



ATHENA
EUROPEAN UNIVERSITY

Deliverable D5.3, WP5 – WP_Branding and Communication

ATHENA Brand Book

Version	Date	Editors
V1	2022- 01-31	Ilma Cikanaitė, Jonas Liugaila, Critical Agency

Advanced Technology Higher Education Network Alliance

ATHENA Brand Book

July 2021

Purpose

ATHENA Brand Book will serve as a set of visual guidelines that help to have a coherent and precise visual presence on out communication channels.

Content

ATHENA Brand Book in which the colour scheme, logotype variations, main qualities and values are provided.

D5.3 deliverable

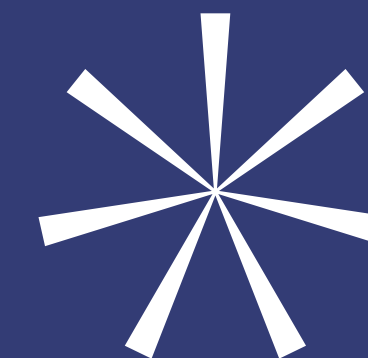
This document is serving as cover for the D5.3 deliverable. The deliverable contains the following items:

- **ATHENA Brand Book**

The files are attached as a zip file

All the components of the deliverable are available and accessible to partners through the ATHENA MS Teams platform and they are being updated regularly, following the procedures established by the Project Management work group and the Quality Assurance Board.

BRANDBOOK



ATHENA

WHAT IS ATHENA?

This alliance is resulted by a successful partnership of medium-sized universities with the goal to create green and digital Europe. To achieve it, we have focused on environment-friendly practices and new approach to higher education.

We acknowledge that universities play a key role in transforming society. Therefore, Athena university focuses on implementing Europe's new green growth strategy through educating future professionals in an all-inclusive, interdisciplinary, collaborative and culturally diversified way. By introducing a student-centric approach and treating the university as a service.

Having over a decade of experience in blended mobility, we aim to create new teaching and learning paradigms by combining virtual and physical mobility to make education international.

Athena university creates a variety of opportunities for study mobility, finding the right module and future research.

Athena's brand identity consists of archetypes of **creator** (34%), **sage** (19%) and **caregiver** (10%)

5 KEYWORDS THAT DESCRIBE ATHENA'S IDENTITY:

- 01** **Dynamic**
being in process, innovative,
following development, connected.
- 02** **Bright**
not limited, smart, forward looking,
dealing with bright topics.
- 03** **Contemporary**
up to date, embedded and
empathic, new.
- 04** **Inclusive**
big thing with personal approach,
taking care of students,
customising and personalising
studies.
- 05** **Simple**
a desire of intelligence.

INDEX

4	LOGOTYPE
12	COLOURS
16	TYPOGRAPHY
18	GRAPHIC ELEMENT
22	PHOTOGRAPHY
24	ILLUSTRATIONS
26	APPLICATION

LOGOTYPE

04

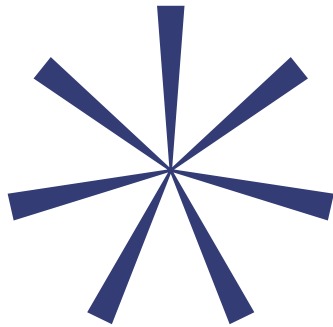


Outside of brand's visual identity applications, logotype should be in the main identity's colour – dark blue. When used in Athena's visual identity applications, logotype can be used in any additional colour. Ensure maximum contrasts on colourful backgrounds.

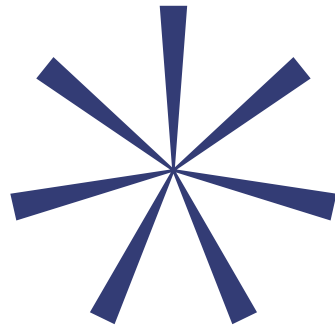
In situations when only black and white print is available, use black as main colour.



Contrast is one of the most important features when using logotype on dark backgrounds. Outside of brand's visual identity applications, use logotype on dark blue in white. Any additional pastel colour can be used if logotype is used within Athena's visual identity guidelines.



ATHENA
EUROPEAN UNIVERSITY



ATHENA

ATHENA
EUROPEAN UNIVERSITY

ATHENA

Typographic versions should be used when the star graphic element has prominent features in application where the logotype is placed.

If the star graphic element isn't clearly visible, for eg. it isn't the main element in the composition or is in low contrast colour with the background, logotype with symbol may be used.

See more examples of the logotype application on page 9.



Do not place logotypes closer to any objects or margins than safety zones recommendations suggest.




