INGENIUM
European University

STYLEGUIDE
2023

LOGO

Primary

Secondary

At least this much space
to other graphic elements
or format borders.

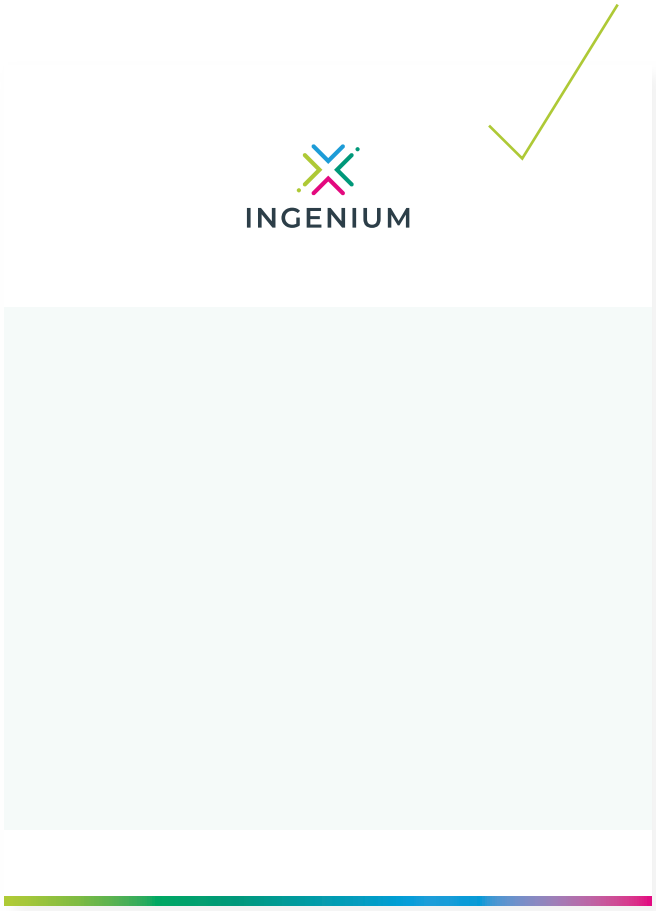
The two main parts of the Logo are the Symbol (the Ingenium Compass) and the name INGENIUM.
Parts of the Symbol may be used as grafic elements:

