

OpenEU

The Open European University

DELIVERABLE WP 8 COMMUNICATION AND DISSEMINATION TOOLKIT

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Prepared by	Reviewed by	Approved by
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Date 20.11.2025	WP leader	OpenEU ExBo
	Date	Date

OpenEU Communication & Dissemination Toolkit

This Toolkit outlines how to effectively use the OpenEU brand identity. As a cross-institutional initiative committed to openness, collaboration, and innovation in higher education, OpenEU relies on consistent communication to strengthen its visibility, reinforce its values, and engage diverse audiences across Europe and beyond. The OpenEU Toolkit presents the concept behind the brand image and the various forms it can take. It also describes the correct use of the brand materials, as well as all the brand elements and their applications. The Toolkit will therefore serve as a guide for all applications of the brand and the design of communication elements to ensure maximum consistency, clarity, coherence, and a shared visual and narrative identity. Anything that does not comply with the guidelines provided here could be detrimental to the brand image, could negatively impact the public image of OpenEU and should therefore be discussed by the WP8 Board before it is put into use by Alliance members.

DISCLAIMERS

This document has been prepared as a record of work carried out within the framework of the OpenEU Alliance. None of the university members - beneficiaries and associated partners nor their representatives provide any warranty or assume responsibility for any damages resulting from the use of this document or any information contained herein.

This project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

EXECUTIVE SUMMARY

This document outlines OpenEU's brand identity and official promotional materials, their main features, and the purpose for which they were conceived. The promotional toolkit includes visibility guidelines and various templates for leaflets, posters, roll-ups, videos, etc. which have been designed to support the Communication & Dissemination activities of WP8 and all other work packages. The working files of the toolkit as well as the guidelines that constitute it will be situated on the OpenEU Portal allowing its use by all Alliance members.

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1. INTRODUCTION AND OBJECTIVES

The OpenEU Communication & Dissemination Toolkit has been developed to support the promotion and visibility of the OpenEU Alliance. The toolkit includes various communication materials that align with the OpenEU Communication and Dissemination Plan, the OpenEU Advocacy Strategy and the OpenEU Policies ensuring consistency across all promotional activities.

The primary objectives of this toolkit are to:

- Establish a recognizable and cohesive brand identity for OpenEU.
- Support communication efforts through professionally designed materials.
- Enhance engagement with project stakeholders, partners, and the general public.
- Ensure alignment with EU guidelines for project dissemination and branding.

2. BRAND IDENTITY

A strong brand identity helps to establish recognition and fosters credibility. The OpenEU brand identity is built around a modern and digital-focused visual style, incorporating a unique logo, typography, and color palette.

2.1. Project Logo

The OpenEU logo is the key visual identifier of the project. It is essential that the logo is used correctly across all communication materials to maintain brand consistency.

2.1.1. Logo

This is the OpenEU logo.



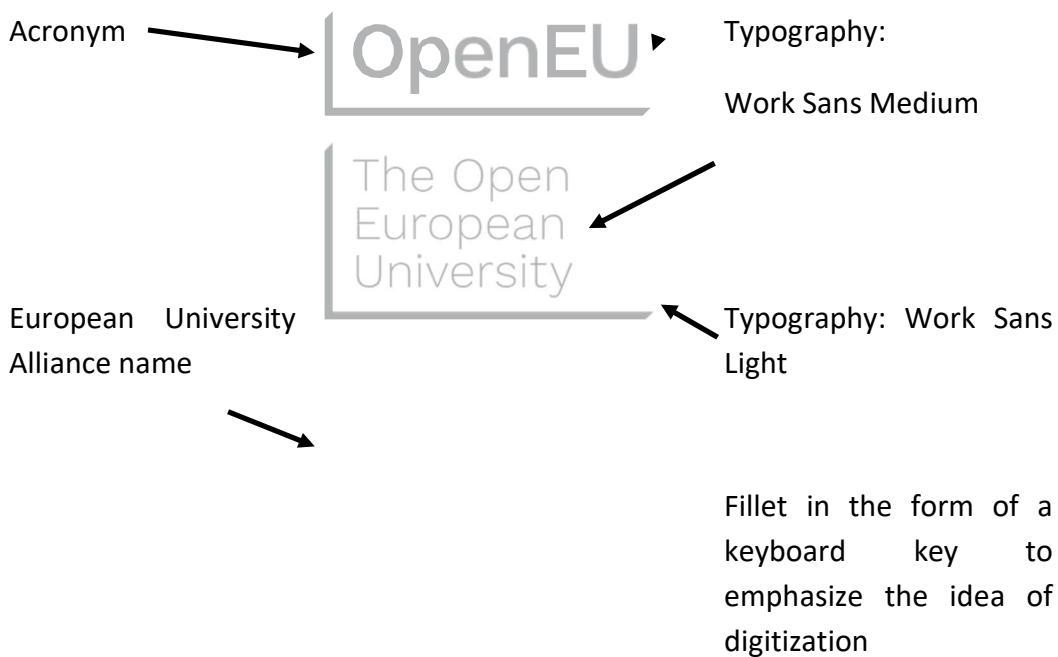
Under no circumstances can the logo’s shape and design, proportions, or the composition and proportion of its elements be modified.

There are two orientations of the logo: vertical and horizontal. It comes in both a positive version (suitable for light backgrounds) and a negative version (suitable for dark backgrounds). You can find the different logo versions in the OpenEU WP8 space:

https://drive.google.com/drive/folders/11YhEU_MDc6bm0l4PgD5HGW6W1Rdsy_g0?usp=sharing

2.1.2. Logo structure

Logo structure



2.1.3. Minimum sizes

The logo should never be reproduced smaller than the minimum sizes specified in this manual. to ensure clarity and legibility.

