

Logo Usage Policy



POLICY # EAAS/2024/240261

Adopted by the Senate on July 15, 2024

European Academy of Advanced Studies (EAAS)

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1. Purpose

The EAAS logo is the primary visual expression of the Academy's identity and the outward sign of its accredited status. Consistent, controlled use of the mark protects the reputation of EAAS, assures students and regulators that material bearing the mark is authentic, and prevents third parties from implying an association or an accreditation that does not exist.

This Policy states who owns the mark, who may use it, on what authority, and in what form. It applies to every medium: print, web, video, social media, presentations, certificates, merchandise, and any material produced by or on behalf of EAAS.

2. Scope

This Policy binds all members of the EAAS community, and every external party authorized to use the mark, including recruitment agents, academic and corporate partners, event organizers, alumni networks, and contractors. It applies to the institutional wordmark, the symbol, any stacked or horizontal variant, and any derivative lock-up.

3. Status and Legal Framework

This Policy is a linked policy under the EAAS General Academic Regulations and is to be read together with the Ethics Policy, in particular the requirement of truthful representation at Section 6.4, and the Student Code of Conduct Policy. Where a linked policy provides greater operational detail, that policy governs the detail.

- The mark is protected as a trademark and by copyright under Maltese and EU law. Unauthorised use may be actionable.
- Statements about the Academy's licensed and accredited status are regulated by the Further and Higher Education Authority Act (Chapter 607) and S.L. 607.03. Misrepresenting that status is a legal risk as well as a breach of this Policy.
- The designation "university" is restricted in Malta. No material bearing the EAAS mark may describe EAAS as a university.

4. Ownership

The EAAS logo, wordmark, and all variants are the property of the European Academy of Advanced Studies. Authorisation to use the mark confers a limited, revocable, non-exclusive, non-transferable licence for the purpose stated in the authorisation. It does not transfer ownership, and it may not be sub-licensed. All rights not expressly granted are reserved.

5. The EAAS Marks

5.1 Description of the mark

The EAAS mark is a heraldic shield rendered in a single colour, EAAS Blue, on a white field. Within the shield, a mortarboard sits above an open book, flanked by two turreted towers; a banner ribbon crosses the shield bearing the letters EAAS in capitals; below

the banner stands a fortified gateway with a central arch. The composition draws on Maltese fortification heraldry and on the conventional scholarly emblems of the cap and the open book.

The mark is reproduced only from artwork supplied by EAAS. It is never redrawn, traced, recoloured, or reconstructed.

5.2 Approved versions

- **Primary mark.** The full shield in EAAS Blue on white. The default in general applications.
- **Horizontal lock-up.** The shield placed beside the institutional name in the licensed typeface, in EAAS Blue on white, for letterheads, the website header, and formal documents. Supplied as artwork; never rebuilt by hand.
- **Reversed mark.** The shield in white on an EAAS Blue field, for dark backgrounds.
- **Monochrome mark.** A single-colour black version for one-colour printing, engraving, embroidery, and fax-quality reproduction.
- **Symbol only.** The shield without surrounding text, for favicons, application icons, and social avatars, where the EAAS name appears prominently elsewhere on the same surface.

The banner already carries the letters EAAS. In addition to the shield, an official horizontal lock-up—the shield placed beside the institutional name set in the licensed typeface—is an approved version and is the default wherever the full institutional name must appear, such as on letterheads, the website header, and formal documents. The lock-up exists only as artwork supplied by EAAS and must never be reconstructed by setting the name in type beside the shield independently.

5.3 Status of the artwork

The versions listed at 5.2 are the approved set. Not all of them presently exist as files. Until the gaps below are closed, the mark cannot be used correctly in several of the applications this Policy contemplates — on dark backgrounds, at small sizes, or in print.