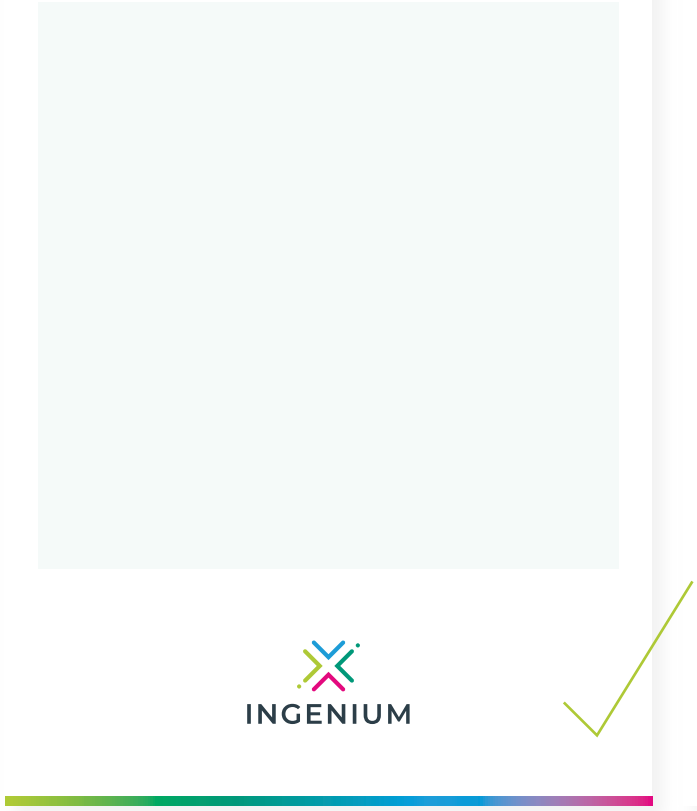
Arrows used as bulletpoints

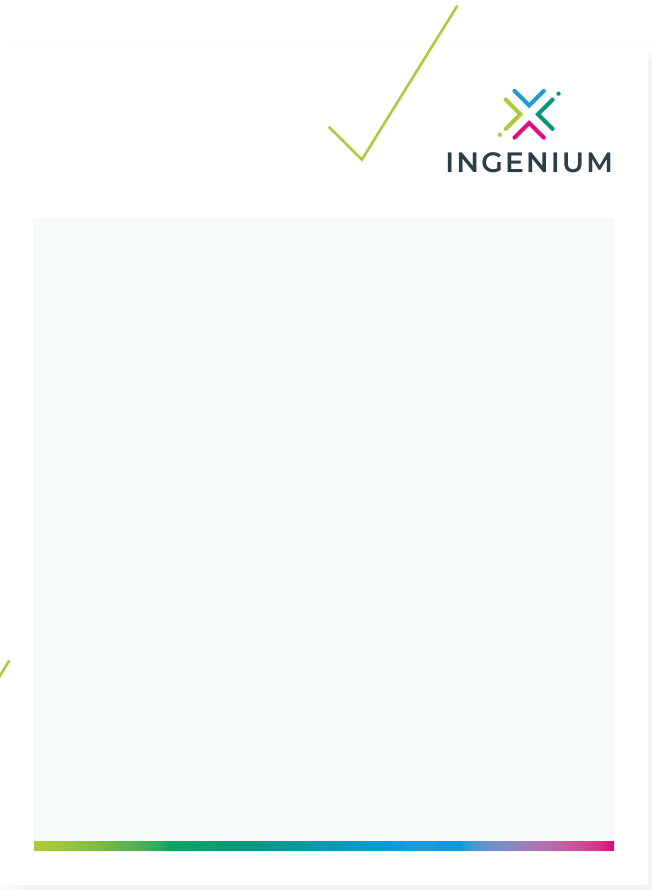
Compass used to mark a Headline

Ingenium Compass used as watermark

If possible, the Logo should be placed centered, on a white background, either on the top or at the bottom.
In certain products like the Letterhead, it could be placed at the top right.



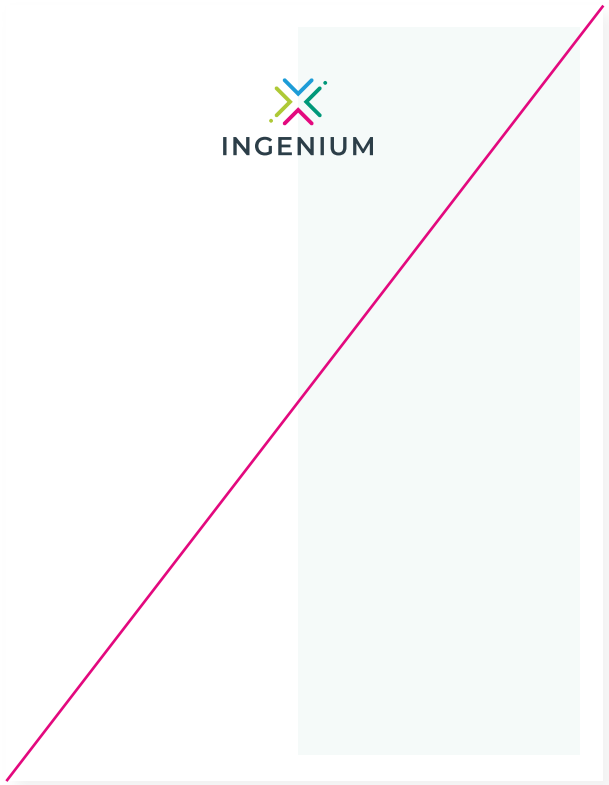




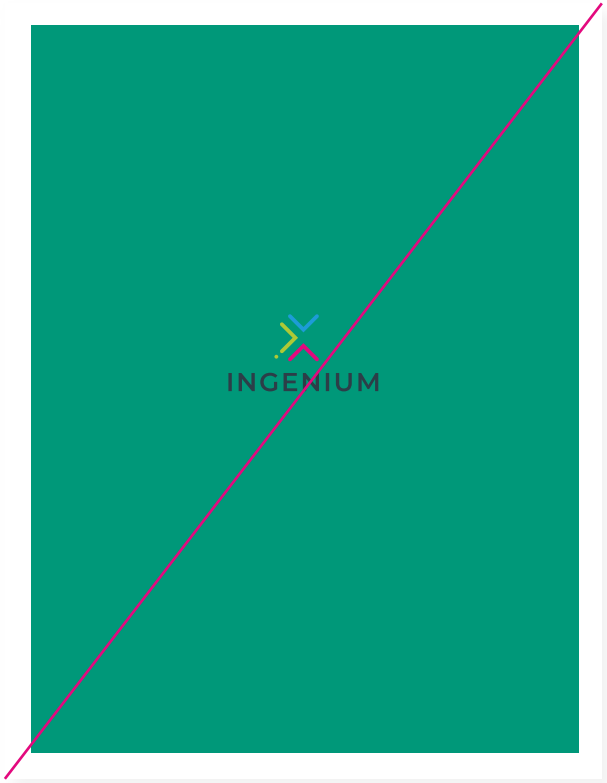
The Ingenium Color-Gradient may be used als Footer-Element, it is not a „must“

