vliruos

sharing minds, changing lives

brand guide

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01 brand

Tone of voice

At VLIRUOS, we're all about fostering partnerships between Flemish universities or universities of applied sciences and arts, both in Flanders and across our partner countries. Together, we tackle global and local challenges head-on. With a wealth of expertise, we pride ourselves on **being approachable and human-centric**, while championing sustainability in its broadest sense.

Our communication style is professional yet approachable; we aim for clarity, not complexity, and certainly not arrogance. We believe in speaking plainly and clearly, because we value **inclusivity and accessibility** in everything we do. After all, inclusivity isn't just a buzzword for us—it's a core value we embody in our language and actions.

Innovation runs through the very veins of our organization. We're always seeking new ways to make a positive impact, whether it's through groundbreaking research or transformative partnerships. At VLIRUOS, we're not just about words—we're about action, collaboration, and making a real difference in the world.

Photography

In our brand book, we emphasize the use of photography that is clear and concrete. Whether it’s ordinary portraits or images conveying an idea, we always strive for a natural and accessible atmosphere.

Authenticity is key—we exclusively use real images, avoiding stock photography altogether. This means prioritizing natural colors and lighting, preferably daylight, and featuring real people in genuine situations.

Artificial, distorted, abstract, or heavily edited images are strictly avoided to maintain the authenticity and integrity of our visual identity.









Brand name

Consistency in writing our brand name, VLIRUOS, is paramount. It ensures recognition, builds trust, and maintains a strong brand identity. We always write VLIRUOS in all caps and in one word, just like our logo.

By consistently spelling our brand name this way, we avoid confusion and reinforce our brand’s image.

VLIRUOS

Brand baseline

Use the brand slogan “sharing minds, changing lives” as much as possible.

We use a comma to separate the phrases. This ensures clarity and reinforces our message effectively, strengthening our brand identity.

sharing minds,
changing lives

Writing

As the VLIRUOS brand, our writing style is characterized by **clarity, accessibility, and inclusivity.** We prioritize an active voice, steering clear of passive constructions and nominalizations. While our audience is professional, we communicate in plain language, avoiding technical jargon and ensuring our content is easily understandable to all.

Our sentences are succinct and straightforward, devoid of lengthy clauses or convoluted grammatical structures. **Inclusivity** is fundamental to our language use—we eschew solely male pronouns and expressions, such as “manpower” or “manning,” and refrain from outdated terms like “Chinese whispers.”

Emojis are sparingly used (only in social media), primarily for enhancing clarity, and **hashtags** are employed only when relevant to our campaigns. Exclamation points are used judiciously, and never in consecutive sentences.

Consistently, we adhere to **British English** in all our written communications. Our language is inviting and engaging, fostering connection and participation with phrases like “join us,” “take a seat,” and “discover with us.”

Numerals are used instead of spelling out **numbers** for brevity and clarity. This approach ensures our communication is clear, engaging, and inclusive across all platforms and materials.

03 logo

Main logo

The main logo is in publications, presentations, e-mail footers and all other media.

vliruos

sharing minds, changing lives

minimum height
8 mm / 30 px



Horizontal logo

Horizontal logo is being used in all publications which are requiring smaller ratio.



