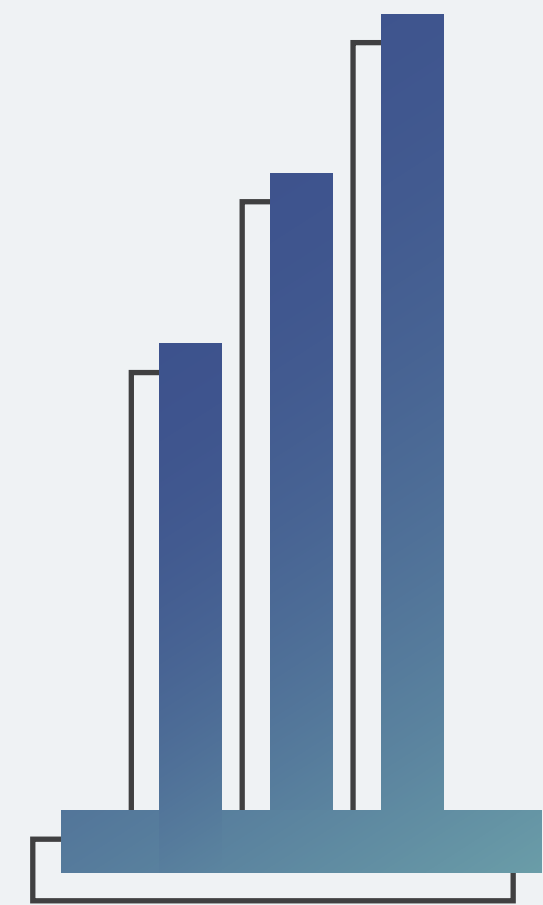




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# Innovation Insights Initiative

**VISUAL USAGE GUIDELINES**



## PURPOSE OF THIS DOCUMENT

This document provides guidance on how to use the communication materials developed for **Innovation Insights Initiative**, ensuring a consistent and cohesive representation across all participating universities.

A unified visual identity helps strengthen the initiative's visibility, reinforces credibility, and allows audiences to easily recognize it regardless of the institution communicating it.

## A UNIFIED APPROACH

This initiative is designed to be communicated as a shared effort across all partner institutions.

Maintaining a consistent visual identity across all platforms and universities:

- Reinforces the collective impact of the initiative
- Avoids fragmented messaging
- Strengthens recognition among target audiences

**All partners are therefore encouraged to use the provided visual assets as the main reference for their communications.**



# MAIN VISUAL

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## FLEXIBILITY WITHIN A COMMON FRAMEWORK

While consistency is key, the kit allows for light adaptations to support each institution's communication needs.

The following adjustments are acceptable:

- Adding the university logo in the designated area
- Including specific details (date, location, call to action)
- Translating content where needed
- Adapting formats for different platforms (social media, print, screens)

**These adaptations should remain within the overall structure and visual identity provided.**



# BOUNDARIES WITHIN THE FRAMEWORK

To maintain a consistent and recognizable visual identity across all institutions, certain elements should remain unchanged.

The following are not recommended:

- Recreating or redesigning the visual
- Modifying or replacing the color palette
- Using alternative fonts that affect readability or identity
- Rearranging logos in a way that impacts hierarchy
- Adding additional graphic elements that alter the visual system

**Maintaining these boundaries helps ensure a cohesive and unified representation of the initiative across all platforms.**





## LOGO USAGE & PLACEMENT

### MAINTAIN A CLEAR VISUAL HIERARCHY

- Core logos remain unchanged (EU top left, Berytech top right)
- University logos are added in the designated area only
- University logos remain secondary in size and prominence
- Additional logos should be structured and balanced
- Avoid overcrowding and maintain consistent alignment and spacing

