Corporate Identity Guideline

0. Table of Contents

1. Introduction

The European Association of Aerospace Students (EUROAVIA) is a European based students' initiative, and its main fields of activity are aerospace engineering and the adjacent fields. EUROAVIA was founded in 1959 and is governed by Dutch law. The main goal of all the activities that are organised from EUROAVIA is to strengthen the connection between the students and the aerospace industry and to stimulate its members to become aware and familiarise themselves with the traditions and the culture of the countries that comprise the association. Furthermore, EUROAVIA intends to inform and update all those who have a permanent presence in the field of aerospace about the skills and abilities that aerospace students have, being therefore, the international representative of the aerospace engineering students.

The Corporate Identity of EUROAVIA represents its main image, and needs, therefore, to be clear and aligned with the values of the Association. This document serves as a guideline for the EUROAVIA members, and it should be used as a reference when creating official documents on behalf of EUROAVIA, both International and Local Groups.
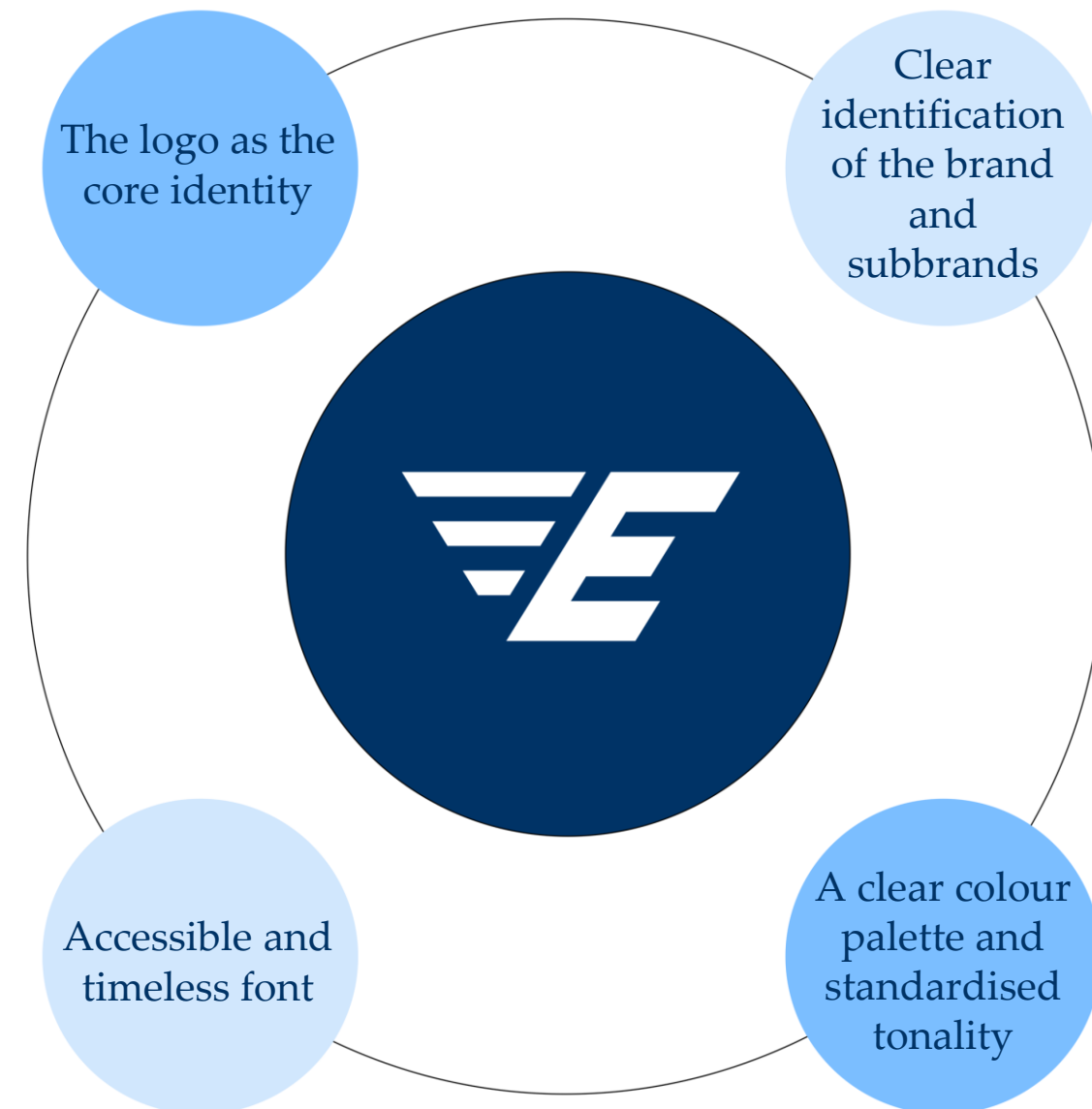
2. Golden Rules

A professional Corporate Identity achieved its uniform effect through the consistent use of few, clear elements and application rules.

EUROAVIA has defined these as:
- Logo
- Hierarchy of the brand and its subbrands
- Typographic limits
- Colour

