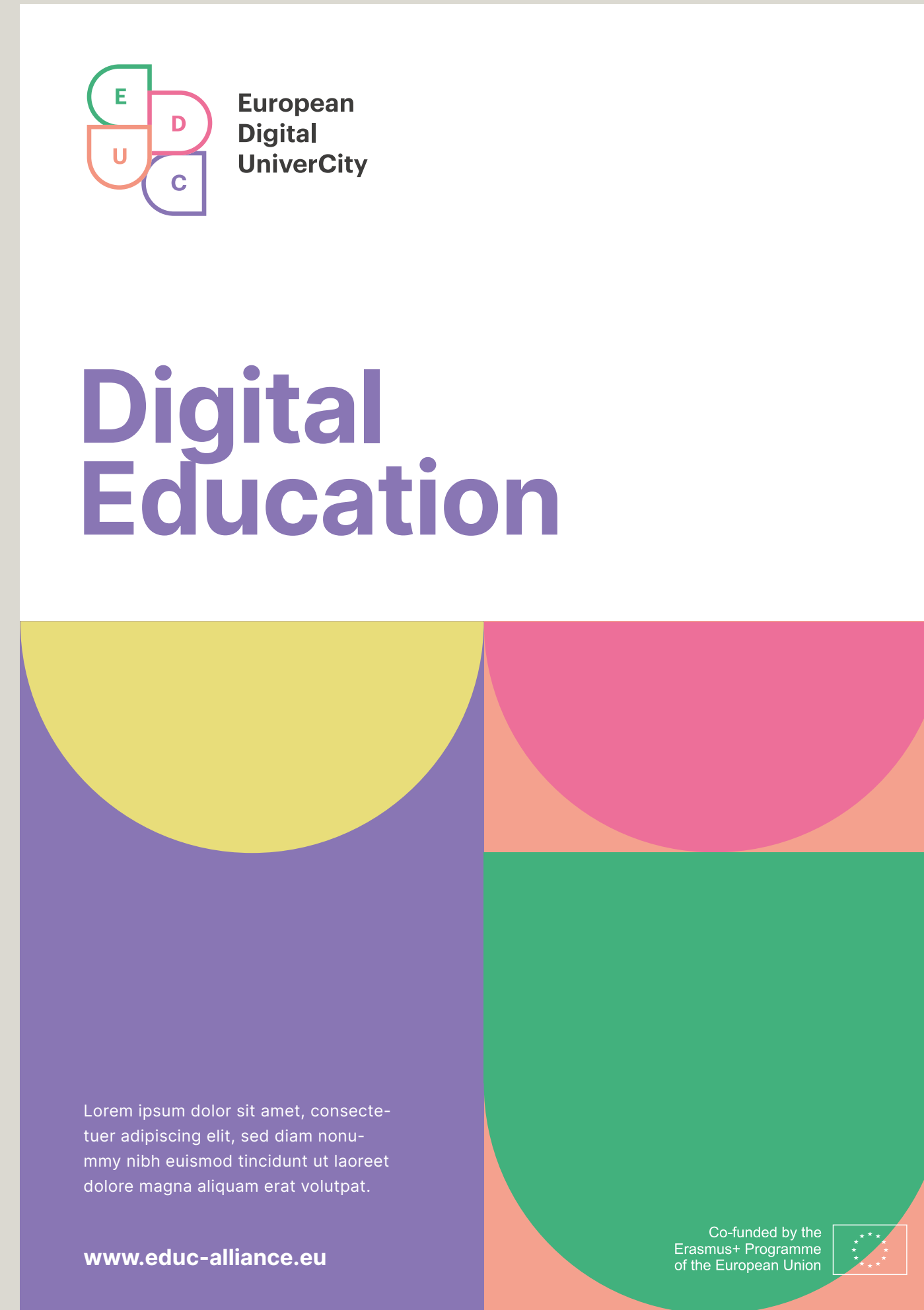
Co-funded by the Erasmus+ Programme of the European Union

www.educ-alliance.eu

@EDUCUniverCity

Roll-up layout can be also used in multiple variations – with photos, cut-outs or just graphics. There should be always a white space on the upper part and obligatory EU publicity and website on the bottom.

3.10 Brochure



Brochure layout can be also used in multiple variations – with photos, cut-outs or just graphics. There should be always a white space on the upper part and obligatory EU publicity and website on the bottom.

3.10 Brochure

University logos

EDUC logo

H1 (Inter Bold 44pt)

R157, G118, B227

H3 (Inter Bold 11pt)

R40, G190, B127

Body copy (Inter Regular 8pt)

Quotation (Inter Bold 22pt)

University logos

EDUC logo

European Digital UniverCity

Key Aspects of the Alliance

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

Get to Know the Alliance

Mission and Vision

EDUC creates a truly integrated European University with students, researchers and administrative staff who learn, teach and work at universities differing in size, age, native languages and disciplinary foci.