Minimum print size



13 mm



30 mm

Minimum digital size



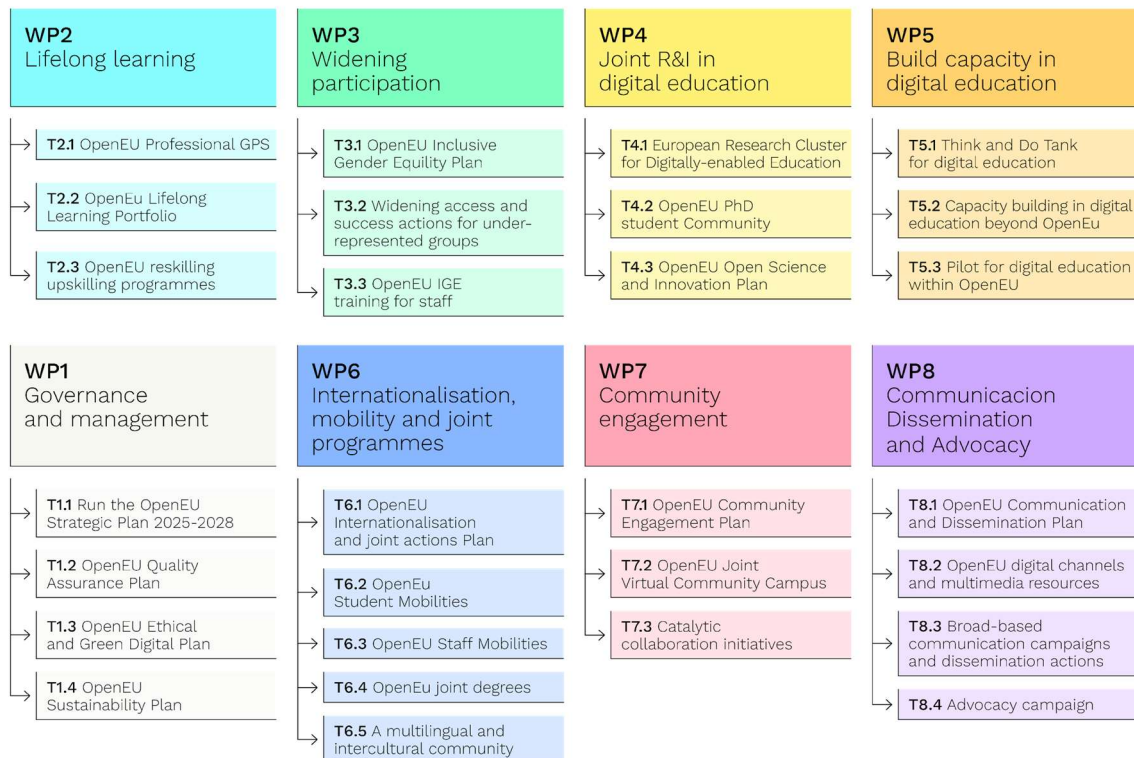
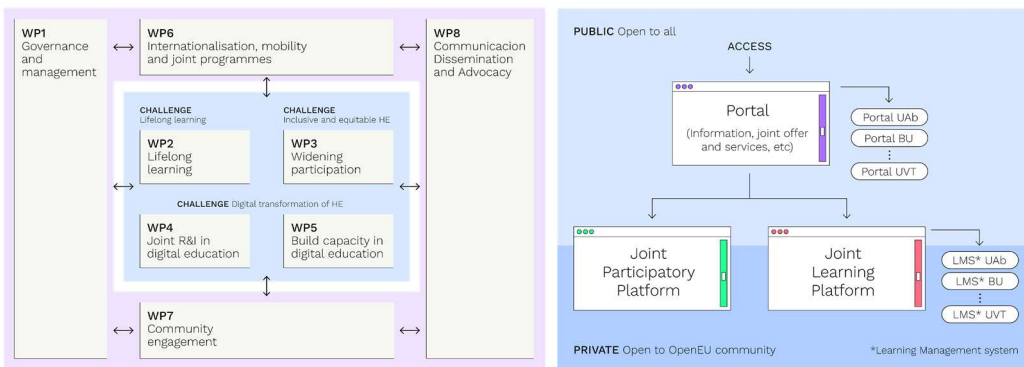
55 px



130 px

2. PROJECT INFOGRAPHIC

An infographic is a visual representation of key project information, providing an easy-to-understand concise overview. The OpenEU infographics showcase the main objectives, activities, and expected impacts of the project in an engaging and easily digestible format.

