The logo of Academia Europaea is composed of a graphically designed tree and the text, placed below the tree. The minimum size is determined by the clarity of the wordmark.

The inverse logo is used on a homogenous dark background.
LOGO

Basic version is inscribed in a circle

Basic version is inscribed in a white circle and a white circumference. This version is used in all printed materials, with the exception of the headed paper.

It is used on dark backgrounds or photographs.

Alternative version
LOGO
General logos of Academia Europaea

Academia Europaea

Academia Europaea
USE OF LOGO

Exclusion zone and colour palette

The exclusion zone determines the minimum distance between the logo and other graphic elements (text, photographs etc.).

The exclusion zone is equal to the outer ring of the version inscribed in a circle.

02

The color definitions of the logo are blue and monochromatic grey.

The Academy of Europe

CMYK 100 / 60 / 10 / 0
RGB 0 / 93 / 157
PANTONE 301

CMYK 0 / 0 / 0 / 80
RGB 88 / 88 / 88
PANTONE 446
USE OF LOGO

Examples of improper logo use

01

Alterations or changing the shape, such as distortion, stretching, unequal scaling of the height and width of the logo, are not allowed.

The minimum size should not affect the clarity of the wordmark.

02

An example of improper logo use. Dark background requires logo inscribed in a white circle.
Two fonts have been selected. The first one is DIN Pro (Regular, Medium and Bold). It is used on all Academia printouts. The second one is Arial (Regular and Bold) which is used for the Power Point presentations.
BRAND IDENTITY - KEY VISUAL ELEMENTS

Additional elements of the visual identity

01
Key Visual (KV) is a visual identity leitmotiv. Incorporated into different operational, promotional and informational materials. It maintains the integrity of the communication and improves recognition and awareness.

The main background of the visual identity consists of a macro photography of a book in blue tones. It is mainly used on the covers of printed materials along with the basic version inscribed in a white circle.

Depending on the format: horizontal or vertical, the photograph is adjusted accordingly to its width or height.

02
The additional picture element, which can be used separately, is a rosette in blue tones.

It is generally used in the text area on the bottom of the cover.
BRAND IDENTITY - KEY VISUAL ELEMENTS

Rosette and its palette

01

Rosette theme is used in the photographs or as an additional graphic element in printed materials.

The gradient should remain light on the top and darker on the bottom.

02

The colour definitions for gradiently layered rosette.

- CMYK 60 / 0 / 0 / 0
- RGB 94 / 197 / 237
- PANTONE 2985

- CMYK 100 / 88 / 44 / 37
- RGB 0 / 42 / 72
- PANTONE 5395
Branding materials and covers of printed materials require KV photography with a white frame. Its left margin is determined by the center of the version inscribed in a white circle and a white circumference.

The logo, rosette and text dimensions are adjusted accordingly to the format.

The positioning of the logo is determined by the left margin of a value ‘a’ and the top margin of a value ‘triple a’.
Back covers

The Academia’s corporate office and the General Secretariat are located in London, at:

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Not-for-profit charity (1133902)

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Website: www.acadeuro.wroclaw.pl
PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

Examples of the brochures front covers are in A5 and DL format
Scientists and scholars who collectively aim to promote learning, education and research

www.ae-info.org
PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

Letterheads and business cards
PRINOUTS AND PROMOTIONAL MATERIALS

Examples

Folders
PRINTOUTS AND PROMOTIONAL MATERIALS

Examples

Power Point presentation template
The 25th anniversary provided an opportunity both to celebrate what had existed; many eminent scientists and scholars throughout Europe and government and parliament in many European countries. To function as a professional network for its members, one of the Academy’s objectives was to show how our home continent’s strengths and talents can provide us, through the development of scientific knowledge, humanistic awareness and cultural tools, with the critical equipment we need for a viable future and for a pathway into more sustainable and responsible research and scholarship and a very long history of excellence and learning.

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PRINOUTS AND PROMOTIONAL MATERIALS

Examples

25th Anniversary conference website
Key Visual of the conference was coherent with the principles determined in Academia Europaea Brand Book - colours, fonts and rules of positioning of the visual identity elements must be maintained.