

Design Manual

EDUC

Content

1 Logo variants

- 1.1 Logo variants
- 1.2 Use of logo variants
- 1.3 Prohibited logo use (solid variant)
- 1.4 Prohibited logo use (outline variant)
- 1.5 Safe zone
- 1.6 Minimum size

3 Application

- 3.1 Business Card
- 3.2 Letterhead
- 3.3 Mail Signature

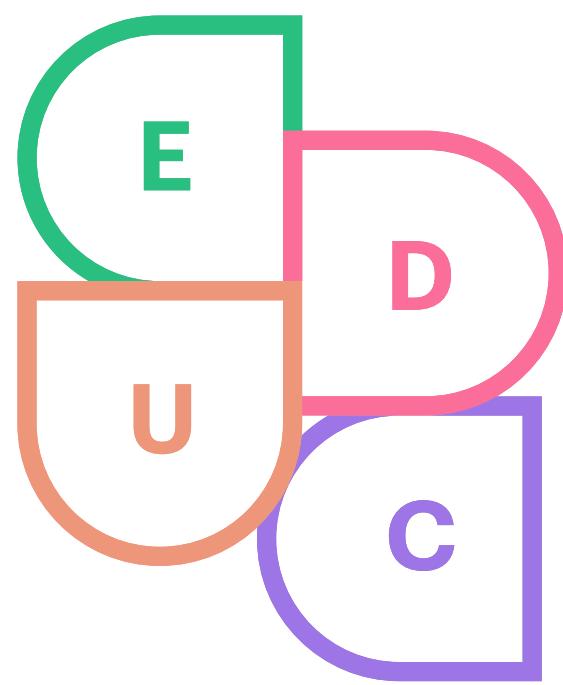
2 Visual Style

- 2.1 Color Palette
- 2.2 Typeface
- 2.3 Graphic Style
- 2.4 Layout variability
- 2.5 Use of photos in the layout

1.

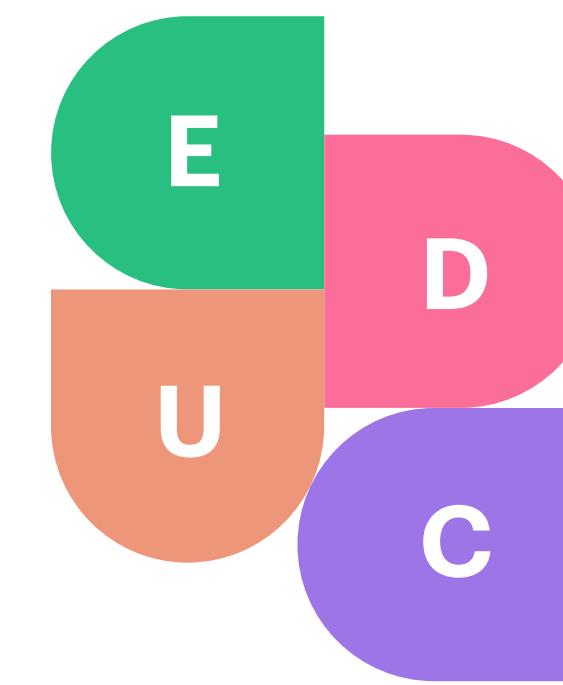
Logotype

1.1 Logo variants



**European
Digital
UniverCity**

Outline variant



**European
Digital
UniverCity**

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.

