INTEGRANO

Guidelines for the use of the brand
and the application of its coordinated image

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Brand Identity Manual

Concept

The application of the stage-gate SSbD process through the LCS addresses performance in the five dimensions (5Ds):

| SAFETY | ENVIRONMENTAL | ECONOMIC | SOCIAL | FUNCTIONAL |

The goal of integrating SSbD to nanomaterials gives the project its name

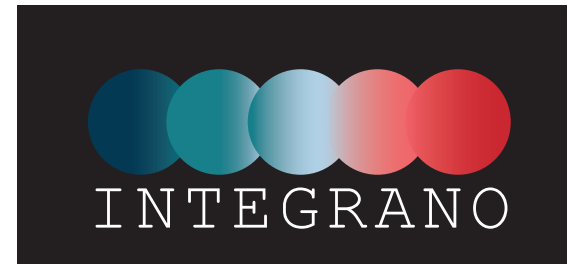## Integrate SSbD with Nanomaterials

INTEGRANO

Main logo

Logo

Colors

The principal logo should be used when the backgrounds are clear or white.

Negative

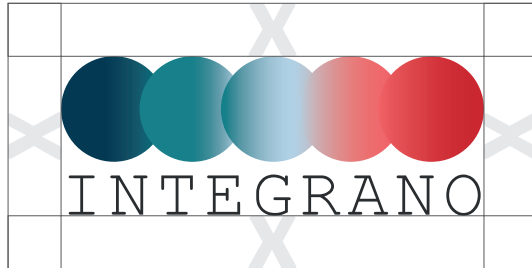The principal logo should be used when the backgrounds are dark or black.

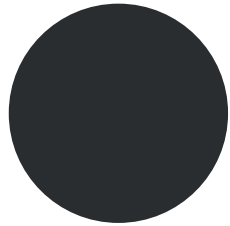## Monocolor

Monocolor Negative

Clearspace

Logo should always be properly separated from every other element. For greater visibility, no graphical element must enter the logo area. A minimum margin equal to X may in required, being "X" the element used as a margin of separation for each side of the image it contains.

Minimum dimensions

10 mm

The minimum dimensions established to ensure good legibility of the logo in the printed version.
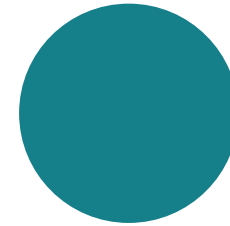
Colors

PRINT
C: 69 M: 60 Y: 56 K: 66

WEB
RGB (51, 51, 51)

HEX
#333333

PRINT
C: 83 M: 29 Y: 38 K: 13

WEB
RGB (8, 126, 139)

HEX
#087e8b

Primary colors

Colors

PRINT
C: 99 M: 71 Y: 42 K: 38

PRINT
C: 29 M: 9 Y: 5 K: 0

PRINT
C: 14 M: 98 Y: 90 K: 4

PRINT
C: 0 M: 76 Y: 51 K: 0

WEB
RGB (11, 57, 84)

WEB
RGB (191, 215, 234)

WEB
RGB (200, 29, 37)

WEB
RGB (255, 90, 95)

HEX
#093953

HEX
#bfd7e9

HEX
#c81f25

HEX
#eb5b62

Secondary colors

Typography

Courier New Bold
should be used in main headline
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
0123456789!@#$%t&*()

Courier New Regular
should be used in slogans and headlines
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
0123456789!@#$%t&*()

Calibri Regular
should be used in texts
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
0123456789!@#$%t&*()

Acknowledge EU funding

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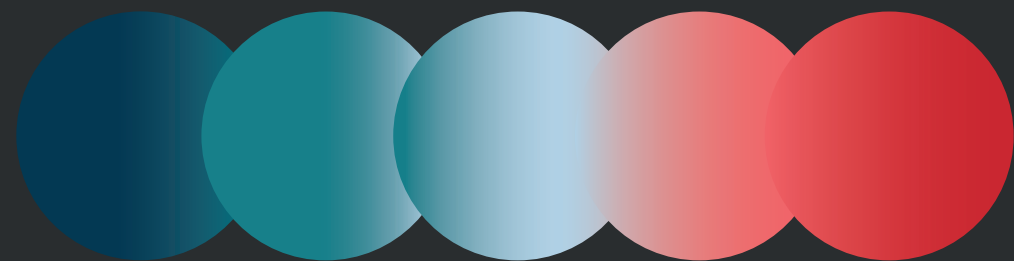
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Project information

(Optional)
On communication and dissemination materials you can also add the following sentence:

This project has received funding from the European Union's Horizon Europe research and innovation programme under GA No 101138414.

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