sea·EU

Brand Guidelines
June 2023

Welcome to SEA·EU brand guidelines

These guidelines will instruct you on how to use our brand identity effectively, to make all brand communications look and sound their best.

This document will take you through 9 sections: logo, color, typography, complementary graphics, art direction grid system, tone of voice, and product which come together to make the SEA·EU brand.

Contents

Positioning

Brand
Positioning

The outlook and intent captured here should help inform all creative and communication outputs. Creative work should be aligned to the brand positioning, which can also serve as a means to evaluate the suitability of creative treatments and concepts.

SEA·EU
Purpose

At SEA·EU we are on a mission to **rethink knowledge** through international multicultural research-based education, cooperation, specialisation, creativity, and resilience in order to be catalysts for change. **Plant the seeds for a better society and a sustainable future**.

We serve a diverse group of learners, staff, allied Universities, communities and organisations around Europe.

sea·EU

Brand Personality

Brand personality is a set of attributes that characterise the brand in the minds of our audience. If the brand was a person, what would their temperament be, and how might they act? Brand personality traits guide tonality and style, and are a useful to sense-check the tone of communication and creative work —what the brand is known for.

SEA·EU is:

Straightforward
Sociable
Open

Friendly

Trustworthy
Intelligent
Always learning

Sage

Idealist
Different
Creative

Dreamer

Engaged
Interdependent
Connected

Collaborative

SEA·EU is not:

Cold
Distant
Unfriendly

Dull
Slow
Unintelligent

Pragmatist
Ordinary
Conventional

Exclusive
Demanding
Inaccessible

Brand Values

EXCELLENCE

SUSTAINABILITY

COASTAL

EUROPEAN

RESILIENCE

COOPERATION

MULTICULTURAL

MULTILINGUAL

CREATIVITY

DIFFERENTIATION & SPECIALISATION

INCLUSIVE

ACCESSIBLE

Brand Values

SEA·EU thrives on values of excellence, sustainability, resilience, cooperation, creativity, differentiation, and specialization. By fostering a vibrant and innovative education community, we prepare students to navigate a changing world and make a positive impact on society.

Excellence

Sustainability

Resilience

Cooperation

Creativity

Differentiation & Specialisation

Mission

- A **true** University Alliance.
- Lead **international quality education**.
- Rethink knowledge **from the periphery**.
- **Creativity** and engagement.
- **Discover, develop, share** knowledge.
- **Multidisciplinary** knowledge.
- **Climate action**.
- **Research-based** education.

Vision

- To be **a true university Alliance**.
- Become **a reference point in knowledge**.
- A standard for integration education as **a catalyst for change**.
- To **rethink education**.
- Leading **sustainable** developmen.
- **Green and digital transformation**.
- Marine and **maritime connectivity**.

Concept

Concept

Our logo embodies the dynamic essence of waves, where fluidity and wisdom intertwine. Like a pebble's vibrant ripple, our alliance creates a powerful wave of transformation, shaping the future of our coastal cities. Inspired by the resilience of port ropes, we tie together minds and ideas, fostering a continuous network of growth and discovery.

Fluid Ripple

At SEA·EU, we believe in the boundless potential of unity and knowledge exchange. Our logo, an organic and sinuous representation, mirrors the graceful movement of waves. Just as a small pebble creates ripples that dance across the water's surface, our Alliance creates a vibrant network that expands and shares knowledge.

Our continuous shape, reminiscent of a rope, symbolizes the strength and interconnectedness of coastal cities. Just like the ropes used daily at bustling ports, we bring together universities across Europe to foster collaboration, innovation, and growth.

Join us as we ride the waves of discovery, unlocking new horizons and creating a harmonious future. Together, we shape the tides of knowledge and propel Europe's coastal communities towards a brighter, sustainable tomorrow.
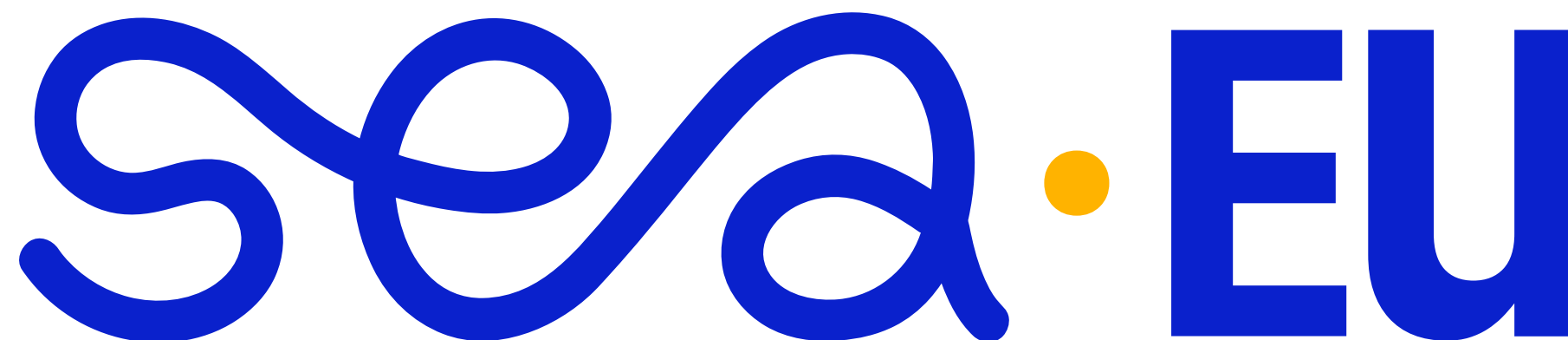
Logo

Our logo

Our logo sits at the core of our brand. It is organic and unique capturing the essence of SEA·EU brand and should be used on all of our communications.

The following guidance will instruct you on how to most effectively use SEA·EU brand.

Our logo.
Familiar Version.
Positive

To be applied where
context provides clarity,
when space is limited,
and in less formal and
institutional settings.

Reversed-out
familiar logo

To be applied when
Positive version has not
enough contrast.
For example, photography
or intrincated illustrations.

Our logo.
Familiar Version.
One color

To be applied in print
applications where only
one direct color can be
applied.

Reversed-out
One color

To be applied when
Positive version has not
enough contrast.
For example, photography
or intrincated illustrations.

Our logo.
Familiar Version.
Black & white

To be applied in print
applications that do not
suppor color.

Reversed-out
Black & white

To be applied when
Positive version has not
enough contrast.
For example, photography
or intrincated illustrations.

Clear space.
Familiar Version

To look its best, our logo
needs space to stand out
and breathe.

We have defined
parameters to make
sure no other elements
encroach on this clear
space.

'U' = x

'U' = x   2x

Our logo.
Full Name

This version of the logo –with European University of the Seas subtitle appended– is to be used in formal-facing, corporate or institutional.

sea.EU

EUROPEAN UNIVERSITY OF THE SEAS

Reversed-out
Full logo

To be applied when Positive version has not enough contrast.
For example, photography or intrincated illustrations.

sea.EU

EUROPEAN UNIVERSITY OF THE SEAS

Our logo.
Full Name
One color

To be applied in print applications where only one direct color can be applied.

sea•EU

EUROPEAN UNIVERSITY OF THE SEAS

Reversed-out
One color
To be applied when Positive version has not enough contrast.
For example, photography or intrincated illustrations.

sea•EU

EUROPEAN UNIVERSITY OF THE SEAS

Our logo.
Full Name
Black & white

To be applied in print
applications that do not
suppor color.

sea·EU

EUROPEAN UNIVERSITY OF THE SEAS

Reversed-out
Black & white

To be applied when
Positive version has not
enough contrast.
For example, photography
or intrincated illustrations.

sea·EU
EUROPEAN UNIVERSITY OF THE SEAS

Clear space.
Full Name

To look its best, our logo
needs space to stand out
and breathe.

We have defined
parameters to make
sure no other elements
encroach on this
clear space.

'U' = x

sea·EU

EUROPEAN UNIVERSITY OF THE SEAS

Minimum size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Please do not reproduce the logo at smaller dimensions than stated to avoid readability or printing issues.

When using the familiar version of SEA·EU logo, its width must not be smaller than 1,5 cm.

If full name logo is in use, make sure it is not reproduced at smaller widths tan 3 cm. Otherwise European University of the Seas will not be readable.

SEA·EU

1,5 cm

SEA·EU

1cm

Print

Digital

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS
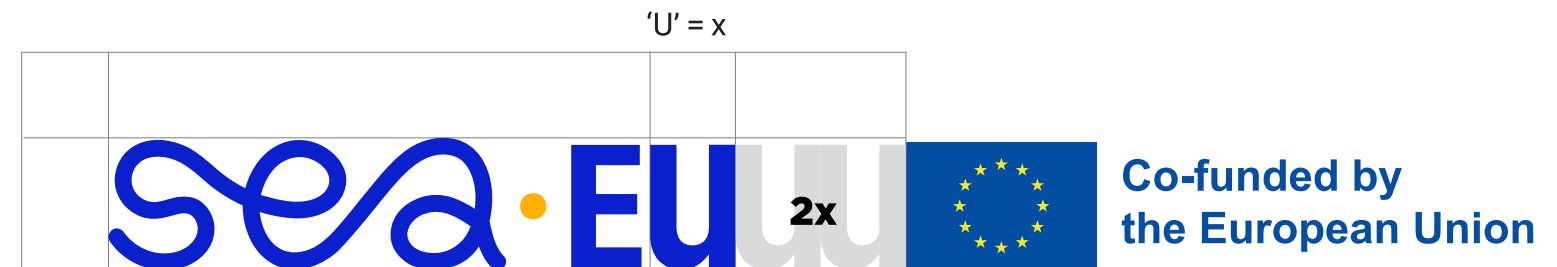
3 cm

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

3 cm

Around SEA·EU

Sometimes, we may need to lockup our logo with another partner.

Below are guides to creating lockups for different SEA·EU programs, universities, entities, etc.

We separate our logo and a partner's logo by the distance of 2x. 'x' is defined by the width of letter 'U' in our logo.

Our partner's logo should never exceed the size height of SEA·EU, with the exception of small overhanging elements. Cases in which we must optically align those elements to their wordmark.

'U' = x

2x

Co-funded by
the European Union

EUROPEAN UNIVERSITY OF THE SEAS

Co-funded by
the European Union

EUROPEAN UNIVERSITY OF THE SEAS

Around SEA·EU

Sometimes, we may need to lockup our logo with another partner.

Below are guides to creating lockups for different SEA·EU programs, universities, entities, etc.

We separate our logo and a partner's logo by the distance of 2x. 'x' is defined by the width of letter 'U' in our logo.

Our partner's logo should never exceed the size height of SEA·EU, with the exception of small overhanging elements. Cases in which we must optically align those elements to their wordmark.

'U' = x

2x

Co-funded by
the European Union

Co-funded by
the European Union

Around SEA·EU

We may need to lockup our logo too with members of the Alliance.

Below are guides to creating lockups for different SEA·EU programs, universities, entities, etc.