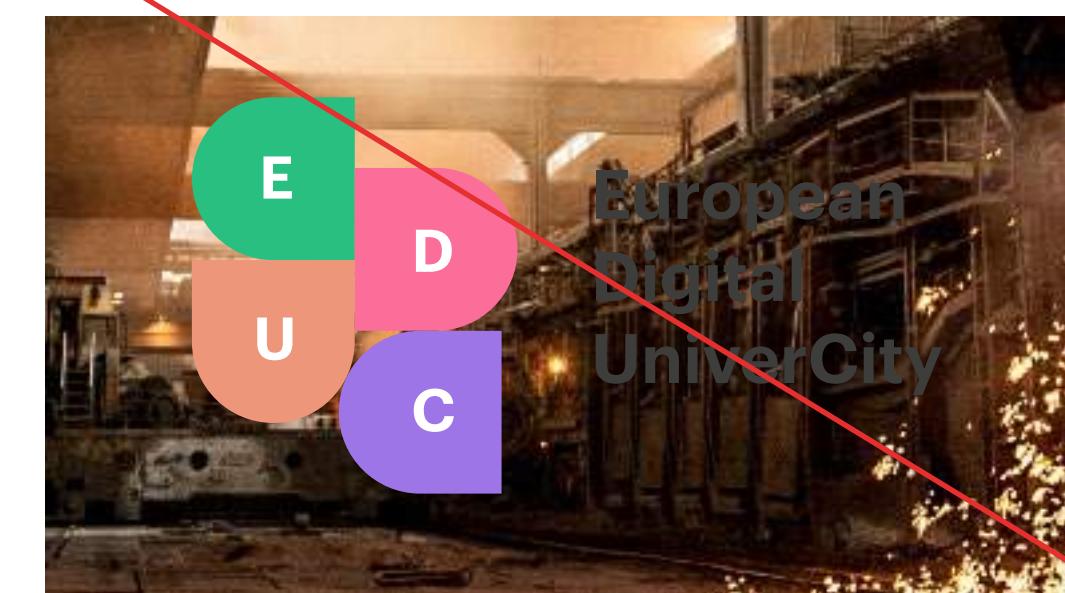
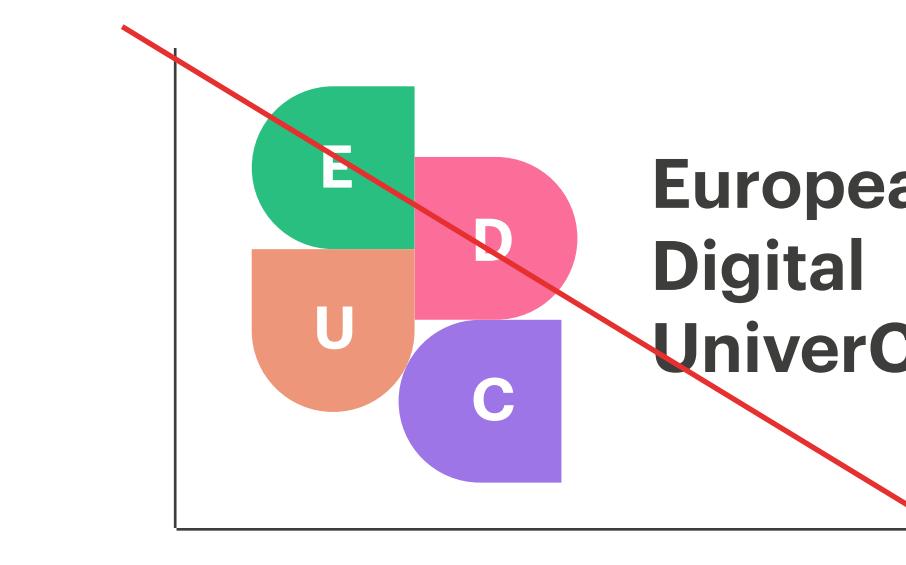
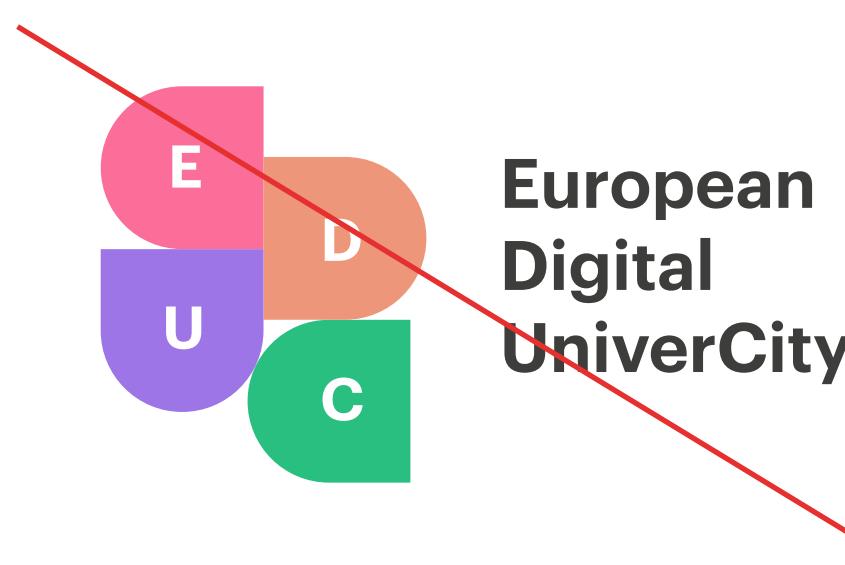
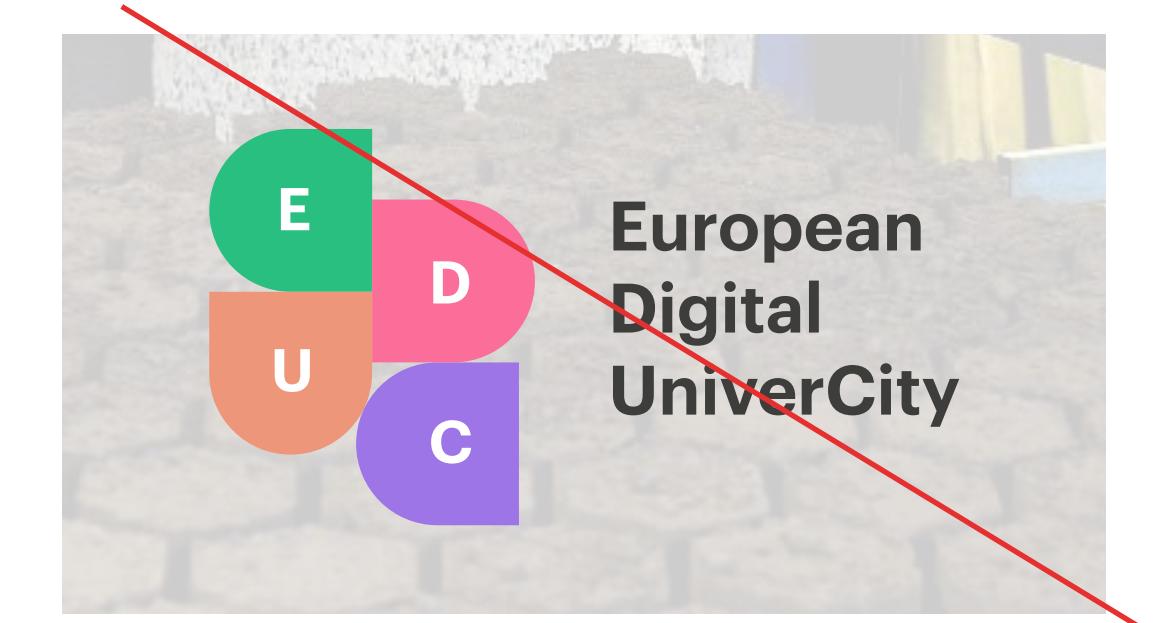
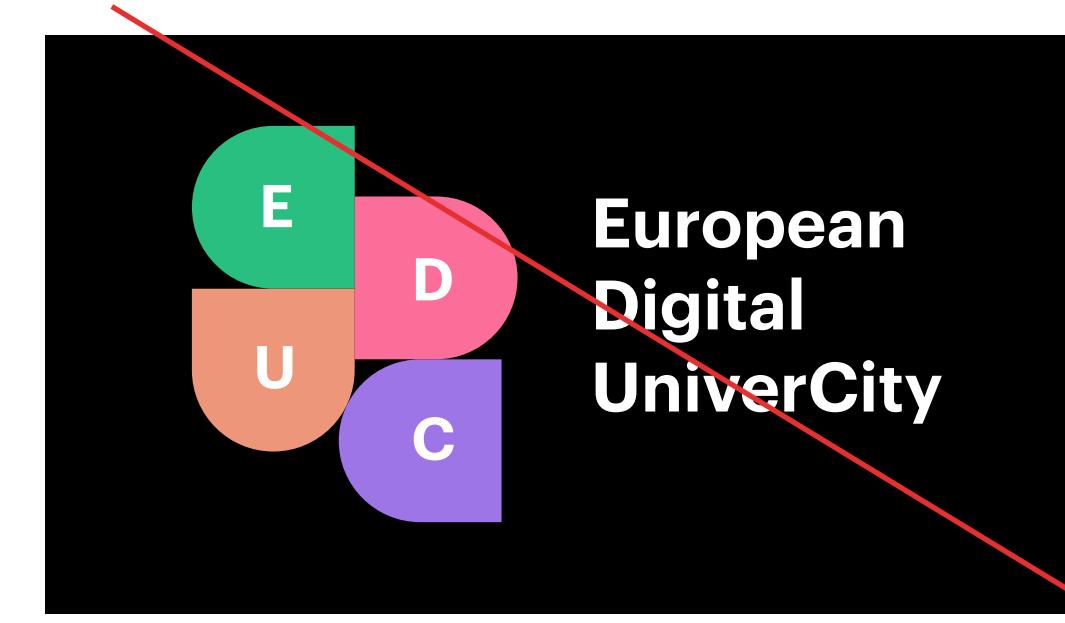
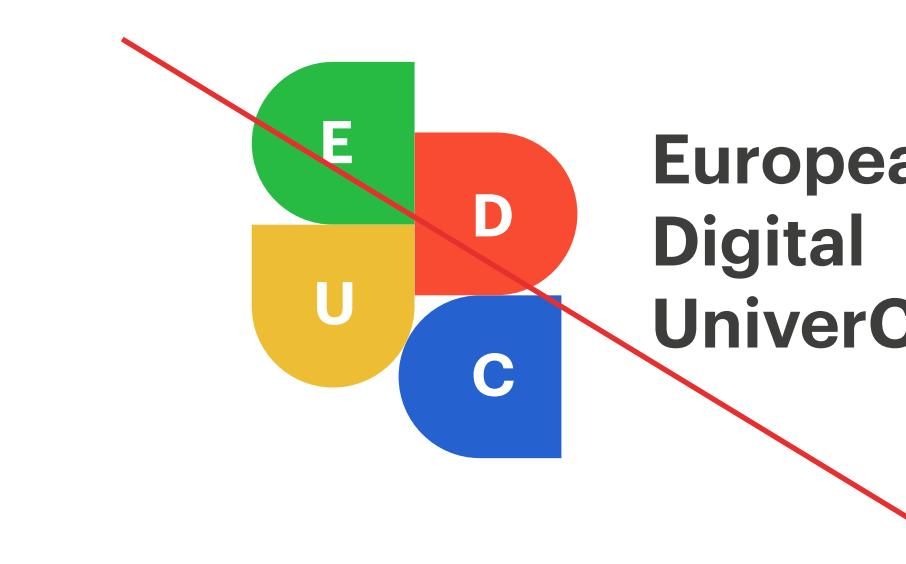
