



## Deliverable 8.6

# UNITA Communication Plan



<b>Project Acronym</b>	UNITA
<b>Project Title</b>	UNITA - Universitas Montium
<b>Document Author</b>	WP-8 Sustainability and Dissemination Group
<b>Project Coordinator</b>	Maurizio De Tullio
<b>Project Duration</b>	36 months
<b>Deliverable No.</b>	8.6 – UNITA Communication Plan
<b>Dissemination level *</b>	PU
<b>Work Package</b>	8
<b>Task</b>	8.2.3
<b>Lead beneficiary</b>	Università degli Studi di Torino
<b>Due date of deliverable</b>	31/07/2021
<b>Actual submission date</b>	29/072021/
<b>Document version</b>	1.0

\* PU = Public; PP = Restricted to other programme participants (including the Commission Services); RE = Restricted to a group specified by the consortium (including the Commission Services); CO = Confidential, only for members of the consortium (including the Agency Services)

## **Abstract**

This document outlines the Communication Plan for the UNITA Program 2021-2023. These guidelines aim to provide strategic guidance and outline the practical steps and resources needed for UNITA communication officers to develop an integrated communication strategy to ensure awareness and high visibility of the activities carried out in the project.

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## 1. Framework

UNITA is an alliance of six comprehensive research universities from five countries with different sizes and trajectories gathering more than 160 000 students and 13 000 staff members. From west to east: Universidade de Beira Interior, Universidad de Zaragoza, Université de Pau et des Pays de l'Adour, Université Savoie Mont Blanc, Università di Torino, and Universitatea de Vest din Timisoara.

These universities are located in rural and cross-border mountain regions across southern, central and eastern Europe: Serra da Estrela (Beira Interior), the Pyrenees (Pau and Zaragoza), the Alps (Savoie Mont Blanc and Torino), and the Banat Mountains (Timisoara), i.e. in ecosystems sharing similar challenges.

The UNITA - Universitas Montium Alliance intends to build an inspiring European inter-university campus based both on excellence in learning and teaching and on research and innovation for and with the territories. Its goal is to drive excellence in the European Higher Education area and become attractive for non-EU students, particularly those from Romance-speaking countries.

The Alliance is based on a solid background of experience in strategic university networks and joint research, as well as in educational and innovation projects.

All participants share a firm willingness to cooperate on the basis of mutual trust in a transformational project aiming at establishing a new model of increasingly collaborative and integrated teaching, research and innovation through enhanced mobility and with strong links to the respective ecosystems.

Partners also share innovative educational and research areas, especially in the fields of Renewable energies, Cultural heritage and the Circular economy, in particular the Bioeconomy, which yield a considerable propagative impact, both in terms of the sustainability of the ecosystems and in terms of employability for students and citizens.

UNITA is not only composed of Universities, but also of relevant actors in each regional ecosystem represented by the socio-economic sector, public authorities, policy-makers and civil organizations.

In this scenario, factors such as the diversity of experiences and spoken languages, which at the outset could be considered as obstacles to understanding and performing tasks, as well

as the interaction between staff and students, traditionally little communicating with each other, and also the diversity of stakeholders that make up the partnership, are precisely the factors that the project intends to promote, in an immense challenge in search of the instruments and strategies to implement the actions of UNITA.

Thus, the following strengths, weaknesses, opportunities and threats can be identified:

## **INTERNAL ENVIRONMENT**

### **Strengths:**

- Experts in Romance Languages
- Multilingualism
- Departments of Communication in each university
- UNITA offices in each university
- Work Package dedicated to Sustainability and Dissemination, in the UNITA-Universitas Montium.

