



BRAND IDENTITY GUIDELINE

JULY 2024



Funded by
the European Union

CORPORATE LOGO

Logo general and color variations

Logo clearspace

Logo



Logo with slogan



Wordmark



Logomark



Attention:

Use of any stylized, animated, hand-drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and project consistency.

DARK LOGO

May only be used on a light background if the colored version does not work.

**LIGHT LOGO**

May only be used on a dark background if the colored version does not work.



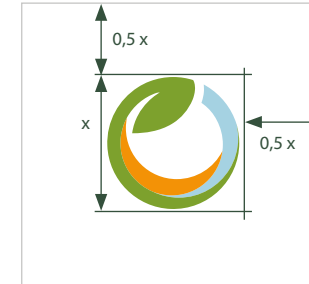
It is important to protect the logo from graphic elements and further objects. That can be ensured by the clear space, which is determined in the following.

CLEARSPACE SYMBOL

The clear space of the logo is half of the total height both horizontally and vertically. This results in an overall height that is 2 times higher than the logo itself.



SQUARE VERSION



If only the icon is used, a clear space must also be maintained here, which is determined analogously to that of the logo.



The icon can be used as the square version of the logo.

E.g. if the regular version does not fit the layout or as a thumbnail/symbol of the project.

Please note, that the icon should be framed by an object as displayed on the left.

CORPORATE COLORS

Primary Colors, Color Tones

Do's and Don'ts

The BioFibreLoop color palette contains three primary colors and two secondary colors.

PRIMARY COLORS

<p>Primary Orange</p> <p>CMYK: C0 M50 Y97 K0 RGB: R243 G146 B0 Web: #f39200</p>	<p>Primary Green</p> <p>CMYK: C58 M18 Y99 K3 RGB: R124 G160 B44 Web: #7ca02c</p>	<p>Primary Blue</p> <p>CMYK: C40 M5 Y11 K0 RGB: R164 G209 B225 Web: #a4d1e1</p>	<p>Light Grey</p> <p>CMYK: C0 M0 Y0 K15 RGB: R227 G227 B227 Web: #e3e3e3</p>	<p>Black</p> <p>CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0 Web: #000000</p>
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Use these colors in the first way.

SECONDARY COLORS

Do not use these colors in the first way. You can use these colors for a more interesting design with more color variations.

For good readability, there are some rules for the correct use of the BioFibreLoop colors.

DO`S



Primary orange /-green /-blue and black may be used on a white background.

White may be used on a primary green background to provide sufficient contrast between background and text.

On a primary orange background white text/symbols may be used.

DONT`S



The contrast between background and writing must always be guaranteed. Do not use a dark color on a dark background.

Do not use any other color than black or white for text/symbols on green background.

Do not use any other color than black or white for text/symbols on orange background.

CORPORATE FONTS

Primary Fonts + Slogan Font

Fonts for Graphic Templates/Publications

Secondary Font

Alternative Font

The primary font New astro used in the BioFibreLoop Logo and visualizes the project. It is also used in all graphic templates and publications for headlines.

If the primary font is not available please use the alternative secondary font.

The font aptly used used in the BioFibreLoop Logo-Slogan.

APTLY

Logo Slogan Font

REGULAR

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w
x y z

NEW ASTRO

Primary font

BOLD

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

The secondary font is Urbanist visualizes the project of BioFibreLoop. It is also used in all graphic templates and publications for Text.

If the primary font is not available please use the alternative secondary font.

URBANIST

Secondary font

BOLD

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

The alternative font is used when the primary font is not available (for example in Word documents or PowerPoint presentations).

Since Calibri is one of the system fonts, it is preinstalled on every computer.

CALIBRI

Alternative font

BOLD

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

For certain text sections and typographies, some rules should be followed to create a continuous and consistent image of the project. It does not matter whether it is the primary or secondary font. The following rules apply for MS-Word and MS-PowerPoint.

CAPTION TEXT 10 pt Type - Fontweight: Light Italic
(PowerPoint: 16 pt Type)

Example for a Caption Text

STANDARD TEXT 12 pt Type - Fontweight: Regular
(PowerPoint: 28 pt Type - Fontweight: Light)

Example for a Standard Text

HEADLINE 18 pt Type - Fontweight: Bold - Capitals
(PowerPoint: 36 pt Type)

EXAMPLE FOR A HEADLINE

TITLE 36 pt Type - Fontweight: Bold - Capitals
(PowerPoint: 36 pt Type)

EXAMPLE FOR A TITLE

GRAPHICS

Keyvisual
Background
Icons

The key visual represents the project and its content visually. It should be used wherever there is ample space. However, please ensure that the key visual occupies the entire area to maintain its impact.

Do not use the Keyvisual as a small image just to fill spaces. If you use the Keyvisual without background, do not place it against a dark background. It should only be used on a white or light grey background.

