

# Deliverable 92

## D7.1.1 EUt+ POSITIONING STATEMENT

*Réf:*

**Del. Rel. No: 7.1**

**WP 7**

Description: Outlining the general branding strategy and vision for identity creation at EUt+

Comments: D92 and D93 differing by their status (public and confidential) but being mainly linked, some elements are redundant.

The « brand platform & graphic guidelines » are in annex file *d7.1.1\_annex\_brand platform\_public.Pdf*

Dissemination level: PU-Public

<https://www.univ-tech.eu/phase-1-results>

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This initiative has received funding from the European Union's Erasmus+ programme under grant agreement 101004088 — EUt — EPP-EUR-UNIV-2020.

# Livrable 92

## D7.1.1 EUt+ POSITIONING STATEMENT

*Réf:*

**Del. Rel. No : 7.1**  
**WP 7**

DESCRIPTION: PREMIER PAS DANS LA STRATÉGIE DE COMMUNICATION EUt+.

LE LIVRABLE INCLUT LES ÉTAPES CLÉS SUIVANTES :

LE POSITIONNEMENT

LA STRATÉGIE DE COMMUNICATION

LA NOUVELLE IDENTITÉ VISUELLE DE L'EUt+

COMMENTAIRES : D92 ET D93 AYANT DES STATUTS DIFFÉRENTS (PUBLIC ET CONFIDENTIEL) MAIS ÉTANT LIÉS, CERTAINS ÉLÉMENTS SONT REDONDANTS. LE « BRAND PLATFORM & GRAPHIC GUIDELINES » SONT DANS LE FICHER ANNEXE D7.1.1\_ANNEX\_BRAND PLATFORM\_PUBLIC.PDF

# EUt+ Initiative

## Foreword to deliverable 7.1.2

### JULY 2021

This deliverable presents the general outline of the general branding strategy and vision for identity creation at EUt+.

The highly qualified agency HAVAS PARIS has been working PRO BONO on the EUt+ communication strategy and brand design. Therefore, the steps explained in this document are the result of HAVAS's expertise allied with our participatory approach (cf deliverable D.5.4.2).

At each step, we involved all partners through the Task 7.1 and Task 7.2, mixing an understanding of local habits and identifying global needs. Embedded by HAVAS proposals, we created an identity and organisation that express our multiculturalism and our willingness to commit to EUt+.

This deliverable contains the brand positioning and the brand strategy. As you will discover in this document, we had to create the strategy and communication plan first, to see how to organize it within our working structure. As a result, the Working structure is underway, and will be delivered in September.

Being given the very object of these tasks, which is communication, with the result being very much visual, we opted for a PowerPoint format. Please refer to the table of contents (slide 6) and description of collaborative process for an understanding of the unfolding of the actions (slide 9). The document presented here is in English, and all partners are currently working on its translation, which should be available in September 2021. Please follow this [link](#) to find the documents in the Alliance's languages.

# EUt+ Initiative

## Avant-propos du Livrable 7.1.2

### JUILLET 2021

Ce livrable présente les grandes lignes de la stratégie générale de la marque et de la vision de création d'une identité propre à EUt+.

HAVAS PARIS, agence de communication experte dans son domaine et habituée des projets européens, a travaillé PRO BONO à la construction de la communication d'EUt+. De fait, les différentes étapes du travail présentées dans ce document sont le fruit du mariage des expertises et de notre méthode de travail participative (cf livrable D.5.4.2).

Pour chaque étape de cette élaboration, nous avons impliqué tous les partenaires au sein de la Tâche 7.1 et Tâche 7.2 et avons réfléchi à l'aune de la compréhension de nos habitudes locales et de l'identification de nos besoins globaux. En les confrontant aux propositions d'HAVAS, nous avons créé une identité et une organisation qui expriment notre multiculturalisme et notre volonté de nous engager dans l'EUt+.

Ce livrable contient le positionnement et la stratégie de marque. Comme vous le découvrirez dans ce document, nous avons dû créer d'abord la stratégie et le plan de communication pour ensuite seulement organiser notre future structure de travail. En conséquence, le document consacré à la structure de travail est en cours, et sera livré en septembre.

Étant donné l'objet même de ces tâches, qui est la communication, et le résultat étant très visuel, nous avons opté pour un format PowerPoint. Veuillez vous référer à la table des matières (diapositive 6) et à la description du processus collaboratif (diapositive 9) pour une compréhension du déroulement des actions. Le document présenté ici est en anglais, et tous les partenaires travaillent actuellement à sa traduction. Les différentes versions devraient être disponibles en septembre 2021. Vous pouvez cliquer sur ce [lien](#) pour accéder aux documents dans les langues de l'Alliance.

EUt+ Alliance

WORK PACKAGE 7:

Deliverable 7.1.2

EUt+ BRAND POSITIONING STATEMENT / COMMUNICATION STRATEGY

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# ***COMMUNICATION WORK PACKAGE BY EUT+ AND HAVAS PARIS***

30.07.2021

## ***A 6 MONTHS COLLABORATIVE PROCESS WITH EUT + PARTNERS***

<b>16/12/2021</b>	<b>First meeting between UTT and Havas</b>
<b>20/01/2021</b>	Introduction of Havas to the EU+ WP7 project team
<b>29/01/2021</b>	Delivery of the methodology and calendar
<b>1/02/2021-28/02/2021</b>	Benchmark
<b>15/02/2021-10/03/2021</b>	Interviews
<b>09/03/2021</b>	Participatory workshop led by Havas
<b>17/03/2021</b>	Workshop and interviews results presented in task meeting
<b>06/04/2021</b>	Delivery of the EU+ brand positioning
<b>09/04/2021</b>	Participatory workshop on the MBI and brand platform led by UTT
<b>28/04/2021</b>	Delivery of the final EU+ brand positioning
<b>06/05/2021</b>	EU+ positioning statement presentation at the Steering Committee
<b>21/05/2021</b>	Delivery of the EU+ visual identity (validated by the 8 countries) and communication plan
<b>25/05/2021</b>	Participatory workshop on the communication plan/strategy led by UTT
<b>03/06/2021</b>	EU+ visual identity and communication plan presented at the Steering Committee
<b>28/06/2021</b>	Participatory workshop on the working structure led by UTT
<b>01/07/2021</b>	Delivery of the graphic design supports / tools at the Steering Committee
<b>08/07/2021</b>	<b>Final presentation at the Governing Board</b>



# AGENDA

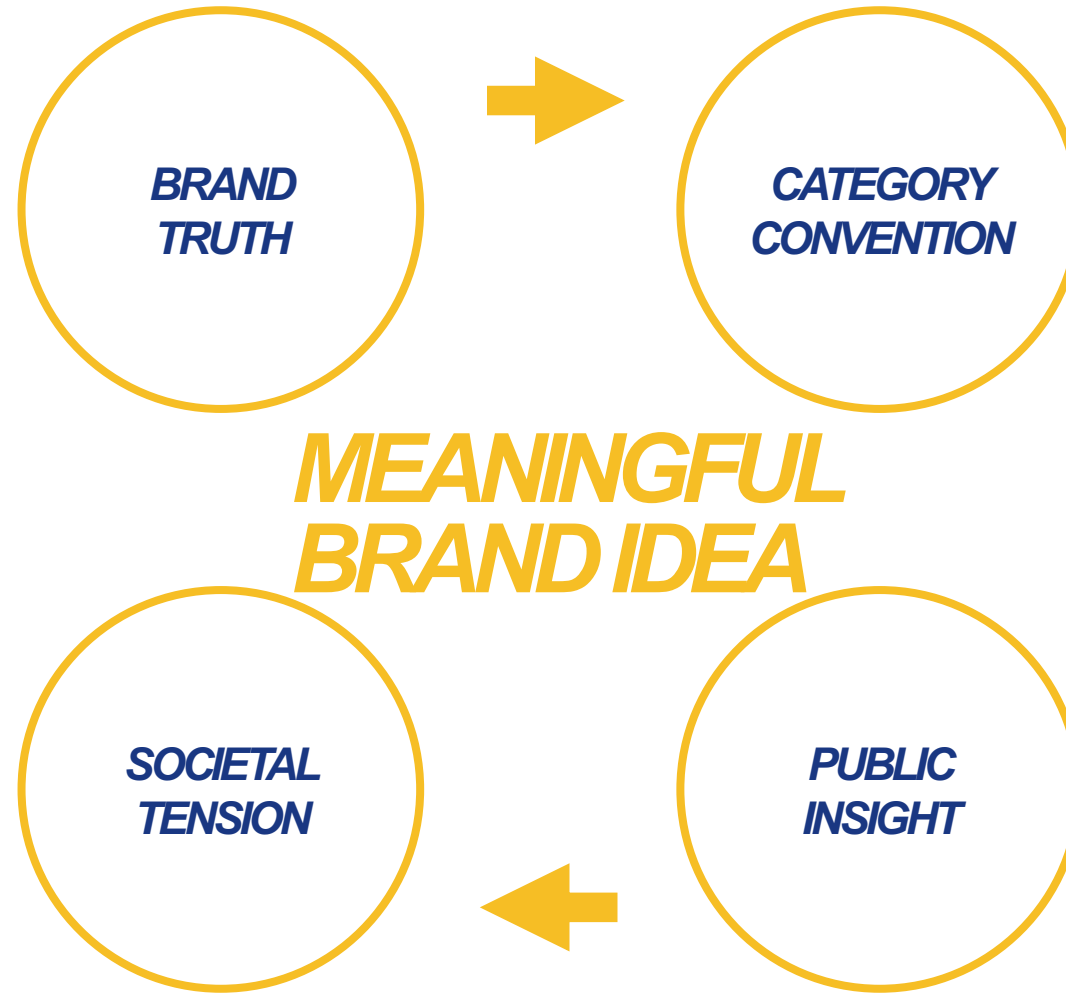
- *First strategic analysis*
- *EUT+ brand positioning*
- *EUT+ visual identity*
- *EUT+ communication plan*



**CH.1**

***FIRST STRATEGIC  
ANALYSIS***







***PIONEERING  
A PROJECT  
THAT REINVENTS  
THE RULES  
OF THE GAME***

## VERBATIM

« WE ARE HERE TO MAKE HISTORY »

« IN THE XIXE CENTURY, HUMBOLDT SHAPED A UNIVERSITY MODEL. WE NEED A TOTALLY DIFFERENT UNIVERSITY MODEL FOR THE XXIE CENTURY »

« A NEW MODEL IS EXPECTED : WE DON'T WANT TO BE ANOTHER SORBONNE OR TRINITY COLLEGE »

« WE PROMOTE A NEW MODEL OF TECHNOLOGY CENTERED ON SOCIETY'S NEEDS »

« SHOOT THE MOON. EVEN IF YOU MISS, YOU LAND AMONGST THE STARS »

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### What is a European university?


