

# *Logo Usage Policy*

*POLICY # EAI/2024/241011*

*Approved by the Senate on October 3, 2024.*



## **Euro American Institute**

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## **About the Euro American Education Group (EAEG) Logo**

*The Euro American Education Group logo is a bold and dynamic representation of the Organisation's commitment to academic excellence, innovation, and global leadership. Designed with meticulous attention to detail, the logo encapsulates the organisation's vision of fostering a transformative and future-ready education.*

### **1. This logo can be used by the following:**

- 1.1. Affiliate Partner:** *Independent individuals or organisations that promote EAEG. They utilise their own networks and platforms to expand our reach, allowing us to connect with new audiences.*
- 1.2. Recruitment Centre:** *A dedicated unit responsible for overseeing the entire process of attracting, counselling, evaluating, and onboarding qualified faculty and staff. It acts as the main hub for job postings, application reviews, interviews, assessments, and for communicating final hiring decisions, ensuring alignment with our organisation's academic mission and values.*
- 1.3. Online Centre:** *A centralised digital platform within the organisation that offers access to various online tools, resources, and services. It functions as a virtual space where users can interact with content, collaborate with others, and engage in activities related to the Organisation's online operations and presence.*
- 1.4. Academic Partners:** *Universities, academic institutions, or organisations that collaborate with EAEG to offer concurrent academic programs, joint research initiatives, or other collaborations. These partners use the logo to signify their official association with EAEG and to promote the educational opportunities and resources provided through these partnerships.*
- 1.5. Corporate Partners:** *Businesses and organisations that collaborate with EAEG for mutual benefits, such as research partnerships, industry-specific training programs, or sponsorships. They use the logo to highlight their affiliation with our organisation and to demonstrate their commitment to professional development and educational excellence.*
- 1.6. Event Organisers:** *Entities or organisations hosting conferences, workshops, seminars, or other academic and professional events in collaboration with EAEG. They can use the logo to brand and promote these events, ensuring alignment with our educational values and institutional presence.*
- 1.7. Alumni Networks:** *Groups or associations formed by former students of EAEG. They can use the logo for networking events, alumni gatherings, or initiatives that connect*

*past graduates with current students, creating a strong community and continuing the organisation's legacy.*

## **2. Logo Elements & Symbolism:**

**2.1. The EAEG logo incorporates several key design elements that reinforce its identity:**

**2.1.1. Organisation Name:** *The Euro American Education Group name is central to the logo, reflecting its dedication to bridging European and American educational traditions with a global perspective.*

**2.1.2. Typography:** *Modern, structured fonts ensure clarity, professionalism, and recognition across all media.*

**2.1.3. Geometric Elements:** *Represent stability, progress, and innovation in higher education.*

**2.1.4. Colour Palette:** *A distinguished selection of colours symbolizing credibility, authority, and forward-thinking ambition.*

**2.2. Colour Palette:** *The logo employs a distinct colour scheme to maintain visual identity and consistency:*

### **2.2.1. Primary Colours:**

2.2.1.1. *Red (#D32F2F) represents passion, strength, and determination.*

2.2.1.2. *Dark Blue (#283593) symbolises intelligence, professionalism, and trust.*

2.2.1.3. *White (#FFFFFF) - Ensures clarity and contrast.*

**2.2.2. Monochrome Usage:** *When colour printing is not available, a black-and-white or grayscale version should be used to maintain clarity.*

**2.3. Typography Guidelines:** *The typography in the Euro American Education Group logo should be used consistently across all applications:*

**2.3.1. Primary Font:** *A bold, modern sans-serif typeface that ensures legibility.*

**2.3.2. Alternative Font:** *For complementary materials, a clean, professional typeface may be used, ensuring consistency with the overall brand identity.*

## **3. Logo Usage Guidelines:** *To maintain brand integrity, adhere to the following rules:*

**3.1. Minimum Clear Space:** *A clear space equal to the height of the logo symbol should be maintained around the logo to avoid visual clutter.*

