CLEAR-Doc Visual Identity and Graphic Charter

This charter has been designed to maintain graphic consistency across the CLEAR-Doc COFUND programme's communication materials at Université Gustave Eiffel (UNI EIFFEL) and beyond.
If you have any question about this document, please contact us at clear-doc@univ-eiffel.fr

Clear-Doc's identity

CLEAR-Doc aims at attracting, at Université Gustave Eiffel, 30 promising early stage researchers (PhD students) from all around the world in the field of the "City of tomorrow" in order to improve their research capacity and soft skills through high quality and fair selection and supervision, allowing them to easily enter in the public or private employment market.
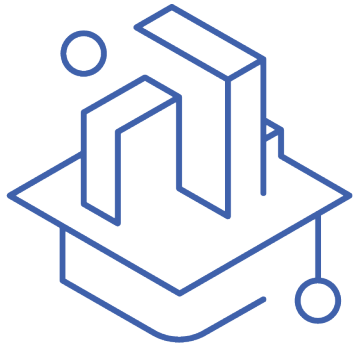
The CLEAR-Doc emblem is the central element of its identity. It represents in an abstract way the association of a graduate's cap and a city. It symbolises the role of the Gustave Eiffel University as an innovative model bringing together for the first time in France the triptych of university/school/research organisation and whose ambition is to transform life and cities. Its colours themselves embody the institution's graphic charter.

Clear-Doc's logo

1. *Print logo (emblem, full logo, vertical version)*

CLEAR DOC

CITY LAB EDUCATION
AND RESEARCH
DOCTORAL PROGRAMME

CLEAR DOC

2. *Web logo (emblem, full logo, vertical version)*

Université Gustave Eiffel • Campus de Marne-la-Vallée
5, Boulevard Descartes • Champs-sur-Marne • 77454 Marne-la-Vallée CEDEX 2
univ-gustave-eiffel.fr

CLEAR DOC

CITY LAB EDUCATION AND RESEARCH DOCTORAL PROGRAMME

3. *Rules of use*

Typography and template documents

4. *Accompanying typeface*

CLEAR-Doc uses a document template for all its written productions and communications.

Styles:

For titles, use **Title**

For sub-headings, we use **Heading 1**

For sub-headings, *Title 2* should be used

Font:

Title: Palatino 16

Subtitle: Palatino 16

Subtitles: Palatino 12

Text: Palatino 11

Font color: black

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5. *Examples of usage*

- E-mails
- Meeting minutes
- Deliverable
- Any other Word documents
- Powerpoint presentations

Colours

6. *Range of colours*

L'utilisation de la couleur doit suivre les préconisations indiquées ci-dessous :

HEX : #3f61ab
RGB : 63, 97, 171
HSL : 221, 46%, 45%

HEX : #212c54
RGB : 33, 44, 84
HSL : 227, 43%, 22%

HEX : #1e3a7a
RGB : 30, 58, 122
HSL : 221, 60%, 29%

Applications

7. *Stationery*

The graphic charter must be used for all printed material related to the CLEAR-Doc programme: kakemono, billboard, poster...

8. *Digital*

A wallpaper has been specially designed for the use of the ZOOM application.

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9. *Goodies*

The graphic charter governs the design of the CLEAR-Doc products.

These products are distributed to doctoral students and their supervisors as well as to people involved in the implementation of the project, in the context of events, project meetings and programme highlights.

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