

# BRAND GUIDELINES

FRIENDS: Furthering International Relations  
Capacities and Intercultural Engagement to  
Nurture Campus Diversity and to Support  
Internationalisation at Home

# Outline

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# About FRIENDS



The FRIENDS project is funded through the Erasmus+ programme for Capacity Building in Higher Education. It combines the efforts of universities in Bhutan, Cambodia, Malaysia, Thailand, Philippines, Bulgaria, Hungary, Poland and Turkey. The project's chief end is to strengthen the 12 Partner Country HEIs' internationalisation capabilities and to develop their students' global competence through the integration of intercultural dimensions into the Universities' formal and informal curriculum.



# FRIENDS Logo

The FRIENDS logo is the touchstone of our brand and one of the most valuable assets.

# FRIENDS Logo



**F R I E N D S**

## THE STORY

The FRIENDS logo embodies diversity and unity. The heads and shoulders of the logo signify the four program partners, five partner countries and the Erasmus+ Programme of the European Union, respectively.



F R I E N D S

# Logo Usage

## ALIGNMENT

The logo can be used in either horizontal or vertical alignment.

## BACKGROUND

The background of the logo may be white, black, colored, or transparent.

## USING WITH OTHER LOGOS

Proper alignment and sequence must be observed when using FRIENDS logo with the Erasmus+ and partner's logo.

# HORIZONTAL ALIGNMENT



# VERTICAL ALIGNMENT





# Background



# Using with Erasmus+ Logo

The FRIENDS logo must come after the Erasmus+ logo in horizontal alignment as shown below.



Co-funded by the  
Erasmus+ Programme  
of the European Union



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# Using with Erasmus+ and Partner's logo

When using FRIENDS logo together with the Erasmus+ and partner's logo, the sequence should be Erasmus+, FRIENDS, and the partner's logo. The alignment should be horizontal.



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of the European Union



**F R I E N D S**

partner's  
logo



# FRIENDS Colors

The colors are what gives us our personality. Our main colors are pastel because we are open and inviting as we embrace unity and diversity.

## PRIMARY COLORS



**RGB:**  
R 181 / G 227 / B 216

**HEX:**  
#B5E3D8

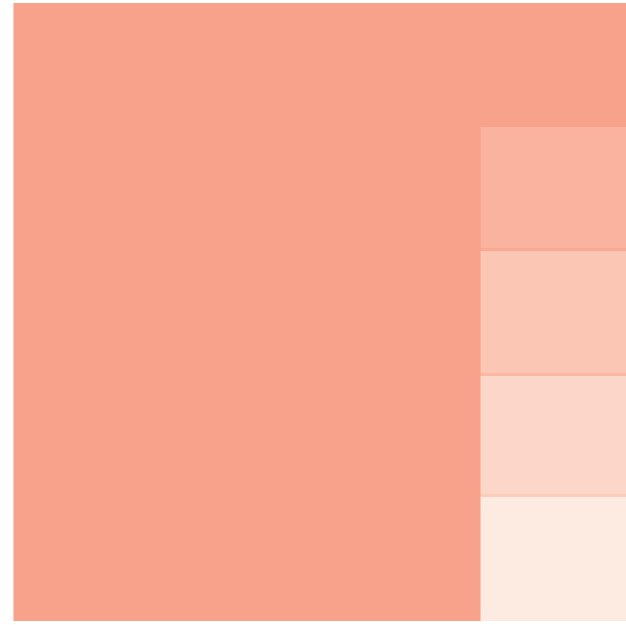
**PANTONE:**  
573 C



**RGB:**  
R 253 / G 210 / B 110

**HEX:**  
#FDD26E

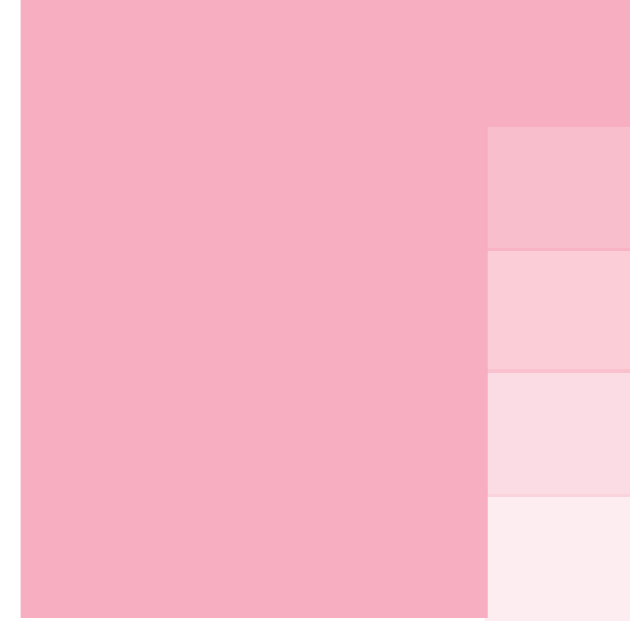
**PANTONE:**  
134 C



**RGB:**  
R 255 / G 163 / B 139

**HEX:**  
#FFA38B

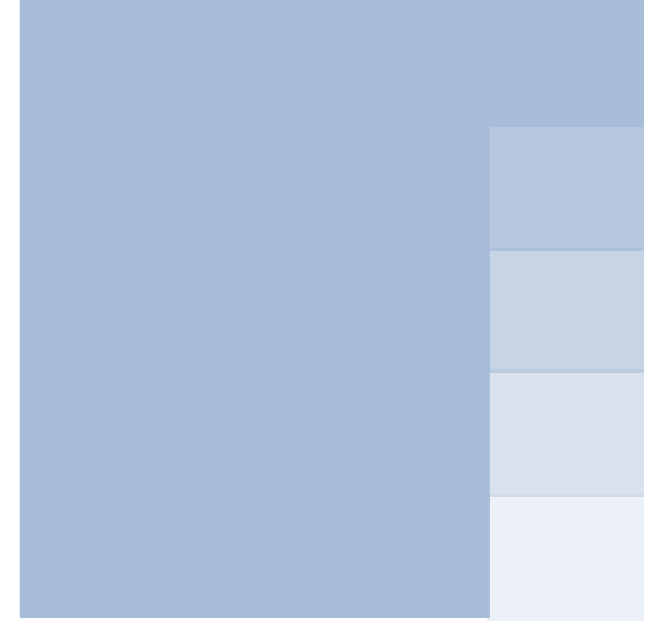
**PANTONE:**  
1625 C



**RGB:**  
R 252 / G 175 / B 192

**HEX:**  
#FCAFC0

**PANTONE:**  
1767 C



**RGB:**  
R 167 / G 188 / B 214

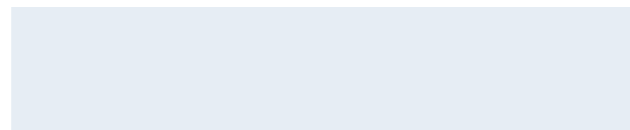
**HEX:**  
#A7BCD6

**PANTONE:**  
651 C

## SECONDARY COLORS



**HEX:**  
#F1F3F7



**HEX:**  
#E5EAF1



**HEX:**  
#1F2A44

# TYPOGRAPHY

Montserrat is the new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires! Designed by Julieta Ulanovsky, Montserrat is a perfect font for functionality and novelty.

Google Fonts

**MONTERRAT BY JULIETA ULANOVSKY**

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

АБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЦШЩЪЫЬЭЮЯ

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# DISCLAIMER

All printed and electronic materials must have a disclaimer at the footnote which states the following.

## FOR FORMAL PUBLICATION:

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

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