**European universities** are **transnational alliances** that will become the universities of tomorrow by promoting **European values and identity** and **revolutionising the quality and competitiveness of European higher education**. This call for proposals, which closed on 26 February, is one of the EU's flagship initiatives to **build a European education area**.



# ***ELITISM AND EXCELLENCE AS AN INESCAPABLE HORIZON OF LEADERSHIP***

Dear World...  
Yours,  
Cambridge

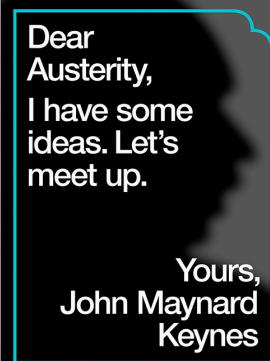
To: Humans  
cc: Apes  
So I've been thinking about these finches.



Yours, Darwin

Charles Darwin (Christ's College 1825), naturalist and author of On the Origin of Species (1859). cam.ac.uk/YoursCambridge


Dear Austerity,  
I have some ideas. Let's meet up.



Yours,  
John Maynard Keynes

John Maynard Keynes (King's College 1902), economist and author of The General Theory of Employment, Interest and Money (1933). cam.ac.uk/YoursCambridge

Dear Shakespeare,  
Stick at it, you have talent.



Yours, Marlowe

Christopher Marlowe (St John's College 1564), playwright and poet. cam.ac.uk/YoursCambridge

- 21,400 students including 4,180 doctoral students from over 120 countries
- 530 professors
- 6,090 scientific staff\*
- 2,770 technical and administrative staff\* \* full-time equivalents (FTEs)
- 407 spin-offs since 1996
- 205 invention disclosures, 109 patent applications and 87 licences every year
- CHF 1.8 billion, comprising CHF 1.3 billion contribution from the Federal Government
- 11th in the THE World University Rankings
- 7th in the QS Rankings
- 19th in the ARWU Rankings
- 21 Nobel Prize winners (including Albert Einstein and Wolfgang Pauli)
- 2 Pritzker Prize winners, 2 Fields Medal winners, 1 Turing Award winner



**Kurt Wüthrich**  
In 2002 Kurt Wüthrich received the Nobel Prize in Chemistry for his development of Nuclear Magnetic Resonance Spectroscopy to determine the three-dimensional structure of biological macromolecules in solution.



**Richard Ernst**  
In 1991 Richard Ernst won the Nobel Prize in Chemistry for his contribution to the development of Nuclear Magnetic Resonance Spectroscopy.



**Vladimir Prelog**  
In 1975 Vladimir Prelog was awarded the Nobel Prize in Chemistry for his work in the field of stereochemistry of organic molecules and reactions.



**Wolfgang Pauli**  
In 1945 Wolfgang Pauli received the Nobel Prize in Physics for his discovery of the exclusion principle.



**Leopold Ruzicka**  
In 1939 Leopold Ruzicka won the Nobel Prize in Chemistry for his work on polymethylene and higher terpene compounds.



**Albert Einstein**  
In 1921 Albert Einstein was awarded the Nobel Prize in Physics for his discovery of the photoelectric effect.

Class of 2024 Profile

Combined Data for Columbia College and Columbia Engineering

First-Year Applicant Overview

40,084

TOTAL APPLICATIONS

2,544

TOTAL ADMITS

4,318

APPLICANTS APPLIED THROUGH COLUMBIA'S EARLY DECISION PROGRAM

Admitted Students Statistics

1500 & 1560

SAT SCORE RANGE FOR MIDDLE 50% OF ADMITTED STUDENTS, EQUIVALENT TO 34 & 35 ON THE ACT (TESTING WAS REQUIRED FROM APPLICANTS IN 2019-2020 BUT IS OPTIONAL FOR APPLICANTS IN 2020-2021)

OVER 95% OF THE ACCEPTED STUDENTS WERE IN THE TOP 10% OF THEIR GRADUATING CLASS



- PRIX NOBEL 13
- MÉDAILLES FIELDS 10
- PRIX ABEL 2
- PUBLICATIONS SCIENTIFIQUES 1500 par an



107 000 € Salaire moyen après 3 ans



60 000 € Salaire moyen à la sortie

Les Echos  
Pourquoi l'ENA est particulièrement inégalitaire

LE CERCLE - N'en déplaise aux partisans de l'élitisme républicain, l'ENA est devenue inégalitaire, bien davantage que d'autres grandes écoles. Les explications de Charles Dennery, normalien et docteur en économie.

Le Monde

A 70 ans, l'ENA peine à sortir de l'élitisme

Le recrutement de l'Ecole nationale d'administration est loin de s'être démocratisé, relève une étude.

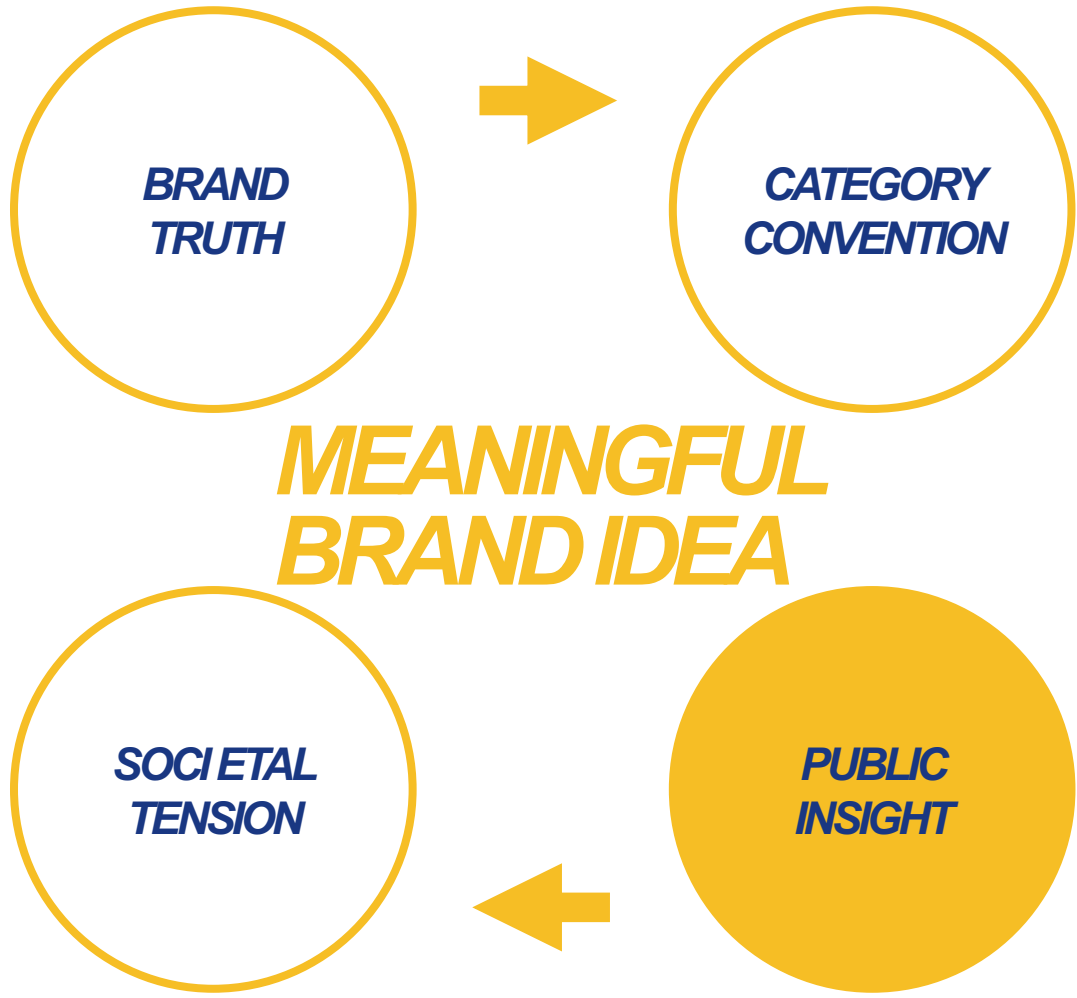


American Universities Must Choose: Do They Want to Be Equal or Elite?



