



BRAIN@WORK

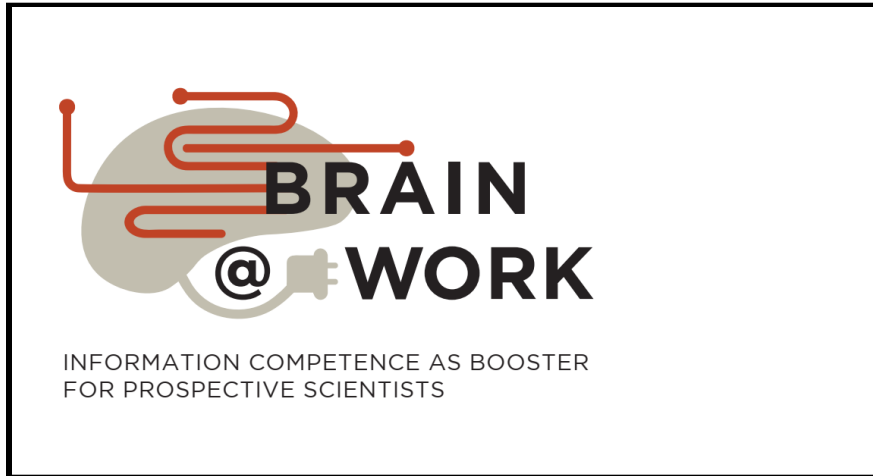
Visual Identity

Internal document v. 20/12/2020

PROJECT LOGO DESCRIPTION

The project logo consists of:

- a pictogram that represents the theme of the minds of scientific research connected in everyday digital work
- a logogram that identifies the title of the project
- the payoff that summarizes the main mission of the project



Color is the primary element of a project's visual identity which is repeated in all other communication products. The primary Logo palette is composed by the following colours:

BLACK	RED	DOVE GREY
HTML 00000F RGB 0, 0, 15 CMYK 91, 79, 62, 97	HTML be3817 RGB 90, 56, 23 CMYK 18, 87, 100, 8	HTML ccc6b5 RGB 204, 198, 181 CMYK 23, 19, 29, 2

The logo is the result of a common decision, starting from the following three proposed options. The chosen option was then further developed and updated to the final version.



The adopted font is Gotham Book Version 2.200 Pro, in the following versions:

Paragraph font

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

The logo variants are in grey scale and in negative version.

1. Grey



2. Negative



The project logo is used in official documents always in compliance with the EU given rules and together with the Erasmus Plus programme logo and disclaimer. Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at:

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf