
Global Campus

Identity Guidelines
Version 1.4



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01

Colours

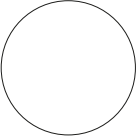


The basic colour of the Global Campus is a neutral grey, generally used on a white background.

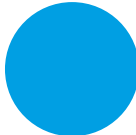
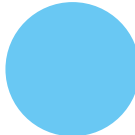
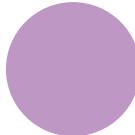




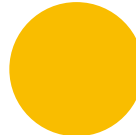
GC region colours, have been chosen so that when used together they maintain optical balance.

Any graphical artifact produced must contain only the colours included in this list (except for photos).

Since the introduction of the Central Asia region in 2023, the colour of the Caucasus region has been slightly brightened to differentiate them more.

Colours

		
Background White	Institutional Grey	Secondary Grey
CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 70	CMYK 0, 0, 0, 50
RGB 255, 255, 255	RGB 112, 111, 111	RGB 157, 157, 156

							
Europe	South-East Europe	Latin America Caribbean	Asia-Pacific	Central Asia	Caucasus	Arab World	Africa
CMYK 100, 0, 0, 0	CMYK 57, 0, 0, 0	CMYK 29, 47, 0, 0	CMYK 0, 70, 0, 0	CMYK 20, 98, 59, 11	CMYK 0, 75, 73, 0	CMYK 0, 53, 91, 0	CMYK 0, 27, 96, 2
RGB 0, 159, 227	RGB 105, 200, 243	RGB 190, 151, 197	RGB 237, 110, 167	RGB 183, 30, 68	RGB 235, 93, 67	RGB 240, 140, 34	RGB 249, 189, 0

02

Typefaces

Fakt Pro is the institutional character, used on all graphical artifacts.

It is used in its medium version for the lettering of the Global Campus logo.

On publications it must be used in its medium version for titles on covers, in semibold for internal titles and in normal for the main text.

Arnhem is the secondary institutional character. Mostly used in the medium version.

This is the one used for the text of official certificates.

Generally typography must be in the institutional grey (0, 0, 0, 70), with only few exceptions.

CMYK 0, 0, 0, 70

Fakt Pro medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 1234567890

CMYK 0, 0, 0, 70

Fakt Pro semibold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 1234567890

Fakt Pro normal
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 1234567890

CMYK 0, 0, 0, 70

Arnhem medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

03

Logos

Global Campus

Global Campus logo is made of a diagram part and a lettering part.

The diagram is split in eight parts, each representing one of the Global Campus regions.

the colours are the one encoded on page 4



**Global Campus
of Human Rights**

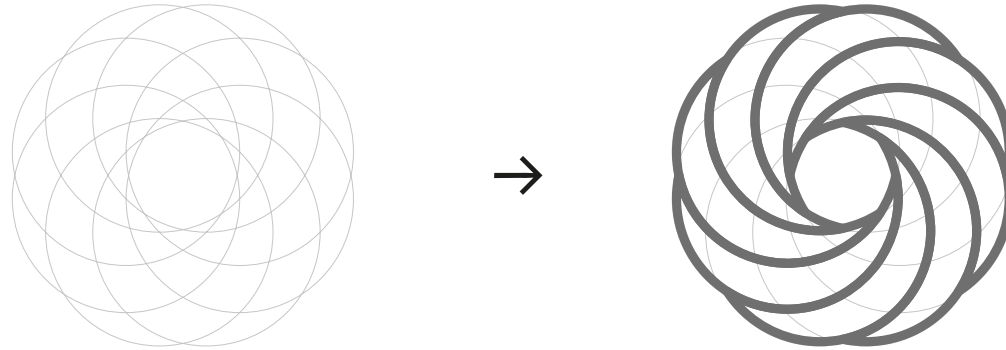
LETTERING



**Global Campus
of Human Rights**

FAKT PRO MEDIUM
CMYK 0, 0, 0, 70

Global Campus diagram is generated by the overlap of 8 circles positioned on an octagon shape. The result is a diagram composed of 8 parts, representing the 8 regional masters

