

The logo for ENVHEI is a dark blue circle containing the text 'ENVHEI' in white. The letter 'V' is stylized with a green leaf-like shape extending from its right side. The background of the page features a vertical grey bar on the left and a cluster of colorful circles (dark blue, light blue, green, yellow, and dark green) on the right.

ENVHEI

DELIVERABLE REPORT

WP1. Project Management

D1.3_1

Visual Identity Guidelines

P. No. 2024-1-ES01-KA220-HED-000246733

WP Leader: ULE

Submission date: 2026.01.12



PROJECT DETAILS

Project acronym	Project title
ENVIHEI	Student-Centered Learning for Environmental Sustainability at Higher Education Institutions
Project number	Funding scheme
2024-1-ES01-KA220-HED-000246733	Erasmus+ Programme (KA220-HED) Key Action 2: Cooperation among organizations and institutions, EAC/A07/2023
Project duration	Funding body
December 1 st , 2024 – November 30 th , 2026	ES01 – Servicio Español para la Internacionalización de la Educación (SEPIE)

ENVIHEI CONSORTIUM



DOCUMENT INFORMATION

Deliverable ID	Title
D1.3_1	Visual Identity Guidelines
Delivery date	Activity
2026.01.12	A1.3 Visual identity and logo design
Author	Work Package
ULE	WP1





REPORT DETAILS

Submission Date	Number of pages
2026.01.12	10

DOCUMENT HISTORY

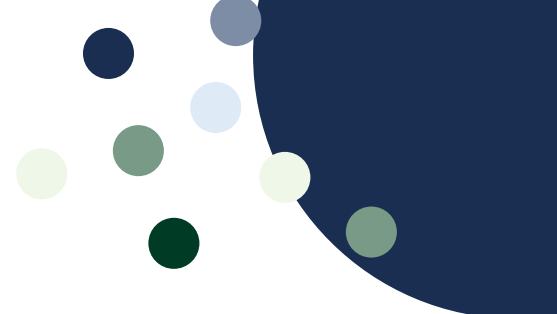
Date	Author	Reason for modification	Status
February 2025	MUL	Created by Anja Vujakovic	Draft
February 2025	ALL	Approved during Transnational meeting (Aida Guerra, Tom Kuppens, Leonore Peer, Dariusz Buchczik, Angela Taboada)	Revised
March 2025	ULE	Shared with ALL	Draft
November 2025	ALL	Shared with ALL	Revised
January 2026	ULE		Final

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CONTENTS

PROJECT SUMMARY	5
WORK PACKAGE 1 – MAIN AIMS & TASKS	5
PURPOSE	5
VISUAL IDENTITY GUIDELINES	6
Logos and logo usage	6
1. Project’s logo	6
2. Erasmus+ and Co-funded by European Union logos	6
Colour palette	7
Typography	7
COMMUNICATION TOOLKIT	8
Corporate templates	8
Roll-up	9
Merchandising	9
CONCLUSIONS	10



PROJECT SUMMARY

The ENVIHEI project (Student-centered learning for ENVironmental sustainability at Higher Education Institutions) is a two-year Erasmus+ KA220-HED initiative that brings together five European universities: Universidad de León (Spain, coordinator), Montanuniversität Leoben (Austria), Silesian University of Technology (Poland), Hasselt University (Belgium), and Aalborg University (Denmark).

The project addresses one of the most pressing challenges for Europe: the need to integrate environmental sustainability and green competences into higher education curricula in order to support the goals of the European Green Deal and the EU's GreenComp framework. Despite the publication of the GreenComp conceptual model in 2022, there is a lack of tested tools and approaches for adapting these competences to real higher education environments and, in particular, to technical and engineering study programs.

WORK PACKAGE 1 – MAIN AIMS & TASKS

Work Package 1 (WP1) focuses on overall Project Management and ensures the effective coordination, implementation, and monitoring of the ENVIHEI project. Its main objectives include **supervising all project management aspects**, **monitoring project progress**, establishing and applying **quality assurance procedures**, and implementing a **risk management strategy** to anticipate and mitigate potential challenges. WP1 also covers the development of the **project's visual identity**, including logo creation, the preparation and periodic revision of a comprehensive **green project plan**, as well as **the facilitation of effective communication** among partners, the Advisory Board, and external stakeholders, to support strategic decision-making, continuous risk detection, evaluation, and alignment with project goals. Additionally, it comprises tasks such as organizing meetings, preparing and submitting financial and internal reports, and administering the budget in connection with task implementation and the quality of project outcomes.

PURPOSE

The ENVIHEI visual identity ensures a coherent and professional presentation of the project across all platforms and materials. This guidance helps partners maintain visual consistency in documents, presentations, digital content, and communication tools, enhancing project visibility and recognition within and beyond the consortium.