The following rules give a brief overview of how to project a uniform image to the outside and inside.
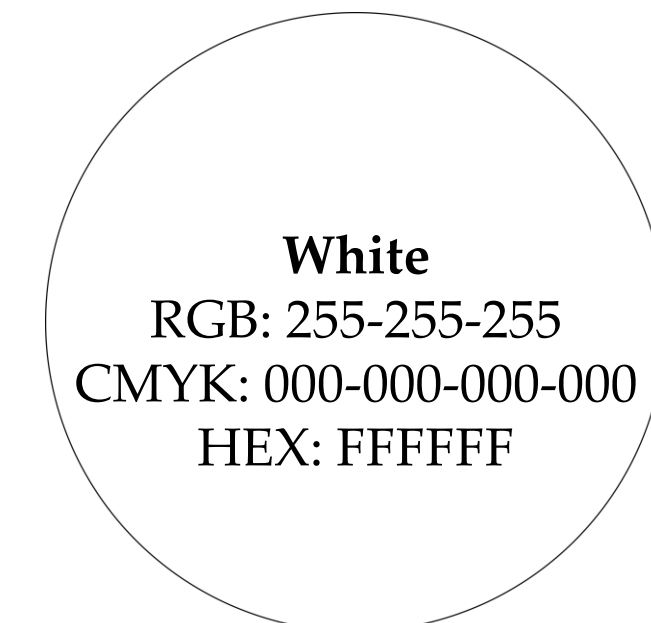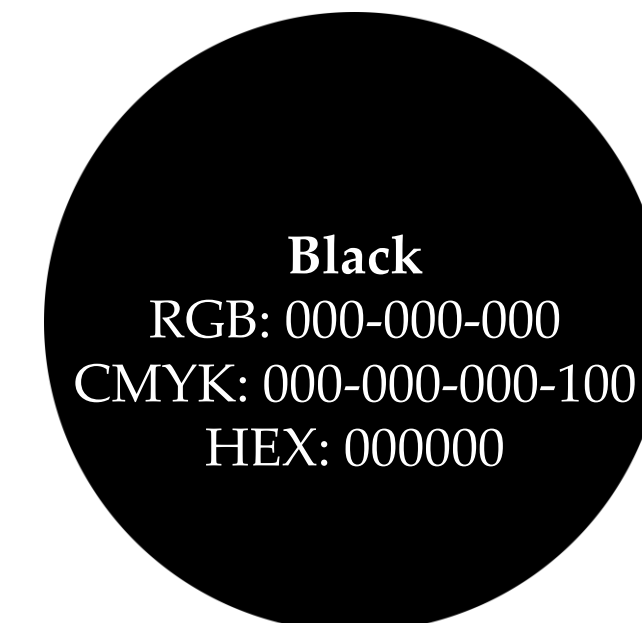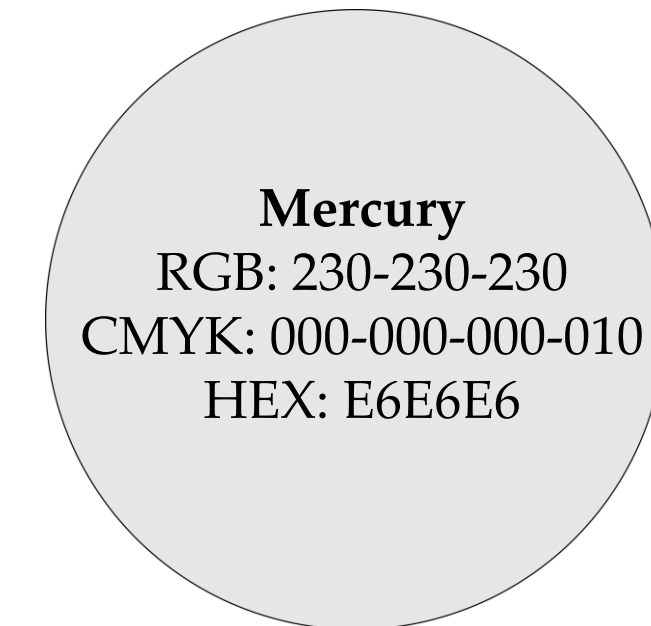
Accessible and timeless fonts

The open and transparent nature of EUROAVIA requires easy to use and accessible fonts. For this reason, the three different typefaces Calibri, Palatino and Jost* have been chosen. The circumstances on when to use each of these fonts are listed in the Typography section.

A clear colour palette and standardised tonality

The main colours to be used are "dark midnight blue", "mercury", black, and white.

The logo as the core identity

Clear identification of the brand and subbrands

Accessible and timeless font

A clear colour palette and standardised tonality

Dark Midnight Blue
RGB: 000-051-128
CMYK: 100-060-000-050
HEX: 003366

Mercury
RGB: 230-230-230
CMYK: 000-000-000-010
HEX: E6E6E6

Black
RGB: 000-000-000
CMYK: 000-000-000-100
HEX: 000000

White
RGB: 255-255-255
CMYK: 000-000-000-000
HEX: FFFFFF

3. Logo

The logo

The logo is the main symbol that identifies EUROAVIA as Corporate Identity. It is not possible to modify its design, but it can be used in every monochromatic colour variation provided in the CI package.


Sizing and Clear Space

The logo is described on a modular surface 11.72"x" · 8.43"x", being the value of "x" the one that establishes the unit of measurement, avoiding any inaccuracy in the proportion when the logo is used. When using the signature in print, make sure that all the details of the signature are clearly visible and discernible by adjusting the resolution of the printer. When using the signature digitally, it should be assured that it is clearly discernible on all commonly used devices (smartphones, laptops etc.).

There is no maximum size for the signature. However, it is recommended to be no larger than 25% of the page, and, regarding the minimum size, it must not be shorter than 6.25% of the page (digital or printed).

