

Communication guidelines

The purpose of these guidelines is to help you raise the profile of your research work and to meet the requirements of your funding bodies.

As a researcher at the UBO, you must comply with certain communication rules:

All communication in the context of your professional your professional activities must comply with UBO communication rules to which, depending on the funding of your research activities, certain additional additional rules.



Université de Bretagne Occidentale

Visual identity of the university

When communicating about your work carried out within the framework of the UBO :

1

Your affiliation to UBO must be visible, at least by the addition of the logo.

You will find a downloadable version of the university's graphic charter [here](#).

2

Be sure to use the **UBO graphic charter as much as possible** (fonts at least), or that of the laboratory if it exists.

3

Use the name «**Université de Bretagne Occidentale**» or its acronym «**UBO**» (not Université de Brest, which is not an existing entity in terms of communication, as UBO is present in several towns).

4

When communicating your work on networks, remember to mention the name of the university :

Facebook :
@UBO.UnivBrest
Instagram :
universitebrest
Twitter :
@UBO_UnivBrest
LinkedIn :
Université de Bretagne Occidentale

The UBO logo

The **UBO logo must always appear** in your productions or communications aimed at the general public or project participants. the general public or project participants (websites, results and publications (websites, results and publications, relations with traditional or social media, conferences or social media, conferences, seminars and information material such as brochures, leaflets, posters, electronic presentations, etc.). presentations, etc.).

When displayed in association with other logos, it must be as visible as the others and at least the same size (minimum 3 cm wide).

Make sure you use the latest version of the logo, which is available on the university website (older versions are in circulation and are no longer valid).

The downloadable version is available [here](#).

The logo of the component (Faculty, Institute, School, Research Unit, etc.) is not sufficient; it must be accompanied by the UBO logo.



Université de Bretagne Occidentale



The logos of external funders (UE, ANR, etc.)

All beneficiaries of funding are required to visibly indicate the origin of the funds received, from the start of the project and for its entire duration. This is generally done by displaying the emblems and logos of the funders.

These logos must appear prominently and be accompanied by a sentence mentioning the programme and the project funding award number.

These elements must also appear (in addition to the UBO logo) on all productions or communication actions.

Make sure you include the logo of all funding bodies.

Most funding bodies provide downloadable versions of their logos on their websites.

Please note

Funders may **reduce or withdraw the funds** allocated to a research project if the beneficiaries do not apply the programme's dissemination and communication rules. from which they are benefiting. For detailed information, please consult the rules of the programme associated with your funding, as well as your agreement and contract if applicable.

General rules on the use of logos

It is necessary to respect a protection zone or breathing space for the logo so that no other element impairs its readability.

Do not merge or overlap logos.

Make sure you do not modify the logos: do not distort or tilt them, do not change its colours (exception: change to black and white if necessary).



Do not delete the baseline



No other colours than black or white



15 mm
Minimum width



Take care not to distort the logo and keeps its proportions

If you need support

Production of communications material, event communications, press relations, etc, please contact the UBO communications department:
service.communication@univ-brest.fr

The DRIVE and the Communications Department reserve the right to check that communications comply with these requirements.