



**Advancing Higher Education for  
Sustainable Growth in Southeast  
Asia**

Project Number: GREEN FINANCE · 101237817

# **BRAND GUIDELINES**



**Co-funded by  
the European Union**

# OUTLINE

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- **Logo Background**
- **Using with Erasmus + Logo**
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- **Typography**
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# **ABOUT GREEN FINANCE**

This Erasmus+ CBHE funded EU project will contribute to the modernization of the Higher Education systems in partner countries by enhancing the quality, relevance and responsiveness of HEIs in the Philippines, Thailand and Vietnam.

The project aims to achieve this by building and reinforcing the capacity of research and teaching staff to modernize curricula, develop new and innovative teaching to address the challenges of socio-economic recovery, growth and prosperity in line with the Green Deal, Sustainable Development Goals (SDGs) and the Paris Agreement.



## **KEY PROJECT ACTIVITIES**

### **WP1: Project Management & Quality**

**Assurance:** Establishing the management plan and quality frameworks.

**WP2: Preparation Phase:** Conducting introductory training, surveying stakeholders to define curriculum content, and purchasing necessary equipment.

**WP3: Curriculum Development:** Developing the "Green Finance Micro-Credential Program"

through twinning and tandem work between EU and ASEAN partners.

### **WP4: Program Delivery & Validation:**

Implementing the course, recruiting students, signing MOUs with companies, and placing students in internships.

### **WP5: Dissemination & Sustainability:**

Ensuring long-term impact through a dedicated website, public events, and a sustainability strategy.

## PARTNERS:



UNIVERSITATEA  
LUCIAN BLAGA  
— DIN SIBIU —



UNIVERSITY  
OF OPOLE



UNIVERSITÀ  
DI SIENA 1240



UNIVERSITY  
OF TWENTE.



ATENEUM DE MANILA  
UNIVERSITY



PAYAP  
UNIVERSITY



HOCHIMINH  
UNIVERSITY OF BANKING



มหาวิทยาลัยวลัยลักษณ์  
WALAILAK UNIVERSITY



# GREEN FINANCE LOGOS AND ICON:

The logo and Icon are the touchstone of our brand and one of the most valuable assets.



Green Finance

# LOGO BACKGROUND



# Using with Erasmus + Logo

The GREEN FINANCE logo must come after the Erasmus+ logo in horizontal alignment as shown below.



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When using the logo together with the Erasmus+ and partner's logo, the sequence should be Erasmus+, GREEN FINANCE, and the partner's logo. The alignment should be horizontal as shown in example below.

## Example :



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Partner's  
logo

## GREEN FINANCE Colors :

The colors give us our personality. Our main color, **green**, symbolizes growth and sustainability. It has been chosen for GREEN FINANCE to highlight our commitment to education and eco-friendly practices, ensuring a distinctive and memorable identity.