VISUAL IDENTITY GUIDELINES

Logos and logo usage

As part of the Erasmus+ project communication and dissemination requirements, several official project logos must be consistently used. These include the project's official logo as well as the logos of the funding and supporting bodies. All relevant logos must be included in every project-related document, output, product, and dissemination material to ensure proper visibility and compliance with Erasmus+ guidelines. The logos are detailed individually below. In particular, all ENVIHEI materials must include the following logos:

1. Project's logo



The official project logo for ENVIHEI was created through a logo design competition involving university students, with the aim of co-creating a visual identity that reflects the core values of the project and sustainability in higher education. Students were invited to submit creative designs, and the winning entry, created by Alicja Rabsztyn, a graduate in Interior Architecture, was selected to represent the project and will be featured across project materials and platforms. This collaborative approach ensured strong engagement with the project's mission and provided recognition to the designer.

2. Erasmus+ and Co-funded by European Union logos



**Co-funded by
the European Union**

Erasmus+

Enriching lives, opening minds.



Erasmus+
Enriching lives, opening minds.



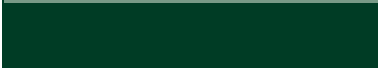
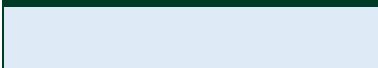




**Co-funded by
the European Union**



The Erasmus+ logo and the “Co-funded by the European Union” emblem are mandatory visual elements for the ENVIHEI project, reflecting its support under the Erasmus+ Programme and the European Union’s commitment to fostering sustainability and innovation in higher education. These logos must be clearly displayed on all project-related documents, communication materials, deliverables, and outputs, in accordance with the official Erasmus+ visibility and dissemination guidelines.

Colour palette

Colour	HEX	RGB
	#eff7e9	239, 247, 233
	#789a87	120, 154, 135
	#003c25	0, 60, 37
	#deebf7	222, 235, 247
	#7c8da5	124, 141, 165
	#1a2e52	26, 46, 82

As part of the ENVIHEI project’s visual identity, a dedicated colour palette has been defined to ensure a consistent and recognisable look and feel across all communication materials. Partners are kindly requested to use the official ENVIHEI colour palette in all visual outputs, including presentations, documents, and promotional materials. If other software or printing formats are used (e.g., CMYK, HSL), provided values in the following table can be easily converted from HEX using online tools. Consistent use of the agreed colours contributes to reinforcing the project’s identity and visibility in line with Erasmus+ communication guidelines.

Typography

Similarly, a consistent typographic system has been defined to ensure clarity, professionalism, and visual coherence across all communication materials. The official ENVIHEI fonts are Montserrat for headings and titles, and Nunito for body text, both publicly available via Google Fonts. Where the official fonts are not available, the





recommended alternative fonts may be used to maintain visual consistency and readability in line with the project’s identity guidelines.

Purpose	Recommended Font	Alternatives (Microsoft Office)	Best option
Headings, Titles	Montserrat	Calibri (Bold or Light) Century Gothic Corbet	Corbel Bold // Century Gothic
Body text	Nunito	Calibri Regular Trebuchet MS Arial Rounded MT Bold Segoe UI	Calibri Regular (documents) // Trebuchet MS Arial Rounded MT Bold (Social Media/Promo)

Project partners are kindly requested to apply these fonts consistently in all ENVIHEI-related outputs, including reports and deliverables, presentations, training materials, certificates, promotional materials (flyers, posters, and printed materials), website content, downloadable materials, and social media.

COMMUNICATION TOOLKIT

All communication materials are fully aligned with ENVIHEI’s visual identity and official logo guidelines. The existing communication tools are:

Corporate templates

To further support a consistent and professional visual identity, a set of official ENVIHEI templates has been developed for PowerPoint presentations (see Figure 1) as well as for the preparation of documents and reports (current document). These templates are designed to ensure visual coherence, readability, and alignment with the project’s branding guidelines. Project partners are kindly requested to use the official templates for all ENVIHEI-related presentations, deliverables, and written outputs whenever applicable.



