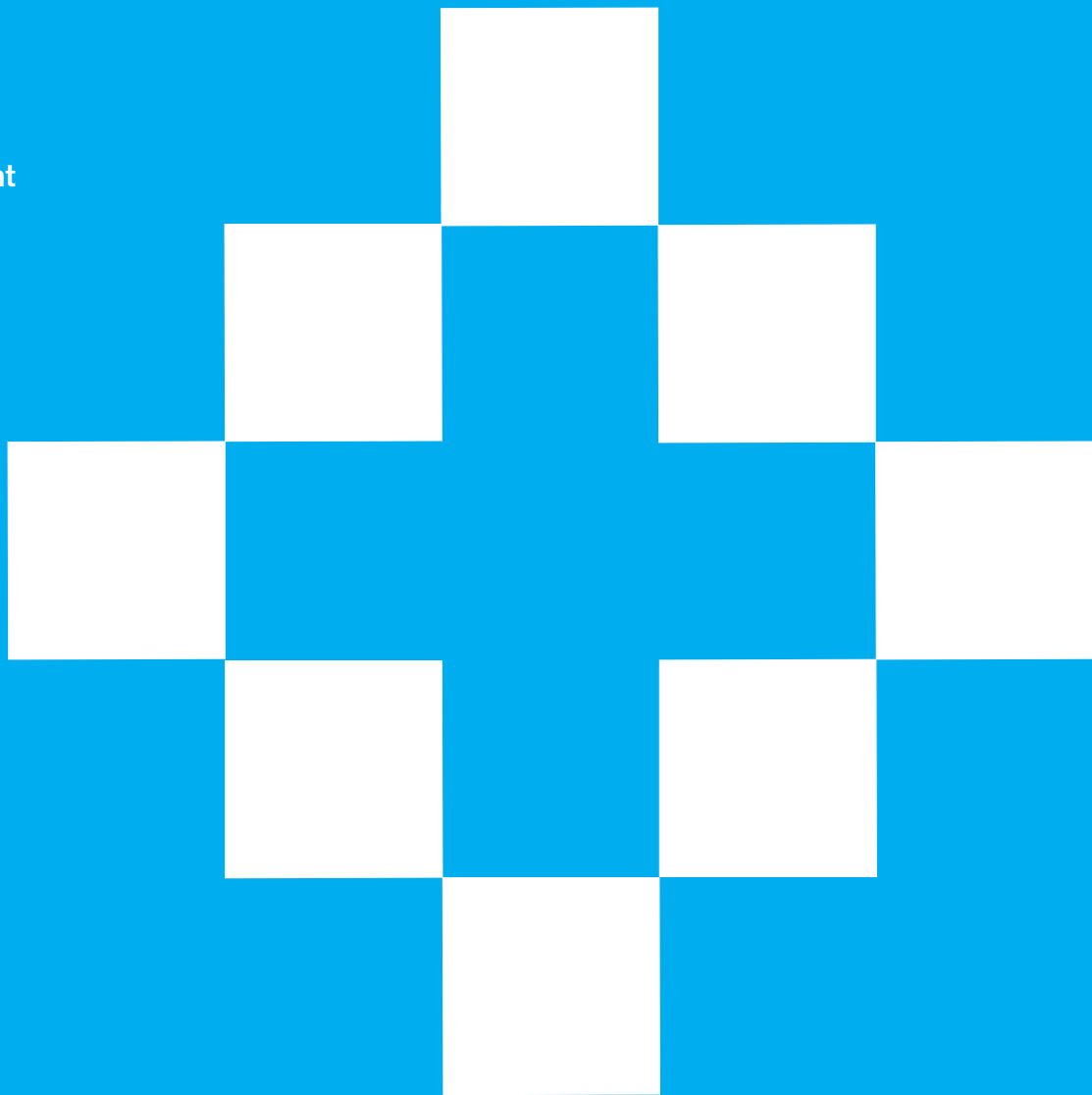


BRAND GUIDELINES



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INTRODUCTION

Brand Guidelines

The brand guidelines set out in this manual for **ASSEMBLE Plus** offer the means by which all partners in **ASSEMBLE Plus** can achieve the prescribed standards of presentation.

All partners are requested to follow these guidelines.

For any queries regarding the implementation of the **ASSEMBLE Plus** brand guidelines, please contact **Georgia Bayliss-Brown**, AquaTT Project Officer (georgia@aquatt.ie).

