

# BRAND BOOK

NOTE: THIS GUIDE IS INTENTIONALLY CONCISE.  
FOR DETAILED ARTWORK FILES, TEMPLATES, AND USAGE QUESTIONS,  
CONTACT THE MARKETING AND ADMISSIONS DEPARTMENT



# 01

# ABOUT VUM



VUM is an international, English-taught university with strong links to industry and a practical, entrepreneurial approach to learning.

## Quick Facts:

- Established in 1996;
- Accredited by the National Evaluation and Accreditation Agency;
- Programmes delivered exclusively in English.

## Campuses:

- Varna - Main campus;
- Dobrich - International campus;
- Sofia - Administrative Support Centre for Current and Prospective Students.

## Slogan:

Let success become a habit!



# 02

## OUR VISION

Establishing VUM as a leading innovative university of an entrepreneurial type, well recognisable in Bulgaria and worldwide, which prepares successful people and professionals and contributes to the development of a business environment in Bulgaria and a knowledge-based society.

## OUR MISSION

- Provide quality education aligned with the needs of business and modern society through interdisciplinary learning, innovative teaching, and entrepreneurial skills;
- Create an open environment for science and applied research that encourages creativity and entrepreneurial spirit;
- Act as an active partner to business and civil society, supporting innovation transfer and social entrepreneurship.





# 03 OUR VALUES

## Values:

In all its activities, VUM's academic community will uphold the following principles and values:

- Striving for quality and ambition for success;
- Ethics and mutual respect;
- Social responsibility and sustainability.





04

# BRAND PROMISE AND POSITIONING STATEMENT

## Brand promise

A supportive international learning environment that turns ambition into employability skills, real-world experience, and credible professional outcomes.

## Positioning statement

For internationally-minded students and professionals, VUM is an English-taught university in Bulgaria that combines business relevance, industry connection, and practical learning, so graduates can thrive in the fast-changing global economy.





05

# MESSAGING PILLARS

| Pillar                  | What We Mean                                           | Proof Points to Show                                                        |
|-------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------|
| International by design | English-taught education with a global outlook         | English delivery; international classrooms; partnerships; visiting speakers |
| Practice-led learning   | Learning that translates into industry-relevant skills | Case studies; projects; internships; guest lectures; applied assessment     |
| Entrepreneurial mindset | We develop initiative, creativity, and problem-solving | Entrepreneurship modules; innovation challenges; student projects           |
| Responsible impact      | We act ethically and sustainably                       | Sustainability initiatives; responsible operations; community engagement    |



06

# STANDARD SHORT DESCRIPTIONS

## **10–15 words**

An English-taught, international university in Bulgaria with a practical, entrepreneurial focus.

## **25–35 words**

Varna University of Management (VUM) is an English-taught, internationally oriented university in Bulgaria.

We combine academic quality with practice-led learning and strong links to industry in business, IT, hospitality, tourism, and culinary arts.

## **60–80 words**

Established in 1996, Varna University of Management (VUM) offers English-taught undergraduate and postgraduate programmes in business and management, IT, hospitality and tourism, and culinary arts.

Accredited by the National Evaluation and Accreditation Agency, VUM combines innovative teaching with an entrepreneurial approach and close industry links, helping students build employability skills, professional confidence, and an international outlook.



# AUDIENCES AND KEY MESSAGES

| Audience                     | Primary Need                                  | Core Message                                                                                         | Best Evidence                                                         |
|------------------------------|-----------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Prospective students         | Confidence in outcomes and student experience | English-taught, double-degree programmes, practical learning that leads to industry-relevant skills. | Graduate outcomes, internships, projects, student support.            |
| Parents guardians            | Safety, credibility, value                    | Accredited education with clear pathways and strong support.                                         | Accreditation, processes, student services, accommodation guidance.   |
| Employers/ industry partners | Talent and collaboration                      | Work-ready graduates and opportunities for industry collaboration.                                   | Internships, guest lectures, joint projects, research/practice links. |



# AUDIENCES AND KEY MESSAGES

| Audience          | Primary Need              | Core Message                                                  | Best Evidence                                                              |
|-------------------|---------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------|
| Academic partners | Quality and compatibility | Internationalised curriculum and reliable academic standards. | Programme documentation, QA processes, mutual mobility opportunities.      |
| Current students  | Clarity and belonging     | Supportive community that helps you progress and succeed.     | Advising and career services, campus community, development opportunities. |



08

# TONE OF VOICE AND WRITING RULES

Our voice in five words: Professional, Supportive, International, Practical, Responsible.