To ensure the clear visibility of the logo, a clear space of "x" must be kept free on all sides of the logo as shown in the following figure. This includes all graphics, taglines, photographs, and typography, as well as the edges or folds on a page. For background usage, please refer to the following section.
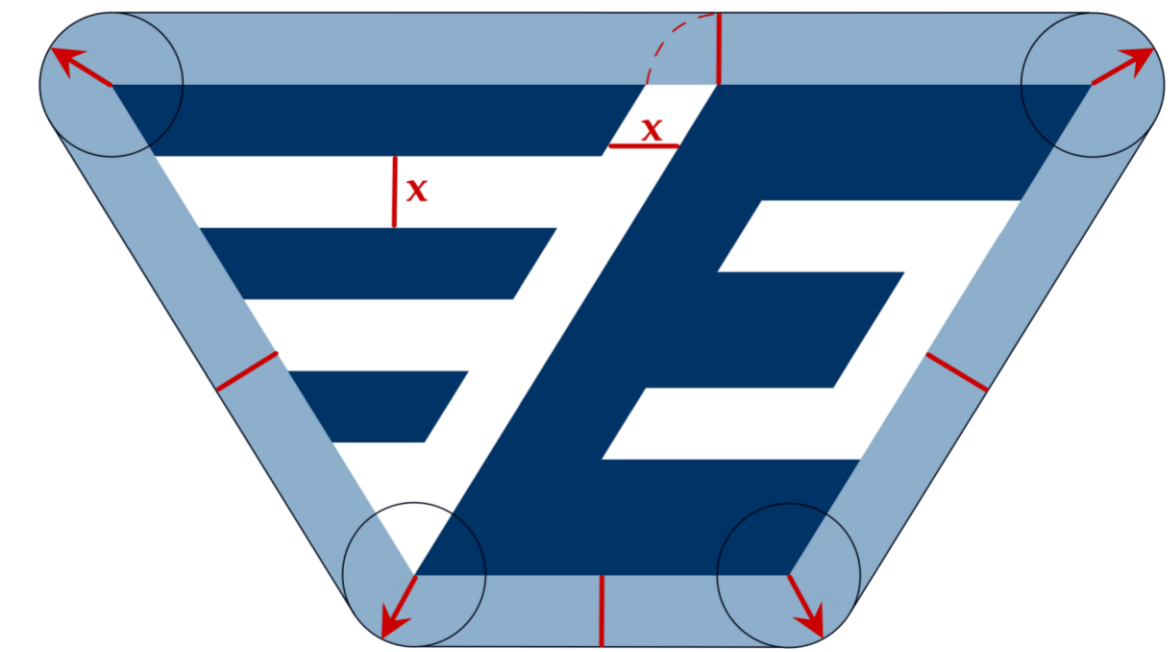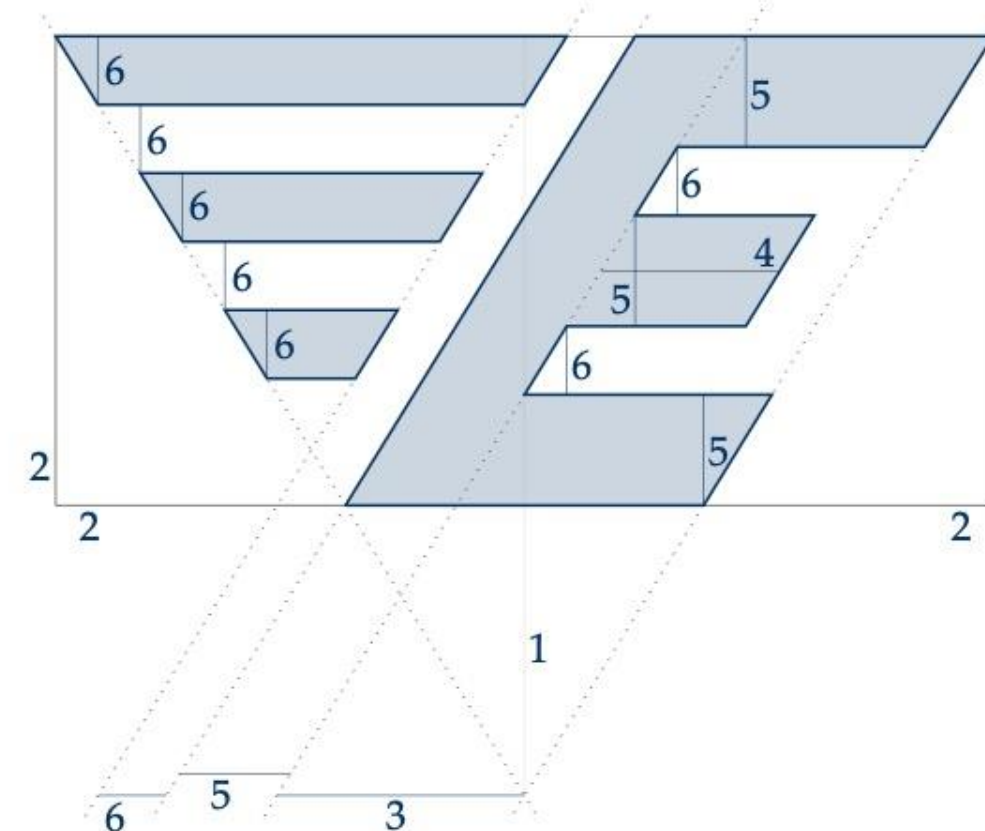
3.1. Background Control

When the logo colour is dark, ensure that it is set against a light background and vice versa to ensure a sufficient contrast and recognisability.

EUROAVIA's image is professional and easily recognisable. All usage of the EUROAVIA logo should be in line with the professional environment of the Association. It is therefore advisable to use background images including the corporate colours.

Always give apropiate contrast to the logo, don't use the blue logo with dark background
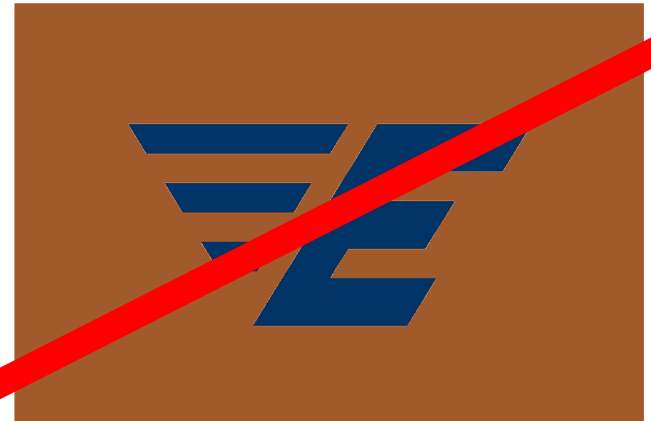
Always give apropiate contrast to the logo, don't use the gray logo with light background
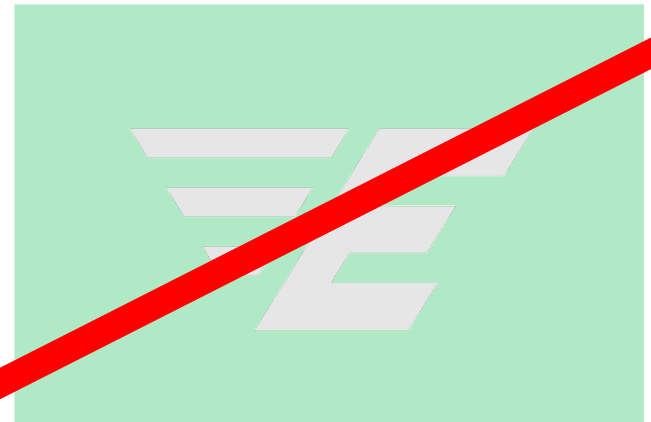
Don't use the blue logo with satured blue background

Don't use the gray logo with background with less than 50% of black

Don't use the blue logo with dark background images

Use the blue logo with light images but never put the logo with "busy" images

3.2. Colours

A clear colour palette and standardised tonality.

The main colours to be used are "dark midnight blue", "mercury", black, and white. Variations of colours that can be used in the official documents shown in section 7 and for graphic purposes are shown in the following pic.

The colours listed are the ones to be used for the EUROAVIA signature when designing a logo for international and local events, international and local Working Groups, as well as (P)AS/(P)AM.