Don’t place part of the Logo on a photo

Don’t place the Logo partially on photos or colored surfaces



Don’t place the Colored Logo on colored background



On colored background use the white version of the Logo

COLORS

Lime	Teal	Cyan	Magenta	Anthracite
cmyk: 40 | 00 | 100 | 00	**cmyk:** 100 | 00 | 65 | 00	**cmyk:** 100 | 00 | 00 | 00	**cmyk:** 00 | 100 | 00 | 00	**cmyk:** 60 | 30 | 20 | 80
rgb: 175 | 202 | 11	**rgb:** 000 | 152 | 121	**rgb:** 000 | 159 | 227	**rgb:** 230 | 000 | 126	**rgb:** 041 | 049 | 051
web: #afca0a	**web:** #009878	**web:** #009ee3	**web:** #e5007d	**web:** #293133

As Ingenium uses several Colors there should be no other additonal colors added, except different tones of grey.

FONTS

MONTSERRAT

A geometric sans-serif typeface that celebrates a special style of underline that is integrated into the letterforms found in the Montserrat neighborhood of Buenos Aires. Montserrat has subtle optical adjustments, which resulted in a sans serif family with multiple versions and multiple possibilities, both in the editorial and corporate realm.

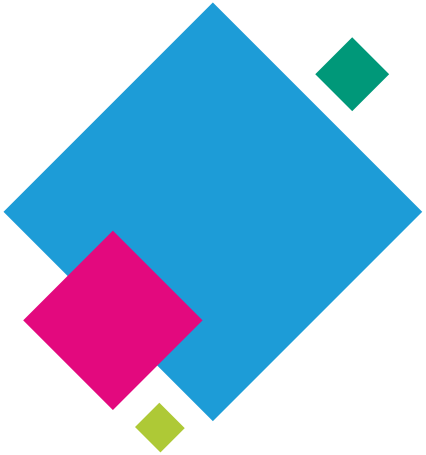
Download font here: https://fonts.google.com/specimen/Montserrat

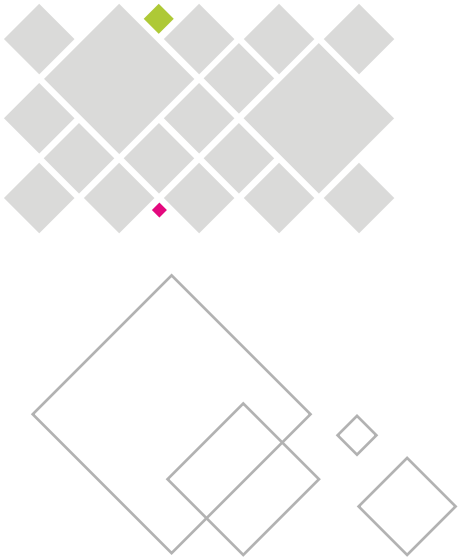
Systemfont Arial can be used in Word-Documents, PowerPoint, Newsletters or other Office Applications as Fallback if Montserat is not available.

