The CEU graphic identity consists of a family of logos representing the school and its affiliates, plus corresponding suites of materials for correspondence, presentation, and other purposes. Any questions regarding usage should be directed to Adri Bruckner, Director of Communications, at brucknera@ceu.edu.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>CEU Logo</td>
</tr>
<tr>
<td>5</td>
<td>Usage</td>
</tr>
<tr>
<td>6</td>
<td>Elements</td>
</tr>
<tr>
<td>7</td>
<td>Placement</td>
</tr>
<tr>
<td>8</td>
<td>Color</td>
</tr>
<tr>
<td>9</td>
<td>Color versions</td>
</tr>
<tr>
<td>10</td>
<td>Color backgrounds</td>
</tr>
<tr>
<td>12</td>
<td>Additional colors</td>
</tr>
<tr>
<td>13</td>
<td>Unit logos</td>
</tr>
<tr>
<td>15</td>
<td>Unit logos / Exceptions</td>
</tr>
<tr>
<td>16</td>
<td>Typography</td>
</tr>
<tr>
<td>17</td>
<td>Primary typefaces</td>
</tr>
<tr>
<td>17</td>
<td>Primary typefaces / Usage</td>
</tr>
</tbody>
</table>
Since the master logo is the common thread throughout University communications, it should be your starting point in the creation of all marketing materials. Deliberate, consistent placement of the logo will establish the University’s name and institutional credence without distraction from your message. There are very specific guidelines regarding the use of the master logo. Alterations to the logo are unacceptable.

On special, extremely horizontal surfaces like educational fair presence, online banners etc. we offer to use the horizontal logo introduced here.
The logo must be present on all University communications
As the primary graphic identity for the institution, the master logo must appear on all communications, including brochures, stationery, business cards, and the University website.

Treat the logo as artwork, not as typography
The master logo is the University’s single most important visual element and should be treated as a graphic icon.

Never manipulate the logo in any way
This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. Do not create secondary (sub) logos to represent a school, college, center, or institute, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image. There is an authorized suite of logos for schools and departments and certain other units. Please turn to the Communications Office with any questions regarding unit logos.
CEU LOGO ELEMENTS

Each element of the logotype draws the focus to the acronym, completing it. The wheel of triangles bursting from the line of text intensifies this emphasis in the composition of the elements of the logo.

Wheel of Triangles
The wheel of triangles contains nine isosceles triangles, which point the attention to the CEU acronym. Their shorter sides are curved into the arc. Eight of the triangles are black, the fourth one (counter clockwise) is turquoise P313.

CEU Acronym
The most highlighted part of the logo is the CEU acronym placed in the center of the wheel of triangles. The acronym and the wheel of triangles creates the mark of CEU.

Divider
There is a vertical divider between the emblem and the spelled out university name. It contains 10 dots. Never use any other dotted line instead of the original. The name of the university determines the height of the dotted line.

Name of the University
The name of the University always stands in three lines, each word in a separate one. The first line is aligned with the acronym. The letter E in the acronym defines together the height of the letters and the leading.

DO NOT take out any part of the logo.

DO NOT change the color, or the size any of the elements.

Never use the CEU emblem without the name of the University without consulting the Communications Office.

DO NOT change any part of the logo.

DO NOT re-arrange the elements of the logo.
Balance is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing any element too close to the master logo diminishes its importance.

Print exclusion zone
When using the logo in a communication, always make sure that you give it some breathing space.

Measure clear space by the height of the letter “E” in CEU for both the vertical and horizontal space, that will give the room it needs to stand out.

Minimum size
The CEU signature reproduces well at almost any size. Going too small, however, can damage the logo’s integrity – and effectiveness. To be sure the logo is always legible and recognizable. Never reproduce it at less than 20mm.
Consistent use of color is one of the easiest — and most effective — ways to break through communication clutter, to rise above the noise. Our graphic identity primary color palette was selected to give us a strong visual tie and differentiator to the University. Whenever possible, the master logo should appear in its own colors, and should never be represented in any other colors. Use only 100 percent of the officially designated shades and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of the logo.