Dark Midnight Blue
RGB   000-051-128
CMYK   100-060-000-050
HEX   003366

Mercury
RGB   230-230-230
CMYK   000-000-000-010
HEX   E6E6E6

Black
RGB   000-000-000
CMYK   000-000-000-100
HEX   000000

White
RGB   255-255-255
CMYK   000-000-000-000
HEX   FFFFFF

#003366

#003366	rgb(000, 051, 102)
#335c85	rgb(051, 092, 133)
#6685a3	rgb(102, 133, 133)
#99adc2	rgb(152, 173, 194)
#ccd6e1	rgb(204, 214, 225)

#000000

#000000	rgb(000, 000, 000)
#333333	rgb(051, 051, 051)
#666666	rgb(102, 102, 102)
#999999	rgb(153, 153, 153)

#E6E6E6

#E6E6E6	rgb(230, 230, 230)
#EBEBEB	rgb(235, 235, 235)
#F0F0F0	rgb(240, 240, 240)
#F5F5F5	rgb(245, 245, 245)

3.3. Unacceptable Usage

Never tilt the signature

Never apply gradients to the signature

Never outline the signature

Never add 3D-effects to the signature

Never stretch the signature

Do not obscure the signature in any way

Never use effects on the signature

Never compress the signature

4. (P)AS/(P)AM Logos

The (P)AS/(P)AM can create a logo themselves or ask the International Design WG for help. The design of the logo should be kept as simple as possible, avoiding details that could be lost when scaling down the image.
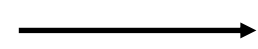
Colours and backgrounds

In order to simplify the usage of the logo, there should be a monochromatic version of the logo when possible; in such version, the EUROAVIA signature must remain monochromatic. The four official colours of EUROAVIA are listed in section 3.2, for printable purposes no transparency must be applied. The usage of multiple colours in a logo is discouraged as it would lead to a difficult usage on coloured backgrounds, but it is not forbidden.

As long as you can provide a monochromatic version of the whole logo, versions with coloured icons are allowed. If a monochromatic version cannot be provided, the coloured icons must always be outlined.

Logo approval

As stated in the bylaws, every logo must be approved during a Congress. However, the International Board can temporarily allow the usage of a logo before the official approval of a Congress when its design is in compliance with the Corporate Identity.

Temporarily logo modification

The logo can be temporarily modified for special occasions as holiday seasons or anniversaries. The modified logo must be sent to the International Design WG for a temporarily approval. **Only** during these occasions, the logo can be slightly obscured and its colours can be changed as showed in the following examples.


No monochromatic version. Hence, the icon must be outlined in the coloured version of the logo.

5. Tables and Diagrams

Presented are some examples of tables and diagrams, that conform to this design guide in colour and form.

Column 1	Column 2	Column 3
1,4142	4,6692	9,81
3,1415	1,2020	1013,25
2,71828	1,6180	1,66054

Column 1	Column 2	Column 3
1,3806	2,9979	1,4142
8,3145	5,6704	3,1415
6,6261	224113	2,71828

- 31% New Members
- 42% Other Active
- 25% Alumni
- 2% WG Members
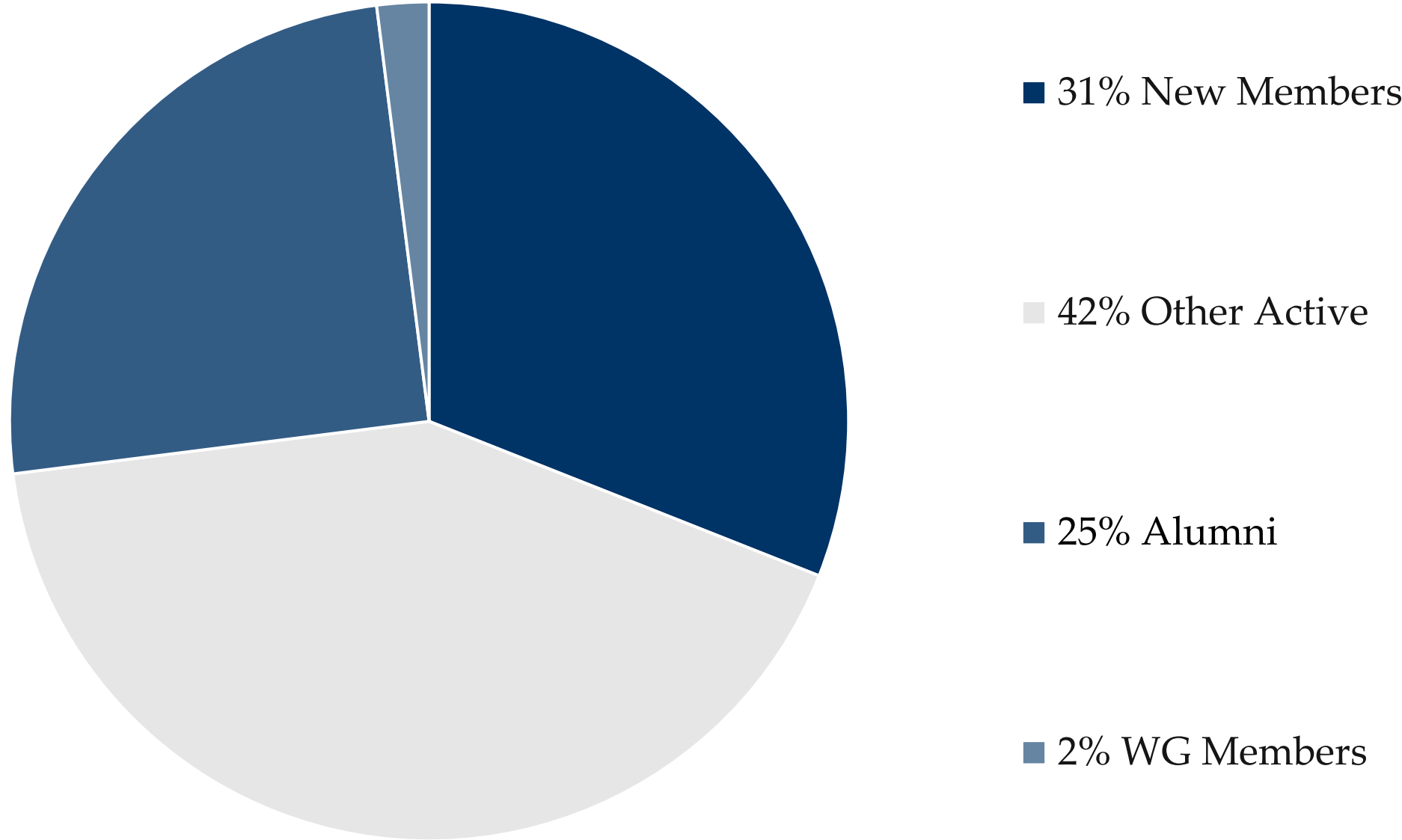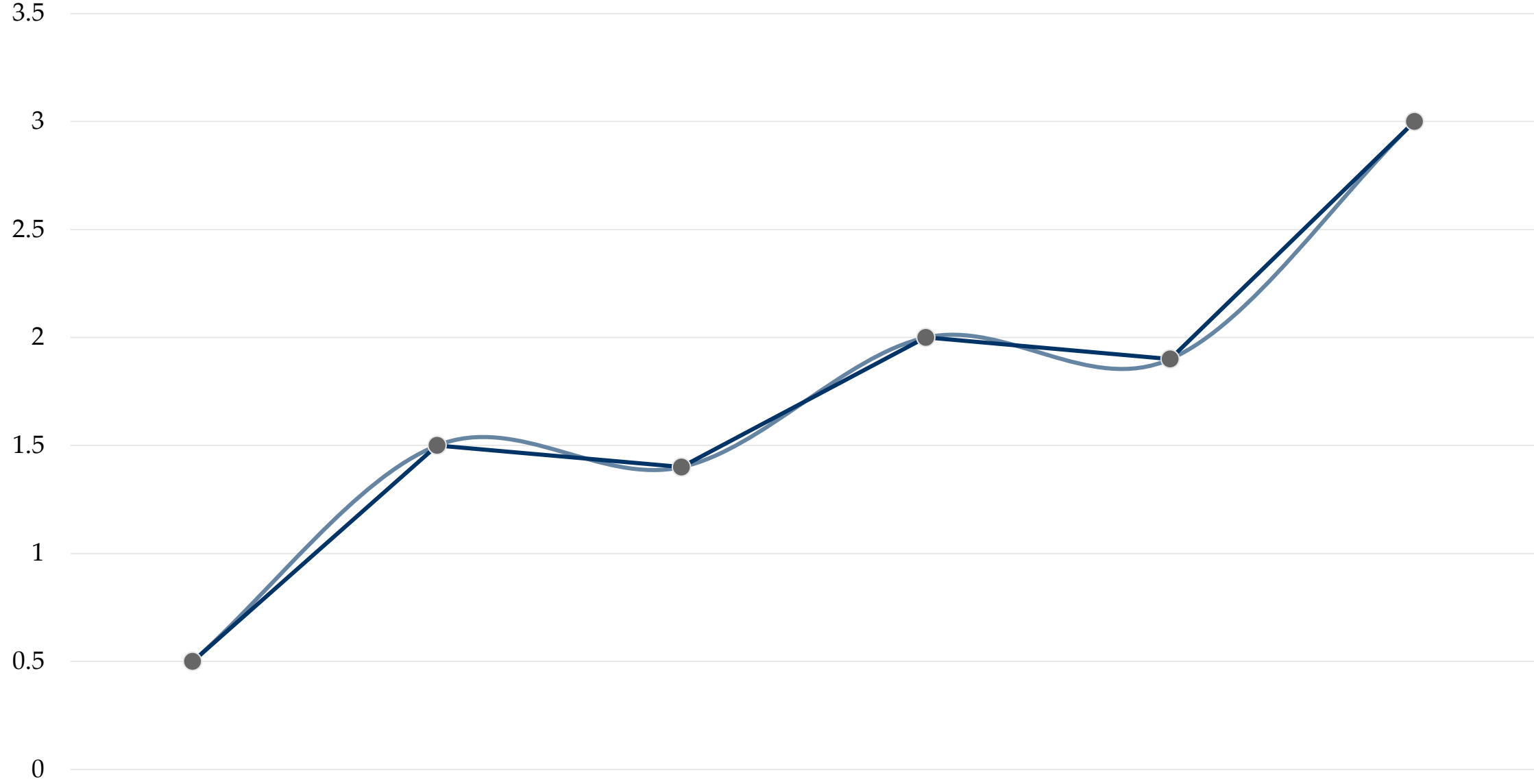
6. Typography

