



# VISUAL GUIDELINES

# FONT

## OVERPASS

Overpass is a sans serif geometric font. It's geometrical simplicity resonates with the architecture of industrial cities. It has a large variety of weights; from regular to black, this makes for contrasting combinations without needing to use another font.

### REGULAR

Use in body copy

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### BLACK

Use in headlines, sub  
headlines, and to emphasize  
important words.

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

### FIGURES

0 1 2 3 4 5 6 7 8 9 0

# THE UNIC LOGO

The Unic logo uses the U letters to represent the eight universities initially included in the Unic project. The eight U form an unic symbol representing the unity and collaboration of their members.

The Unic project is aimed towards a non-frontier education and a collaboration between Universities based in industrial cities. Taking this in mind, the Unic logo can be seen as a whole or as a modular logo in which each U is important.

Evidently, U is for University but also for an union of universities that together are Unic ;)

This being said, we can use the unic symbol as a modular one, as a whole or as a part of a bigger picture in order to illustrate the values and aspirations of the Unic project.



# TYPOGRAPHY

## HEADLINES

All caps, bold or black with high level of character spacing. Recommended is 200.

font size recommended for web:

**89 px for desktop    55 px for mobile**

## SUB HEADLINES

Bold letters, usually lower case, upper case if you feel the need to emphasize. 0 character spacing.

font size recommended for web:

**55 px for desktop    34 px for mobile**

## BODY COPY

Lower case, 0 character spacing

17 px font hight. In some cases, if the text is short, you can go to 34 px.



# THE U SHAPE

The Unic project takes place in industrial cities, filled with modern architecture; like arches, tall buildings, tunnels and bridges. From a minimalistic design point of view, the U shape is present in all of those.

And also the U shape is present in schools and universities architecture; like hallways, aulas, doors, or libraries. We decided to use this in our favor.

Using the U shape, parts of the symbol, or the entire symbol we are able to brand visual materials in a creative and memorable way that will say:  
Hey, this is Unic!



# OTHER GRAPHIC ELEMENTS

## THE VERTICAL HEADLINES

We use this watermark style headlines to signalize a new chapter or a new section.

UNIC CityLabs  
UNIC CityLabs

STUDENTS  
STUDENTS

STAFF  
STAFF

SOCIAL  
SOCIAL

STATEMENT  
STATEMENT



# VISUAL STYLE

Play with it! Once you know what kind of picture you want to use, look at it, it must have an element over which you can integrate the U shape or the U-wheel.

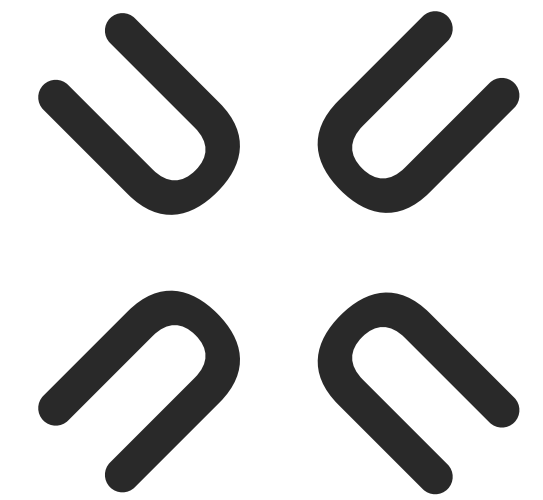
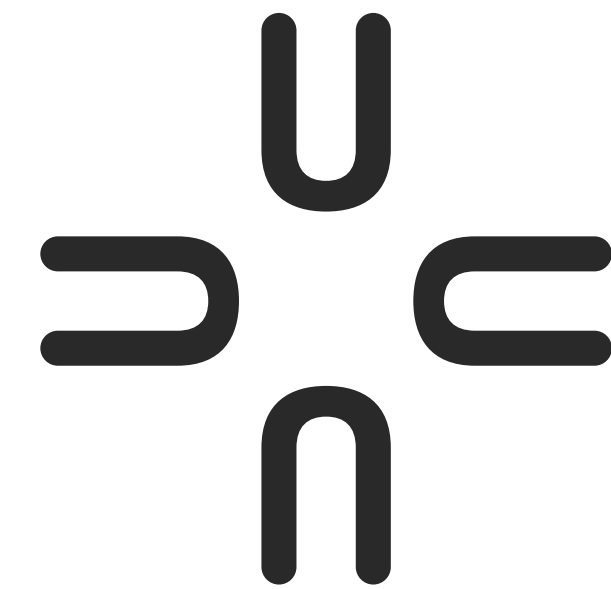