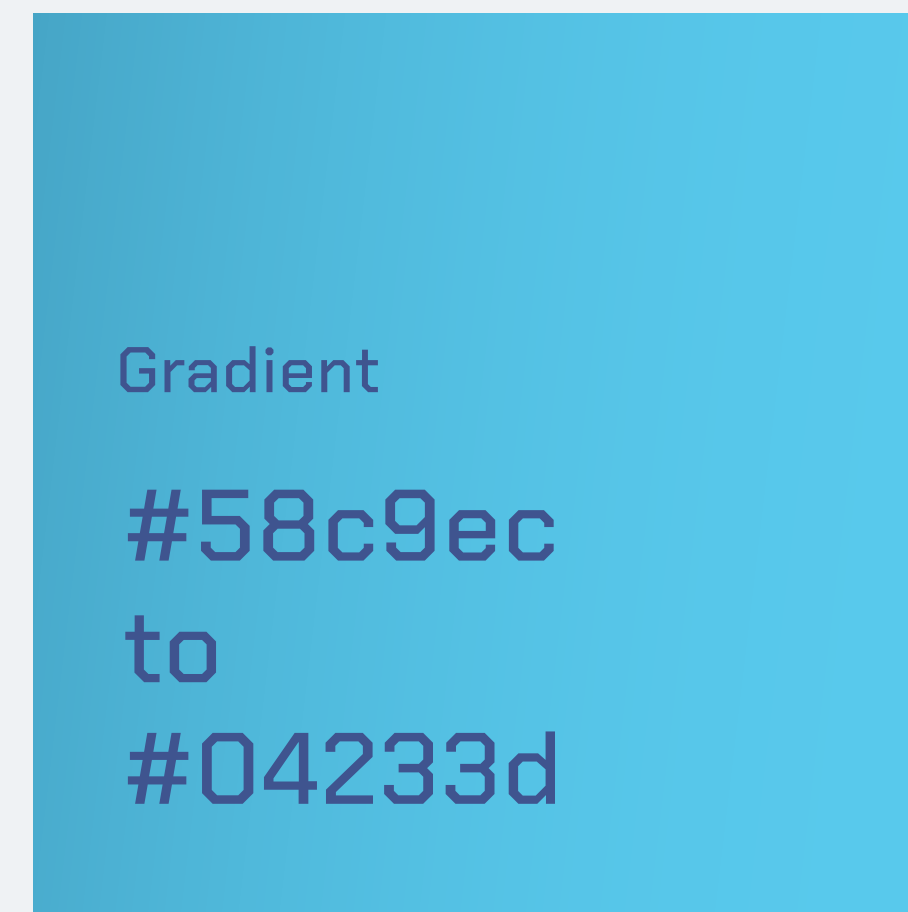
# COLORS



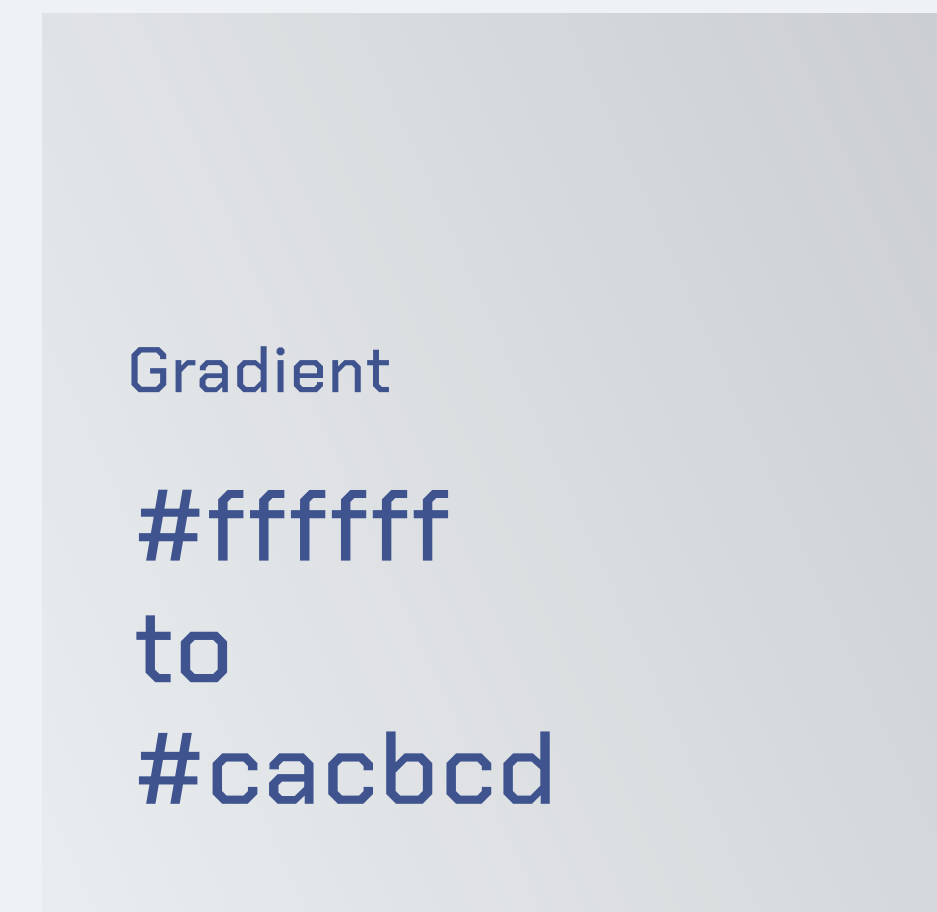
Primary



Secondary

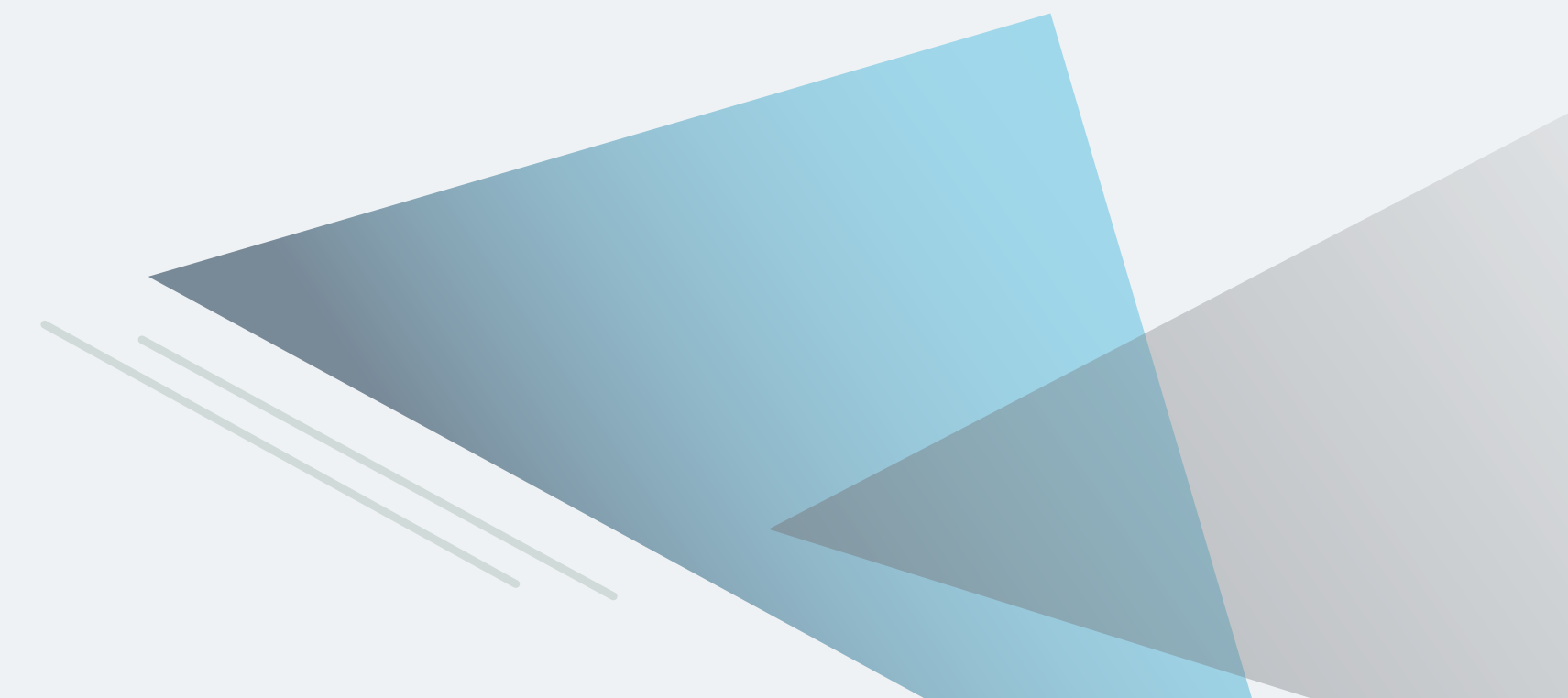


Accent



Accent

**These colors should be used consistently and not substituted.**



## FONTS

# Chakra Petch

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 [.,!/?#\$%&\*^/@:;]

[DOWNLOAD FONT](#)

IN CASE OF TECHNICAL LIMITATIONS, A SIMILAR SYSTEM FONT MAY BE USED AS A FALLBACK, WHILE MAINTAINING HIERARCHY AND READABILITY.

# SUPPORT

For any questions, clarifications, or additional needs, please reach out to:

Emma Shaffu | Director of Communication and Outreach - Berytech  
email: [emma.shaffu@berytch.org](mailto:emma.shaffu@berytch.org)

or

Walid Freih | Communication and Outreach Manager - Berytech  
email: [walid.freih@berytch.org](mailto:walid.freih@berytch.org)

We appreciate your collaboration in maintaining a consistent and strong identity for this shared initiative.