Accessible and timeless font

The open and transparent nature of EUROAVIA requires easy to use and accessible fonts. For this reason, the three different typefaces Calibri, Palatino and Jost* have been chosen to be used in different circumstances.

Palatino
AaAa
Aa*Aa*
EUROAVIA – The Association of Aerospace Student (14 pt)
EUROAVIA – The Association of Aerospace Student (12 pt)
EUROAVIA – The Association of Aerospace Student (10 pt)

Calibri
AaAa
Aa*Aa*
EUROAVIA – The Association of Aerospace Student (14 pt)
EUROAVIA – The Association of Aerospace Student (12 pt)
EUROAVIA – The Association of Aerospace Student (10 pt)

Jost*
AaAa
AaAa
EUROAVIA – The Association of Aerospace Student (14 pt)
EUROAVIA – The Association of Aerospace Student (12 pt)
EUROAVIA – The Association of Aerospace Student (10 pt)

The first font, Palatino, is a serif font. A serif is a small line attached to the end of a stroke in a letter or symbol. This characteristic makes this font elegant and easy to read: all the possibility of misunderstanding some similar symbols (e.g., 1, l or I) are avoided. For this reason, **this font has been chosen as the primary font for EUROAVIA for documents.**

However, a Serif font may not be the best option when the font is small, or the resolution is not high enough. For this reason, the font Calibri has been chosen as secondary font for EUROAVIA. **This second font is thought to be used in e-mails and for PowerPoint presentations.**