### **Weaknesses:**

- Geographical dispersion / different time zones
- Tendency to learn English and avoid other languages
- Insufficient funding from the European Commission
- Time and resources to be dedicated to the answers to other calls
- The multiplication of UNITA projects in the “Unita constellation” that could have an impact on the communication plan

## **EXTERNAL ENVIRONMENT**

### **Opportunities:**

- Contribute to a model of higher education combining research and innovation with education and critical thinking

- Gain prestige over other alliances
- Attract prospective students to UNITA universities
- Making UNITA a benchmarking object
- Inter-comprehension as a tool for Romance Languages communication
- New opportunities of funding in the new Erasmus+ programme
- A positive attitude towards the European Universities initiative, at national level, as well as European level, which can trigger additional support for the implementation of the project.

**Threats:**

- Lack of receptivity by external audiences
- Lack of collaboration from external partners

The application for the constitution of the UNITA - Universitas Montium alliance foresaw, from the outset, a set of tasks to be carried out by Work Package 8, in relation to dissemination, as follows:

*To be visible, known by and attractive for students, researchers, stakeholders and financial supporters is the biggest challenge for UNITA. To achieve its goals, UNITA needs to have a dissemination plan that includes the appropriate contents and channels for all potential interested parties in UNITA activities: future students, teachers, researchers and stakeholders, policy-makers, and citizens. Furthermore, all UNITA members - around 165 000 students and 13 000 staff members - are to be involved in the project, thus creating a sense of belonging to the alliance and transforming its community in a comprehensive ecosystem eager to disseminate UNITA's achievements.*

*To this end, a five-step approach will be followed during the three years of the UNITA project.*

*- To be visible, with the creation of a strong visual identity that clearly identifies our goals;*

- *To be known, through an internal communication plan that helps to build UNITA's community;*
- *To be attractive, using the appropriate tools and contents to attract students and researchers from all over the world, especially from countries speaking Romance languages;*
- *To be accountable, sharing the best practices to help other institutions;*
- *To be sustainable, creating a European legal entity and using the scale effect to promote the long-term financial sustainability of UNITA through an efficient share of resources.*

#### *Management of the WP*

*According to the decisions and orientations of the UNITA Coordinator and Management Committee, the WP8 Task Force takes care of the supervision, the organization and the implementation of the WP8 tasks, once a kick-off meeting is held. WP8 is led by UBI, an internationally recognized HEI in the field of Communication Sciences with experience leading Dissemination WPs in national and international projects.*

*The supervision, organization and implementation of dissemination tasks will be done in close connection with the UNITA Offices, with a Local Coordinator in each campus for the accomplishment of the activities.*

*The UNITA digital platform will ensure the implementation of the planned online activities in the UNITA project, including those of Work Package 8 when necessary, while the responsible actors in charge of communication and dissemination will contribute to their dissemination in the UNITA community and beyond. (p. 122)*

Thus, following the scope of the established tasks, the following strategic plan was drawn up:

## **2. Communication Strategy**

### **2.1 General Communication Objectives**

UNITA's communication strategy assumes itself as a fundamental contribution to the realization of the alliance's vision, mission and objectives, aiming to cooperate to

mobilize relevant stakeholders for a common purpose and also to ensure the recognition and enhancement of the role of university alliances.

In line with the mission of UNITA and the responsibilities of the respective Work Packages, the general communication objectives of the alliance are as follows:

1. Increase the notoriety and visibility of the UNITA brand and its mission, contributing to the respective prestige among university alliances;
2. Communicate the activities, actions and projects within the scope of its mission, disclosing the results obtained with transparency and clarity;
3. Reinforce the public's feeling of trust in the alliance through transparency mechanisms, building close relationships and partnerships between UNITA and the target audience or institutions relevant to its activity;
4. Standardize UNITA's image on the external network, giving it a cohesive identity through the normalization and standardization of official documents and all communication materials;
5. Strengthen the mechanisms of internal communication and communication with the external network.

## **2.2 Communication objectives distributed by term**

Having defined the main guidelines, it is important to identify the bases for the operationalisation of this Communication Strategy in actions / activities planned in a perspective that should be aligned with the planning of the project as a whole and follow the rules identified in its Management Guide.

