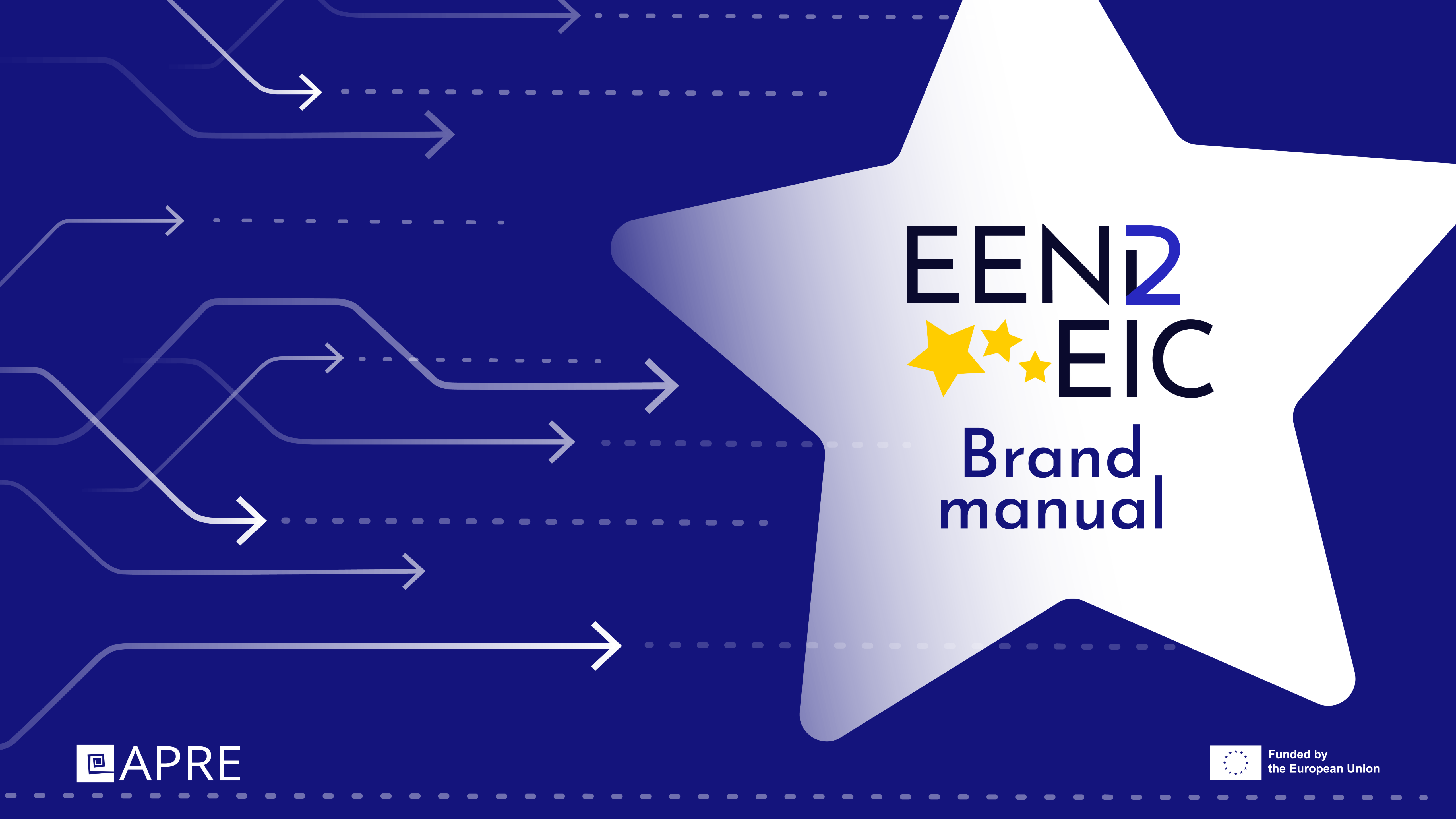




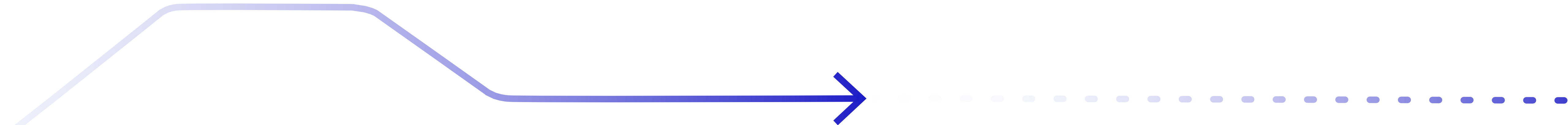
EEN²
★ ★ ★ EIC

Brand
manual

Welcome to the official guidelines of the EEN2EIC Visual Identity.

