



EU higher education policy: the BOLOGNA process and internationalization of
INDian universities

(BOLOGNA-IN)

Bologna-IN

User Guide

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1. Concept and Font

The Bologna-IN logo uses the simple concept of logos. The project name is used as it is in the logo with a horizontal line underneath.

The color used for the text is similar to the European Union's flag and the line color is similar to the official color of Erasmus program. (Information from 'Graphic Design User Guide' of Erasmus Plus).¹

The width of the line equals to the maximum width of any letter in the text.

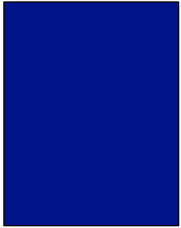
The font used to create the 'Bologna-IN' logo is "Georgia".

The name of this program does not need translation. Hence, the logo can be used as it is for all languages.

2. Color

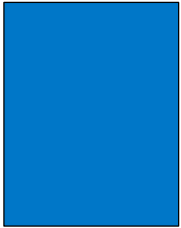
Text Color

PANTONE Reflex blue C

R - 0	C - 100	HEX/HTML	
G - 20	M - 89	001489	
B - 137	K - 0		
	Y - 0		

Line Color

PANTONE 3005 C

R - 0	C - 100	HEX/HTML	
G - 119	M - 31	0077c8	
B - 200	K - 0		
	Y - 0		

3. Do's and Don'ts

- The logo may not be disproportionally stretched, cropped, scaled or distorted.
- The colors should not be changed. Appropriate background color should be used to highlight the logo. However, the logo can be used in black and white format only when necessary.
- White background is recommended for the use of the logo.
- The logo should be used in its original orientation. Do not rotate.

¹ http://ec.europa.eu/dgs/education_culture/promo/erasmus-plus-toolkit-20131031_en.pdf