6 Reasons Why Higher Education Needs to Be Disrupted

by Tomas Chamorro-Premuzic and Becky Frankiewicz



***TEACHERS  
AND STUDENTS  
ASPIRE TO OPEN  
KNOWLEDGE,  
ACROSS COUNTRIES  
AND DISCIPLINES***



And then one day, it became part of EUt+. It realized that, in fact, it had many characteristics in common with EUt+ :

Cooperative projects, open and tolerant interactions, and even a sustainability-oriented approach!

And the university started to think. What does « Think human first » mean ? What does it imply ? And then it realized : Oh yeah, this is the original root of science, since it asks for the potential of our knowledge within the realm of humanitarian challenges and global crises.

ANNA THEIS  
UNIVERSITY OF APPLIED SCIENCES DARMSTADT

It realized that EUt+ is so ambitious indeed. It wanted it to become The first transregional university that will combine transdisciplinarity and unique advantages of various European countries in service of the world

That way, EUt+ would make a big difference on the market. It would be Innovative, it will bring synergies and it will eliminate exclusion

CONSTANDINOS DEMETROULLAS  
CYPRUS UNIVERSITY OF TECHNOLOGY

And then one day, it became part of EUt+. It realized that, in fact, it had many characteristics in common with EUt+ : The will for including social sciences in the degree, the openness for novelty and other cultures, and even the cursus à la carte !

But among all these, the most important common point is the possibility to get newer perspectives from exchanges with persons that has different knowledges.

And the university started to think. What does « Think human first » mean ?, what does it imply ? And then it realized : Oh yeah, this is about understanding ourselves, and developing our capacities and the capacities of the others. Its is about solidarity and understanding, maybe about humility.

OCÉANE SALIGNON  
UNIVERSITÉ DE TECHNOLOGIE DE TROYES, FRANCE

MANUELLE MALOT,  
DIRECTRICE CARRIÈRES DE L'EDHEC

« Le terrain de jeu des jeunes, c'est le monde »

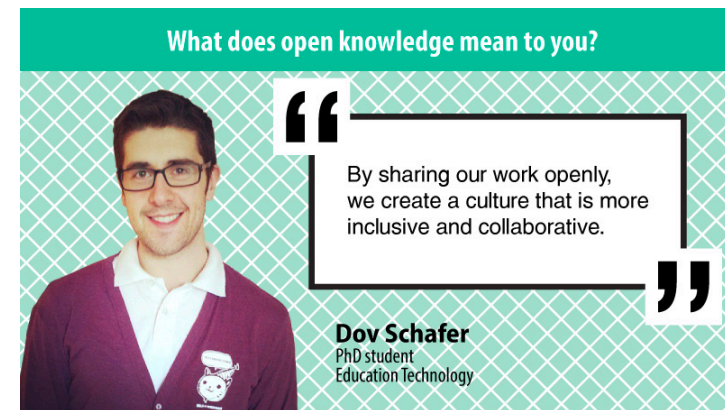
DANIEL BERNARD  
PDG DE KINGFISHER

« Les entreprises attendent des étudiants qu'ils soient capables de comprendre le monde et ses différentes cultures »



Derrière ces chiffres, on trouve des jeunes comme Ventura Guillén Riquelme, qui est espagnol : "Avant de venir à Strasbourg pour faire un échange Erasmus, je pensais que l'Espagne devait sortir de l'Union européenne. J'étais un eurosceptique. Entre-temps, j'ai appris tellement de choses sur l'Europe et j'ai fait la connaissance de tellement de personnes intéressantes et stimulantes que je m'en fais désormais une idée totalement différente".

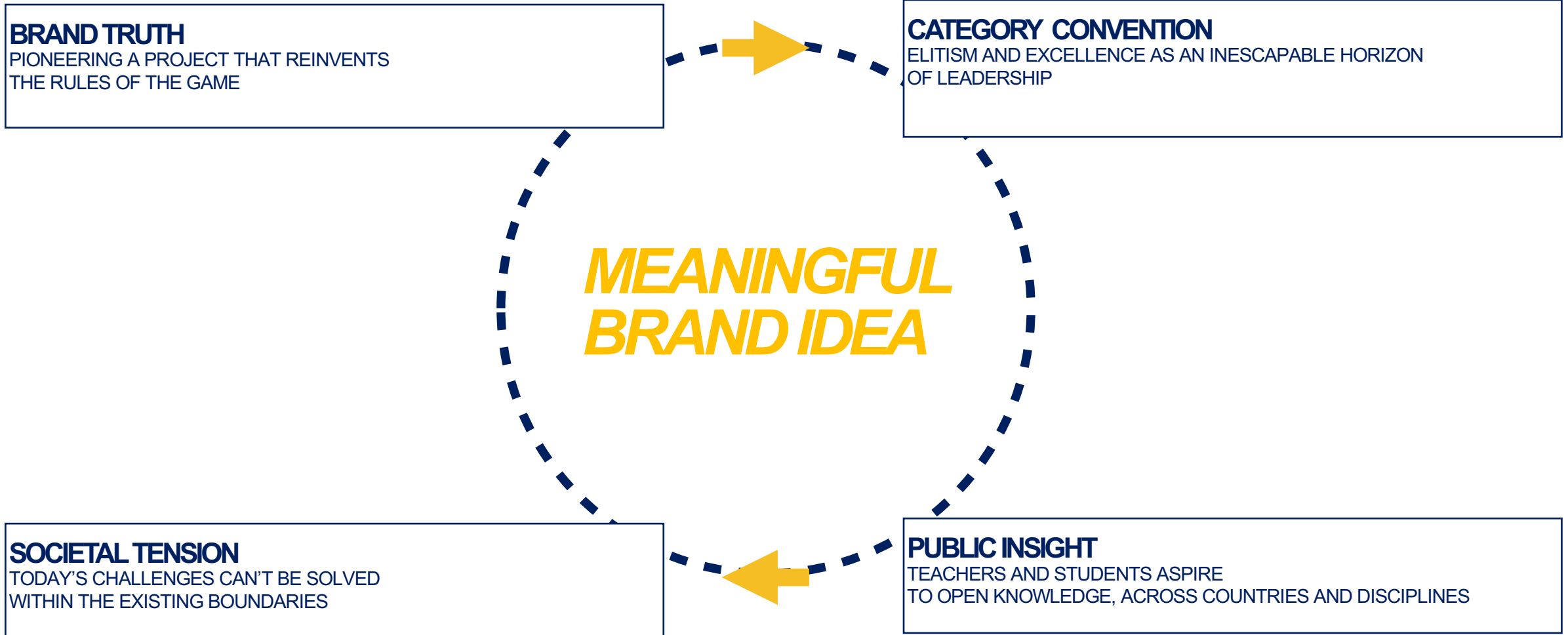
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SOURCE: LIB.SFU.CA/HELP/PUBLISH/SCHOLARLY-PUBLISHING/OPEN-ACCESS/OPEN-KNOWLEDGE



**TODAY'S  
CHALLENGES  
CAN'T BE SOLVED  
WITHIN THE  
EXISTING  
BOUNDARIES**



### BRAND TRUTH

PIONEERING A PROJECT THAT REINVENTS  
THE RULES OF THE GAME

*NEW FRONTIERS OF EDUCATION  
TO PIONEER A NEW EUROPEAN HIGHER EDUCATION MODEL*

### CATEGORY CONVENTION

ELITISM AND EXCELLENCE AS AN INESCAPABLE HORIZON  
OF LEADERSHIP

*NEW FRONTIERS OF EDUCATION TO BUILD  
A TRULY INCLUSIVE UNIVERSITY*

*NEW  
FRONTIERS  
OF  
EDUCATION*

### SOCIETAL TENSION

TODAY'S CHALLENGES CAN'T BE SOLVED  
WITHIN THE EXISTING BOUNDARIES

*NEW FRONTIERS OF EDUCATION  
TO SOLVE TODAY'S BIGGEST CHALLENGES*

### PUBLIC INSIGHT

TEACHERS AND STUDENTS ASPIRE  
TO OPEN KNOWLEDGE, ACROSS COUNTRIES AND DISCIPLINES

*NEW FRONTIERS OF EDUCATION TO INCREASE KNOWLEDGE, BASED  
ON A EUROPEAN COMMON DIPLOMA AND MULTIDISCIPLINARITY*

« **NEW FRONTIERS OF EDUCATION** » IS A DIRECTION...  
THAT NEEDS TO BE MORE SPECIFIC  
FOR EUT+ POSITIONING.

**CH.2**

***EUT+ BRAND  
POSITIONING***



The brand's historical roots,  
the brand's DNA



## HERITAGE

- AN UNPRECEDENTED ALLIANCE OF 8 UNIVERSITIES IN TECH EDUCATION & RESEARCH
- MULTI-CULTURALISM
- A STRONG EUROPEAN IDEAL
- HUMAN-FIRST





# VALUES & CHARACTERISTICS

## VALUES

IN WHAT WE BELIEVE :

### BOLDNESS

Courage to invent its own model, originality as a means to disrupt the existing ones.

### HUMANISM

Focused on the development of human persons above all.

### OPENNESS

The curiosity to reach out to other cultures, people, knowledges, methods, and to learn from this sharing.

### ETHICS

In search of a fairer society model, in economic, social, and environmental terms.



## CHARACTERISTICS

THE WAY WE ACT :

### PIONEERING SPIRIT

Daring to propose, clearing the way to a new technological education.

### INCLUSION

Allowing people to pretend to a higher life thanks to a university in which everyone can find a place.

### CREATIVITY

Fostering creativity in the way people think and act.  
Having enough self-confidence and autonomy to constantly reinvent yourself.

### RESPONSIBILITY

Committed to moving towards this ideal little by little by having a constant attention on it and a reasoned way to act.

## KNOW HOW

**SHAPING AND TRANSMITTING A EUROPEAN MODEL OF TECHNOLOGY:  
HUMAN-CENTRIC AND SOCIETY-DRIVEN**

**HELPING EVERY STUDENT TO DEFINE THEIR ROLE IN SOCIETY AND GIVING  
THEM THE ABILITY TO SHAPE A BETTER WORLD**

**ENSURING EXCELLENCE FOR ALL**

By delivering a solid and high-level scientific education to every student.

By establishing long-term education partnerships with Companies, based on training & research

**EUROPE MUST SHAPE AND SHARE ITS OWN VISION  
OF TECHNOLOGICAL EDUCATION  
TO ADDRESS THE MAJOR CHALLENGES**

# VISION

WE BELIEVE IN A TECHNOLOGICAL  
EDUCATION THAT EMPOWERS CITIZENS  
AND IMPACTS SOCIETY TO BUILD A POWERFUL EUROPE  
OF THE CENTURY TO COME



## MISSION

Create and deploy a model to  
meet future challenges

# BUILDING AN IMPACTFUL EUROPEAN MODEL OF UNIVERSITY THAT RAISES RESPONSIBLE CITIZENS THROUGH TECHNOLOGY

Enlightened actors able  
to act for  
the common good

A technology that  
has a positive  
impact on society

# MANIFESTO

## ***HUMANITY IS FACING CHALLENGES OF UNEQUALLED MAGNITUDE:***

Climate change, overexploitation of resources, rising inequalities, the social consequences of the digital age... The answers necessarily go through technology.

## ***EUROPE HAS A STRONG VISION TO SHARE:***

A technology both human-centric and society-driven, respectful of individual freedoms and careful about our environment.

**At EUT+**, we believe in a technological education that empowers citizens and the society to build a powerful Europe.

Through the unprecedented alliance of eight technological universities, we have the ambition to build a new European model of education:

- ***An inclusive and diverse model, that helps every student to define their role in society.***
- ***A model that delivers a high-level scientific education & research, that allows everyone to achieve excellence through a long-term education.***
- ***A model that raises technological responsible citizens, and that gives its students the ability to act for a better world.***

**MANIFESTO**

**EUT+**

**EUROPEAN VALUES**

**EMPOWERING TECHNOLOGY**

**A MOTTO THAT WILL BE  
DECLINED FOR  
EACH TARGET**







## HASHTAGS RECOMMENDATIONS

### GENERIC

EUT Identity  
#EUTech  
#EUTechStories

Campus and program presentation  
#MeetMyEUT  
#WelcomeToMyEUT  
#OpenEUT

Ambassadors  
#EUTAmbassador

### SPECIFIC COMMUNITIES

Post-Bac  
#EUTexplorers  
#EUTJourney or #EUTAdventure

Master  
#EUTexplorers  
#EUTJourney or #EUTAdventure  
#EUTResearch

Doctorate  
#EUTexplorers  
#EUTJourney or #EUTAdventure  
#EUTResearch  
#EUTInno

