

Brand Guidelines

Project **INCIRCULAR**

(I3-2021-INV2a-MANU) ID 101114988



Co-funded by
the European Union

1. Introducing the INCIRCULAR visual identity

Every brand is made up of certain signs, characteristics, and graphic elements that reflect the personality, goals, values, and way of communicating of an organization, entity or company. However, the logo is the brand's identifier, and it can be presented in different ways and versions.

The INCIRCULAR logo can be used mainly in its normal version, made up of a symbol and text, arranged horizontally or vertically. On the other hand, symbol and text can be used separately when necessary.



2. Use of colours

The INCIRCULAR colour palette is defined by four corporate colors that include two shades of blue, green, and grey. Blue and green are the main corporate colours and should predominate, but there is also a darker shade of blue that can be used in text and backgrounds. Grey can also be used to complement certain designs or illustrations.

Whenever the logo is used on a corporate colour background, the version of the logo that has been established as the most appropriate in each case must be used.



Background: R255 G225 B70 / C2 M8 Y80 K0 / #ffe146

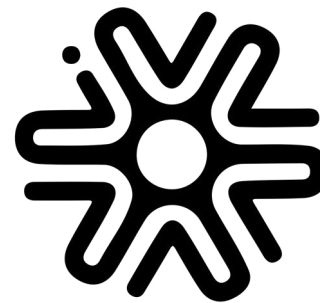


Gradient HEX codes: Green #03ca7f / Blue #06acd8

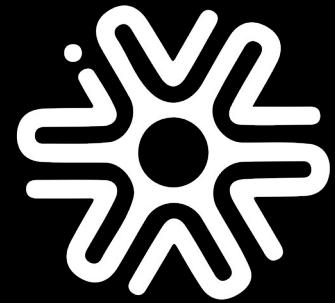


3. Monochrome versions

The monochrome logo is a flat version of the logo in a single color, without gradations or shading. It can be used not only for aesthetic reasons, such as the application of the logo on an image background, but also for functionality when it comes to using certain printing methods.



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4. Safety area & reducibility

The established security zone is the space around the logo that must be left blank or empty without other elements interfering in this area in order to avoid visual contamination of the logo. In this case, the space that should surround the logo is equal to the size of the letter 'A'.

The logo reducibility range defines the minimum size to which the logo can be used without affecting its legibility or identifiability in print or web applications.



MINIMUM WIDTH

WEB APPLICATIONS



40 px



84 px

PRINTED APPLICATIONS



15 mm



30mm

5. Corporate typography

The INCIRCULAR corporate font is called Sofia Sans. It is a comprehensive type system with narrow proportions and a generous x-height. It is a space-saving workhorse that would work well in very diverse environments.

It must be used in all documents and communications with the aim of being recognizable as a brand and having a corporate image. It is also the font used in the logo, in order to contribute to greater brand recognition and personality.

In the event that the Sofia Sans font is not found nor available, the Arial font can be used as an alternative for paragraphs or secondary texts.

Corporate typography

Sofia Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ., !"#\$%&/()=?*

Sofia Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ., !"#\$%&/()=?*

Sofia Sans Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ., !"#\$%&/()=?*

Sofia Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ., !"#\$%&/()=?*

Secondary typography

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ., !"#\$%&/()=?*

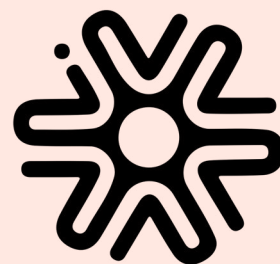
Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VXYZ0123456789 ., !"#\$%&/()=?*

6. Non-corporate applications

In the event that the INCIRCULAR logo must be used on non-corporate backgrounds or photographs, it must be applied in the black or white monochrome version, depending on the luminosity of the background.

The version that ensures maximum visibility, legibility and contrast of the logo should always be chosen.