We separate our logo and a partner's logo by the distance of 2x. 'x' is defined by the width of letter 'U' in our logo.

Our partner's logo should never exceed the size height of SEA·EU, with the exception of small overhanging elements. Cases in which we must optically align those elements to their wordmark.

'U' = x

2x

sea·EU

UCA
Universidad
de Cádiz

sea·EU

UCA
Universidad
de Cádiz
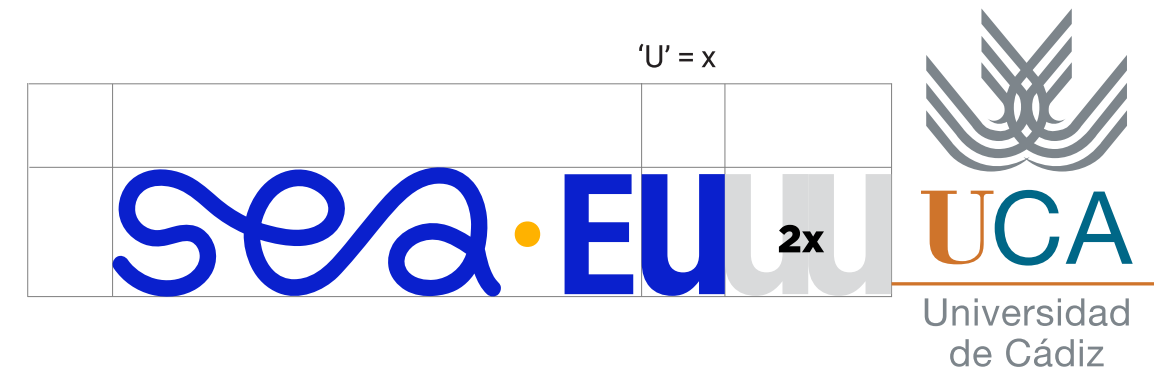
Typography

Typography
Roboto Flex

Roboto Flex is a powerful typeface system.

A font designed by Christian Robertson and developed and commissioned by Google in 2011 with a special emphasis on large-screen capabilities.

ROBOTO FLEX

**Typography
Roboto Flex**

From Thin to ExtraBlack.
Regular and Italc.

A font family than includes
10 prefixed font thicknesses
-Regular and Italic- to help
users.

As a variable font, Roboto
Flex helps designers to
finesse and fine-tune their
designs with parametric
axes.

Flexibility allows design
teams to customize:
font weight, width, slant,
ascender height, couner
width, descender depth,
grade, lowercase height,
thin stroke, and uppercase
height.

Roboto
SUNGLASSES
Self-driving robot icecream truck
Fudgesicles only 2.5€
ICE CREAM
Coastal swims salty dives
#98765432190
Waving seas and tides
Sustainable optimistic friendly breeze

Specimen

Typography
Roboto Flex

ROBOTO FLEX

Anatomical features:

- Line variation / Stroke contrast: none/little
- Letterforms: largely geometrical
- Friendly and open curves
- Singlestorie
- Letter 'i' with a dot since 2014, replacing the previous square
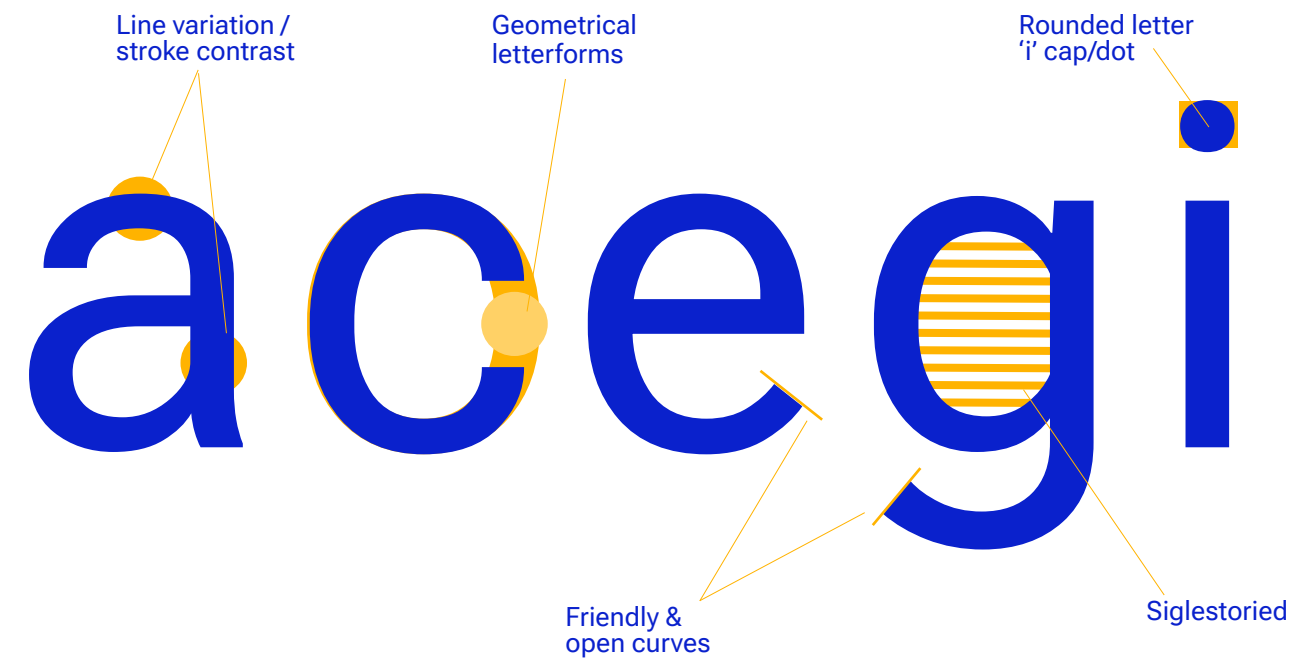
Line variation / stroke contrast

Geometrical letterforms

Rounded letter 'i' cap/dot

acegi

Friendly & open curves

Siglestoried

Typography
Roboto Flex

Roboto Flex is a powerful typeface system.

A font designed by Christian Robertson and developed and commissioned by Google in 2011 with a special emphasis on large-screen capabilities.

Due to it's flexible nature, **it covers an extreme range of weights, grades, widths and optical sizes.**

Roboto Flex is **multilingual**, it will perfectly work in all SEA·EU Alliances' languages. It includes accents and special punctuation symbols.

ROBOTO FLEX

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
¡!¿?( ) = + - * / % < > [ ] { } & ½ ¼ ¾
ᵒᵃ '"' .:; _ – | € $ # @ © ®

æ å à â á ã ä ç č ć dž đ é è ê ë î ï í ø ô
œ ö õ ó š ù ú û ü ÿ ž lj nj

Æ Å À Â Á Ã Æ Ä Ç Č Ć DŽ Đ É È Ê Ë Î Ï
Í Ø Ô Œ Ö Õ Ó Š Ù Ú Û Ü Ÿ Ž LJ NJ

ROBOTO FLEX

Typography
Roboto Flex

From Thin to ExtraBlack.
Regular and Italc.

A font family than includes 10 prefixed font thicknesses -Regular and Italic- to help users.

As a variable font, Roboto Flex helps designers to finesse and fine-tune their designs with parametric axes.

Flexibility allows design teams to customize: font weight, width, slant, ascender height, couner width, descender depth, grade, lowercase height, thin stroke, and uppercase height.

Roboto Flex Thin

Roboto Flex ExtraLight

Roboto Flex Light

Roboto Flex Regular

Roboto Flex Medium

Roboto Flex SemiBold

Roboto Flex Bold

Roboto Flex ExtraBold

Roboto Flex Black

Roboto Flex ExtraBlack

**Typography
Roboto Flex**

From Thin to ExtraBlack.
Regular and Italc.

A font family than includes
10 prefixed font thicknesses
-Regular and Italic- to help
users.

As a variable font, Roboto
Flex helps designers to
finesse and fine-tune their
designs with parametric
axes.

Flexibility allows design
teams to customize:
font weight, width, slant,
ascender height, couner
width, descender depth,
grade, lowercase height,
thin stroke, and uppercase
height.

ROBOTO FLEX ITALIC

Roboto Flex Thin Italic

Roboto Flex ExtraLight Italic

Roboto Flex Light Italic

Roboto Flex Italic

Roboto Flex Medium Italic

Roboto Flex SemiBold Italic

Roboto Flex Bold Italic

Roboto Flex ExtraBold Italic

Roboto Flex Black Italic

Roboto Flex ExtraBlack Italic

This is a thin highlight

**Typography
Roboto Flex**

From Thin to ExtraBlack.
Regular and Italc.

A flexible font family to help you communicate clear, hierarchied, easy to read and understand messages.

This is an Extra-Bold headline

This is a Regular subheadline

This is a Regular paragraph. Imped et es expliquodit fugit molupti demoluptati consequas maximin veliti re, ipitio et excerch ilignitas molessi sant. Alis dendig enihit hicimin ciminulpa debit quatemquas evendelis et doluptasimpe voluptat quiant et laciis el is dustiusam quo corro.

This is a Black italic call-out text

This is a Regular Italic quoted paragraph. No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.

This is a SemiBold header

This is a Regular paragraph column. Imped et es expliquodit fugit molupti demoluptati consequas maximin veliti re, ipitio et excerch ilignitas molessi sant. Alis dendig enihit hicimin ciminulpa debit quatemquas evendelis et doluptasimpe voluptat quiant et laciis el is dustiusam quo corro.

This is a SemiBold Italic header column

This is a Regular paragraph column. Imped et es expliquodit fugit molupti demoluptati consequas maximin veliti re, ipitio et excerch ilignitas molessi sant. Alis dendig enihit hicimin ciminulpa debit quatemquas evendelis et doluptasimpe voluptat quiant et laciis el is dustiusam quo corro.

Color

Color

Color is an essential component of our brand and is what makes a communication immediately recognizable as SEA·EU. Our palette is optimistic, vibrant, bold and bright.

Our lead color is **Oceanic Blue**. It is iconic, vibrant, bold. Modern, fresh, easygoing. A color that reflects SEA·EU's spirt.

Midday Sun Yellow works as a color accent. It stands for EU stars, represented by the dot in our logo.

Oceanic Blue

Midday Sun

Primary colors

Our two primary colours are the foundation of SEA·EU visual identity. They combine an optimistic outlook for the future with a vibrant nod to the sea.

Oceanic Blue is iconic, vibrant, bold. Fresh and easygoing. A color that reflects SEA·EU's spirt.

Midday Sun Yellow works as a color accent. A warm sunkissed spot. It stands for EU stars, represented by the dot in our logo.

Oceanic Blue

Hex: #0A20CD
RGB: 10.32.205
CMYK: 92.83.0.0
Pantone: Blue 072 C

Midday Sun

Hex: #FFB600
RGB: 255.182.0
CMYK: 0.32.100.0
Pantone: Yellow 012 C

Primary Color percentage

Different color percentages can be applied to applications in orther to confer contrast, depth and enrich design elements.