Adjust tone to context

| Context             | Tone                                 | Typical Channels                                 |
|---------------------|--------------------------------------|--------------------------------------------------|
| Regulatory/official | Formal, precise, neutral             | Policies, contracts, visa/administrative letters |
| Academic/quality    | Clear, evidence-led, respectful      | Programme specs, partner comms                   |
| Student recruitment | Confident, encouraging, aspirational | Website, brochures, open days                    |
| Student life        | Warm, direct, community-focused      | Social media, student comms                      |

# PREFERRED VOCABULARY

## Prefer

international/  
English-taught

practice-led/  
applied/  
industry-linked

support/  
guidance

accredited/  
recognised

## Avoid

world-class

we handle  
everything  
(if not true)

guaranteed  
jobs

licensed/  
certified (if not  
accurate)



# NAMING AND LANGUAGE RULES

## University name

- First mention (formal): Varna University of Management (in Bulgarian – Висше училище по мениджмънт);
- Subsequent mentions: VUM (in Bulgarian – ВУМ);
- Do not mix forms in the same headline (choose one).

## Language policy (communications)

- Programmes and international marketing: British English as default;
- Regulatory and Bulgaria-specific administrative communication: Bulgarian when legally required; English summary where helpful for international students;
- Keep translations aligned (meaning first, then style). Avoid “word-for-word” if it harms clarity.

## Social media:

- All posts should be written in Bulgarian followed by English version. Two versions are divided by empty line, “---”, empty line.

11

# LOGO STORY

V + U + N = M



12

## LOGO VARIATIONS



TYPOGRAPHY



LIGHT MONOCHROME



DARK MONOCHROME

# LOGO USAGE DISCLAIMER

The VUM logos are official and protected symbols of Varna University of Management. Its use is permitted only for official university purposes by authorised units and staff:

- **Marketing and Admissions Department** – promotional and admissions campaigns;
- **Student Affairs Office** – educational process documentation;
- **Internationalisation and Global Engagement Department** – official departmental documents;
- **Projects & Applied Research Department** – project documents involving VUM;
- **Faculty** – teaching and academic course materials;
- **Academic & Administrative Staff** – documents and materials strictly related to official university duties;
- **Students** – presentations, assignments, projects, and other materials directly related to their studies at VUM.

Members of staff or third parties wishing to use the logo for **non-university-related documents or materials** must first obtain permission from the **Marketing and Admissions Department**. For more information, contact [info@vum.bg](mailto:info@vum.bg).

Unauthorised use is not allowed.



# COLOURS - PRIMARY COLOURS

VUM primary colours should be used in all marketing materials to ensure our communication and visual presence remain consistent and easily recognisable.

**C:** 79

**M:** 39

**Y:** 0

**K:** 45

**R:** 29

**G:** 86

**B:** 140

**HEX #1D568C**

**C:** 11

**M:** 4

**Y:** 0

**K:** 45

**R:** 124

**G:** 134

**B:** 140

**HEX #7C868C**

**C:** 0

**M:** 0

**Y:** 0

**K:** 0

**R:** 255

**G:** 255

**B:** 255

**HEX #FFFFFF**

# COLOURS - COMPLEMENTARY COLOURS

Complimentary colours should be used as accents or supporting colours to enhance the primary palette.

**C:** 0

**M:** 84

**Y:** 52

**K:** 56

**R:** 112

**G:** 18

**B:** 54

**HEX #873A52**

**C:** 0

**M:** 22

**Y:** 86

**K:** 7

**R:** 237

**G:** 186

**B:** 34

**HEX #EDB922**

The use of colours not included in VUM's primary or complimentary palette, or not aligned with the brand's visual identity, may lead to the rejection of the material for publication on official VUM channels and/or its recognition as official VUM content.