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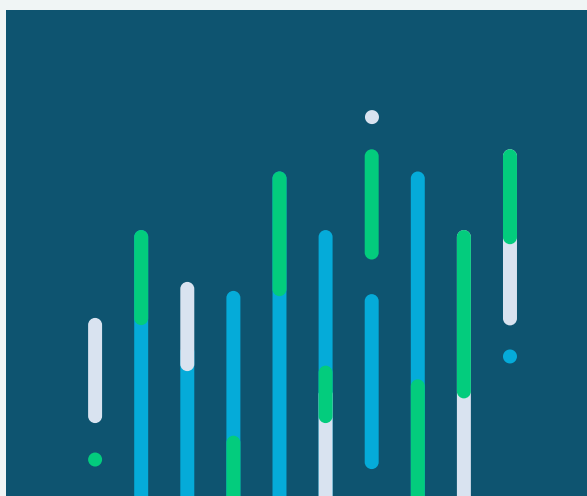
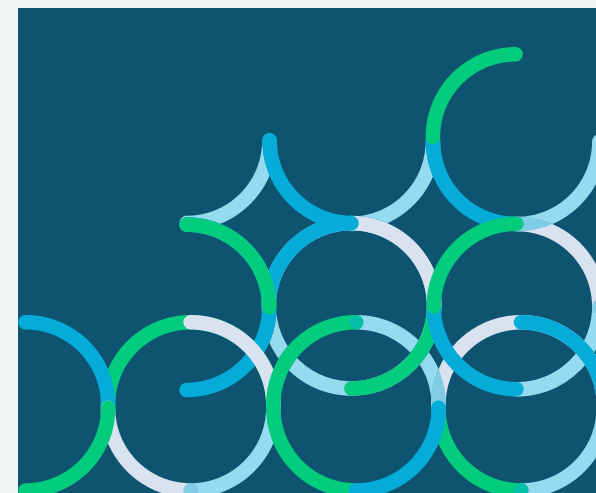
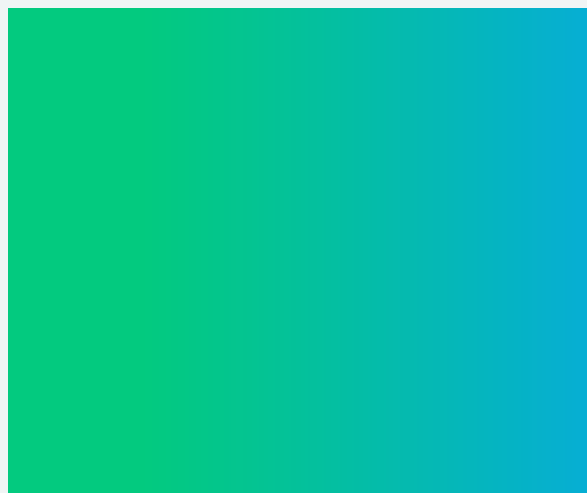
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7. Graphic resources

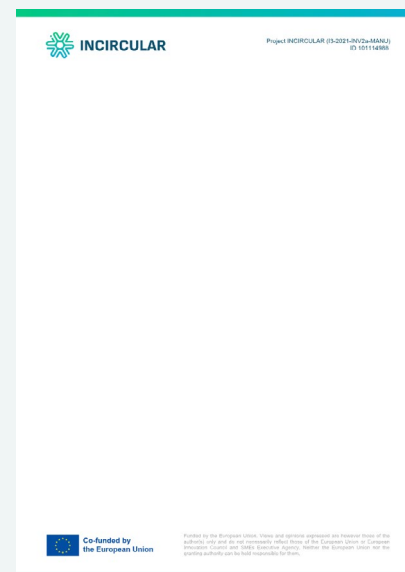
The INCIRCULAR's visual identity is made up of various graphic elements that are in line with the logo and the values of the project: backgrounds with gradients, the use of the logo icon as a graphic resource or pattern, and other decorative patterns created with circles and lines.



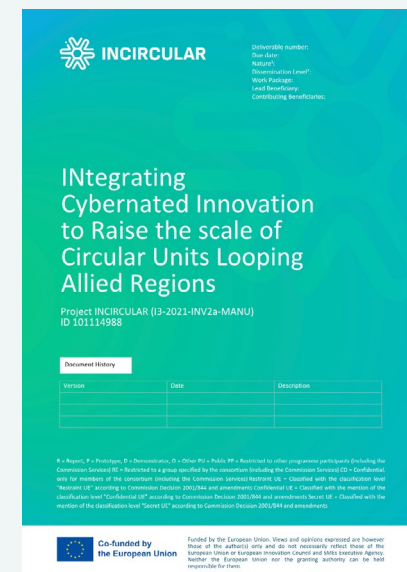
8. Corporate templates

There are certain templates that can be used to apply, reinforce and make good use of the visual identity of the project.

A4 letterhead



A4 Microsoft Word template



Powerpoint template for presentations



9. European flag emblem and multilingual disclaimer

All European projects shall use the European emblem (flag) to acknowledge the support received under EU programmes. This must be shown on any communication (press release, public website, brochures) and also on all deliverables and major results funded by the grant (such as prototypes) and be displayed in a way that is easily visible for the public and with sufficient prominence.

[Click here for more information](#)



1. European flag and funding statement



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2. Disclaimer to use in all communication materials

ENGLISH

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 Innovation Council and SMEs Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



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