

# Graphics standards manual

December 2022



This document is intended to be a practical guide to the project visual identity **EUDRES' Ent-r-e-novators**.

It provides detailed information to the logo's use, graphic specifications, and examples on how to apply the project visual identity.

The identity was designed and thought out as a whole – that is why the combination of its elements results in a graphically coherent construction.

To ensure coherence and uniformity, the following guidelines must be respected.

To clarify any doubt resulting from the application of the usage rules presented here, please contact us.

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# 01. Logo



# Logo

The logo was designed to graphically convey the values of the brand/project. As a brand that values the people involved in the project (entrepreneurs, researchers, educators and innovators), we felt the need to humanize the letter “e”, with a loose and organic feel.

The result represents a happy “e”, that illustrates the feeling of satisfaction/achievement/discovery, reminding us of a lit lightbulb (a great idea).



Main logo



Main logo



Alternative logo



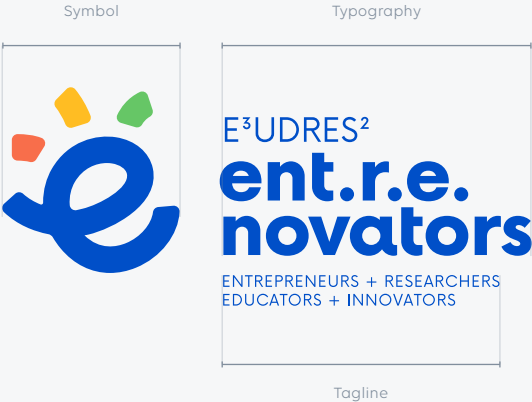
Symbol

# Elements

The logo consists of a symbol, typography and tagline.

The use of the symbol without the typography is allowed, but not the other way around. This provides greater flexibility while applying the brand to the various communication supports.

To ensure proper reading throughout the various formats, the logo features a main version plus an alternative version, for maximum versatility.



Main logo

# Protection Area

For better visibility, it's essential that the logo has a protective area around it.

This is defined by the height of the letter "e", which outlines the brand's protective area in relation to another graphic object.



Main logo



Main logo



Alternative logo



Symbol



# Minimum Dimensions

The reference used to represent the brand in reduced dimensions is the reading of the tagline.

When the tagline is lost, a version composed by the symbol and lettering may be used.

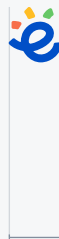
The symbol can be used individually, also respecting the minimum safety dimensions.



35 mm



50 mm




7 mm

# Unsuitable Applications


When creating a brand, it is essential to maintain a coherent and concise approach in all its use. Breaking with graphic standards is disfiguring the brand and implies a poor representation of it.

This provides little professional accuracy to clients and partners.


To prevent this, there are some examples of applications that are not allowed when using the brand.




Main logo




Logo colours should not be changed.




Do not apply colours that don't respect brand colours.




The logo's opacity should not be changed.




The original shape of the logo should not be stretched or shrunk.




Do not apply textures, patterns or effects.




Do not apply frames or outlines.




Do not change the typography.




The original position of the logo's elements should not be changed.



The size of the graphic elements should not be changed.