The third official font for EUROAVIA is Jost*. **This typeface is meant to be the standard font for graphical artwork** and the font to use whenever the word EUROAVIA is written alongside the logo.
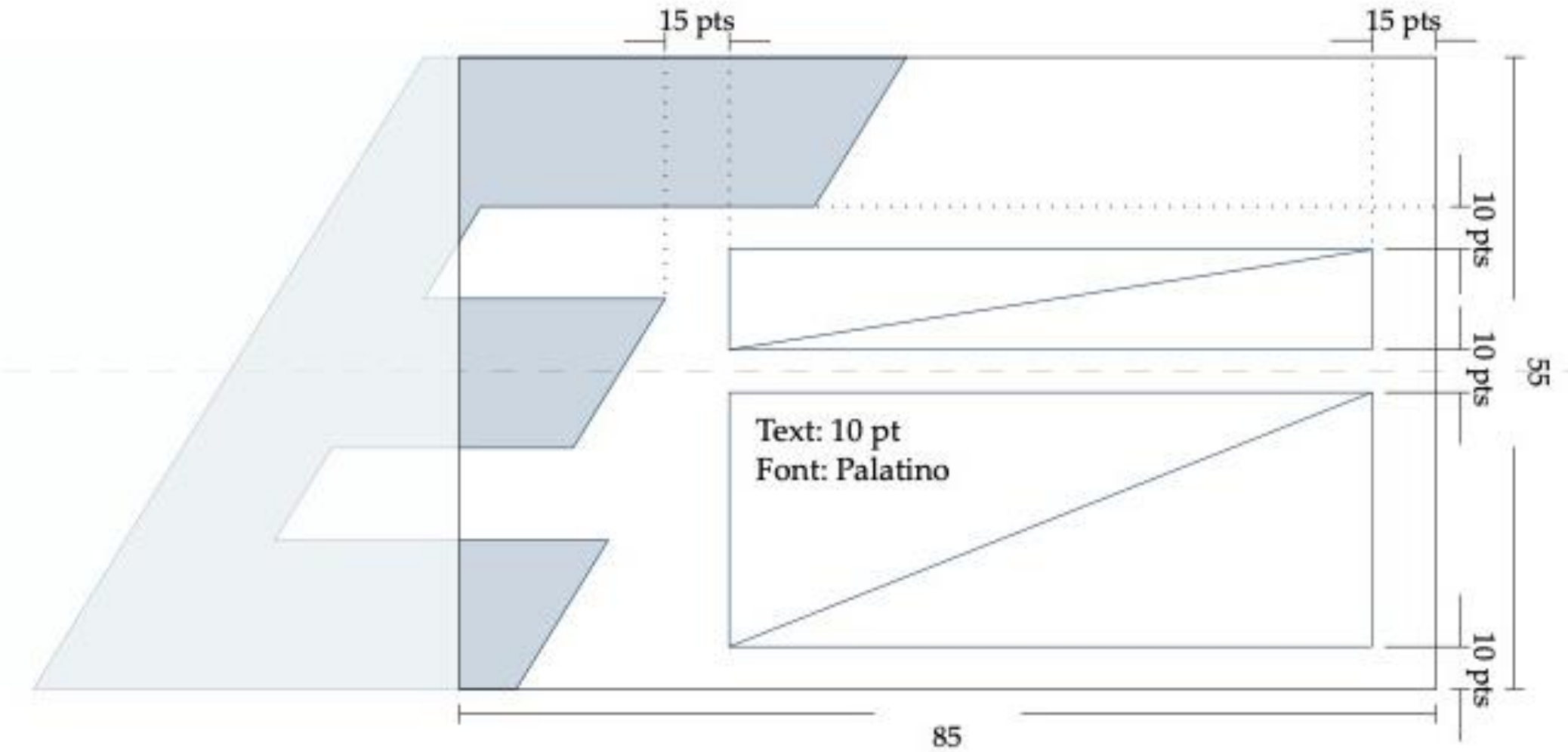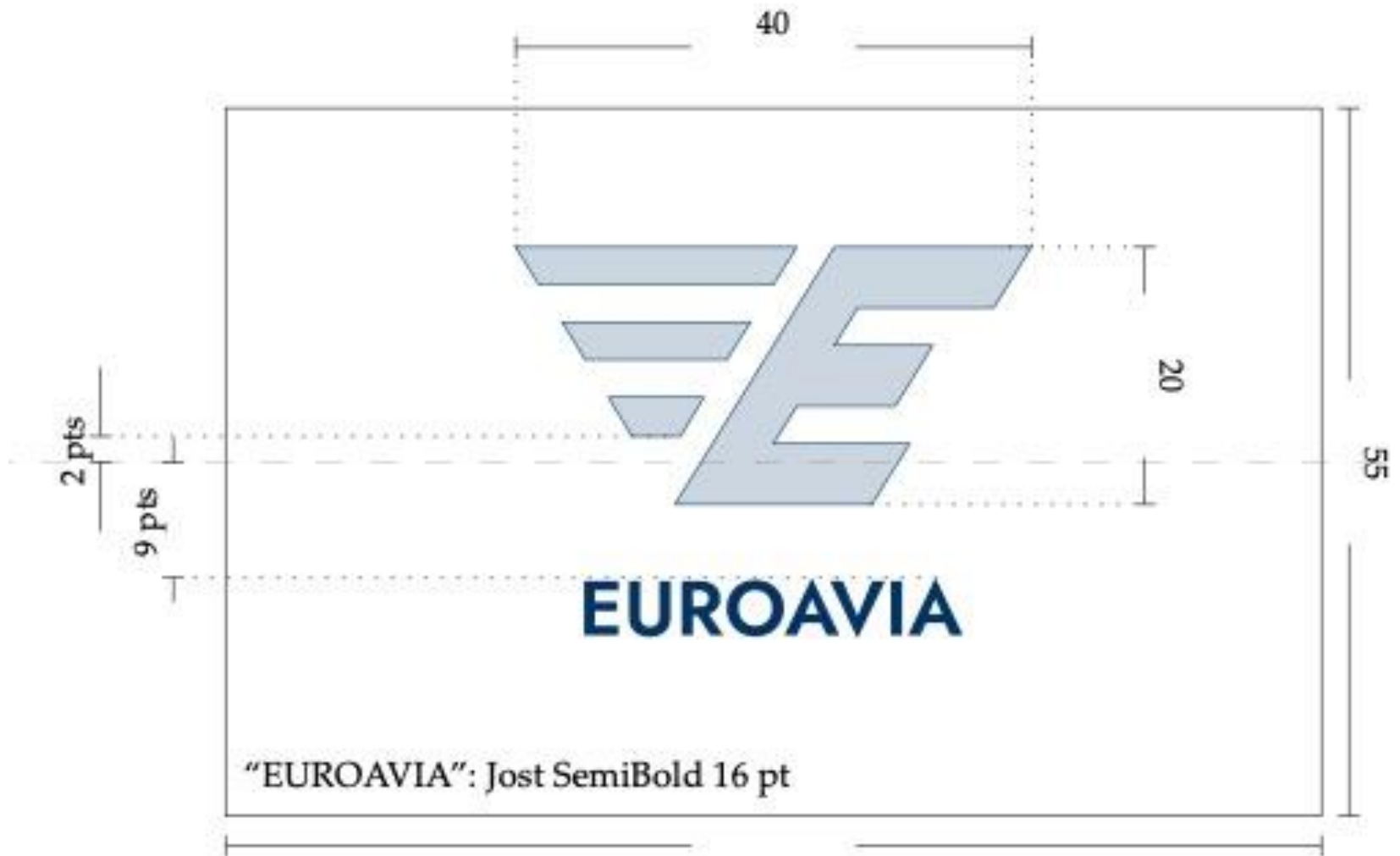
All font versions of this typeface may be used to accentuate or highlight various parts of the text. Different typefaces may not be mixed in the same continuous text. Switching typefaces can be used to highlight e.g., headlines or titles. If possible, texts should be fully justified.