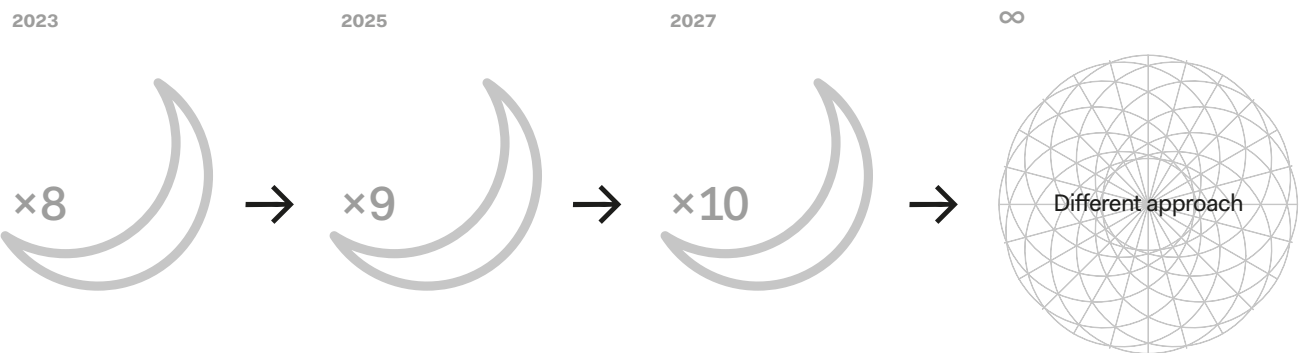


If the number of regional masters composing the Global Campus will grow in the future, the logo must be slightly redesigned in order to keep the parts composing it and the number of regions matching.

However the current system can withstand these adjustments to a total of 10 regions.

If the total of regions will grow past 10 (or a similar growth is planned in advance), the visual identity system must be redesigned with a different approach keeping the following objectives in mind:

- Respect the visual legacy of Global Campus keeping the new visual system as coherent as possible with the current one.
- Make the system more resilient and ready for all future declinations

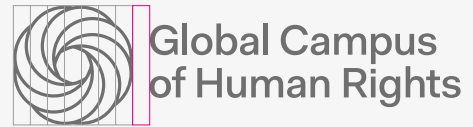


The relationship between size and position of diagram and lettering must not be changed in any different way from the shown variations.

The minimal permitted size of use is the one in which the diagram is not smaller than 8 mm of height.



The reciprocal positioning of the elements is encoded with a specific ratio, based on $1/7$ of the diagram width.

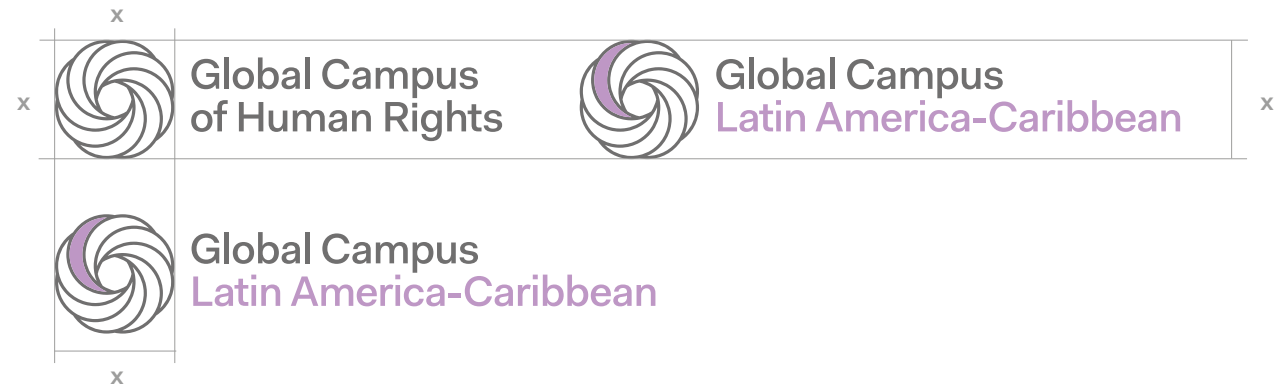


Logos must keep around themselves a free space equal to 3 times the space there is between diagram and lettering.



If there are 2 logos of the system on the same page their reciprocal proportions must be so that their diagrams are the same size.

Also the diagram must be considered the landmark for logos alignment, whether they are side by side or one under another. Layouts different from the one shown on the right are not recommended.



04

Global Campus of Human Rights Logo

On the right there are all Global Campus logo possible variations.