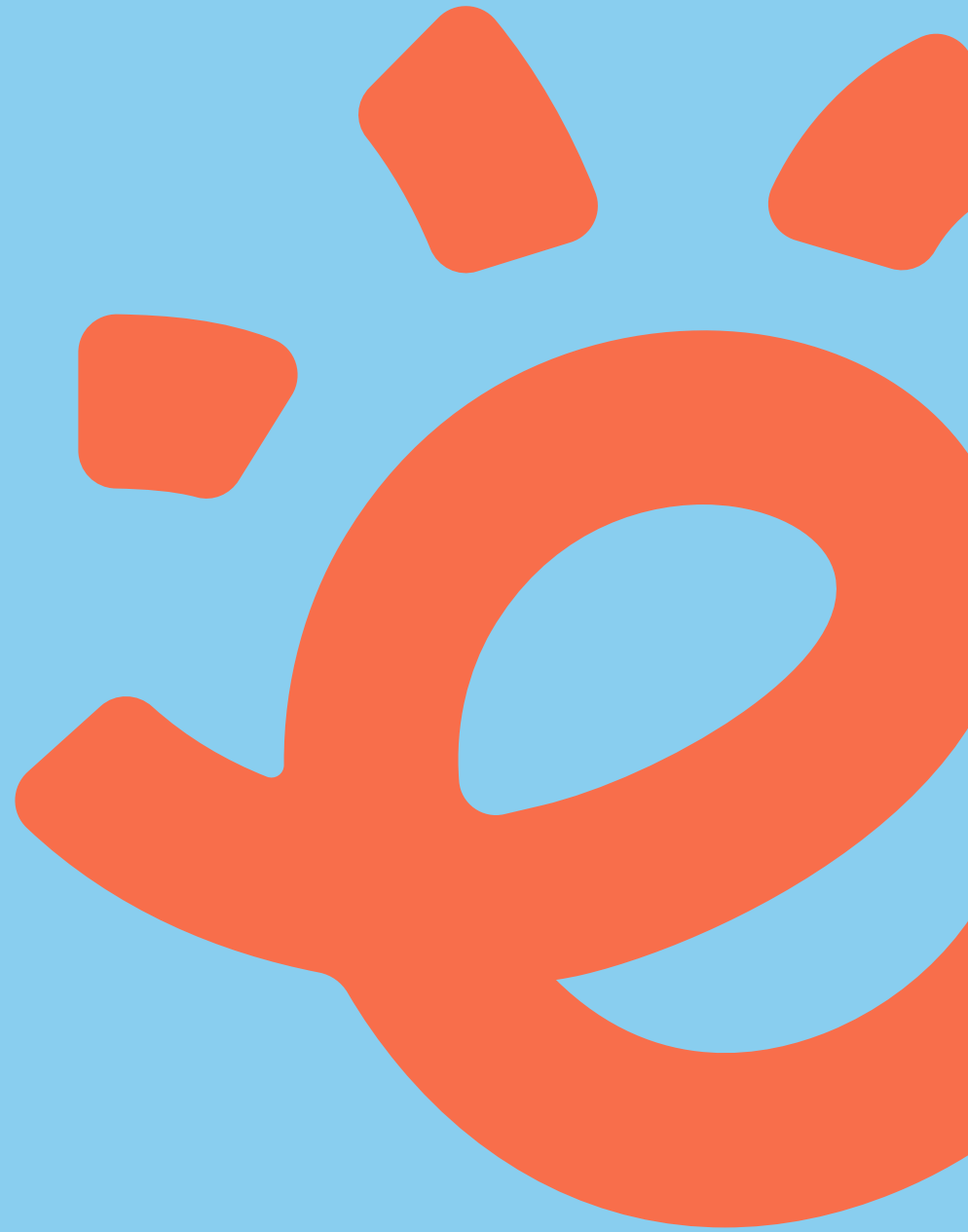


Do not use three colours for the black background version.



Do not apply the logo over noisy images.

## 02. EU Logo



## EU Logo

**EUDRES<sup>2</sup> Ent-r-e-novators** is a project financed by the European Union, so the communication must have the appropriate representation.

On the various communication pieces associated with the project, whenever the two logos appear simultaneously, the rules mentioned in this manual must be taken into account to ensure consistency in the representation of the brand.

The distance between the two logos respects the measure defined for the protective area, which is the height of the "e".

Whenever the EU logo appears in any piece of communication, it must be accompanied by the following text (represented in black in Arial font):

### **Project No 101071317**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency [REA]. Neither the European Union nor the granting authority can be held responsible for them.