7. Available Documents

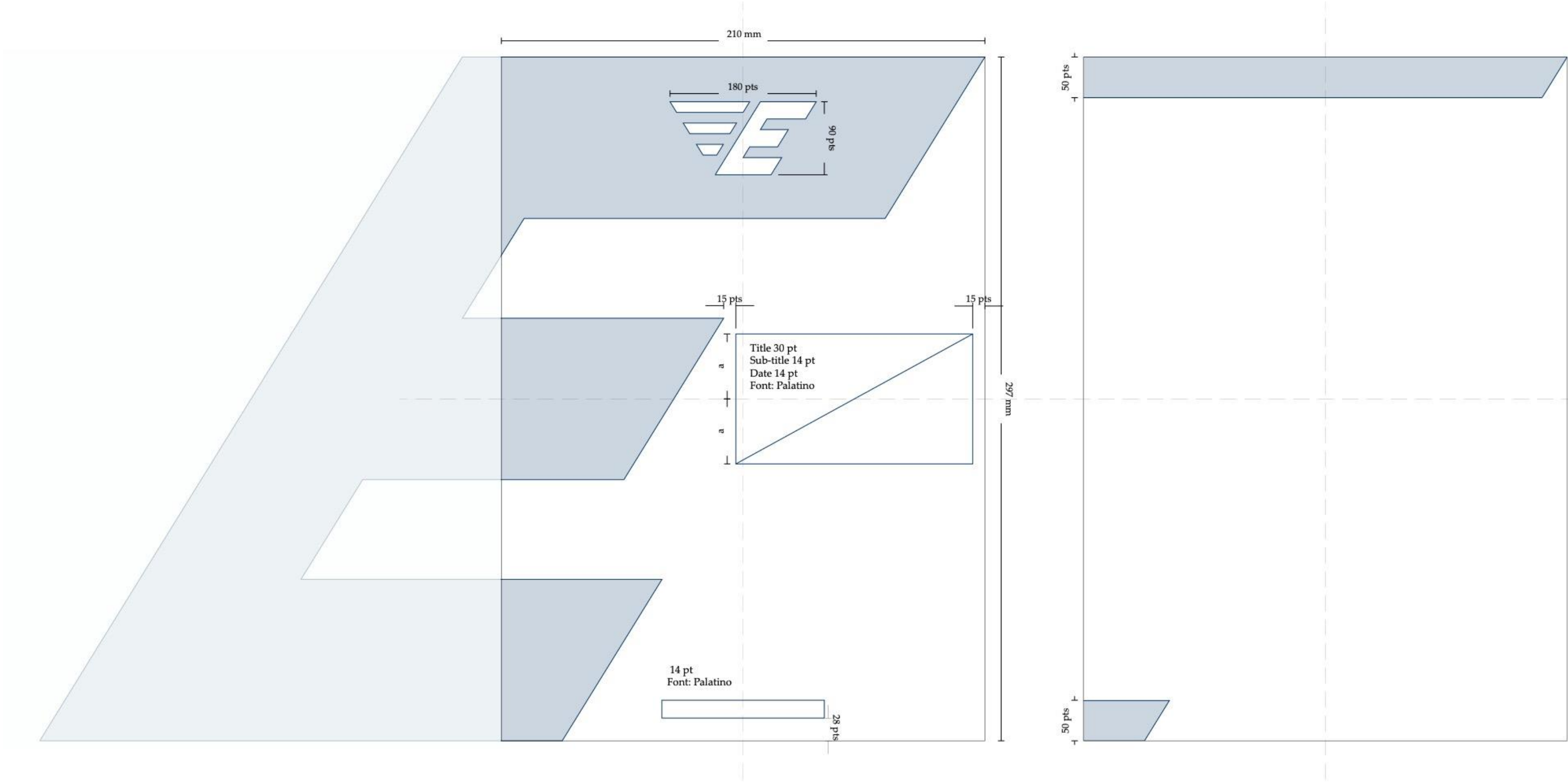Here a short selection of some of the standard documents can be found.

To ensure broad usage, Word documents should always be sent in the ".doc" format. Pictures should be used as ".jpg" or ".png". Vector graphics should be sent as ".eps" or ".svg". Standard formats of Microsoft Office are the main data files. Other company specific file formats e.g. Adobe's ".psd", ".ai", ".indd" should be avoided unless previously agreed upon.