Staff  
#EUTFamily  
#EUTPartner  
#EUTInno

Alumni  
#EUTFamily  
#EUTForever  
#EUTAlumni

### PARTNERS

#EUTPartner  
#EUTInno  
#MeetOurPartner

Ch. 3

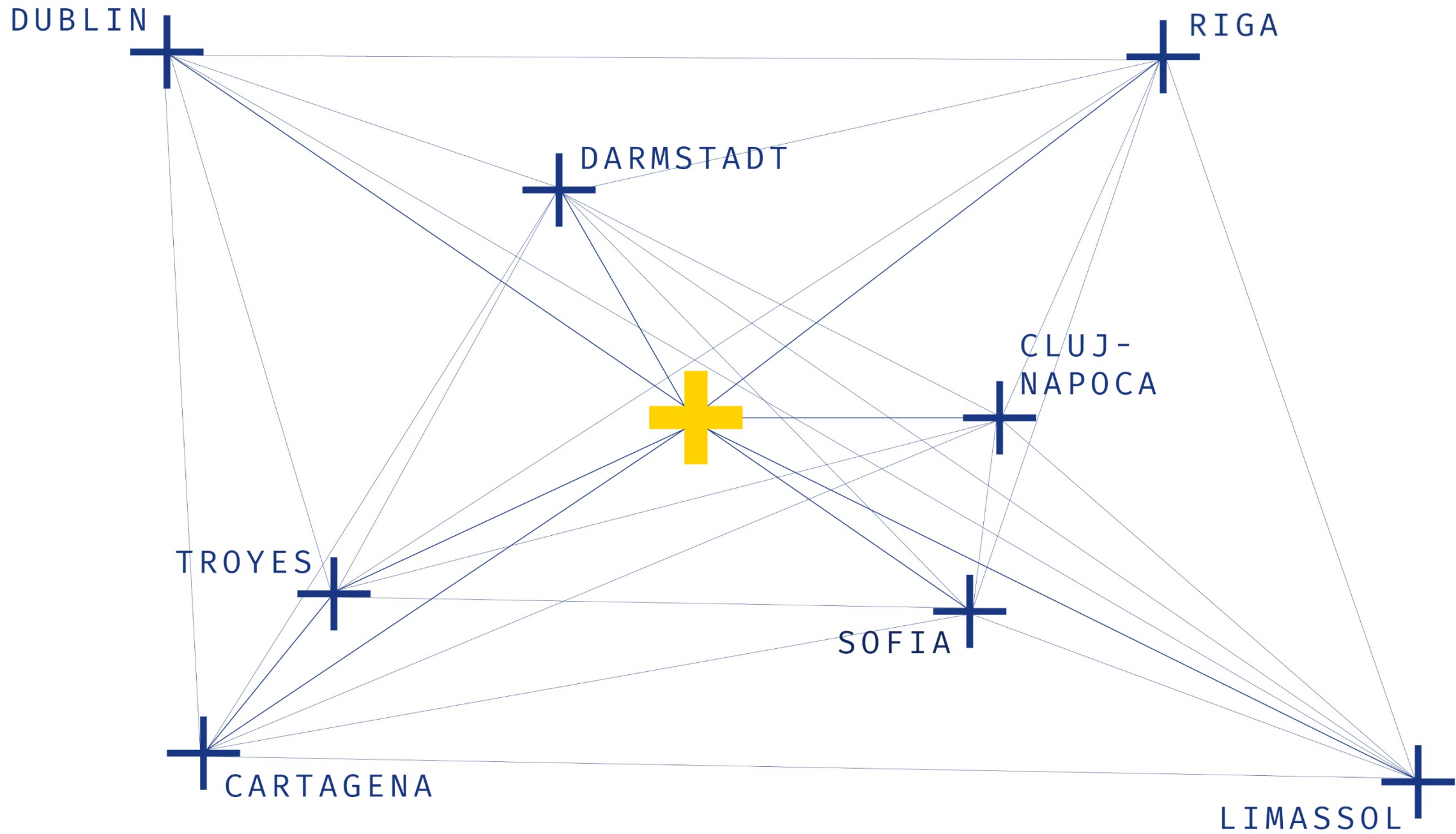
***EUT+***

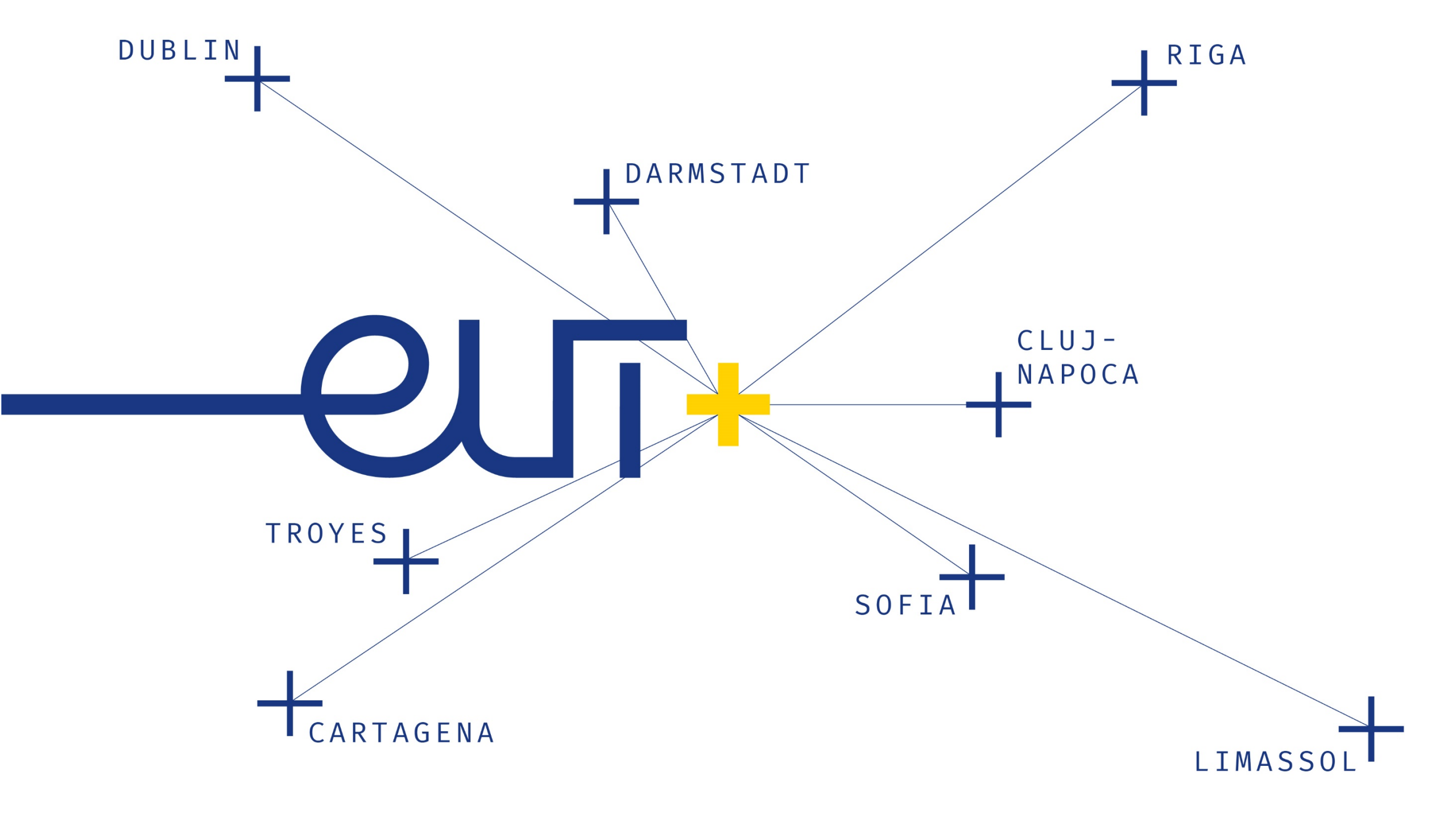
***VISUAL IDENTITY***











DUBLIN

RIGA

DARMSTADT

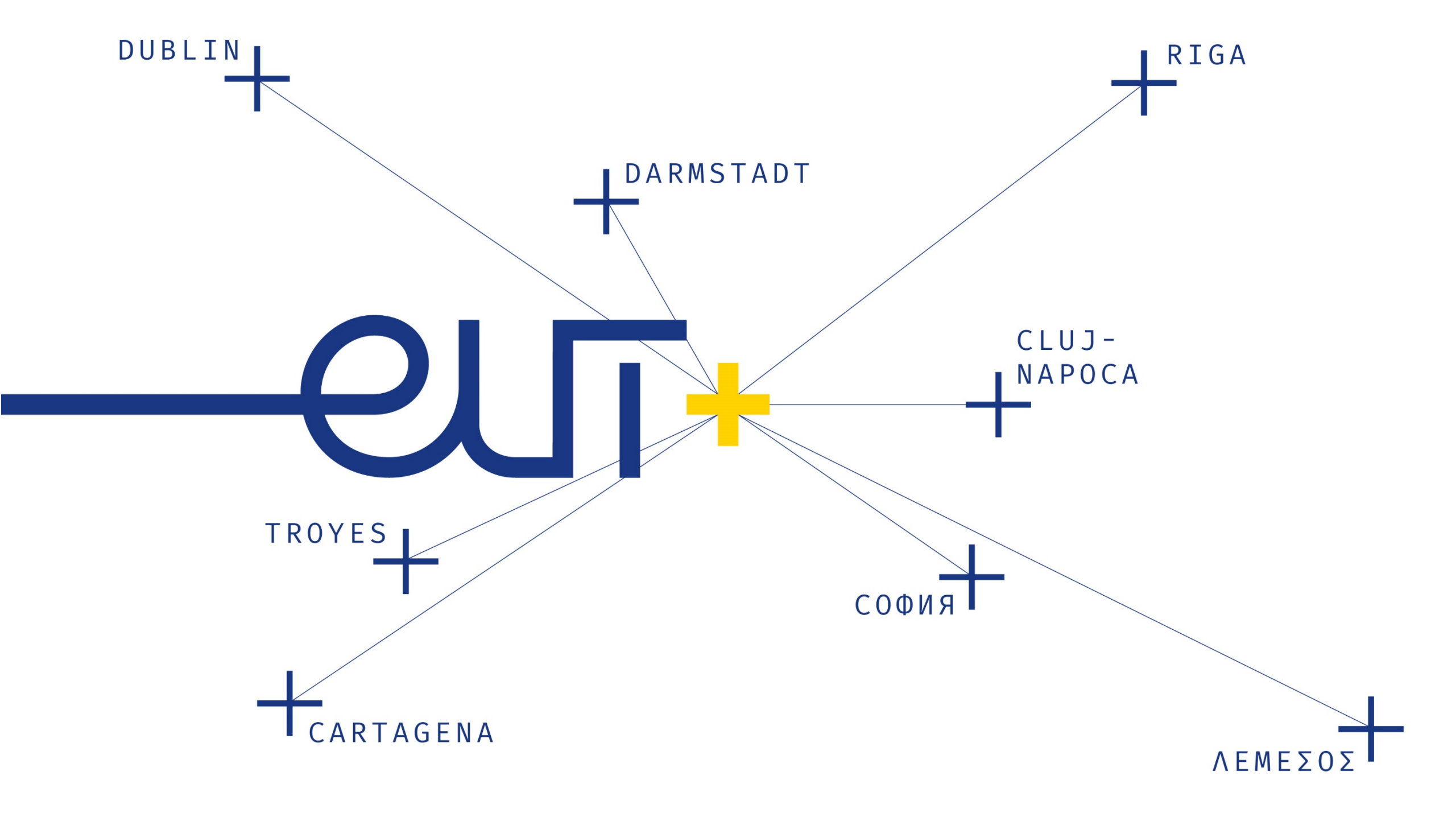
CLUJ-  
NAPOCA

TROYES

SOFIA

CARTAGENA

LIMASSOL



DUBLIN



DARMSTADT



RIGA



CLUJ-  
NAPOCA



TROYES



СОΦИЯ

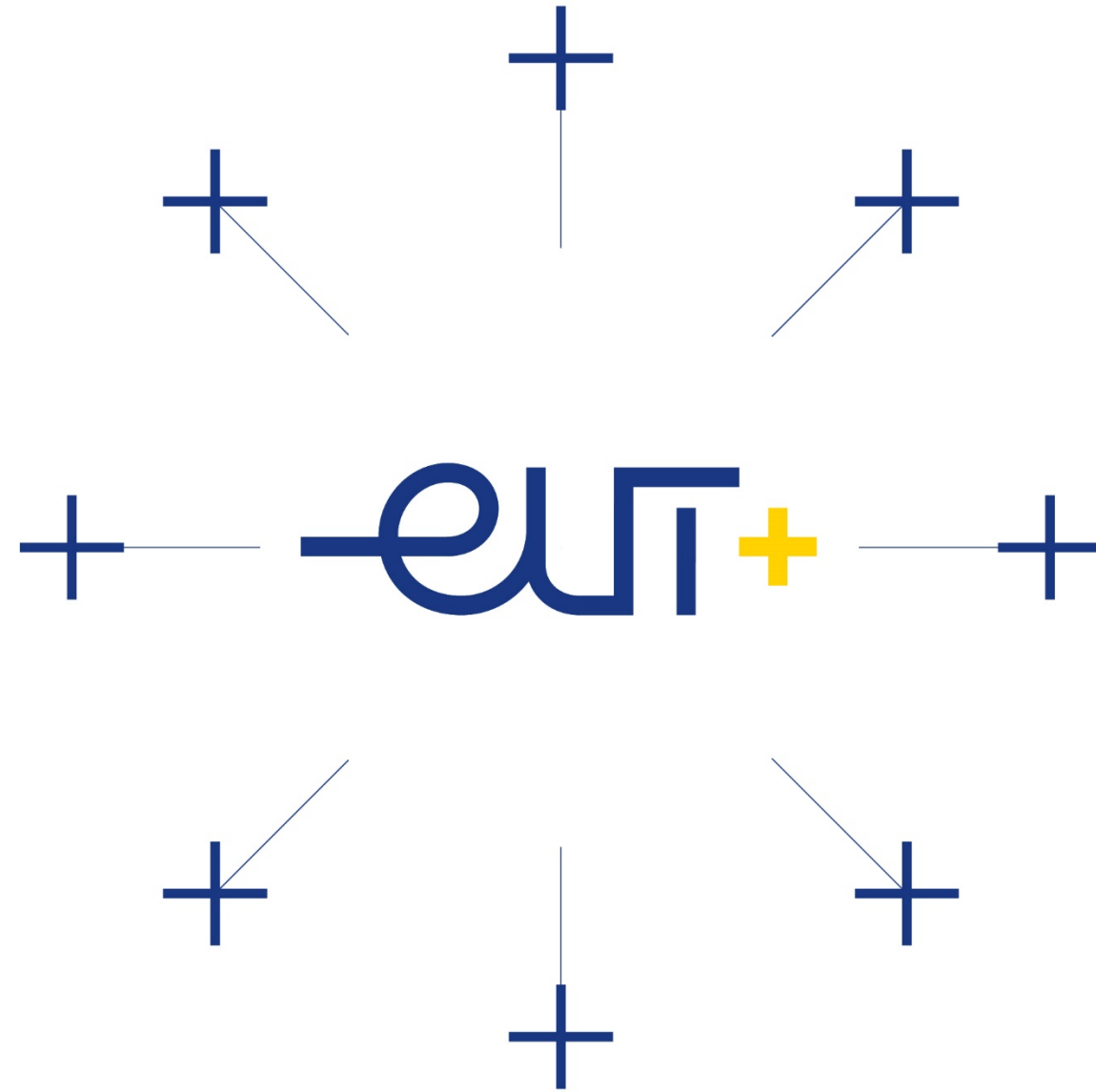


CARTAGENA



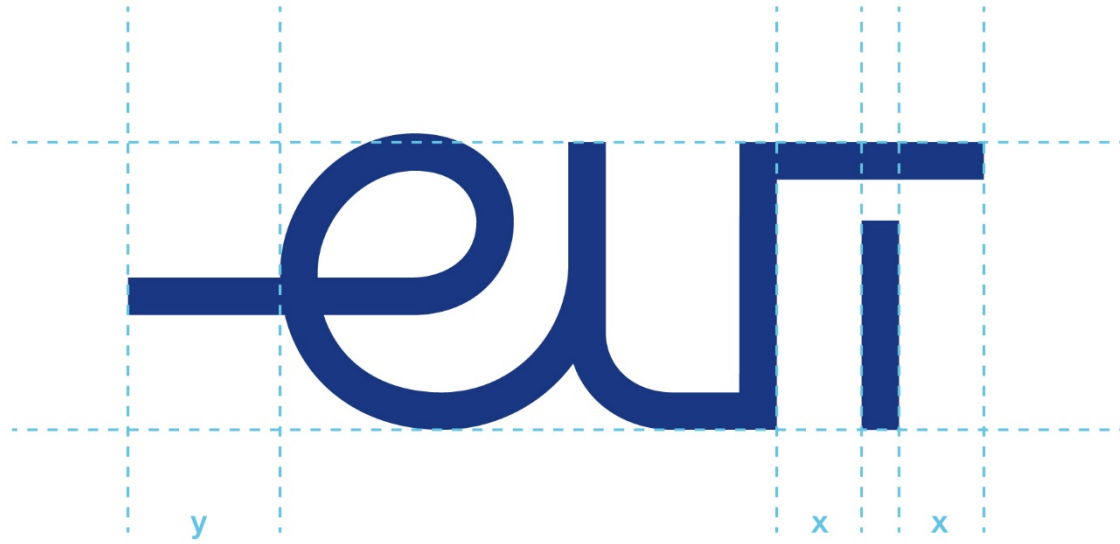
ΛΕΜΕΣΟΣ



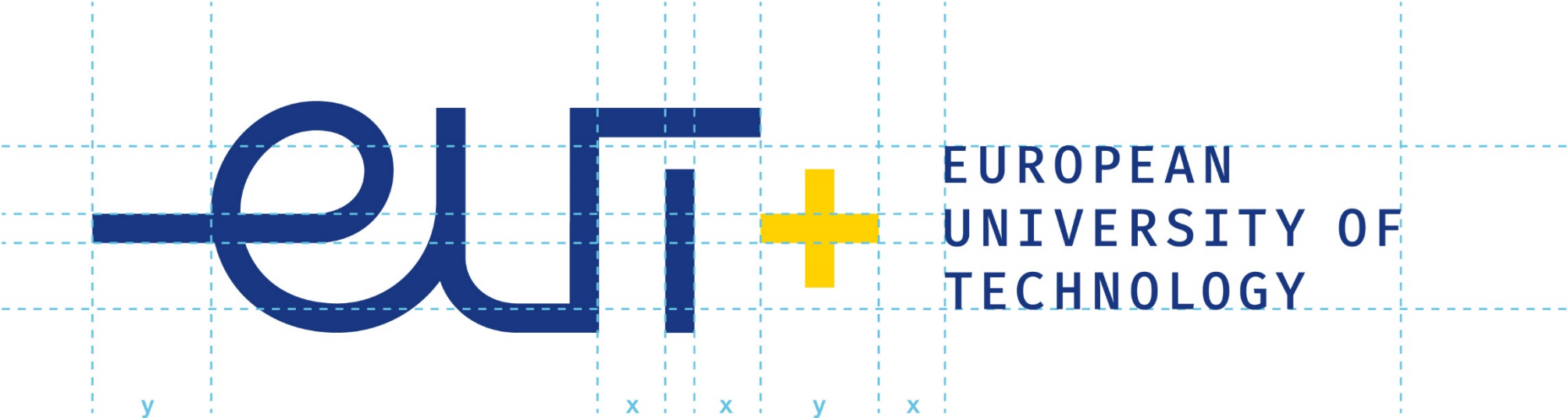




Selected route  
Construction & proportions



Horizontal version









# EUROPEAN VALUES EMPOWERING TECHNOLOGY

[www.univ-tech.eu](http://www.univ-tech.eu)





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VALUES  
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VALUES**

***EMPOWERING  
TECHNOLOGY***



**EUROPEAN  
VALUES  
EMPOWERING  
TECHNOLOGY**

**eut+** EUROPEAN UNIVERSITY OF TECHNOLOGY



**EUROPEAN  
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TECHNOLOGY**

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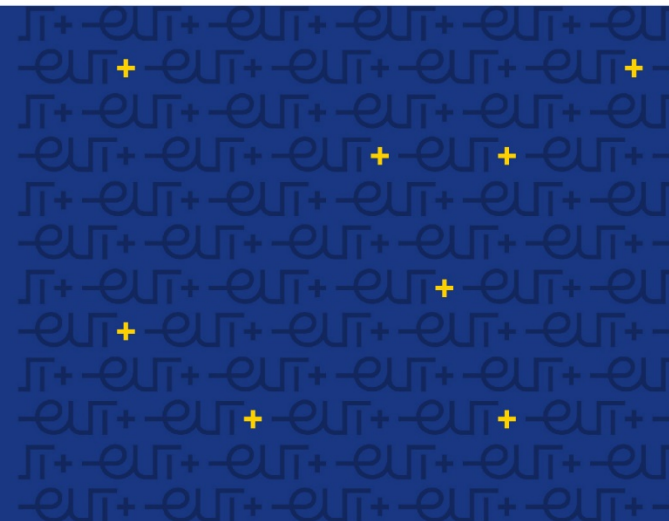
**EUROPEAN  
VALUES**  
**EMPOWERING  
TECHNOLOGY**

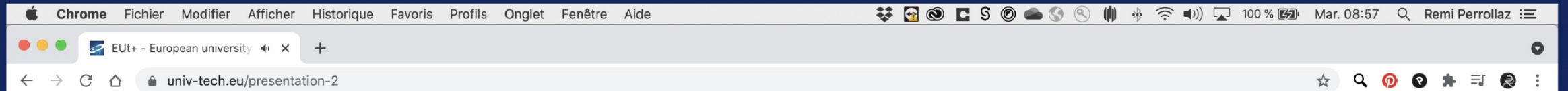
Instagram grid





**EUROPEAN VALUES**  
**EMPOWERING TECHNOLOGY**





THINK HUMAN FIRST

Registration, spe  EN