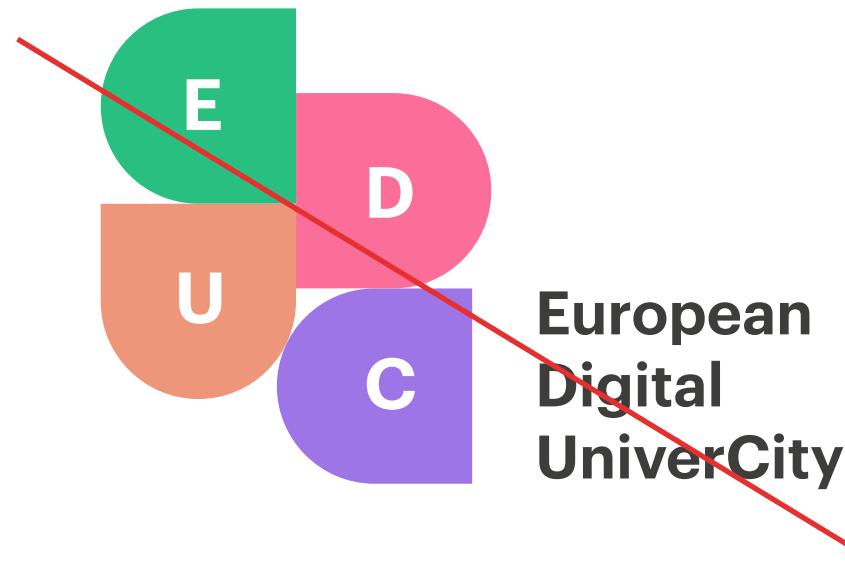
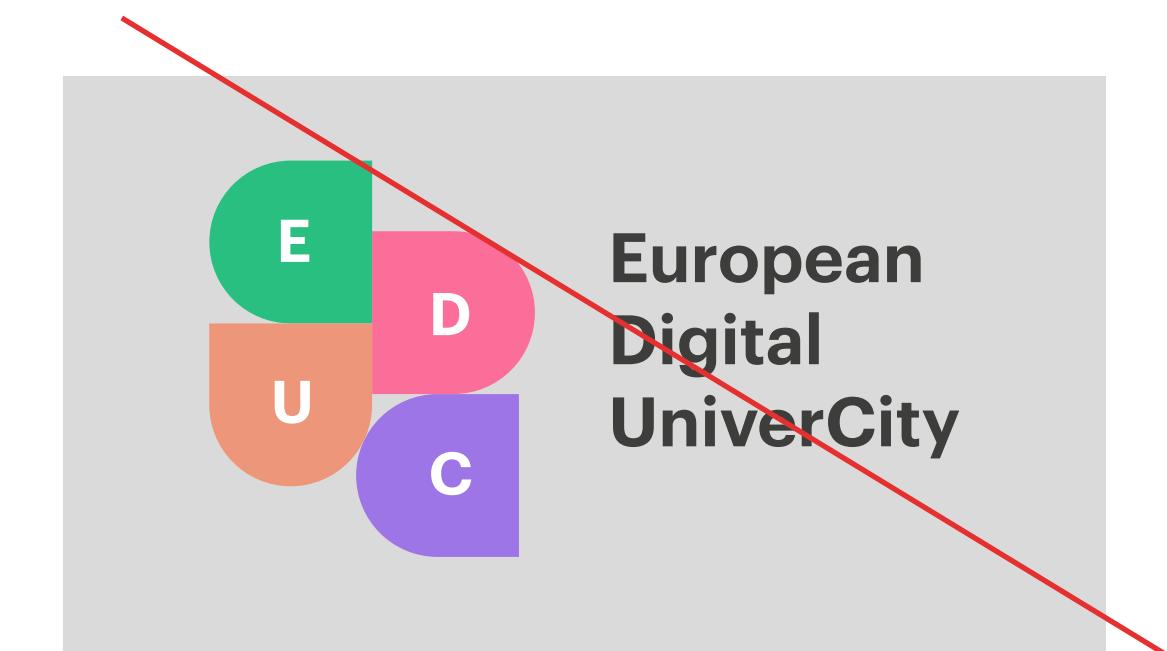
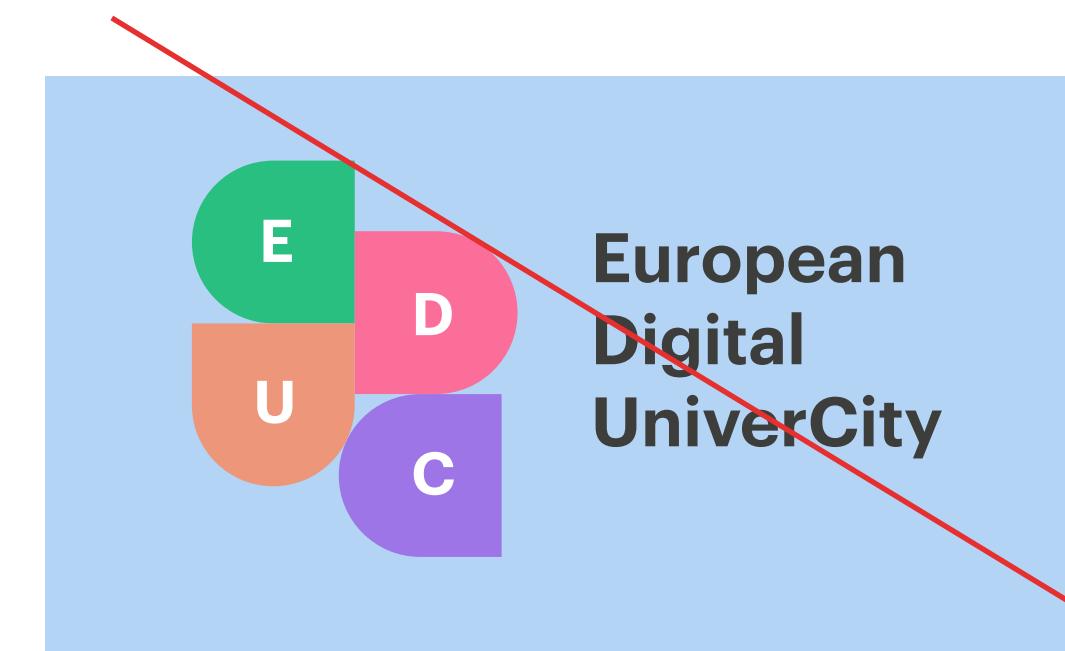
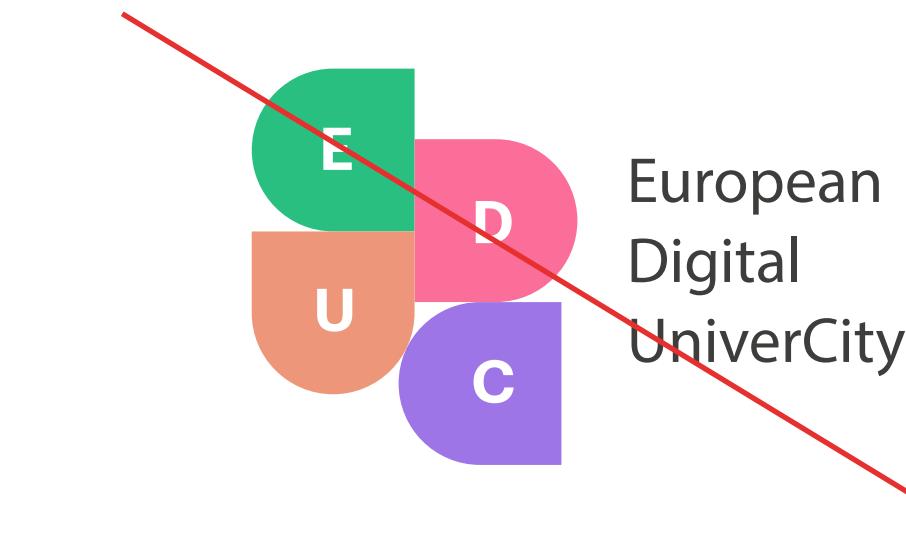
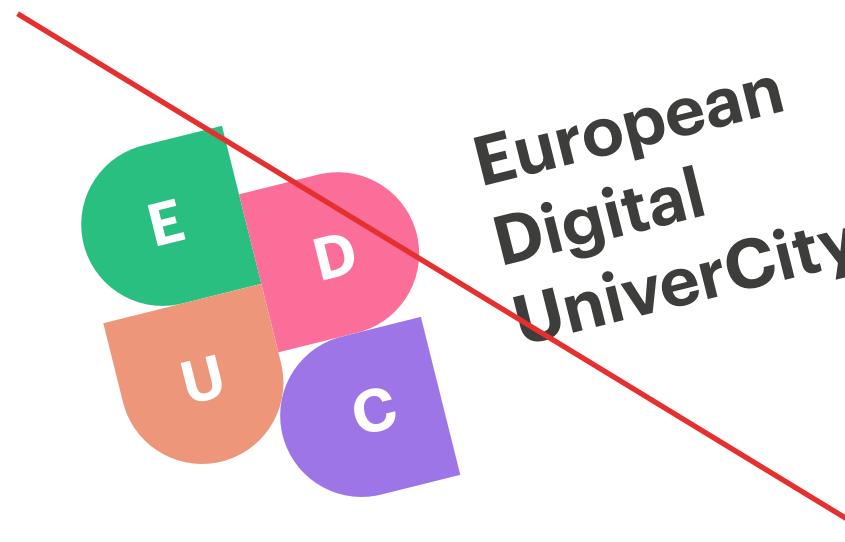