In this manual you will find all the necessary information to properly use the project logo and understand the concept behind it.

This establishes the basic principles to be applied to the entire range of communication products.



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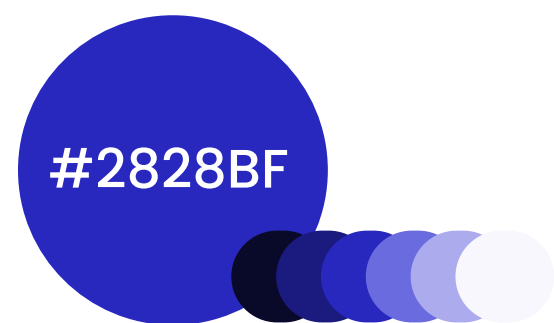
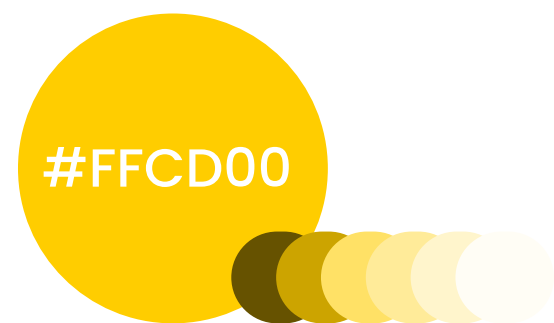


- visual identity color palette
- project key words
- logo concept
- logo anatomy
- selected fonts
- logo versions
- download logos versions & fonts
- logo dimensions & proportions
- writing project naming
- logo applications