[PRESENTATION](#) [VISION](#) [ACADEMICS](#) [RESEARCH](#) [OPPORTUNITIES](#) [NEWS & EVENTS](#)

# EUROPEAN VALUES EMPOWERING TECHNOLOGY



## EUT+ - European university of technology



The **European University of Technology, EUT+** is the result of the alliance of eight European partners who share in common :

- › the "*Think Human First*" vision towards a **human-centred approach to technology**
- › the **ambition** to establish a **new type of institution on a confederal basis**

Through **EUT+**, the partners are committed to creating a **sustainable future** for students and learners in European countries, for the staff of each of the institutions and for the territories and regions where each campus is anchored.



THINK HUMAN FIRST

Registration, spe

EN



PRESENTATION

VISION

ACADEMICS


RESEARCH


OPPORTUNITIES

NEWS & EVENTS



# EUROPEAN VALUES EMPOWERING TECHNOLOGY

 Michel Barrier soutient l'Université Europ...  
À regarder ... Partager

 Thierry Breton à l'UTT - 25 ans +  
À regarder ... Partager

The poster features a dark blue background with a light blue map of Europe. Several university logos are placed on the map, each accompanied by a yellow plus sign. The logos include:

- T DUBLIN
- RIDA TECNICA UNIVERSITY
- h\_da HEDWIG-LEONOR-UNIVERSITÄT UNIVERSITY OF APPLIED SCIENCES
- utt UNIVERSITÄT TROTES
- UNIVERSITATEA TEHNICA
- UNIVERSITATEA DE TIPOGRAFIE
- UNIVERSIDAD POLITÉCNICA DE CARTAGENA
- Cyprus University of Technology

On the right side of the poster, the text reads:

