

IDEX UNIVERSITÉ CÔTE D'AZUR

Graphic and Editorial Guide



Graphic and Editorial Guide

The IdEx Université Côte d'Azur Graphic and Editorial Guide is intended for IdEx teams and project leaders. It presents the best practices and guidelines to be followed in terms of graphic and editorial style.

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> Objective of the IdEx Guide

The aim of this Guide is to provide IdEx teams and project leaders with a reference document to help them create and write content on a daily basis. It lays down the graphic and editorial rules that will allow us to abandon references to the UCA^{JEDI} project and anchor in people's minds the idea of a sustained "Initiative of Excellence".

The purpose of this Guide is to harmonize the way IdEx and its actions are presented, so that everyone can clearly identify IdEx as a driver of Université Côte d'Azur's growth.

> Graphic guidelines

Logo block

Do



Now that Université Côte d'Azur has been confirmed as an Initiative of Excellence, its graphic identity is changing. From now on, the desire is to affirm the institution's status as a sustained Initiative of Excellence.

**USE THIS LOGO ON ALL
COMMUNICATION MEDIA**



2 versions: color or white

Don't



As part of Université Côte d'Azur's project to be recognized as an Initiative of Excellence, a project name and logo had been defined. "UCA^{J.E.D.I.}" was used to designate the project. Now that IdEx status has been permanently awarded, the project's name and logo are no longer relevant.

**DO NOT USE THIS LOGO
ANYMORE ON ANY
COMMUNICATION MEDIA**



UCA J.E.D.I.
UNIVERSITÉ CÔTE D'AZUR



DO NOT USE

Seal

For use on graphics of limited size (e.g., web graphics, social networks, etc.), we recommend replacing the logo block with the IdEx seal:



The IdEx seal identifies projects that fall within the scope of IdEx actions and distinguishes them from other projects. The seal is available in two versions: color and black and white.



Note: The presence of the funders' logo (France 2030) is a regulatory requirement established by an ANR agreement and by consortium agreements.

Email signature

A standardized electronic signature meets two objectives:

- The need to harmonize our signatures to take full advantage of the brand image.
- The need to strengthen our permanent IdEx position.

Use of a "target" signature serves to:

- Simplify: keep a single logo, the logo of the brand identity (Université Côte d'Azur logo or combined logo).
- Clearly spell out our IdEx status as an Initiative of Excellence.

Target email signature

Fist name, last name

Position

Phone

Website

Customizable block

Université Côte d'Azur

Labelisée Initiative d'Excellence

Block used by

the entire Université Côte d'Azur community




Primary Brand Logo / Secondary Brand Logo / Associated Brand Logo

Reminder: brand architecture

- **Primary brand:** Université Côte d'Azur
- **Secondary brand:** schools, components, institutes (combined logo with inclusive separator)
- **Associated brand:** national research organizations (EPST), associate institutions, laboratories (associated logos with 2 separators: one single and/or 1 double)

Depending on the situation, it can be adapted to include a postal address, mention the name of the campus, include several web links, social networks, etc., but the target combination must be respected.

Examples:

Component	Target signature	Application
<p>Institution</p> <p>Primary brand</p>	<p>Fist name, last name</p> <p>Position</p> <p>Phone</p> <p>Website</p> <p>Université Côte d'Azur <i>Labelisée Initiative d'Excellence</i></p>	<p>Emmanuelle Duthilleul</p> <p>Events Project Manager</p> <p>IdEx Université Côte d'Azur Valrose campus</p> <p>+33 6 XX XX XX XX univ-cotedazur.fr</p> <p>Université Côte d'Azur <i>Labelisée Initiative d'Excellence</i></p>
<p>Co-sponsored training programs, partners - EPST, associate institutions, laboratories</p> <p>Associated brand</p>	<p>Fist name, last name</p> <p>Position</p> <p>Phone</p> <p>Website</p> <p>Université Côte d'Azur <i>Labelisée Initiative d'Excellence</i></p> <p> UNIVERSITÉ CÔTE D'AZUR + PARTNER LOGO</p> <p> UNIVERSITÉ CÔTE D'AZUR + LABORATORY LOGO</p>	<p>Sylvain Antoniotti</p> <p>CNRS Research Director</p> <p>Vice-President IdEx Université Côte d'Azur</p> <p>+33 6 XX XX XX XX univ-cotedazur.fr</p> <p>Université Côte d'Azur <i>Labelisée Initiative d'Excellence</i></p>
<p>IdEx entities: (academy of excellence, reference center, virtual center for pedagogical innovation, Welcome Center, Labex, Shared Europe unit, MSI, etc.)</p> <p>Primary brand</p>	<p>Like campuses, departments, projects and services: =>The different IdEx entities do not have their own logo and must use the primary brand's logo.</p> <p>Fist name, last name</p> <p>Position</p> <p>Phone</p> <p>Website</p> <p>Université Côte d'Azur <i>Labelisée Initiative d'Excellence</i></p>	<p>Lucie Porcherie</p> <p>Assistant IdEx Project Manager</p> <p>Academy of Excellence #3 Space, Environment, Risk and Resilience</p> <p>Nice Institute of Chemistry - Valrose Campus</p> <p>+33 6 XX XX XX XX univ-cotedazur.fr</p> <p>Université Côte d'Azur <i>Labelisée Initiative d'Excellence</i></p>