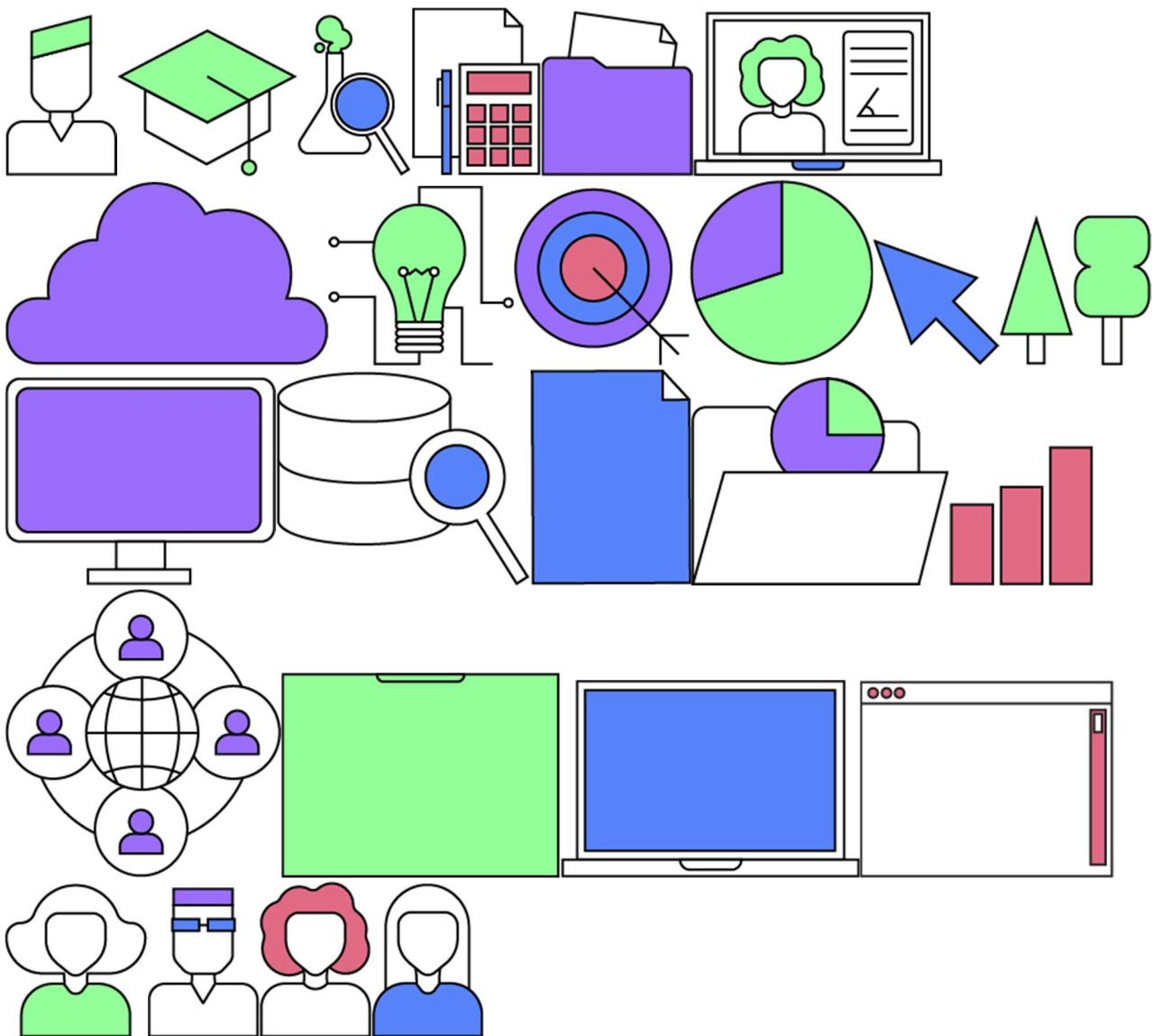


All infographic versions, of different sizes and formats, will be uploaded on the OpenEU Portal, currently they can be found in the OpenEU WP8 shared space:

https://drive.google.com/drive/folders/1WBkCtoRSM_m85JGOm9I7BPqBda0Wdkk?usp=sharing

3. GRAPHIC RESOURCES

Several graphic resources have been created to complement the OpenEU’s visual identity. Designed with a fine-line outline, these elements, graphics, and pictograms can be used in both color and monochrome formats.



All graphic resources of different sizes and formats will be uploaded on the OpenEU Portal, they can also be found in the OpenEU WP8 shared space:

<https://drive.google.com/drive/folders/1vhPmif6PXrzzpWaQHRxb6OxtIQazLhCg?usp=sharing>

4. COLOUR RANGE

This is the main color palette used throughout the graphic identity and subsequent applications.

HEX - FFFFFFFF
RGB - 255, 255, 255
CMYK - 0, 0, 0, 0

HEX - 3885FF
RGB - 56, 133, 255
CMYK - 75, 45, 0, 0

HEX - FF6B85
RGB - 255, 107, 133
CMYK - 0, 73, 29, 0

HEX - AB6EFF
RGB - 171, 110, 255
CMYK - 45, 65, 0, 0

HEX - 26FF94
RGB - 38, 255, 148
CMYK - 65, 0, 65, 0

In addition, and depending on needs, variations of the primary colors can be used, such as these:

HEX - FFFFFFFF
RGB - 255, 255, 255
CMYK - 0, 0, 0, 0

HEX - CBE5F6
RGB - 203, 229, 246
CMYK - 17, 6, 0, 3

HEX - FCC5E2
RGB - 252, 197, 226
CMYK - 0, 21, 10, 1

HEX - D6C5FC
RGB - 214, 197, 252
CMYK - 15, 21, 0, 1

HEX - C2FFDB
RGB - 194, 255, 219
CMYK - 23, 0, 14, 0

5. TYPOGRAPHY

This is the primary font to be used across all applications, including publications, infographics, websites, etc.

Work Sans

It is a free open-source font available on Google Fonts that can be downloaded here:

<https://fonts.google.com/specimen/Work+Sans>

or from the OpenEU WP8 space:

<https://drive.google.com/drive/folders/1SD4JpPsNiZwRFzDN4dJvqp0VPtzz32P?usp=sharing>

5.1. Typography usage

The “Work Sans Light” typeface will be used in titles and body text. The “Medium” variant should be used to highlight information within the text.

5.2. Using Cyrillic font

The font available in Google Fonts does not have a set of Cyrillic characters, so you can use Work Sans Typeface, available for free commercial use:

<https://fontesk.com/work-sans-typeface/>

or from the OpenEU WP8 space:

https://drive.google.com/file/d/1mnwIL4mj_1SsfIE2TZMH8ygHgMbR3Mbc/view?usp=sharing

6. BRAND USAGE RULES

6.1. Safe area

In order to avoid interference with other elements that may affect the identity and visibility of the brand, a safe area must always be maintained around the logo. This safe area should be equivalent to the height of the fillet in the OpenEU acronym, ensuring no other elements interfere with the logo’s prominence.