K100 variation

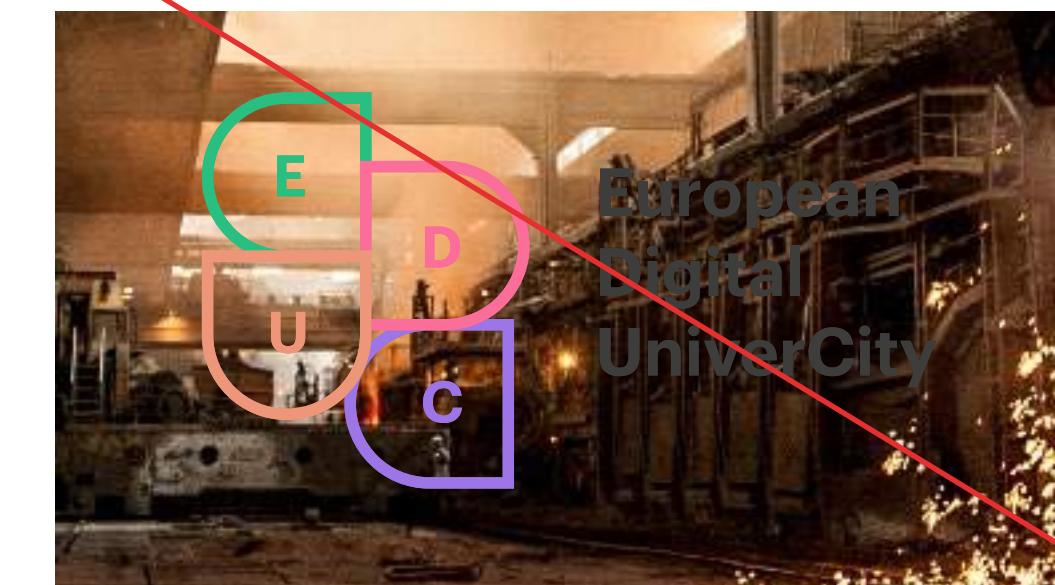
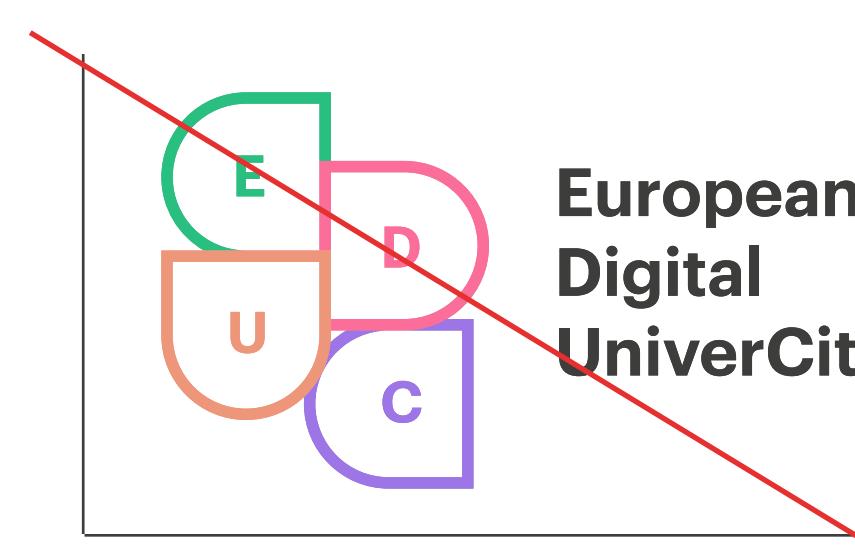
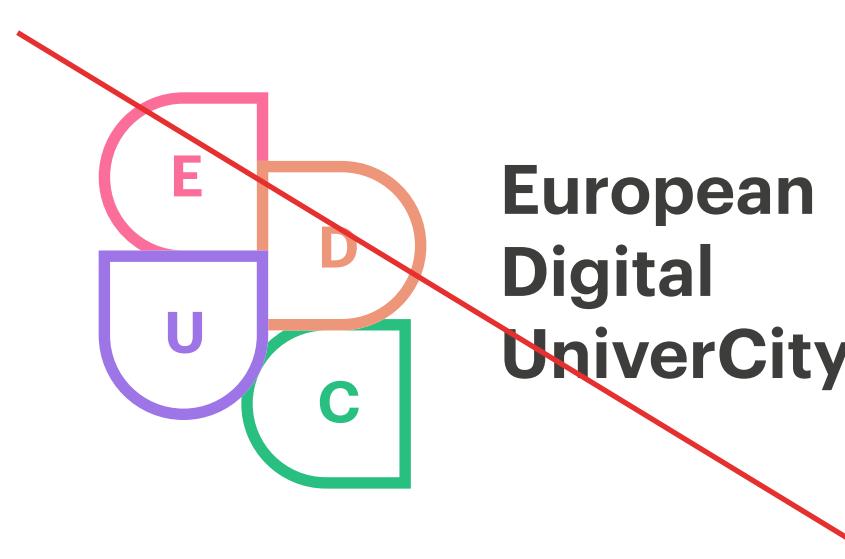
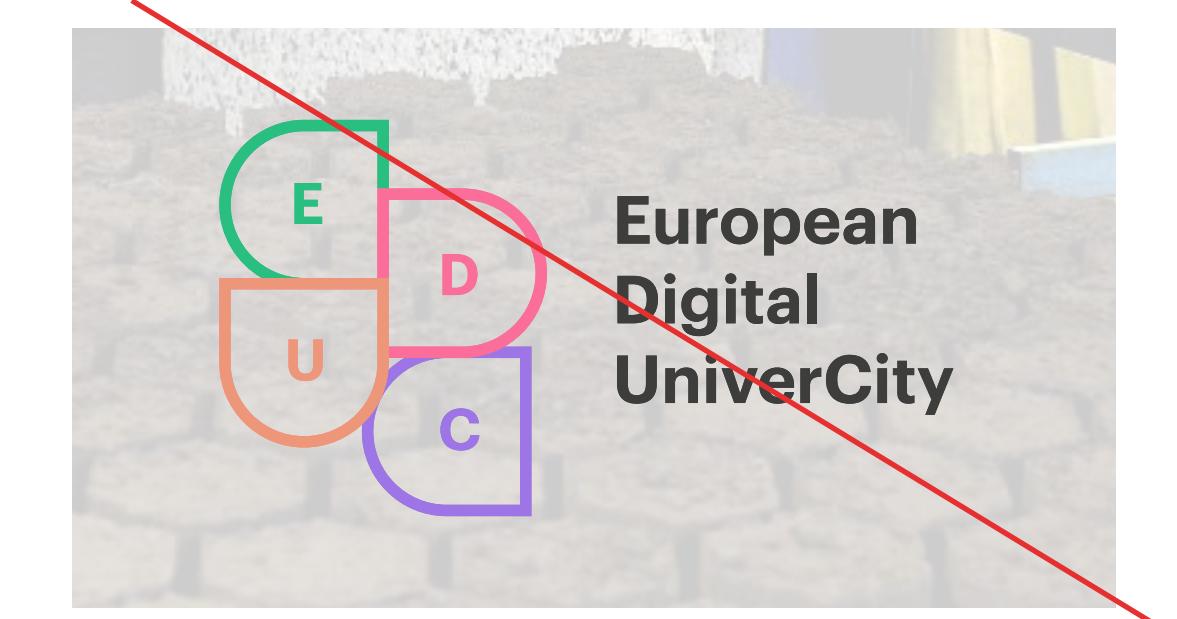
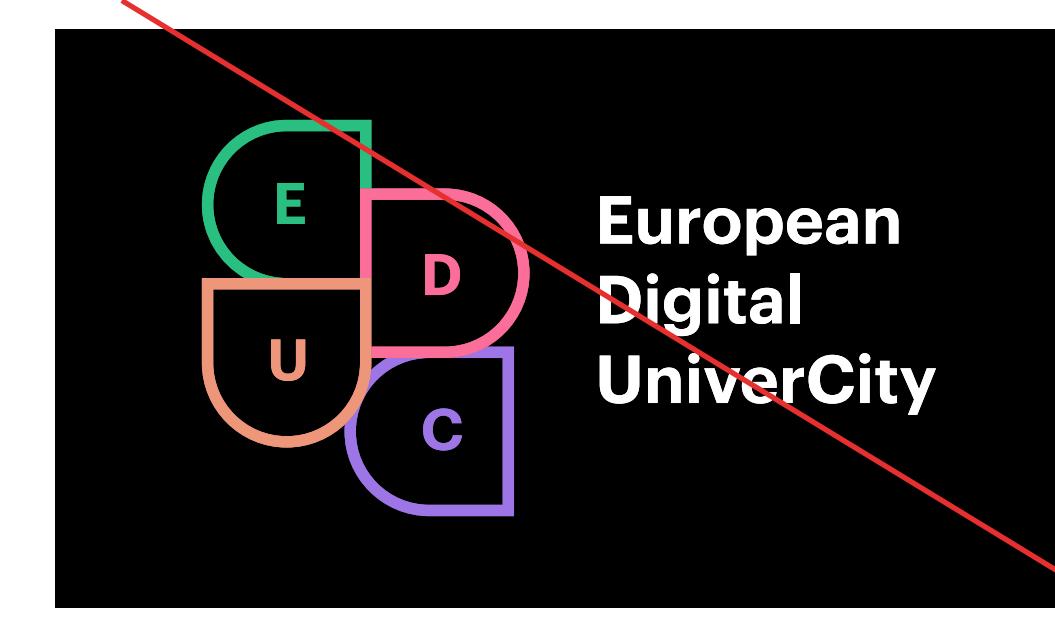
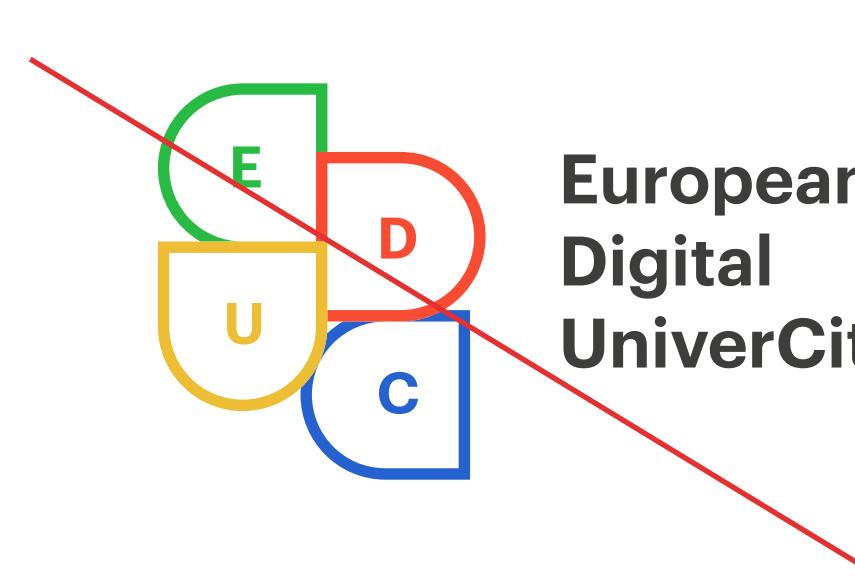
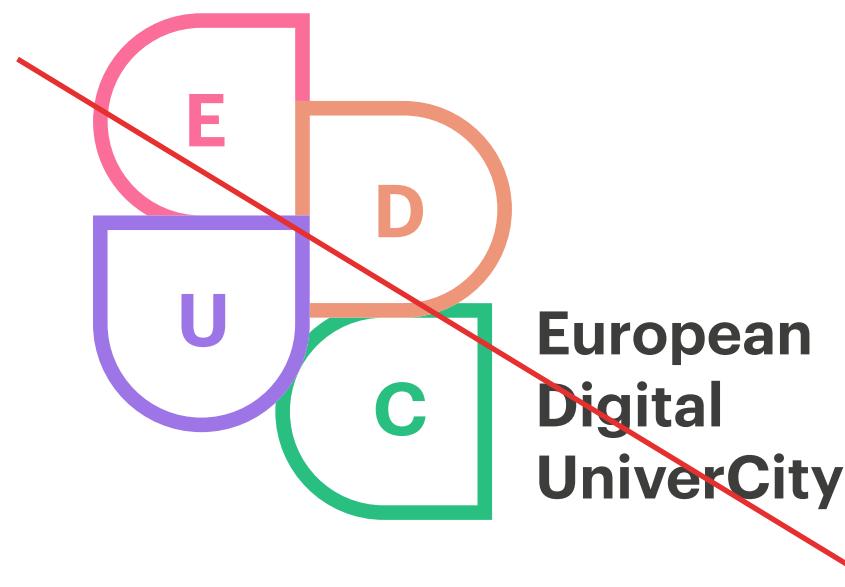