Printed and web material (posters, flyers, etc.)

All communication material created (to be printed or downloaded) must include the Université Côte d'Azur brand elements to avoid diluting information and weakening the impact of IdEx Université Côte d'Azur.

Do



- > Use the Université Côte d'Azur logo alone at the top of documents
- > Separate it from the organizer
- > Give a hierarchy to partner logos

(If in doubt, please contact the IdEx Communications Officer, who is responsible for the IdEx guide)



Don't



Combine a multitude of logos haphazardly



Roll-up banners

Stand-mounted roll-up banners for use at events or other meetings can be obtained from the IdEx Events Project Manager, who is the only person authorized to produce and manage them.

Contact: Emmanuelle Duthilleul

emmanuelle.duthilleul@univ-cotedazur.fr - Phone: +33 (0)4 89 15 12 21

> Editorial guidelines

The editorial guidelines are essential to standardize editorial content and the way we express ourselves. An accessible, consistent approach:

- Makes it easier for all stakeholders to become familiar with our permanent IdEx status.
- Helps target audiences identify IdEx actions.

Signature of scientific publications

In addition to the Université Côte d'Azur scientific signature, publications and communications resulting from projects funded in whole or in part by IdEx must mention the following:

« Ce travail a bénéficié d'une aide du gouvernement français, gérée par l'Agence Nationale de la Recherche au titre du Plan d'investissement France 2030, dans le cadre de l'Initiative d'Excellence UCAjedi portant la référence ANR-15-IDEX-01.

"This work was supported by the French government through the France 2030 investment plan managed by the National Research Agency (ANR), as part of the Initiative of Excellence UCA^{JEDI} under reference number ANR-15-IDEX-01."

Typography

The name must be spelled in the following case-sensitive way (upper/lower case)

Do



IdEx

Initiative of Excellence

IdEx of Université Côte d'Azur

IdEx Université Côte d'Azur

Don't



IDEX, IdEX

initiative d'excellence, Initiative d'EXcel-
lence, INITIATIVE D'EXCELLENCE

IdEx de l'Université Côte d'Azur,

Do not use the following name anymore:
IdEx UCA^{JEDI} or UCA^{JEDI} project

Brand language

To present the Initiative of Excellence of Université Côte d'Azur:

The Initiative of Excellence is a national award that Université Côte d'Azur obtained in 2016 under the French Investments for the Future Program (Programme d'Investissements d'Avenir - PIA). The award was permanently extended in 2021. Recognition as an Initiative of Excellence confirms the position of Université Côte d'Azur as a top-ranking research-intensive university that offers a high-quality education in innovative sectors with a strong international outreach.

Key words and phrases

IdEx Université Côte d'Azur

The Initiative of Excellence of Université Côte d'Azur

IdEx is coordinated by Université Côte d'Azur...

As part of IdEx, Université Côte d'Azur is implementing...

Thanks to its Initiative of Excellence, Université Côte d'Azur ...

This Université Côte d'Azur project was supported by IdEx...

This Université Côte d'Azur project/action/achievement/mission under the Initiative of Excellence is led by Université Côte d'Azur in partnership with (CNRS, Inria, Villa Arson, CHU, etc.)

Social media

In your publications on all social media:

- Mention the Université Côte d'Azur account: [@Univ_CotedAzur](#)
- Use the hashtag: [#IdExUnivCotedAzur](#)



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www.univ-cotedazur.fr