visual identity color palette

COLOR



PRIMARY MEANING

attention
renovation

SECONDARY MEANING

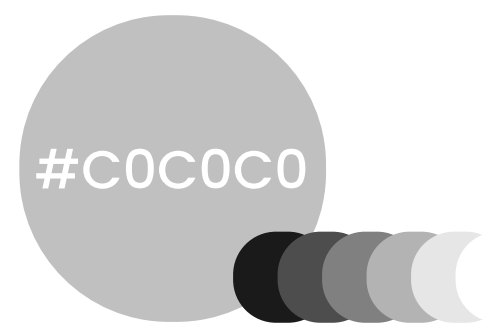
optimism
knowledge

credibility
seriousness

truth
order

please note:
colors present in the EEN and EIC logos

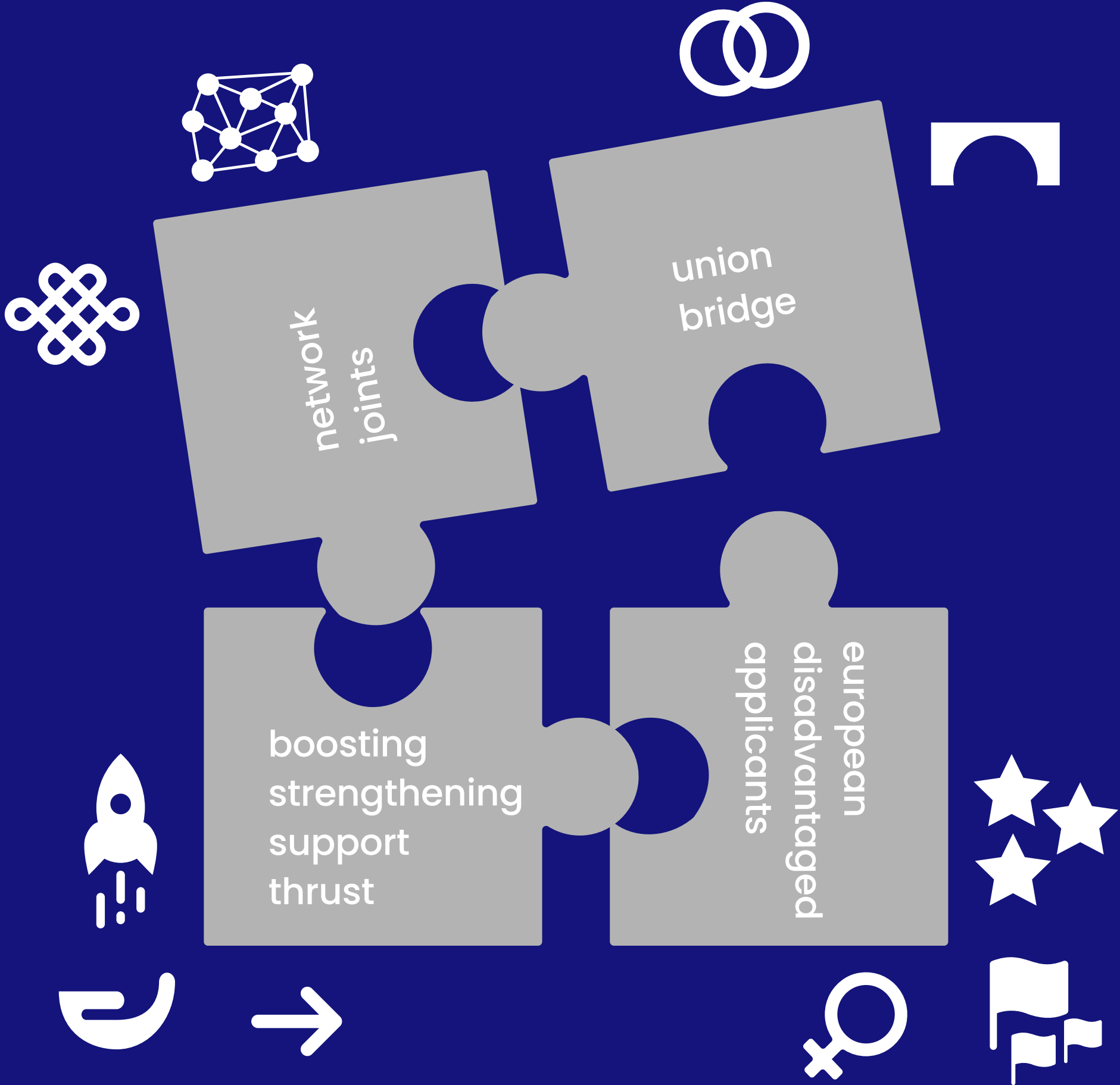
NEUTRAL



It's a good base for the palette:
due to its neutrality, lends itself to being
combined with almost all colors.



project key words



KEY WORDS

- **network – joints**
- **union – bridge**
- **boosting**
SUPPORT – STRENGTHENING – THRUST
- **disadvantaged applicants**
3 CATEGORIES

logo concept



This logo proposal wants to highlight the role that EEN will have on support the way to innovation; this one is explained as it would be done on a blackboard in front of a classroom, with an arrow.

There are also three yellow stars that represent the three categories of potential applicants (focus of the project) and obviously they are a reference to the European flag that is part of both the EEN and EIC logos.

logo anatomy

EEN2EIC logo is a combination mark :

Pictogram (Logo Mark) + Wordmark

The logo can only be used in its combined version.

If only the pictogram should be used, the version shown in the "logo versions" section must be used.



Josefin Sans font family

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzž

1234567890 '!"(%)[#]{}@}/&\

<-+÷×=>®©\$€£¥¢„,*

For this project are used two fonts:

- **Josefin Sans font Family** for titles
- **Poppins font Family** for sub-titles and plain text