Additionally, the positioning of the UNITA brand requires the construction of a motto that decomposes the objectives and vision of the alliance and that explains to the target audience the path that UNITA will take. In brand communication, the use of the motto - to be defined by the 9th month of the project - will serve, above all, to reflect the image of a European University of reference for participatory governance, quality teaching, learning and research on Cultural heritage, Renewable energies, and Circular economy, with a particular focus on the needs of rural and mountain regions.

In terms of time programming, the proposed objectives are presented as follows: *Table*

1: UNITA Objectives

	Objectives	Risks*	Indicators	Target
<b>Short term (Year 1)</b>	Getting people to know and get accustomed to the alliance	Suboptimal participation	Number of followers to our social media	Total of 500 followers at Year 1
	Communicate the earliest activities and actions carried out	Too few subscribers to our channels	Number of subscribers to our newsletter	Total of 500 subscribers to our newsletter at year 1
	Unify the communication of the Alliance and production of a communication kit	Lack of coherence of our communications at the overall level of the alliance	Quality and respect of the defined templates and decisions about visual identity	General use of the communication kit
<b>Medium term (Year 3)</b>	Improve the reach of communication actions to maximum of persons	Not enough things to advertise	Number of followers	Total of 7500 followers at Year 3
	Communicate main actions and activities	Suboptimal participation	Number of participants to our events	At least 80% of the expected number of participants to our events
	Produce high quality media and articles (videos, podcasts,)	Impact of the pandemic and its consequences on medium term	Number of medias produced	Medias will be prepared for all UNITA events
<b>Long term (Year 10)</b>	Create a sense of belonging	Exhaustion of the Unita approach and initial motivation	Number of followers	Total of 15 000 followers at Year 10
	Reach a large public		Number of participants to our events	At least 80% of the expected number of participants to our events
			Number of medias produced	Medias will be prepared for all UNITA events

\* The risk analysis process is included in the risk log, in accordance with the instructions provided in the Management Guide.

## **2.3 Target Audience**

The selection of the target audience is decisive for institutional strategic communication since it is for the target audience that the Communication Strategy is, first of all, directed.

The target audience is made up of all the organizations, entities or individual persons on which a specific organism intends to make an impact when developing its actions.

In the specific case of UNITA, it is a public with a high critical sense and decisionmaking capacity in the field of higher education and research, and that the alliance wants to mobilize for its mission, making its activities and results known to reinforce its prestige image.

In this context, the following audiences were identified for this Communication Strategy:

### **2.3.1 Internal Audience**

- Students;
- Researchers;
- Teachers;
- Administrative staff;
- Other WPs.

### **2.3.2 External Audience**

- Prospective students;
- Associated partners;
- Public stakeholders;
- Private stakeholders;
- Other universities in Europe;

- Other universities in the World;
- Other European alliances;
- National and foreign media, journalists and opinion makers in the countries where UNITA is represented;
- Policy makers, business community, associative structures;
- Citizens.

Dissemination should be an on-going activity that happens throughout the lifetime of UNITA - Universitas Montium project, but that could continue afterwards, in relation to the UNITA alliance and its future initiatives/actions at national, European and global level. The strategy of communication is linked to the project aims, to ensure dissemination methods are appropriate to the outcomes of the alliance by identifying the audience, method and the timing of dissemination. Stakeholders interests, motivations and priorities should be identified. It is also important to work out how to tailor the outputs to different stakeholder groups. The means of communication should be more comprehensive, giving preference to channels of wide spread.

## 2.4 Roles

The projects outlined for the UNITA alliance cover a wide range of commonalities, working groups and subjects, as well as a vast geographical area, where the universities that integrate it are distributed. For this reason, the implementation of the communication strategy will be a joint effort.