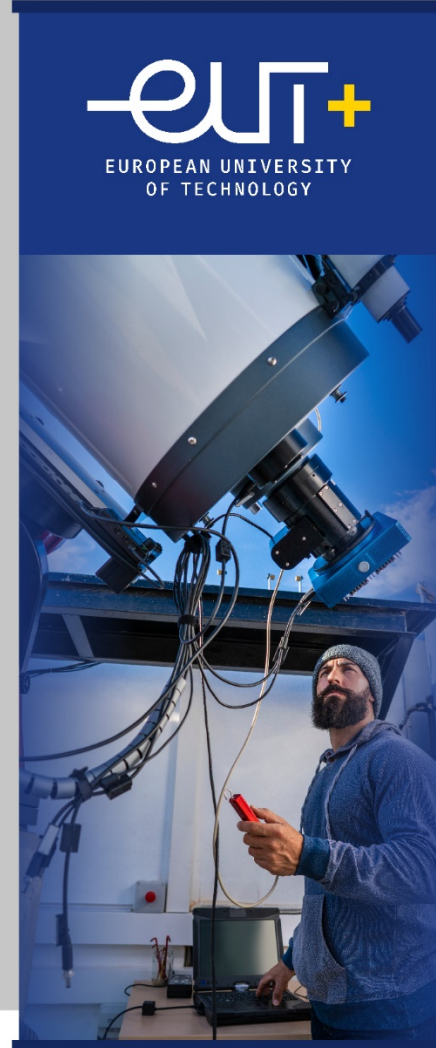
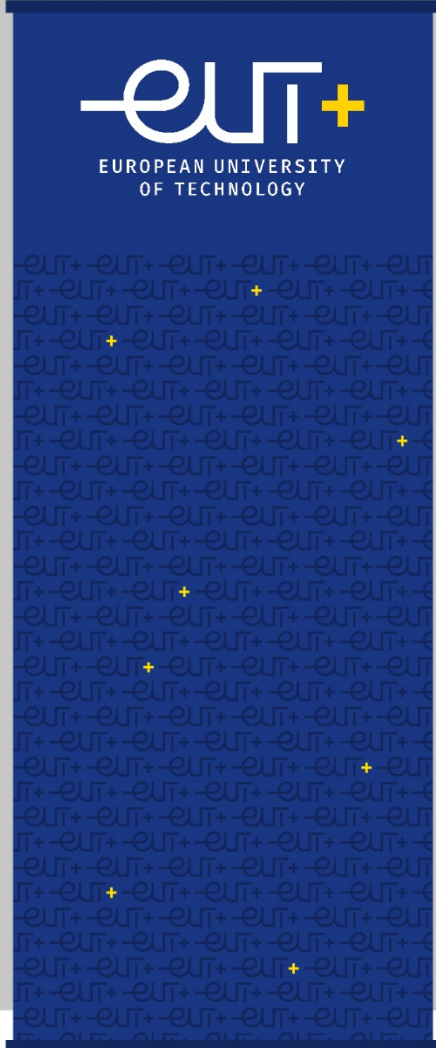
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OF TECHNOLOGY

**EUROPEAN  
VALUES  
EMPOWERING  
TECHNOLOGY**

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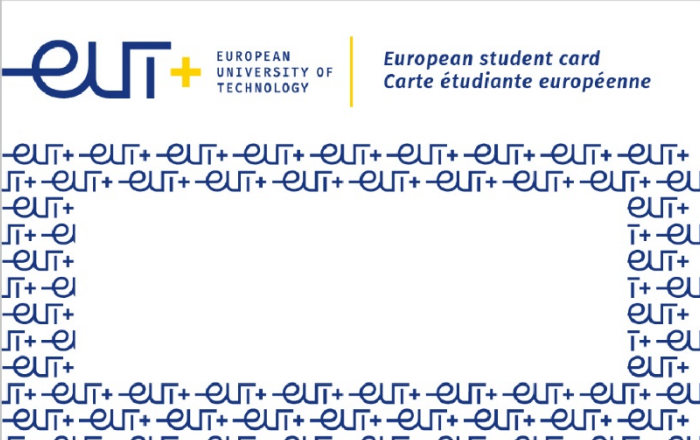
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POWERED BY



**STUDENT LIFE**



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**DOLOR SIT AMET  
LOREM IPSUM**

*Lorem ipsum dolor sit amet*



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**DOLOR SIT AMET  
LOREM IPSUM**

*Lorem ipsum dolor sit amet*



**eut+** EUROPEAN UNIVERSITY OF TECHNOLOGY

**DOLOR SIT AMET  
LOREM IPSUM**

*Lorem ipsum dolor sit amet*





**DOLOR SIT AMET  
LOREM IPSUM**



*Lorem ipsum dolor sit amet*



**DOLOR SIT AMET  
LOREM IPSUM**



*Lorem ipsum dolor sit amet*



**DOLOR SIT AMET  
LOREM IPSUM**



*Lorem ipsum dolor sit amet*





Goodies - Sweat shirt



Goodies -Mug







CY: ΕΥΡΩΠΑΪΚΟ ΤΕΧΝΟΛΟΓΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ  
BG: ЕВРОПЕЙСКИ ТЕХНОЛОГИЧЕН УНИВЕРСИТЕТ  
DE: EUROPÄISCHE HOCHSCHULE FÜR TECHNOLOGIE  
ES: UNIVERSIDAD EUROPEA DE TECNOLOGÍA  
LV: EIROPAS TEHNOLÓGIJU UNIVERSITĀTE  
RO: UNIVERSITATEA EUROPEANĂ DE TEHNOLOGIE  
FR: UNIVERSITÉ DE TECHNOLOGIE EUROPÉENNE  
GL: OLLSCOIL TEICNEOLAÍOCHTA NA HEORPA



Biggest name (for the exercise)

Horizontal versions



Vertical versions



# EUROPEAN VALUES EMPOWERING TECHNOLOGY

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# **BRAND PLATFORM & GRAPHIC GUIDELINES**

*DNA & brand system*



Ch . 1

# **BRAND PLATFORM**



# HERITAGE

**T**  
DUBLIN  
OILScoil TEICNEOLAIOCHTA  
BHAILÉ ATHA OLIATH  
TECHNOLOGICAL  
UNIVERSITY DUBLIN



1862  
RIGA TECHNICAL  
UNIVERSITY

h\_da  
HOCHSCHULE DARMSTADT  
UNIVERSITY OF APPLIED SCIENCES



utt  
UNIVERSITÉ DE TECHNOLOGIE  
TROYES



UNIVERSITATEA  
TEHNICĂ  
BUCUREȘTI



Universidad  
Politécnica  
de Cartagena



ТЕХНИЧЕСКИ УНИВЕРСИТЕТ  
СОФИЯ



Cyprus  
University of  
Technology



AN UNPRECEDENTED ALLIANCE +  
OF 8 UNIVERSITIES IN TECH EDUCATION  
& RESEARCH

MULTI-CULTURALISM +

A STRONG EUROPEAN IDEAL +

HUMAN-FIRST +

# KNOW HOW

**+ SHAPING AND TRANSMITTING A EUROPEAN MODEL OF TECHNOLOGY :  
HUMAN-CENTRIC AND SOCIETY-DRIVEN**

**+ HELPING EVERY STUDENT TO DEFINE THEIR ROLE IN SOCIETY  
AND GIVING THEM THE ABILITY TO SHAPE A BETTER WORLD**

**+ ENSURING EXCELLENCE FOR ALL**

By delivering a solid and high-level scientific education to every student.

By Establishing long-term education partnerships with Companies, based on training & research

**EUROPE MUST SHAPE  
AND SHARE ITS OWN VISION  
OF TECHNOLOGICAL EDUCATION  
TO ADDRESS THE MAJOR CHALLENGES  
OF THE CENTURY TO COME**

# VISION

**WE BELIEVE IN A TECHNOLOGICAL  
EDUCATION THAT EMPOWERS CITIZENS  
AND IMPACTS SOCIETY TO BUILD  
A POWERFUL EUROPE**

# MISSION

Create and deploy  
a model to meet  
future challenges

## **BUILDING AN IMPACTFUL EUROPEAN MODEL OF UNIVERSITY THAT RAISES RESPONSIBLE CITIZENS THROUGH TECHNOLOGY**

Enlightened actors  
able to act for  
the common good

A technology that  
has a positive  
impact on society

# MANIFESTO

## **HUMANITY IS FACING CHALLENGES OF UNEQUALLED MAGNITUDE:**

Climate change, overexploitation of resources, rising inequalities, the social consequences of the digital age...  
The answers necessarily go through technology.

## **EUROPE HAS A STRONG VISION TO SHARE:**

A technology both human-centric and society-driven, respectful of individual freedoms and careful about our environment.  
**At EUT+**, we believe in a technological education that empowers citizens and the society to build a powerful Europe.  
Through the unprecedented alliance of eight technological universities, we have the ambition to build a new European model of education:

- + An inclusive and diverse model, that helps every student to define their role in society.**
- + A model that delivers a high-level scientific education & research, that allows everyone to achieve excellence through a long-term education.**
- + model that raises responsible citizens through technology, and that gives its students the ability**

# EUROPEAN VALUES

# EMPOWERING TECHNOLOGY

**T**  
DUBLIN  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

1862  
RIGA TECHNICAL  
UNIVERSITY

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HOCHSCHULE DARMSTADT  
UNIVERSITY OF APPLIED SCIENCES

utt  
UNIVERSITÉ DE TECHNOLOGIE  
TROYES

UNIVERSITATEA  
TEHNICĂ  
DIN CLUJ-NAPOCA

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СОФИЯ

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University of  
Technology

Ch . 2

# **GRAPHIC GUIDELINES**



# LOGOTYPES

## Versions & declinations

<b>COLORS</b> CMJN/ RVB / PANTONE	<b>SEMI-RESERVE</b> CMJN/ RVB / PANTONE	<b>RESERVE</b>	<b>GRAYSCALE</b>	<b>BLACK</b>
<p>HORIZONTAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p> <p>VERTICAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p>	<p>HORIZONTAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p> <p>VERTICAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p>	<p>HORIZONTAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p> <p>VERTICAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p>	<p>HORIZONTAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p> <p>VERTICAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p>	<p>HORIZONTAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p> <p>VERTICAL VERSION</p>  <p>EUROPEAN UNIVERSITY OF TECHNOLOGY</p>
<p>Il existe <b>deux versions du logotype</b> : Une <b>version horizontale</b> et une <b>version verticale</b>. La version horizontale sera toujours accolée au bord gauche des supports, tandis que la version verticale permet une utilisation centrée dans la page. Des versions <b>CMJN</b>, <b>RVB</b> et <b>PANTONE</b> existent pour chacun des logotypes.</p> <p><b>CMJN</b> : privilégier cette version du logotype sur les supports print.</p> <p><b>RVB</b> : privilégier cette version du logotype pour toutes les applications sur écran.</p> <p><b>PANTONE</b> : privilégier cette version du logotype sur les supports spécifiques préférant une impression en tons directs.</p>		<p>La déclinaison "reserve" est destinée à des usages restreints. Elle ne sera utilisée que lorsqu'il est impossible d'utiliser la déclinaison "Semi-reserve". Dans le cas contraire, il faudra toujours privilégier les déclinaisons "couleurs" et "semi-reserve".</p>	<p>La déclinaison en "valeurs de gris" sera elle aussi utilisée pour des usages spécifiques restreints. Quand l'impression couleurs n'est pas possible par exemple.</p>	<p>La déclinaison "Noire" sera utilisée pour des usages spécifiques restreints également. Notamment quand l'impression en valeurs de gris n'est pas possible.</p>