11

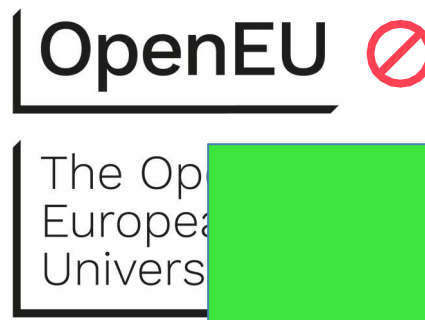


6.2. Incorrect uses of the logo

Contraction



Interference



Expansion

Modification



Colour



Colour



6.3. Logo applications



7. TEMPLATES

Sample templates for PowerPoint, Word, various social media posts, and web publications will be uploaded to the OpenEU Portal for reference and use.

They are also available in the WP8 shared space:

https://drive.google.com/drive/folders/1qF7k95e24L0i5SAMawVoots7b2WzPgEu?usp=drive_link

A detailed presentation can be seen here:

https://drive.google.com/file/d/1xzyye604qbYMryYJs5_lcs8luBaQlhjx/view?usp=drive_link

The templates are in the following formats: Adobe Illustrator, Photoshop, and images. New formats can be added to facilitate the work of PR teams at the Partner Universities:

https://drive.google.com/drive/folders/1HA-4MSbWH_nPvDuVyFGP977I_HWK0mNU?usp=share_link

Link to video splash screens:

<https://drive.google.com/drive/folders/1awYJlvwhy7YKhOtbBPLwmYPEJ42aYsuH?usp=sharing>

Members of the Alliance are encouraged to develop new communication and design templates for the Toolkit to address emerging needs, formats, and audiences. To ensure coherence and recognizability across all materials, any new template must:

1. comply with the Alliance brand identity guidelines included in this toolkit, including: logo use, approved color palette, typography, tone of voice, etc.
2. fully respect the EU Visibility Requirements (2021–2027 Programming Period), including: inclusion of the required funding acknowledgement statement and the disclaimer, correct use and placement of the EU emblem; respect of minimum size, clearance, and color specifications for the EU emblem, preservation of the EU emblem’s proportions and design integrity. Guidelines to the use of the EU emblem can be found here: (https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf)

All newly created templates will be added to the toolkit after the approval of the WP8 Board.

All graphics, templates and resources are basic and will be further developed as needed.

All links to resources will be updated as they change or as needed.

8. PLACEMENT OF THE EU EMBLEM WITH THE FUNDING STATEMENT ON COMMUNICATION MATERIAL



**Co-funded by
the European Union**

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organization's logo.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

For the needs of the project, various acceptable variants of the EU emblem can be found here:

<https://drive.google.com/drive/folders/1v6hl8yAUofgiGc-3SiLIFGO-zJ03cDAn?usp=sharing>

The full document on the use of the EU emblem in the context of EU programmes 2021-2027 is available here:

https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf

As the OpenEU project has received funding from the EACEA, any communication or dissemination activity undertaken related to the project must include the following:

“This project has received funding from the European Union (EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY - EACEA) under grant agreement No 101177241.”

9. DISCLAIMER TO USE IN ALL COMMUNICATION MATERIALS

As the OpenEU project has received funding from the EACEA, any communication or dissemination activity undertaken related to the project must include the following disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.”

10. CULTURALLY SENSITIVE, INTERSECTIONAL AND GENDER-NEUTRAL COMMUNICATION

All communication and dissemination documents and activities of OpenEU should be planned and the materials reviewed before publishing according to the following general rules of thumb:

Inclusive Language: Whenever possible apply gender-neutral terms (e.g., “chair” or “chairperson” instead of “chairman”). Refer to groups collectively in neutral forms (“students,” “participants,” “staff”) rather than gendered expressions.

Balanced Representation: Ensure diversity in examples, images, case studies, and promotion materials. Beware of the risk of reinforcing stereotypes through wording, imagery, or selection of spokespersons. Regularly review practices in this respect.

Respectful Address: Use individuals’ chosen names and pronouns. Do not assume marital status, gender identity, or cultural background in forms of address (e.g., prefer “Dear colleagues” to “Dear Sirs”).

Accessibility and Clarity: Use straightforward, respectful language that can be understood by international audiences and people with diverse needs. Avoid jargon, acronyms, or insider terminology unless explained. Keep to a strict academic style of expression.

Non-Discrimination: Mention personal characteristics (age, ethnicity, health status, religion, etc.) only when directly relevant. Ensure descriptions are always neutral and non-stigmatizing.

- **Documents & Publications (white papers, OpenEU Newsletter, etc.):** Follow neutral forms of address, avoid gendered expressions, and apply consistent terminology across all official documents. Review all documents for sensitive information and framing.
- **Events & Media:** Check that event invitations, programs, and promotional materials use inclusive wording and visuals. Ensure panels and speakers reflect diversity.
- **Digital & Social Media:** Apply inclusive phrasing in posts, captions, hashtags and videos. Avoid imagery that reinforces stereotypes.
- **Multimedia products (videos, podcasts, etc.):** Avoid gendered or discriminatory expressions; write scripts that are accessible to diverse audiences. Ensure diversity of speakers in terms of gender, age, cultural background, and role
- **Internal Communication:** Model the same standards in emails, presentations, and meetings, fostering a culture of respect and equality.