# COLOURS - COMPLEMENTARY COLOURS

Complimentary colours should be used as accents or supporting colours to enhance the primary palette.

|              |               |
|--------------|---------------|
| <b>C:</b> 15 |               |
| <b>M:</b> 10 | <b>R:</b> 202 |
| <b>Y:</b> 0  | <b>G:</b> 215 |
| <b>K:</b> 6  | <b>B:</b> 239 |

**HEX #CAD8EF**

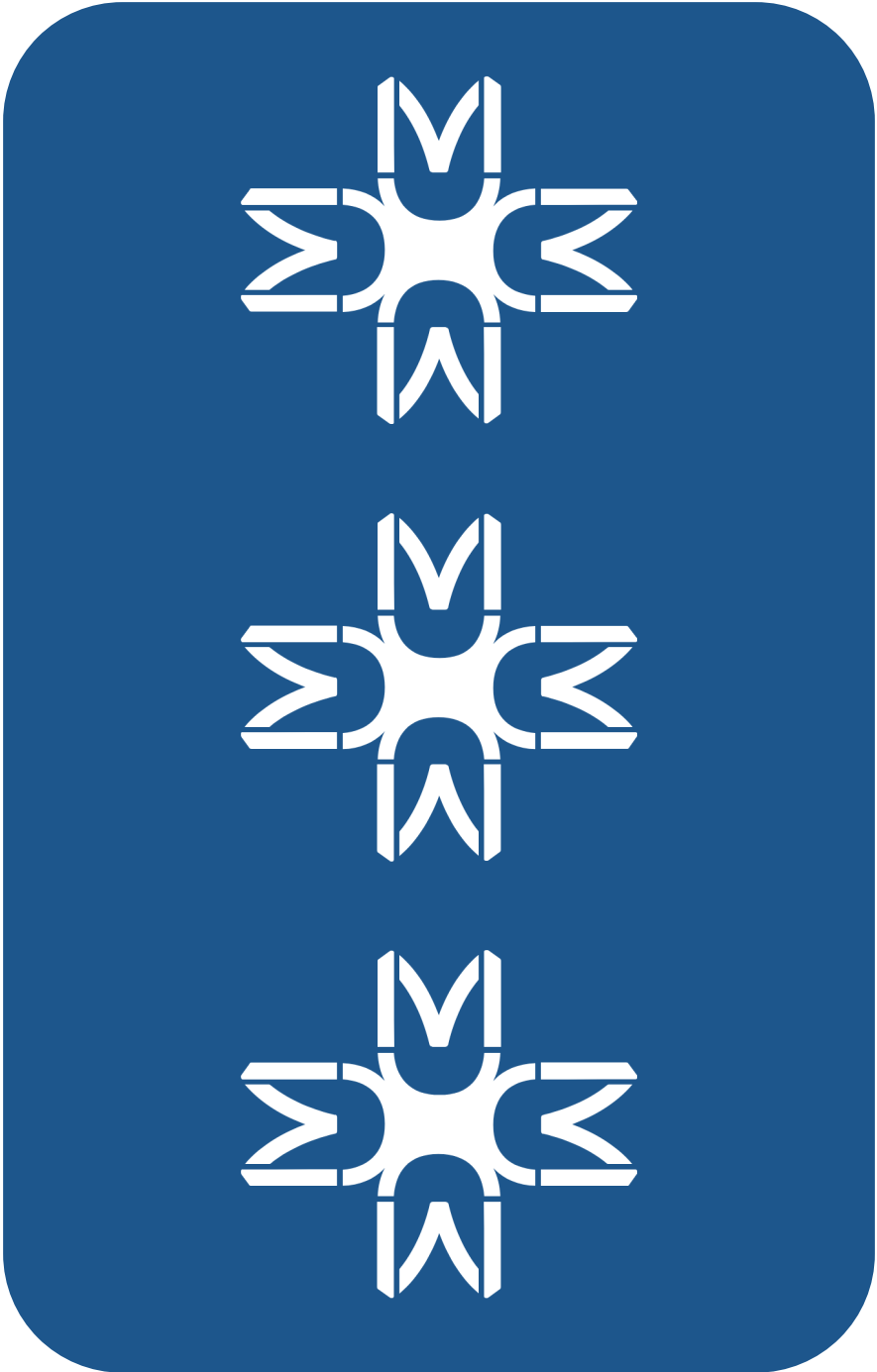
|              |               |
|--------------|---------------|
| <b>C:</b> 0  |               |
| <b>M:</b> 0  | <b>R:</b> 217 |
| <b>Y:</b> 0  | <b>G:</b> 217 |
| <b>K:</b> 15 | <b>B:</b> 217 |

**HEX #D9D9D9**

The use of colours not included in VUM's primary or complimentary palette, or not aligned with the brand's visual identity, may lead to the rejection of the material for publication on official VUM channels and/or its recognition as official VUM content.