Using modern digital tools and face-to-face collaboration, we form a strong triangle of shared knowledge and academic values between Western, Central and Southern Europe, developing strong ties between local environments to tackle global challenges of the 21st century.

www.educ-alliance.eu

Social media

@EDUCUniverCity

Digitalisation

Shared digital tools are the key to the effective collaboration in research, connecting people and services, improving work, teaching and learning. Thus, innovative mobility scenarios are created, guaranteeing automatic recognition of credits and streamlining the whole mobility process. Only an environment making use of the digital in an experimental, coherent and inclusive way is able to develop the relevant skills of students, teachers and staff. We are thus taking an active part in shaping the foundations of a new European society on the rise.

Global and local integration

With a total population of over 158.000 students and 20.900 members of faculty and staff, EDUC has the size of a bigger European city. Just as cities have always been places of diversity, innovation and community that reached beyond themselves, EDUC develops strong ties between its local social environments with a consistent European perspective on the global challenges of the 21st century. EDUC creates an environment where scientific centres, corporate partners, and local communities can collaborate with all partner institutions via the framework established by the alliance members.

Connection to EU Activities

EDUC is situated within a network of several initiatives for the digitalization of higher education led by the European Commission, thus integrating even more into the EU framework. Among these are,

for example, the development of consistent IT-services (e.g. ERASMUS+ App, ERASMUS without papers) as well as the European Student Card.

Mobilities and Research

Using virtual exchange scenarios and mutualised administrative processes in connection to the new curricula, students, researchers and staff have and easy access to all EDUC partners. With a strong focus on inclusion, framework for people with special needs is created to to break down the barriers on a way to European integration. Research-focused virtual learning coupled with short-term mobility enhances the interconnection of studying and research. Thanks to these steps, the EDUC's student journey becomes truly individualised European experience.

Sustainable Development Goals

In order to speak internationally with a united voice, EDUC will develop a shared internationalization strategy in accordance with the Sustainable Development Goals (SDGs) to open its community and its offerings to the world.

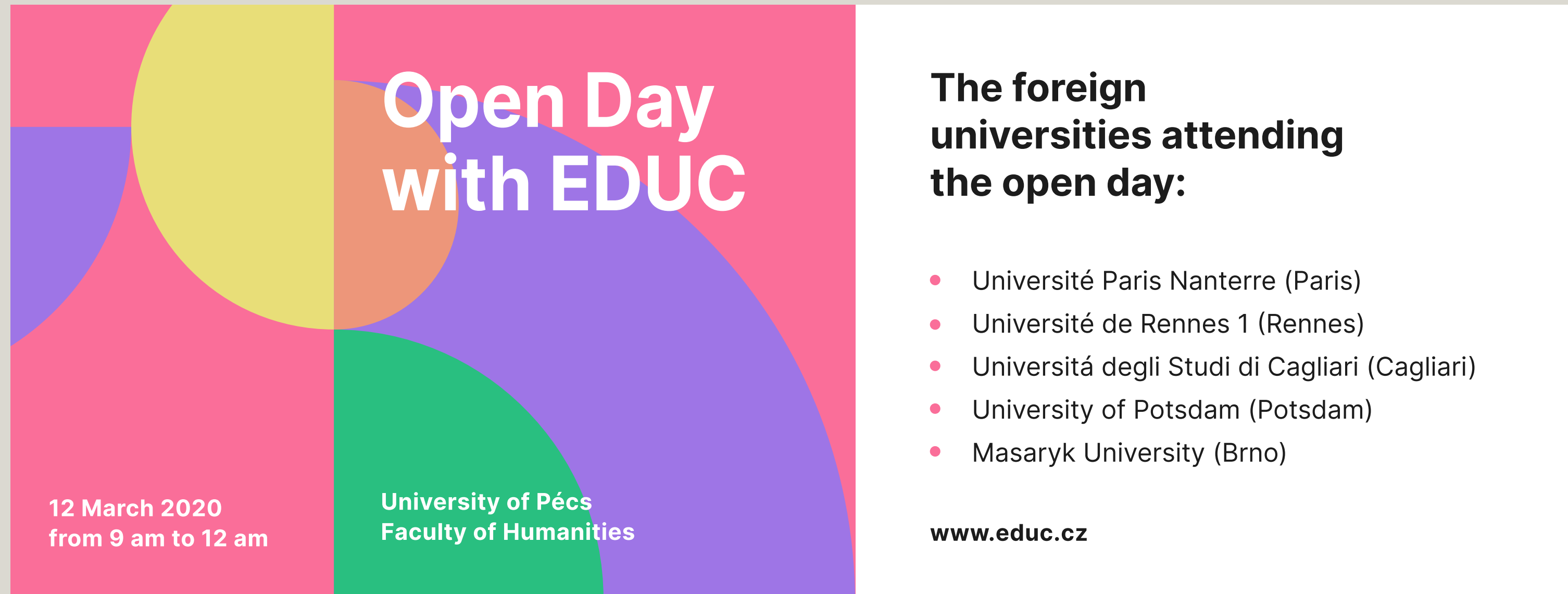
Horizontal Governance Structure

The governance structure mirrors the agile spirit of its management. This strategy integrates the unique features of all partner universities as well as the stakeholders on all levels. This challenge-driven approach assures a strong motivation for all stakeholders to get involved and to feel appreciated for the creativity of their work.