To manage the dissemination, a dedicated team is implemented through a Communication & Multimedia Centre, composed of the following main actors:

- One communication officer/assistant in each UNITA Office, in charge of communication and events,
- One communication expert, led by UBI in charge of Work Package 8,
- The 6 universities' communication teams' support.

The supervision, organization and implementation of dissemination tasks will be done in close connection with the UNITA Offices, in each campus for the accomplishment of the activities.

However, other actors take part in the project, like stakeholders and students, who will have to participate in the preparation of the communication strategy.

The Communication Plan of UNITA, proposed by WP8, will be subject to approval by the Management Committee.

The UNITA digital platform will ensure the implementation of the planned online activities.

## 3. Means

The Alliance will make use of the following channels in order to promote UNITA activities and events at international, national, regional and local levels, as well as engaging UNITA community in those activities.



Table 2: UNITA means

	Audience	Main content	Languages	Links/ Follow	Update and Feedback
<b>Web page:</b> <a href="http://univunita.eu/">http://univunita.eu/</a>	<b>Internal:</b> Students Researchers Teachers Administrative staff <b>External:</b> Prospective students Associate partners Public and private stakeholders Other universities in Europe Other universities in the world Other European Alliances National and foreign media, journalist and opinion makers	Information on UNITA (composition, mission, vision, values, Geminae Program), matters of interest to students and academic staff, main thematic areas for researchers, Hubs of Success, Hubs of Research, Graphic Standards Manual and logos for media, recruitment ads, calls participation in academic events, for virtual mobility, rural internships, events related to European citizenship and other calls	English  Certain sections also available in: French, Italian, Portuguese, Romanian and Spanish	With UNITA partners web pages	Continuously
<b>Twitter:</b> @UMontium	<b>Internal:</b> Students Researchers Teachers Administrative staff <b>External:</b> Prospective students Associate partners Public and private stakeholders Other European Alliances National and foreign media, journalist and opinion makers	Key events and information relevant for UNITA topics	English mainly	Follow UNITA partners,  Follow other European Alliances  Follow European institutions  Follow UNITA audiences	2/3 tweets per week Use of tags Answers to comments. Retweet activities of partner Universities related with UNITA topics

<b>Facebook:</b>  <b>@UniversitasMontium</b>	<b>Internal:</b> Students Researchers Teachers Administrative staff <b>External:</b>	Generalist content; events; resources to engage people	English mainly	Follow UNITA partners,  Follow other European Alliances	4/5 post per week Use of tags Answers to comments. Share activities of partner Universities related with UNITA topics
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	Audience	Main content	Languages	Links/ Follow	Update and Feedback
	Prospective students Associate partners Public and private stakeholders Other European Alliances National and foreign media, journalist and opinion makers			Follow European institutions  Follow UNITA audiences	

<b>Instagram:</b> <b>Universitasmontium</b>	<b>Internal:</b> Students Researchers Teachers Administrative staff <b>External:</b> Prospective students Associate partners Public stakeholders Other European Alliances National and foreign media, journalist and opinion makers	Images of UNITA cities and regions, Information about events	English mainly	Follow UNITA partners,  Follow other European Alliances  Follow European institutions  Follow UNITA audiences	2/3 post per week Use of tags Answers to comments. Share activities of partner Universities related with UNITA topics
<b>Linkedin:</b> <b>Universitasmontium</b>	<b>Internal:</b> Students Researchers Teachers Administrative staff <b>External:</b> Prospective students Associate partners Public and private stakeholders Other European Alliances National and foreign media, journalist and opinion makers	Branding; Networking; Recruitment	English mainly	Follow UNITA partners,  Follow other European Alliances  Follow European institutions  Follow UNITA audiences	2/3 post per week Use of tags Answers to comments. Share activities of partner Universities related with UNITA topics
<b>Youtube:</b>	<b>Internal:</b> Students	Videos on UNITA topics and events.	English and	With UNITA partners,	A minimum of 1 video per month

