

filmeu

European Universities Alliance
for **Film and Media Arts**

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



Horizon 2020

brand style guide

INTRODUCTION

BRAND STYLE GUIDE

Welcome to the FilmEU - European Universities Alliance for Film and Media Arts' Brand Style Guide.

The visual identity is all graphical information that expresses what the brand is and differentiates it from all the others. This Brand Style Guide aims to be a tool for the creation of visual solutions and clarify any doubts of applicability that may arise.

None of the elements can't be changed. The standards described in this Brand Style Guide must be respected, any modifications may weaken the identity.

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VISUAL ELEMENTS

ICON AND LOGOTYPE

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European Universities Alliance
for **Film and Media Arts**

HORIZONTAL VERSION

The logotype is the DNA of the FilmEU identity - European Universities Alliance for Film and Media Arts, and must be reproduced without deformation or change.

It is compulsory to use this version of the logo. The other logotype versions are used for special cases, to ensure readability.

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VERTICAL VERSION

Per definition, the horizontal version of the logo should always be used. Exceptionally, the vertical version may be used, in order to ensure the best readability of the logo.

BRAND ELEMENT

ICON

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The icon is the representation of the brand. It's simple and easy to memorize.

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COLOUR SCHEMES & COMBINATIONS

BLACK AND WHITE

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European Universities Alliance
for **Film and Media Arts**

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for **Film and Media Arts**

The monochrome version of the logo could be used for images with noise in the background, to ensure readability. The aim is to always ensure maximum contrast between the logo and the background.

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COLOUR SCHEMES & COMBINATIONS

BLACK AND WHITE



It is compulsory to use the horizontal version of the logo. In specific cases, the vertical version in one colour could be used to ensure readability.

COLOUR SCHEMES & COMBINATIONS

REVERSE COLOUR

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COLOUR SCHEMES & COMBINATIONS

REVERSE COLOUR



LOGOTYPE GRID

HORIZONTAL VERSION



These guidelines show the grid used to establish the relationship between the elements that make up the logotype. The proportion should never be altered.

LOGOTYPE GRID

VERTICAL VERSION



These guidelines show the grid used to establish the relationship between the elements that make up the logotype. The proportion should never be altered.