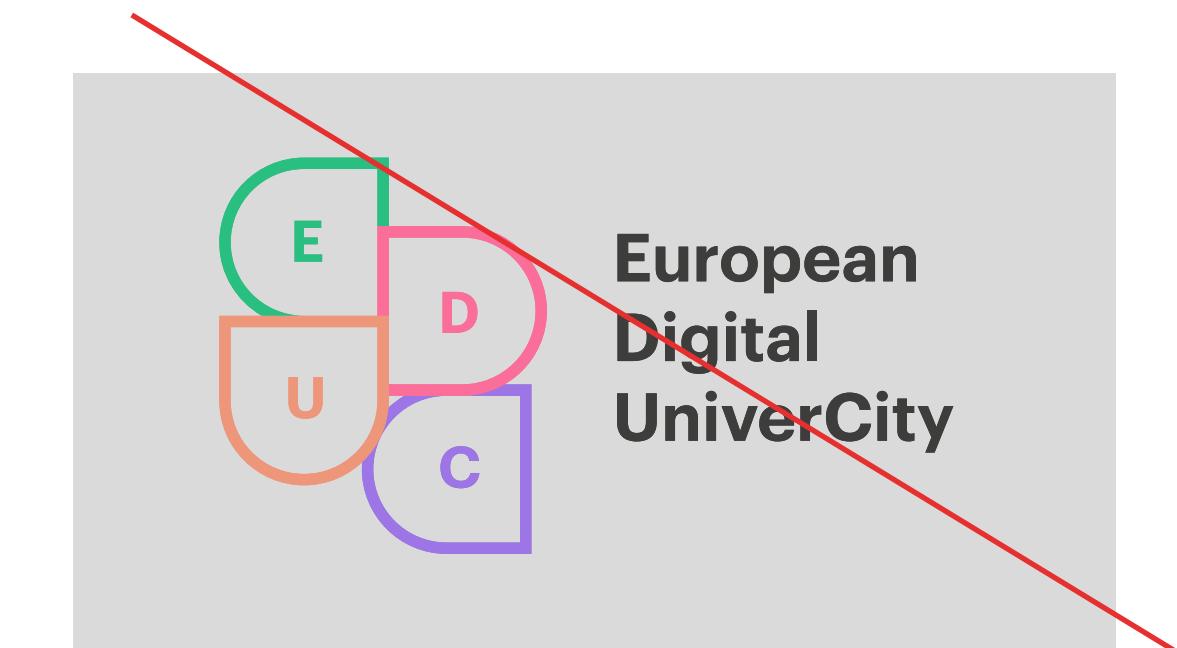
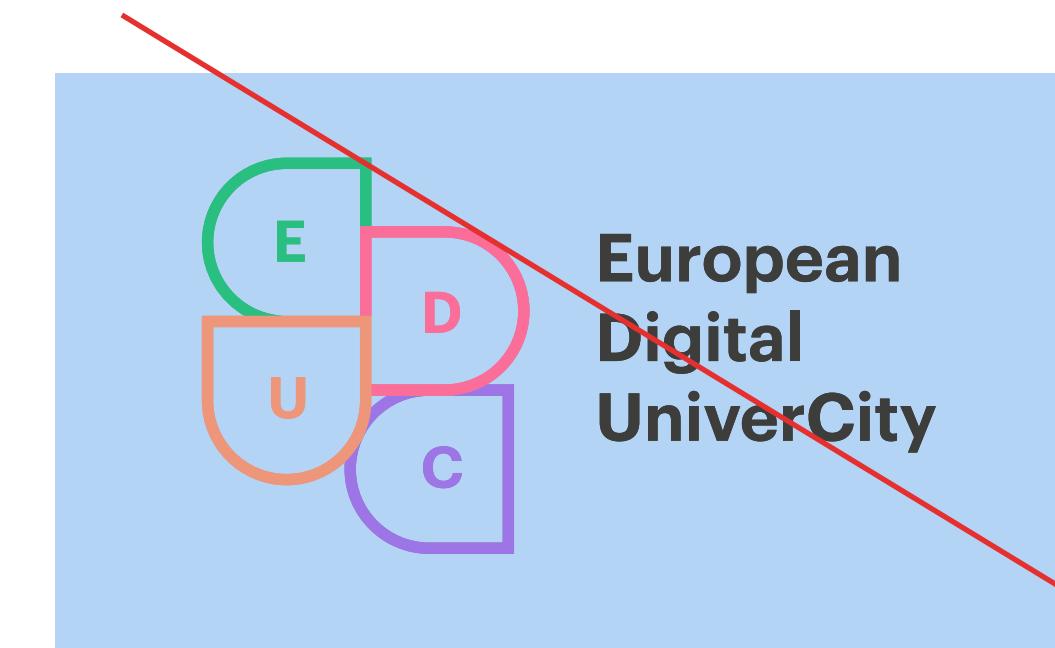
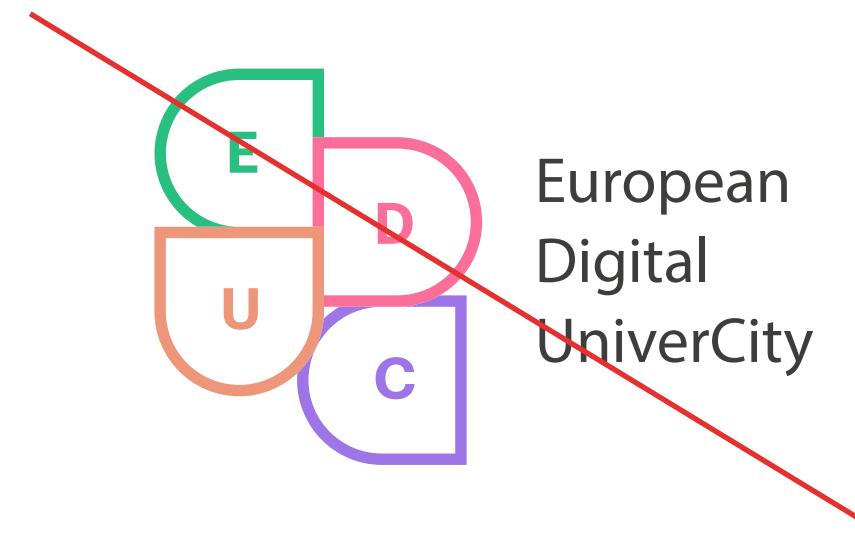
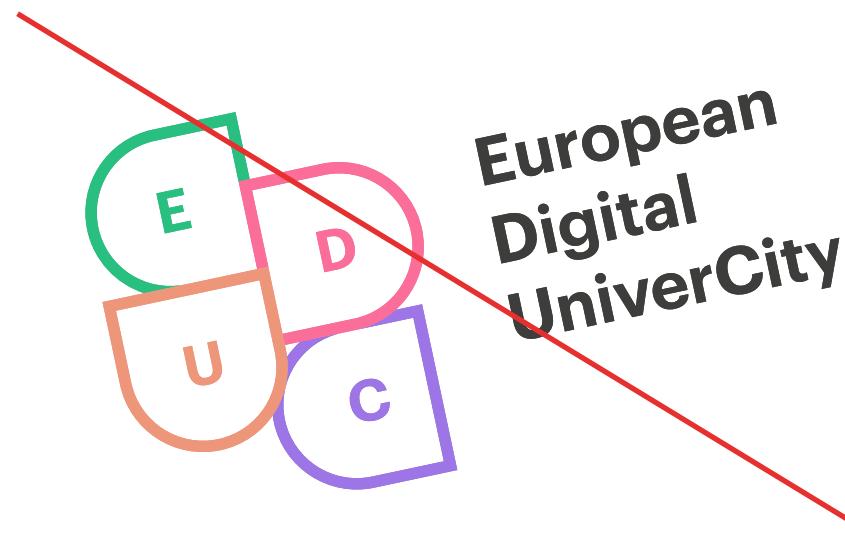
Solid logo doesn't exist in K100 variant. In certain cases, when it's possible to use only the black color (e.g. stamp), there is K100 variant of the outline logo.