	Audience	Main content	Languages	Links/ Follow	Update and Feedback
<a href="https://www.youtube.com/channel/UC8yRk03Hp931dlb7Dn5N1zw">https://www.youtube.com/channel/UC8yRk03Hp931dlb7Dn5N1zw</a>	Researchers Teachers Administrative staff <b>External:</b> Prospective students Associate partners Public and private stakeholders Other European Alliances National and foreign media, journalist and opinion makers		French, Italian, Portuguese, Romanian and Spanish  (Use of subtitles for each country language)	With other European Alliances  With European institutions	
<b>Newsletter</b>	<b>External:</b> Associated partners Public and private stakeholders at local, regional, national and European level Other European Alliances National and foreign media, journalists and opinion makers Other Higher Education institutional partners of UNITA alliance members worldwide	Update information about the achievement and the next events of UNITA.	English with certain contents in French, Italian, Portuguese, Romanian and Spanish		monthly
<b>Press and TV</b>	<b>External:</b> Prospective students Associate partners Public and private stakeholders Other European Alliances National and foreign media, journalist and opinion makers	Raise awareness about UNITA and its activities in its communities.	Main language of the media use		
<b>Podcast</b>	<b>Internal:</b> Students Researchers Teachers	10 to 20 minutes interviews about UNITA topics and activities	English and UNITA languages French, Italian, Portuguese,	With UNITA partners,  With other European Alliances	monthly

	Audience	Main content	Languages	Links/ Follow	Update and Feedback
Brochures/ leaflets	<b>External:</b> Prospective students Associate partners Public and private stakeholders		Romanian and Spanish	With European institutions	
	<b>Internal:</b> Students Researchers Teachers <b>External:</b> Prospective students Associate partners Public and private stakeholders Other Higher Education institutional partners of UNITA alliance members worldwide	Inform and get participants for UNITA activities.	Languages of the activities and English		General brochures about UNITA and its partners annually. Event and activities driven brochures.

<p><b>Merchandise</b></p>	<p><b>Following contest or promotional events, the audience will depend on the event</b>  <b>Internal:</b>                  Students                  Researchers                  Teachers                  Administrative staff  <b>External:</b>                  Prospective students                  Associate partners                  Public and private stakeholders</p>	<p>Different types of merchandise to increase the awareness about UNITA</p>			
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## 5. Creative Orientation

A brand identity is how an organization or business is perceived. The components of the brand (such as logo, typefaces, colours, personality, and more) reflect the values of the organization and convey the essence of what the organization stands for. A strong brand delivers a clear and credible message and connects with its audience at an emotional level, motivating and reinforcing loyalty.

Thus, the communication strategy, the visual identity and the communication plan, as well as the events to be held within the scope of the project must respect standard institutional documents and models, with a view to the dissemination of information and news material.

The graphic standards manual (Appendix1) was one of the first communication tools to be prepared, given the need that immediately arose to standardize UNITA's internal and external communication vehicles.

## 6. Budget

The budget for the UNITA Dissemination, totalling 680 000€, is composed of:

- *Human Resources: around 600 000 €*
- *Materials (brochures, goodies, etc.): 10 000 €*
- *Tools (charter, digital services, etc.): 20 000 €*
- *Events: 50 000 €*

## 7. Evaluation of results

UNITA's Communication Strategy is a document with broad guidelines, dynamic and open to changes in the internal and external context of the alliance.

Monitoring and evaluation are also important tools within the framework of the Communication Strategy, and should be translated into a regular and continuous exercise, based on a model focused on quantitative and qualitative indicators, taking into account the fulfilment of the Project Action Plan, in a line of coherence of the actions with the strategic objectives and of articulation between the areas of each WP.

This model should also allow measurement of the results that will serve to adjust and redefine the Communication Strategy, focusing on the following criteria:

- quantitative - e.g. website visits, media and social media coverage, the number of social media followers, event participants, video downloads, newsletter readers; and
- qualitative - e.g. feedback from events and joint projects, stakeholder surveys, web user surveys, readership surveys, staff surveys.

