BRAND GUIDELINES

FRIENDS: Furthering International Relations Capacities and Intercultural Engagement to Nurture Campus Diversity and to Support Internationalisation at Home

Outline

About FRIENDS

The FRIENDS project is funded through the Erasmus+ programme for Capacity Building in Higher Education. It combines the efforts of universities in Bhutan, Cambodia, Malaysia, Thailand, Philippines, Bulgaria, Hungary, Poland and Turkey. The project's chief end is to strengthen the 12 Partner Country HEIs' internationalisation capabilities and to develop their students' global competence through the integration of intercultural dimensions into the Universities' formal and informal curriculum.

FRIENDS

FRIENDS Logo

The FRIENDS logo is the touchstone of our brand and one of the most valuable assets.

FRIENDS

THE STORY

The FRIENDS logo embodies diversity and unity. The heads and shoulders of the logo signify the four program partners, five partner countries and the Erasmus+ Programme of the European Union, respectively.

HORIZONTAL
ALIGNMENT

Using with Erasmus+ Logo

The FRIENDS logo must come after the Eramus+ logo in horizonatal alignment as shown below.

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

FRIENDS

partner's logo

Using with Erasmus+ and Partner's Logo

When using FRIENDS logo together with the Erasmus+ and partner's logo, the sequence should be Erasmus+, FRIENDS, and the partner's logo. The alignment should be horizontal.

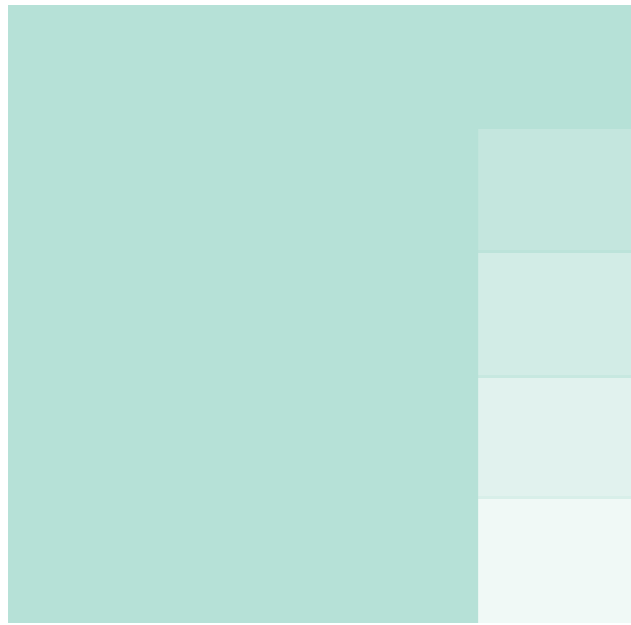Co-funded by the Erasmus+ Programme of the European Union

FRIENDS

partner's logo

FRIENDS
Colors

The colors are what gives us our personality. Our main colors are pastel because we are open and inviting as we embrace unity and diversity.