### PRIMARY COLOR

#4c9141

Gradient

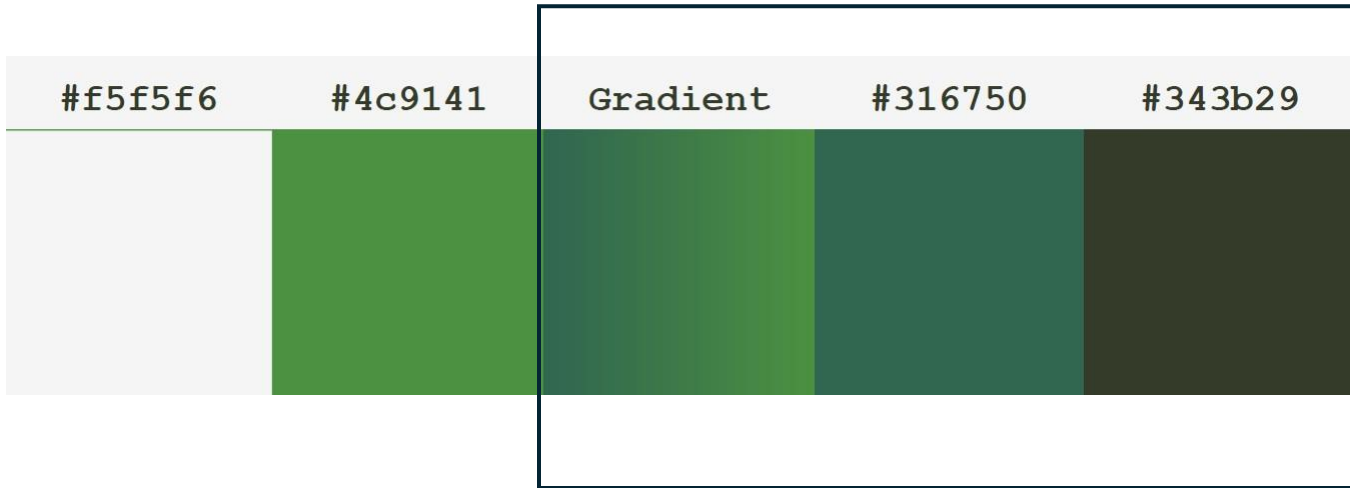
#316750

#343b29

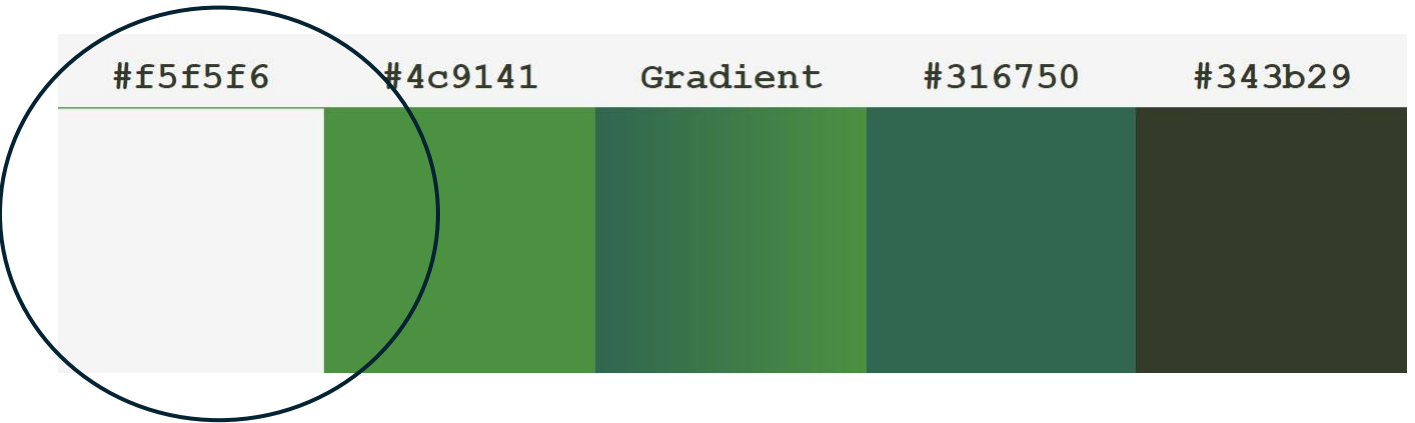


## GREEN FINANCE Colors :

### SECONDARY COLORS



### BACKGROUND COLOR



## TYPOGRAPHY

Roboto has a dual nature. It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. While some fonts distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

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# Roboto

Designed by [Christian Rohartson](#)

Thin 100

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Light 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular 400

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Medium 500

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Black 900

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## How to Download and Install the Roboto Google Font

1. Go to the Google Fonts website:  
<https://fonts.google.com/specimen/Roboto>
2. Click the button "Get font"
3. Click the button "Download all"
4. Save and choose the desired download location
5. Extract the downloaded file (Roboto.zip)
6. Copy the font files to your system's font folder:
  - Windows: C:\Windows\Fonts
  - Mac: /Library/Fonts
  - Linux: Depends on your distribution, usually in the  
~/ .fonts or /usr/share/fonts folder
7. Restart your computer (not always necessary).



## DISCLAIMER

All Printed and electronic materials must have a disclaimer at the footnote which states the following.

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