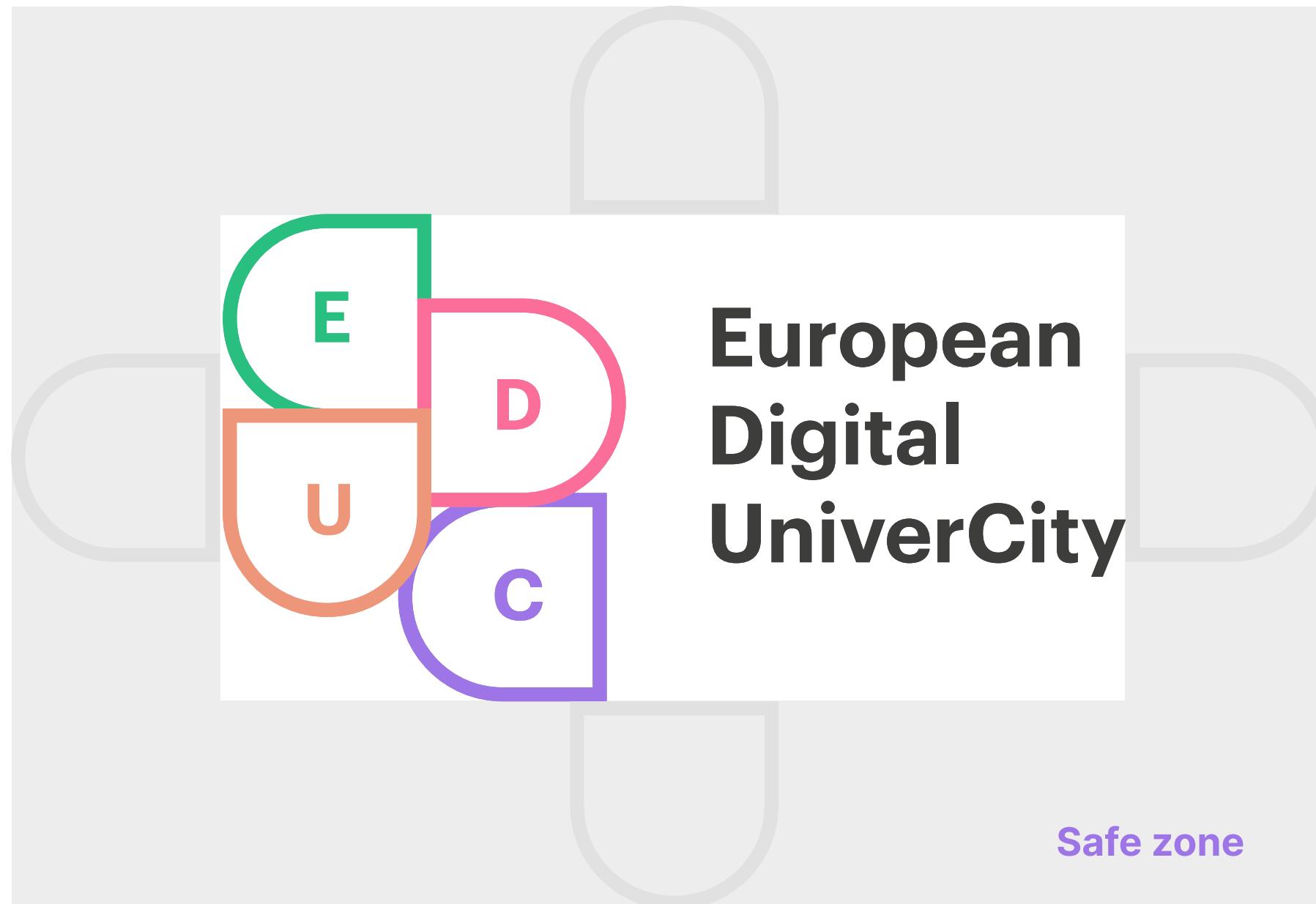
1.3 Prohibited logo use (solid variant)