15

# GRAPHICS AND ICONS



# TYPOGRAPHY

When creating visual and marketing materials,  
the following typography should be used:

## Title

**Roboto**

**Aa, Bb, Cc, Dd, Ee, Ff, Gg,  
Hh, Ii, Jj, Kk, Ll, Mm, Nn,  
Oo, Pp, Qq, Rr, Ss, Tt, Uu,  
Vv, Ww, Xx, Yy, Zz.**

## Texts

**Roboto Condensed**

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh,  
Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp,  
Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx,  
Yy, Zz.**



# TYPOGRAPHY

For official, academic, institutional, and public-use text documents, the following typography should be used:

## Title

**Times New Roman**

**Aa, Bb, Cc, Dd, Ee, Ff, Gg,  
Hh, Ii, Jj, Kk, Ll, Mm, Nn,  
Oo, Pp, Qq, Rr, Ss, Tt, Uu,  
Vv, Ww, Xx, Yy, Zz.**

## Texts

Times New Roman

Aa, Bb, Cc, Dd, Ee, Ff, Gg,  
Hh, Ii, Jj, Kk, Ll, Mm, Nn,  
Oo, Pp, Qq, Rr, Ss, Tt, Uu,  
Vv, Ww, Xx, Yy, Zz.

# PHOTOGRAPHY AND IMAGERY

## What to show

- Real people learning, collaborating, and presenting;
- Practical settings: classrooms, kitchen, outside and on campus events, industry visits;
- Varna and the campus environment as context (but people remain the focus).

## Style rules

- Natural light where possible; avoid harsh flash;
- Represent diversity and inclusivity naturally;
- Keep backgrounds tidy and brand-appropriate;
- Do not use stock images that look generic or staged;
- Do not use AI generated photos.

# PHOTOGRAPHY AND IMAGERY

## Consent

- Obtain written consent from individuals in photos whenever possible; templates are available from the Marketing and Admissions Department;
- If written consent isn't feasible, inform subjects of the purpose, ensure they are comfortable, and respect their boundaries.

## Consent is not required in the following cases

- Non-recognisable individuals in public (where faces/identifying features are obscured);
- Public figures in public settings (e.g. celebrities, public figures, or members of a management board at official events);
- Non-recognisable crowds (e.g., audiences, wide-angle event shots).

## Restrictions

- Copyrighted images cannot be used without a valid license or written permission; unauthorised use may result in liability;
- Photos and videos taken on VUM premises or during VUM activities may only be used for academic or institutional promotion. Personal use, branding, or external events requires prior approval from the Marketing and Admissions Department.



18

# PROMOTIONAL MATERIALS AND DOCUMENTATION



18

# PROMOTIONAL MATERIALS AND DOCUMENTATION





# 19 CULINARY ARTS INSTITUTE



The Culinary Arts Institute (CAI) at Varna University of Management offers the first accredited higher education programmes in Eastern Europe in the fields of hospitality and culinary arts.

## Quick Facts:

- Up to 12 Months of internships included in the programme;
- 80+ Michelin star rated and high-end partner restaurants;
- 100+ Events and dinners organised by the students;
- 1750 hours hands-on training.

## Mission:

To honour the classics, embrace the modern, and lead innovation in the culinary world.

## Core Values:

Confidence. Perfectionism. Creativity.



20

# STANDARD SHORT DESCRIPTIONS

## **10–15 words**

Culinary Arts Institute offers innovative culinary education combining academic studies, practical training, and global experience.

## **25–35 words**

Culinary Arts Institute (CAI) at Varna University of Management provides accredited culinary and hospitality programmes, blending academic knowledge, hands-on training, and internships in Michelin-starred restaurants to prepare students for global careers.

## **60–80 words**

The Culinary Arts Institute (CAI), part of Varna University of Management, delivers accredited culinary education in Eastern Europe, combining academic studies, practical training, and managerial skills. Students have opportunities to undertake professional internships at leading restaurants and culinary establishments across Europe, including Michelin-starred venues, and to work with established chefs. Through its multicultural learning environment and dual-degree opportunities, CAI prepares graduates for successful international careers in the culinary and hospitality industries.