# OTHER GRAPHIC ELEMENTS

## WHEN IN DOUBT, U

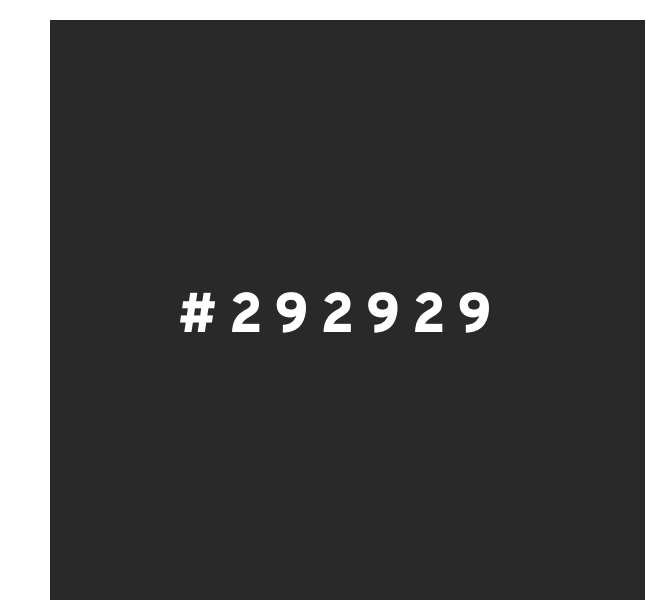
The U shape can be used to personalize any photo or just as design element.



# COLOURS

The Unic logo uses a combination of warm color in an warm yellow-orange and carmine red for the symbol in order to illustrate the diversity and integration of different cultures.

The blue represents academic life an suggests sincerity while the yellow-orange-red tones are for the youthness and joy of life, an equal important side of university life.





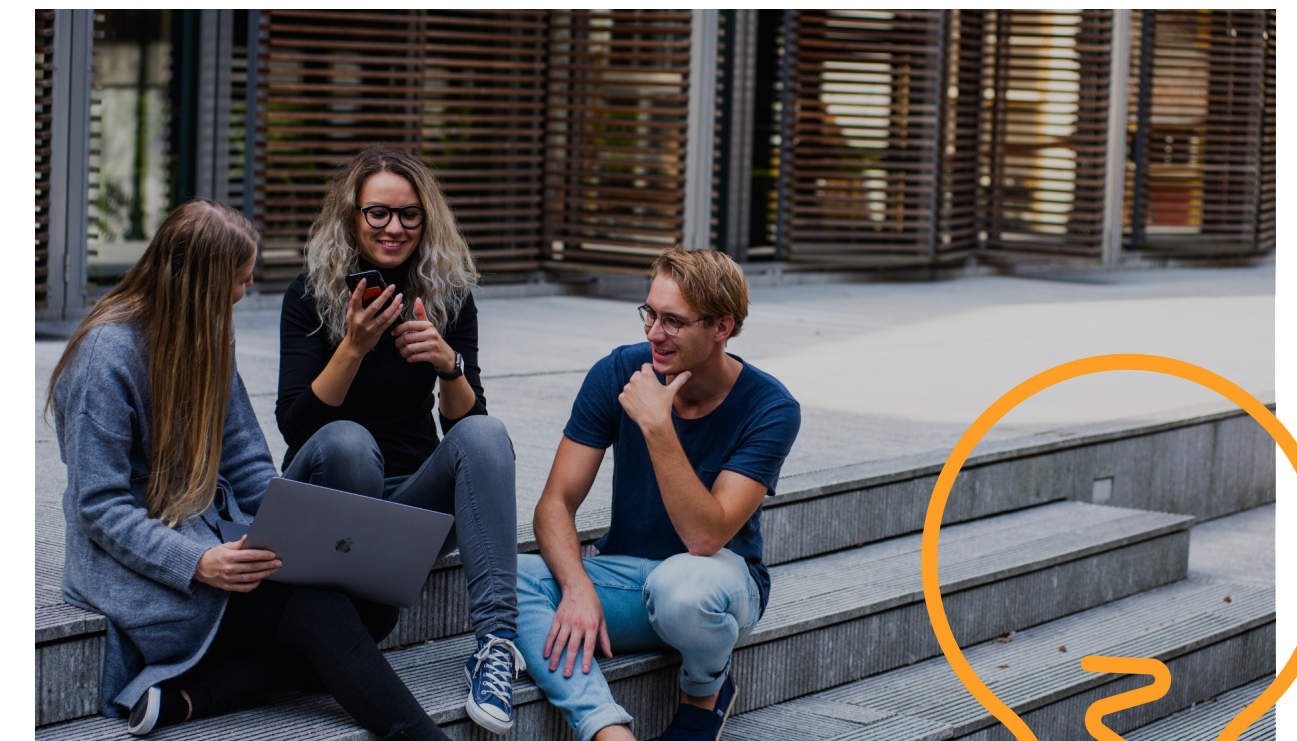
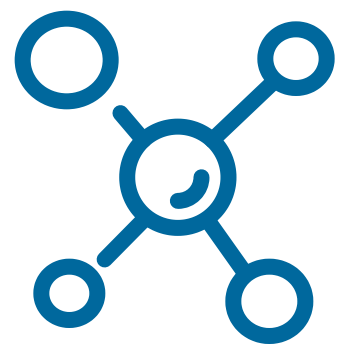
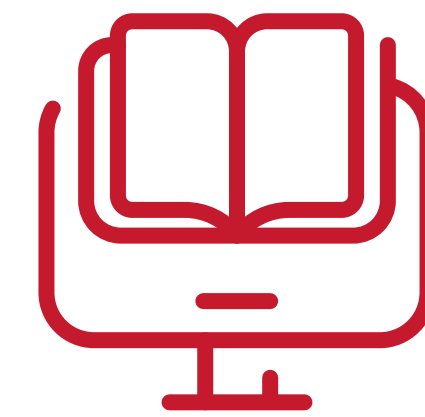
# OTHER GRAPHIC ELEMENTS