100%

90%

70%

50%

25%

10%
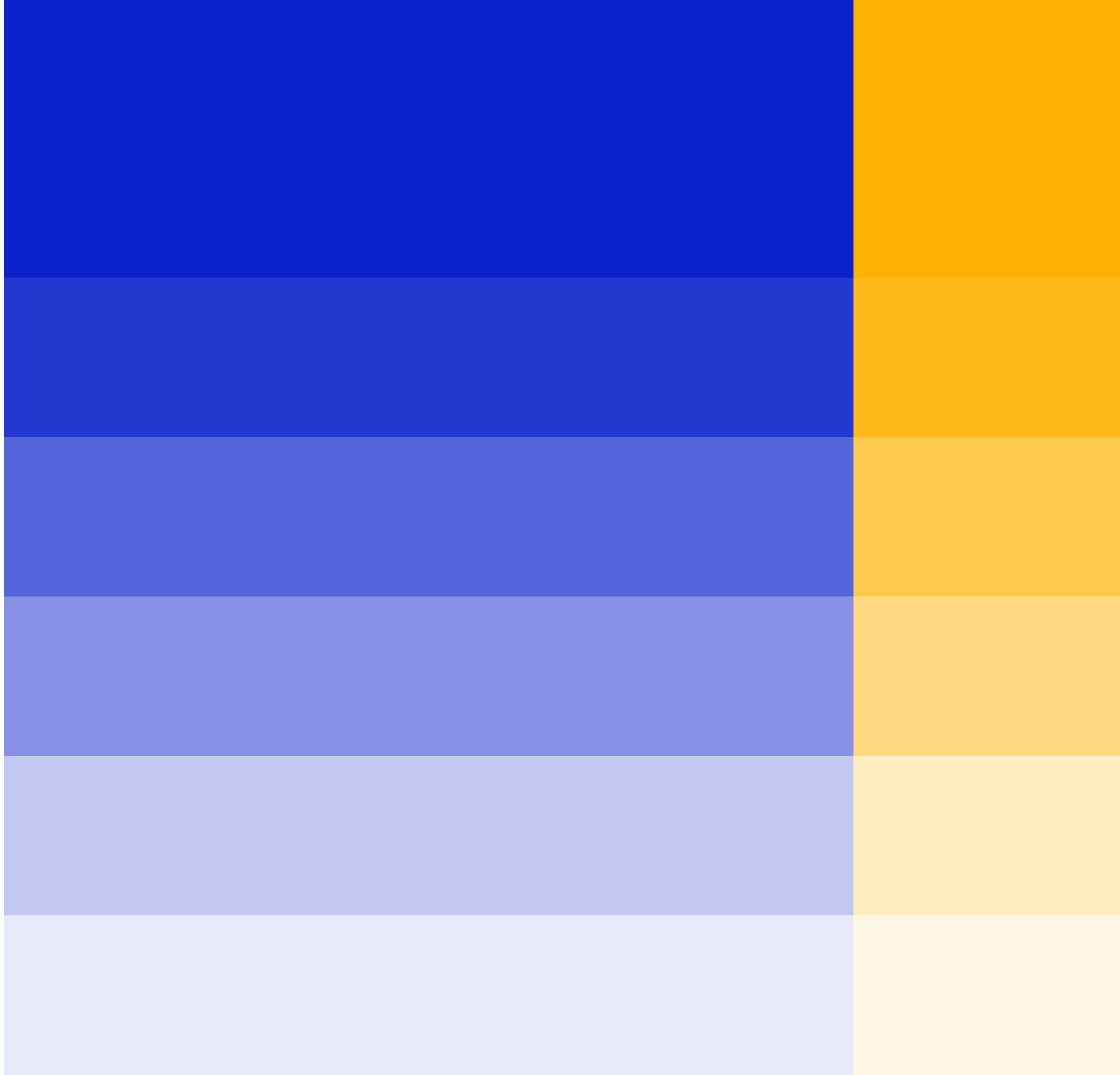
Secondary colors

A set of colors to support
branding the assets.

Twilight Blue

Hex: #001e60
RGB: 0.30.96
CMYK: 100.90.36.29
Pantone: 2757 C

Early morning

Hex: #FFEDA7
RGB: 255.237.167
CMYK: 1.5.44.0
Pantone: Yellow 0131 C
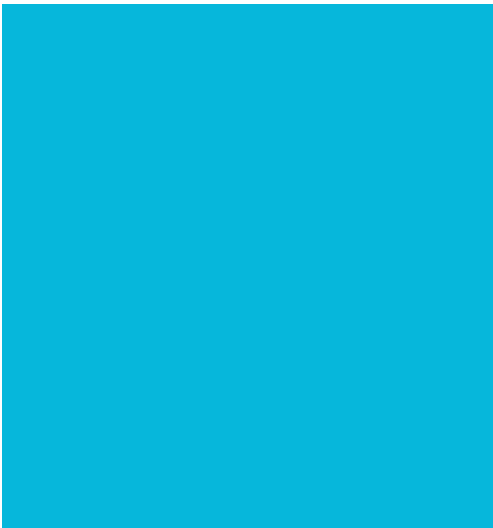
Aquamarine

Hex: #06B7DB
RGB: 6.183.219
CMYK: 72.1.12.0
Pantone: 3115 C
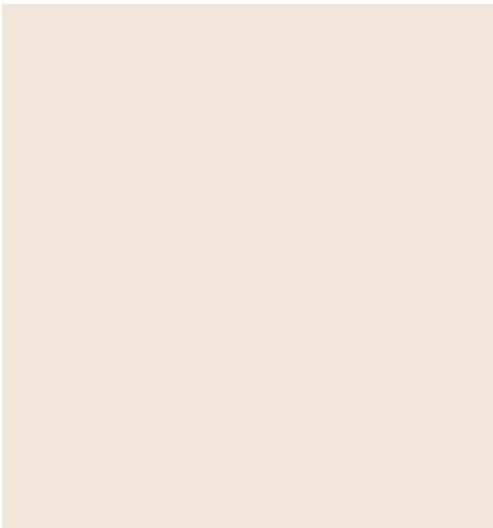
Sand shells

Hex: #F0E6DA
RGB: 240.230.218
CMYK: 7.10.16.0
Pantone: 482 C
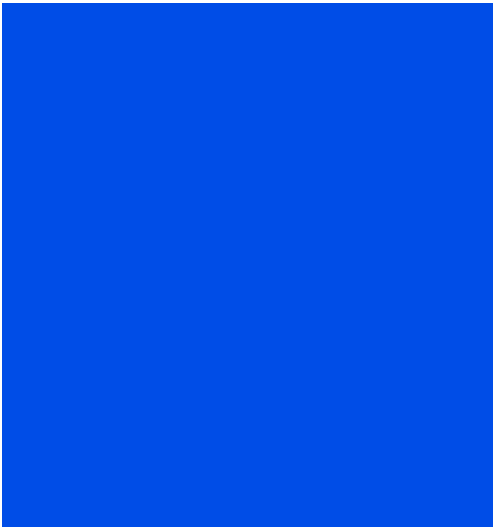
Mediterranean Sky

Hex: #004DE7
RGB: 0.77.231
CMYK: 90.68.0.0
Pantone: 2728 C
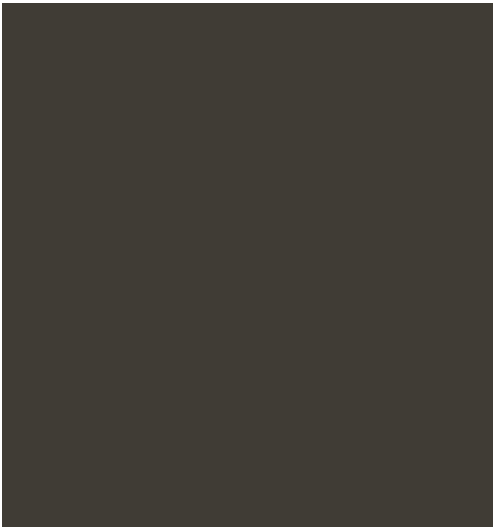
Wooden Pier

Hex: #403C35
RGB: 64.60.53
CMYK: 62.55.61.62
Pantone: Pantone 412 C

Secondary Color percentage

Different color percentages can be applied to applications in orther to confer contrast, depth and enrich design elements.