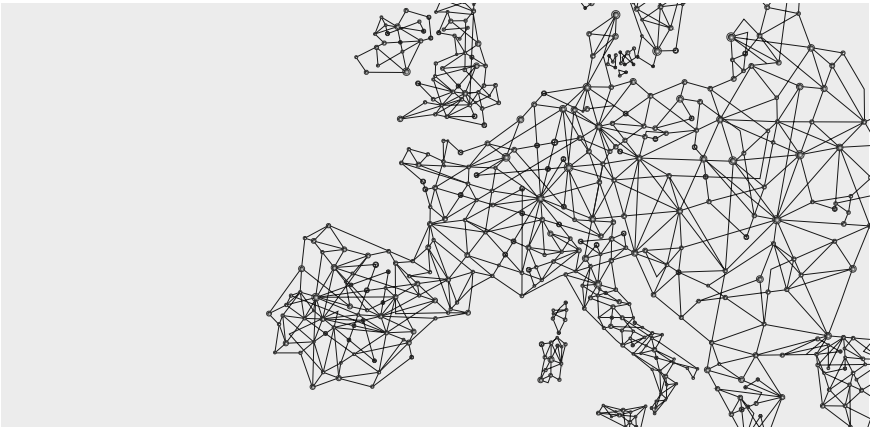
IMAGES

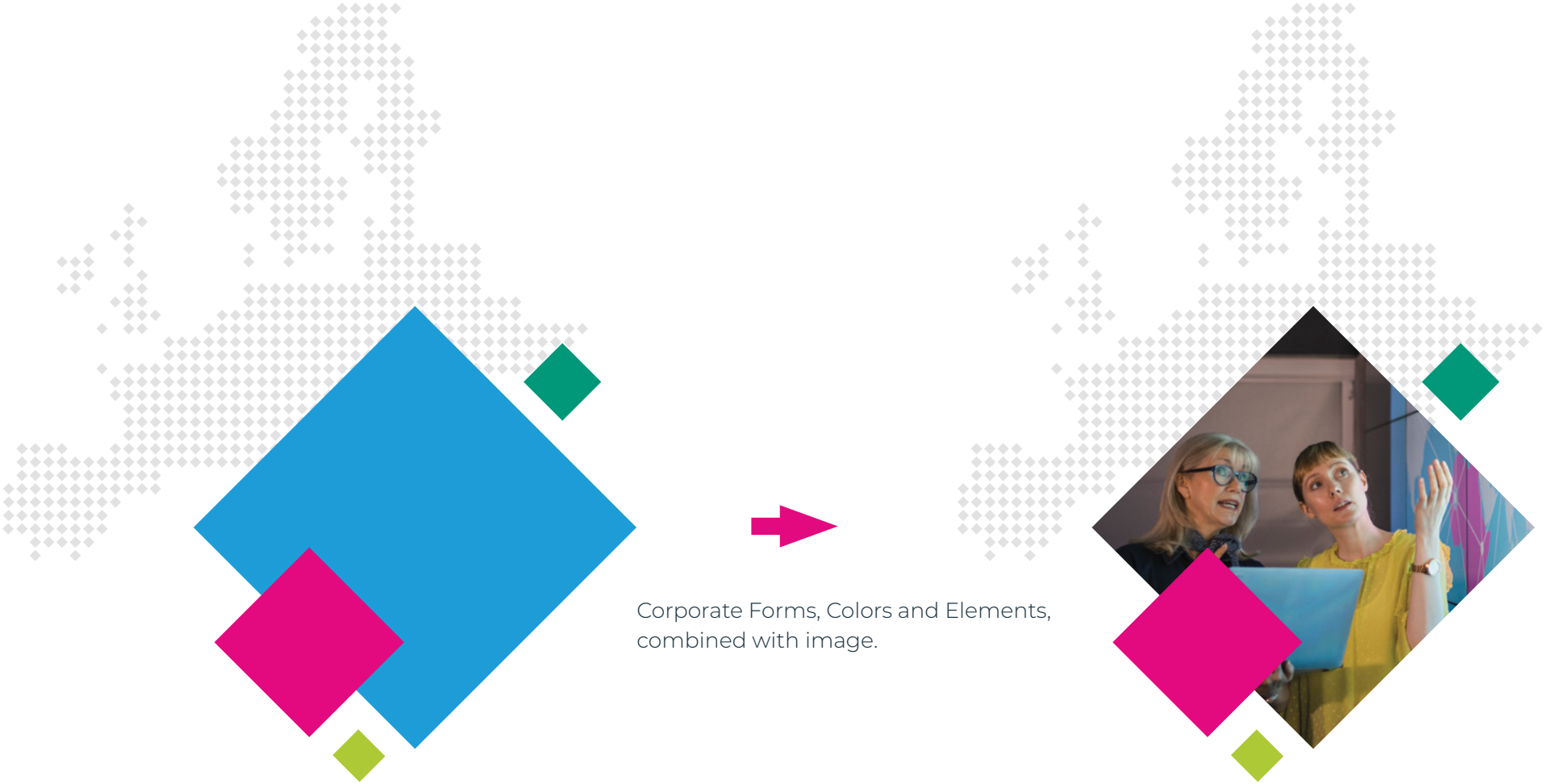
The pictures should be bright, friendly, positive and modern. They should show people in conversation/colaboration with each other.
The intercultural/international aspect can be shown by choosing images with people of different ethnicities.