In its extended version, below, distances are based on 1/7 of diagram height.

If there are 2 logos of the system on the same page, both must be used on the same version (horizontal, vertical, simplified, no lettering).



HORIZONTAL



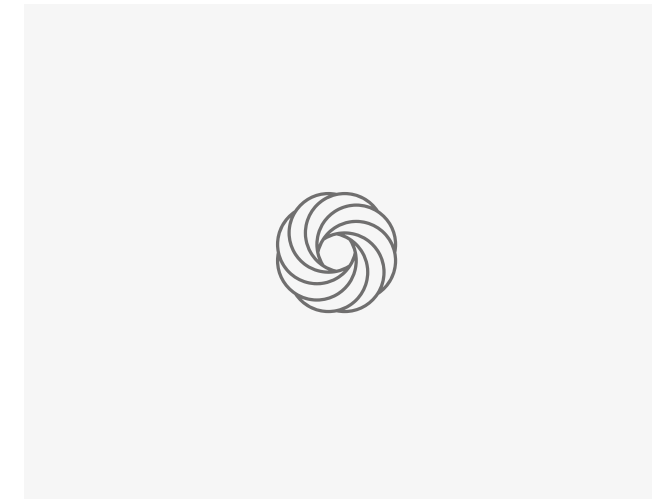
VERTICAL



EXTENDED



NO LETTERING



On the right there are all Global Campus logo possible colour variations.

When used in black and white, the extended version (below) changes its colour band into a simple stroke (on the same colour of the logo itself), thinner than the coloured version.



Europe
South East Europe
Latin America-Caribbean
Asia-Pacific

Central Asia
Caucasus
Arab World
Africa

INSTITUTIONAL GREY 0, 0, 0, 70



BLACK



WHITE



05

Global Campus Visual System

Each region of the Global Campus has its own colour and logo.

Global Campus is in fact a visual system which is declinable in 8 variants.

To each of the regional logos must be applied the same general rules of size, positioning and colour designed for the Global Campus logo.

Colours are the ones encoded on page 4



When possible, Global Campus general logo must be used in his institutional grey colour (0, 0, 0, 70).

Logo diagram used with colours (like on the picture below) must not be considered as a logo, instead it must be used only as artwork. Never below 10% of the page surface. It cannot replace the logo.