100%

90%

70%

50%

25%

10%
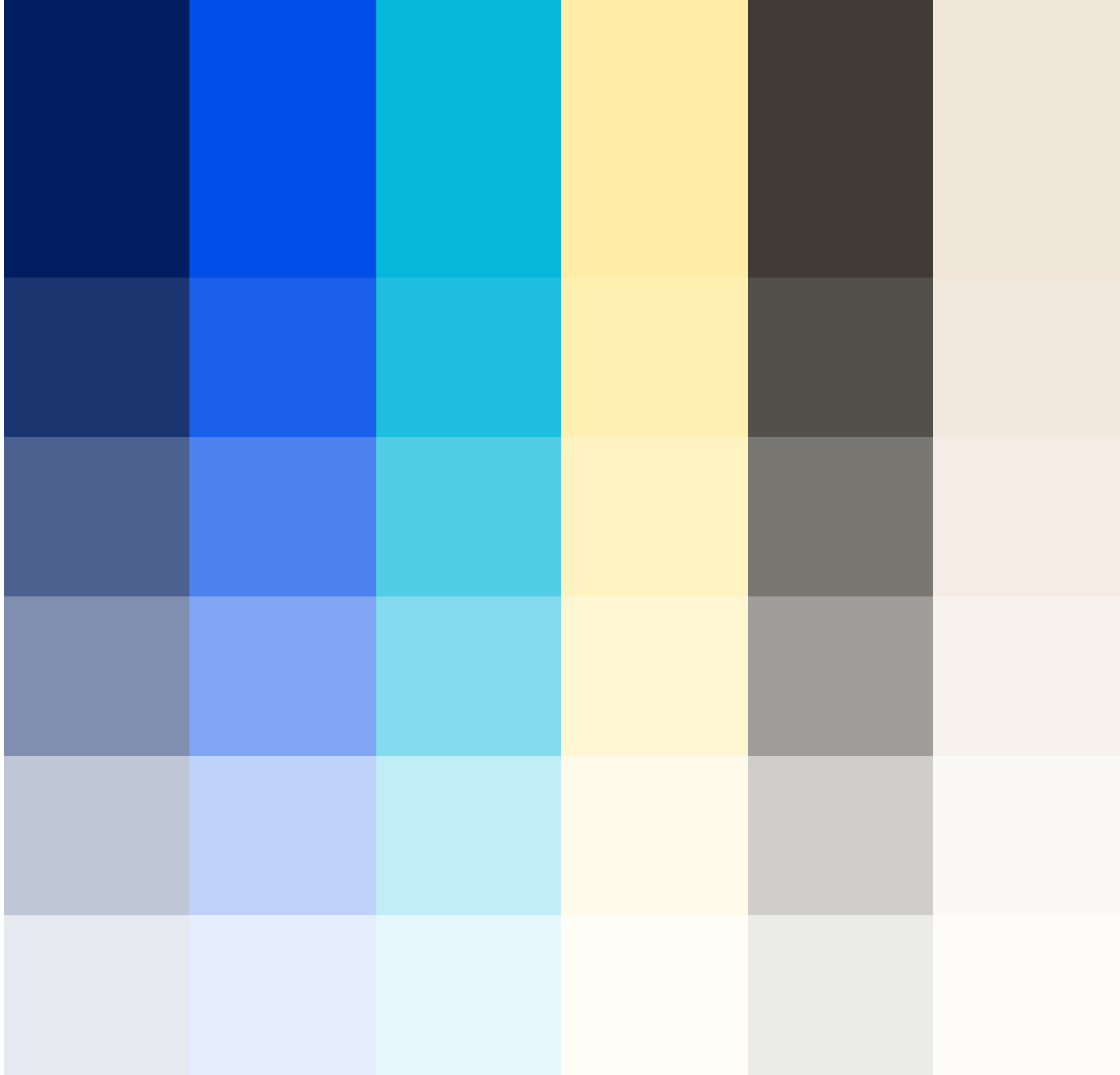
Neutral colors

Two neutral colours to
support primary colors
when needed.
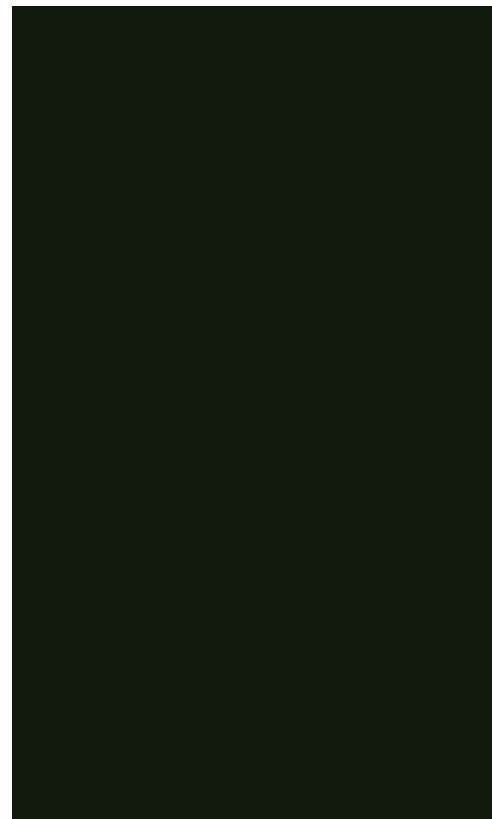
Abyssal Black

Hex: #11190C
RGB: 17.25.12
CMYK: 72.59.74.81
Pantone: 419 C
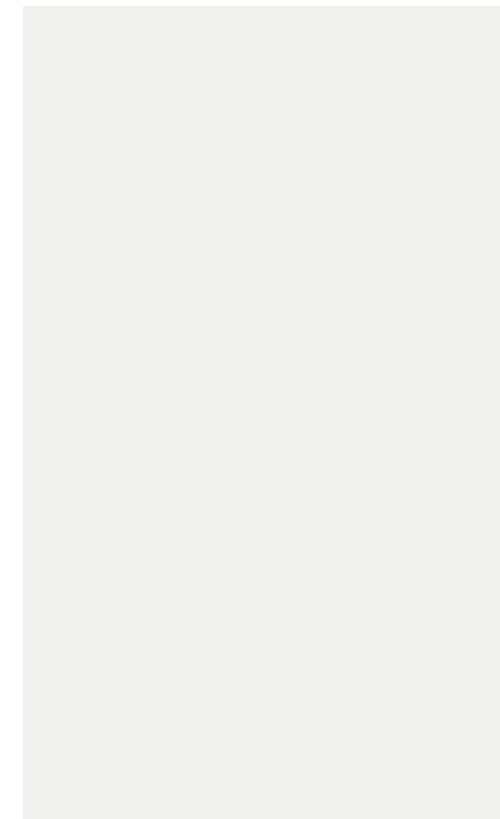
Light Gray

Hex: #F3F1EE
RGB: 243.241.238
CMYK: 03.03.04.00
Pantone: Cool Gray 1C

Color combinations

Apply color combinations when needed. You can use the following color guide to help you combine color.

Always keep contrast in mind. As you see on the right (fig.9), you should not pair Oceanic Blue with TwilightBlue as they do not offer enough contrast. You can match Mediterranean Sky and TwilightBlue instead (fig.3) as they offer good color contrast.
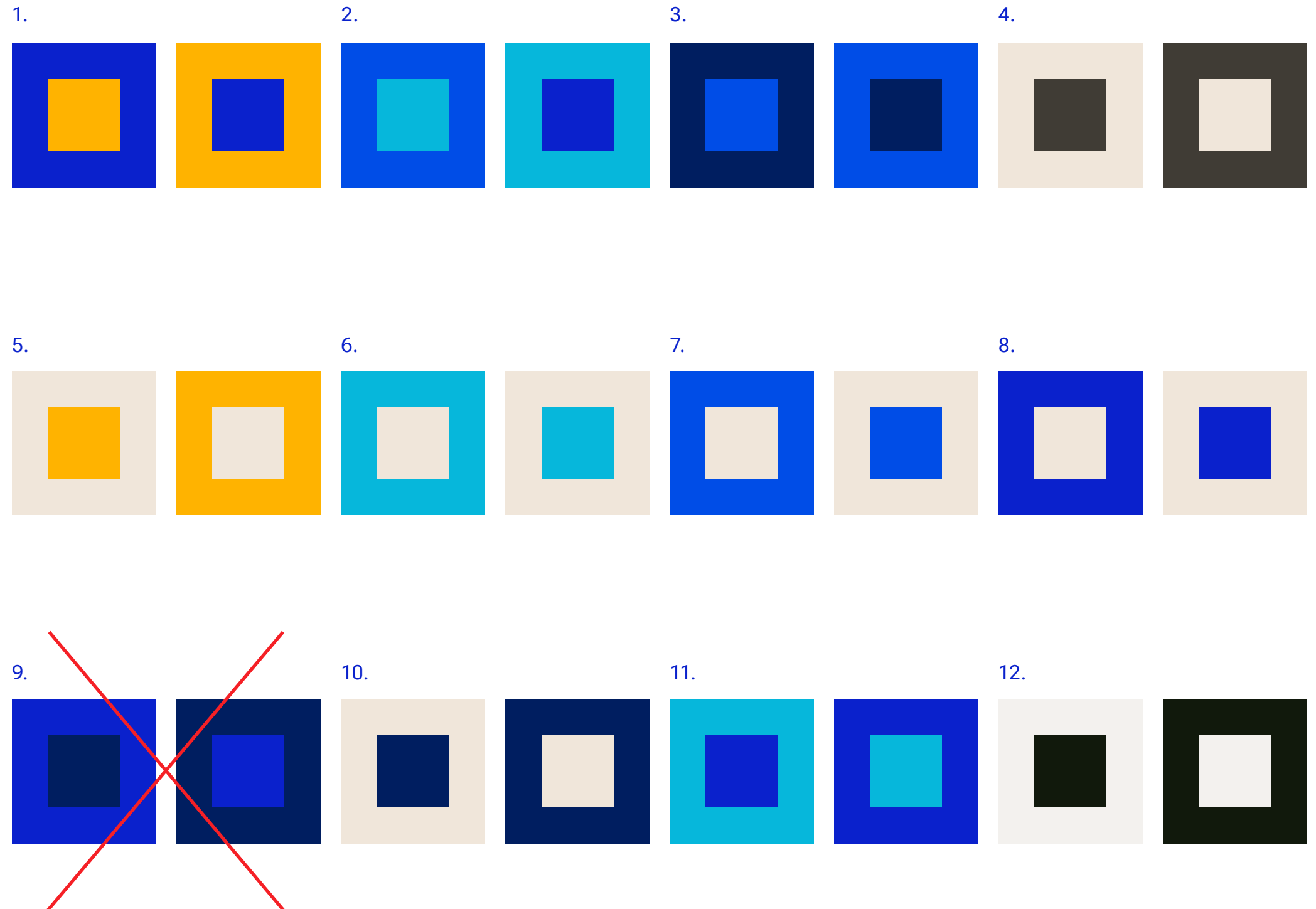
Correct & Incorrect use

Correct & incorrect use

Transformation:
Always mantain our logo proportions. If you need to apply the logo bigger or smaller, do not estretch, expand or distort it.

Rotation & Disposition:
Do not rotate the logo. Do not move elements of the logo from its position.

Typography:
Do not change the font characters of our logo

Color
Do not used other colors than provided when using the logo. Do not recolor any of its parts, including the middle dot.

Correct & incorrect use

Color:
Use only colors provided for the logo. As a rule, use the primary color of SEA·EU, OceanicBlue.

Exceptionally, you may use a secondary specific color for certain communications with differente stakeholders (staff, students, Administration, Society).

Use only secondary colors, look at the examples provided in the center column.

✓

SEA·EU

SEA·EU

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

✓

SEA·EU

SEA·EU

SEA·EU

SEA·EU

SEA·EU

SEA·EU

SEA·EU

SEA·EU

✗

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

SEA·EU
EUROPEAN UNIVERSITY OF THE SEAS

Positive Version

Reversed-out Version

Correct & incorrect use

White/light backgrounds
With white and light backgrounds SEA·EU logo must show in its positive version.

One ink
It can appear as a single color (blue) when printing specifications require just one ink.

Black and white
If needed, our logo can be printed in black and white. Be sure to respect the safe space required and that it is applied on white or light backgrounds.

Photography
Should our logo appear with photography, it must show in its Reversed-out version.

Incorrect use

White/light backgrounds
With white and light backgrounds SEA·EU logo must show in its positive version.

One ink
It can appear as a single color (blue) when printing specifications require just one ink.

Black and white
If needed, our logo can be printed in black and white. Be sure to respect the safe space required and that it is applied on white or light backgrounds.

Photography
Should our logo appear with photography, it must show in its Reversed-out version. Be mindful of use when is placed over busy and light backgrounds.