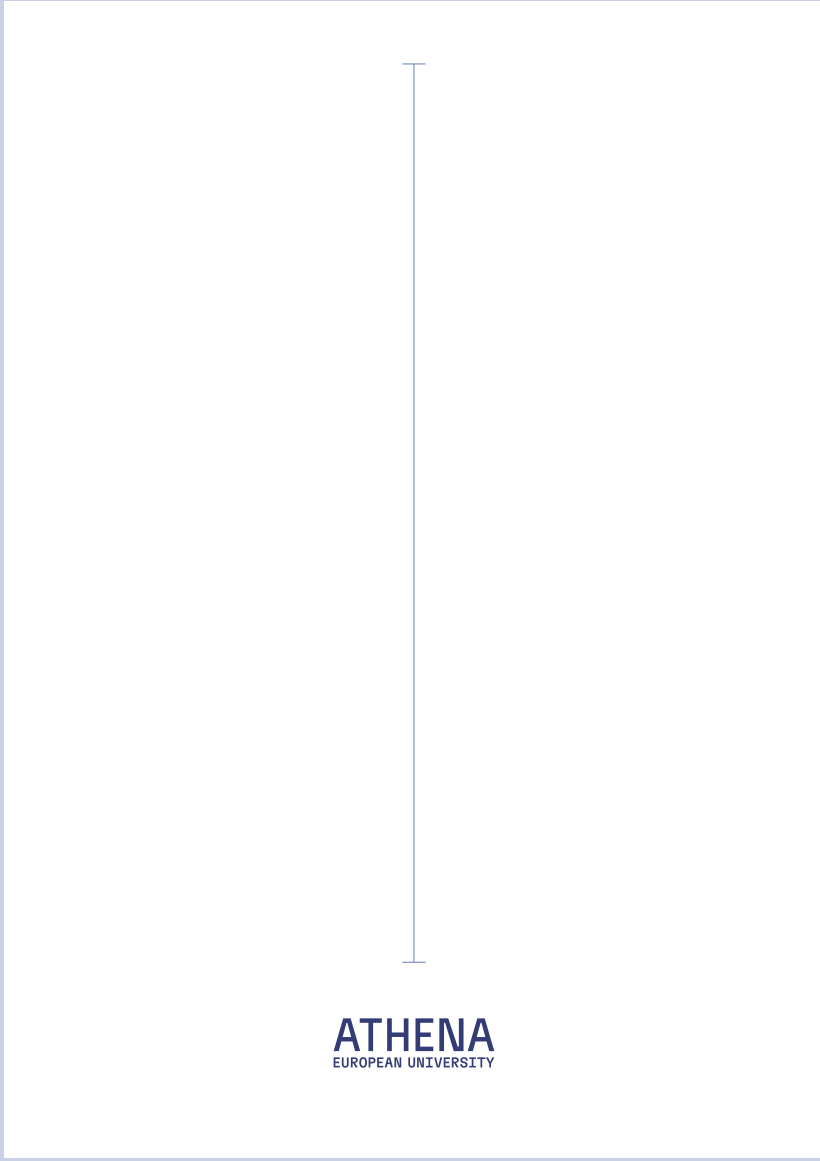

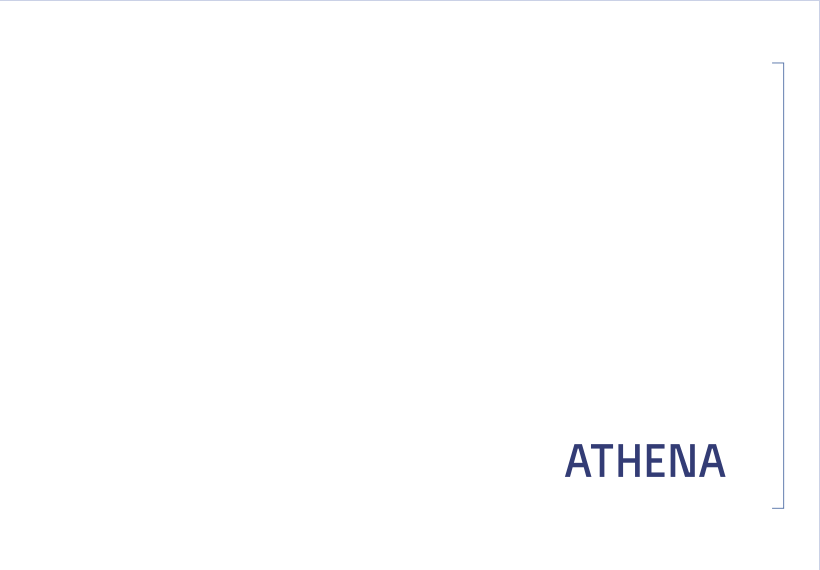

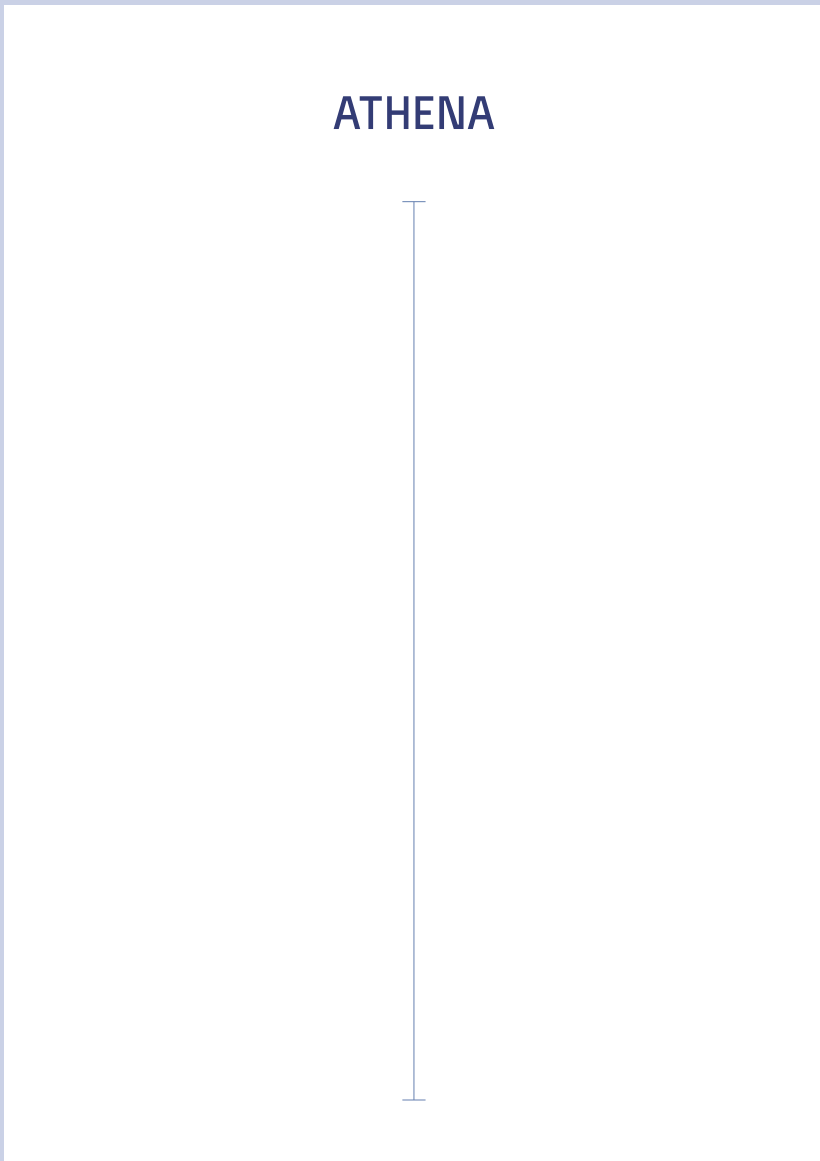


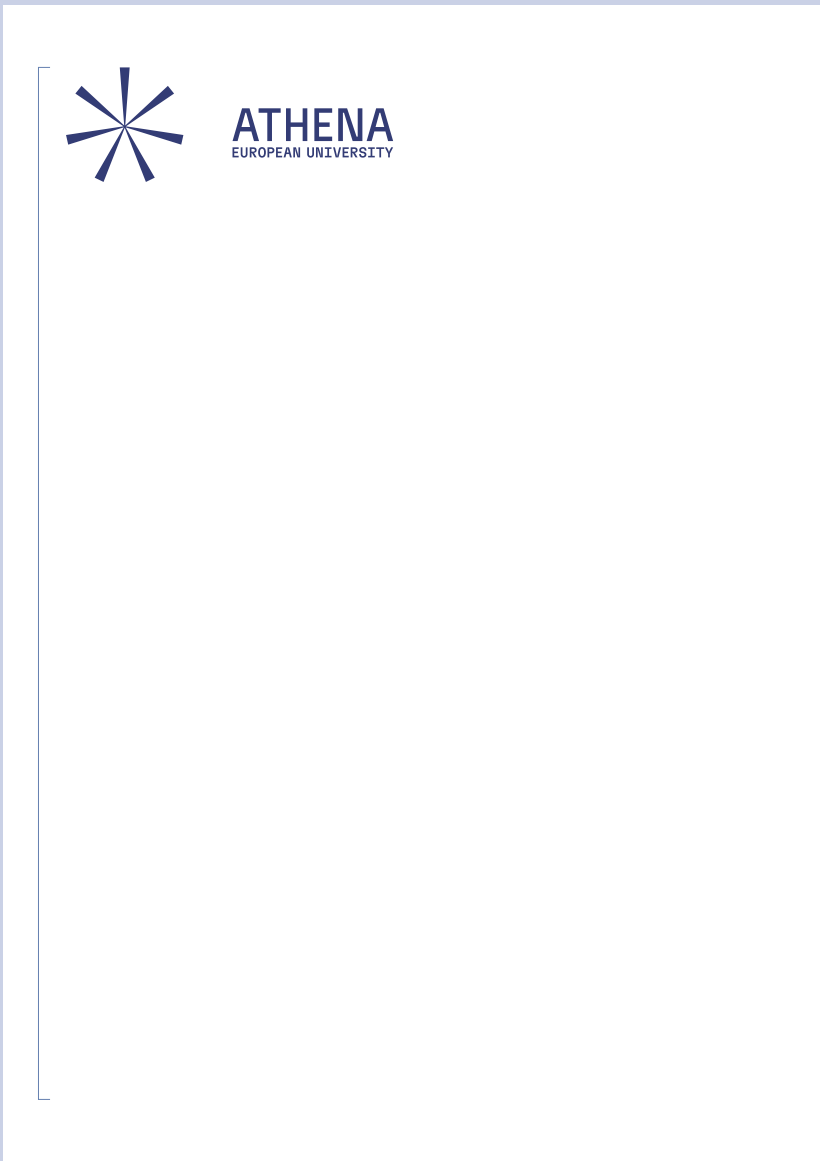
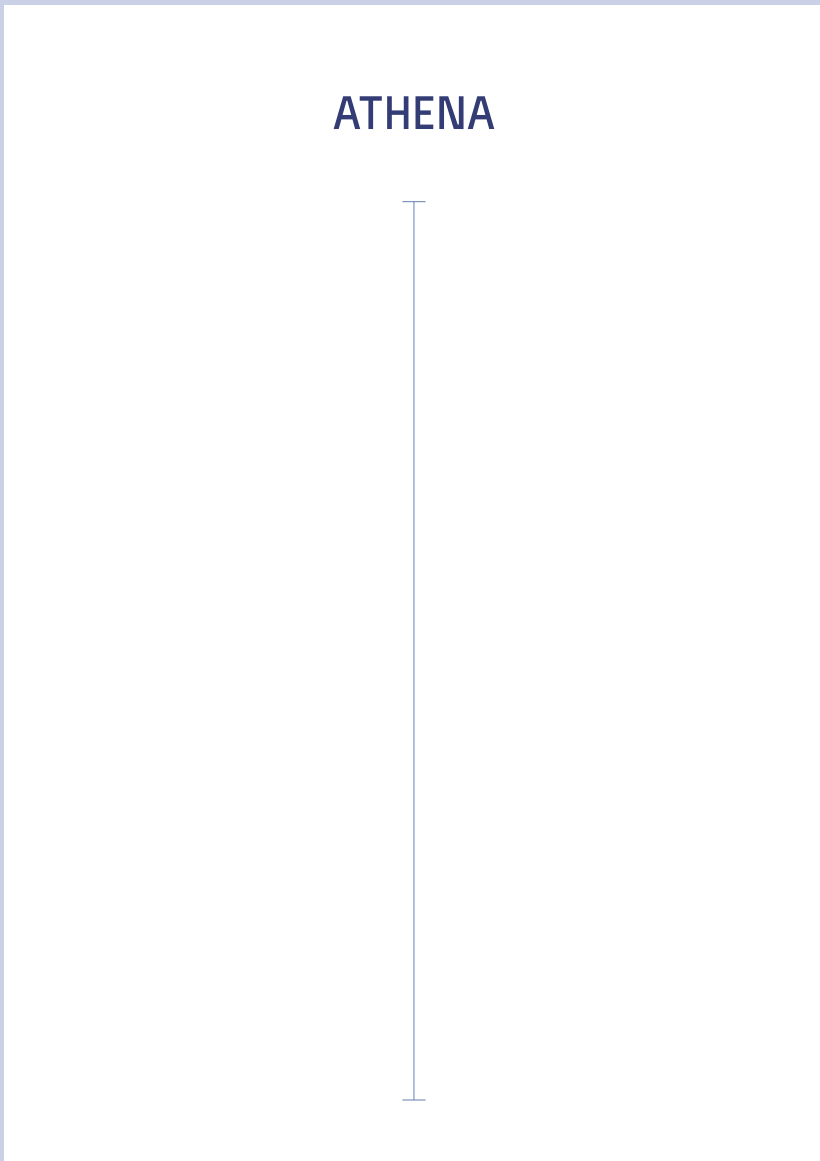
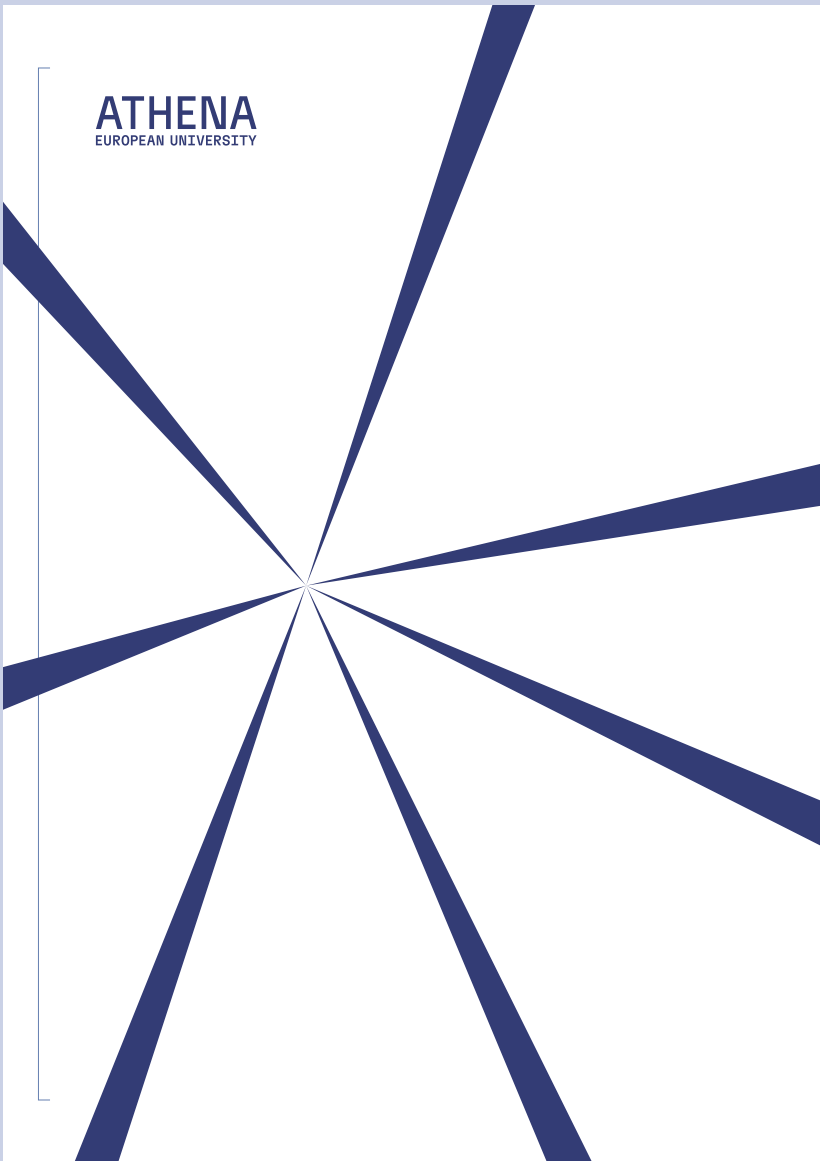
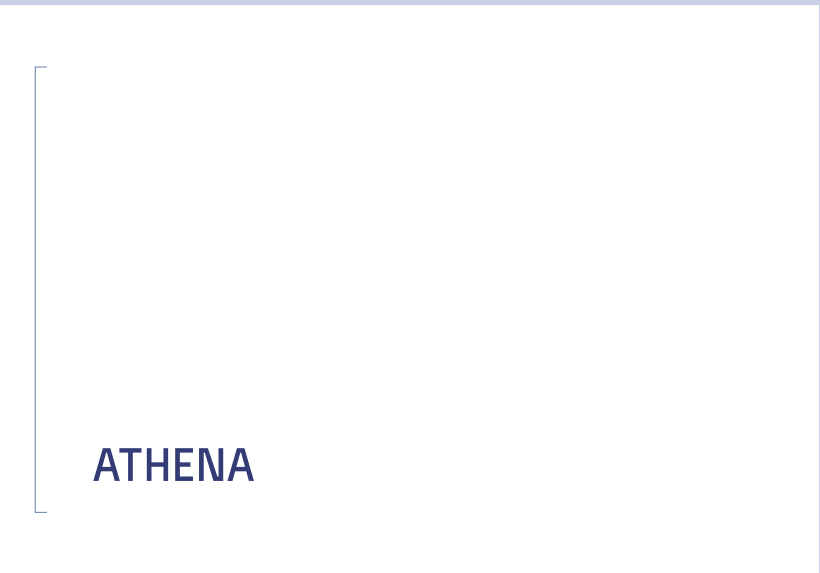
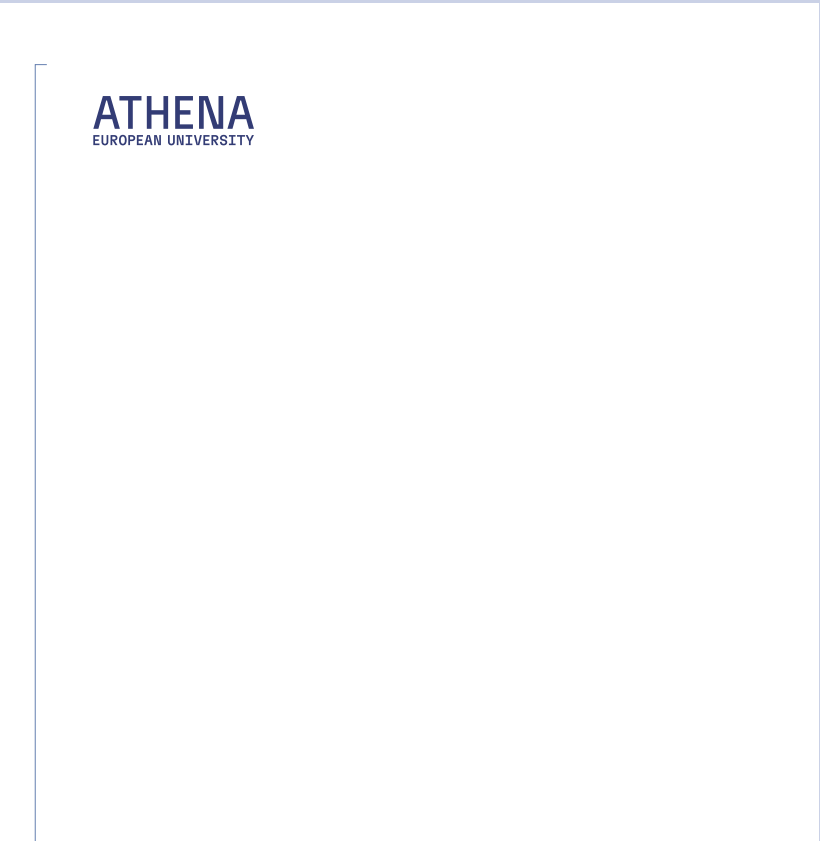
Logotype with symbol should be aligned to the left side of application. Recommendation is to place it at the bottom left, top left corner or at the middle of application.

Typographic logotype has less compositional restrictions. It may be centered in the application at the top or bottom. It may also be placed at the right or left side of application.

Do not mix logotype symbol with graphic element. Use typographic logotype on applications where graphic element has very prominent features: it's either big, bright, bold, takes much space or is in the same colour as logotype. And vice versa – use logotype with symbol where there is no graphic element nearby or it is not as visible as logotype.

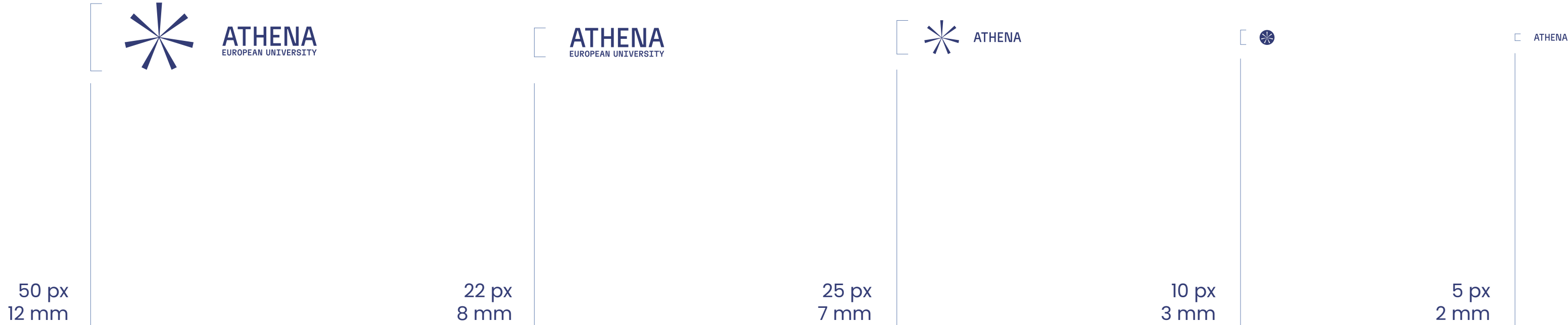
See examples to the right.

COMPOSING
LOGOTYPE

SMALLEST
LOGOTYPE
SIZES

Do not use logotypes in smaller sizes than recommended.





↑
Any logotype can be placed near Athena
if the composition adheres to the structure above.
Use designated placeholder to create a two
logotype composition.



COLOURS

12

Dark blue is the main brand colour. It is one of the means to convey Athena’s reliability. Therefore, it should be used mostly for applications outside of brand’s visual identity guidelines and more official means of communications. For eg. stand alone logotype, documents, letterheads.

In applications adhering to the brand’s visual identity guidelines, the main colour can be used more as an accent combined with additional colours.

CMYK	RGB	PMS
100 90 30 0	51 60 117	2118

CMYK	RGB	PMS
0 0 0 100	0 0 0	Black

Additional colours bring brightness and softness to the Athena’s visual identity. It is a tool that provides means to create dynamic and contemporary applications. It also enables the brand to convey its creator and caregiver archetypes.

Use additional colours for applications which follows the brand’s visual identity guidelines, for eg. external social media communication, advertising campaigns.

CMYK	RGB	PMS
5	236	142
15	209	
80	90	
0		

CMYK	RGB	PMS
70	107	2077
85	61	
5	163	
0		

CMYK	RGB	PMS
65	132	4172
15	180	
35	179	
0		

CMYK	RGB	PMS
75	101	7682
45	131	
0	191	
0		

CMYK	RGB	PMS
90	67	7456
75	79	
0	164	
0		

CMYK	RGB
0	253
5	245
10	234
0	

CMYK	RGB
10	234
13	227
0	248
0	

CMYK	RGB
15	227
5	235
10	232
0	

CMYK	RGB
10	236
7	237
0	250
0	

CMYK	RGB
20	217
10	224
0	245
0	

Colours can be combined between additional bright, pastel and the main blue. A lot of colour combinations allow visual identity to sustain its dynamic and creative impressions throught the means of communication.

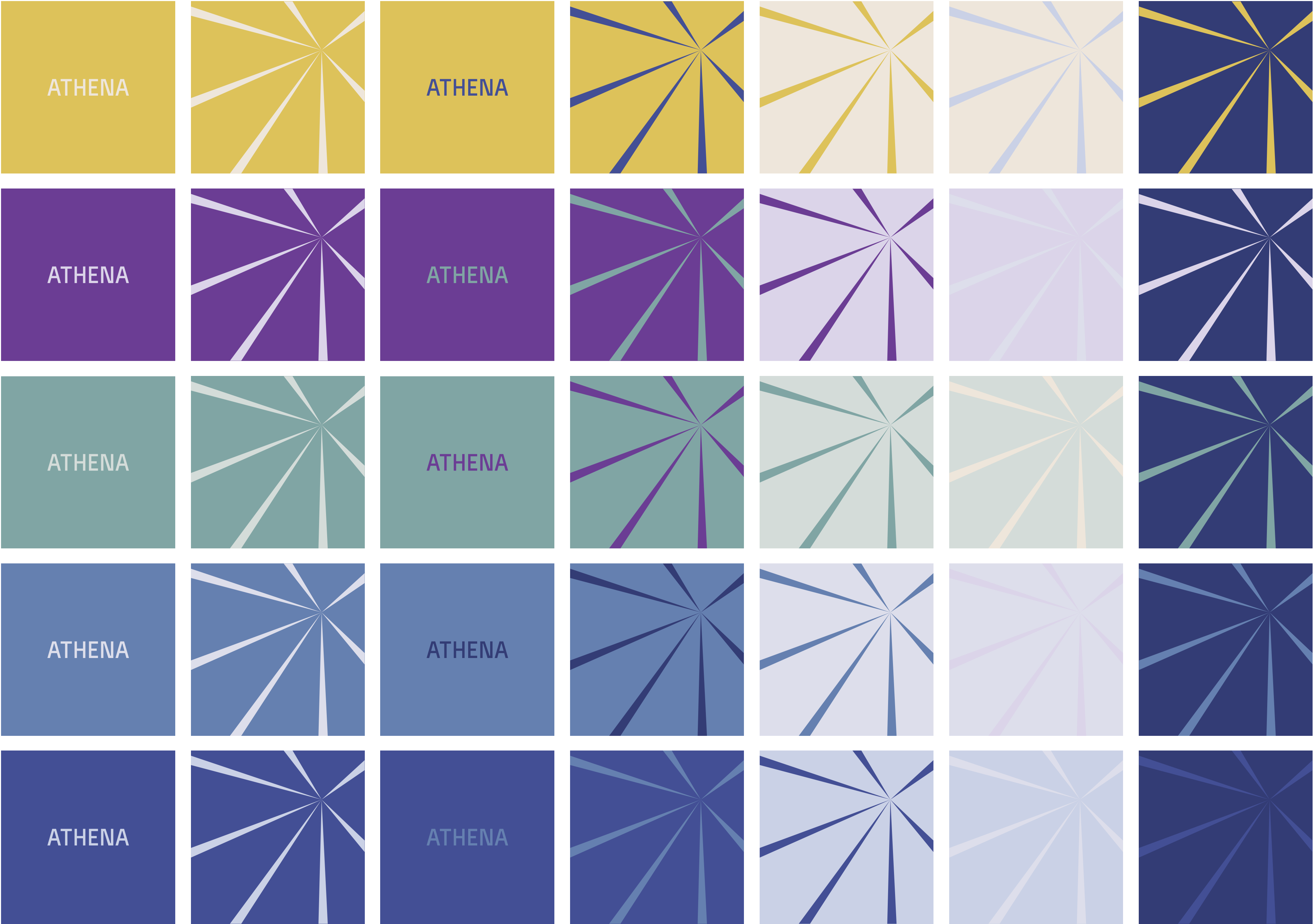
Some colour combinations enable the creation of applications in which graphic element is bright and prominent. It could be used for external, attention grabbing communication.

Other combinations are more mellow and create complimentary compositions. It could be used for backgrounds as an additional feature.

This slide showcases some combinations, but it is not limited to these examples.

The same colour combination recommendations apply to all logotype variations. Make sure it always has enough contrast for adequate visibility.

COLOUR
COMBIANTIONS



TYPOGRAPHY

16

Typeface for headers
and short statements.



GT Flexa

Advanced Technology Higher Education Network Alliance

Paragraph, body text
and open source,
digital friendly typeface.



Poppins

Our pedagogical model promotes student-centred curricula where mobility is naturally embedded as an intrinsic part of the teaching/learning process instead of being seen as an extraordinary peculiar initiative of a few.

This pedagogical model creates teaching/learning settings that promote the development of soft skills and boost students’ employability.

Network educational model

Our pedagogical model promotes student-centred curricula where mobility is naturally embedded as an intrinsic part of the teaching/learning process instead of being seen as an extraordinary peculiar initiative of a few.

regular
medium
bold

89

234

light
regular
medium
semibold
bold

Students select
the courses that
are the most
appropriate for
their envisaged
professional career

We are delivering

Inclusive, innovative, high quality international education permanently aligned with global market needs, addressing societal and environmental challenges.