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the European Union**

### **Project No 101071317**

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X		X		X
	 E³UDRES² <b>ent.r.e. novators</b> <small>ENTREPRENEURS + RESEARCHERS EDUCATORS + INNOVATORS</small>		 <b>Funded by the European Union</b>	
X		X		X

Main logo



**Funded by  
the European Union**



**Funded by  
the European Union**

X		X		X
			 <b>Funded by the European Union</b>	
X		X		X

Alternative logo



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the European Union**



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the European Union**



# 03. Colours



# Colours

Colours are extremely important for brand identity, to assert itself in the market.

In this sense, cheerful and vivid colours were selected, in order to guarantee greater contrast and prominence.

The main colours present in the logo (Blue, Orange, Yellow and Green) are the basis of all brand communication.

In order to complement and enrich the graphic communication, complementary colours were also defined (Purple, Light Blue, Gray and Black).

For good use of colour, there must be a balance between colour, shape and background. When the colours previously defined are not used, colours or textures that conflict with the logo must be avoided.

Blue

RGB 0/79/200  
CMYK 100/75/0/0  
PANTONE 300C

Orange

RGB 248/110/75  
CMYK 0/66/73/0  
PANTONE 1645C

Yellow

RGB 255/189/35  
CMYK 0/19/89/0  
PANTONE 123C

Green

RGB 102/198/102  
CMYK 64/0/80/0  
PANTONE 360C

Purple

RGB 97/90/220  
CMYK 76/77/0/0  
PANTONE 2725C

Light blue

RGB 137/206/239  
CMYK 45/1/0/1  
PANTONE 2905C

Gray

RGB 129/142/157  
CMYK 23/9/8/21  
PANTONE 7543C

Black

RGB 43/43/43  
CMYK 0/0/0/100  
PANTONE BLACK C

# Backgrounds

The application of rules to the background help maintain the chromatic integrity of the brand, ensuring the maximum contrast possible.

When applied on a coloured background (dark or light) or an image, the logo version that guarantees the highest possible contrast must be used. As an example, what follows are logo applications on colour and/or image backgrounds.

If the backgrounds used have colours other than those defined for the brand, colour tones that conflict with the logo should be avoided.

The brand colours were defined to work with each other, in order to create interesting chromatic dynamics. The symbol can be used in any colour that makes sense in the piece, however, the logo must respect the predefined colours of the brand, or, if not possible, the white version should be used instead.

The background can be composed of an image, but care should be taken to insure proper legibility and visibility.















# 04.

## Typography



# Logo's typography

Along with the project visual identity's elements, the use of typography is very important to the coherent representation.

The typography used in the logo's construction is 'Now', however it should not be used in communication and dissemination materials.

The "e" was specifically drawn to be the symbol of the brand



E<sup>3</sup>UDRES<sup>2</sup>

**ent.r.e.  
novators**

ENTREPRENEURS + RESEARCHERS  
EDUCATORS + INNOVATORS

Font: Now Regular

Font: Now Bold

Font: Now Regular

Main logo

# Communication's material typography

Typography is essential for a coherent brand representation. The font used in brand communication is different from the one used in the design of the logo.

For titles, subtitles, highlights, texts, and institutional communication, the 'Volte' type family was chosen, which, with its variants (from Light to Bold) guarantees contrast and dynamics.

For internal documents, such as Word and/or PowerPoint, or in situations where it is not possible to use the predefined typography, the 'Arial' type family must be used (available on MAC and Windows systems).

Volte  
Abc123&\*

Font: Volte

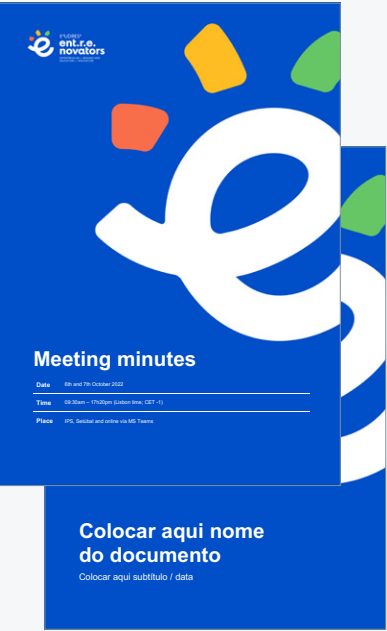
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
**Semibold *Italic***  
**Bold *Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"#\$%&/'[()]=?\*+,-.:;\_~^@€'<>  
1234567890

