**STUDY IN EUROPE (SIE) 2021 BRAND IDENTITY BRIEF**

The 15th edition of Study In Europe Fair takes place during an exceptional period in our history as the world recovers from the Covid-19 pandemic. Given these extraordinary circumstances, SIE 2020 undergoes another transformation to adapt to the changing times.

These changes will take EU SIE 2020 into a new era where the power of digital will be harnessed to bring higher education opportunities in Europe to people in Singapore as well as the region. Continuing on a digital platform underscores the EU’s commitment to bring higher education across Europe to a much wider audience.

In line with this move, the EU SIE brand identity will reflect the energy of a brand new future and will speak of the opportunities that come with it. As such, the aesthetics of the new SIE website will communicate this forward-looking mindset and approach.

To this end, we seek your co-operation in supplying us with **images** that are **vibrant** and **dynamic**, featuring a **mix of heritage and contemporary** aspects of your country and the universities that will be participating in EU SIE 2021.

Given the resonance of last year’s digital edition-which drew over 13,000 visitors- EU’s higher education fair will stay digital.