Positive Version

Reversed-out Version

sea·EU

Complementary graphics

Complementary Graphics

A set of graphics and elements that help composing new designs products, such as brochures, presentations, print ads, banners, and all kind of merchandise items.
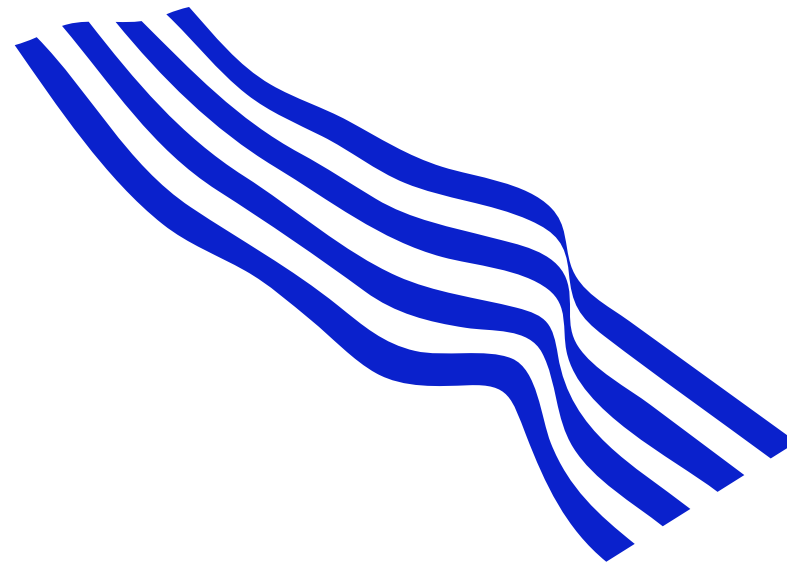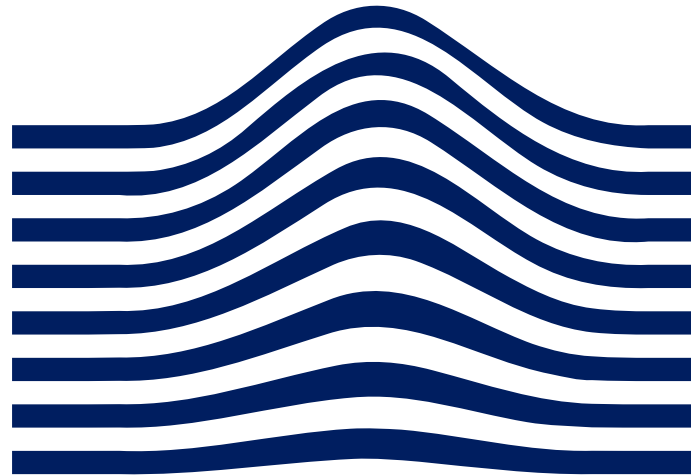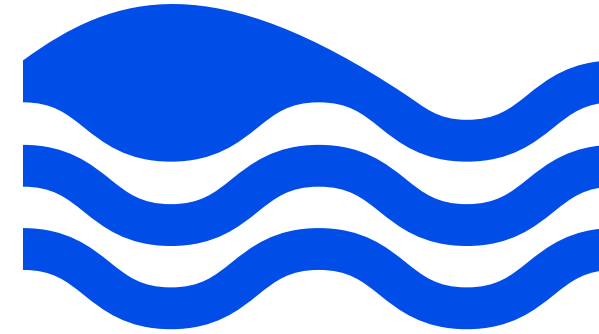
Complementary Graphics

A set of graphics and elements that help composing new designs products, such as brochures, presentations, print ads, banners, and all kind of merchandise items.
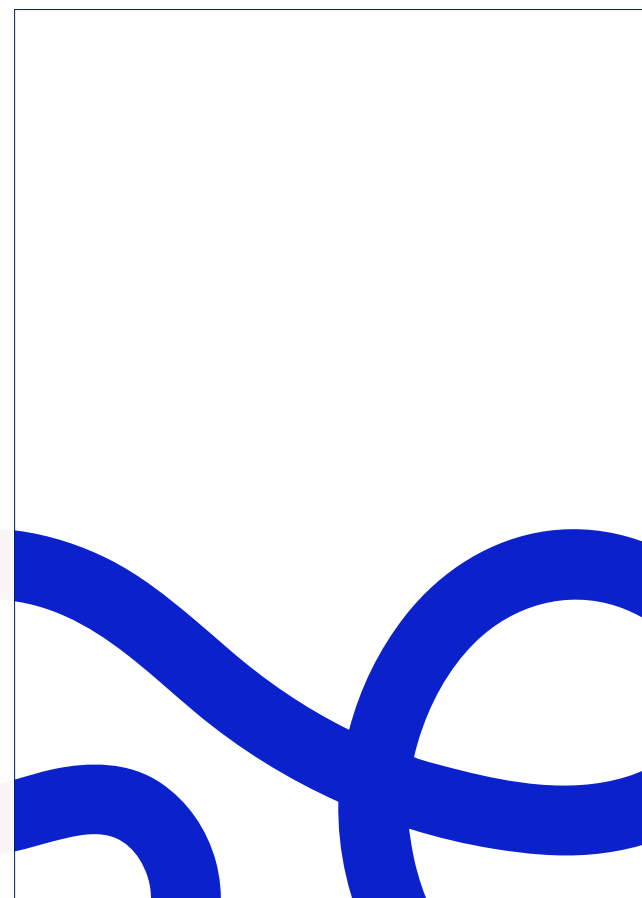
sea·EU

Complementary Graphics

A set of graphics and elements that help composing new designs products, such as brochures, presentations, print ads, banners, and all kind of merchandise items.
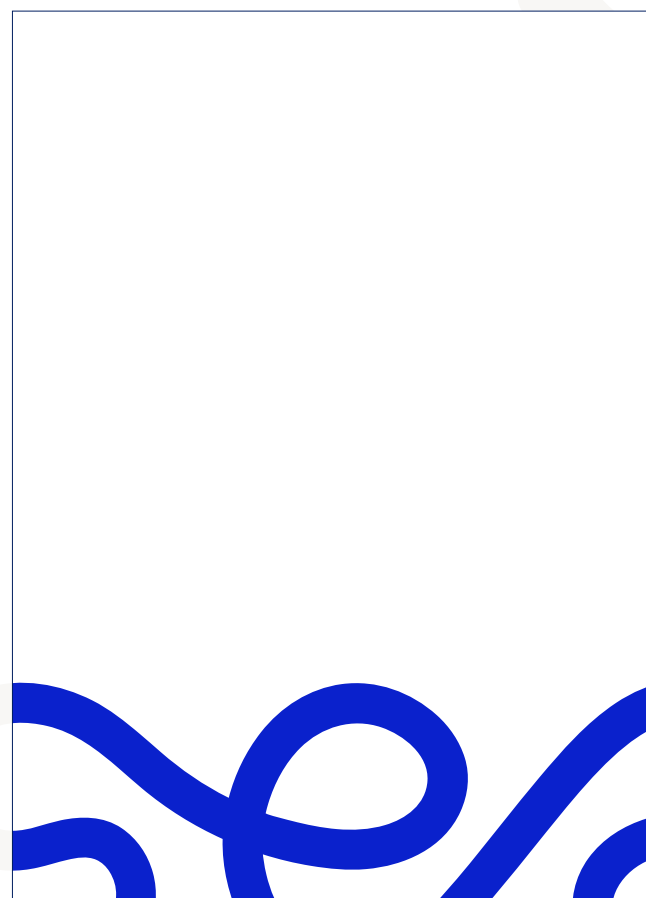
Complementary Graphics

Wave I.
The fluid shape that creates 'SEA' in our logo, can be applied as an auxiliary graphic to illustrate backgrounds and compose images.

The word 'SEA' must be blown-up and cropped in three sides.

**Complementary
Graphics**

Wave I.
The fluid shape that
creates 'SEA' in our
logo, can be applied as
an auxiliary graphic to
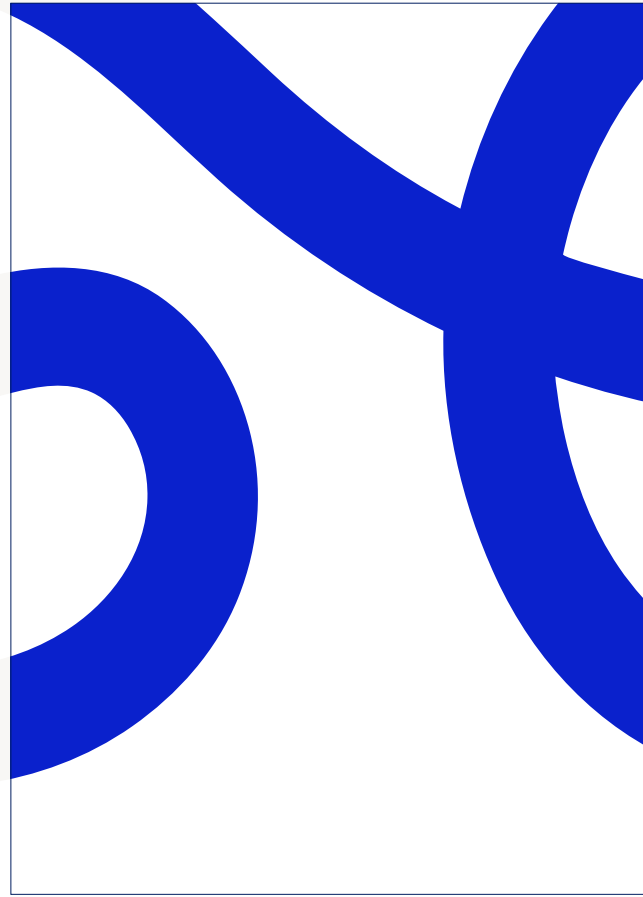illustrate backgrounds and
compose images.

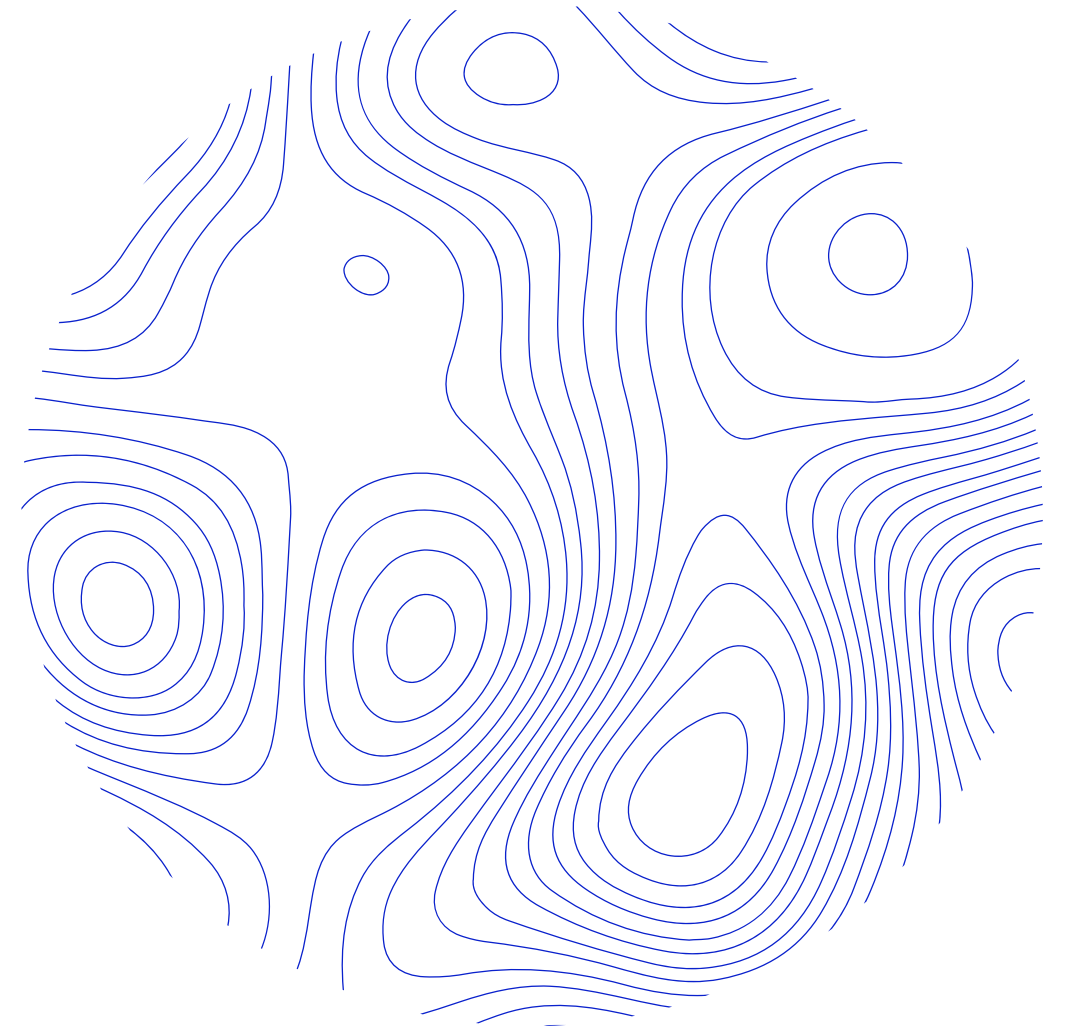The word 'SEA' must be
blown-up and cropped in
three sides.