GRAPHIC ELEMENT

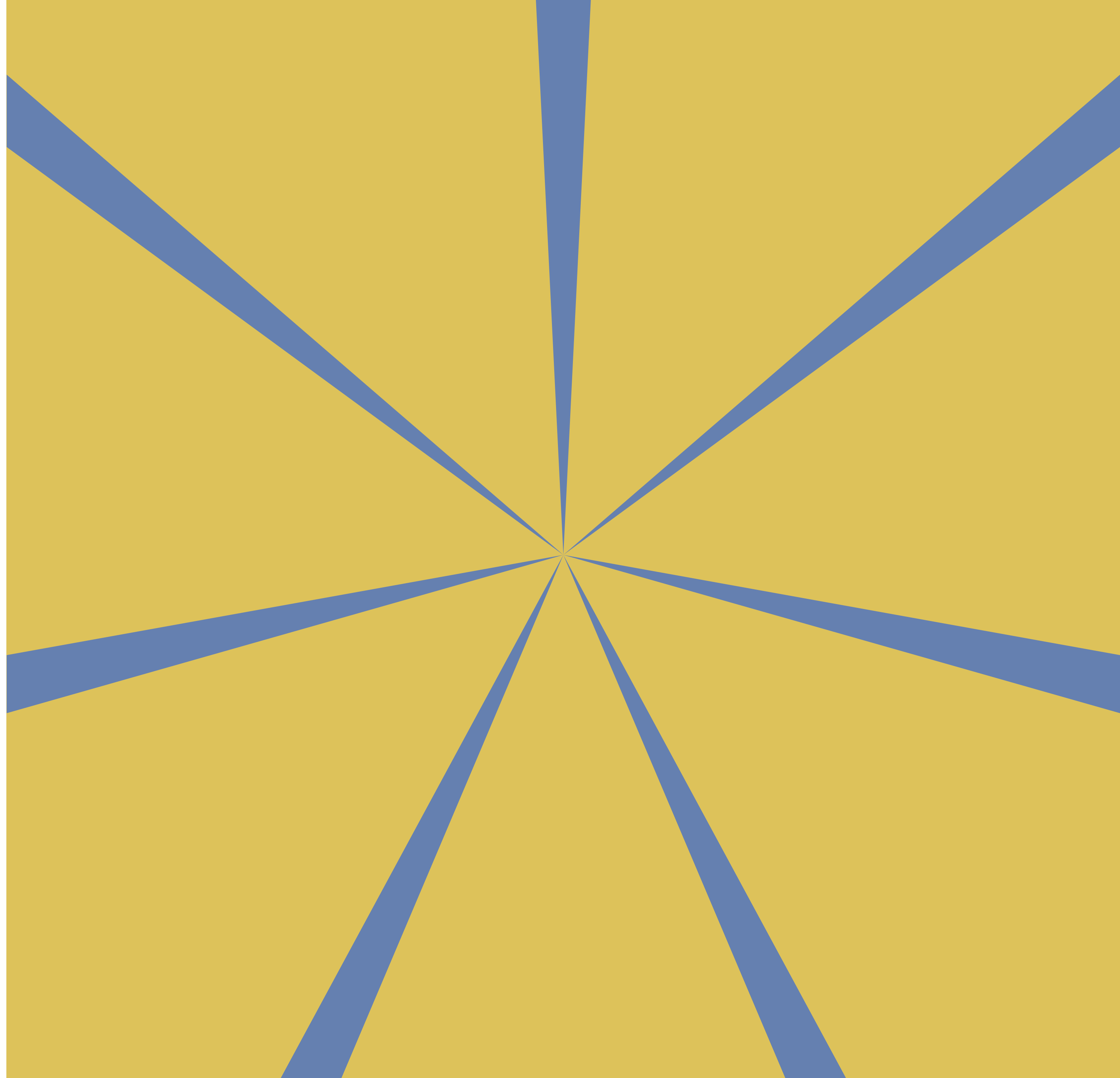
18

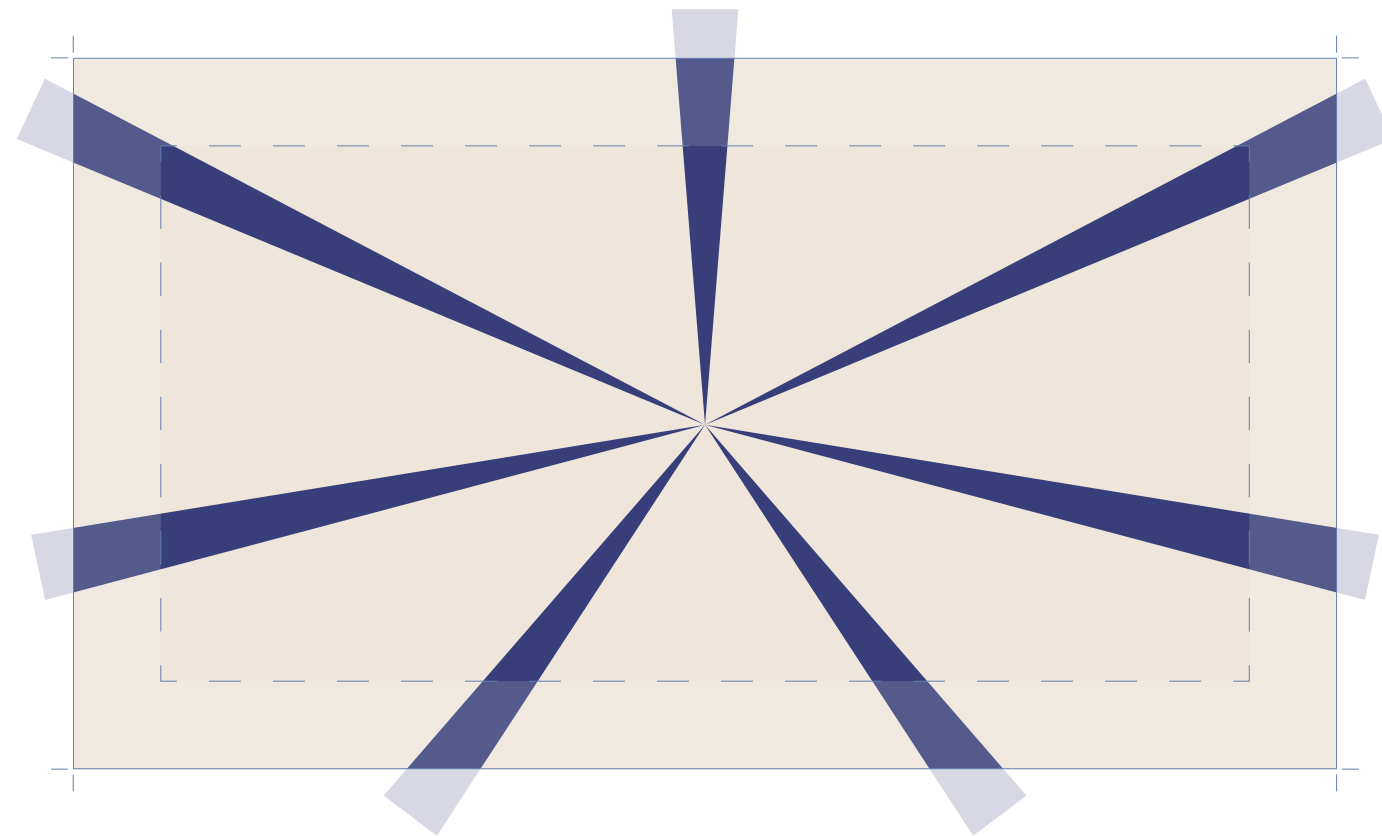
Athena's brand graphic element is the star symbol. It stands for Athena's student-centered education model and represents an alliance formed of seven partner universities.

The rays focusing on the center of the graphic element are always in dynamic motion throughout the visual identity applications. This perpetual motion is a metaphor for brand's naturally embedded mobility.

Furthermore, brand's dynamic impression and creative outlook is strengthened with multiple colour combinations, stroke weights and compositional features.

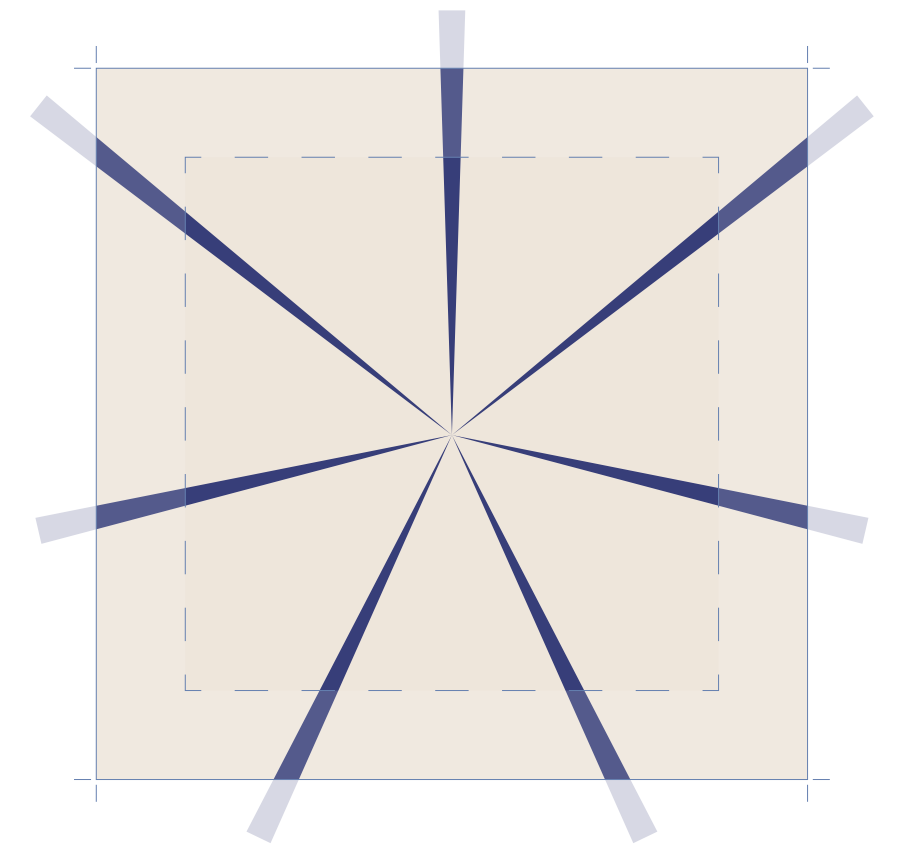
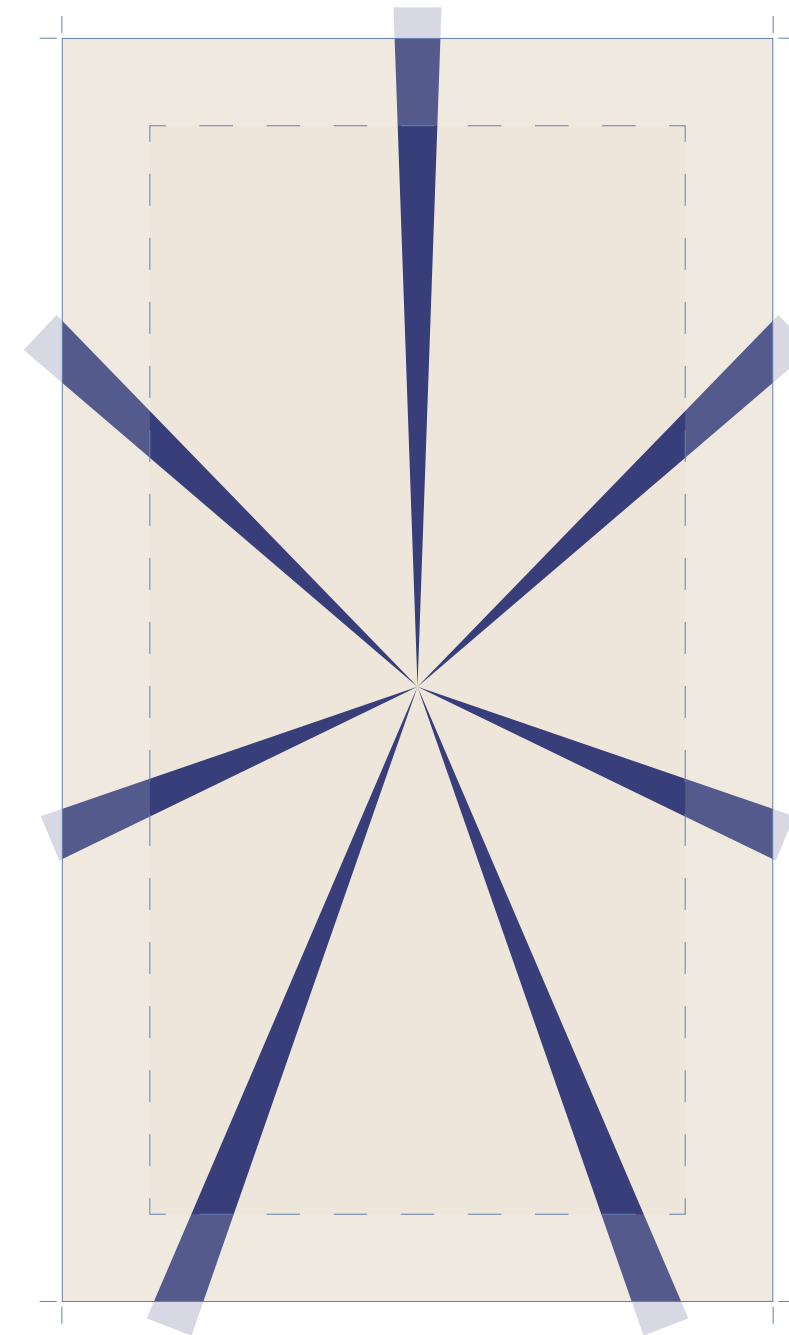
It is the most distinguishable element in the visual identity. Apply it deliberately and follow the guidelines in order to maintain a thorough visual identity system.





In order to sustain the visual integrity of the graphic element throughout the visual identity follow a few rules:

1. Keep the stroke weights in the range of the following templates.
2. Strokes should all be of the same colour and weight.
3. The star should have seven rays visible.
4. The rays have to be extended of the application's artboard.
5. Graphic element has to relatively retain its shape and stroke positions.
6. Keep the centre of the star in the bounding box (dashed line) of a template.



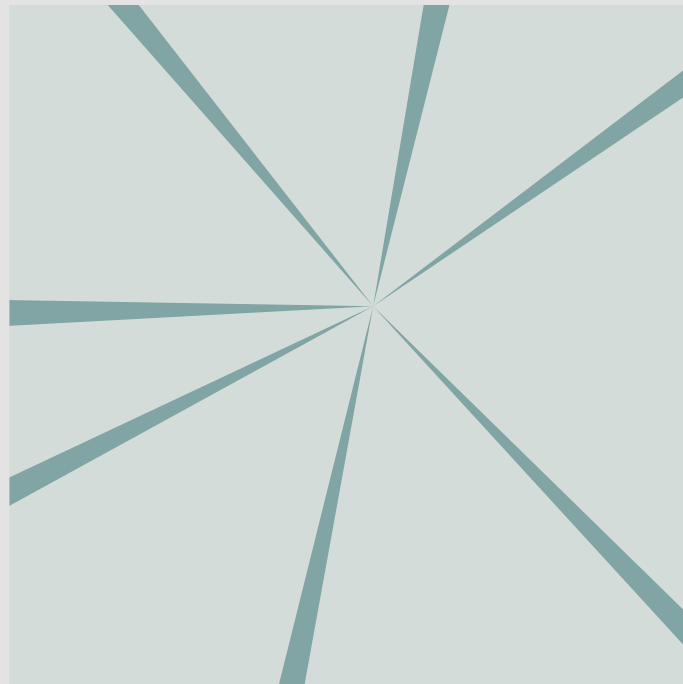
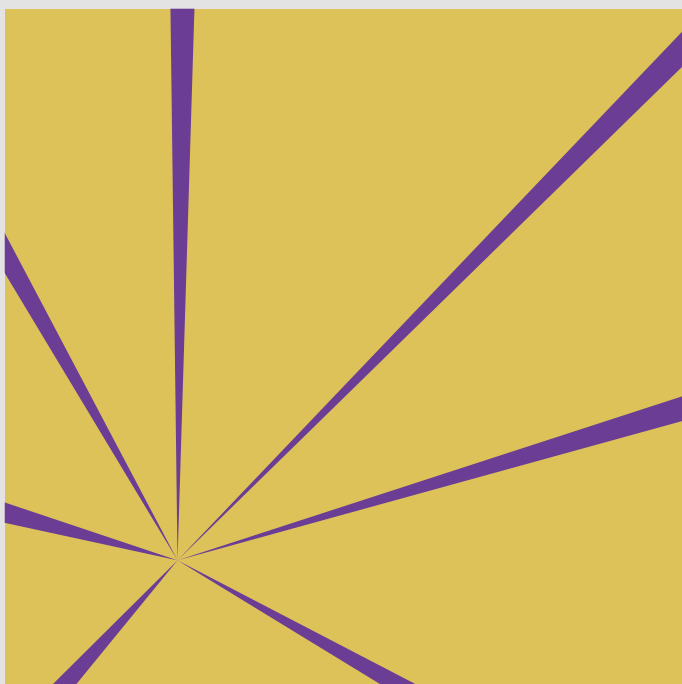
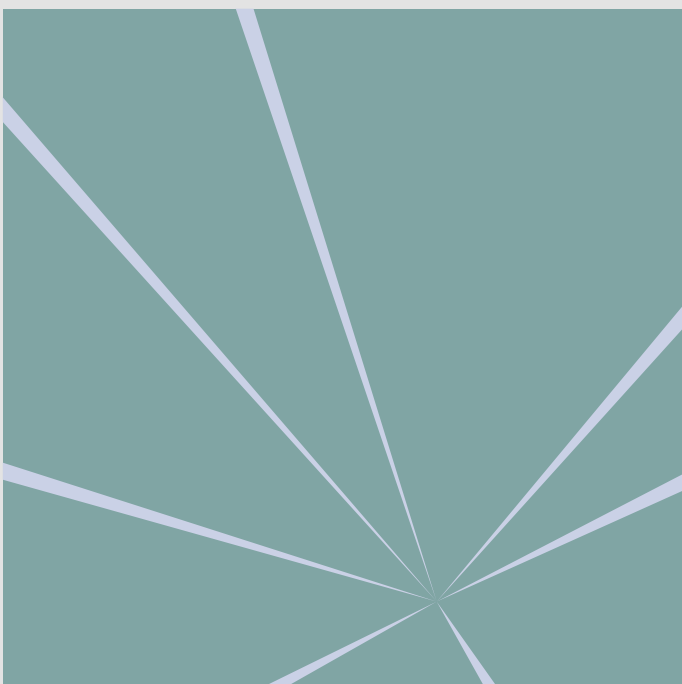
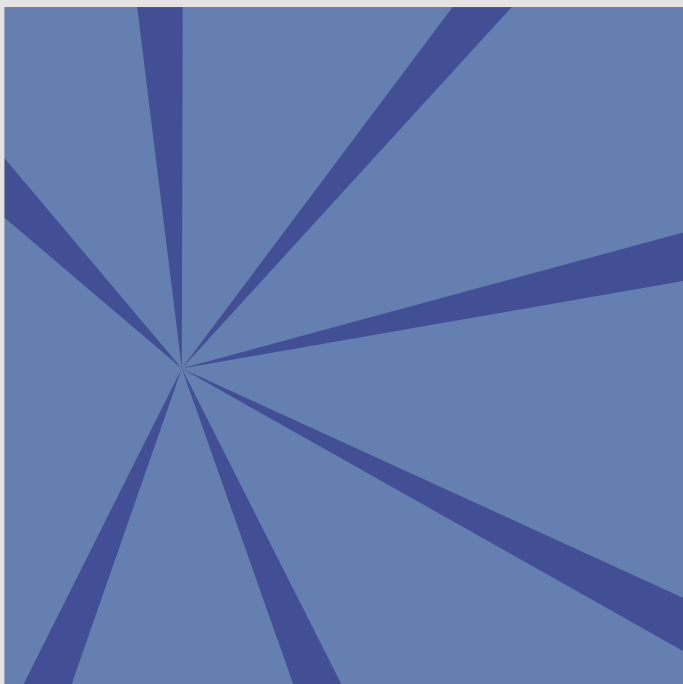
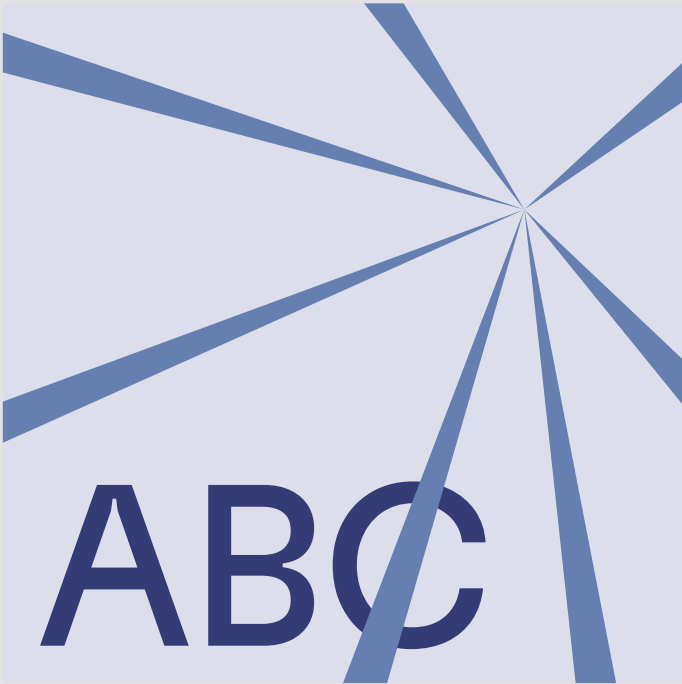
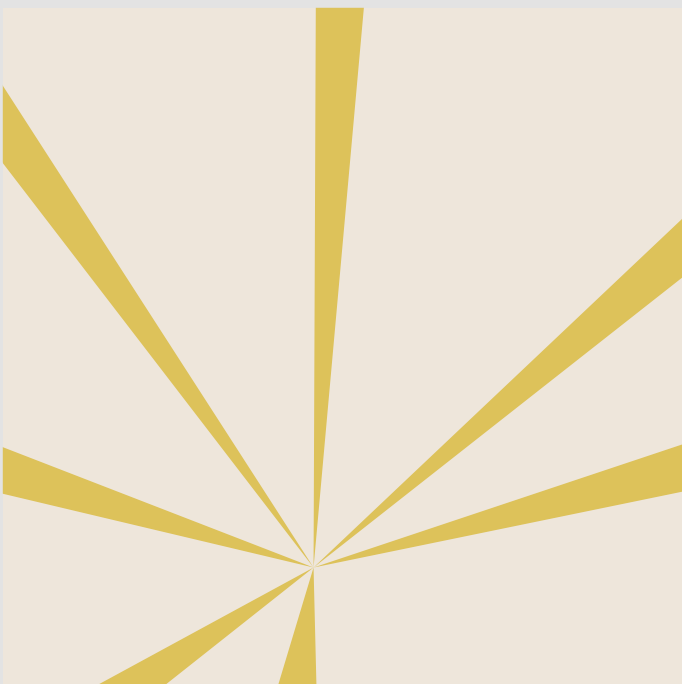
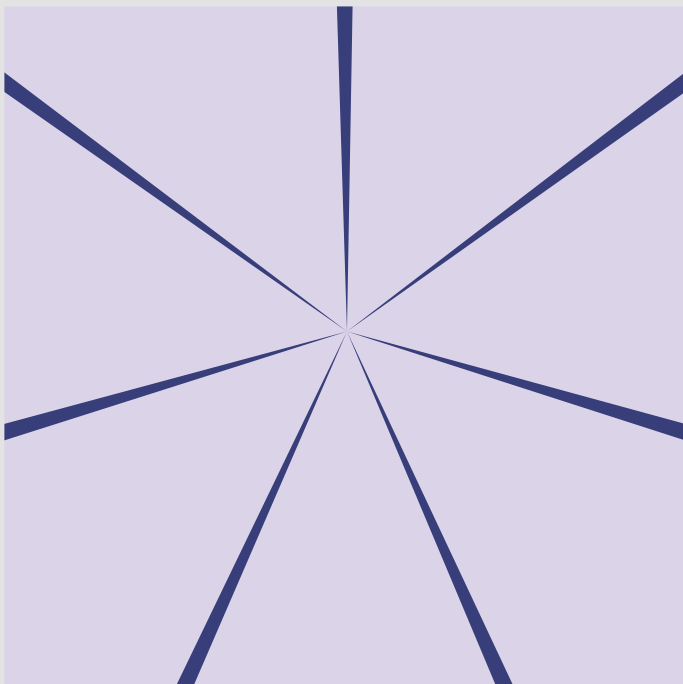
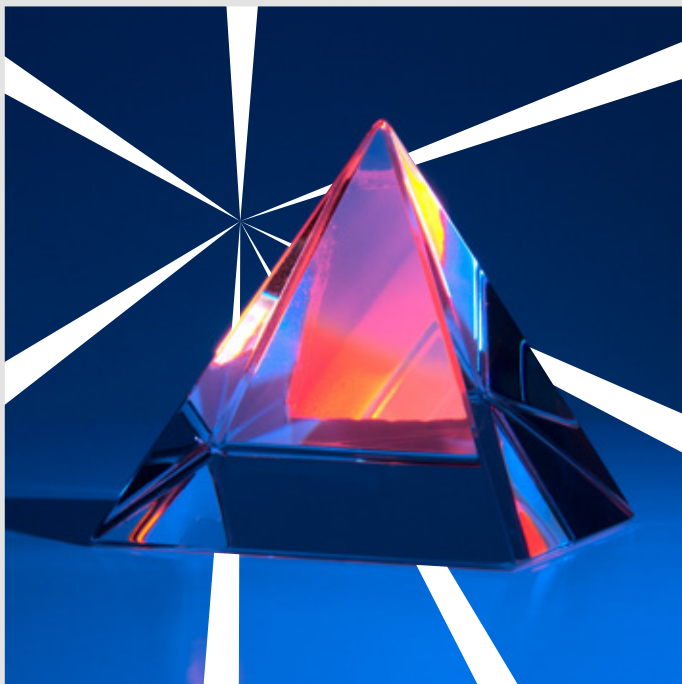
Different situations and formats will require slightly different approach in employing the star symbol.

