

Demo
Blog

Demo-BLog Project Identity

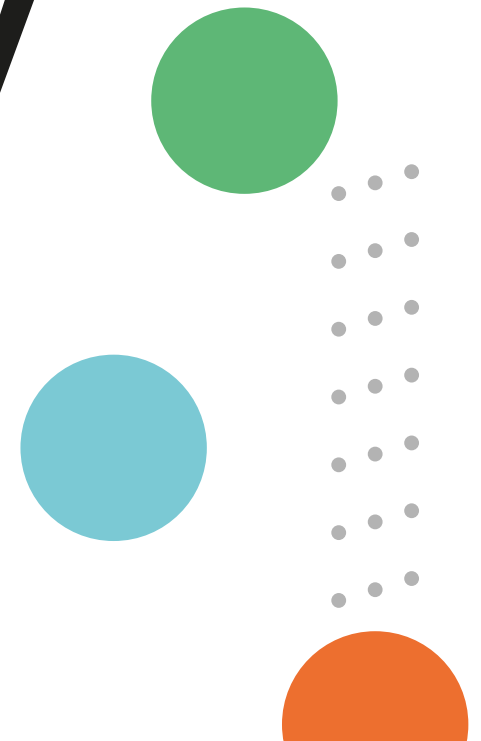
D5.5

March 31, 2023

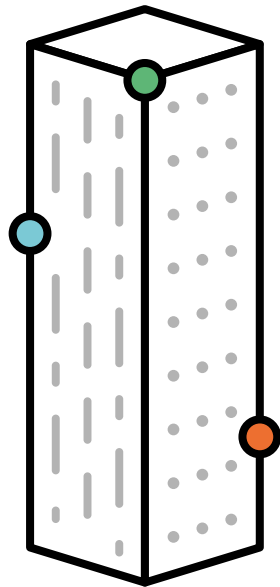
BPIE



Co-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 HaDEA. Neither the European Union nor the granting authority can be held responsible for them.



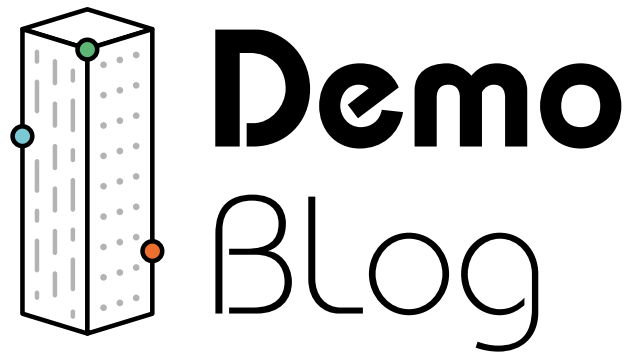
OUR LOGO



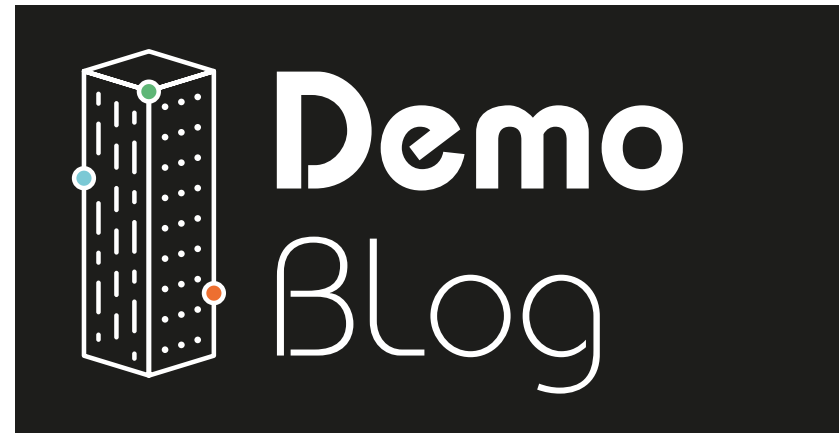
Demo
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OUR LOGO VARIATIONS