**Complementary
Graphics**

Wave II.
Water vibration.
A fluid shape. The
science of navigation.
The power of tides.
Flexibility and growth.
Nature in movement. A
water vibration expanding,
reaching out, discovering
new territories.

The water waves must be
blown-up and cropped in
at least one side.
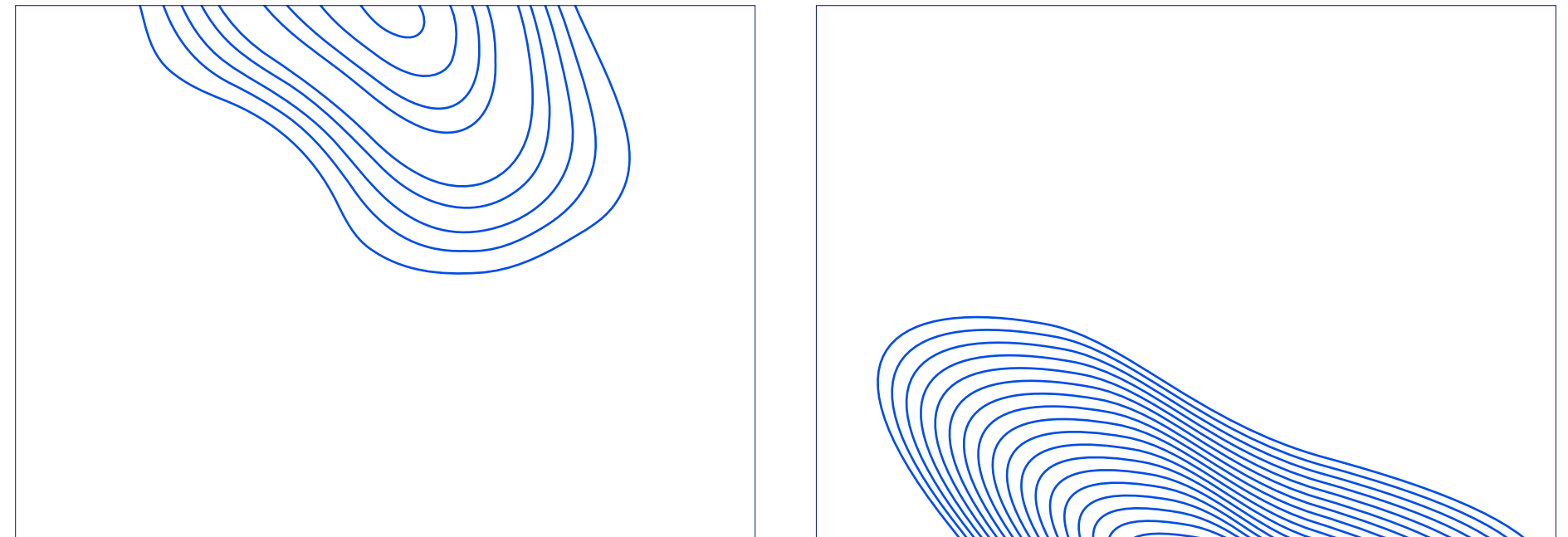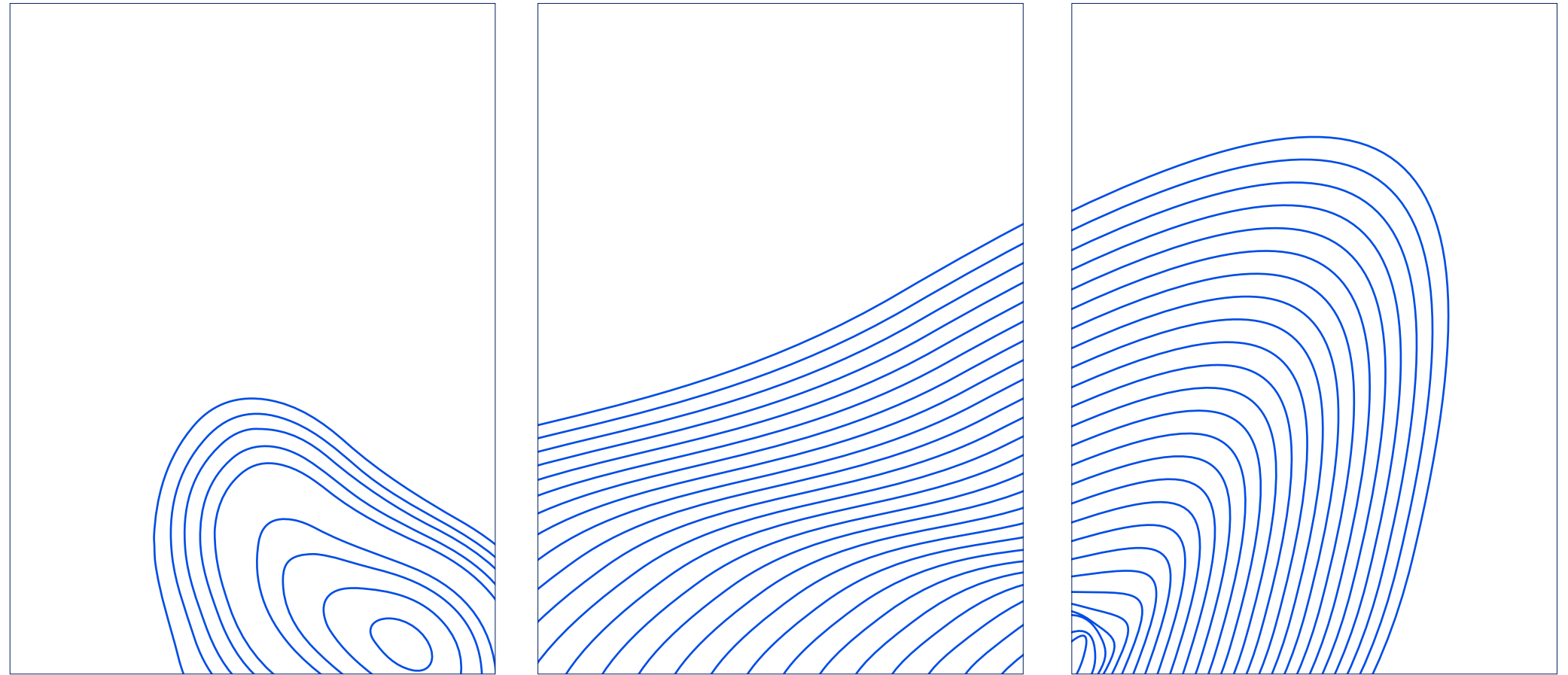
Graphic Patterns

Endless Wave

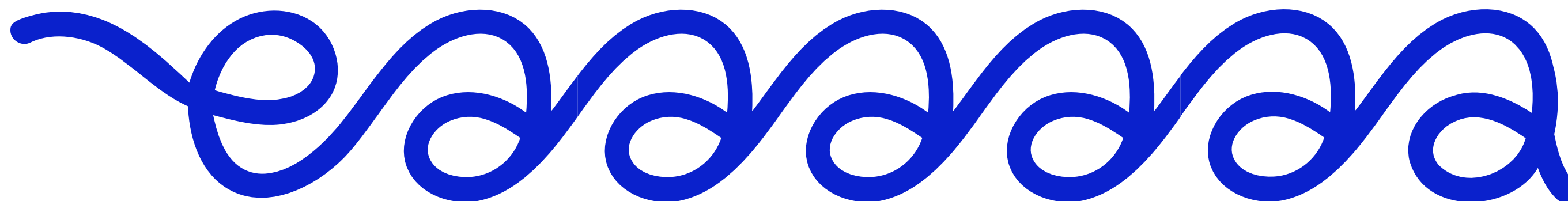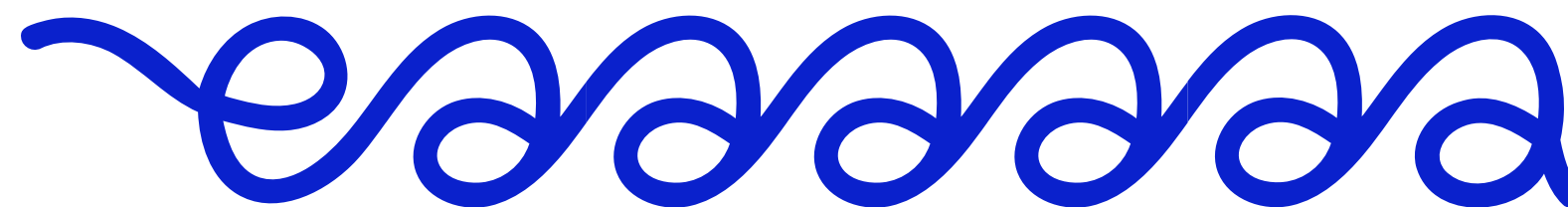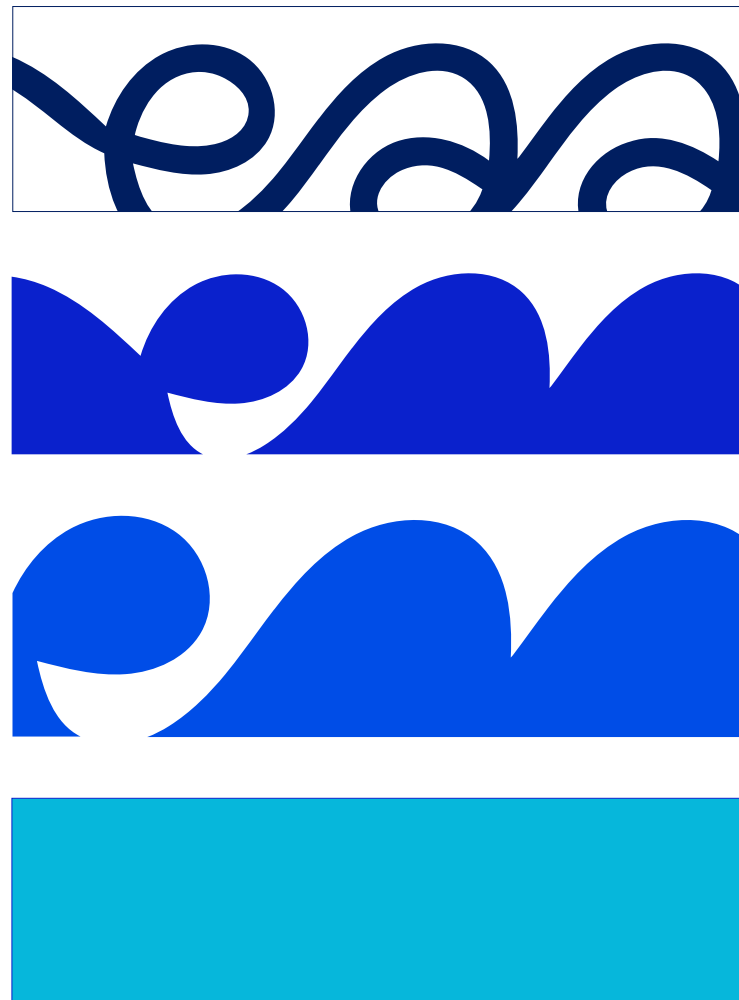An Endless wave pattern can be applied to compositions and Alliance's deco.