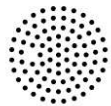
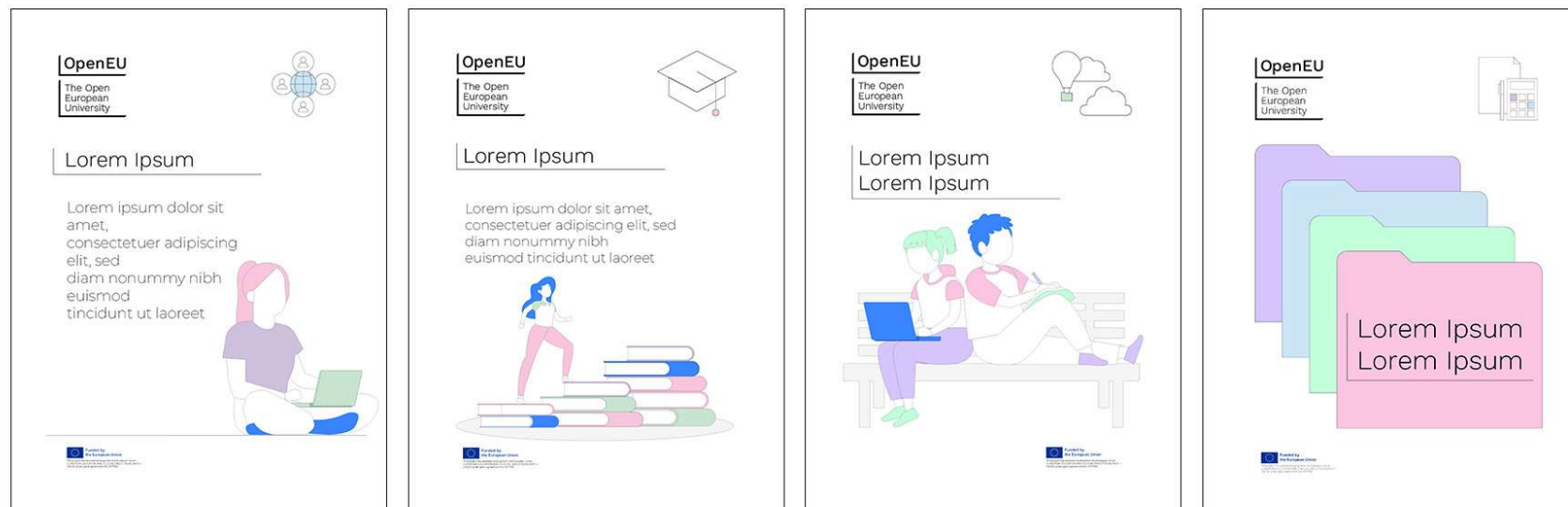
CONCLUSION

The OpenEU Communication & Dissemination Toolkit provides a structured approach to ensuring a consistent and professional brand identity for the project. These materials should be used by all project partners to maintain uniformity in communication efforts.

For additional guidance on branding and communication, please contact the OpenEU Communication and Dissemination officer, the WP8 Leaders or Co-leaders.

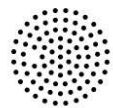
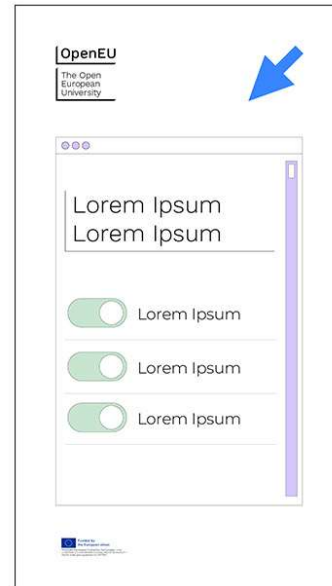
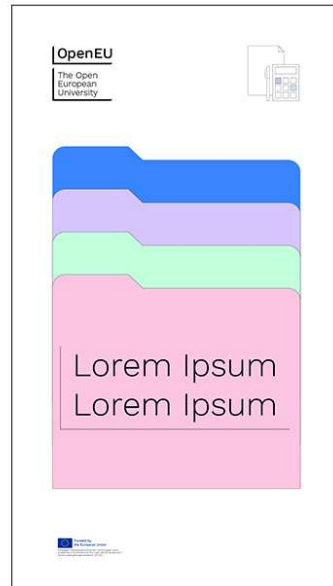
Examples of using templates:

Template for social media posts



Templates for posts (1080x1440)

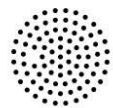
Template for visual social media posts



Templates for Instagram stories (1080x1920)

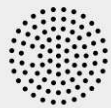
Template for an event announcement

The template contains basic fields for title, description, and at the bottom — space for date and location.

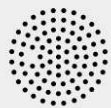


Versions without partner logos, and with small and large partner logos.

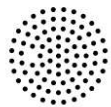
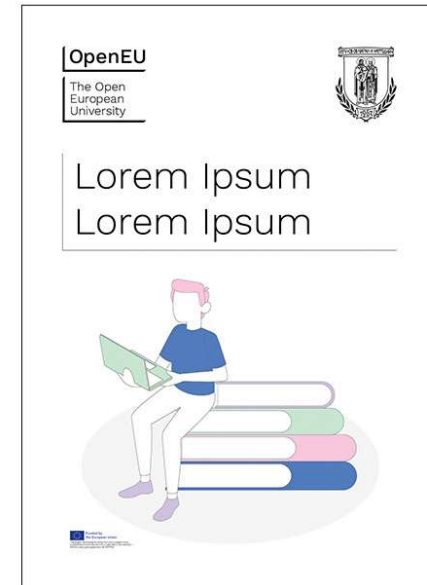
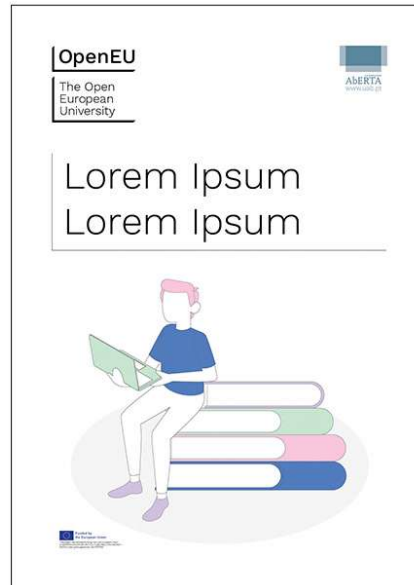
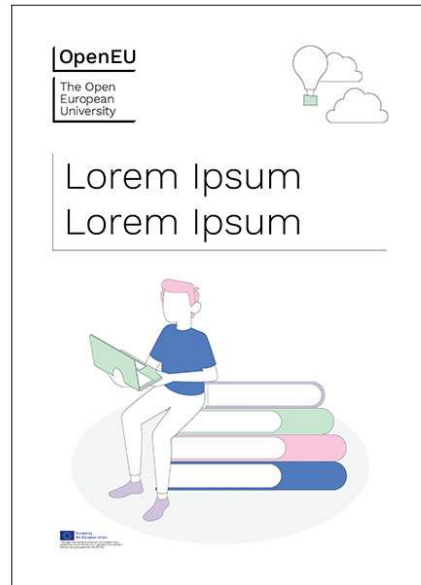
Design of information leaflet/brochure



