Ways you can create an identity for your university group: a graphic handbook for participants in the Wikipedia Education Program

http://outreach.wikimedia.org/wiki/Wikipedia_Education_Program

9 February 2012
It starts with these program marks.
The marks use the font Plantin. If it is necessary to modify a mark, Linux Libertine or Times is an acceptable alternative. Those fonts were strongly influenced by Plantin.

http://en.wikipedia.org/wiki/Plantin_(typeface)
http://en.wikipedia.org/wiki/Linux_Libertine
http://en.wikipedia.org/wiki/Times_New_Roman

We can customize the program mark or you can do it yourself.
Localize the marks by adding a tile that represents you.

The two tiles together make up your program identity.
You may want to add local imagery.
A mosaic is a configuration of solid color tiles that works as a background for the program identity.

Use a mosaic to hold it all together.
Variations of the mosaic give you flexibility.

A mosaic is configured by adding three square color tiles of different sizes, which can match or contrast with the identity color.
So you can show people what you are doing.
Use the identity when you reach out to people.
Carry our message to the world.