You will need three differentiated parts – *initial 'ea', middle 'aaa', end 'aa'* – and you design the endless wave as wide as needed.

Endless Wave.
Layered application

With different layers of the endless wave –positive & negative– we can create backgrounds that help us communicate.

Language
Tone of voice

**Language.
Tone of voice**

Our language facilitates the delivery of compelling, relevant, strategy-aligned messaging across SEA·EU communications.

Tone of voice is the manner and style in which we write and speak, informing how the brand personality comes through in communication.

Our tone of voice guides the level of formality or familiarity in our verbal communication, which informs word choice and structure.

SEA·EU
by the sea

Tone of voice

SEA·EU's tone of voice should embody a captivating personality that resonates with its audience. It should be **friendly**, creating a warm and approachable atmosphere that encourages conversation. Witty remarks and **clever wordplay** add an element of playfulness, engaging audiences with a hint of fun. **Bold** statements and direct language to cut through the noise, delivering messages with clarity and impact.

While educated and **knowledgeable**, the tone remains **accessible** and not overly formal, striking a balance between expertise and relatability. **Smart and concise** phrases, providing valuable information in a succinct manner. The overall tone should leave a lasting impression, making the brand memorable and forging a genuine connection with its audience.

Messages.
Examples

Our language symbolic references to the sea to educational and scientific contexts.

- SEA·EU by the sea.

- Nice to SEA·EU.

- Sail into your future.

- Knowledge by the sea.

- A tide of salty wisdom.

**Messages.
Examples**

Our language symbolic
references to the sea to
educational and scientific
contexts.

- Expanding kwnoledge across the seas.

- Dream, risk, and experiment for a better future.

- Research and innovation, by the coast.

- Together we navigate the future.

- A tide of boundless knowledge.

**Messages.
Examples**

Our language symbolic
references to the sea to
educational and scientific
contexts.

- Transforming education, one wave at a time.

- Ride the wave of knowledge.

- Minds and tides brought together.

- Rise to new horizons.

- A sea breeze of knowledge.

Art Direction Photography

People

Aim for professional and high resolutiion images, with extra space to allow for cropping.

Photography of people should feel natural and unposed. Try to capture moments where staff and students are relaxed in their environments. Consider colour and composition when choosing a photo to create a contemporary and natural feeling. Backgrounds should imply a feeling of depth and space. The lightning of the scene suggests an appealing atmosphere, backlights and out of focus elements.

Portraits should be informal and friendly, and capture the energy and camaraderie of interaction. This approach should be extended to images of groups and events —images should depict natural moments and a lively atmosphere where possible.
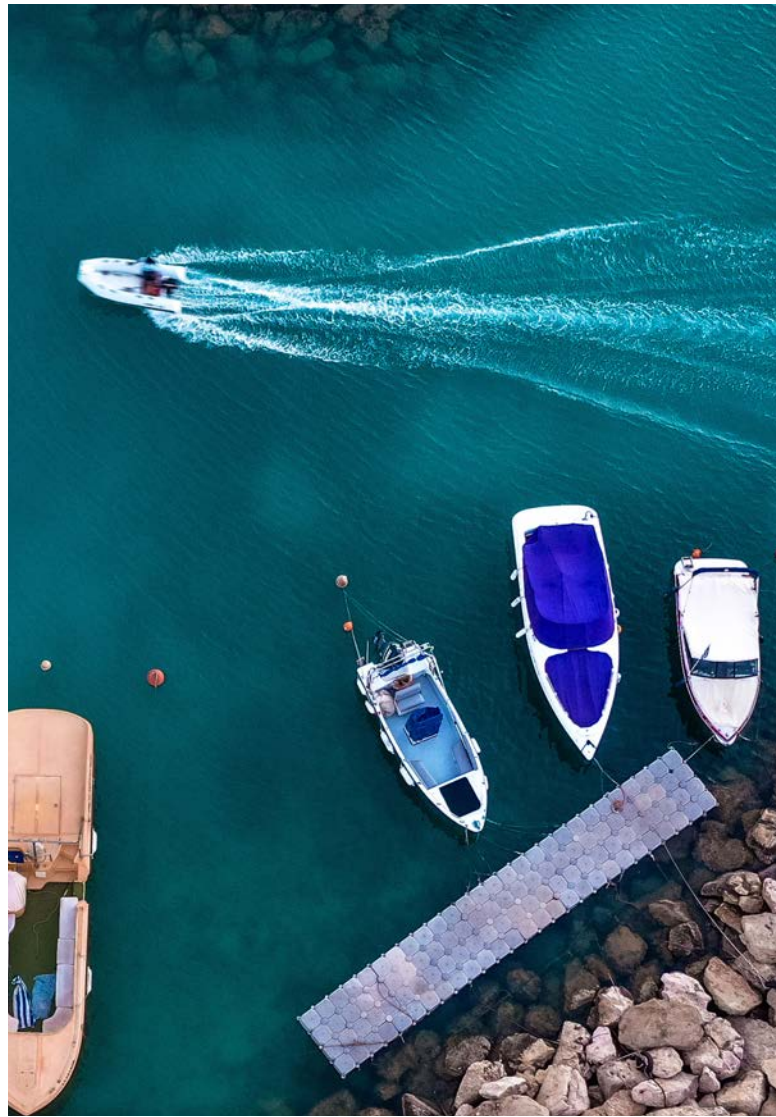
Avoid wide angle shots that dramatically scale the spaces.

Landscape

Aim for the exceptional natural beauty, of the Allied Universities' cities. The role of landscape is as a framing device. It acts as a background or supporting element. It helps to show the context in layouts.

Detail, Point of view & Texture

Context is key. Images that tell stories. A walk through the pier, the sound of birds in the morning, a busy port, fish, commerce... Tradition and technology. Geometry. Materic elements: rope, wood, rusted iron, metalic containers, sand, seashells, a splash of water...

Grid System

sea.EU
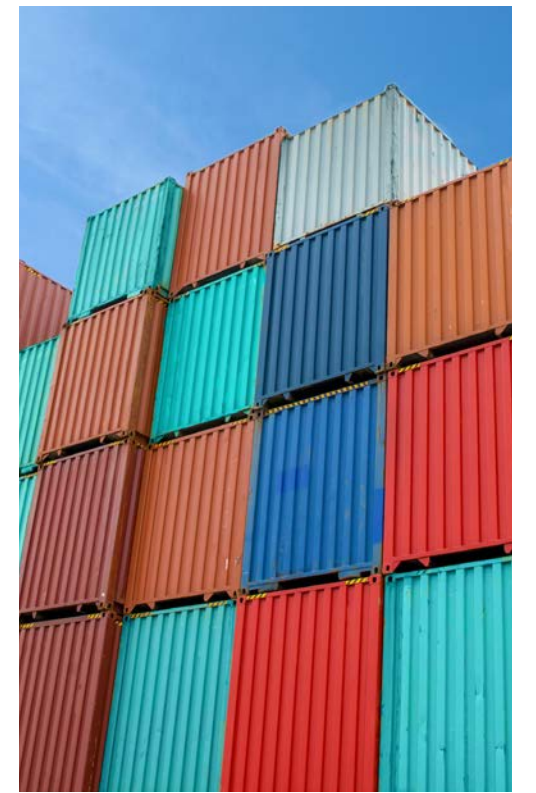
Grid system

A grid system based on 3 Columns and 18 Grid Fields to apply on different kind of graphic design materials, such as: brochures, posters, catalogs, invitations, etc.

Header Style A

Header Style B

Header Style C

A4 (210 × 297 mm)
11 Pt Baseline Grid
3 Columns / 18 Grid Fields

As an alliance, we share an integrated, long-term strategy for education, committed to offer outstanding education and research. SEA-EU will engage in concerted efforts towards building an inclusive, sustainable and resilient future for people and planet, with the specific vocation of dealing with the sea that unites us. In this long-term vision, we are committed to taking a flag-ship role in the creation of a European Education Area, strengthening European identity and values and securing the international competitiveness of education and research linked to innovation and knowledge transfer.

Header Style D

Our vision is to establish a distinctly international, pluri-ethnic, multilingual and interdisciplinary European University.

This vision is rooted in the high quality and excellence in education and research of the alliance with the intent to strengthen the links between teaching, research, innovation and knowledge transfer. The convergence of media and digitalisation has changed the way we work and live.

Change, going forward, will continue to be rapid, in a world of perpetual connectivity. Consequently, traditional training models are being found wanting. Developing both critical-thinking and creativity with students is key. This is our vision as a consortium: to create the conditions in which a student will be able to freely and confidently move between disciplines, languages, countries, sectors.

Seamless mobility across borders and academic disciplines will provide a substantial leap in quality, performance, attractiveness and international competitiveness. We will work to make our university alliance a universe of possibilities, in which each student will be free but guided to seek out and develop their own path.

Grid system

The layout establishes a clear relationship between the shape of the logo and the graphic style. It responds to context in application, with flexible and dynamic curves extracted from the word 'Sea' in our logo.

The size and placement of the curves should relate to other elements in the layou, such as photography, headlines and other creative copywriting.

The white area is where photography should be placed.