Design of information leaflet/brochure



Poster template



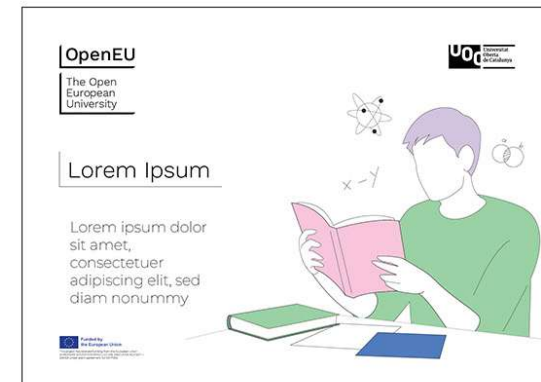
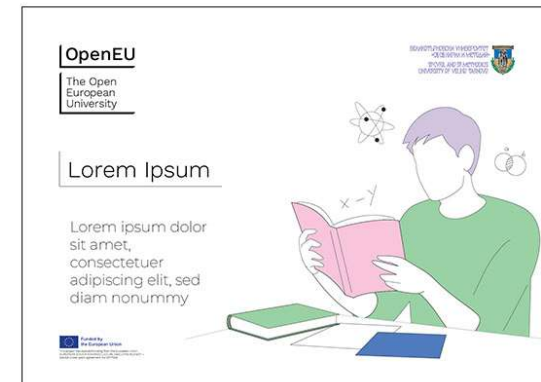
Versions without partner logos, and with small and large partner logos.