**WHAT NOT TO DO**

- NEVER reproduce the logo in colors other than those described above.
- NEVER reverse out/mix the colors of the logo.
- NEVER use the logo in CEU turquoise.
- NEVER use the logo in any other color (described above).
- DO NOT replace the CEU turquoise with any other blue.
**CEU LOGO COLOR VERSIONS**

- **Dual color logo**
  Always use the logo consistently in its original color across the vast majority of applications. But if necessary, it can also be reversed out, or used in one color, which is black.

- **Single color logo**
  In black and white publications the logo should appear like above. When used in this way, the lettering, the dots and all of the triangles must be printed in the same single black color.

- **White out logo**
  When you need to use the logo on a background colour you can use it white out. You can only do this if the background colour is strong enough for the logo to be read easily.

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**WHAT NOT TO DO**

- **NEVER** use the logo in turquoise with white triangle and dotted line.
- **NEVER** use any other color for the triangle and the dotted line, than black or white against any color background.
- **NEVER** use any other color for any part of the logo than those described here above.
What not to do

Never use CEU turquoise as a background for the master logo because the turquoise elements disappear. See options 1, 2, 3 at left.

Never use similar shade to CEU turquoise as a background, because the turquoise color will disappear.

Never use too dark a color for background, to avoid losing the logo-type.

1. Authorized CEU turquoise (PANTONE® 313 EC) is preferred when you need a blue background. When using blue as a background, there are three options: 1. reverse out the logo, 2. use the black and white versions of the logo, or 3. use the black only version.

2. When the CEU logo is used on a color background that is in equal value or brighter than PANTONE® 313 EC (sample: green, or grey) always use one of the one color versions (white or black) avoid the turquoise disappearing.
**CEU LOGO ON DIFFERENT BACKGROUNDS**

3. When the CEU logo is used on a gradient (blue or black) always take care placing the logo on that part of the gradient where it is the most visible.

4. When the CEU logo is used on a photo the surrounding area should be clean, free from small highly contrasted details to help its visibility.

**WHAT NOT TO DO**

NEVER use the logo on messy backgrounds.

NEVER use the master logo on too dark background.

NEVER use the logo on a gradient where the turquoise can disappear.
While turquoise, black and white are our distinct and most recognizable colors, there are occasions when it is appropriate to use other colors in communication. In those cases, colors should be bright, vibrant, and cheerful. CEU’s secondary color palette includes colors defined below:

<table>
<thead>
<tr>
<th>Color</th>
<th>PRINT</th>
<th>CMYK</th>
<th>DIGITAL</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0/0/100/0</td>
<td></td>
<td>222/0/123</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0/44/100/0</td>
<td></td>
<td>242/139/0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>67/5/100/0</td>
<td></td>
<td>86/166/48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100/0/11/33</td>
<td></td>
<td>0/110/145</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0/66/100/0</td>
<td></td>
<td>234/96/118</td>
</tr>
<tr>
<td></td>
<td></td>
<td>29/100/0/0</td>
<td></td>
<td>160/0/125</td>
</tr>
</tbody>
</table>

DO NOT use pastel colors.
CEU UNIT LOGOS

All of the schools, departments and centers at CEU have a unit logo incorporated into the CEU visual system. These logotypes brand the individual departments, schools, centers, and other entities while demonstrating a connection to the University. Use logotypes as complements to the master logo or in signatures on school- and department-specific brochure covers and website home pages.

Secondary logos should be used for unit-specific materials. They should not be used to represent the University in general.
CEU UNIT LOGOS

Always treat the unit logo as artwork, not as typography. The master unit logo should be treated as a graphic icon. Never manipulate the logo in any way. This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. Do not create unit logos for non-academic units within the University.

What not to do

DO NOT re-arrange or split the elements of the unit logo.

DO NOT change the balance of elements in the unit logo.

DO NOT create a logo for any other entity than a department or center of the University except via the Communications Office.

DO NOT add modifiers to the unit logo, and DO NOT change any of the elements of it.