### **3.2. Minimum Size Requirements:**

**3.2.1. Digital Use:** *Minimum height of 50 pixels.*

**3.2.2. Print Use:** *Minimum height of 1 inch.*

### **3.3. Background Usage:**

**3.3.1.** *Full-color logo should be used on light backgrounds.*

**3.3.2.** *White or monochrome versions should be used on dark backgrounds.*

**3.3.3.** *Avoid placing the logo on busy or cluttered backgrounds.*

4. **Logo Placement Guidelines:** To maintain brand integrity, adhere to the following guidelines:
  - 4.1. **Clear Space Requirements:** A minimum clear space around the logo should be maintained at all times. This space should be at least the height of the logo symbol to ensure it remains visually distinct from surrounding elements.
  - 4.2. **Minimum Size Requirements:**
    - 4.2.1. **Digital Use:** Minimum height of 50 pixels.
    - 4.2.2. **Print Use:** Minimum height of 1 inch.
  - 4.3. **Preferred Logo Placements:**
    - 4.3.1. **Top Left:** Ideal for websites, official documents, and letterheads, ensuring immediate recognition.
    - 4.3.2. **Bottom Left:** Suitable for reports, brochures, and marketing materials.
    - 4.3.3. **Centered:** Recommended for certificates, banners, and promotional materials where the logo is the primary branding element.
  - 4.4. **Background Usage:**
    - 4.4.1. The full-color logo should be used on light backgrounds.
    - 4.4.2. White or monochrome versions should be used on dark backgrounds.
    - 4.4.3. Avoid placing the logo on busy or cluttered backgrounds.
5. **EAEG Logo Usage with Third Parties:** When using the EAEG logo alongside other brand logos in collaborations or partnerships, follow these guidelines to maintain consistency and brand integrity:
  - 5.1. **EAEG-Dominated Materials:** When EAEG is the primary content creator, the EAEG logo should be the most prominent and positioned as the lead brand.
  - 5.2. **Third-Party-Dominated Materials:** If a third party is the primary content creator, the EAEG logo should be placed appropriately, using either the primary or vertical version to fit the available space while ensuring clear visibility.
  - 5.3. **Joint Initiatives:** In cases where both brands have equal involvement, the EAEG logo must be displayed with equal prominence, ensuring balanced positioning without overshadowing or being overshadowed by other logos.
  - 5.4. For all applications, maintain proper clear space and avoid alterations that could affect brand recognition.
6. **Incorrect Logo Usage:** To maintain consistency, avoid the following alterations:
  - 6.1. Do not distort, stretch, or change the proportions of the logo.
  - 6.2. Do not modify the colors or typography.
  - 6.3. Do not apply effects such as shadows, gradients, or outlines.
  - 6.4. Do not rotate or flip the logo.
  - 6.5. Do not place the logo over busy, low-contrast backgrounds.
7. **File Formats & Applications:** To ensure versatility, the logo is available in the following formats:
  - 7.1. **PNG:** For web and digital applications with transparency.
  - 7.2. **SVG:** For scalable vector applications, ensuring high-quality resizing.

**7.3. PDF:** For high-quality print materials.

**7.4. EPS:** For professional printing and design needs.

**8. Resources:** To ensure the proper application of the logo, always use the official EAEG logo files.

8.1. Download Logo Guidelines (PDF) from <https://euroamerican.edu.mt/logo-guidelines.pdf>

8.2. The High-Resolution Logo Formats are: PNG, SVG, EPS and PDF.

8.3. These files can be requested by sending a request email to [qa@euroamerican.edu.eu](mailto:qa@euroamerican.edu.eu)

8.4. For any logo usage inquiries, please contact [qa@euroamerican.edu.eu](mailto:qa@euroamerican.edu.eu)

8.5. By adhering to these guidelines, EAEG ensures a consistent, professional, and unified brand identity across all platforms and materials.

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*This Logo Usage Policy should be regularly reviewed and updated as needed to align with changes in laws, regulations, and best practices.*