LOGO

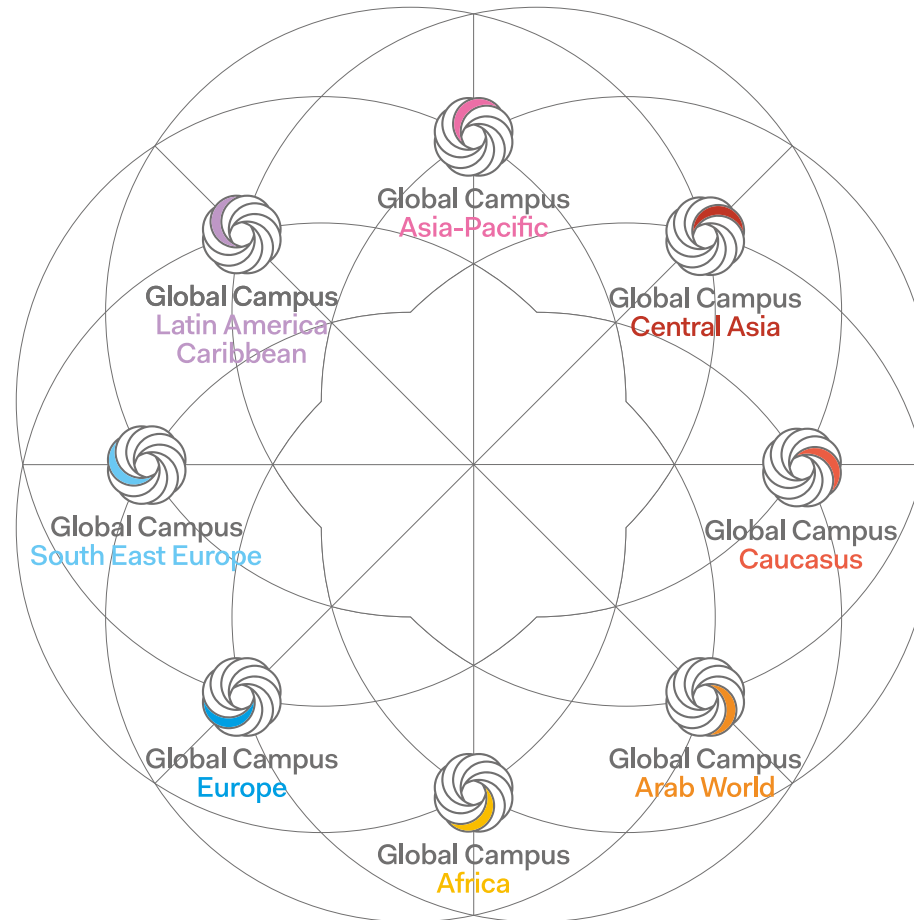


ARTWORK



With the logos comes an artwork made with all regional marks aligned on their construction diagram. This must not be modified, nor used on a not-white background.

Also, the previously explained rules regarding logos sizes and Global Campus coloured artwork must be applied.



Master acronyms have no separation point. This to make them both coherent and visually more simple.

The old masters logos must no longer be used and are replaced by the Global Campus regional logos. The master names must be used only as texts.

Naming

OLD NAMES

~~E_xMA~~ ~~E_xMA~~

~~ERMA~~ ~~ERMA~~
EUROPEAN REGIONAL MASTER IN DEMOCRACY
 AND HUMAN RIGHTS IN SOUTH EAST EUROPE

~~LAT_xMA~~

~~MHRD~~

~~MAHRS~~

~~CES~~

~~DE_xMA~~ ~~DE_xMA~~
Master in Democratic Governance
 Governance of Public Institutions in Arab Region

~~HRDA~~

NEW NAMES

EMA



ERMA



LATMA



APMA



MAHRS



CES



ARMA



HRDA



Europe

This logo can be also used in its white version on a background of its regional colour (100, 0, 0, 0).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



WHITE



South-East Europe

This logo can be also used in its white version on a background of its regional colour (57, 0, 0, 0).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



WHITE



Latin America- Caribbean

This logo can be also used in its white version on a background of its regional colour (29, 47, 0, 0).

Having the longest name, Latin America-Caribbean logo is the only logo of the system to present 2 vertical variations: the one on the right and the one below.



HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



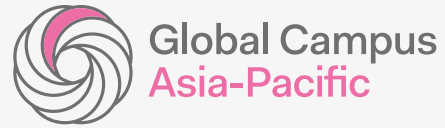
WHITE



Asia-Pacific

This logo can be also used in its white version on a background of its regional colour (0, 70, 0, 0).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



WHITE



Central Asia

This logo can be also used in its white version on a background of its regional colour (8, 88, 86, 16).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



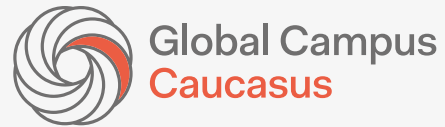
WHITE



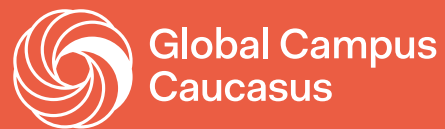
Caucasus

This logo can be also used in its white version on a background of its regional colour (0, 75, 73, 0).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



WHITE



Arab World

This logo can be also used in its white version on a background of its regional colour (0, 53, 91, 0).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



WHITE



Africa

This logo can be also used in its white version on a background of its regional colour (0, 27, 96, 2).

HORIZONTAL



VERTICAL



Declination

Global Campus regional logos follow the same colour rules applied to the general Global Campus logo.

Naturally the use of colours different from the one encoded is not allowed.



COLOUR



CMYK 0 0 0 70



BLACK



WHITE



The system includes other variations of the Global Campus logo to be used in case of other activities not connected to any specific region.

In these cases the diagram remains unchanged. The activity name must be written in a secondary grey (0, 0, 0, 50). Colour variations (like the ones on regional logos) are not allowed.