Vertical unit logo samples

- Center for Climate Change and Sustainable Energy Policy

Horizontal unit logo samples

- Center for Climate Change and Sustainable Energy Policy
CEU UNIT LOGOS EXCEPTIONS

Some of the units of the University have a different logotype than others. These logos shall apply equally to all proposed uses and regulation, as logotypes brand the individual units while demonstrating a connection to the University. Use logotypes as complements to the master logo or in signatures on school- and department-specific brochure covers and website pages.

Secondary logos should be used for unit-specific materials. They should not be used to represent the University in general. Please use only the unit logo as provided by the Communications Office. Alterations to these logos are unacceptable. Every unit has a horizontal and a vertical version of its own unit logo, provided in color, black/white and transparent to be able to use on any background.

WHAT NOT TO DO

DO NOT stretch or alter the shape of the unit logo in any way.

DO NOT split the elements of the unit logo.

DO NOT create an outline version.

NEVER use the unit logo rotated.

DO NOT alter the composition of the logo.

DO NOT make any alteration on the logo.

DO NOT change the typeface in the logo.
WORKING WITH TYPE
Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography, and editorial writing to help describe and define the University brand. Since our intention is to depict CEU as a 21st-century university that is modern, urban, confident, diverse, and dynamic, choosing the right style of type is essential.

ADVICE ON TYPOGRAPHY
- Use clean and classic typefaces, with a preference for sans-serif fonts
- We differentiate the CEU Office suite from other communication tool in typography.
- Always take care what typeface to use - see page 18.
- Use italicized styles sparingly.

WHAT NOT TO DO
- DO NOT use fonts that are overly styled
- DO NOT use CEU turquoise for text color, only for highlights
- DO NOT use type with drop shadows
- DO NOT use outline type
- DO NOT write long sections of copy in capitals.
- AVOID condensing, excessive tracking, or horizontal scaling
**TYPOGRAPHY PRIMARY TYPEFACES**

**META OT**
ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklm
nopqrstuvwxyz
123456789

**OPEN SANS**
ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklm
nopqrstuvwxyz
123456789

**GEORGIA**
ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklm
nopqrstuvwxyz
123456789

**Meta OT** was originally conceived as a sturdy, basic sans serif typeface, very legible for text at small sizes, with angled terminals and other visual “noise” to give the face a pleasing, slight informality. The family ideally suited for logo, branding and creative industries, small text as well as web and screen design.

**Open Sans**
Its clear and timeless line management and formal consistency make it a great choice among the sans serifs. In accordance with its formal character, it is preferred for heavy ‘chunks’ of copy.

**Georgia** is a default web safe typeface. It takes the complexity of serified characters and makes them not only comfortable on-screen, but also very attractive. Georgia’s italic is a true italic, unlike many contemporary fonts. The bold weight has been similarly carefully designed, to ensure that it is always heavier than the regular weight; an important consideration at small sizes on the screen.

**WHAT NOT TO DO**

TRY to avoid using lots of typeface weights in one communication – too many can look messy.

DO NOT use type with drop shadows

DO NOT use outline type
**TYPOGRAPHY USAGE OF PRIMARY TYPEFACES**

**META OT**
ABCEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

**OPEN SANS**
ABCEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

**GEORGIA**
ABCEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

**Meta OT**
is exclusively used for CEU stationary suite, do not apply it anywhere else.

**Open Sans**
should be used as the primary font on communications such as posters, invitations, brochures and reports. There are a range of weights which can add interest to a publication and emphasise key messages. In accordance with its formal character, it is preferred for heavy ‘chunks’ of copy. This font suite is available on O: drive in the CEU Visual Identity folder, or contact the IT Department to install it on your computer.

**Georgia**
Use Georgia only for titles, names, as it has a very nice classical look which helps highlight the specific parts in the copy.

This is a common font usually included in the Microsoft Office suite.

**WHAT NOT TO DO**

TRY to avoid using lots of typeface weights in one communication – too many can look messy.

DO NOT use Meta Ot family in any non-office related publication.

DO NOT use Georgia for body copy, or any other occasion where you have long copy.