Only by connecting people we can achieve true integration of European education.

Whole page photo

3.11 Horizontal banner



**Open Day
with EDUC**

12 March 2020
from 9 am to 12 am

University of Pécs
Faculty of Humanities

**The foreign
universities attending
the open day:**

- Université Paris Nanterre (Paris)
- Université de Rennes 1 (Rennes)
- Università degli Studi di Cagliari (Cagliari)
- University of Potsdam (Potsdam)
- Masaryk University (Brno)

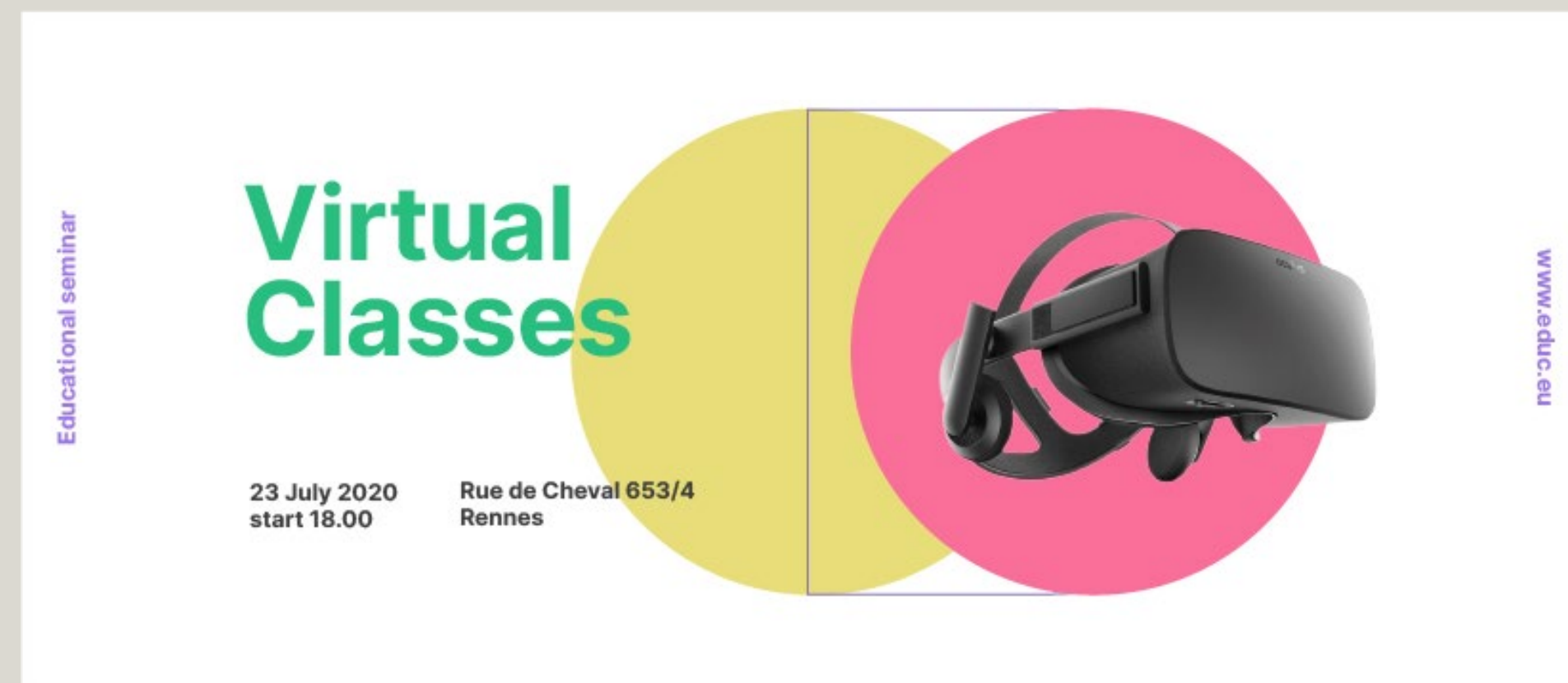
www.educ.cz

Colorful layout can be also used for horizontal landscape formats.

3.12 Facebook banner



Facebook banners are prepared with a respect for the safe zone. Important information should be in the middle and then it appears on both desktops and mobile screens.



3.13 Badge



105 × 160 mm

A focus point of this EDUC badge is at the guest's name and surname. We recommend to use just graphics in this layout, without any photos. You can use also other EDUC colors for a band.

3.14 Merchandise

Thanks to dynamics of the key visual, there are many options how to work with the merchandise.