## ICONS

When the U shape feels a bit to much or to little, you can use icons. Search for lined icons and use a color per icon.

The lines should not be too thick and the corners should be rounded, like the ones in the U shape.

You can overlap color icons over photos. Just be sure to darken the photos a bit, just to have enough contrast for the icons to be visible.



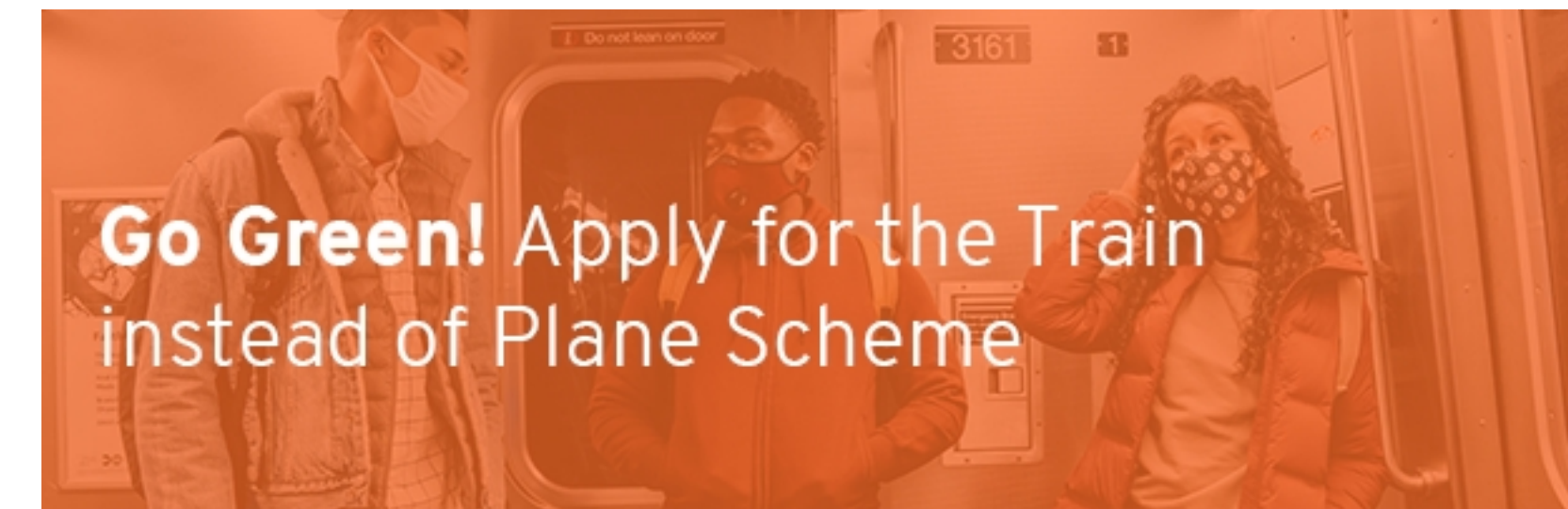


# COLOR USES

## COLOR OVERLAY

Use Unic colors to brand even more the photos used. Though color overlays are not mandatory they can level up the style of a picture and give it a more importance. Also the color overlays make the text more readable.

So when having to create hero banners or covers for different materials, we recommend applying a color overlay. For best results, add a white element, like a the U shape, the logo symbol, or just text. The level of color opacity is up to you.





**THANK U**



# COLOR USES

## COLOR BACKGROUND

Another "play with it" moment.

Overlap the U shape over a picture and a colored background and leave a bit of it side over the white space (not mandatory)

The color background is perfect as text placeholder and the difference in height and weights of the pictures and shape make for a nice minimalist-architectural look.



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That **each individual student** will have their own unique international experience. For some UNIC students, it is not always possible to spend an extended period living and studying abroad.