Use these templates as a starting point for adapting the graphic element to your needs.

Application of the graphic element throughout the visual identity should be ever-changing in order to convey Athena's creator archetype as well as contemporary and dynamic attitude.

Utilise a multiplane composition – graphic element can cover or can be covered by other objects or text. Make sure the star symbol and content are clearly visible.

Use the following pre-made compositions for inspiration or adapt it to your needs.

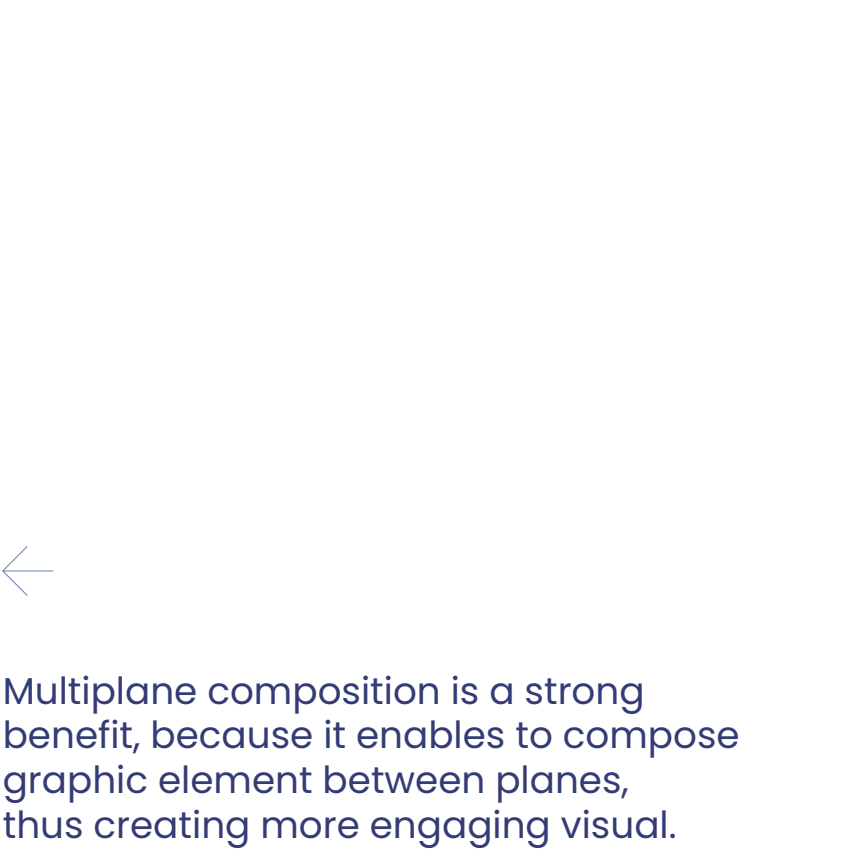
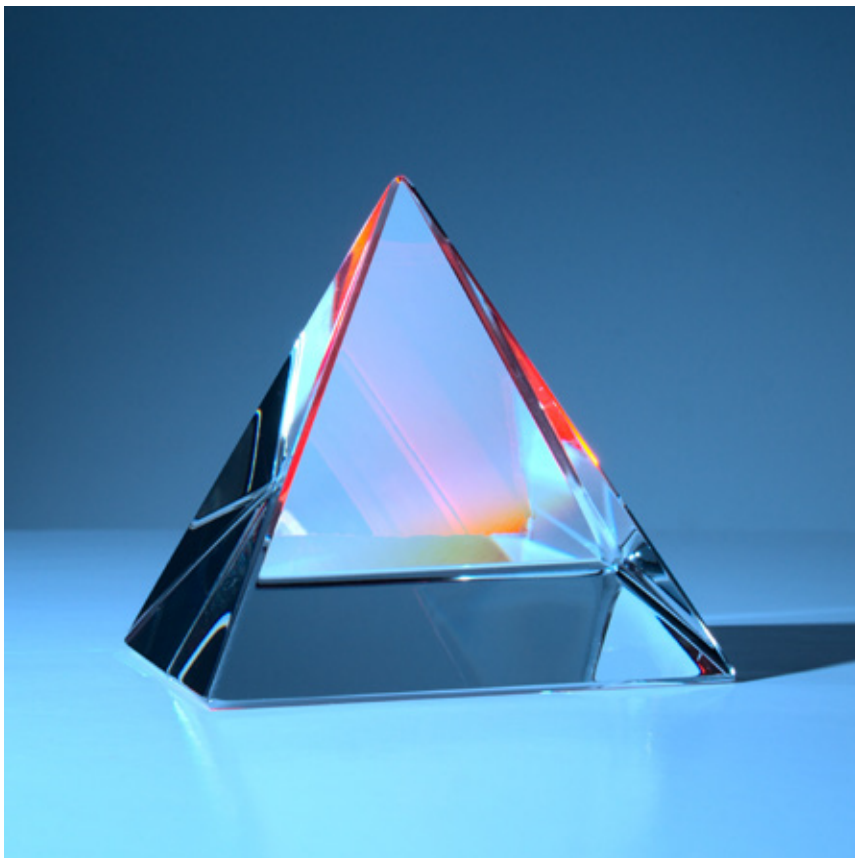
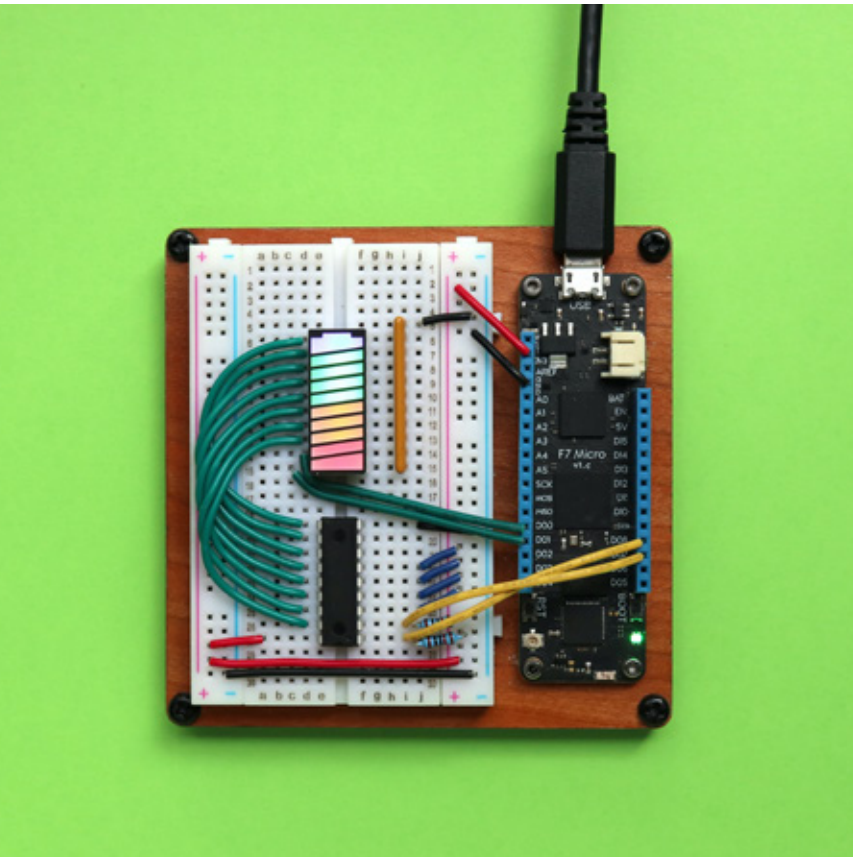


PHOTOGRAPHY

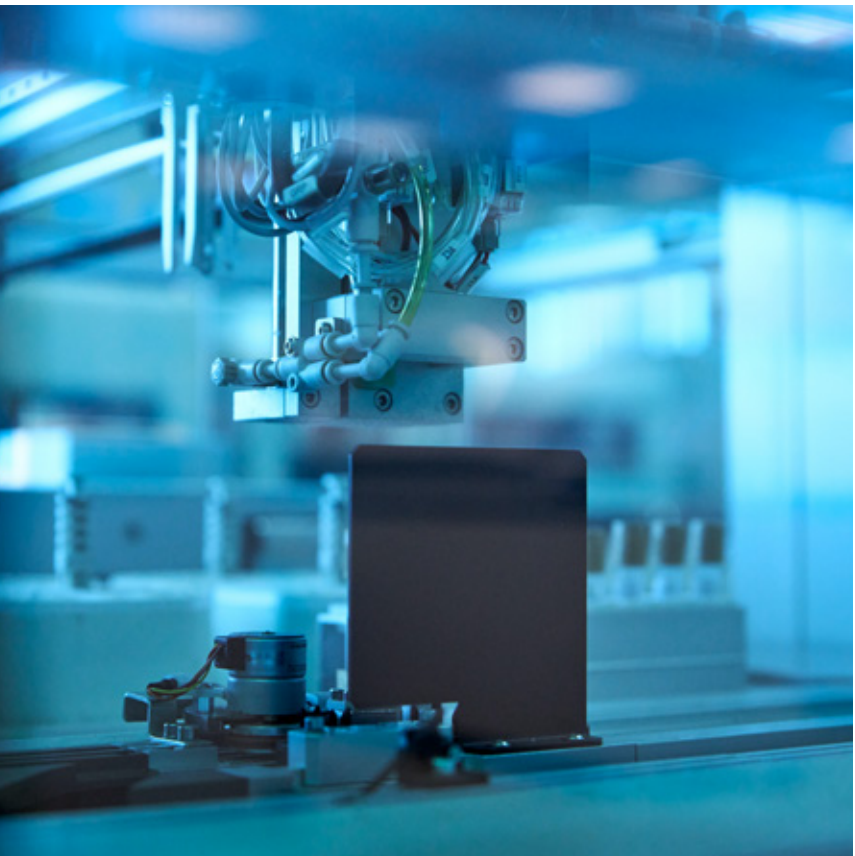
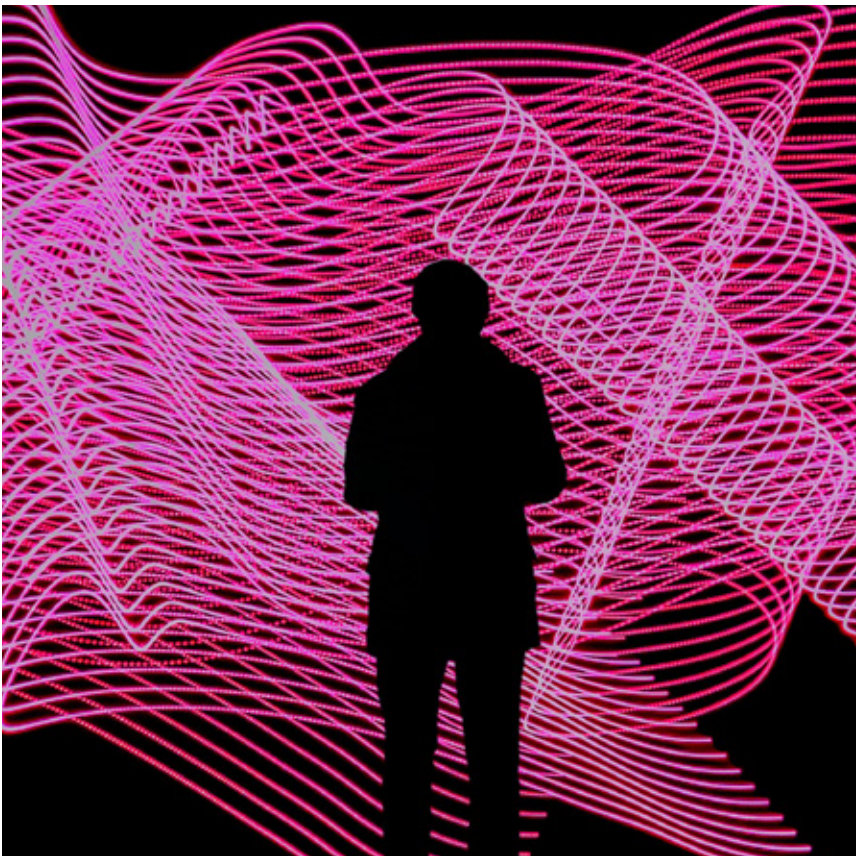
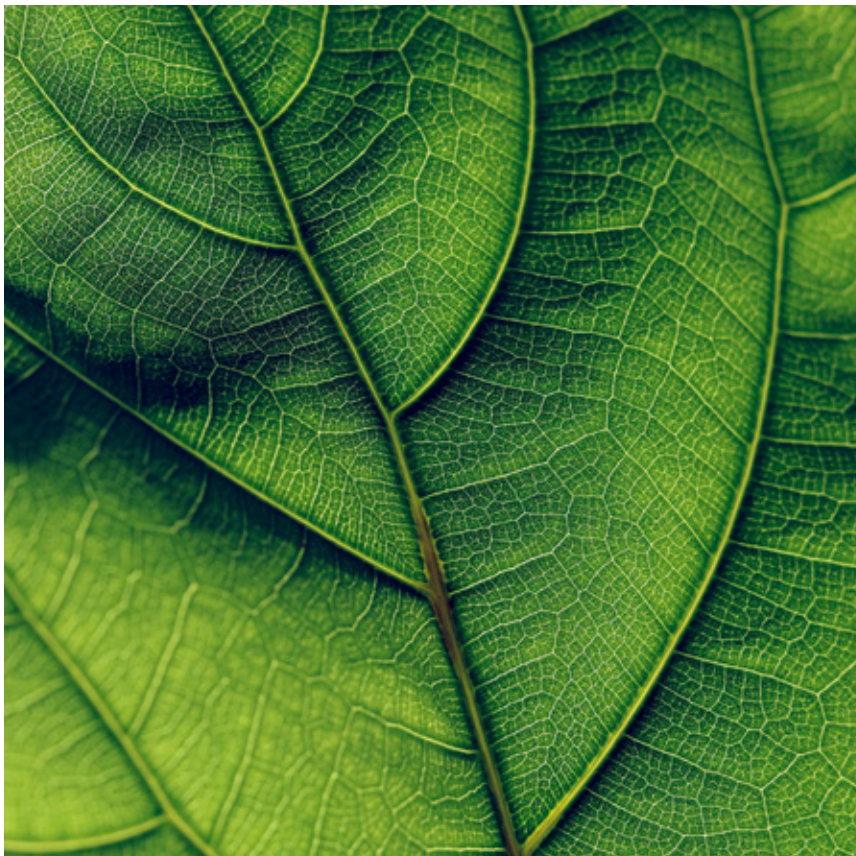
22

The most important aspect for a photo is its sense of technology, science and creativity.

