



Branding & Identity Guidelines – European City University (ECU)

This document outlines the visual and communication standards that ensure consistency and integrity in representing European City University (ECU) across all platforms and materials.

1. Logo Usage

- Always use the official ECU logo as provided by the Communications Office.
- Maintain clear space around the logo; do not stretch, recolor, or modify.
- Use high-resolution versions for print; optimized versions for web.
- The logo must appear on all official documents, presentations, and marketing materials.

2. Institutional Name

- Full name: European City University
- Short form: ECU
- Avoid informal abbreviations or translations without approval.
- The name should be used consistently in all communications and never paired with misleading phrases implying state accreditation unless legally accurate.

3. Typography and Fonts

- Official font for digital and print: Lato / Montserrat
- Official font for digital documents: Source Sans Pro
- Headings should be bold; body text should be regular weight.
- Maintain consistent font sizes in official documents and presentations.

4. Photography and Visual Style

- Use high-quality images that reflect ECU's diversity, professionalism, and international engagement.
- All student or staff photos used in promotional material require prior written consent.
- Maintain a clean and modern visual layout with generous whitespace and minimal clutter.

6. Social Media and Online Communication

- Only authorized personnel may post on ECU's official accounts (Facebook, LinkedIn).
- Use professional language and ECU branding consistently.
- Avoid personal opinions or unverified claims in official communications.

7. Official Templates

- Use standard ECU templates for letters, reports, certificates, and presentations.
- Templates are available from the Communications Office.
- All outgoing documents should reflect ECU's visual identity standards.

8. Legal Considerations and Disclaimers

- Include disclaimers on materials as needed to clarify institutional status, especially in jurisdictions where ECU is not state-recognized.
- Do not use terms like "accredited university", and French word "universite" for anything related to ECU
- These terms in French language are prohibited in association with ECU such as Doctorat, Mastere, Baccalaureate
- Terms such as Psychology, Project Management, Professional Education, Technology Management are used only in higher professional education context and are non-licensure programs.