Josefin Sans - bold

Poppins - regular

Josefin Sans - bold

Poppins - regular

LOREM IPSUM

dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat



logo versions – official colors – white background



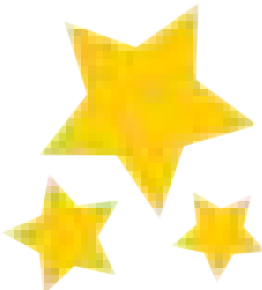
WEB USE



PICTOGRAM



FAVICON



logo versions – official color – dark background



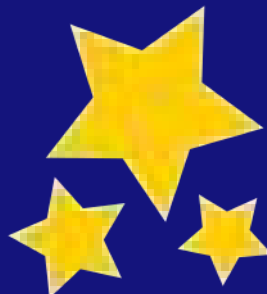
WEB USE



PICTOGRAM



FAVICON



Funded by
the European Union

logo versions – monochromatic – white background



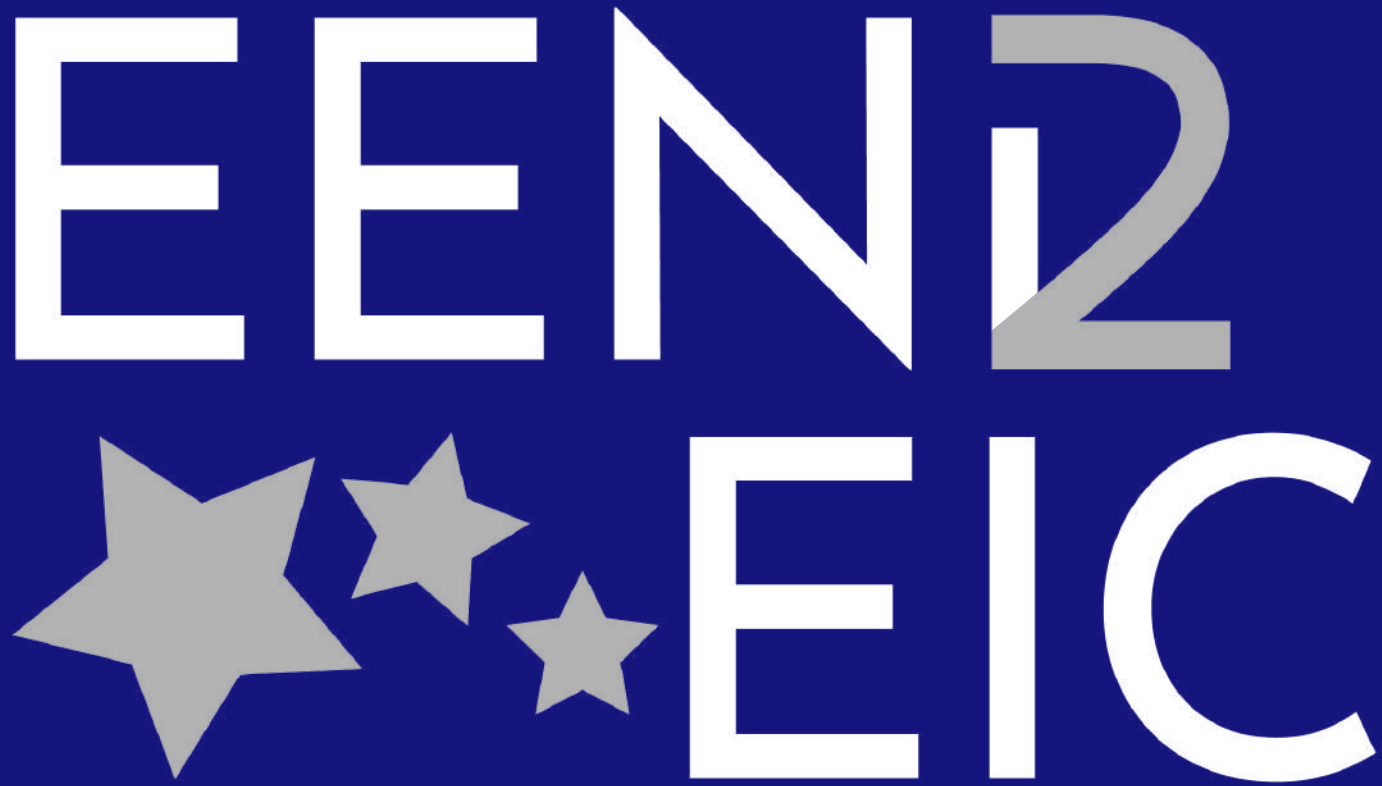
WEB USE



PICTOGRAM