DEFAULT COLOURS

BLACK & LIGHT BLUE



PANTONE BLACKC

C - 0
M - 0
Y - 0
K - 100



R - 0
G - 0
B - 0

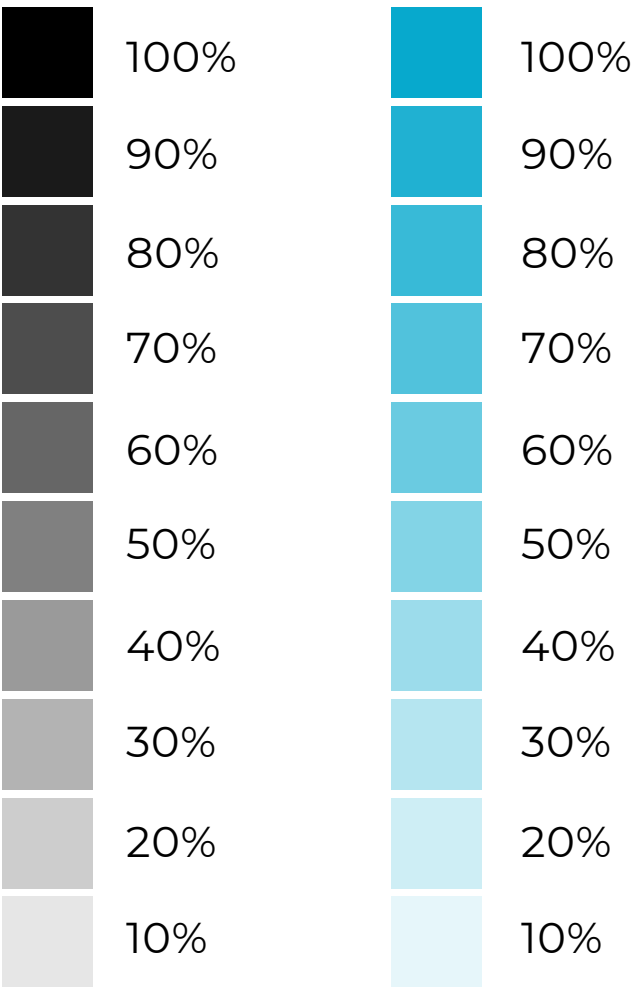


PANTONE 311C

C - 75
M - 13
Y - 13
K - 0

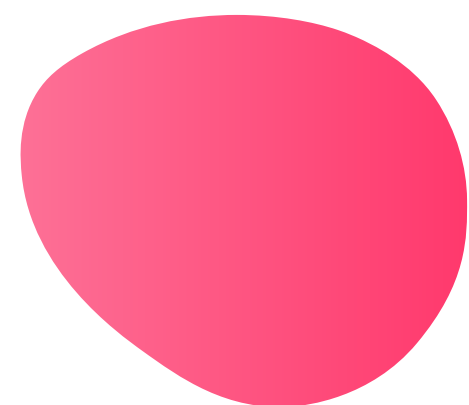


R - 7
G - 169
B - 205



SECONDARY COLOUR / DEFAULT COLOURS

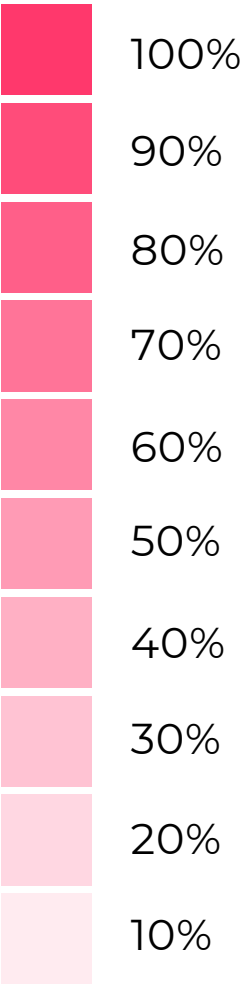
PINK



PANTONE

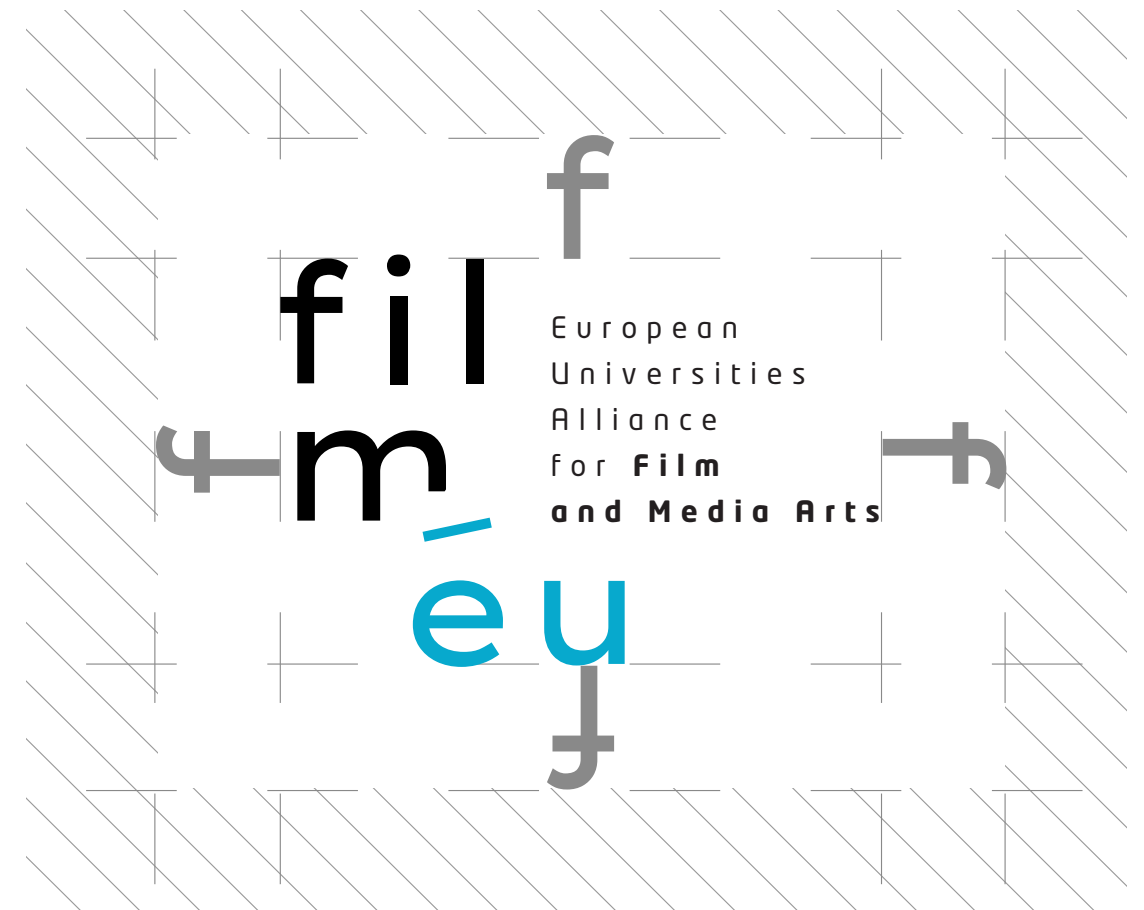
C - 75
M - 68
Y - 67
K - 90

R - 0
G - 0
B - 0



PLACEMENT AND CLEAR SPACE

ENSURE READABILITY



To appear visually strong, the logo needs a white space around it.
This space ensures sufficient distance between the logo and other visual elements.
Do not place any other visual elements, such as text or other logos, inside that space.

TYPOGRAPHY

FONT

film
m_ /
eu

European
Universities
Alliance
for **Film**
and Media Arts

Montserrat - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

NeoTech - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

NeoTech - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



LOGOTYPE APPLICATIONS

WHITE VERSION ON COLOURFUL BACKGROUND



LOGOTYPE APPLICATIONS

WHITE VERSION ON COLOURFUL BACKGROUND



LOGOTYPE APPLICATIONS

COLOUR LOGOTYPE ON COLOURFUL BACKGROUND



LOGOTYPE APPLICATIONS

COLOUR LOGOTYPE ON COLOURFUL BACKGROUND



FilmEU AND SCHOOLS LOGOS

VERSION 1 IN COLOUR AND WHITE



FilmEU AND SCHOOLS LOGOS

VERSION 2 IN COLOUR AND WHITE



FilmEU AND SCHOOLS LOGOS

VERSION 3 IN COLOUR AND WHITE

film_eu

European Universities Alliance
for Film and Media Arts

UNIVERSIDADE
LUSÓFONA

LUCA
SCHOOL
OF
ARTS

TALLINN UNIVERSITY
Baltic Film, Media and
Arts School

Institute of
Art, Design +
Technology
Dún Laoghaire




FilmEU AND SCHOOLS LOGOS

VERSION 1 IN COLOUR AND BLACK




FilmEU AND SCHOOLS LOGOS


VERSION 2 IN COLOUR AND BLACK



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FilmEU AND SCHOOLS LOGOS

VERSION 3 IN COLOUR AND BLACK



SOCIAL NETWORK SITES

FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN, E YOUTUBE

www.filmeu.eu



@filmeualliance

