



Teaching Resilience and Environmental Democracy

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## Corporate Visual Identity Guidelines

# Introduction

## Who are?

TREnD (Teaching Resilience and Environmental Democracy) is an innovative project that advances environmental education through collaborative assignments, virtual exchanges, and VR/XR experiences. The initiative promotes resilience, environmental democracy, and sustainability by supporting academic staff development and enhancing students' digital and intercultural competences. TREnD also supports civic participation and engagement as well as helps learners recognise and address environmental misinformation.

## Main outputs

### **Staff training programme**

Teaching staff at the participating institutions will receive training in the methodology and its tools. This training will enable the project consortium to establish common guidelines for interdisciplinary Education to Sustainable Development (ESD) teaching, facilitate the exchange of cultural norms, and foster competences in intercultural communication and metacognition.

### **Virtual exchanges**

The consortium partners will design and deliver a series of virtual exchanges based on cooperative online research and assignments, incorporating resilience-building strategies into collaborative map-making activities.

### **Extended reality experiences**

Students will lead the creation of XR experiences that highlight areas of ecological distress. These immersive tools will serve as innovative educational resources, raising awareness, promoting sustainable action, and providing participatory, experiential platforms that deepen students' understanding and engagement.

## Partners

Leiden University, The Netherlands (cordinator)  
Complutense University of Madrid, Spain  
University of Helsinki, Finland  
Media & Learning Association  
Stichting Roosevelt Institute for American Studies, The Netherlands.

# Brand Identity

Simple wordmark with descriptor



Teaching Resilience and Environmental Democracy

Wordmark with tagline



Teaching Resilience and Environmental Democracy

*Immersive Learning, Collective Change.*

Simple wordmark without descriptor



Wordmark with tagline without descriptor



*Immersive Learning, Collective Change.*

Isotype (brand symbol)



# Brand Identity

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## Simple wordmark with descriptor

Use the wordmark with descriptor in institutional, corporate, and informational contexts where TREN D may not yet be widely recognized. The descriptor helps explain the project name and strengthens understanding. Recommended for: website, official documents, presentations, partner materials, and corporate communication.

## Simple wordmark without descriptor

Use the wordmark without descriptor when space is limited or the logo appears at a small size. This version is recommended only when the descriptor would reduce legibility. Recommended for: small-format applications, compact layouts, or situations where readability must be prioritized.

## Wordmark with tagline

Use the wordmark with tagline in communication pieces where there is enough space and the goal is to reinforce TREN D's identity and message. Recommended for: campaigns, posters, event materials, presentations, and promotional assets.

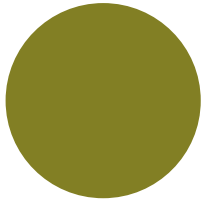
## Isotype (brand symbol)

Use the isotype (symbol only) in very small or space-limited applications where the wordmark is not legible. Recommended for: social media profile images, favicons, app icons, small badges, and compact digital formats.

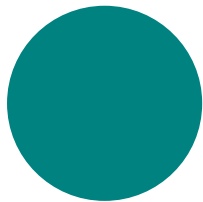
# Corporate Colours

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## Primary Colours

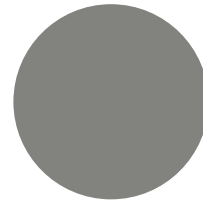


Pantone 392  
RGB (130, 127, 36)  
CMYK (49, 34, 98, 21).

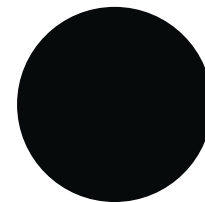
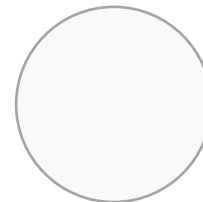


Pantone PMS 335  
RGB (0, 130, 128)  
CMYK (84, 26, 49, 10).

## Secondary Colours



Pantone Cool Gray 10  
RGB (130, 130, 126)  
CMYK (48, 38, 41, 20).



# Typography

## Primary Typography

TREnD uses Ubuntu as its primary typeface across all brand communications.

It is the only typography required in the visual identity system, as the font family includes multiple styles (e.g., Regular, Bold, Italic) that provide enough flexibility for different applications.

- Style use within the logo system

Descriptor: Ubuntu Light

Teaching Resilience and Environmental Democracy

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Tagline: Ubuntu Bold Italic

*Immersive Learning, Collective Change.*

***a b c d e f g h i j k l m n ñ o p q r s t u v w x y z***

Using a single type family helps maintain visual coherence, recognisability, and consistency across all touchpoints.

# Brand versions

TREnD's logo may be used in different colour versions depending on background colour and contrast requirements. The selected version must always ensure maximum legibility and visual consistency.

## Full-colour version

Use as the default version whenever background conditions allow correct contrast and clear visibility.

## Black or dark grey version

Use on light backgrounds or on coloured backgrounds (e.g., green) when the full-colour logo does not provide enough contrast and a stronger visual presence is needed.

## White version

Use on dark backgrounds (e.g., black, dark green, dark images) to ensure visibility and readability.

Always prioritise contrast and legibility over decorative use. Avoid versions that reduce clarity or make the logo difficult to read.

## Full-colour version



## Black or grey version



## White version



# Brand applications

## EU Funding Notice

All TRENd materials must include the EU emblem and the official funding acknowledgement text, clearly visible and legible. The EU logo may be used in horizontal or vertical format depending on the layout. Use colour whenever possible; in B/W or complex backgrounds, use the appropriate positive/negative (black or white) version.

## Mandatory funding acknowledgement text

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 European Union or Stichting Nuffic. Neither the European Union nor the granting authority can be held responsible for them.

Project Number: 2025-1-NL01-KA220-HED-000355762.



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# Brand applications