logo versions – monochromatic – dark background



WEB USE



PICTOGRAM



Funded by
the European Union

download logos versions & fonts

Download
all logos here

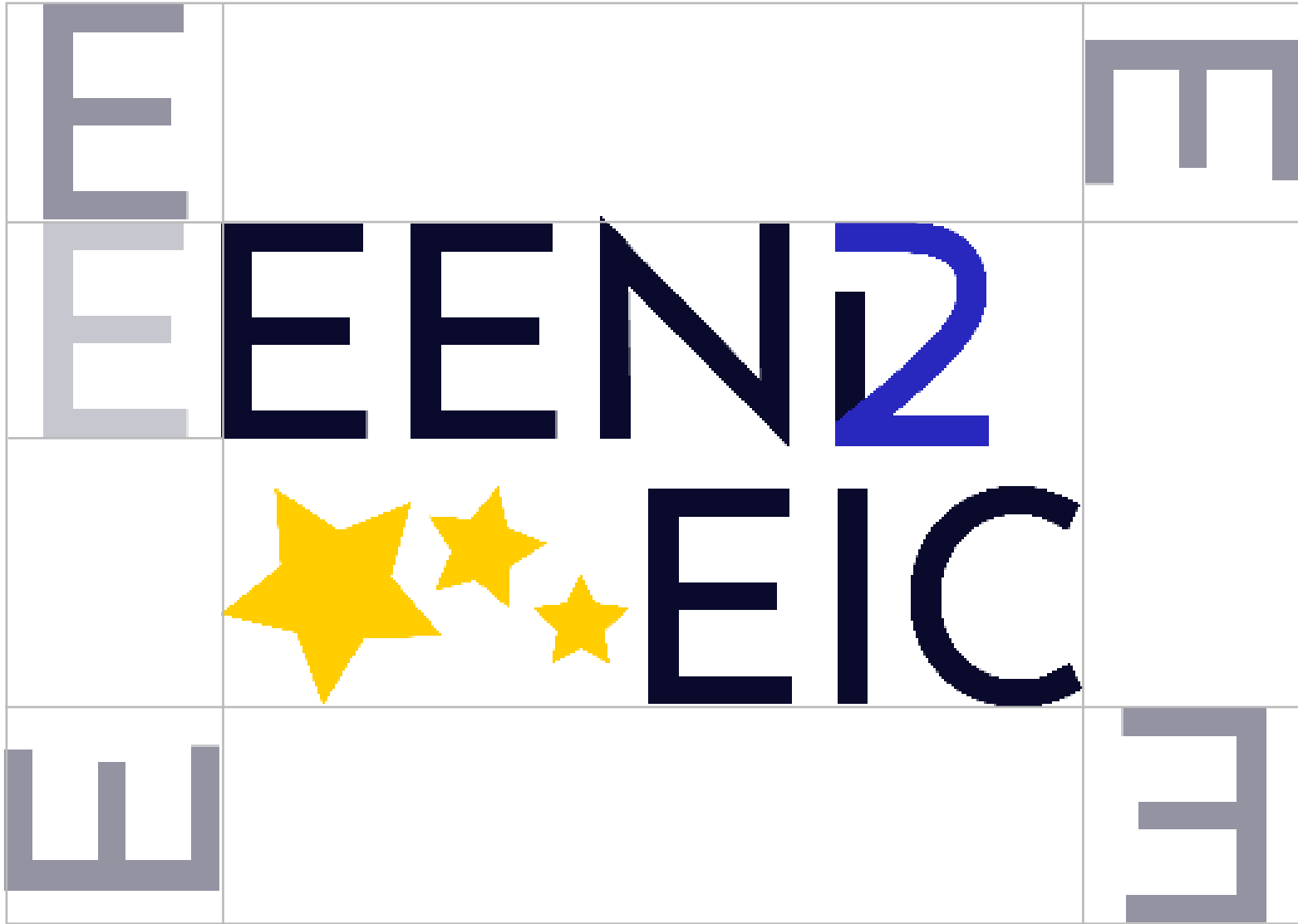
Download
font here



Funded by
the European Union

logo dimension & propositions – safety area

Safety area ensures that external elements are not interfering in the mark readability.
It should be always respected this margin corresponding to the height of the character “S”.



logo dimension & propositions – minimum size

Minimum dimensions to ensure the readability of the mark.