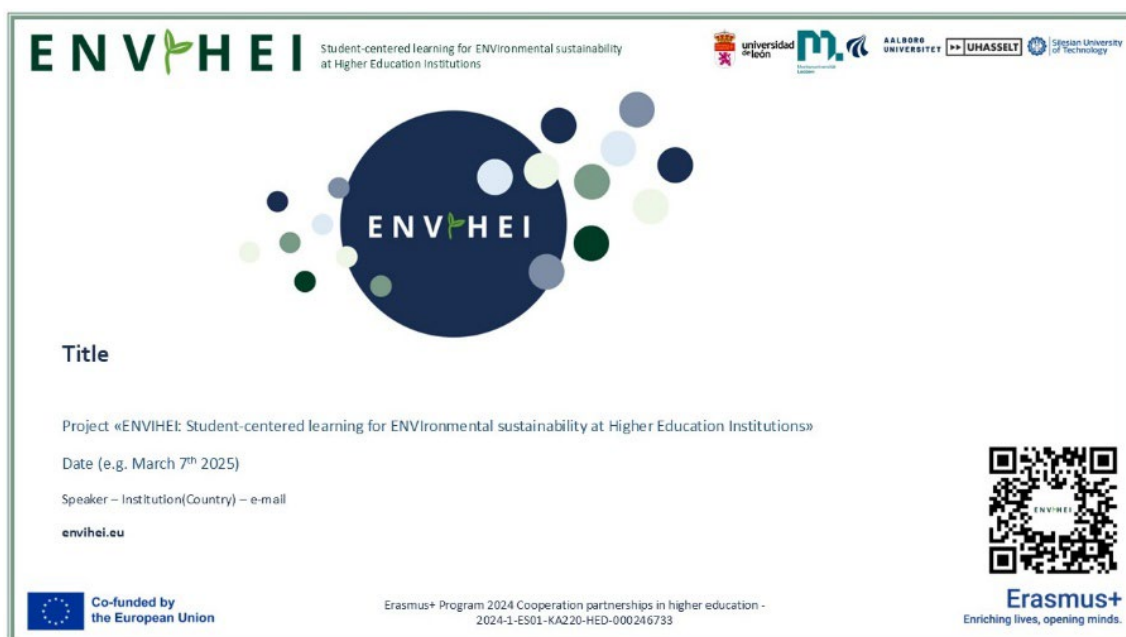


Figure 1. First slide of the template presentation to be used by consortium members when giving any project-related presentation. It includes all logos, project information, the title of the talk, the speaker, and the date.

Roll-up

In addition, an official ENVIHEI roll-up has been designed to support dissemination and outreach activities at presentations, public events, conferences, and dissemination fairs. The roll-up follows the project’s visual identity guidelines, ensuring consistent use of colours, typography, and branding elements. Its use contributes to increasing the project’s visibility and recognisability, while ensuring a coherent visual presence across different communication and dissemination contexts (Figure 2).

Merchandising

Furthermore, a set of ENVIHEI-branded merchandising materials has been produced to support dissemination activities and engagement with wider audiences. As an example, specific promotional items were designed for a dedicated outreach event within the project, namely the dissemination activity carried out during the Erasmus Days at the University of León scientific fair in October 2025. All merchandising items were developed in line with the ENVIHEI visual identity guidelines, contributing to increased visibility, recognition, and effective communication of the project’s objectives during public engagement events (see Figure 2).

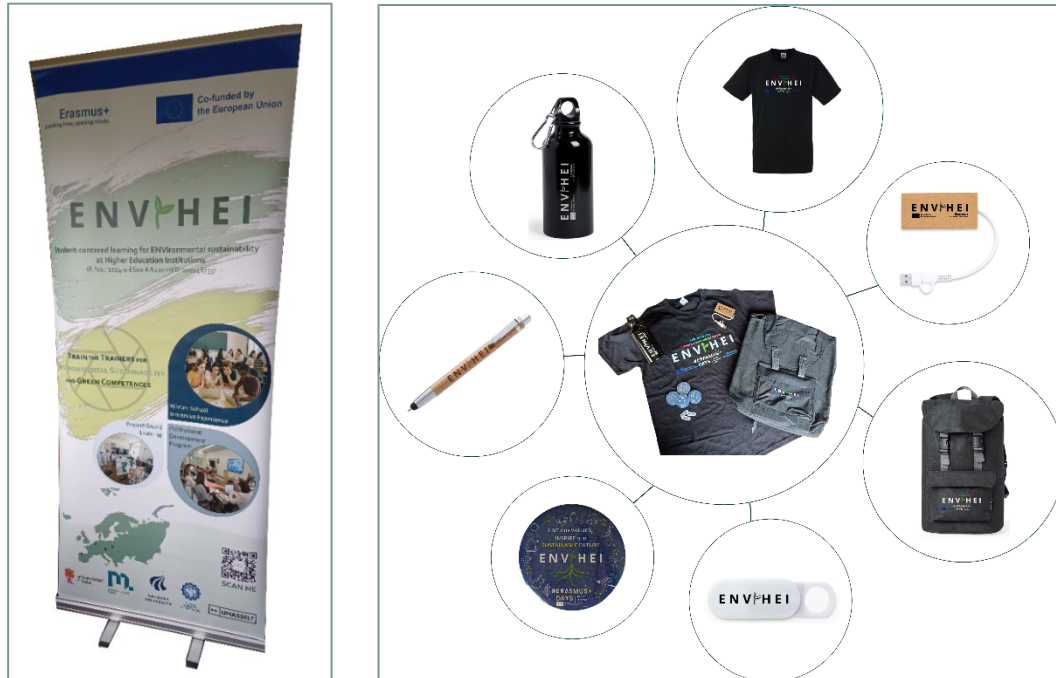


Figure 2. On the left, the project roll-up. On the right, various merchandising items produced for the Erasmus Days at the University of León (October 2025), including a reusable metal bottle, a t-shirt, a sustainable hub, a R-PET backpack, a webcam cover, a pin, and a sustainable pointer. All items feature the project’s logo, the Erasmus+ logo, and the “Co-funded by the European Union” logo.

CONCLUSIONS

In conclusion, a well-defined and consistently applied visual identity plays a key role in strengthening a project’s brand, visibility, and recognisability. The coordinated use of colour palettes, typography, templates, visual materials, and branded dissemination tools ensures a coherent and professional appearance across all communication channels and activities. This consistency not only supports clear and effective communication of the project’s objectives, but also reinforces its credibility and long-term recognition among stakeholders, participants, and the wider public.