Based on considerations regarding the communications goals, the monitoring activities may be conducted:

- monthly - media and social media coverage;
- annually - website and intranet use and the related feedback, overview of media and social media coverage, communications key performance indicators, stakeholder survey;
- biannually - larger surveys, e.g. readership survey, web user survey, internal surveys;
- following the implementation of main communications outputs, such as website launches, the publication of major reports, or events - media and social media coverage, user and participant feedback; or

The feedback on UNITA events will be collected immediately after each event.

Finally, it will be important to assess the Communication Strategy on an annual basis, with a halfyearly mid-term review, in order to ensure the permanent alignment and updating of the messages that are intended to be disseminated and in line with the pursuit of continuous improvement of procedures.

## Appendix 1



GRAPHIC STANDARDS MANUAL

<i>Project Acronym</i>	UNITA
<i>Project Title</i>	UNITA - Universitas Montium
<i>Document Author</i>	WP-8 Sustainability and Dissemination Group
<i>Project Coordinator</i>	Graça Castelo-Branco - UBI
<i>Project Duration</i>	36 months
<i>Deliverable No.</i>	8.2.2 UNITA Graphic Standards Manual
<i>Dissemination level *</i>	PU
<i>Work Package</i>	8
<i>Task</i>	8.2
<i>Lead beneficiary</i>	Universidade da Beira Interior
<i>Due date of deliverable</i>	30/04/2021
<i>Actual submission date</i>	23/04/2021
<i>Document version</i>	1.0

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## THE UNITA - UNIVERSITAS MONTIUM LOGO



### Logo Description and General Standards

The consortium UNITA - Universitas Montium is an alliance of six comprehensive research universities from five countries, with different sizes and trajectories. From west to east: Universidade de Beira Interior (Portugal), Universidad de Zaragoza (Spain), Université de Pau et des Pays de l'Adour (France), Université Savoie Mont Blanc (France), Università di Torino (Italy), and Universitatea de Vest din Timisoara (Romania).

The name UNITA - almost the same as Italian unità (unity) - evokes the strong links and commonalities that bring us together to create a groundbreaking and innovative alliance aiming at a closer integration.

The subtitle Universitas Montium, written in Latin, stresses that UNITA universities all speak Romance languages and are committed to fostering linguistic diversity and to the development of rural and cross-border mountain areas.

As all universities are European, the logo is inscribed in a four sides polygon (as a reference to the square of the European Universities' logo) which is broken below to create a green line that invokes the mountains.

The five-pointed star represents the unequivocal connection to the European Union and its economic and political unity.

The colors used in the logo are blue, yellow, green and red. The blue and yellow colors represent the European Union flag. The green stands for the mountains common to all our universities. The red, used in the motto, is present in all flags of the countries belonging.

*The purpose of this Graphic Standards Manual is to set forth guidelines that will assist in applying the UNITA - Universitas Montium Logo to all communications.*

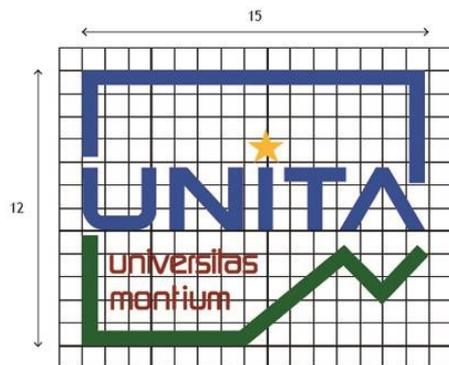
*Please refer to this Graphic Standards Manual on an ongoing basis, in order to ensure consistent implementation of UNITA - Universitas Montium's identity.*

*Particular issues that may arise to specific applications and usage require obtaining approval.*

## THE UNITA - UNIVERSITAS MONTIUM LOGO

### Proportions, Size and Space

The Logo expresses UNITA - Universitas Montium's identity. Construction, proportion and placement are very important in maintaining the integrity of the



#### PROPORTIONS

UNITA - Universitas Montium Logo proportions:  
15 x 12 grid units

NEVER distort the Logo (i.e. never condensate or extend the Logo, or make it bolder or thinner). The Logo must always remain proportional to the original artwork.