Athena's photography style should convey its priorities on technological education and research in its distinguished specialisations. Moreover, it should communicate its creator's archetype.



Multiplane composition is a strong benefit, because it enables to compose graphic element between planes, thus creating more engaging visual.

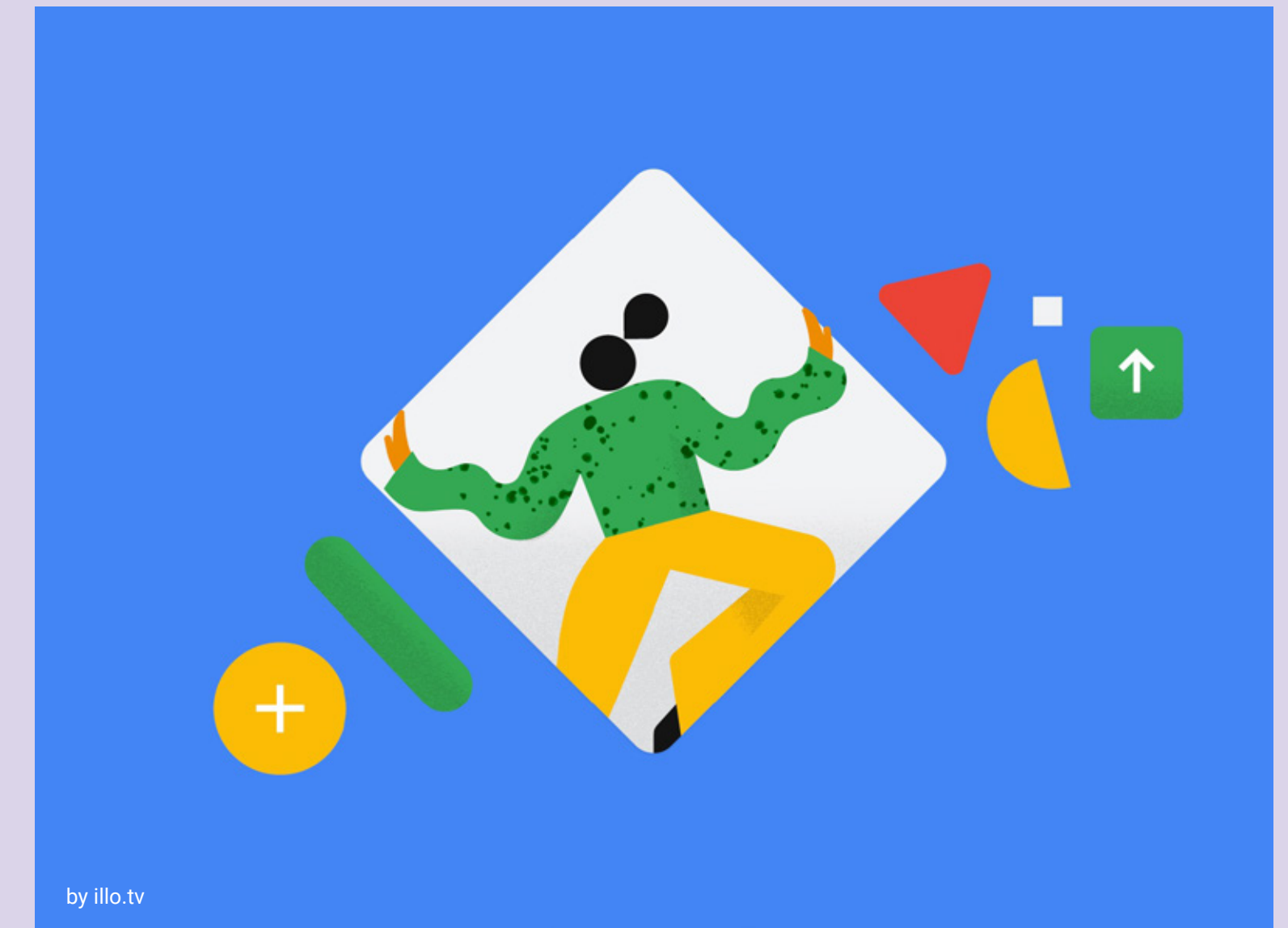
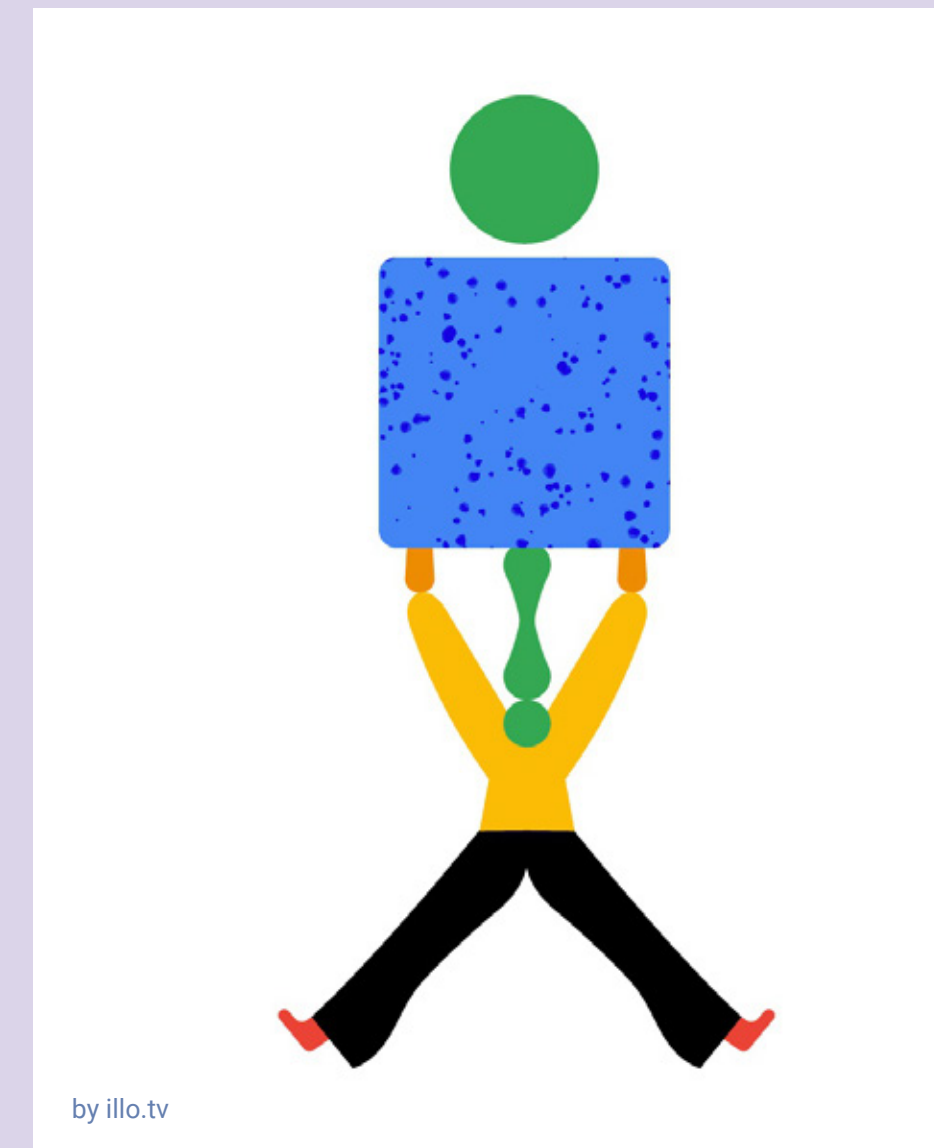
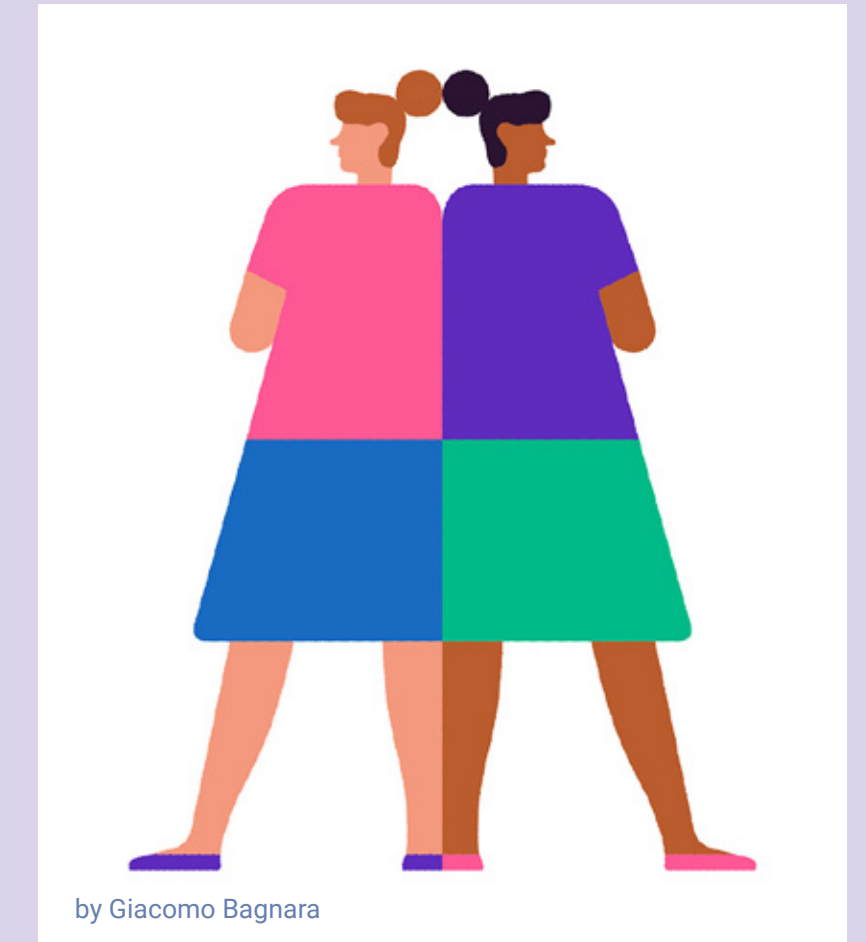
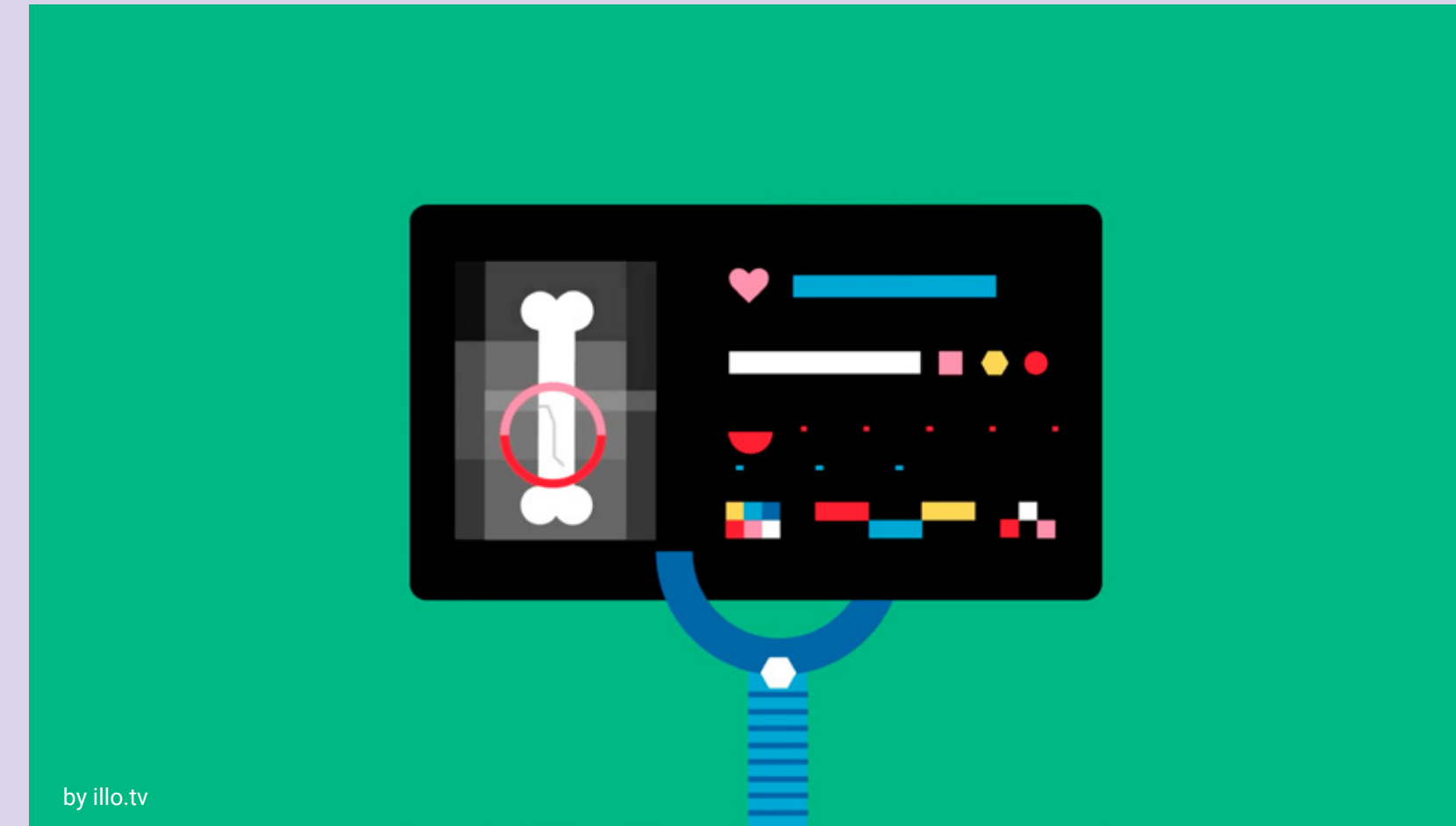
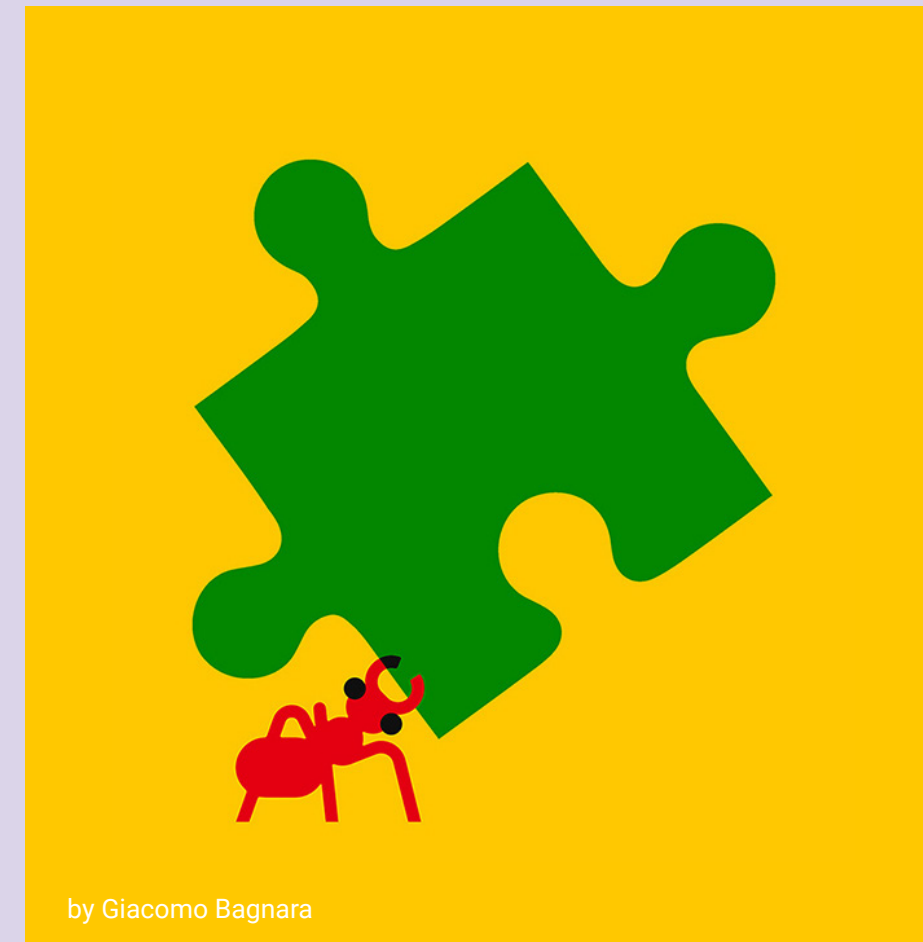


ILLUSTRATIONS

24

Illustration is a great tool for visually communicating complex messages, metaphors or concepts. Flat, bold, colourful geometric shapes and minimalistic stylisation are the main keywords defining recommended illustration moodboard for Athena's visual identity.