Examples for Use:

- As a cover Picture
(as in the Word Template)
- As a title picture
(as in the PowerPoint Template
or on Rollups)



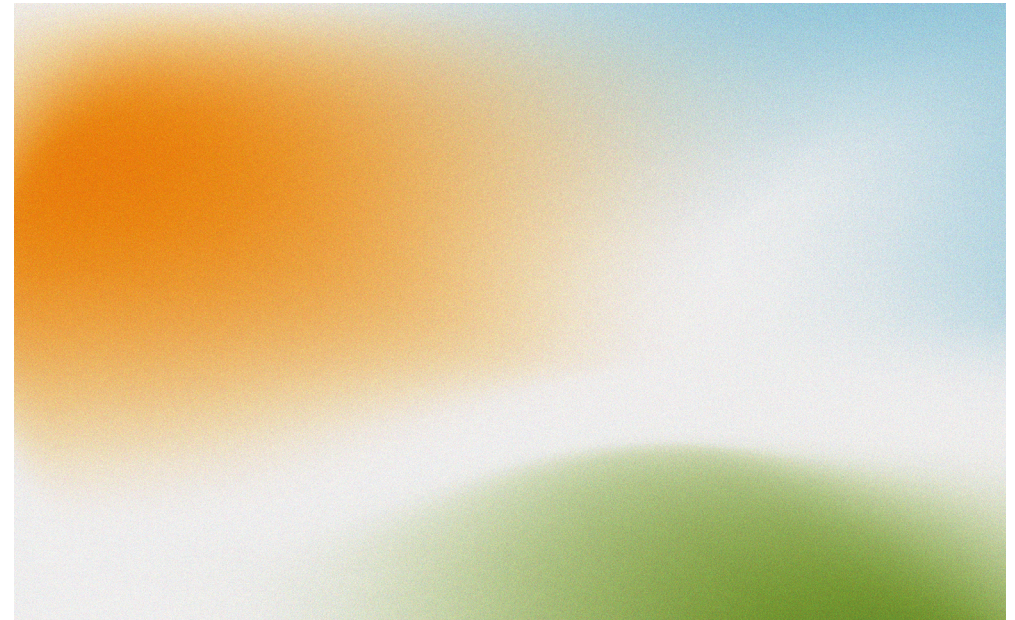
The background graphic represents the primary colors of the project.

It should be used wherever there is sufficient space, but it should not be used if the key visual can or must be placed on the same page/space. This graphic is only intended to enhance unwanted white background.

Do not use it as a small image just to fill small spaces, or against a dark background. It should only be used on a white or light grey background.

Examples for Use:

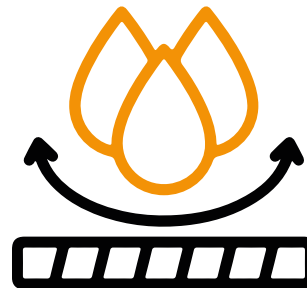
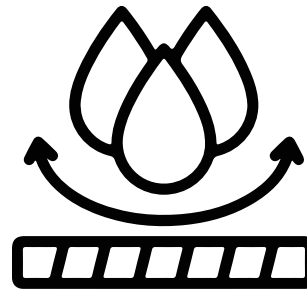
- As a cover graphic
(as in the Word Template)
- As a title graphic
(as in the PowerPoint Template
or on Rollups)



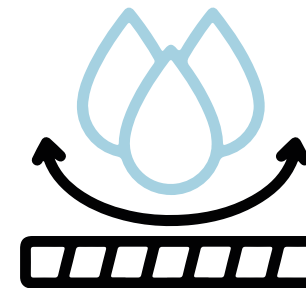
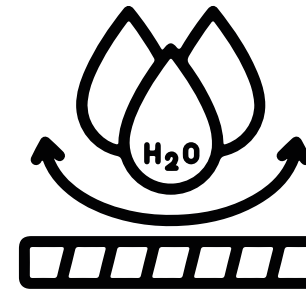
The icons represent the resistances of the clothing, which are created by the project's technology.

Throughout the course of the project, additional icons may emerge that are not listed here.

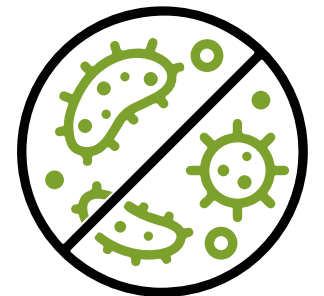
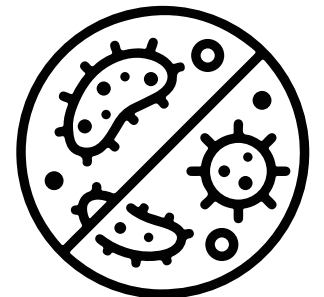
OIL RESISTANCE



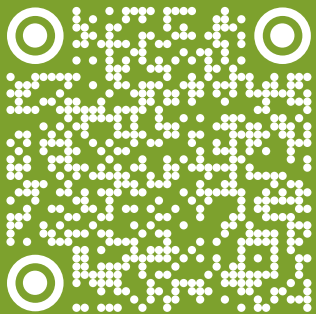
WATER RESISTANCE



ANTIBACTERIAL

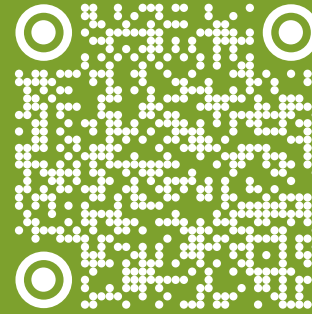


Please note, that there are some rules for the use of the EU Emblem in the context of EU Programmes 2021-2027.



Scan the QR-Code for more information or use the link below:

https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf



Scan the QR-Code to download the EU-Emblems or use the link below:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en