#### SIZE

UNITA - Universitas Montium Logo, should never be reproduced in a size smaller than 15 mm in horizontal length.

Do not use the Logo below these size range.



#### CLEAR SPACE

For maximum impact and clarity, an area of clear space must be maintained around the UNITA - Universitas Montium Logo.

This clear space provides a protective area surrounding the Logo within which no other graphic elements such as typography, pictures, art or border should be placed.

The clear space must equal 2 times (or more) of thickness of lines of the Logo.

Never allow any other elements within the clear space.

## THE UNITA - UNIVERSITAS MONTIUM LOGO

### COLOR



### SOLID BLACK



### REVERSED WHITE



### Colors Specifications

The UNITA - Universitas Montium Logo may be used in three standard color formats (no other formats are acceptable):

- Color
- Solid Black
- Reversed to white

#### PANTONE color version

 PANTONE 661 UP	 PANTONE 123 UP
 PANTONE 356 UP	 PANTONE 201 UP

#### CMYK color version

For 4-color process printing use the following CMYK breakdown:

 C95 M70 Y0 K0	 C0 M25 Y100 K0
 C90 M35 Y100 K25	 C25 M100 Y100 K25

#### RGB color version

For electronic communications use the following RGB color values:

 R12 G77 B162	 R255 G192 B0
 R0 G102 B0	 R153 G0 B0

#### Hexadecimal color version

 #0C4DA2	 #FFC000
 #006600	 #990000

## THE UNITA - UNIVERSITAS MONTIUM LOGO

### Colors Specifications for Backgrounds

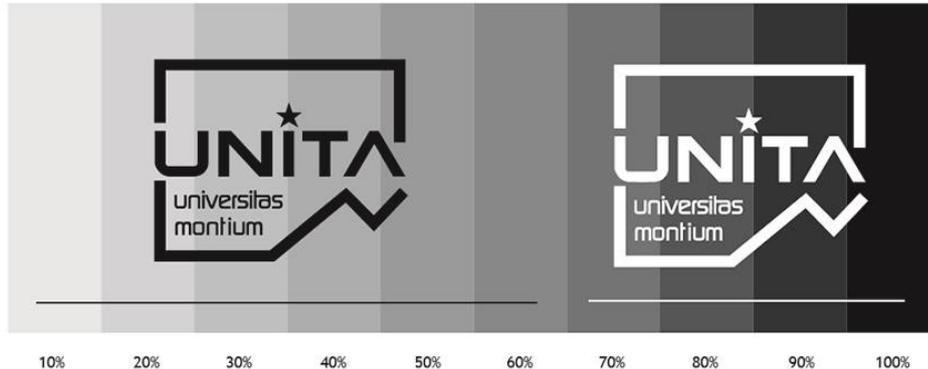


The color Logo is designed to work on a white background or neutral tints lighter than 15% black.

Graphic resources, such as outlines, drop shadows, gradients or others, should not be used.

Do not print the UNITA - Universitas Montium Logo in other colors than its original ones. Instead, print the Logo in black or reverse it to white.

There should be a high degree of contrast between the UNITA - Universitas Montium Logo and its background. In light colored backgrounds the Logo should appear in solid black. In dark colored backgrounds should appear in reversed white.