Printed media:

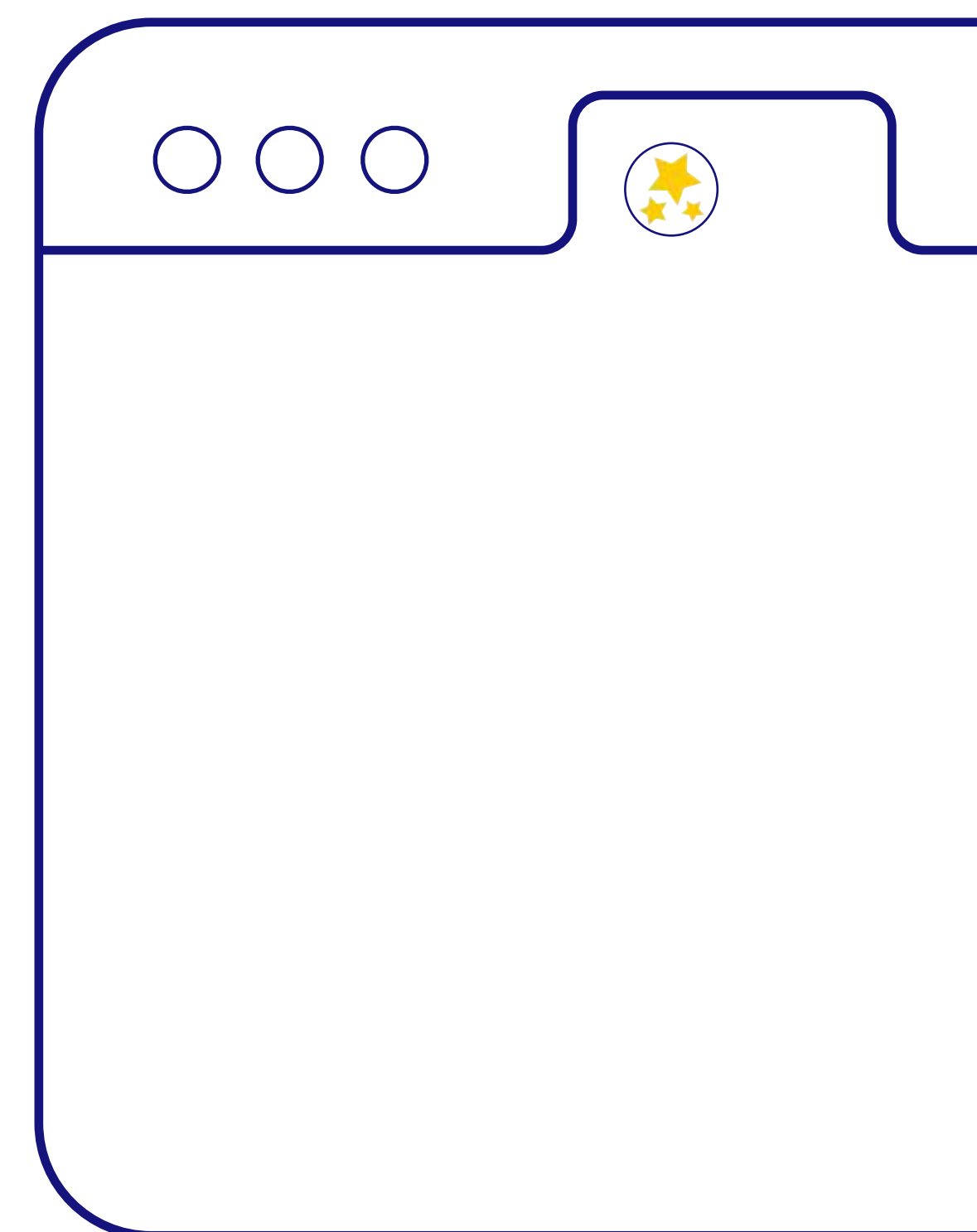
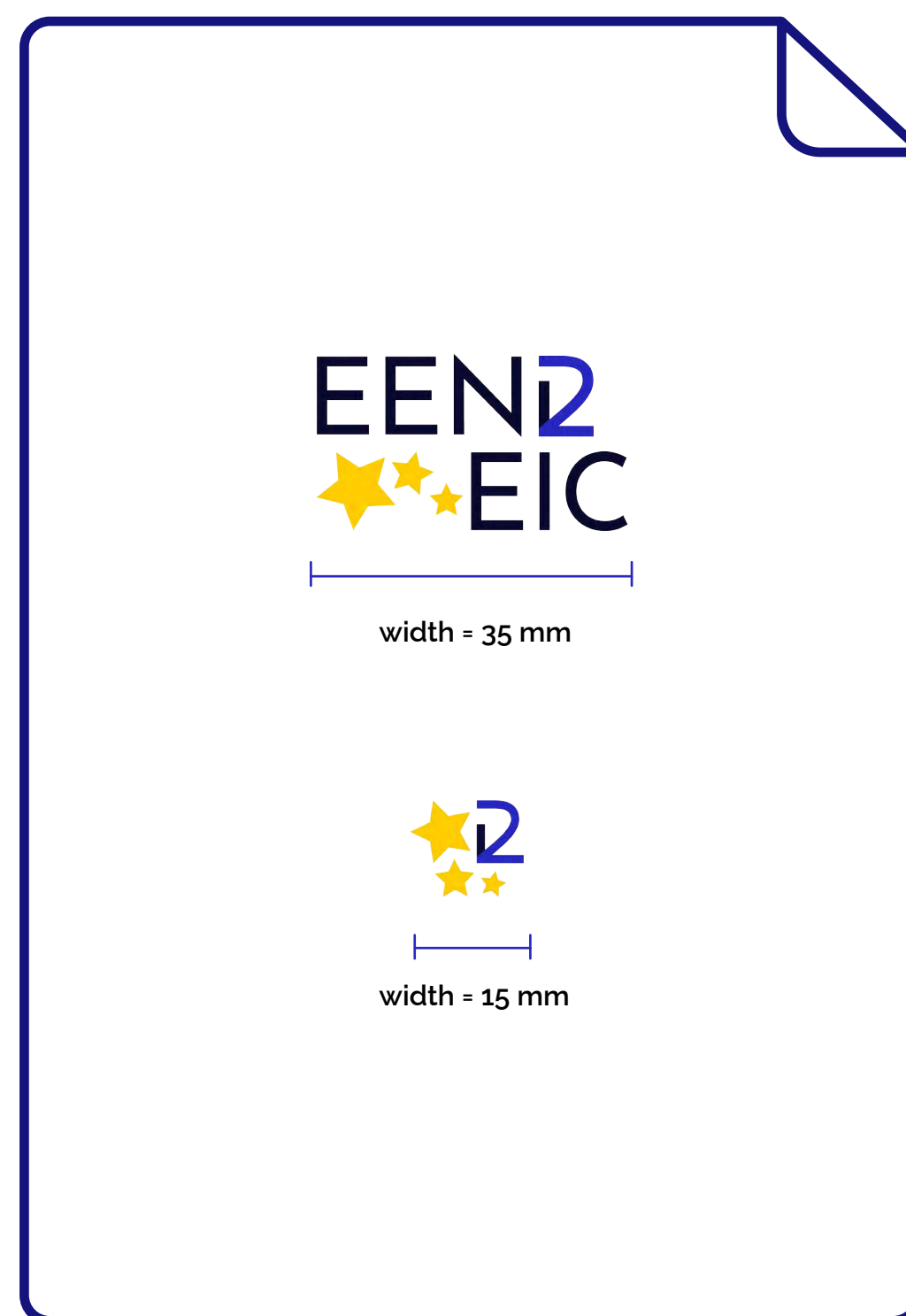
The minimum size for the logo is 35mm width for the official version.