# LOGOTYPES

## "MEMBER OF" management



MEMBER OF



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TECHNOLOGY



MEMBER OF



EUROPEAN  
UNIVERSITY OF  
TECHNOLOGY



MEMBER OF



EUROPEAN  
UNIVERSITY OF  
TECHNOLOGY



Cyprus  
University of  
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de Cartagena

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# LOGOTYPES

## Translated versions

### HORIZONTAL VERSIONS

#### BULGARIAN TRANSLATION



#### GAELIC TRANSLATION



#### SPANISH TRANSLATION



#### GERMAN TRANSLATION



#### LATVIAN TRANSLATION



#### ROMANIAN TRANSLATION



#### FRENCH TRANSLATION



#### CYPRIOTE TRANSLATION



### VERTICAL VERSIONS

#### BULGARIAN TRANSLATION



#### GAELIC TRANSLATION



#### SPANISH TRANSLATION



#### GERMAN TRANSLATION



#### LATVIAN TRANSLATION



#### ROMANIAN TRANSLATION



#### FRENCH TRANSLATION



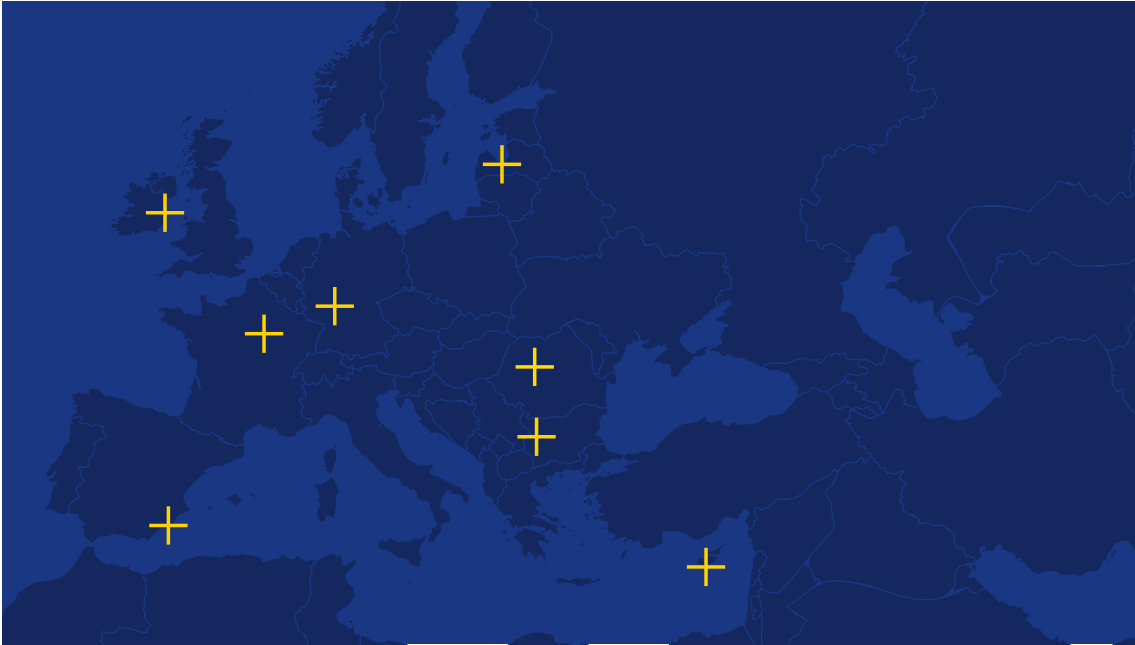
#### CYPRIOTE TRANSLATION



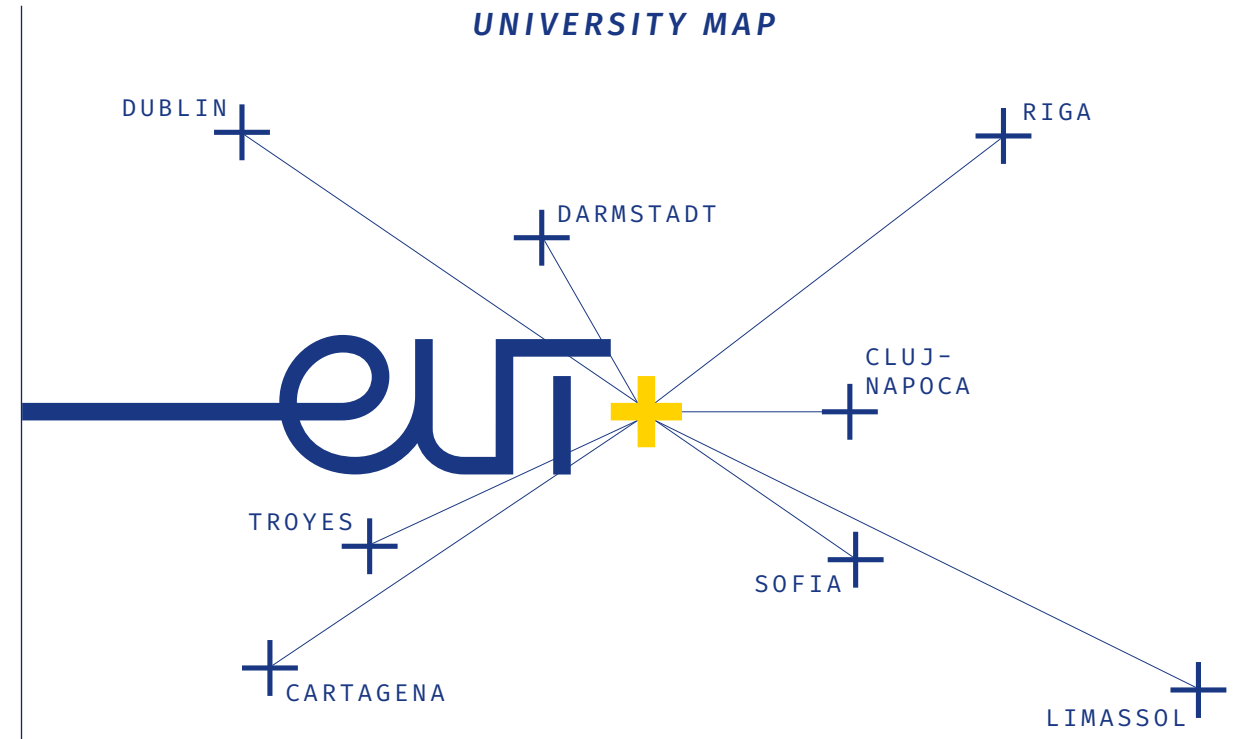
# GRAPHIC ELEMENTS

## Maps

EUROPEAN MAP



UNIVERSITY MAP



Pour utiliser la map européenne veuillez utiliser les fichiers nommés :

*EUT+\_EUROPEAN\_MAP\_RVB (supports digitaux)*  
*EUT+\_EUROPEAN\_MAP\_CMJN (supports print)*

Pour utiliser la map des universités veuillez utiliser les fichiers nommés :

*EUT+\_UNIVERSITY\_MAP\_RVB (supports digitaux)*  
*EUT+\_UNIVERSITY\_MAP\_CMJN (supports print)*

Ch . 3

# APPLICATIONS

# MANIFESTO



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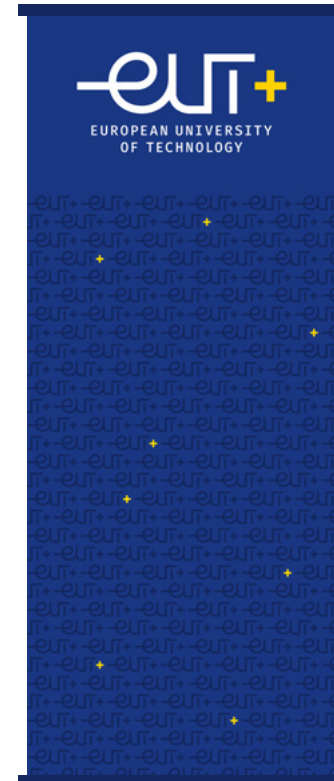
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# EXHIBITION ELEMENTS

stand







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UNIVERSITY OF  
TECHNOLOGY

CONTACT :

**LÉONOR MANENT**

*Brand and corporate  
identity strategic planner*

LEONOR.MANENT@UTT.FR