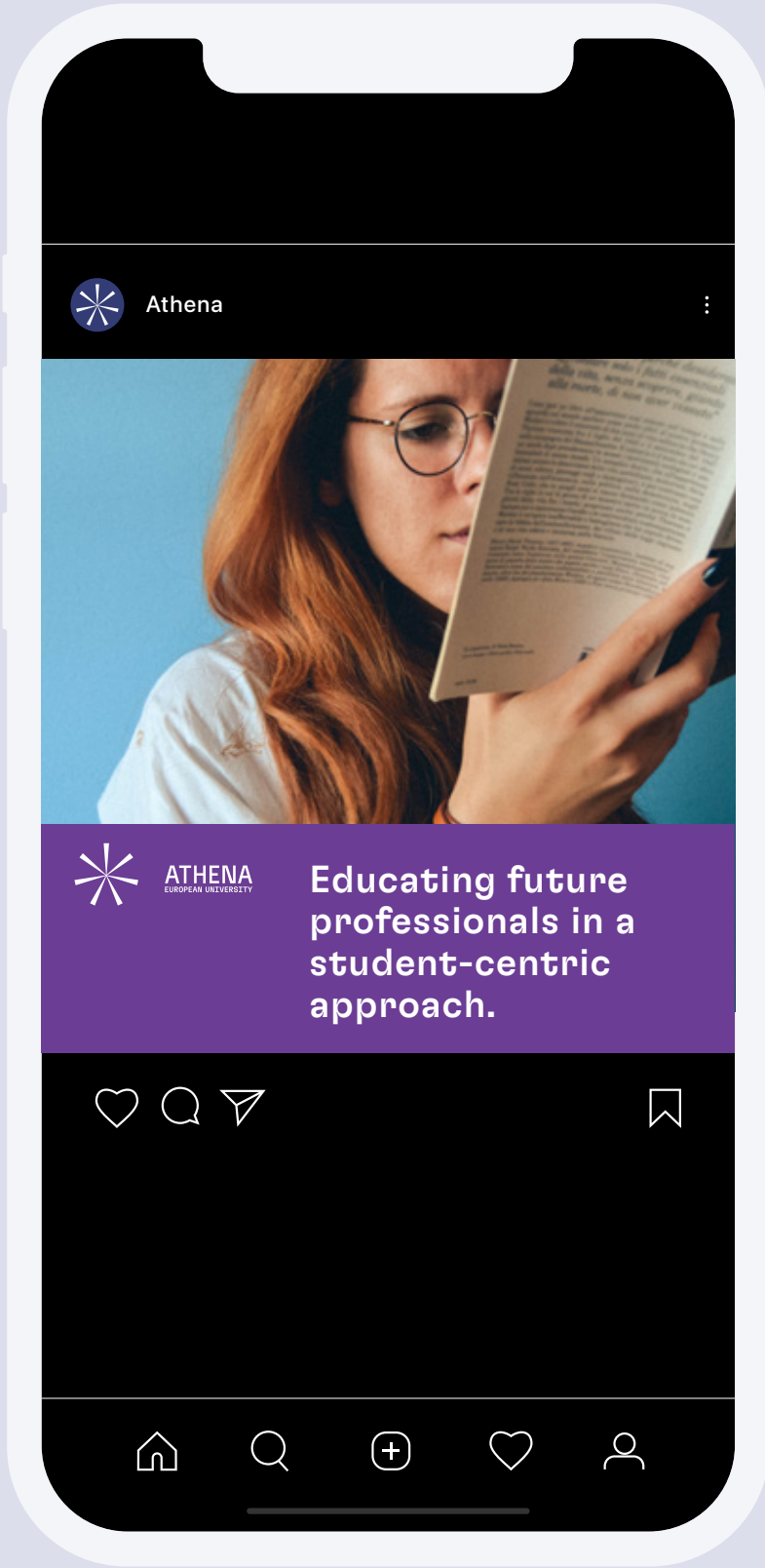
Following artworks isn't available for commercial use. They are displayed as the style guide only. Contact their respective creators: giacomobagnara.com and illo.tv for commission inquiries.