Requirement	Status
Vector master (SVG, EPS, PDF)	Not held. The only supplied artwork is a raster PNG at 254 × 214 px.
Transparent background	Not held. The supplied PNG has an opaque white background on all four corners.
Reversed (white) version	Not held. Cannot be produced from the current file.
Monochrome / greyscale version	Not held.
Symbol-only asset (favicon, avatar)	Not held.
Print resolution at minimum size	Insufficient. At the 25 mm minimum height the supplied file yields approximately 217 dpi, below the 300-dpi print standard.

Brand and Communications is responsible for commissioning a vector master and deriving the reversed, monochrome, transparent, symbol-only, and horizontal lock-up assets from it. Until then, no member of staff or external party may generate a substitute by removing the white background, recolouring the file, or enlarging it.

Departments, programmes, and student societies may not create their own variants, sub-brands, or lockups. A programme-level lock-up may be commissioned only through Brand and Communications.

6. Who May Use the Mark

Use of the mark is by authorisation, not by association. Being a partner, agent, or alumnus does not itself confer the right to use the mark.

User	Authorisation	Permitted use
EAAS staff	Standing, within role	Institutional templates, correspondence, teaching materials, approved presentations.
EAAS students	Standing, limited	Coursework, the research project title page, and student-society material approved by the Programme Coordinator. Not for personal, commercial, or promotional use.
Alumni and alumni networks	Written authorisation	Alumni events and networking material. Alumni may state that they graduated from EAAS; they may not use the mark to imply endorsement of a business.
Recruitment agents and representatives	Written authorisation, renewed annually	Only the artwork and accreditation wording supplied by EAAS, in the territories named in the agreement. See Section 13.
Academic partners	Written agreement	Material relating to the specific collaboration only, for its duration.
Corporate and industry partners	Written agreement	Material relating to the specific collaboration only. Not on products, packaging, or investor material.
Event organisers	Written authorisation, per event	Promotion of the specific event, using supplied artwork.
Media and press	No authorisation needed	Editorial illustration of a story about EAAS, using official artwork, unaltered.
Any other party	Written authorisation required	As specified in the authorisation.

Standing authorisation may be withdrawn. Written authorisation is granted for a defined purpose, medium, territory, and period, and lapses on expiry unless renewed.

7. How to Obtain Authorisation

- Submit the request form at Appendix 1 to brand@eaas.mt, with a proof or mock-up of the intended use.
- Brand and Communications respond within 10 working days. Requests involving a statement about accreditation, or a new lock-up, are referred to the Senate / Academic Council.
- Authorisation is issued in writing and states the permitted purpose, artwork version, media, territory, and expiry date.
- Artwork is supplied by EAAS. Authorised users must not recreate, redraw, trace, or regenerate the mark from an image.
- Authorisation may be revoked at any time, with immediate effect where the mark is being misused or the Academy's status is being misrepresented.

8. Colour

The EAAS mark is monochromatic. It uses one colour and white. There is no secondary or accent colour within the mark itself.

Colour	Swatch	Value	Role
EAAS Blue		#000099	The mark, the wordmark, headings, and all primary brand applications.
White		#FFFFFF	The field within the shield, the banner, clear space, and the reversed mark.
Neutral grey		#595959	Secondary text and captions in institutional documents. Not part of the mark.

8.1 Reproduction values

These values are taken from the master artwork and are authoritative. They are recorded in the brand asset register and must not be adjusted to suit a document, a partner, or a campaign.

Space	Value
HEX	#000099
RGB	0, 0, 153
CMYK	100 / 100 / 0 / 40

Space	Value
Pantone	To be matched by the printer against a physical proof. Pantone Blue 072 C is the closest common approximation and must not be assumed without proofing.
Contrast on white	14.38:1 — exceeds WCAG 2.1 AAA for all text sizes.

- EAAS Blue is a deep, fully saturated blue. It is not navy, and it must not be substituted with a navy or royal blue because one is closer to hand.
- Where colour printing is unavailable, use the monochrome version. Do not approximate EAAS Blue with the nearest available ink.
- EAAS Blue against white gives a contrast ratio of 14.38:1, and white against EAAS Blue the same. Both directions satisfy WCAG 2.1 AAA at every text size, so the mark and the reversed mark are both fully accessible.
- Neutral grey is a document colour, not a brand colour. It never appears in the mark.