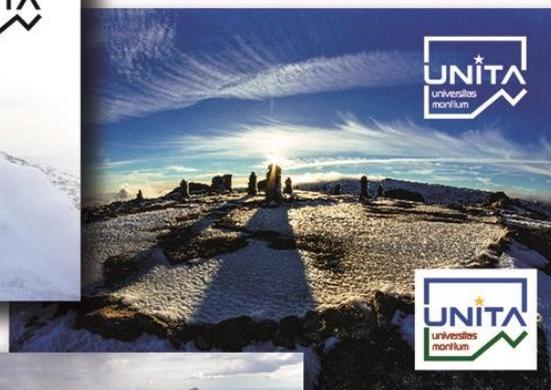


## THE UNITA - UNIVERSITAS MONTIUM LOGO

### Image Backgrounds

When the Logo is placed over an image it should be placed in a clear space to maximize legibility. If necessary, the Logo can be used in black, or reversed to white, to make it stand out from the background art. If the background is too textured you must add a white box under the Logo comprising at least the size of the Logo plus the clear space defined.

When in doubt, choose the design solution that provides maximum contrast, without disregarding the guidelines from this Manual.



## THE UNITA - UNIVERSITAS MONTIUM LOGO

### Typeface

#### Digital Serial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*|]

The quick brown fox jumped over the lazy dog.

The typeface of the Logotype is Digital Serial Bold. Digital Serial Bold is a sans serif font, with a modern appearance. This font was invented with the purpose of creating interesting designs, covers, brands and logos.

ATTENTION: This is for informational purposes only, the Logotype should never be re-typeset. You should only use the files provided.

#### Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()

The quick brown fox jumped over the lazy dog.

#### Primary Text Typeface

The font recommended to be used as primary text in producing UNITA - Universitas Montium materials is Trebuchet MS, with its styles Regular, Italic, Bold and Bold Italic.

Trebuchet MS is a very legible sans serif font, which makes it the perfect font for readable text.

#### *Trebuchet MS Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()

*The quick brown fox jumped over the lazy dog.*

#### **Trebuchet MS Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()

**The quick brown fox jumped over the lazy dog.**

#### ***Trebuchet MS Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()

***The quick brown fox jumped over the lazy dog.***

## THE UNITA - UNIVERSITAS MONTIUM LOGO

### Incorrect Applications

The impact of any Logo depends on consistent use. Any changes to the shape and color of a Logo reduce its impact and can, over time, defeat the entire purpose of a Logo program.

Here you can find some of the more obvious ways a Logo can be destroyed by incorrect use. Please avoid these and all other changes to the UNITA - Universitas Montium Logo.

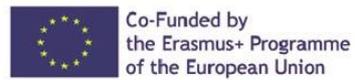


- . NEVER modify any of the letter forms
- . NEVER change the relationship between the elements or remove any element from the original Logo artwork
- . NEVER distort the Logo (i.e., never condense or extend, mirror or cut the Logo)
- . NEVER change the proportions of the Logo, it must remain proportionate to the original artwork at all times
- . NEVER reproduce the Logo in an unauthorized color
- . NEVER use graphic resources such as outlines, drop shadows, etc., to increase legibility
- . NEVER surround the Logo with decorative motifs
- . NEVER place text, or other image, on top of the Logo disrespecting the safe space
- . NEVER place the Logo over a non-contrasting background

## IDENTITY IN PRACTICE

As a beneficiary of European Union (EU) funding the UNITA consortium must display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

The European Union emblem (flag) must be used writing "Co-funded by the Erasmus+ programme of the European Union" next to the EU flag.





## IDENTITY IN PRACTICE

### Promotional Products

Promotional products should convey UNITA identity and reflect the specificities of its mountain areas. The UNITA promotional products must be sustainable and inclusive. Here are presented some examples, that can be used as reference.

*NOTEBOOK WITH PEN*



*FOLDER*



*USB MEMORY*



## IDENTITY IN PRACTICE

### Promotional Products

*SWEATSHIRT*



*BACKPACK*



*MUG*



*T-SHIRT*



*THERMAL BOTTLE*