Full colour logo

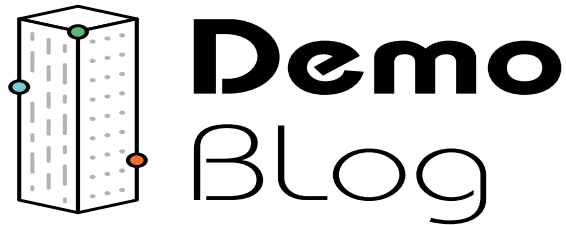


Fully reversed logo

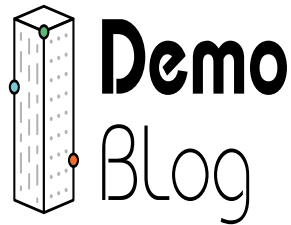


INCORRECT LOGO USE

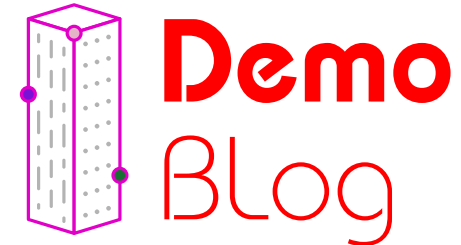
DO NOT expand the logo



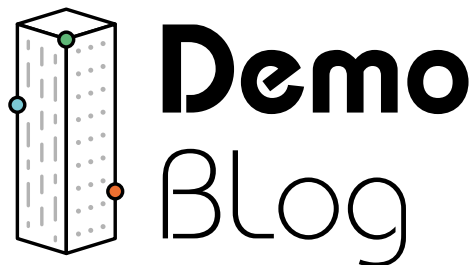
DO NOT constrict the logo



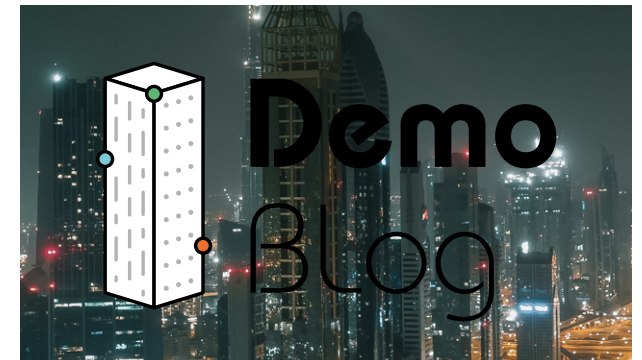
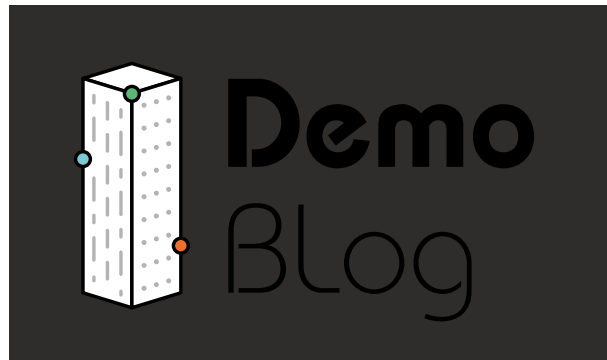
DO NOT change the logo colours



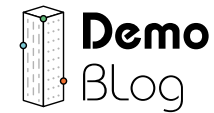
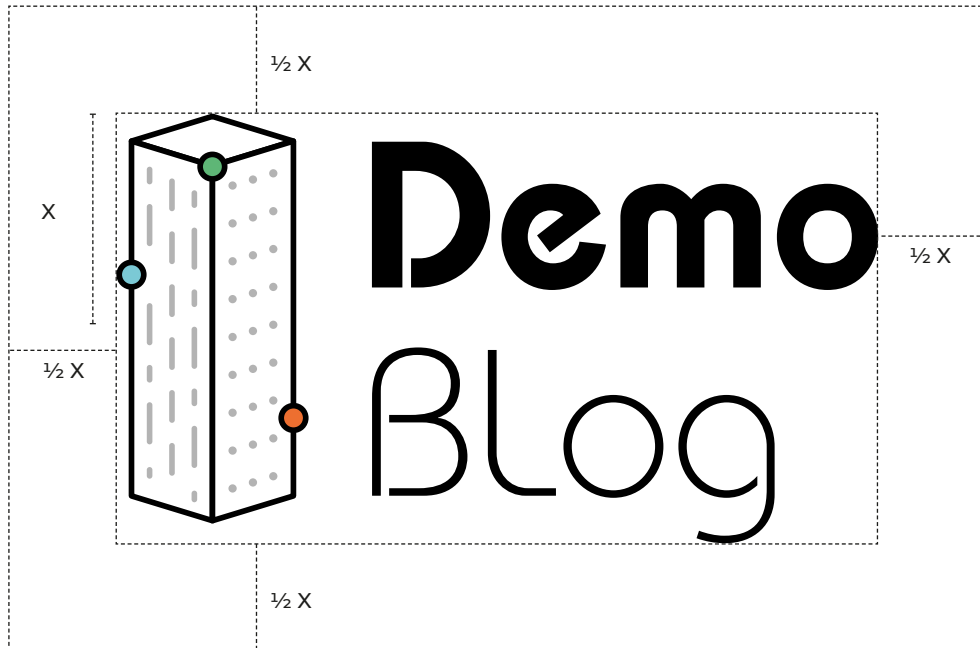
DO NOT move logo elements