This is a Header Style

This is a Header Style

This is a Header Style

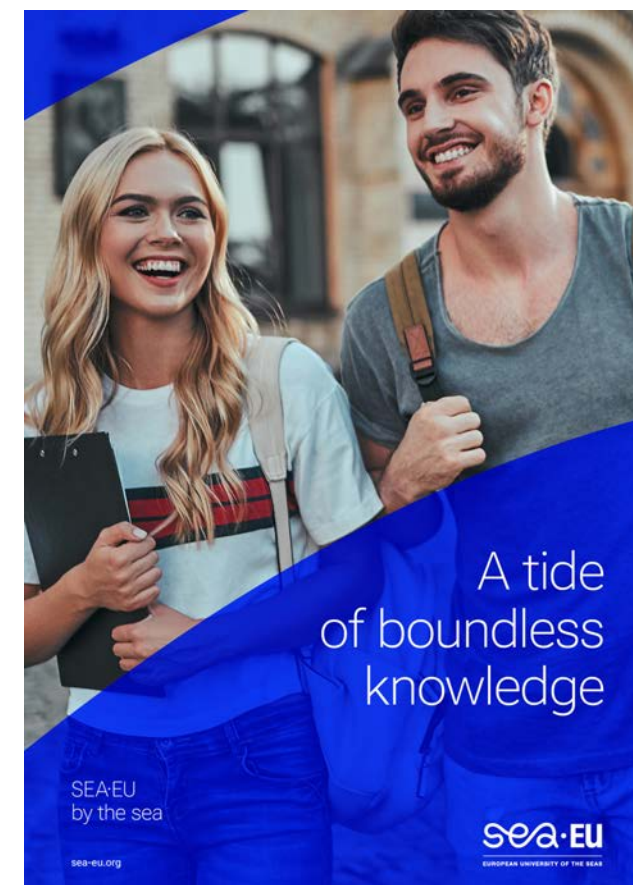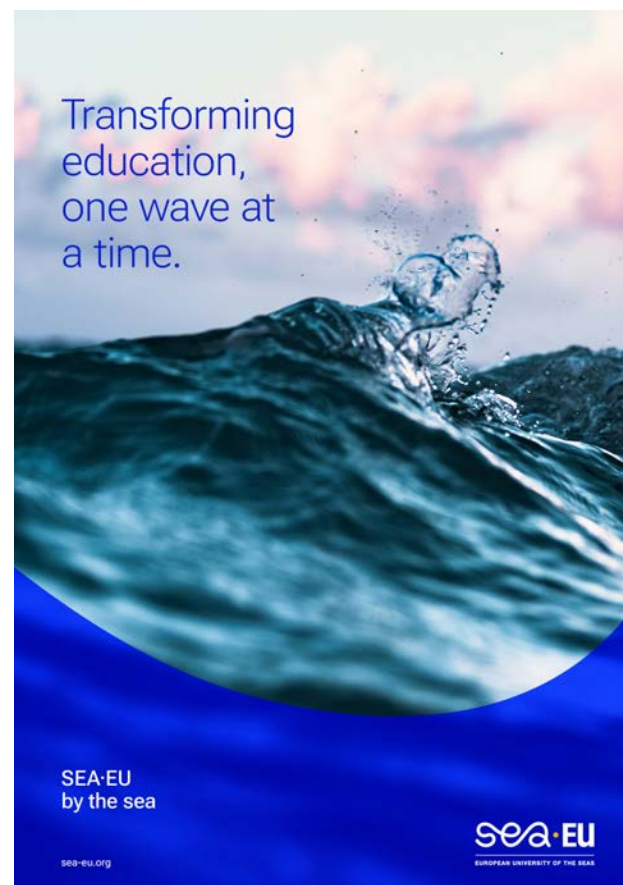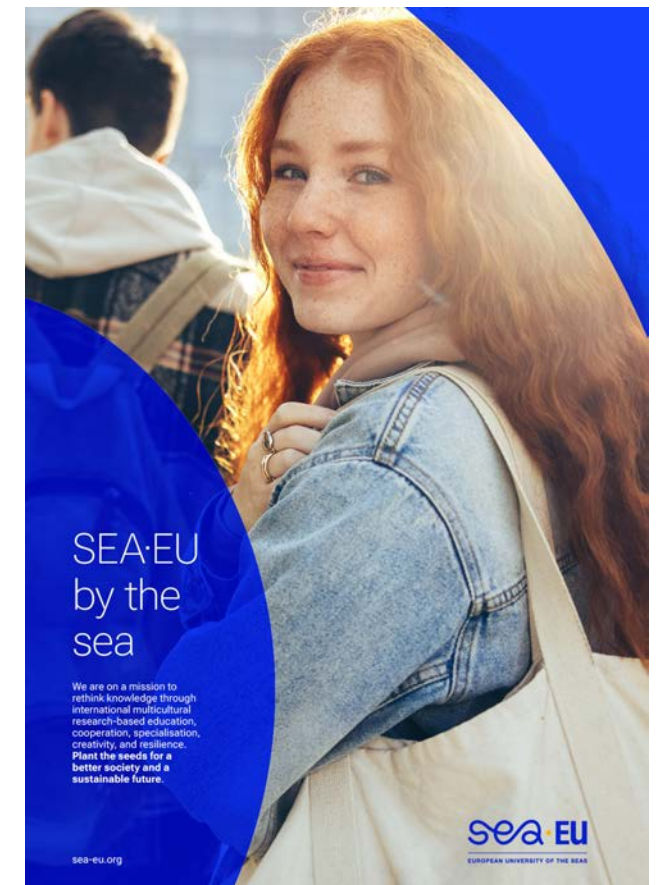This is a Header Style

This is a Header Style

Grid System

The layout establishes a clear relationship between the shape of the logo and the graphic style. It responds to context in application, with flexible and dynamic curves extracted from the word 'Sea' in our logo.

The size and placement of the curves should relate to other elements in the layou, such as photography, headlines and other creative copywriting.

The white area is where photography should be placed.

SEA·EU
by the
sea

We are on a mission to rethink knowledge through international multicultural research-based education, cooperation, specialisation, creativity, and resilience. **Plant the seeds for a better society and a sustainable future.**

sea-eu.org

SEA·EU
by the
sea

We are on a mission to rethink knowledge through international multicultural research-based education, cooperation, specialisation, creativity, and resilience. **Plant the seeds for a better society and a sustainable future.**

sea-eu.org

Transforming education, one wave at a time.

SEA·EU
by the sea

sea-eu.org

A tide
of boundless
knowledge

SEA·EU
by the sea

sea-eu.org

Sail
into your
future

SEA·EU
by the sea

sea-eu.org

Application Stationery

Letterhead A4

As a header of all SEA·EU documents. It helps identify our brand.

Envelope

Invitation & Envelope

Seal &
Stamp

Business card

85 x 55 mm standard format.

Front

Back

Lanyard

Flag

Advertising banner

Signage

Roll-up

Application Merchandise
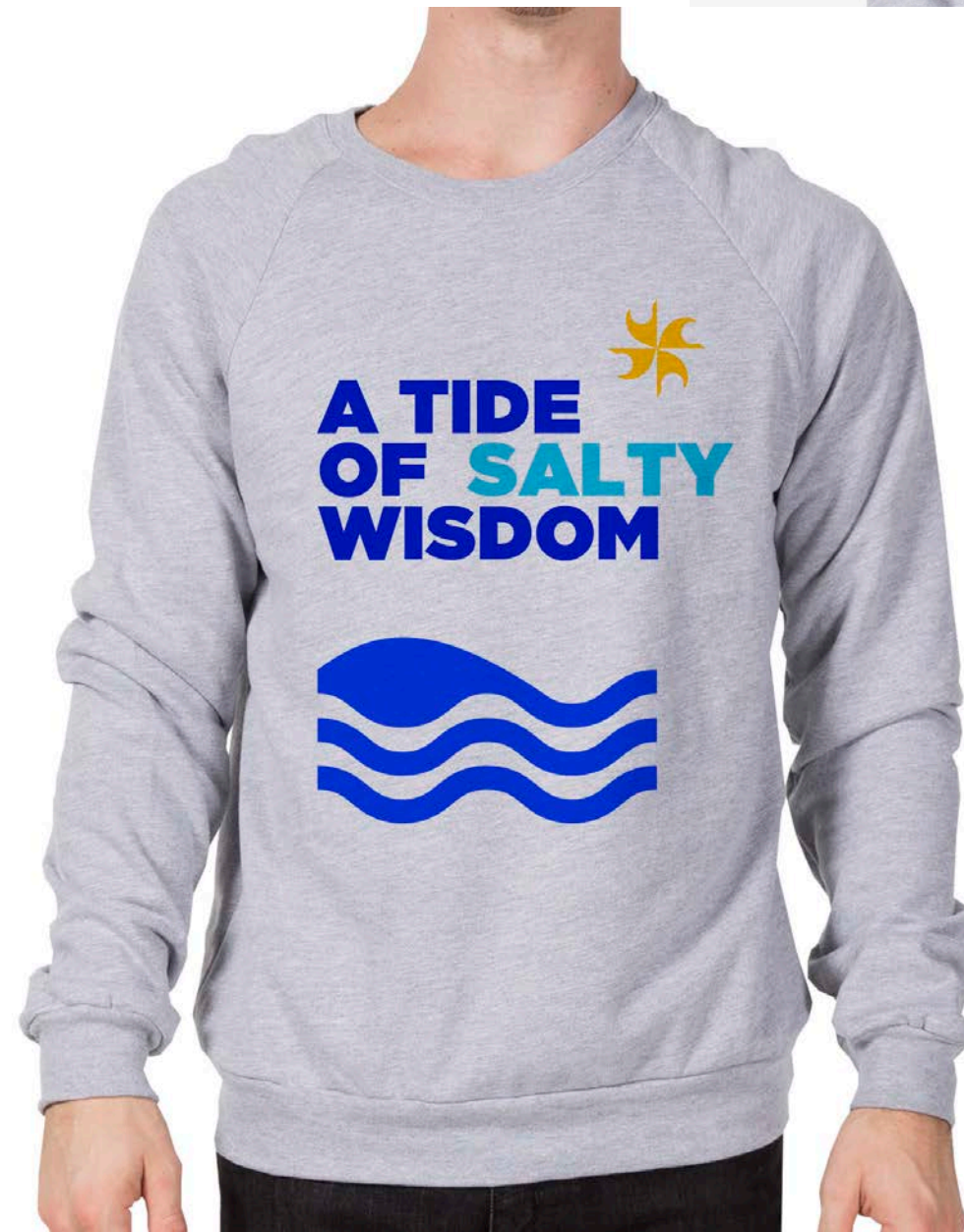
Pen

Notebook

Wristband

Canvas bag

Canvas bag

T-shirts

Hoodie & Sweatshirt

Polo shirt

To identify staff in SEA·EU events and gatherings.

Embroided logo. Primary SEA·EU colors with contrast details in trim and neck.

Hand-holding
stainless
steel bottle

Mug

Embroided Cap

Ennamel Pins

Pin badges

Sunbeds

For events and communications. This sunbeds could be spread out around Alliances' Campus to make an impact among students, serving as a way to connect with them.

sea·EU

June 2023
This document will be updated
as further applications of the
brand are created.

Design by Salta studio, Madrid.