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



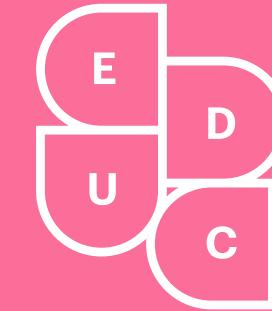
European
Digital
UniverCity

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



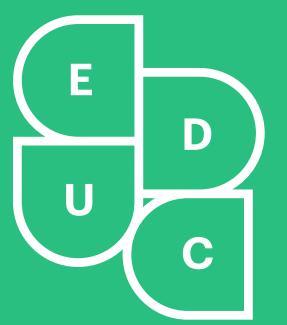
European
Digital
UniverCity

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



European
Digital
UniverCity

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



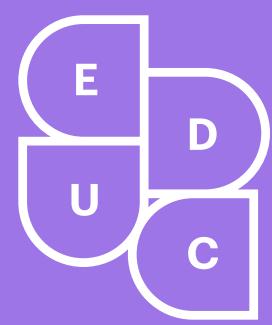
European
Digital
UniverCity

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



European
Digital
UniverCity

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



European
Digital
UniverCity

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

2.2 Typeface

**We Digitalize
Education**

Inter Bold

**We Digitalize
Education**

Arial Bold

**European
Digital UniverCity
Begins**

Inter Medium

Lo
rem ipsum dolor sit amet, consectetuer 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 suscipit lobortis nisl ut aliquip ex ea commodo.

Arial Regular

Lo
rem ipsum dolor sit amet, consectetuer 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 suscipit lobortis nisl ut aliquip ex ea commodo.

Inter Regular

Primary font

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

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.





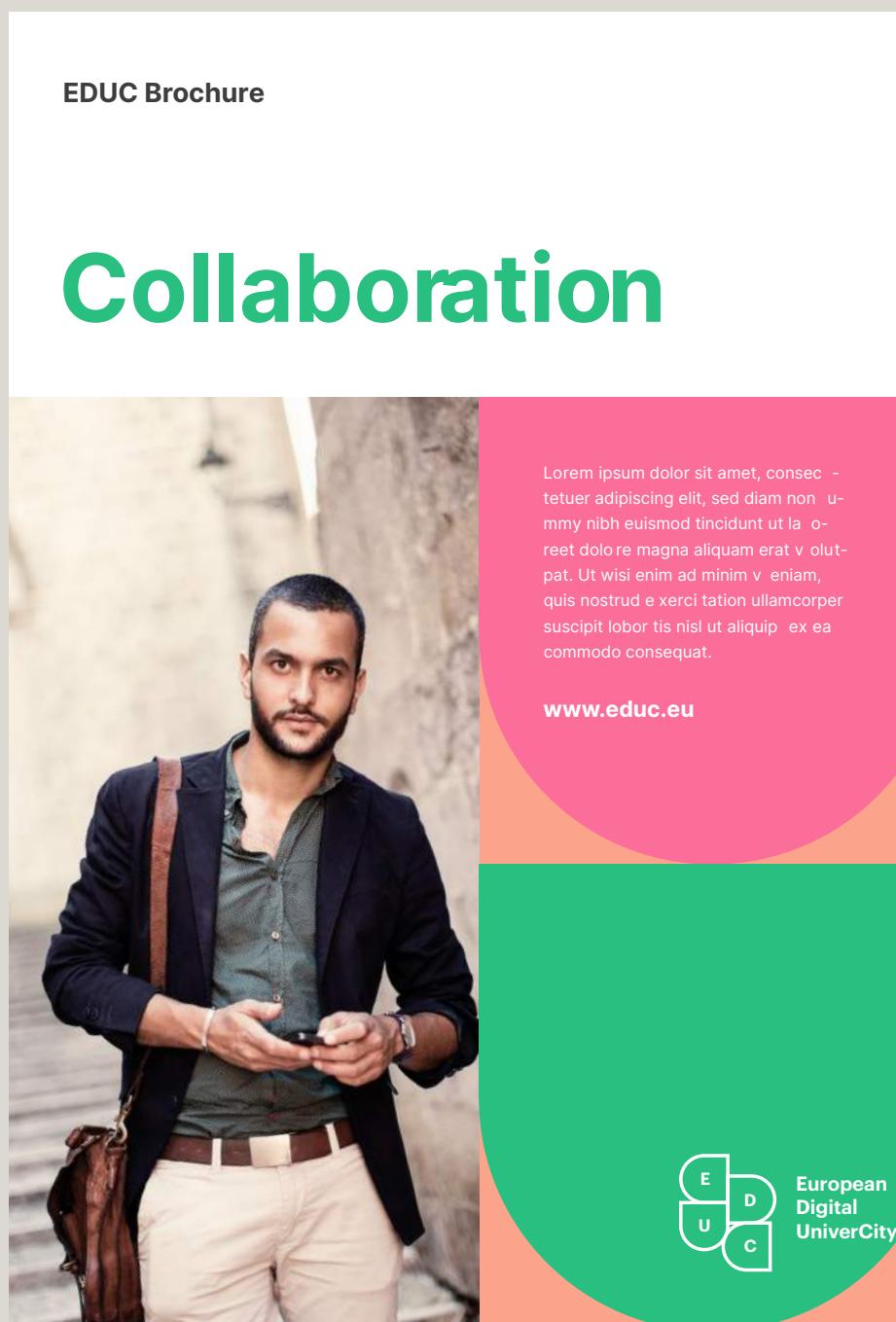
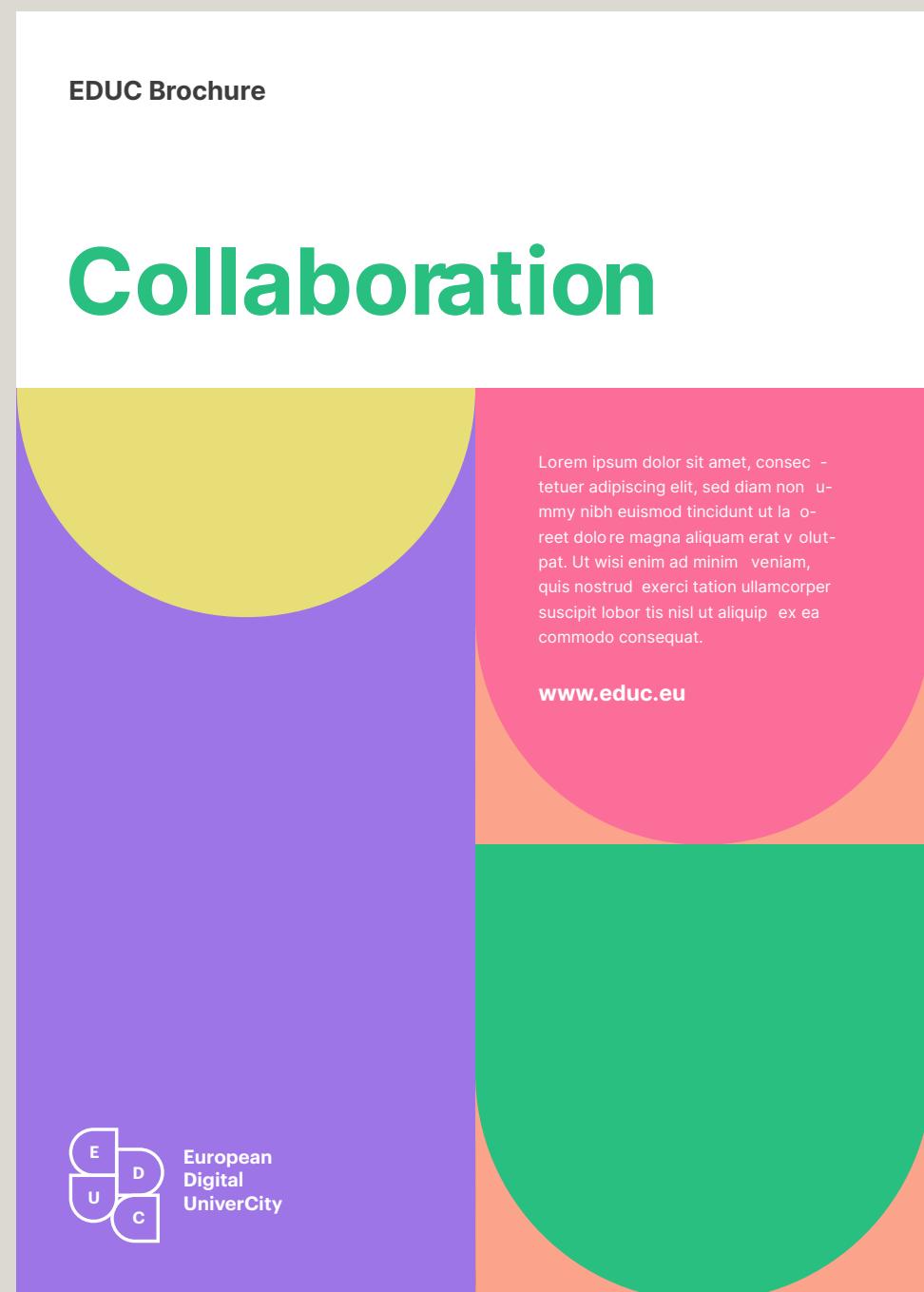
2.4 Layout variability