9. Typography

- **Primary typeface.** The wordmark is set in the licensed institutional typeface and must never be reset, substituted, or re-kerned. It exists only as supplied artwork.
- **Supporting typeface.** Institutional documents use a single clean, professional typeface for headings and body text, applied consistently. The typeface name and licence are recorded in the brand asset register.
- **Fallback.** Where the licensed typeface is unavailable — in email, on the VLE, or in third-party systems — a designated system fallback is used. The fallback is specified in the brand asset register and is not chosen for this.

Naming the typefaces is a required step: a brand guideline that specifies only “a bold modern sans-serif” cannot be followed consistently and should not be issued.

10. Clear Space, Size and Background

- **Clear space.** Maintain clear space on all sides equal to the height of the symbol. No text, image, rule, or fold may enter this area.
- **Minimum size. Digital:** 64 px in height. **Print:** 25.4 mm (1 inch) in height. Below these sizes, use the simplified shield mark (without fine internal detail) to preserve legibility.
- **Backgrounds.** The full-colour mark on light backgrounds; the white or monochrome mark on dark backgrounds. Never place the mark on a busy photograph, a low-contrast field, or a patterned surface. Where a photographic background is unavoidable, apply a solid or heavily blurred panel behind the mark.

11. Placement

Placement	Use
Top left	Websites, letterheads, official documents, policies — for immediate recognition.

Placement	Use
Bottom left	Reports, brochures, marketing collateral.
Centred	Certificates, transcripts, banners, and materials where the mark is the primary element.
Never	Overlapping text or images; inside a sentence as a substitute for the word “EAAS”; adjacent to another logo without the required clear space.

12. Co-Branding

Situation	Rule
EAAS-led material	The EAAS mark leads: greatest prominence, first position in reading order.
Partner-led material	The EAAS mark appears at a size no smaller than the partner’s own, with full clear space, in the primary or stacked version as space allows.
Joint initiative	Equal prominence, equal optical size, separated by at least the clear-space rule. Neither mark is overshadowed.
Never	The marks are not merged, locked together into a new composite mark, or joined by “x”, “+”, or similar devices without written approval.

13. Statements About Accreditation and Status

This Section governs the words that accompany the mark. It is the provision most likely to expose EAAS to regulatory risk, and it applies without exception to recruitment agents and representatives.

- Only the accreditation wording issued by EAAS may be used. It must be reproduced verbatim, in full, and must not be abbreviated, paraphrased, or translated without approval.
- No party may state or imply that a programme is accredited, licensed, or recognised beyond what EAAS has in fact been granted, or that an award carries recognition it does not carry.
- No party may describe EAAS as a university, or use “university”, “degree-awarding university”, or equivalent terms in any language, in material bearing the mark.
- Regulator and quality-body logos (for example the MFHEA mark) are the property of those bodies and may be used only with their own permission and under their own guidelines. EAAS does not grant permission to use them.
- Claims about employment outcomes, rankings, partnerships, or recognition must be substantiated and approved in writing before publication.
- Breach of this Section is treated as misrepresentation under Section 6.4 of the Ethics Policy and is referred to the Ethics and Compliance Committee.

14. Incorrect Usage

Do not:

- distort, stretch, condense, or otherwise alter the proportions of the mark;
- change its colours, or recolour it to match a document, partner, or campaign;
- reset, substitute, or re-kern the wordmark typography;
- apply drop shadows, gradients, outlines, bevels, glows, or other effects;
- rotate, flip, mirror, or animate the mark, except in officially supplied motion assets;
- crop the mark, or extract elements of the symbol for separate use;
- place the mark inside a shape, box, or button not supplied by EAAS;
- add words, taglines, or a partner name to create a composite mark;
- use the mark as a decorative pattern, watermark, or background texture; or
- use the mark in place of the word “EAAS” in running text.

