



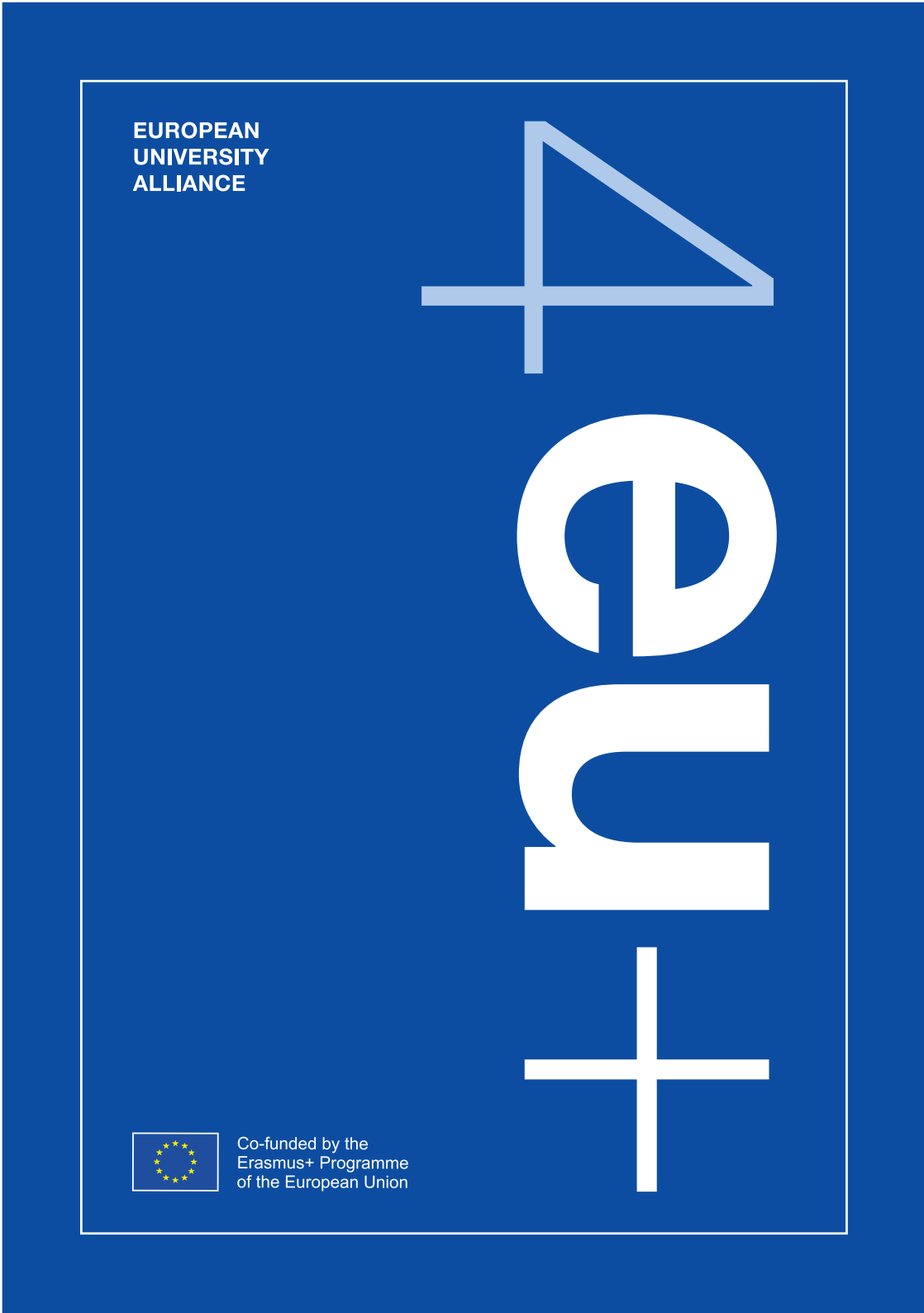
EUROPEAN
UNIVERSITY
ALLIANCE

Merchandise – guidelines

CONTENTS

03	A5 Notepad
04	Pens
05/06	Mugs
07/08	T-shirts
09/10	Tote bag

All graphic elements are vector based, and can be scaled to size required.



A5 NOTEPAD COVER (148,5 x 210 mm)
PRINT COLOURS: CMYK

PEN COLOUR 4eu+ Blue (Pantone Reflex Blue C)

PRINT: 2-colours White Pantone Yellow

Extended logo + Erasmus logo
(recommended version)



Extended logo



Primary logo



LOGO FILES

PRINT: 2-colours

White Pantone Yellow



PRINT: 1-colour White



PEN COLOUR White

PRINT: CMYK

Extended logo + Erasmus logo
(recommended version)



Extended logo



Primary logo



LOGO FILES



PRINT: CMYK

FRONT RIGHT



FRONT LEFT

LOGO FILE



PRINT MOTIF: adjust to size of specific mug print area

MUG COLOUR: BLUE GLAZED

■ 4eu+ Blue (Pantone Reflex Blue C)

PRINT 2-COLOUR: □ White ■ Pantone Yellow

FRONT RIGHT



LOGO FILE



**EUROPEAN
UNIVERSITY
ALLIANCE**



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

MUG COLOUR: ☐ White

PRINT 4-COLOUR: CMYK

FRONT LEFT



T-SHIRT COLOUR RANGE

T-shirt textile colours should be matched as far as possible with Pantone colour values. Each design style can be printed on the 6 different colours in the range.



4eu+ Red (Pantone 485 C)



4eu+ Apricot (Pantone 124 C)



4eu+ Lime (Pantone 7745 C)



4eu+ Plum (Pantone 682 C)



4eu+ Cyan (Pantone 2995 C)



Black



DESIGN STYLE 1



DESIGN STYLE 2



DESIGN STYLE 3



DESIGN STYLE 4



DESIGN STYLE 5



FRONT LOGO STYLE 1
PRINT 1-COLOUR WHITE

FRONT LOGO STYLE 2
PRINT 1-COLOUR WHITE



FRONT LOGO STYLE 3
PRINT 1-COLOUR WHITE



FRONT LOGO STYLE 4
PRINT 1-COLOUR WHITE

EUROPEAN
UNIVERSITY
ALLIANCE



FRONT LOGO STYLE 5
PRINT 3-COLOUR:
WHITE + PANTONE REFLEX BLUE + PANTONE YELLOW

EUROPEAN
UNIVERSITY
ALLIANCE



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



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

ARM LOGO FOR STYLES 1, 2 & 4
PRINT 3-COLOUR:
WHITE + PANT. REFLEX BLUE +

EUROPEAN
UNIVERSITY
ALLIANCE



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

ARM LOGO FOR STYLE 3
PRINT 3-COLOUR:
WHITE + PANT. REFLEX BLUE + PANT. YELLOW

BLUE TOTE BAG
TEXTILE COLOUR GUIDE

 4eu+ Blue
Pantone Reflex Blue C

PRINT 3-COLOURS
 White  Pantone Yellow
 4eu+ Light Blue (Pantone 658C)

WHITE TOTE BAG
TEXTILE COLOUR GUIDE

 Natural White

PRINT 3-COLOURS
 4eu+ Blue (Pantone Reflex Blue)
 4eu+ Light Blue (Pantone 658C)
 Pantone Yellow





**EUROPEAN
UNIVERSITY
ALLIANCE**



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



**EUROPEAN
UNIVERSITY
ALLIANCE**



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