# 05. Templates



Covers



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ent-e-novators

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Title and text

ent-e-novators

Título principal

Exemplo de Subtítulo

Alíneas

1. Tópicos

2. Tópicos

3. Tópicos

Tables

ent-e-novators

4. Exemplos de tabela

Exemplo	Coluna 1	Coluna 2
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto
Texto	Texto	Texto

Coluna 1	Descrição
Texto	Texto
Texto	Texto
Texto	Texto
Texto	Texto
Texto	Texto
Texto	Texto
Texto	Texto
Texto	Texto
Texto	Texto

Back cover



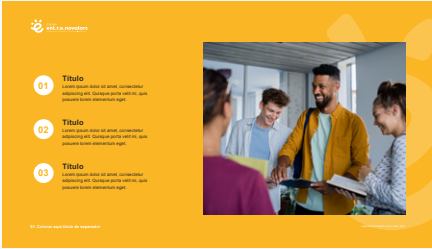
Cover



Image



Topics + Image



Home chapter



Highlights



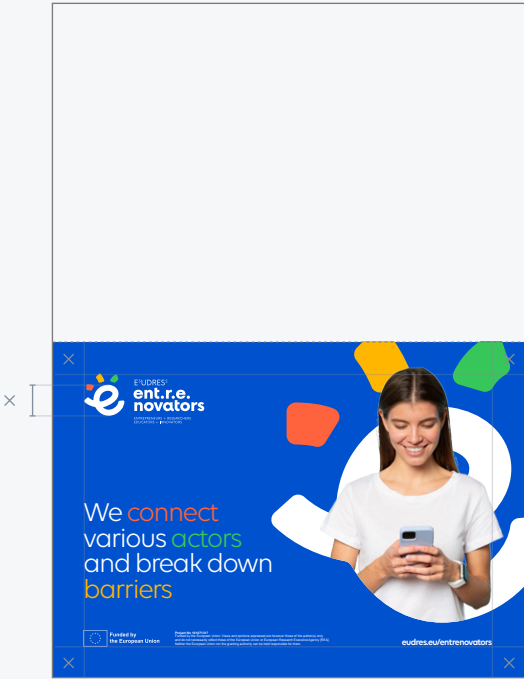