# 21 LOGO VARIATIONS



**TYPOGRAPHY**

**VARNA UNIVERSITY OF MANAGEMENT**



**LIGHT MONOCHROME**



**DARK MONOCHROME**

**WWW.VUM.BG**

# 21 LOGO VARIATIONS



**TYPOGRAPHY**



**LIGHT MONOCHROME**



**DARK MONOCHROME**



# 22

## STUDENT UNIFORMS

**VARNA  
UNIVERSITY OF  
MANAGEMENT**

100 mm

43 mm



43 mm

Depends on flag ratio

**RIGHT SHOULDER**



81 mm

48 mm

**RIGHT CHEST**



81 mm

89 mm

**LEFT CHEST**

# 22

## CHEF UNIFORMS

**VARNA  
UNIVERSITY OF  
MANAGEMENT**

100 mm

43 mm



43 mm

Depends on flag ratio

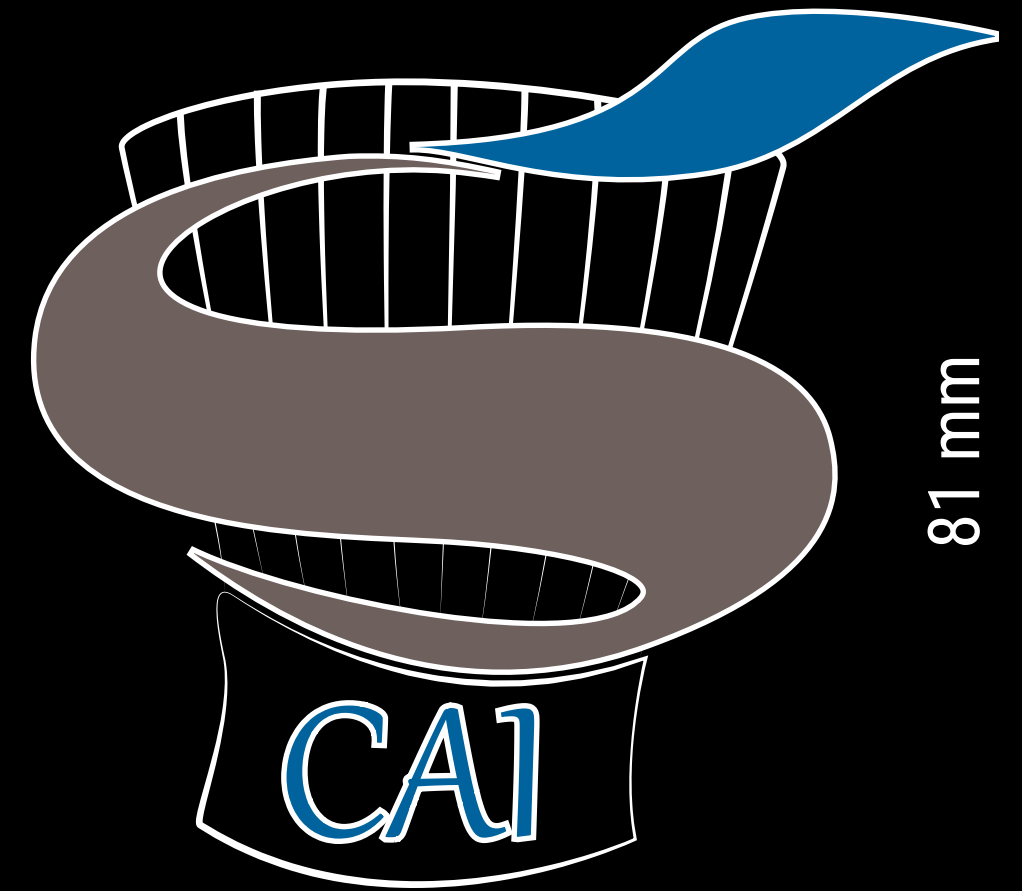
**RIGHT SHOULDER**



81 mm

48 mm

**RIGHT CHEST**



81 mm

89 mm

**LEFT CHEST**

# 23

# LINKS AND QR CODES

**Main link:** [www.linktr.ee/vum\\_channels](http://www.linktr.ee/vum_channels)

## QR Code:

1. Background colour of the QR code – same as background of the slide;
2. Foreground colour – contrasting colour;
3. Margin – 0 px.





# FINAL PROVISIONS

Varna University of Management owns the intellectual property rights to all its components included in the brand book (logos, photos, videos, texts, drawings, graphics, presentations, etc.) and they may not be used by third parties without the explicit written consent of the Marketing and Admissions Department.

If necessary, Varna University of Management reserves the right to unilaterally make amendments and/or additions to this document. Any amendments and/or additions will be published on the university's website.



# 25 CONTACTS

**PHONE:**

+359 885 398663

**EMAIL:**

[info@vum.bg](mailto:info@vum.bg)

**ADDRESS:**

13A Oborishte str., Varna, 9000, Bulgaria

**WEBSITE:**

[www.vum.bg](http://www.vum.bg)