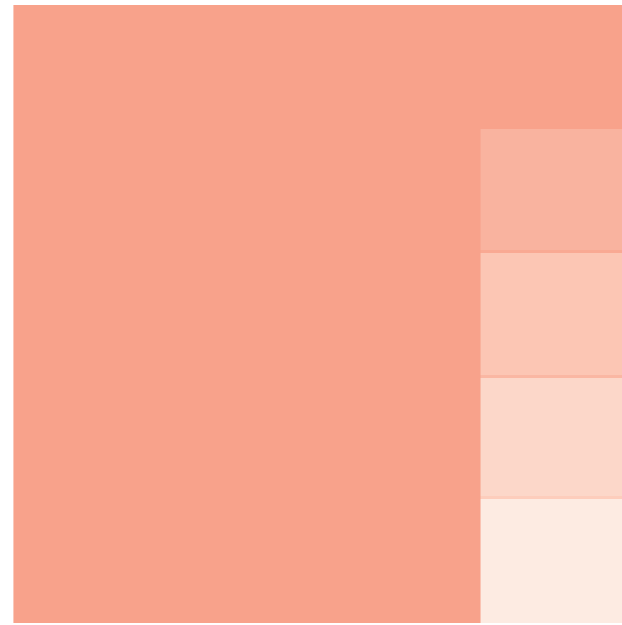# PRIMARY COLORS

RGB:
R 181 / G 227 / B 216

HEX:
#B5E3D8

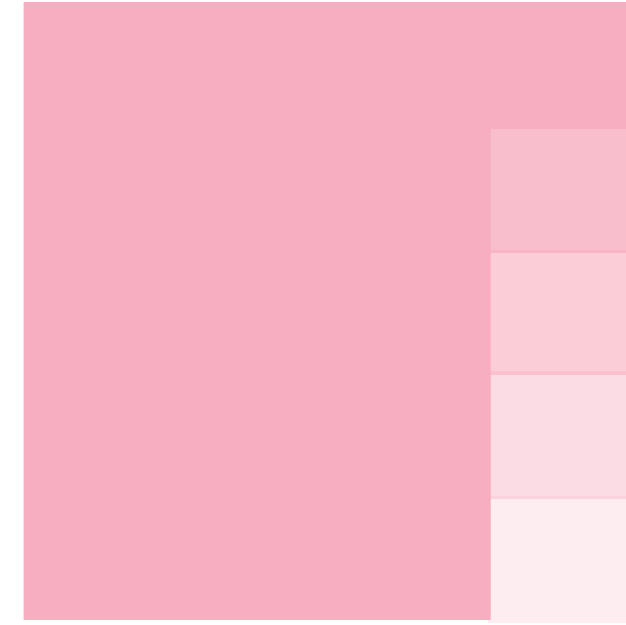**PANTONE:**
573 C

RGB:
R 253 / G 210 / B 110

HEX:
#FDD26E

PANTONE:
134 C

RGB:
R 255 / G 163 / B 139

HEX:
#FFA38B

PANTONE:
1625 C

RGB:
R 252 / G 175 / B 192

HEX:
#FCAFC0

PANTONE:
1767 C
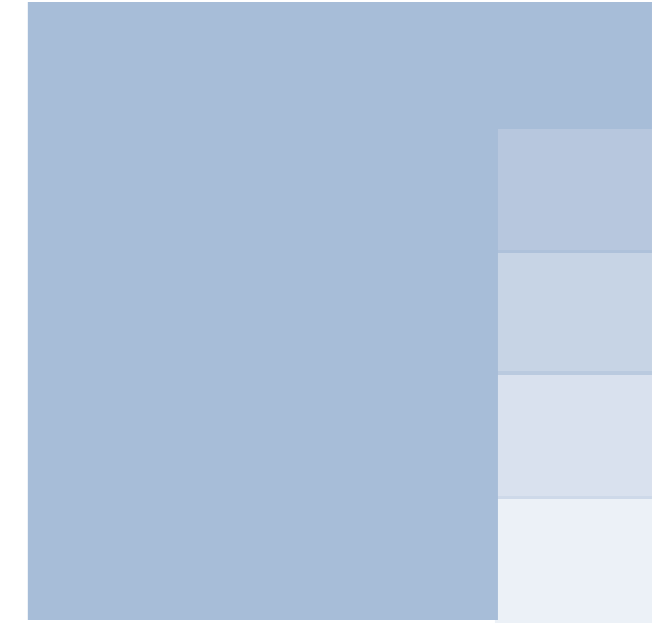
RGB:
R 167 / G 188 / B 214
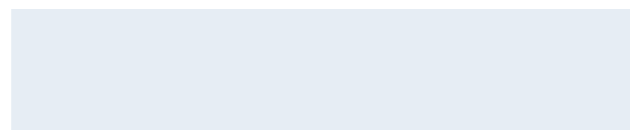
HEX:
#A7BCD6

PANTONE:
651 C

SECONDARY COLORS
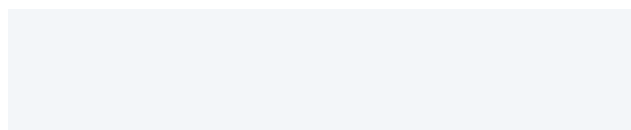
HEX:
#F1F3F7

HEX:
#E5EAF1

HEX:
#1F2A44

TYPOGRAPHY

Montserrat is the new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires! Designed by Julieta Ulanovsky, Montserrat is a perfect font for functionality and novelty.

Google Fonts

MONTSERRAT BY JULIETA ULANOVSKY

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdđefghijklmnopqrsštuvwxyzž

АБВГЃДЂЕЁЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯ

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DISCLAIMER

All printed and electronic materials must have a disclaimer at the footnote which states the following.

FOR FORMAL PUBLICATION:

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