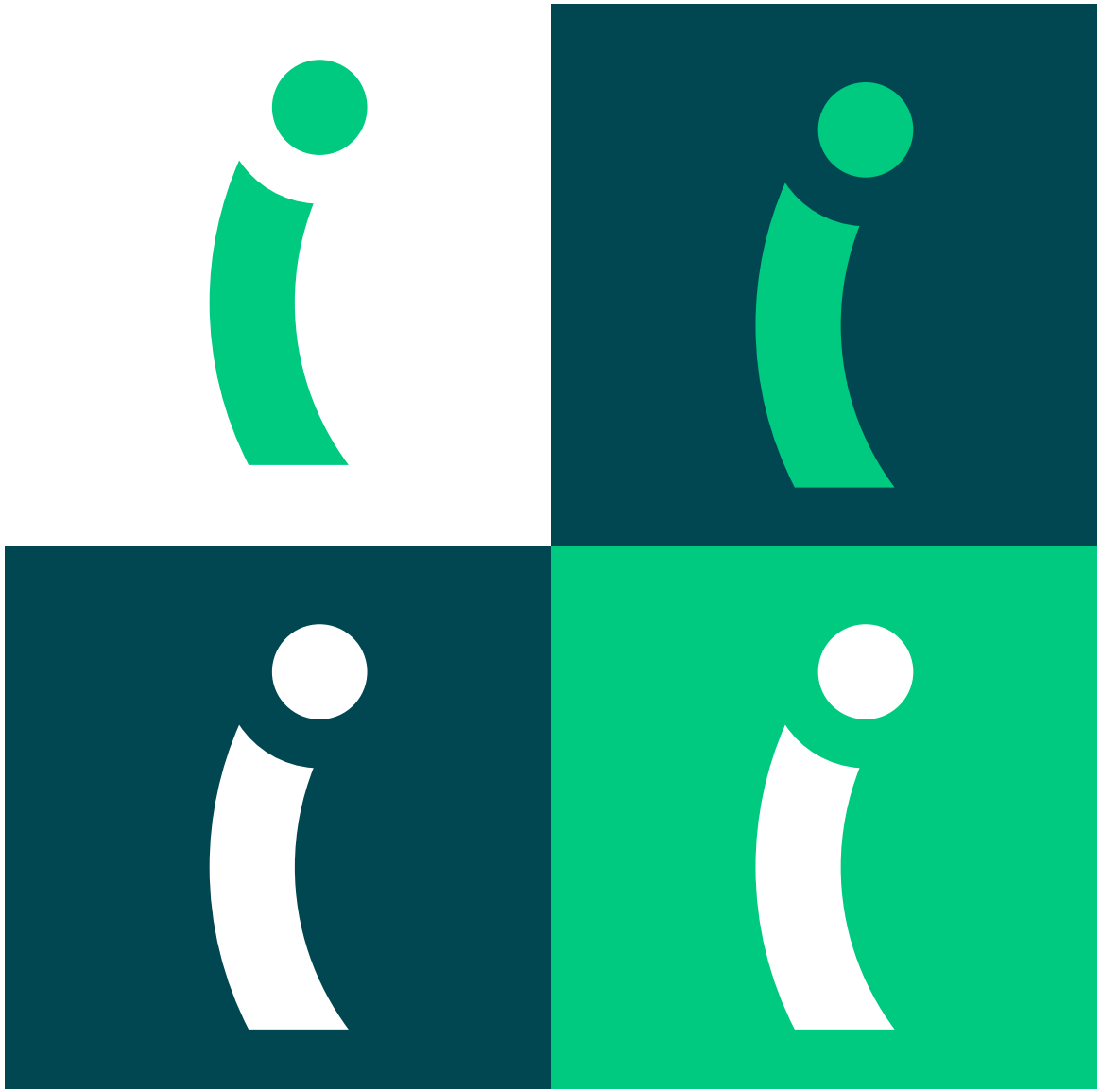
minimum height
5 mm / 20 px



Symbol

The symbol is being used when impossible to use the full version (i.e. due to lack of space or as an avatar on social media).

minimum height
8 mm / 30 px



Logo
on backgrounds

Use white logo on dark backgrounds.



Use the dark logo on light backgrounds.



Safe space

Always pay attention to leave enough empty space around the logo. Use the “i” symbol to easily measure the minimum distance between the logo and the objects.



Misusage

Do not modify the logo and its elements.



× Do not change the colours of the logo.



× Do not scale the elements of the logo.



× Do not delete any elements of the logo.



× Do not distort the logo.



× Do not displace the parts of the logo.



× Do not use the name without the baseline

Logo usage : main partner

When using the logo on a poster,
use the version with the baseline underneath.
Use the “i” as a guideline to mesure the distance
between the other logos.



Logo usage : partner

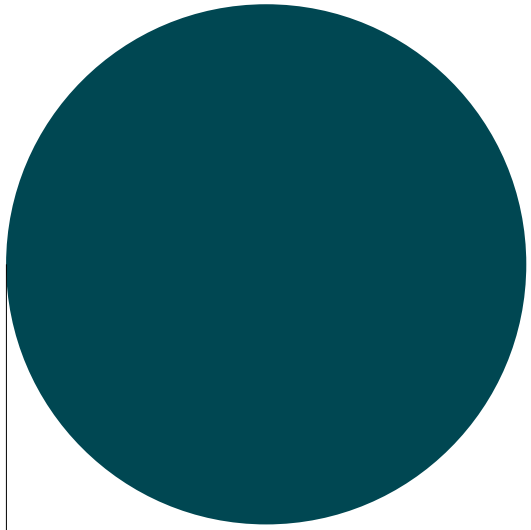
When using the logo on a poster,
use the version with the baseline on the side.
Use the “i” as a guideline to mesure the distance
between the other logos.



04 colours

Main colors

Use these colours for all digital media, f.e. digital presentations, e-mail, websites, social media.