15. Digital, Social Media and Merchandise

- **Websites and the VLE.** The mark appears once per page, in the header. It is not repeated in body content.
- **Social media.** Official EAAS accounts use the symbol as the avatar. No individual, society, or agent may operate an account whose avatar or name implies it is an official EAAS channel.
- **Email signatures.** The institutional signature template is used unmodified. The mark is not added to personal signatures at other institutions or businesses.
- **Presentations and video.** Institutional templates only. In recorded teaching, the mark appears in the title frame, not as a persistent overlay.
- **Certificates and transcripts.** The mark is applied centrally by the Registry. It is not applied to any document by an individual member of staff.
- **Merchandise.** Requires written authorisation and a proof. The mark is not applied to products for sale by third parties.

16. Derivative and AI-Generated Use

- The mark must not be redrawn, vectorised from a raster image, or reconstructed by any generative AI system. Only supplied artwork is used.
- The mark must not be placed on AI-generated imagery in a way that implies the image depicts EAAS, its staff, its students, or its facilities.
- AI-generated material published under the mark must be reviewed and approved by a named member of staff, who is accountable for its accuracy.

17. File Formats and Resources

Format	Use	Notes
SVG	Web, scalable digital applications	Preferred for all digital use.

Format	Use	Notes
PNG	Digital where transparency is needed	Supplied at multiple resolutions; do not upscale.
PDF	High-quality print	Vector; retains colour profile.
EPS	Professional printing and design	Supplied on request.
Favicon / app icon	Browser and application use	Symbol only, supplied as a separate asset. Do not crop the full mark.

- Official artwork, this Policy, and the brand asset register are obtained from brand@eaas.mt.
- Assets are not to be redistributed. A partner requiring artwork requests it directly from EAAS.
- Any question about a proposed use should be resolved before production, not after.

18. Misuse and Enforcement

Stage	Action
Identified	The Brand and Communications function record the misuse and notifies the party in writing, supplying correct artwork.
Persistent or material	Authorisation is suspended or revoked; the party must cease use and remove the mark within 10 working days.
Misrepresentation of status	Referred to the Ethics and Compliance Committee under the Ethics Policy. Where a partner or agent is involved, the agreement may be terminated.
Unauthorised third party	EAAS reserves all rights, including trademark enforcement under Maltese and EU law.

19. Review and Version Control

- This Policy is owned by the Senate / Academic Council and maintained by Brand and Communications.
- It is reviewed at least annually, and whenever the mark, the institutional name, or the Academy's accredited status changes.
- The brand asset register — recording confirmed colour values, typeface names and licences, and the approved accreditation wording — is maintained alongside this Policy and updated whenever any value changes.
- Amendments are approved by the Senate / Academic Council and communicated to staff, students, and all authorised external users.

Appendix 1 — Logo Usage Request Form

Submit to brand@eaas.mt with a proof or mock-up of the intended use. Allow 10 working days.

Section A — Requester

Name	
Organisation	
Relationship to EAAS	
Email and telephone	
Date of request	

Section B — Proposed use

Purpose of use	
Medium (print / web / video / merchandise)	
Territory	
Start and end dates	
Artwork version requested	
Will any other logo appear alongside?	
Proof or mock-up attached?	

Section C — Statements about EAAS

Reproduce below, in full, any wording describing EAAS, its programmes, or its accredited status that will appear in this material.

Proposed wording	
Source of the wording	

Section D — Declaration

I have read the EAAS Logo Usage Policy. I will use only artwork supplied by EAAS, without alteration; I will not describe EAAS as a university or state any accreditation beyond that which EAAS has granted in writing; and I will cease use on expiry or revocation of this authorisation.

Signature	
Date	

For EAAS use

Referred to Senate? (Y / N)	
Decision	
Conditions	
Expiry date	
Authorised by and date	