Poster template

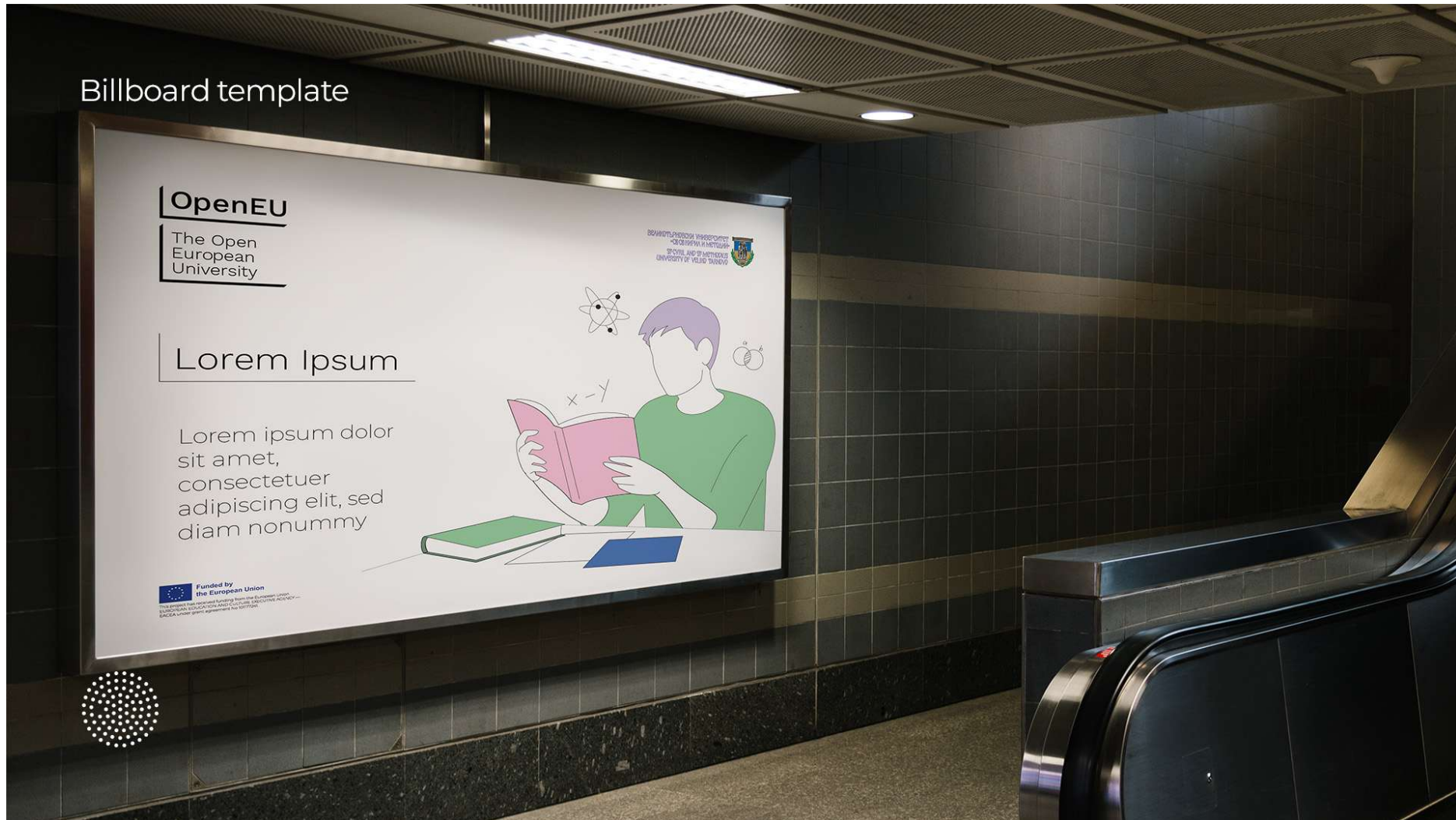


Billboard template

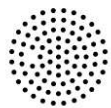
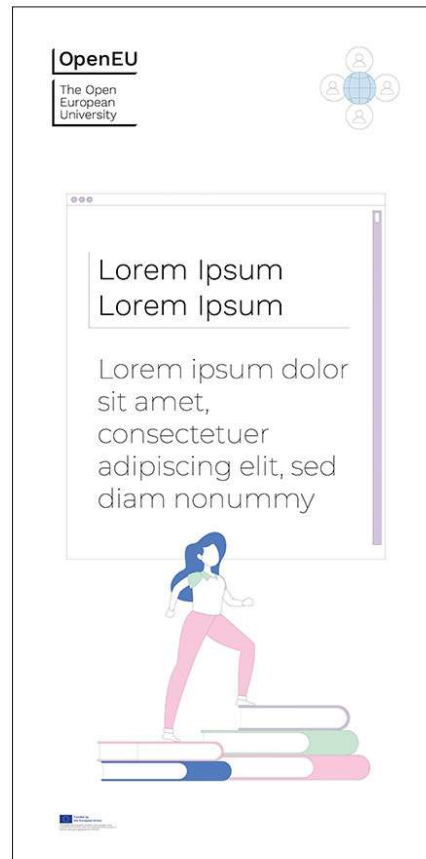
Versions without partner logos, and with small and large partner logos.



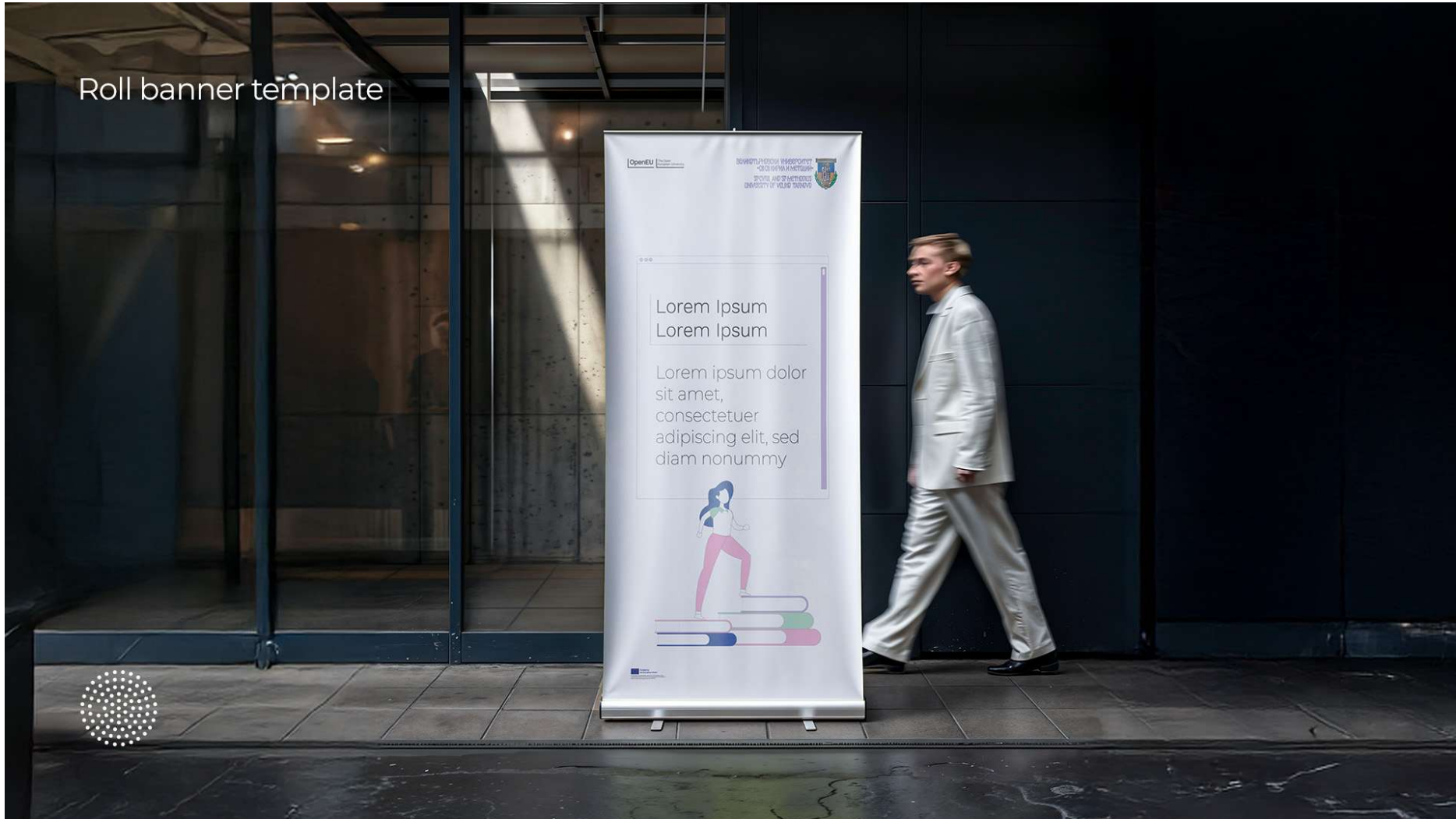
Billboard template



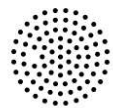
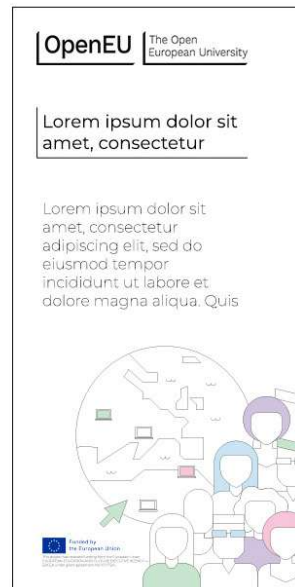
Roll banner template