Vlir-uos Blue

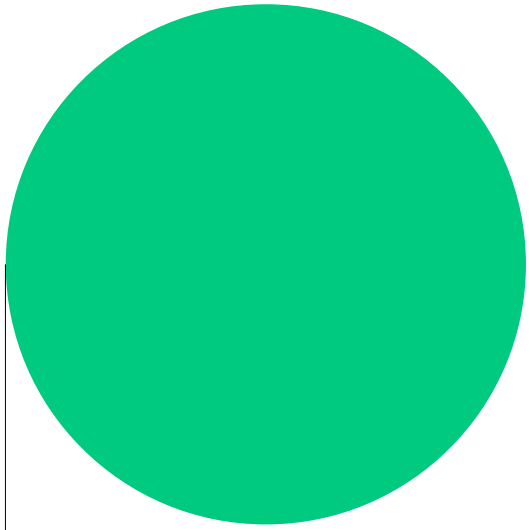
R0
G71
B81

#004751

C94
M58
Y53
K38

RAL 5020
or
RAL 220 30 20

Pantone: 548 C



Vlir-uos Green

R0
G201
B128

#00C980

C70
M0
Y65
K0

RAL 6037
or
RAL 160 70 50

Pantone: 7480 C

Secondary colors

Use these colours for printed
& web materials.

Secondary Green

R161 G189 B240

C41 M21 Y0 K0

#A1BDF0

RAL 280 70 25

Secondary Green

R207 G196 B94

C24 M15 Y73 K2

#CFC45E

RAL 100 80 50

Secondary Orange

R232 G125 B41

C4 M60 Y89 K0

#E87D29

RAL 060 60 70

Secondary Pink

R242 G217 B201

C5 M18 Y21 K0

#F2D9C9

RAL 060 90 10

05 typography

Main typefaces

VLIRUOS uses **Paralucent** and **Noto Sans** as their main typefaces.

Always use one of them for the titles and subtitles, and the other for the body text, according to the type of project.

Noto Sans is a Google Typeface:
https://fonts.google.com/noto/specimen/Noto+Sans

Paralucent Bold

This is a Title.

Paralucent Demi-Bold

This is a sub-title.

Noto Sans Regular

This is a body.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volvtate veli.

Powerpoint typefaces

VLIRUOS uses **Aptos** as their Powerpoint presentation typeface.

Always use one of them for the titles and subtitles, and the other for the body text, according to the type of project.

Aptos Bold

This is a Title.

Aptos Bold

This is a sub-title.

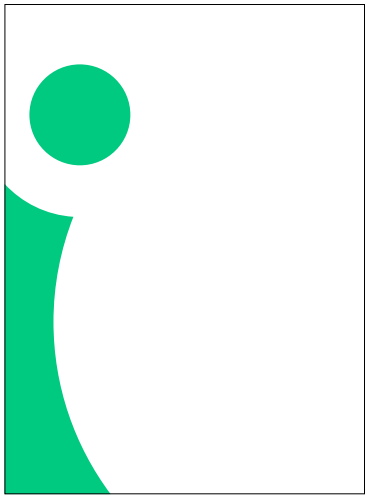
Aptos Regular

This is a body.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volvtate veli.

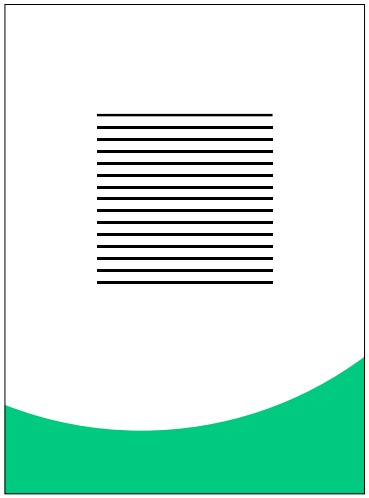
06 graphic elements

Decorative elements

When designing a publication,
use the logo and its elements to create
decorative compositions.



close-up



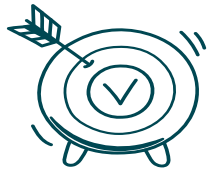
decorative element

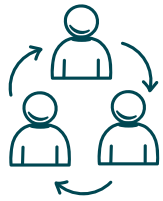
Examples



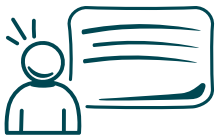


Icons












Contact

If you have any questions about the logo or the applications, do not hesitate to contact the designers or the person responsible for communication at VLIRUOS.

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