Business Cards

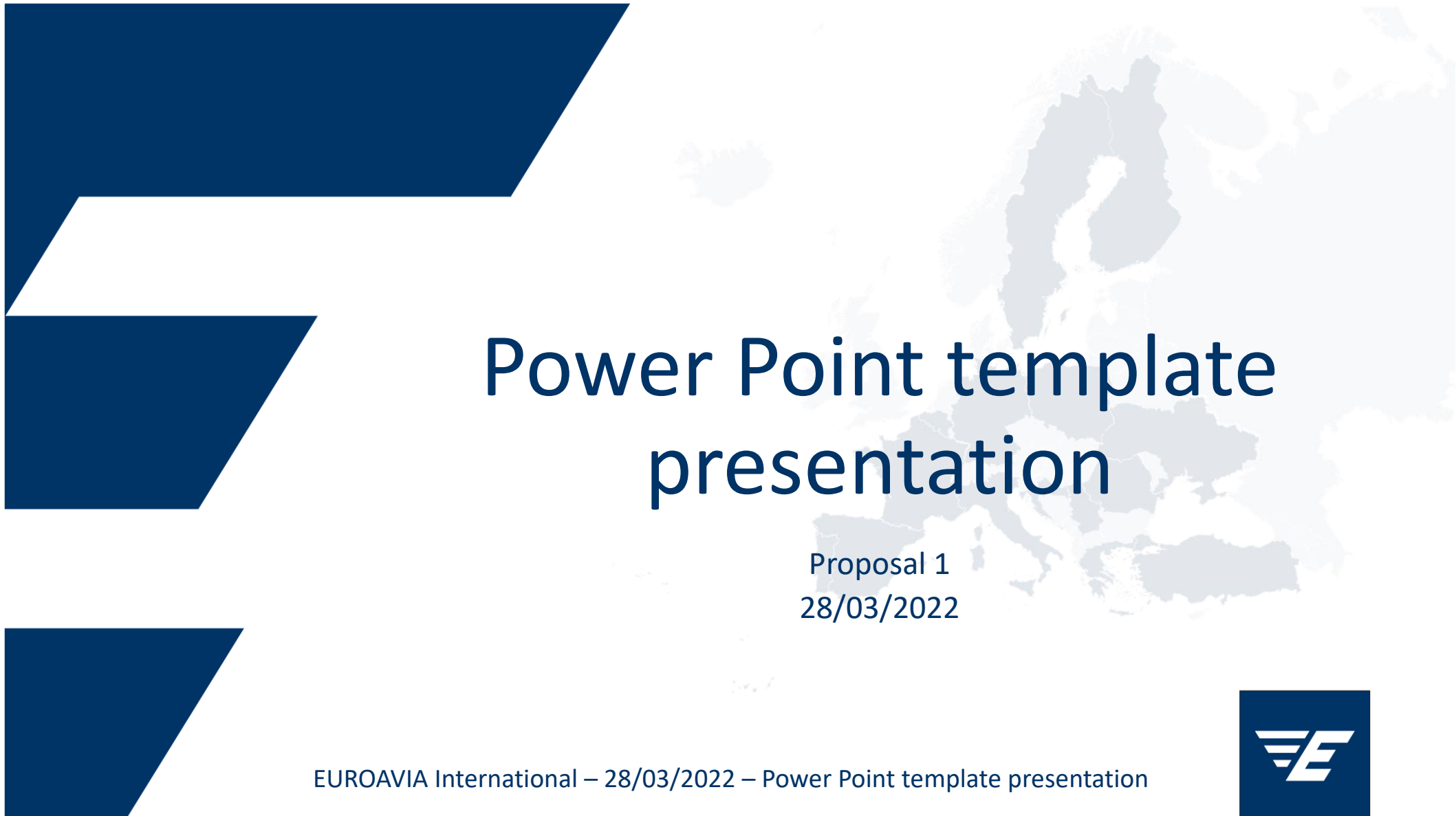"EUROAVIA": Jost SemiBold 16 pt

Text: 10 pt
Font: Palatino

7. Available Documents

Document Template

Title 30 pt
Sub-title 14 pt
Date 14 pt
Font: Palatino

14 pt
Font: Palatino

210 mm

180 pts

90 pts

15 pts

15 pts

297 mm

28 pts

50 pts

50 pts

7. Available Documents

Power Point Template
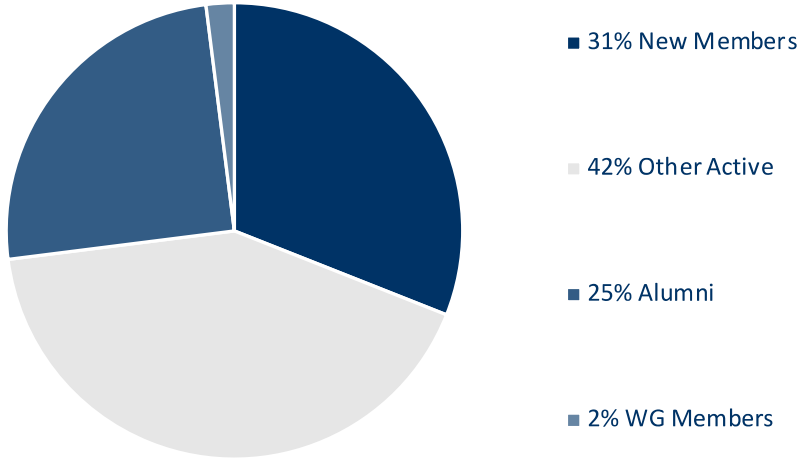
8. Structure of EUROAVIA

The European Association of Aerospace Students (EUROAVIA) is a European based students' initiative, and its main fields of activity are aerospace engineering and adjacent fields. EUROAVIA was founded in 1959 and is seated in Delft, Netherlands. The definition of the EUROAVIA members is as stated in the Statutes:

The Association is formed by two types of members: ordinary and non-ordinary. Ordinary members, also known as Affiliated Societies, are local, Europe-based associations of students interested in the aerospace sector that have been incorporated to EUROAVIA after acceptance by the General Meeting. Non-ordinary members, also known as Adjunct Members (AM), are non-Europe-based associations with the same interests as ordinary members, that have also incorporated EUROAVIA. All the rights and obligations of AS and AM are specified in the Bylaws of the Association. The short forms of Affiliated Society and Adjunct Members are AS and AM respectively, both in singular and plural.

Prospective Affiliated Societies are recognised groups who are intending to fully join EUROAVIA in the next two (2) years, with the status of an ordinary member as defined in the previous paragraph. The short form is PAS both in singular and plural.

Prospective Adjunct Members are recognised groups who are intending to fully join EUROAVIA in the next two (2) years, with the status of a non-ordinary member as defined in the first paragraph. The short form is PAM both in singular and plural.

PAS and PAM may only use the signature and name during the time that they are recognised by the EUROAVIA Congress.

Possible Prospective Affiliated Societies are groups which have contacted EUROAVIA with the intent to become a PAS. They may not use the name or signature externally until they have been accepted by the EUROAVIA Congress as PAS (refer to the second paragraph of this section). The short form is PPAS both in singular and plural.

Possible Prospective Adjunct Member Societies are groups which have contacted EUROAVIA with the intent to become a PAM. They may not use the name or signature externally until they have been accepted by the EUROAVIA Congress as PAM (refer to the third paragraph of this section). The short form is PPAM both in singular and plural.

The full name is the European Association of Aerospace Students. EUROAVIA is not an acronym of this and should not be used as such. The shortest acceptable form is EA which should be avoided wherever possible in external communication, due to its ambiguity.

EUROAVIA is always written in all capital letters. It is not allowed to use other acronyms for EUROAVIA e.g., EAAS and it is not allowed to change the letter case e.g., euroAVIA. EUROAVIA shall not be prescribed with any article.

Single members of EUROAVIA shall be referred to as "a EUROAVIAn" while multiples shall be referred to as "EUROAVIAns".

9. Final Remarks

Let us start by thanking the members of the Design WG in the Business Years 2017/2018 and 2018/2019 for creating the Corporate Identity and its Guidelines. This update would not have existed without them.

To all EUROAVIAns, thank you for taking the time to read this document. We strongly believe that with your help, we can honour the name of our Association and give it the visibility it deserves. We are growing, day by day, and these Guidelines need to grow with us, as we are sure they will be further developed in the future.

Finally, all of this could not have been possible without the hard work of the Design team: it might have felt intimidating to modify our Guidelines at first, but we are more than proud to see this project complete. Thank you for your efforts, and good luck to future generations of EUROAVIAns.

On behalf of the Design WG 2021/2022:

Chiara Pennuti
Lucia Ruocco
Filippo De Micheli
Miriam Marino
Rafael Rodrigues
Cédric De Cock
Koutrakou Zacharoula