Contacts



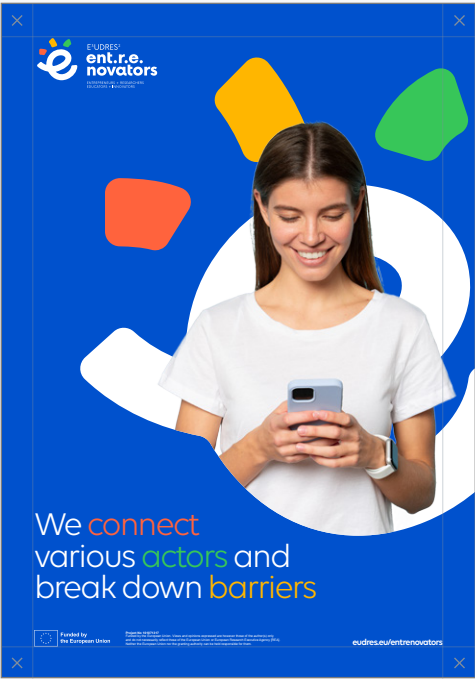
Press Releases

Examples

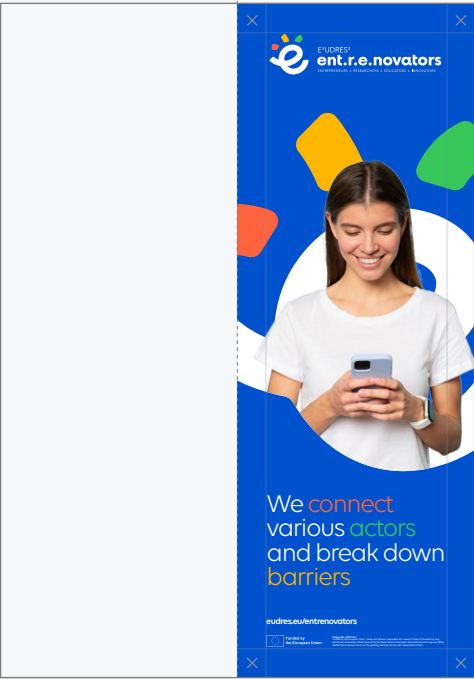
Horizontal 1/2



Full page

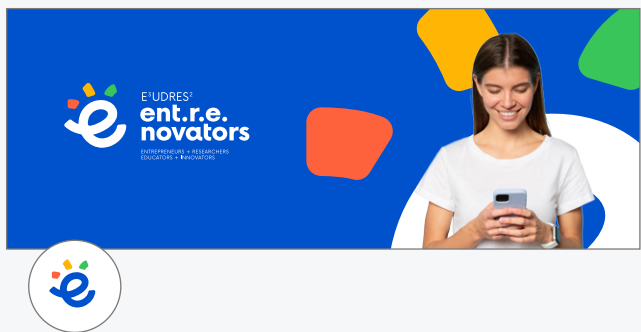


Vertical 1/2

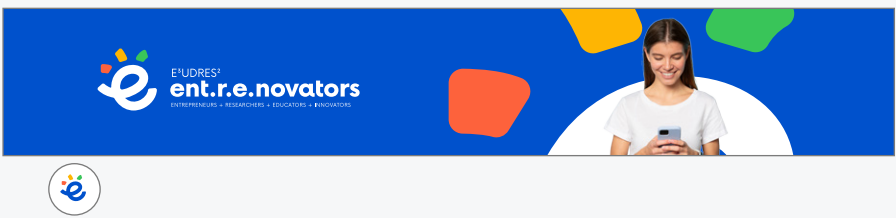


Social media  
Profile

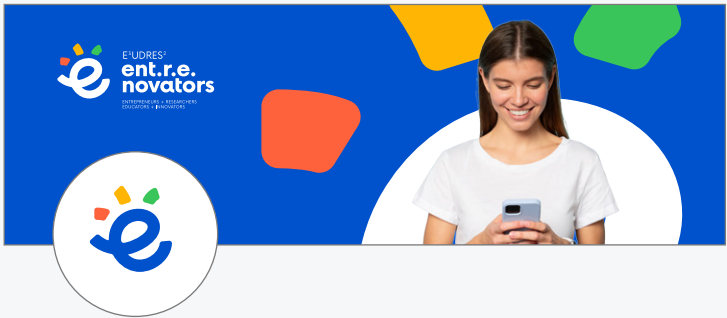
Facebook



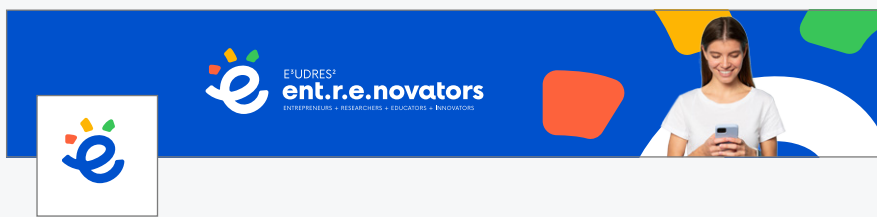
Youtube



Twitter



Linkedin





Social media

Teams/Zoom background



# 06. Applications



## Applications

In this document there are some examples of different uses for the logo. There are various types of applications, but the standard rules must be respected.

When in doubt about an application, please contact the responsible entity.