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



2.5 Use of photos in the layout

Suitable parts of the layout can be replaced by photographs.

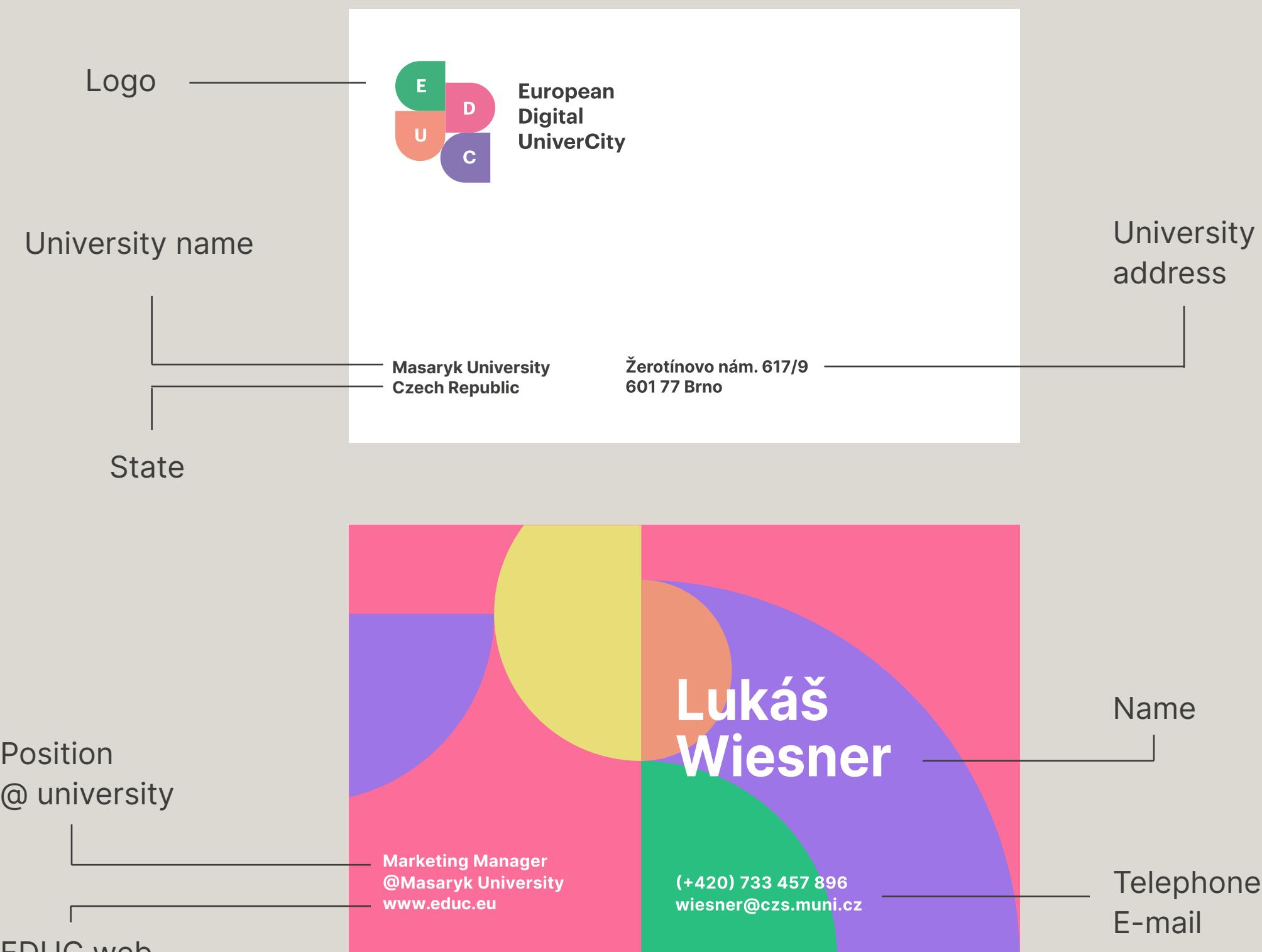


3.

Applications

Business Card

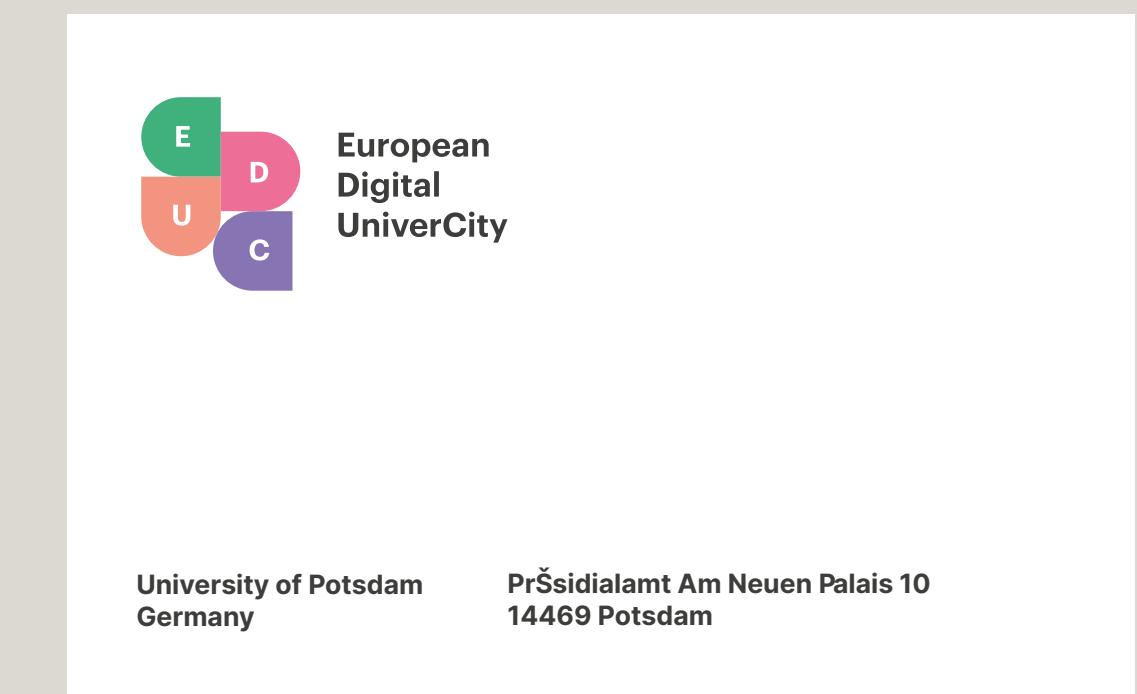
In Design Manual are three Illustrator templates with different layout variants.



Variant 1



Variant 2



Variant 3

Letterhead

Logo



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 iacus, 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

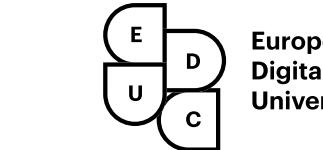
Body copy
(Arial Regular, 10pt)

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

Color variant

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

University of Potsdam
Präsidialamt 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 iacus, 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

University address

www.educ.eu

EDUC web

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.eu

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.eu

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