INGENIUM Student Partnerships

Branding & Communication Guidelines

18.08.2025

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1. Access & Use of Official Brand Assets

Logo & Visual Assets

Download **INGENIUM's official logo files** (for both <u>web</u> and <u>print</u>) and consult the **INGENIUM Brand Guidelines** to ensure correct usage regarding logo placement, sizing, colors, and spacing.

[INGENIUM Brand Guidelines](#)

[INGENIUM Web Media Kit](#)

[INGENIUM Print Media Kit](#)

[EU Co-Funded Logo](#)

Brand colors and font restrictions

There is no restriction in the development of your own project visual identity or visual materials. You don't need to use specific color palettes and typography laid out in the brand guidelines of INGENIUM. The only requirement is to respect the rules of usage for the **INGENIUM Logo** when inserted in your visual materials.

2. Mandatory Attribution & Funders' Disclaimers

Every student project must make funding attribution clear. Two levels of attribution are required: **Project-Level Disclaimer** and an **Alliance-Level Disclaimer**.

A. Project-Level Disclaimer

You must include a statement such as:

> *"This project is funded through the INGENIUM Student Partnerships."*

Place this prominently—ideally in the website footer, 'About' section, or social media bios.

B. Alliance-Level Disclaimer

INGENIUM itself is Co-Funded by the European Union. Therefore, every public material (webpages, documents, visuals) must carry the official funder disclaimer:

> *"The INGENIUM European University is Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not*

necessarily reflect those of the INGENIUM Alliance, the European Union, or the granting authority, which cannot be held responsible for them."

C. Where to place the disclaimers

Incorporate this text in your communication materials verbatim to ensure compliance.

ATTENTION! The disclaimer alone is not enough on certain materials. The EU also requires *proper visual use* of the EU emblem, and INGENIUM has its own branding rules.

Here's a clear example of how you can use all the visual assets and disclaimers properly:

Website footer placement examples:

The *X Project* is funded through the INGENIUM Student Partnerships Initiative.

The INGENIUM European University Alliance is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the INGENIUM Alliance, the European Union, or the granting authority, which cannot be held responsible for them.

The *X Project* is funded through the INGENIUM Student Partnerships Initiative.

The INGENIUM European University Alliance is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the INGENIUM Alliance, the European Union, or the granting authority, which cannot be held responsible for them.

These disclaimers should be placed in:

- **Web:** Footer, "About" or "Legal" pages, or in downloadable materials.
- **Social media:**
  - Will use only text form of the disclaimers in the <u>page description or bio</u>.
  - Full visual + text disclaimer on <u>pinned posts</u> or <u>video posts</u> where long-form text is allowed.
- **Presentation visuals and videos:** as end-screen text, footer-notes or captions (examples of materials: powerpoint presentations, promo videos - including social format, posters, brochures, covers etc.).

3. Tone of Voice & Messaging Alignment

- Reflect INGENIUM's core values—**sustainability, inclusivity, entrepreneurship, intercultural learning, well-being**—particularly pertinent to your Student Partnerships projects.

- Use **collaborative language**: e.g., "in partnership with INGENIUM European University Alliance," "an INGENIUM-funded initiative," and inclusive terms like 'together', 'across universities', and 'student-led' etc.

- Ensure messaging centers around **student leadership**, **inter-university collaboration**, and the project's alignment with INGENIUM's mission.

- Keep it **professional** yet **approachable**: student projects should sound inspiring, innovative, and credible.

- **Avoid jargon** and **acronyms** unless explained—communications should be accessible to all audiences.

- Don't forget to tag/mention your home universities.

4. Social Media Best Practices

- **Visual consistency**
  Apply INGENIUM's brand colors and logo correctly. Include funder disclaimer in your bio or about section.
- **Use of hashtags**
  Use or create relevant hashtags like `#INGENIUM #EuropeanUniversity #StudentPartnerships, #EuropeanCampus, #INGENIUMStudents #hka #tuiasi #mtu etc.`

- **Content captions**
  Not all social media posts need to include the mentioned disclaimers. But, where space allows, we recommend to end important posts with the Alliance disclaimer (as noted above) or use a shorter disclaimer where space is limited: *"Funded through the INGENIUM Student Partnerships. INGENIUM is co-funded by the EU. Views are those of the authors only."*

- **Collaboration with official INGENIUM Social Media Channels**
  The INGENIUM Communication Team is eager to collaborate with the student-led projects and highlight their work and achievements. Unfortunately, because of the large number of INGENIUM activities and the big number of student-led projects, a one-on-one reposting on official INGENIUM channels will not be possible.

  However, when tagging INGENIUM channels, there is a big possibility that your content will be reposted as a **Story** or **curated in a future INGENIUM post** about the **Student Partnerships Initiative**. So, don't forget to tag us!

  Here are the INGENIUM handlers:

  LinkedIn: **INGENIUM University**

  Instagram: **@ingenium_univ**

  Twitter: **@ingenium_univ**

- **LinkedIn Best Practices**

  In addition to running your own project-specific social media channels, you are strongly encouraged to share updates, achievements, and milestones in the dedicated LinkedIn group **INGENIUM Student Network.**

  This space was created for you to connect with the INGENIUM Student Community and to foster cross-project collaboration. By posting there, you make sure your work is seen and appreciated by fellow students, staff, and stakeholders from all 10 INGENIUM partner universities.

  So don't hesitate to share, so that we can all celebrate your achievements!

5. The INGENIUM Website

Each student project will have its own dedicated page on the official INGENIUM Website. For the proper uniformity of these sub-pages, you will need to complete a project template form so that the website admins can populate the dedicated sub-pages.

This form will be sent by email to each project lead in the following weeks.

6. Own Project Website Best practices

- **"About Us" page**
 Detail the project's scope, participants, and INGENIUM alignment, plus explicitly state funding and Alliance support.

- **Media/Press kit**
 If you produce downloadable materials such as posters or brochures, include both disclaimers clearly and in a readable font.

7. Collaboration & Review Process

- **Prior review**:
 Before public release, have your visual materials and website reviewed by your INGENIUM Project Coordinator or Local INGENIUM Communication Officer to ensure alignment with brand guidelines.

- **Feedback loop**:
 Provide drafts early to ensure funds acknowledgment, disclaimer accuracy, and visual consistency with the Alliance's identity.