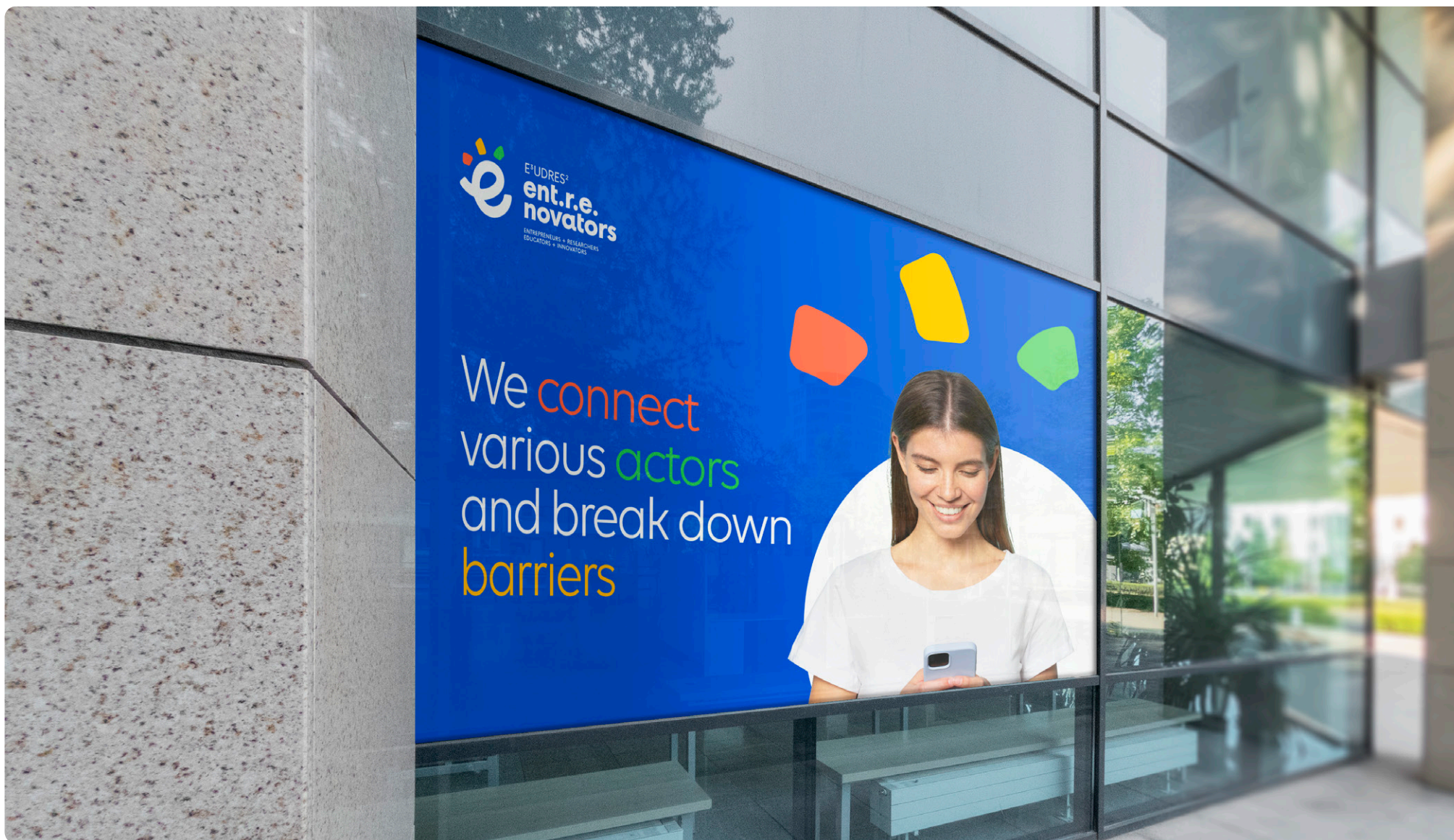


















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