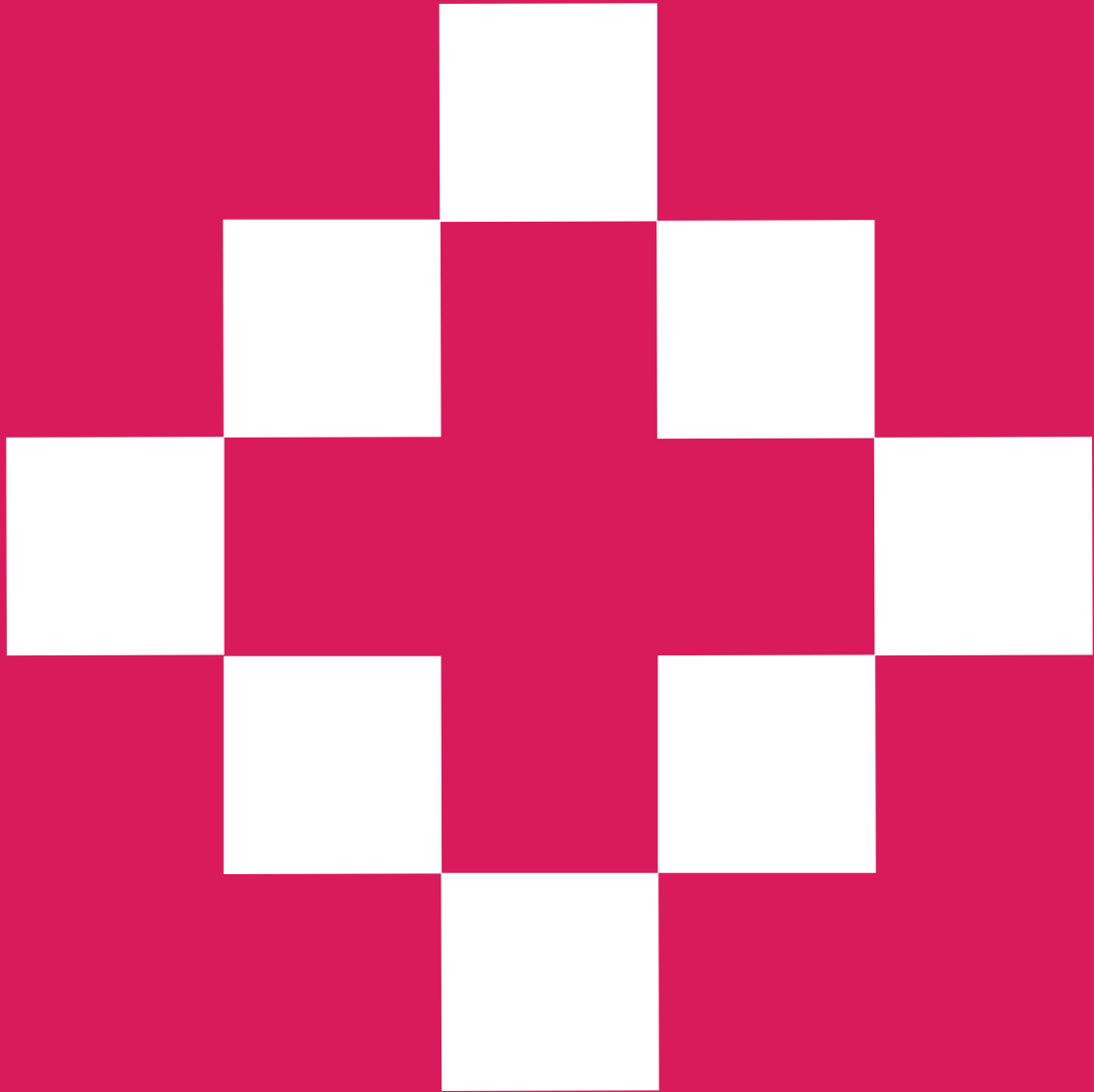
www.assembleplus.eu

ASSEMBLE



ASSOCIATION OF EUROPEAN MARINE BIOLOGICAL LABORATORIES EXPANDED

LOGO



PRIMARY LOGO

The **ASSEMBLE Plus** Logo is constructed using a combination of rounded bold lettering, harmonious colour choices and illustration.

This section gives you guidelines on how to use the logo in any format, for example the recommended type face to use, the colour palette and best use of the logo on different backgrounds.



Primary Logo – Universal Use

ONE COLOUR LOGO

The one colour version logos are intended for applications that are restricted in colour, such as fax, memo etc. or any time it is not possible to use colour printing techniques.