Roll banner template

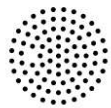


Web banner template

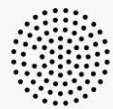


Templates in sizes 300x250, 300x600, and 970x250

Merchandising concept:
tote bags



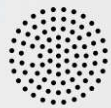
Merchandising concept: bookmarks



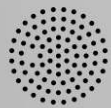
Merchandising concept:
coffee mugs



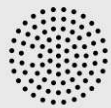
Merchandising concept: notebooks



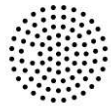
Merchandising
concept:
T-shirts



Merchandising concept:
pens



Merchandising concept:
reusable water bottles

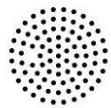
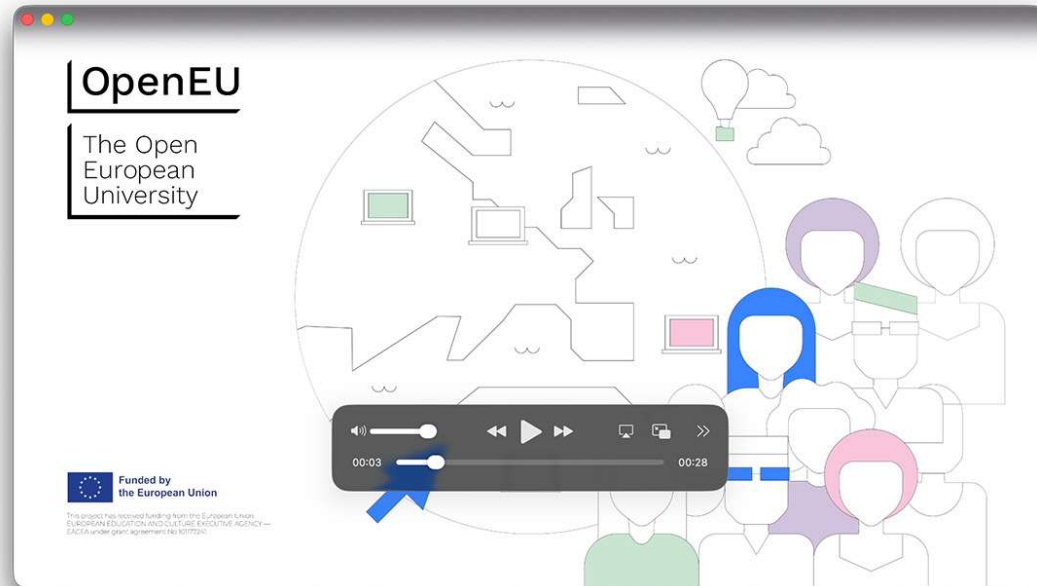


Video elements

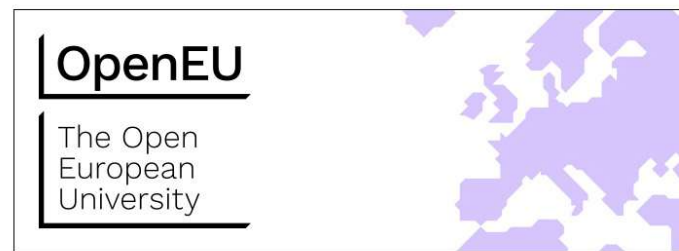
This asset contains an animated adaptation of the OpenEU key visual, which could be used as branded opening and closing animation for any video related content.

Example could be watched at the secret link here:

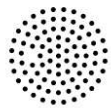
https://youtu.be/O_ZIAOXn4a0



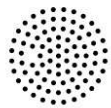
Email signature



John Doe
Corresponder



Press release and letter templates





This is the title of the template.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id rutrum lacus. Curabitur finibus massa felis, quis semper quam varius eu. In est ligula, semper eget sollicitudin eget, vestibulum vel tellus. Nunc quis orci eleifend, luctus arcu nec, accumsan orci. Cras metus nunc, interdum et tristique laoreet, egestas at nisi. Cras at gravida nibh. Donec interdum egestas enim, congue eleifend nisi cursus sit amet. Nam pellentesque ante quis fermentum aliquam. Donec vehicula in nunc ut sagittis. Praesent sed mi aliquet, vehicula enim ut, fringilla enim. Nullam diam erat, posuere quis lorem vel, aliquet auctor orci. Duis id pellentesque risus. Curabitur malesuada erat vitae nisl tincidunt luctus.

Quisque dapibus, erat non mollis auctor, felis sapien convallis leo, eu feugiat justo sapien vitae nisi. Maecenas viverra, arcu vel tempor faucibus, lacus nisi dapibus urna, quis bibendum lacus lacus in nunc. In vitae aliquam augue. Phasellus eu velit eget tellus semper euismod non efficitur lorem. Sed libero ligula, hendrerit vel sagittis nec, aliquam non nisi. Praesent iaculis quis libero sed faucibus. Etiam pharetra luctus erat et dictum. Nunc ligula felis, auctor eu neque eu, semper feugiat leo. Fusce sapien orci, ultricies at nunc id, efficitur tristique massa. Morbi hendrerit justo quis lorem molestie, sed lobortis dolor eleifend. Phasellus eleifend condimentum nisi varius

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This project has received funding from the European Union (EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY - EACEA) under grant agreement No 101177241.

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