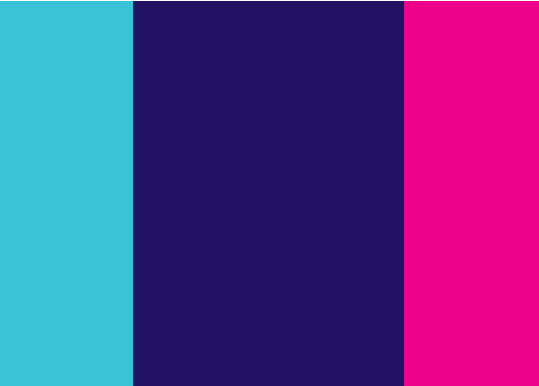




ideate:

Identity
guide





ideate:

**Interdisciplinary
Entrepreneurial Application
for Transforming Education
in High Technologies**

ideate.me

University of Nova Gorica
Staffordshire University
University of Turku
Vilnius Business College
D-Labs d.o.o.



Lifelong
Learning
Programme

With the support of the Lifelong Learning
Programme of the European Union



ideate: Logo background



The project **ideate:** is examining and developing entrepreneurial approach and is teaching and guiding students, young professionals and teachers how to best utilise their skills in the business environment.

The **ideate:** colour overlay represents the bridge connecting **education** and **professional life** in individuals' solid skill base. The **turquoise** colour represent not completely green but also not experienced in life, while **reddish** represents that fiery successful individual full of life, energy and drive. The **rich blue** represents individuals' consolidated skill for successful life through **ideate:** project.

ideate:

ideate:

ideate:

ideate:

ideate: Logo – two colour job

ideate:

ideate:

ideate:

ideate:







ideate: Flag



ideate: Improper use of the logo

~~ideate:~~

~~ideate:~~

~~ideate:~~

Colour merge

~~ideate:~~

~~ideate:~~

Stretched or elongated

~~ideate:~~

Tilted or skewed



Negative version on white background and positive version on negative background.



Rich blue:
C95 M100 Y0 K40
PMS: 281 C/U
R17 G0 B100
Hex: #110064



Turquoise:
C65 M0 Y15 K0
PMS: 311 C/U
R0 G194 B215
Hex: #00C1D7



Reddish:
C0 M100 Y0 K0
PMS: Rhodamine Red C/U
R255 G0 B145
Hex: #FF0091

ideate: the project uses a very clear and clean sans-serif font – Museo Sans – to simply define its content throughout. Although Museo Sans comes in many different weights, we primarily use two weights in two shapes: 300, 300 Italic, 700, and 700 Italic. Samples of the font are to the right.

Museo Sans 300

ABCČDEFGHIJKLMNOPQRSŠTUVWX
YZŽ abcčdefghijklmnopqrsštuvwxyzž
1234567890 .,:;()[]@#&*€£–+=

Museo Sans 300 Italic

ABCČDEFGHIJKLMNOPQRSŠTUVWX
YZŽ abcčdefghijklmnopqrsštuvwxyzž
1234567890 .,:;()[]@#&*€£–+=

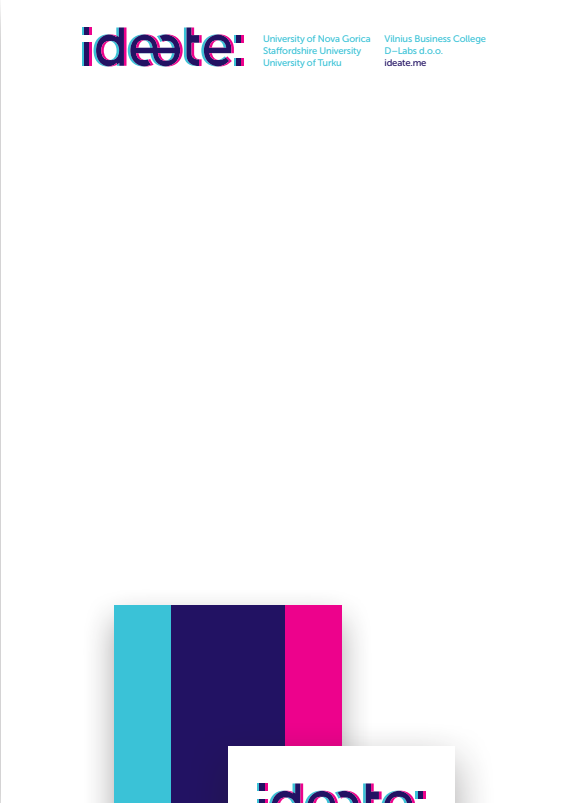
Museo Sans 700

ABCČDEFGHIJKLMNOPQRSŠTUVWX
YZŽ abcčdefghijklmnopqrsštuvwxyzž
1234567890 .,:;()[]@#&*€£–+=

Museo Sans 700 Italic

ABCČDEFGHIJKLMNOPQRSŠTUVWX
YZŽ abcčdefghijklmnopqrsštuvwxyzž
1234567890 .,:;()[]@#&*€£–+=

ideate: Uses of identity – stationery



Left: letterhead and business card. Above and right: Powerpoint presentation cover and page.



ideate: Uses of identity – promotion

ideate: University of Nova Gorica
Staffordshire University
University of Turku
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Interdisciplinary Entrepreneurial Application for Transforming Education in High Technologies ideate.me

Four universities team up with a company to boost entrepreneurial spirit in higher education through the use of **innovative, interdisciplinary teaching methods**.

Higher education often operates in "silo" mentality, so students become too focused on the technical side of their subjects while less thought is given to actual and innovative ways of **applying and exploiting high technology**, especially across borders of disciplines—and academic, national, or professional cultures! IDEATE thus aims to improve the students' learning experience and ultimately **enhance their employability** especially in the crisis-stricken geographical areas and disciplinary sectors of Europe.

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The IDEATE project will

- 1 Train academics and students to become engaged in developing **entrepreneurial** behaviours
- 2 Develop university curricula that facilitate inter-disciplinary study
- 3 Deliver an inter-disciplinary, trans-national intensive learning residential (mobility) where students of different disciplines operate as scientific-cum-creative teams, responding to a task set by a real-life employer
- 4 Evaluate the model and refine it for future use
- 5 Disseminate good practice in interdisciplinary, entrepreneurial education
- 6 Provide a **legacy** of materials and resources for exploitation of lessons learnt for future implementation of interdisciplinary, entrepreneurial education

IDEATE addresses

- 1 **Students**—how to raise awareness, develop entrepreneurial behaviours, increase employability?
- 2 **Academic practitioners**—how to deliver interdisciplinary, entrepreneurial education with innovative teaching models?
- 3 **Academic policy makers**—how infrastructure and policies can facilitate this new style of learning?
- 4 **Employers**—how to engage with HEIs in synergy collaborations leading to innovation of products and services?

If you would like to hear more about IDEATE, or contribute to our understanding of how companies and HEIs can work together, please contact:

University of Nova Gorica Peter Purg: peter.purg@ung.si
Staffordshire University Rosie Borup: r.borup@staffs.ac.uk or
Prof. Stella Mills: s.l.mills@staffs.ac.uk

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Left: aims and objectives flyer.
Above and right: aims and objectives posters.

ideate:

**ideate: Interdisciplinary
Entrepreneurial Application for
Transforming Education in High
Technologies** project is designed
by Metod Blejec / metodblejec.net

January 2014