Black Logo



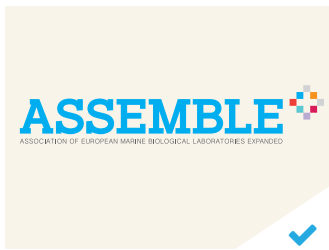
White Logo

CORRECT USE OF LOGO

Colour Background Variations

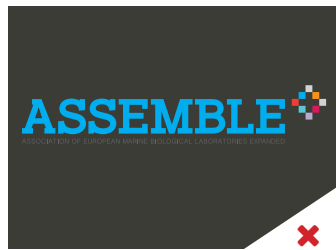
The preferred background for the **ASSEMBLE Plus** logo is white, but there will be some instances where the logo needs to be used over a colour other than white. In this case, you may have to use either the white or black version of the logo.

Whether the logo is being used in full colour, black or white, please ensure that the logo is always legible and there is sufficient contrast between all the elements.



Correct

The full colour logo is only fully visible on a light background.



Incorrect

The full colour logo is not fully visible on a dark background.



Correct

The white logo is only fully visible on a dark background.



Incorrect

The black logo is not fully visible on a dark background.



Correct

The black logo is only fully visible on a light background.



Incorrect

The white logo is not fully visible here on a light background.

CORRECT USE OF LOGO (CTD.)

Photographic Background Variations

The preferred background for the **ASSEMBLE Plus** logo is white, but in some cases it is necessary to use the logo over images. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct
The full colour logo is fully visible on a light image.

Incorrect



The full colour logo is not fully visible on a dark image.

Correct



The white logo is fully visible on a dark image.

Incorrect

The black logo is not fully



visible on a dark image.



Correct
The black logo is fully visible on a light image.



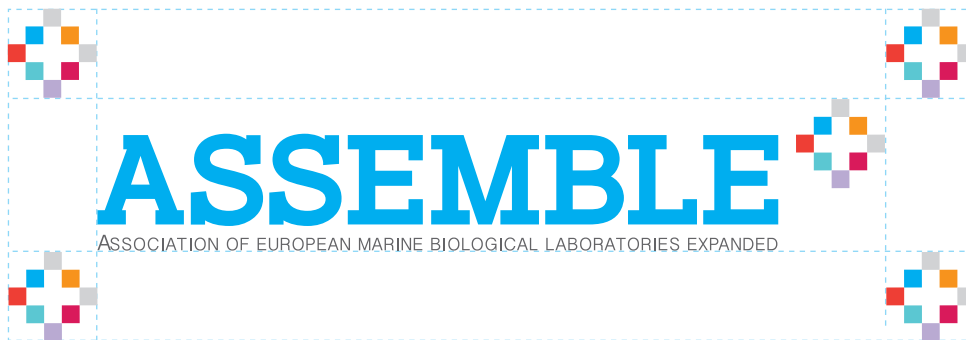
Incorrect
The white logo is not fully visible on a light image.

CORRECT USE OF LOGO (CTD.)

Clearance Space

Clearance space is the area surrounding the logo that should be kept free of other graphical elements. You should allow sufficient space around the logo.

The minimum required space to use around the logo is the height of the “Plus” icon.



Clearance space

CORRECT USE OF LOGO (CTD.)

Minimum size

The **ASSEMBLE LOGO** logo can be increased to any size you require however the minimum size the logo should be displayed at is 76mm in width. Where possible, the logo should not be used below this size as legibility will be compromised.



Minimum size
= 76mm width



INCORRECT USE OF LOGO

What not to do

Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

✘ Do not distort logo



✘ Do not modify colours



✘ Do not rearrange elements



✘ Do not add elements



✘ Do not use elements alone



✘ Do not modify proportion



TYPEFACES

Primary – Berthold Akzidenz Grotesk (Graphic Design Use Only)

Berthold Akzidenz Grotesk is the primary **ASSEMBLE Plus** typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold.

Gotham is primarily used for print design. For internal documents (such as Microsoft Office applications), use the alternate typefaces below.

Secondary – Calibri (Internal Use)

Calibri is the secondary **ASSEMBLE Plus** typeface. This font is intended for internal use. Calibri reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, Powerpoint, Excel etc. Calibri Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc.

Calibri is packaged with all Microsoft and Macintosh computers.

Web font – Arial

The typeface used on the **ASSEMBLE Plus** website is **Arial**. This is a free Google font which is set within the website template.

Berthold Akzidenz Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”
www.genialgproject.eu

Berthold Akzidenz Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”
www.genialgproject.eu

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

COLOUR PALETTE

Print

The CMYK values are required when preparing materials for professional print jobs.

In-office printing will provide varied results depending on equipment and as a result, 100% colour accuracy cannot be expected.

Web

The RGB values are required when preparing materials for the web.

It is important to note that the calibration of monitors, desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across all materials for the web.