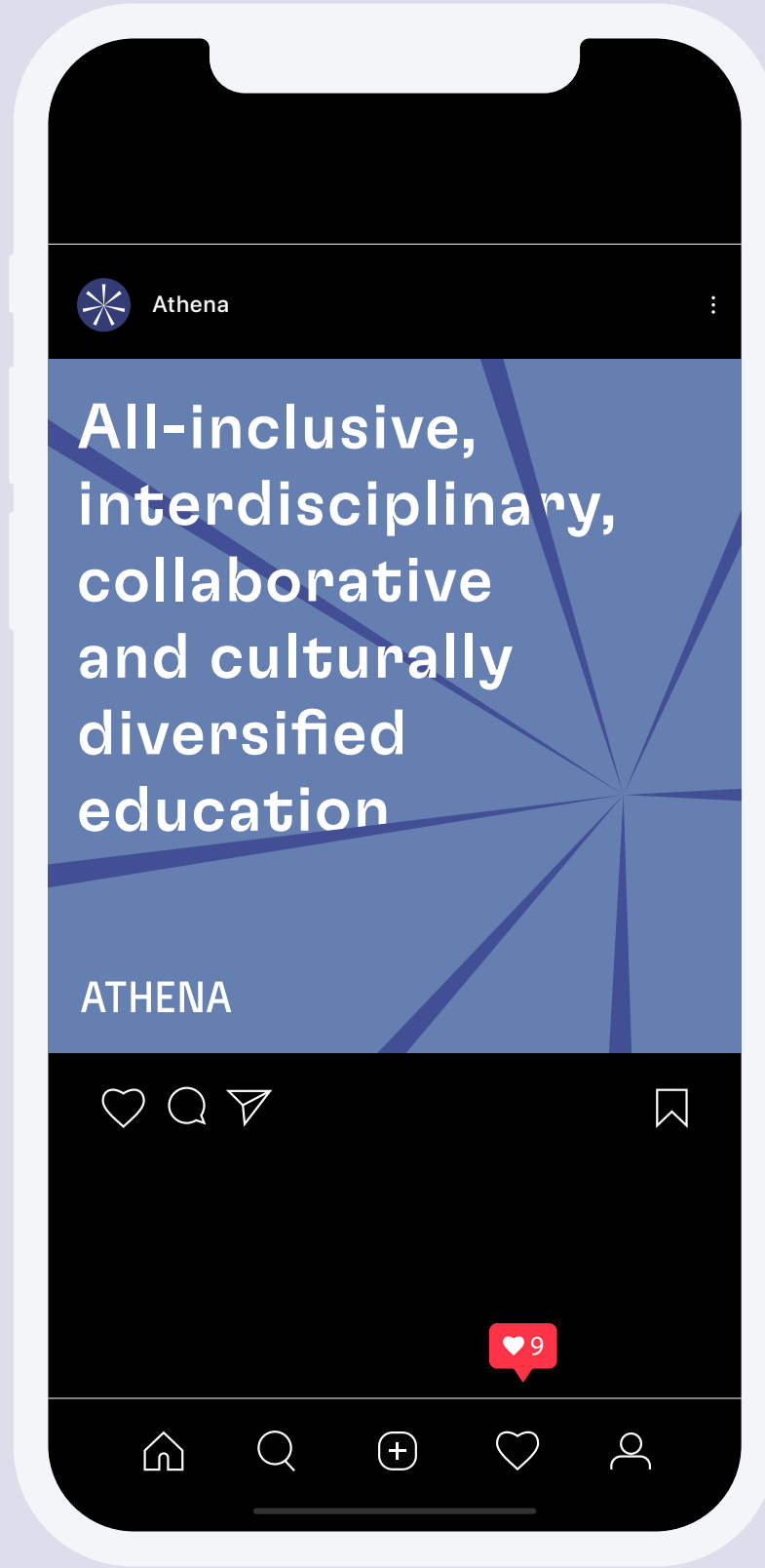
APPLICATION

26

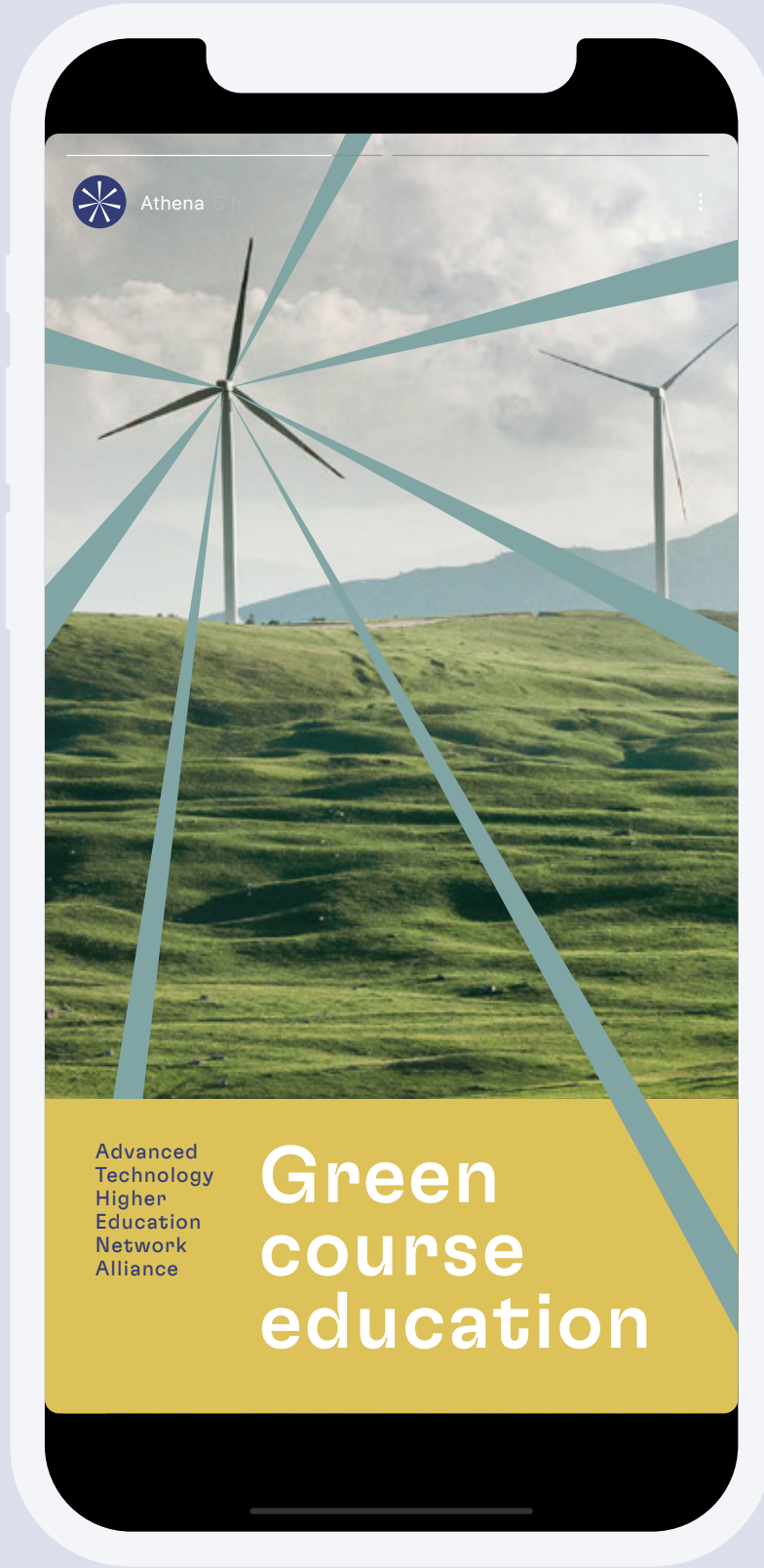
INDEX



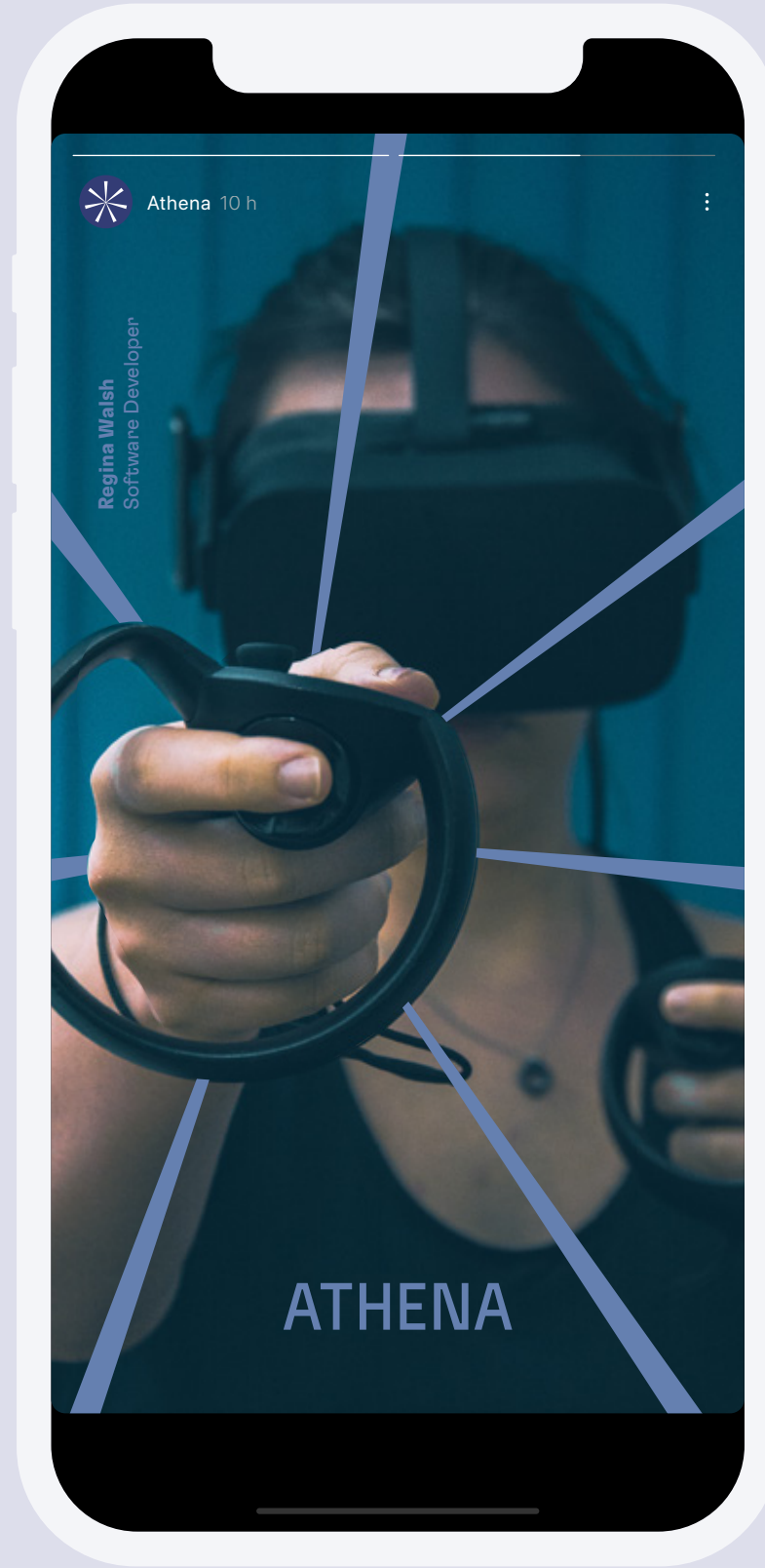
Social media post - photo and text



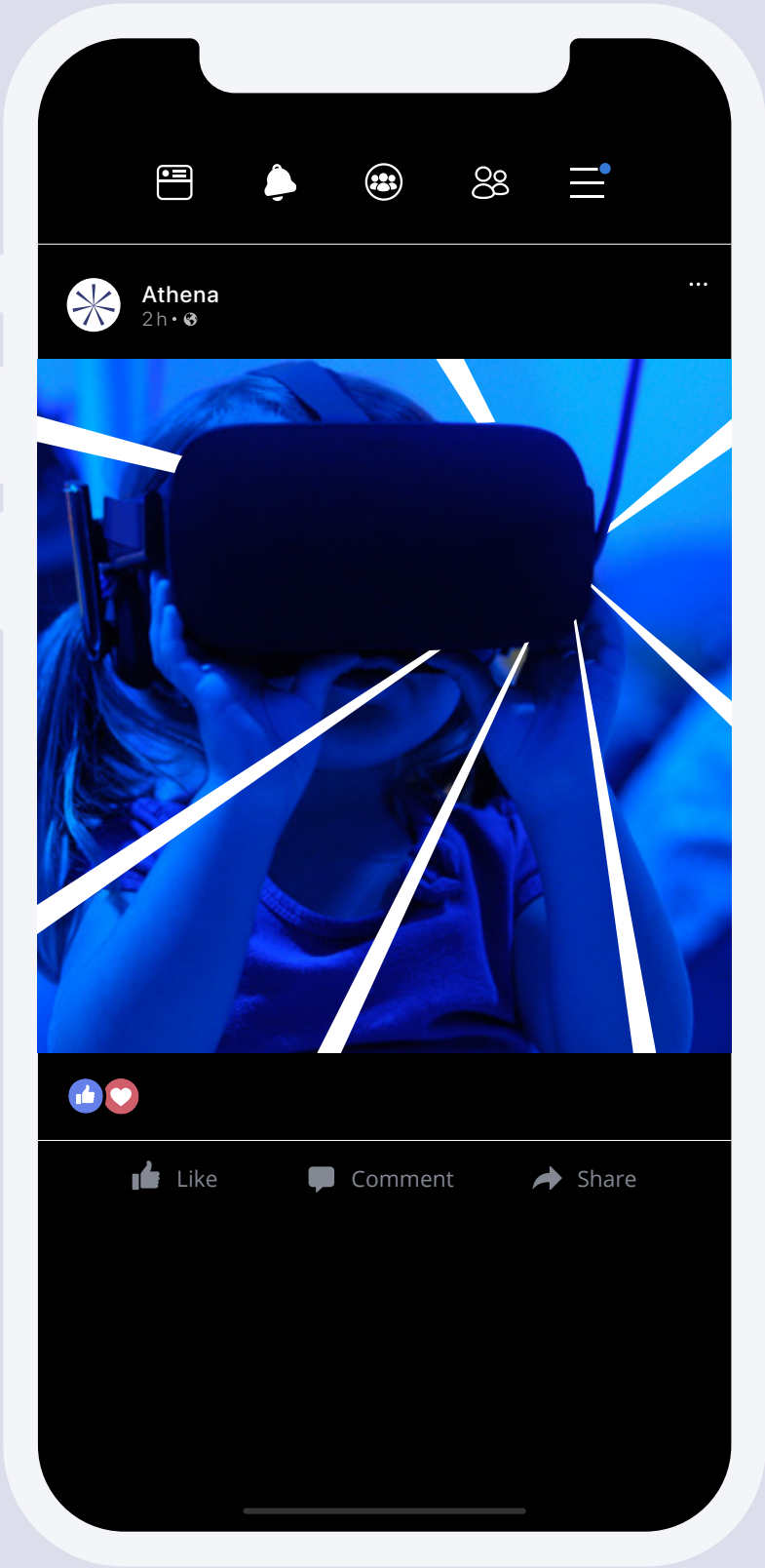
Social media post - text



Social media story



Social media story



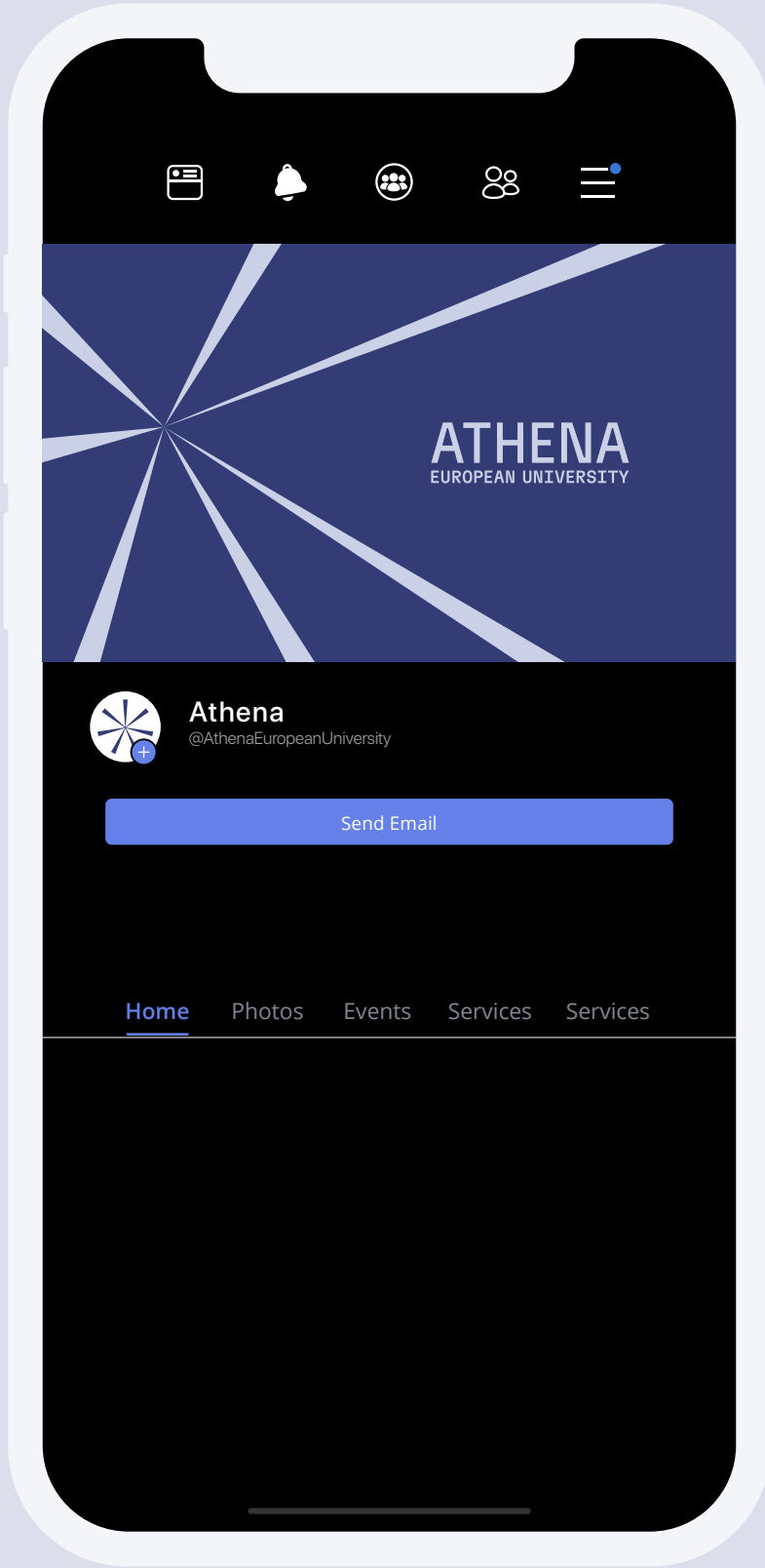
Social media post - photo



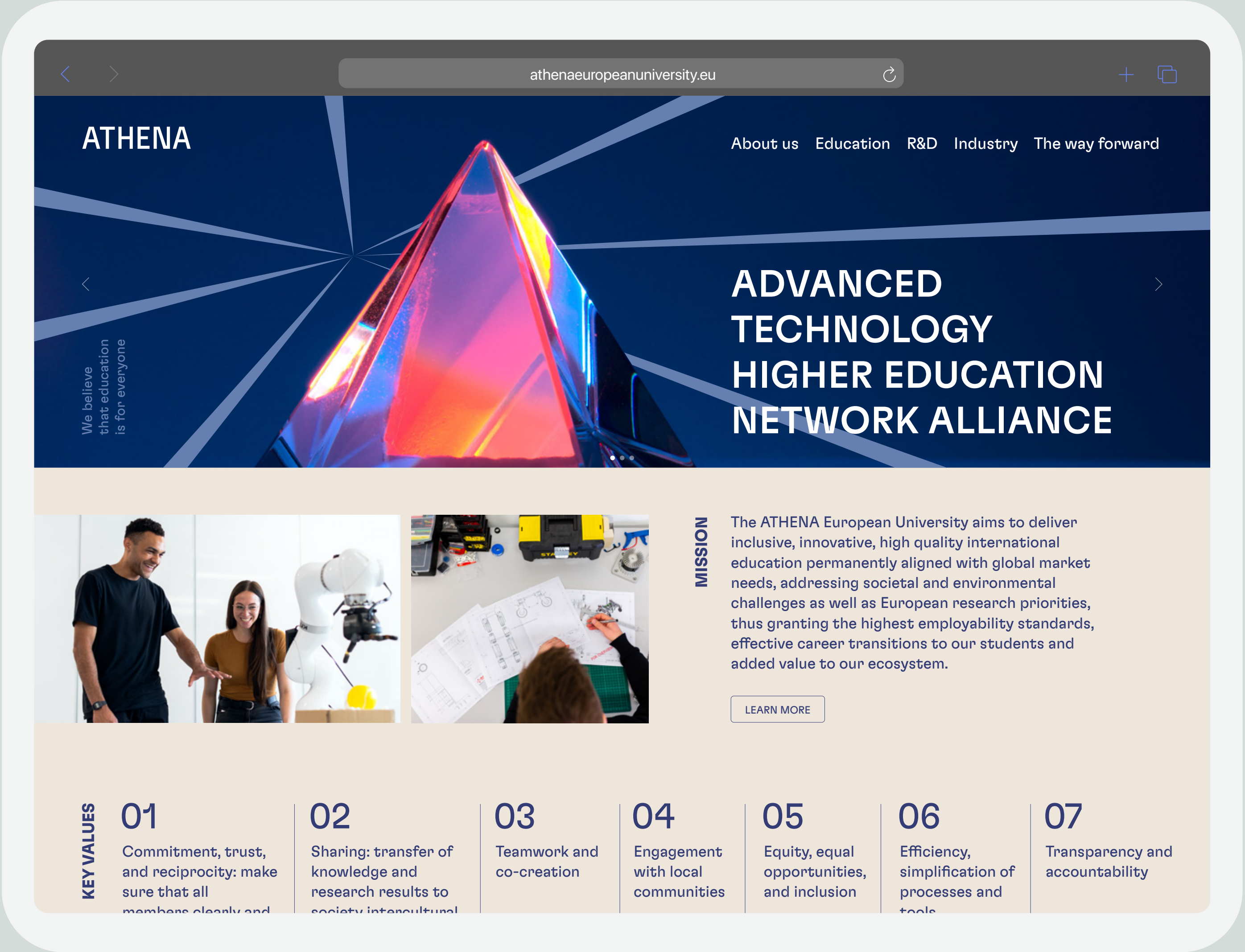
Facebook event cover



Social media banner



Facebook page cover



Website landing (visual reference)



Web banner



**ALLIANCE'S
INTERNATIONAL
FORUM 2021**

January 27-29th
University of Siegen, Germany

Day 1

11:00 Opening speeches
13:00 Session 1
13:40 Break
14:20 Tutorial
15:10 Session 2

ATHENA Forum

As part of the European Universities Initiative the programme Advanced Technology Higher Education Network Alliance (ATHENA) promotes the bringing together a new generation of creative Europeans able to cooperate across languages, borders and disciplines to address societal challenges and skills shortages faced in Europe.

DAY 2
Focus is on
Optical Sensing

**ZESS PHD
RESEARCH
FORUM**

ATHENA

At Menelaos Forum. The Early Stage Researchers started their PhD project in 2020 will give on overview of their research topic related to applications on **Compressive Sensing**.






13:30

**DIGGING DEEPER: TOWARDS
A BETTER UNDERSTANDING
OF TRANSFER LEARNING FOR
HUMAN ACTIVITY RECOGNITION**

Alexander
Hoelzemann

- **The Center for Sensor Systems** holds a full-day doctoral seminar every year, which shows the progress made in the research of the doctoral students.
- The aim of this event is the exchange of information and knowledge between doctoral students from the various working groups of the ZESS.
- This year the thematic focus of the presentations is on **Optical Sensing**.



