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.
**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**

Active Space Technologies 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.
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 356 UP
- PANTONE 123 UP
- PANTONE 201 UP

**CMYK color version**
For 4-color process printing use the following CMYK breakdown:
- C95 M70 Y0 K0
- C90 M35 Y100 K25
- C0 M25 Y100 K0
- C25 M100 Y100 K25

**RGB color version**
For electronic communications use the following RGB color values:
- R12 G77 B162
- R0 G102 B0
- R255 G192 B0
- R153 G0 B0

**Hexadecimal color version**
- #0C4DA2
- #006600
- #FFC000
- #990000
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.
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.
**Typeface**

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.

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**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.
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.

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

**USB MEMORY**

**FOLDER**
IDENTITY IN PRACTICE

Promotional Products

SWEATSHIRT

BACKPACK

MUG

T-SHIRT

THERMAL BOTTLE