ASSEMBLE Plus Blue

C 100	
M 0	R 0
Y 0	G 174
K 0	B 239

ASSEMBLE Plus Orange

C 0	
M 80	R 247
Y 100	G 148
K 0	B 30

ASSEMBLE Plus Grey

C 0	
M 0	R 209
Y 0	G 211
K 20	B 212

ASSEMBLE Plus Navy

C 82	
M 63	R 63
Y 0	G 102
K 0	B 176

APPLICATION



POWERPOINT

Cover, context & closing slides

Please follow the PowerPoint template. The recommended font is Calibri. Maximum font size is 60pt.

Title Page Layout

Presentation Title 40pt

Subheading 32pt

EU disclaimer text 9pt

Web url text 18pt



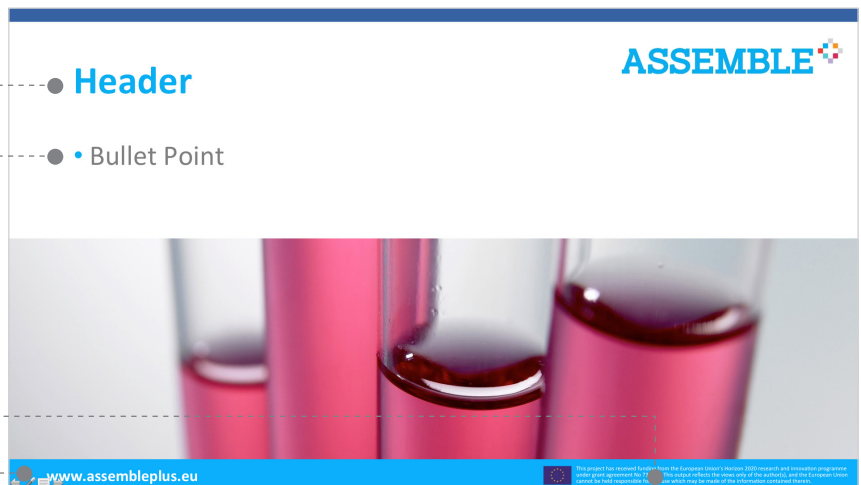
Content Page Layout

Headline 44pt

Body text 32pt

EU disclaimer text 9pt

Web url text 18pt



Closing Slide

Headline 72pt

Contact text 32pt

Information text 24pt

EU disclaimer text 9pt

Web url text 18pt



POSTER

Powerpoint Poster Template

Please follow the PowerPoint template. The recommended font is Calibri. Maximum font size is 120pt.

Poster Style 1

Heading 120pt
Subheading 80pt
Body text 54pt

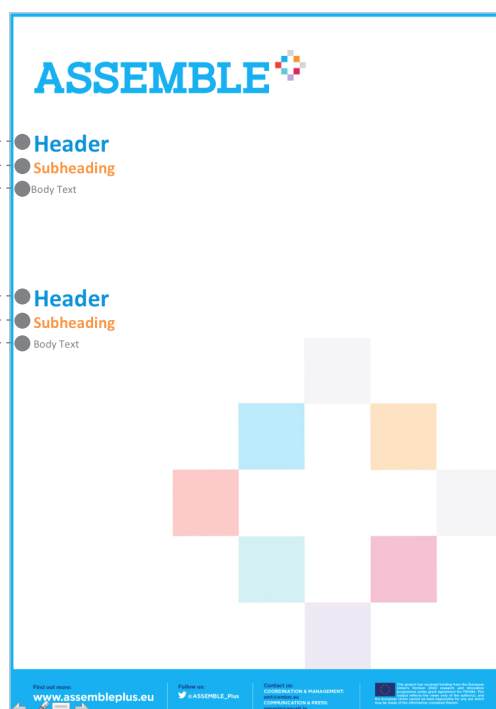
Heading 120pt
Subheading 80pt
Body text 54pt



Poster Style 2

Heading 120pt
Subheading 80pt
Body text 54pt

Heading 120pt
Subheading 80pt
Body text 54pt



Acknowledgement of EU funding

All publications or any other dissemination relating to foreground should include the EU emblem and the following statement to indicate that said foreground was generated with the assistance of financial support from the EU:

The ASSEMBLE Plus project is funded by the *European Union's Horizon 2020 Research and Innovation programme under Grant Agreement no. 730984 (ASSEMBLE Plus)*. *This output reflects the views of the author(s)*, and the European Commission cannot be held responsible for any use which might be made of the information contained therein.

A combined EU emblem and disclaimer graphic is available in the **ASSEMBLE Plus** logo suite.

EU emblem

High-resolution versions of the emblem can be found here:
<http://europa.eu/about-eu/basic-information/symbols/flag/>