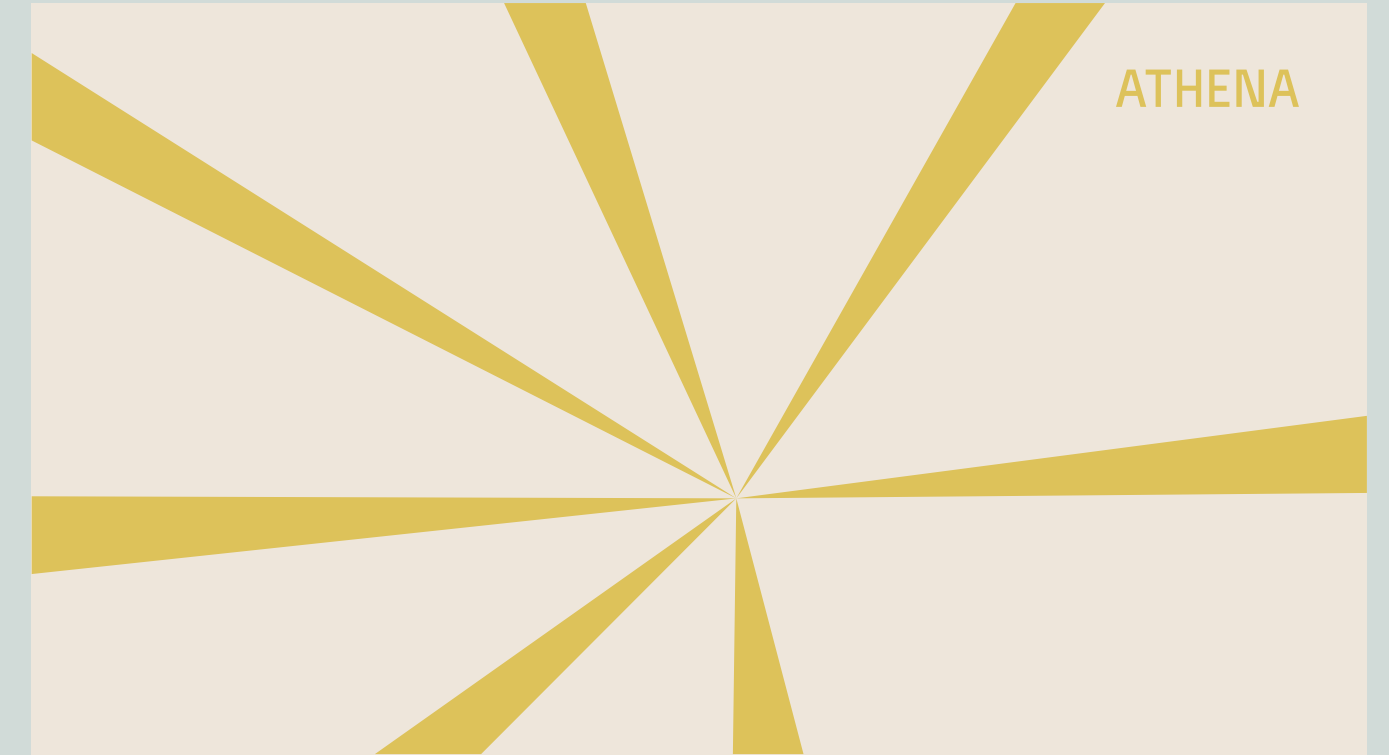
01



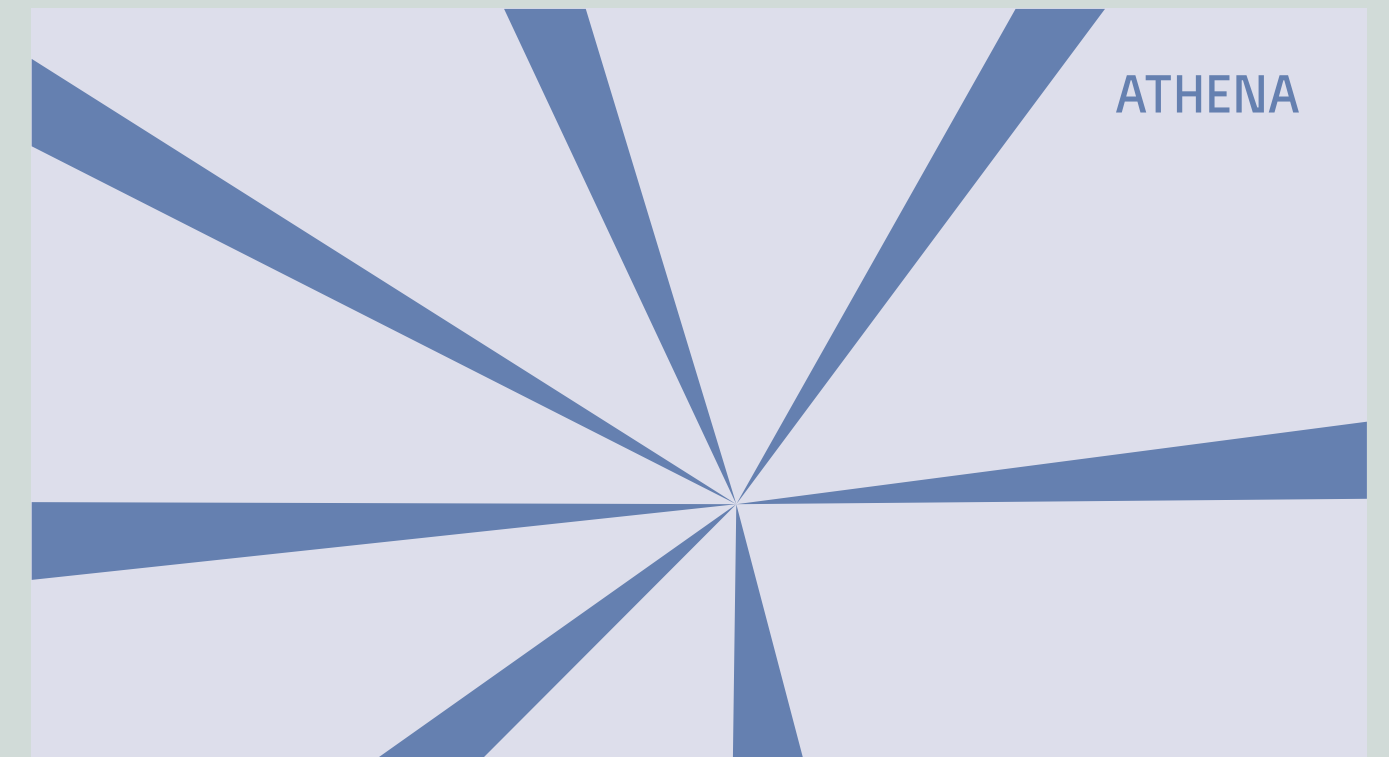
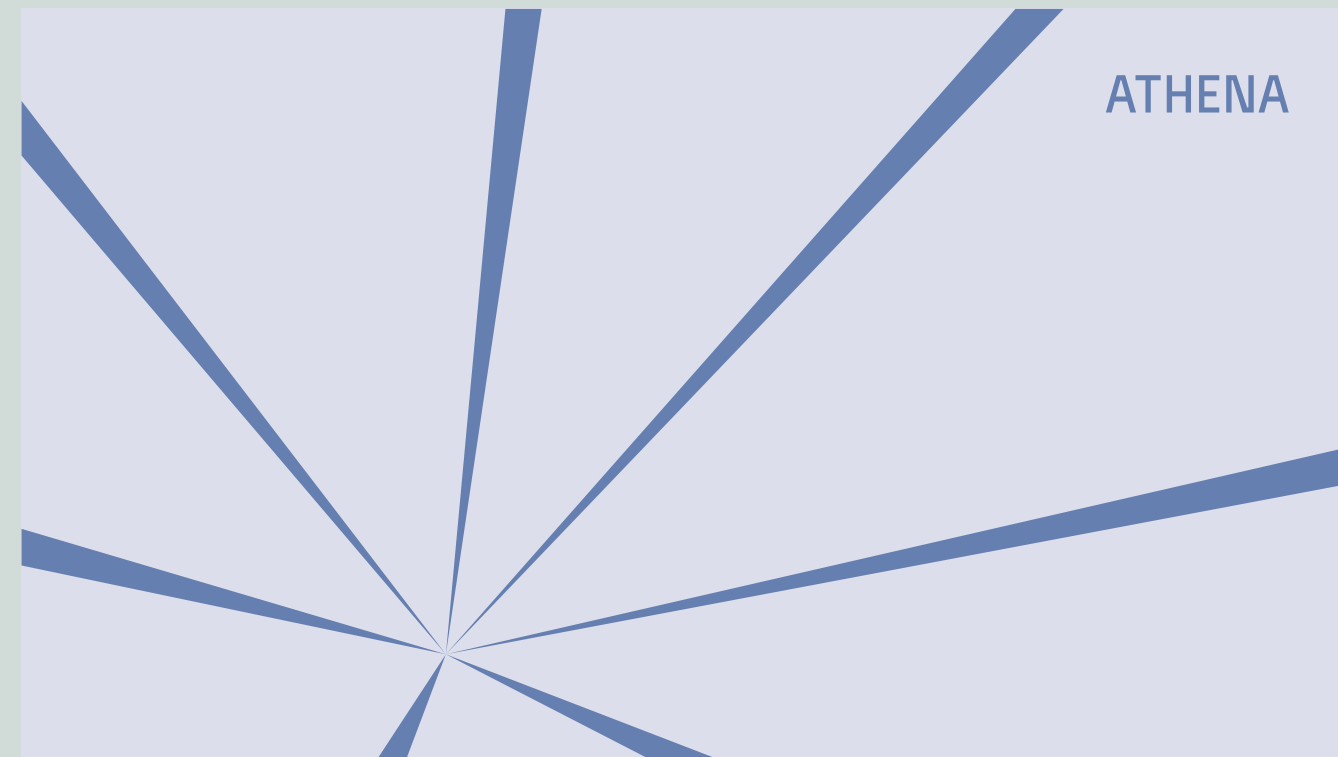
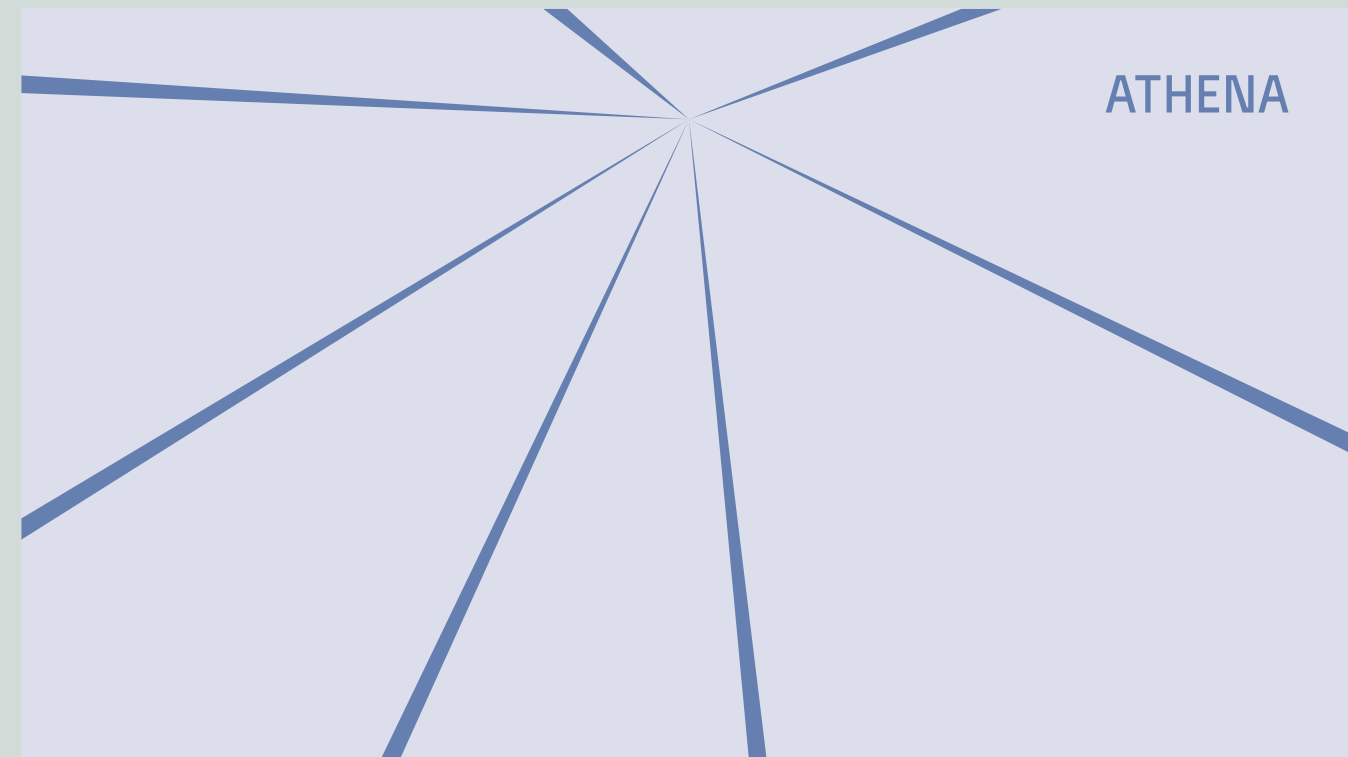
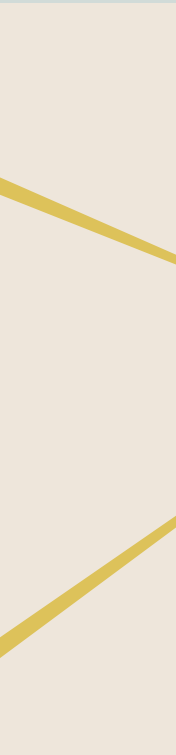
02



03

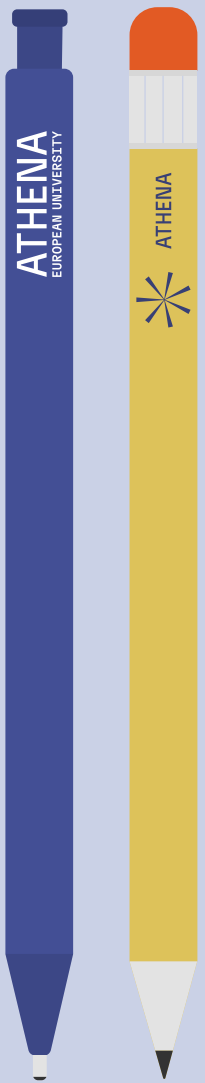


01



Video conference background animation consists of a graphic element changing its stroke weight and centered position on looped motion. Animated background should be used in conferences or lectures where one speaker is using animated background in order not to overwhelm viewers with multiple dynamic backgrounds.

Alternatively, any of the following images in any two additional colour combinations can be used as an image for video conference background. They can be used for collective video conferences when multiple people on call.



Gabrielė Ambromavičiūtė
Project manager

ATHENA
EUROPEAN UNIVERSITY

+351 966 554 443
gabriele@athenaeuropeanuniversity

www.athenaeuropeanuniversity.eu
R. de São Tomé, Porto, 4200-486 Portugal





ATHENA
EUROPEAN UNIVERSITY

Announcement and cordial invitation!

Three “flagship initiatives” of the University of Siegen have joined forces to increase their international visibility within the ATHENA Forum, the ZESS PhD Research Forum and the MENELAOSNT Forum, Jan 27 to Jan 29, 2021.

Important and for all universities and research institutions necessary and self-evident tasks of scientific publication (dissemination), the transfer of scientific results into application and the increase of public perception (outreach) are carried out.

The PhD program “Smart Sensing” of the Center for Sensor Systems (ZESS) has the longest tradition with more than 20 years of successful work in various structured PhD programs. Based on this work, the international MSCA Innovative Training Network MENELAOSNT, funded by the EU under H2020, continues to consolidate and expand this development with a total of 11 European partners in the field of structured PhD research.

The latest part of this success story is ATHENA, the Advanced Technology Higher Education Network Alliance formed by the Polytechnic Institute of Porto, Hellenic Mediterranean University, University of Maribor, Università degli Studi Niccolò Cusano, University of Orléans, Vilnius Gediminas Technical University, and University of Siegen. The EU-funded European University network has the goal of establishing a distributed European comprehensive university with joint degrees (B.Sc. and M.Sc.). Athena is creating international conditions for joint research and studies at a common European campus shared by the partner Universities. A true European teaching and research area is being created!

Athena European University
R. de São Tomé, Porto,
4200-486 Portugal

+351 966 554 443
info@athenaeuropeanuniversity.eu
www.athenaeuropeanuniversity.eu

Gabrielė Ambromavičiūtė
project manager





Advanced
Technology
Higher
Education
Network
Alliance



ATHENA
EUROPEAN UNIVERSITY

www.athenaeuropeanuniversity.eu

Business card

Letterhead

Envelope

Optional stamp proposal
for external documents





ATHENA
EUROPEAN UNIVERSITY

31 June 2021

Unique number: A12 345678
University Code: 1234567892

Student ID: 123456789

Head of Athena Alliance
John Doe



Master's
Diploma

Kristina Nazimova

Unique number: A12 345678
University Code: 1234567892



Unique number: A12 345678
University Code: 1234567892

June 31st 2021

Unique number: A12 345678
University Code: 1234567892

June 31st 2021

Diploma

ATHENA
EUROPEAN UNIVERSITY

Unique number: A12 345678
University Code: 1234567892

June 31st 2021

Unique number: A12 345678
University Code: 1234567892

June 31st 2021

Head of Athena Alliance
John Doe



Certificate of
Appreciation

Kristina Nazimova

Unique number: A12 345678
University Code: 1234567892



Unique number: A12 345678
University Code: 1234567892

June 31st 2021

Unique number: A12 345678
University Code: 1234567892

June 31st 2021

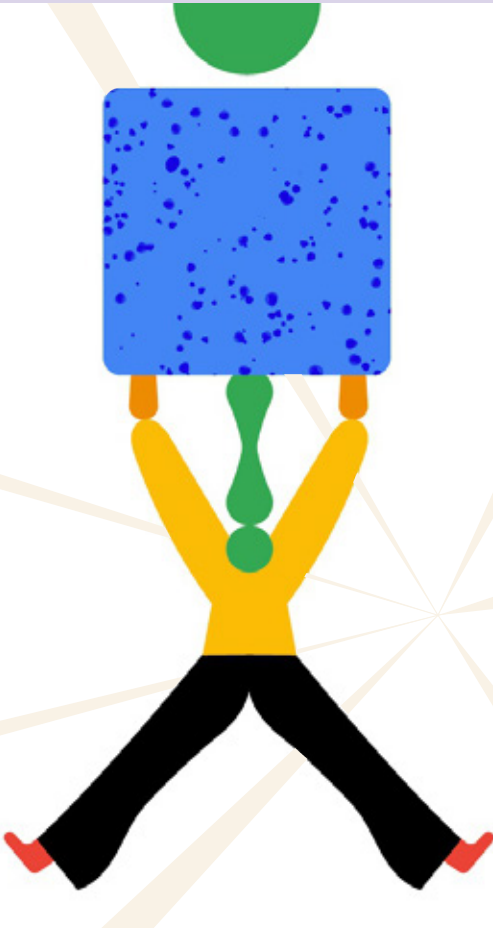
Certificate of appreciation

Advanced Technology Higher Education Network Alliance

ATHENA is a worldwide renowned federation of higher education institutions that delivers highly qualified professionals for the labour market assuring a swift and effective transition from Education to Work reaching out to regional communities and advancing the transfer of knowledge and research results to the European society.

Contacts:

+351 966 554 443
info@athenaeuropeanuniversity.eu
R. de São Tomé, Porto, 4200-486 Portugal
www.athenaeuropeanuniversity.eu



ATHENA
EUROPEAN UNIVERSITY

Crafting the right module for yourself

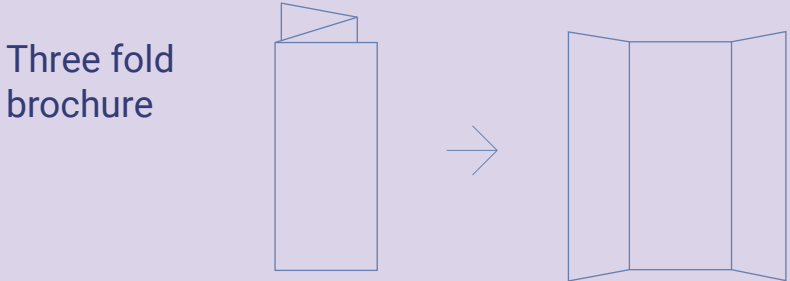
Student-centric approach education

OUR PEDAGOGICAL MODEL

It promotes student-centred curricula where mobility is naturally embedded as an intrinsic part of the teaching/learning process instead of being seen as an extraordinary peculiar initiative of a few. This pedagogical model creates teaching/learning settings that promote the development of soft skills and boost students' employability. We will permanently seek innovative approaches to ensure that our pedagogical model is a living piece of ATHENA, always tuned to society needs in a smooth yet cautious movement towards modern trends.



Students select the courses that are most appropriate for their envisaged professional career as long as they encompass the required competences as established by the syllabi and the learning outcomes of the courses attended by the student. This way, students may design their own academic path by replacing courses within the same group of courses sharing similar characteristics. We have named these groups of interchangeable courses as Competence Clusters.



Inside fold

Back cover

Front cover

Page 01

Page 02

Page 03



Billboard



Poster



Press wall (200 x 200 cm)



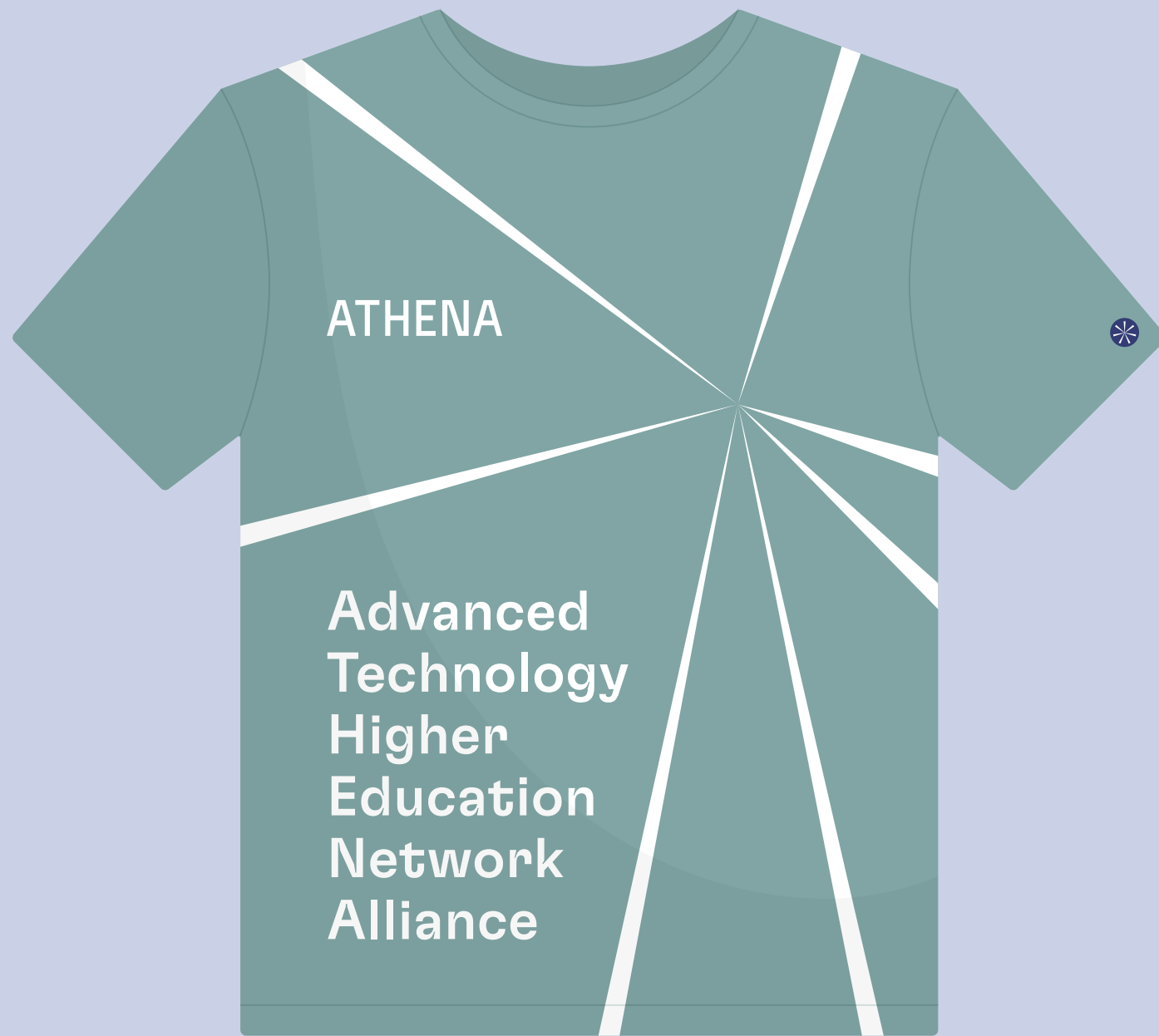
Roll up (85 x 200 cm)



Banvas bag (side A)



Banvas bag (side B)



T-shirt (front)



T-shirt (back)

Version 1.0
2021 06

designed by

CRITICAL
facilitating
change