For sizes below this measures only the pictogram, up to 10 mm, must be used. Below 10mm must be used just the wordmark.

Digital formats:

The minimum size for the logo is 220 px width for the official version.

For sizes below this measures only the pictogram, up to 60 px, must be used. Below 60 px must be used just the wordmark.



Funded by
the European Union

writing project naming

ALWAYS WRITE THE PROJECT NAME IN
CAPITAL LETTER

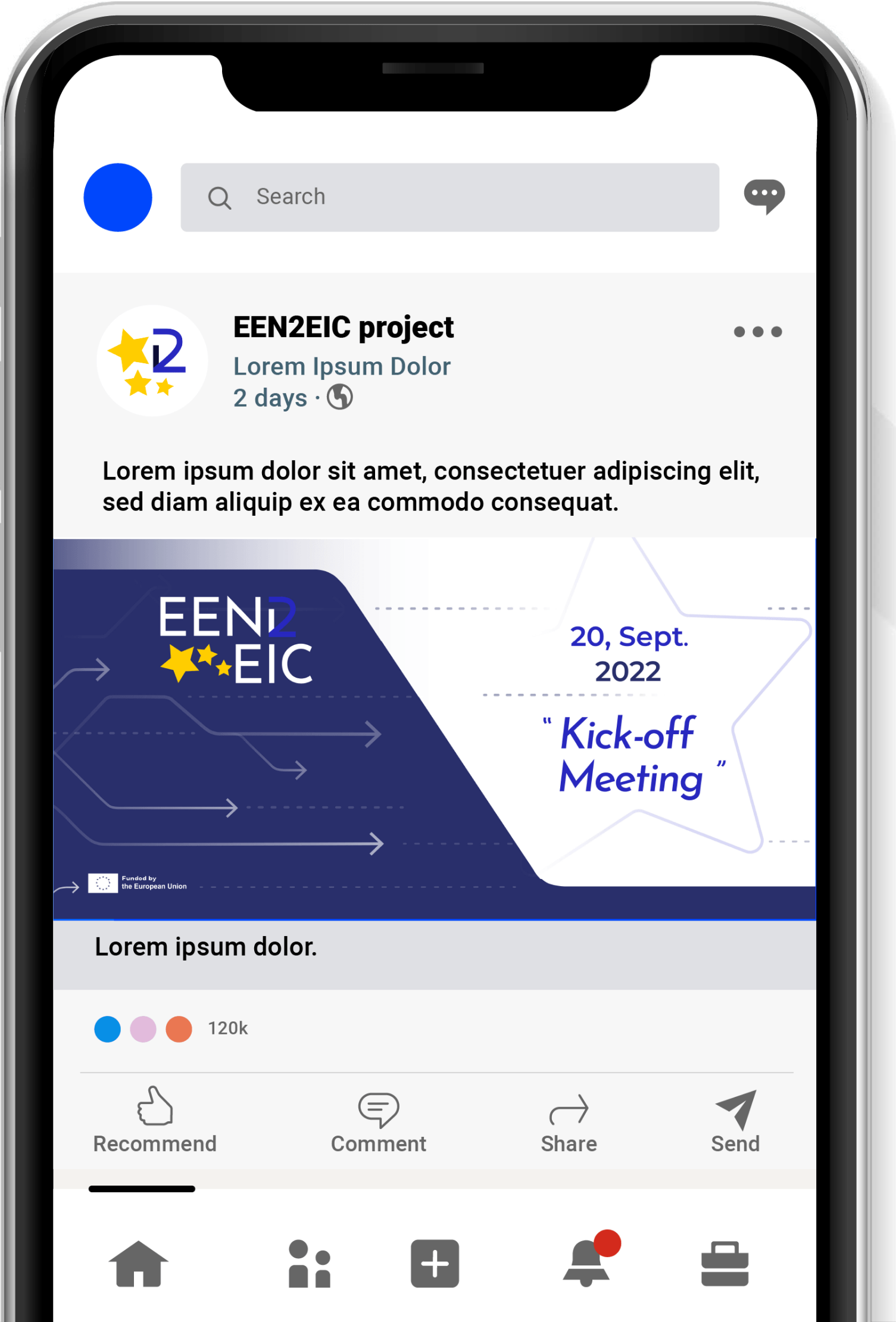
 **EEN2EIC** Lorem ipsum dolor sit amet, consectetur adipisci elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur. Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.  **EEN2EIC** excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

 **Een2Eic** Lorem ipsum dolor sit amet, consectetur adipisci elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur. Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.  **een2eic** excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

logo applications



logo applications





EEN2 ★ ★ ★ EIC



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#EEN2EIC