Geometric forms and Patterns such as grids, networks which symbolize „connecting, sharing, diversity“ are used to illustrate Ingeniums Values.









Corporate Forms, Colors and Elements, combined with image.

Informations
can be placed
here
Colored Surfaces with Icons, Text or QR-Codes can be placed

PRINT

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ingenium-university.eu
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DIGITAL

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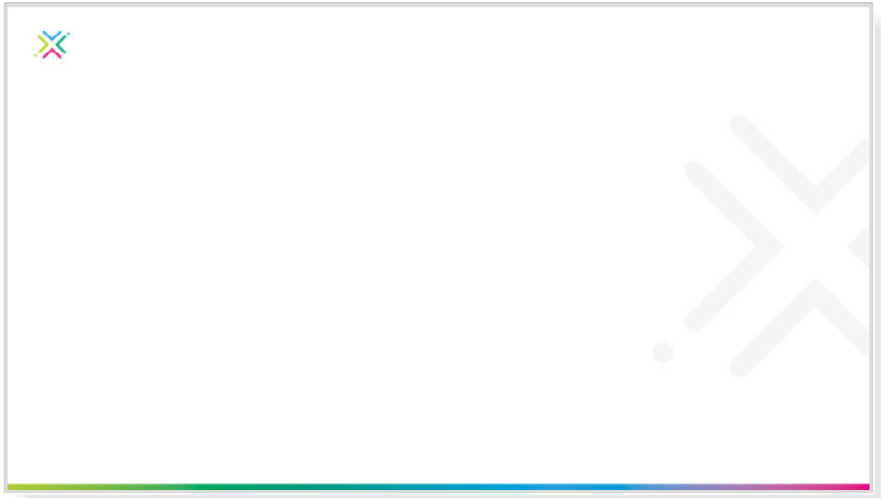
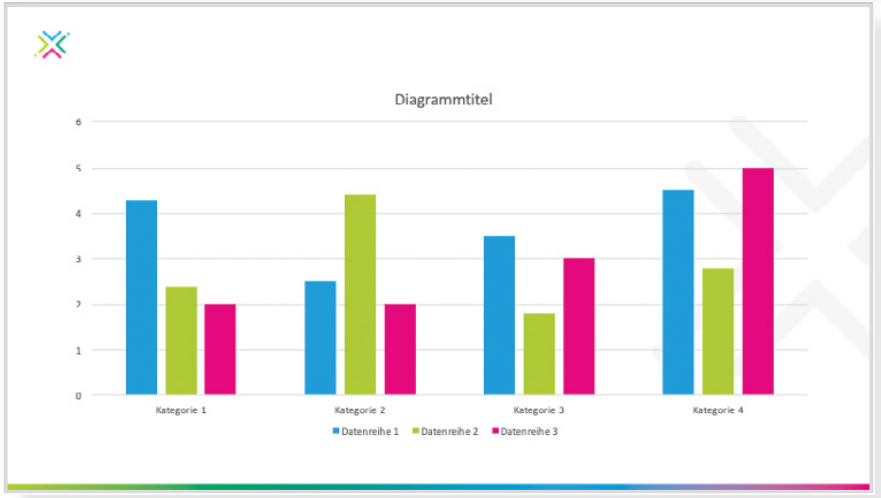
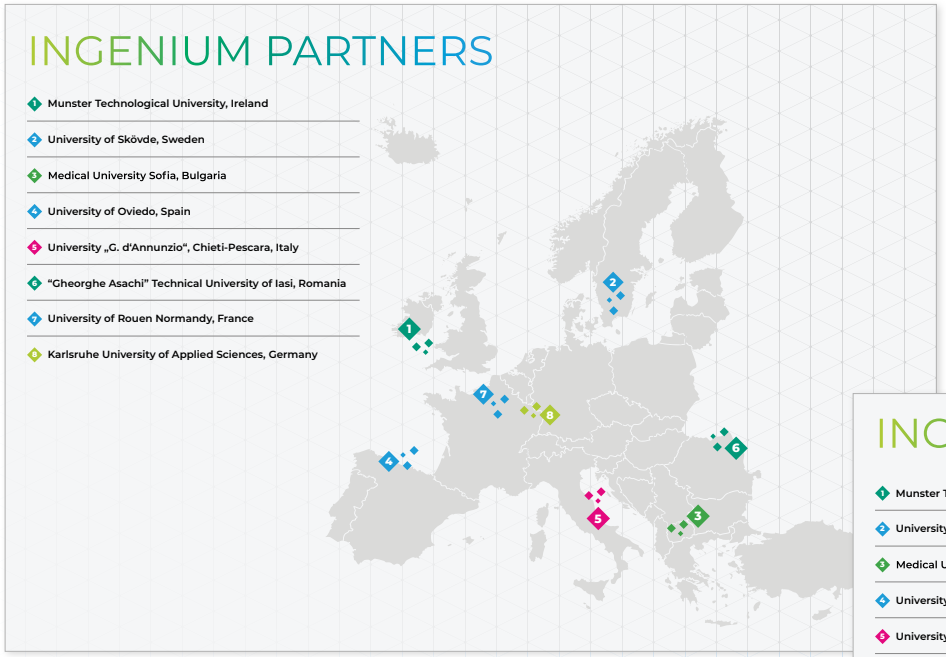