06

Web

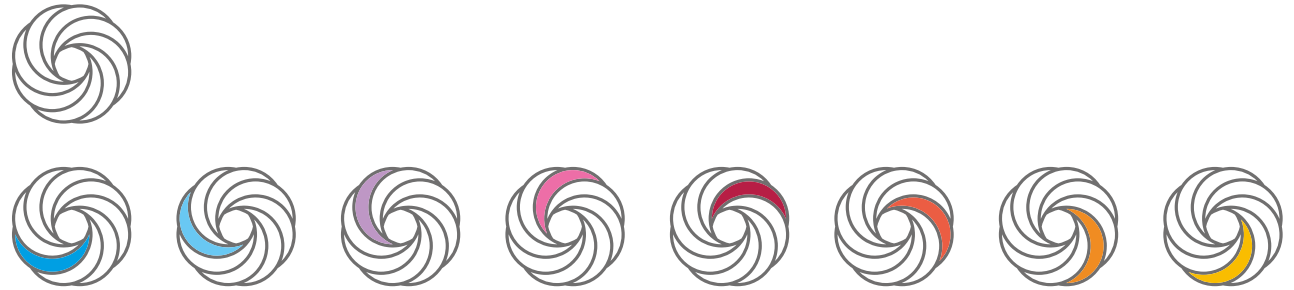
Profile image

When used as profile image on a social network the logos must be used in their diagram-only form for 2 reasons: first because the name of the page is often already written next to the image by the social network itself. Second because in doing so we avoid having the text displayed in a very small size (see posts and comments) and not readable.

Favicon

A simplified version of the diagram has been designed to be used as favicon so that it could be visible despite the small size.

PROFILE IMAGE



FAVICON



07

Abuse

OLD LOGO



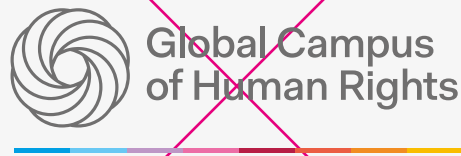
EIUC LOGO



OLD AND NEW LOGO TOGETHER



ALTERED EXTENDED LOGO

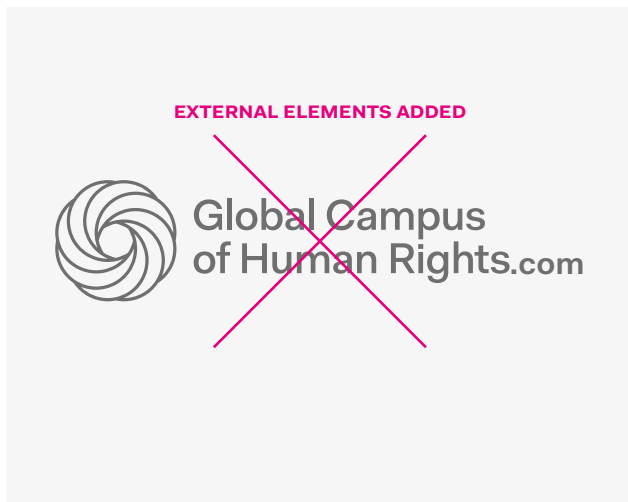
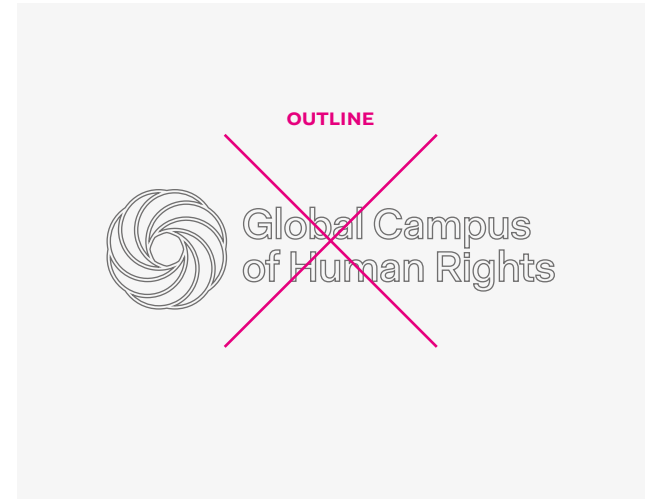


MOVED ELEMENTS



MOVED ELEMENTS





LESS THEN 8 MM



NOT ALIGNED / TOO CLOSE



WRONG PROPORTIONS



NO SEPARATING STROKE



MOVED ELEMENTS



ARTWORK USED AS LOGO



If applied on photographs the logo must be monochrome.

The positioning and the choice of the colour (white / grey / black) depend from the photo itself: bright / dark, simple / complex. See examples.



OK



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