DO NOT place the logo on a background which could affect legibility



LOGO SAFE AREA



The logo should never appear smaller than 25mm wide.

To maximise the impact of the identity, a generous amount of clear space between the logo and other text or graphic elements and borders must be established.

Clear space should be at least $\frac{1}{2}$ (x), where (x) is equal to the height indicated.

COLOUR PALETTE

Primary colours



CMYK C65 M0 Y67 K0
RGB R94 G182 B118
HEX 5eb676

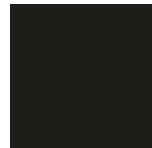


CMYK C0 M67 Y84 K0
RGB R237 G111 B48
HEX ed6f30



CMYK C53 M0 Y19 K0
RGB R123 G201 B213
HEX 7bc9d5

Secondary colours



CMYK C0 M0 Y0 K0
RGB R0 G0 B0
HEX 000000



CMYK C33 M25 Y26 K4
RGB R179 G179 B179
HEX b3b3b3

OUR PRIMARY FONT

Montserrat is the preferred font for titles and body text and should be used whenever possible.

Headings: Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)**

Subheadings: Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)

Body Text: Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)

The Montserrat family of fonts is available for free at:

<https://fonts.google.com/>

Google fonts can be used for both print and online including use on websites.

OUR SECONDARY FONT

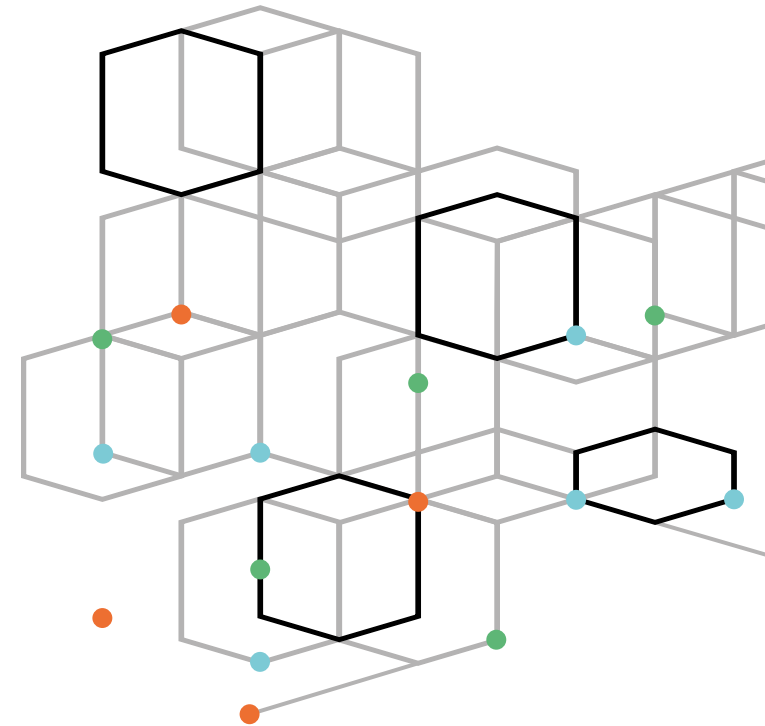
Arial is the alternative system font. It should be used only when primary fonts are not available.