Diagrammtitel
6
5
4
3
2
1
0
Kategorie 1
Kategorie 2
Kategorie 3
Kategorie 4
Datenreihe 1
Datenreihe 2
Datenreihe 3


INGENIUM PARTNERS
1 Munster Technological University, Ireland
2 University of Skövde, Sweden
3 Medical University Sofia, Bulgaria
4 University of Oviedo, Spain
5 University „G. d'Annunzio", Chieti-Pescara, Italy
6 "Gheorghe Asachi" Technical University of Iasi, Romania
7 University of Rouen Normandy, France
8 Karlsruhe University of Applied Sciences, Germany

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Annex 3
Bottle

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Mesh

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Across Europe

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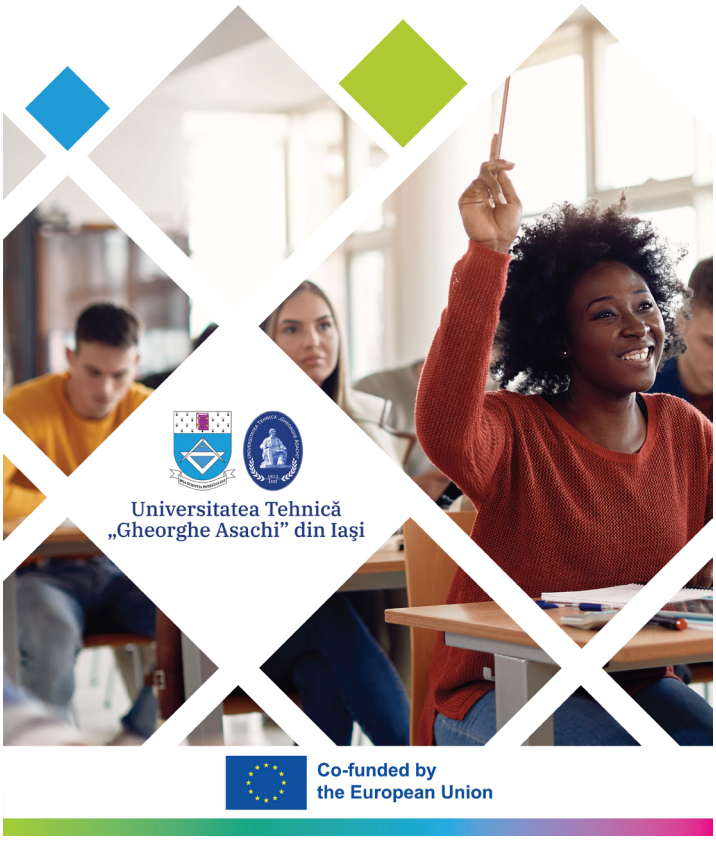

Notebook

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Pencil

QR Card

T-shirt

Roll-up

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Stickers

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European University

Tote bag

INGENIUM
European University
Universitatea Tehnică
„Gheorghe Asachi" din Iași

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Annex 4

Background conference - regular

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Background conference - reflect

Badge for host

Badge for guest

Certificate of attendance

INGENIUM European University

Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Health, Well-being and Technology

13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

.....

in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
.....

Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Language, Culture and Diversity

13-17 of June, 2023

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Host University,
.....

Email signature

Gideon Villegas
Researcher
Phone number: +0 00 000 000
Email: gideon.villegas@ingenium-university.eu

INGENIUM European University

Universitatea Tehnică „Gheorghe Asachi" din Iași

Envelope

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INGENIUM
European University

Metal pin

Pen