Headings: Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)**

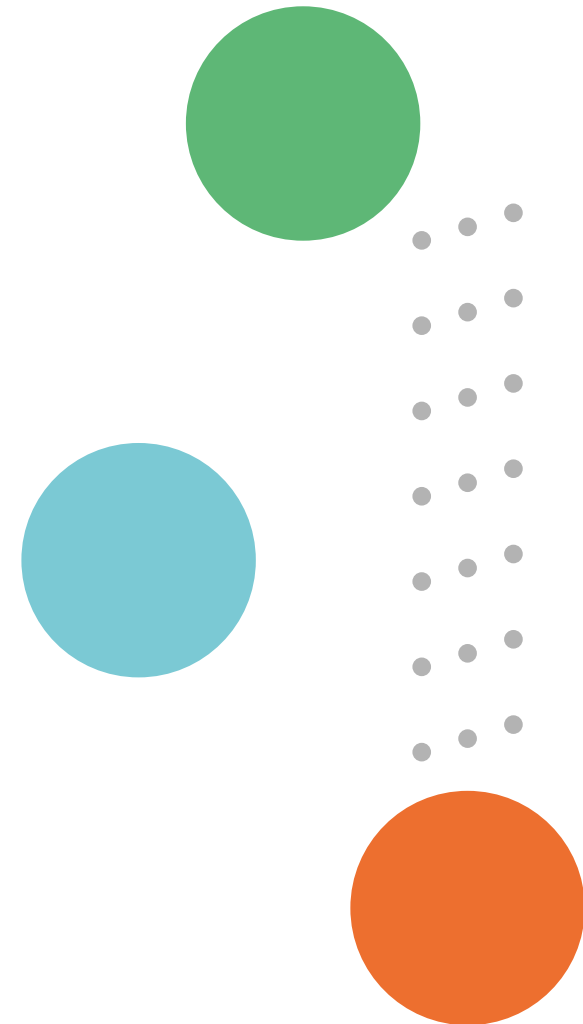
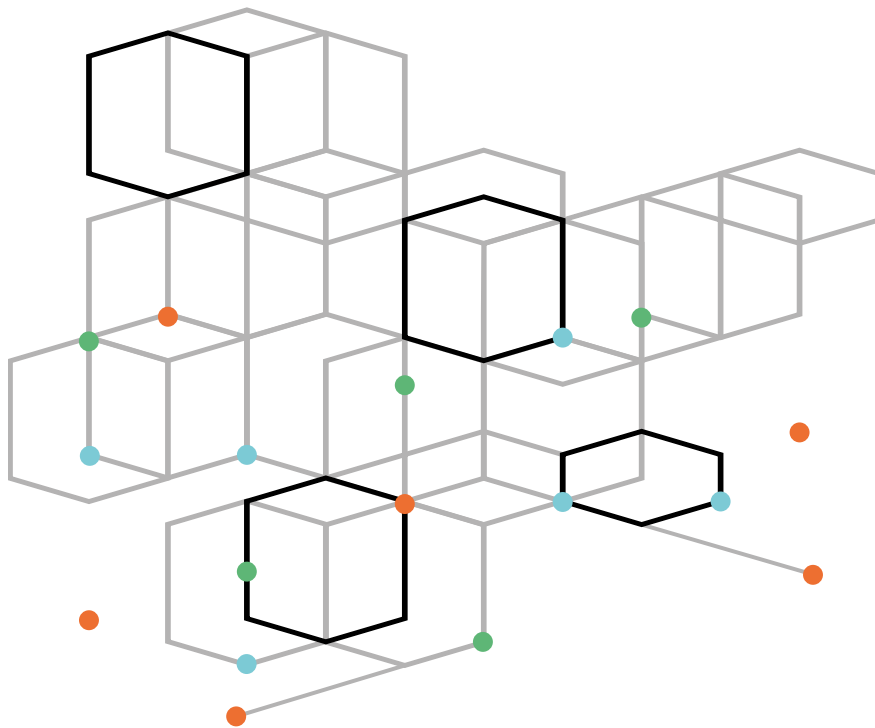
Body Text: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)



MOTIFS

These elements can be used as decorative elements on a page.



EXAMPLE GRAPHICS

