

# ...FEMTO SURF

## VISUAL GUIDE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825512



# VISUAL GUIDE

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### Introduction

This Visual Identity Guide has been designed to ensure that throughout the 3 years of operation of the FEMTO SURF project the members of the project consortium can prepare their communication materials in a coherent way. This manual includes the usage rules of the communication elements aimed at promoting the FEMTO SURF project and acknowledgement of the EU funding. These visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Articles 29 and 38



# PRIMARY COLORS



CMYK 0-77-98-0  
RGB 240-90-34  
WEB #F05A22



CMYK 69-47-42-30  
RGB 84-102-111  
WEB #54666F



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## LOGO IN MONOCHROME

Black or white version of the logo should be used whenever the full-color version of the logo cannot be applied.

E.g.

- on dark or motley background;
- when the background color is similar to the colors of the logo;
- in monochrome print, such as documents;



# MINIMUM SIZE

When decreasing the size of the logo, it is important to retain clarity and readability.

Below are the acceptable minimum sizes of the logo for the usage in print and on the web.

**MINIMUM LOGO SIZE**      **20 mm × 2,5 mm**

## MINIMUM SIZE IN PRINT



## MINIMUM SIZE ON THE WEB



# LOGO CLEAR SPACE

Shown below is the minimum distance around the logo that must remain clear of any other graphic elements or texts. It is also the minimum distance from the logo to the edge of the page.

Clear space around the logo separates it from other graphic elements, complicated visuals and texts in order for the logo to remain clearly visible and presentable.

The basis for clear space is the height of the logo.



# LOGO ON PHOTO BACKGROUND

When using the logo on photo backgrounds it is important to ensure its visibility and recognition.

**White or full-color version of the logo should be used on photo backgrounds.**

The appropriate version is chosen by creating a contrast between the logo and the background.

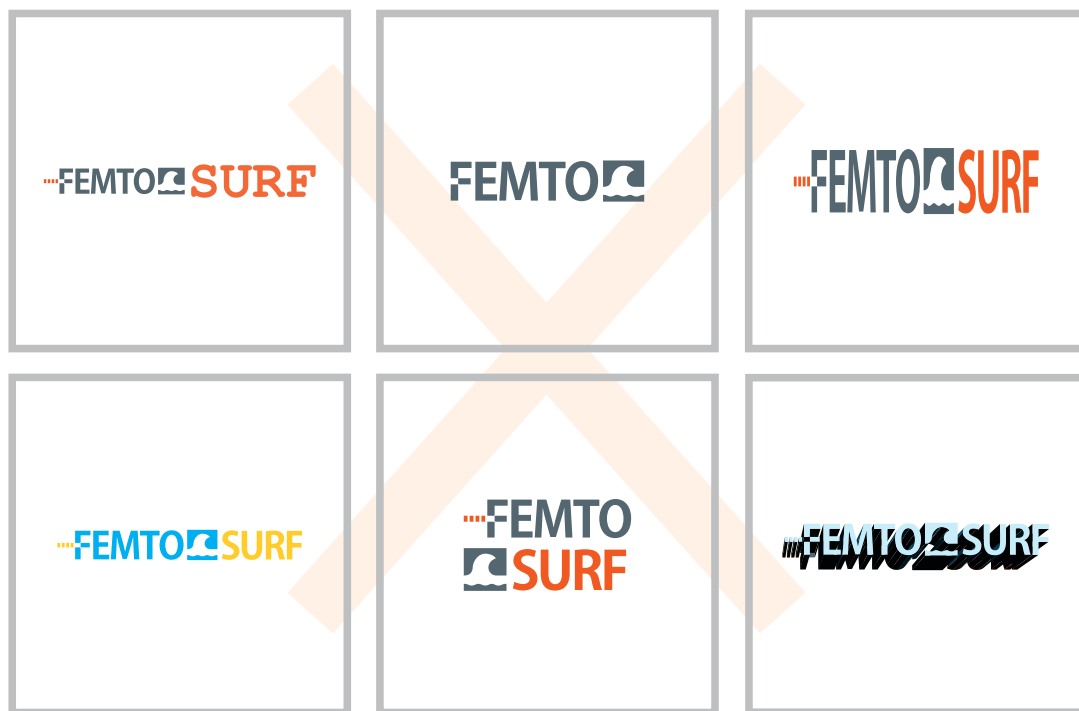


# PROTECTION OF LOGO INTEGRITY

The background must not compromise the readability and visibility of the logo.



The logo shouldn't be altered in any way such as changing its typography, proportion, adding or removing elements, using additional effects or changing its colors.





# TYPOGRAPHY

*Typography is one of the main elements in creating the visual identity of an organization within all means of communication.*

For the project **Femto Surf** the font **Myriad Pro** was chosen.

The font is used in creating all means of visual identity, press projects, presentations, internet communication, etc.

Myriad Pro Light

AĀBCČDEĚĚFGHIJKLMNOPQRSŠTUŮVWYZŽ

aābcčdeěėfghijklmnopqrsštuůvwyzž

1234567890 !@# \$ % ^ & \* ( ) \_ - + =

Myriad Pro Regular

AĀBCČDEĚĚFGHIJKLMNOPQRSŠTUŮVWYZŽ

aābcčdeěėfghijklmnopqrsštuůvwyzž

1234567890 !@# \$ % ^ & \* ( ) \_ - + =

Myriad Pro Bold

AĀBCČDEĚĚFGHIJKLMNOPQRSŠTUŮVWYZŽ

aābcčdeěėfghijklmnopqrsštuůvwyzž

1234567890 !@# \$ % ^ & \* ( ) \_ - + =

Myriad Pro Black

AĀBCČDEĚĚFGHIJKLMNOPQRSŠTUŮVWYZŽ

aābcčdeěėfghijklmnopqrsštuůvwyzž

1234567890 !@# \$ % ^ & \* ( ) \_ - + =



# DESIGN ELEMENTS

These design elements are created for the use in various design production to retain and strengthen the recognition of project identity.

The design elements are made on the basis of the logo in order to complement it and maintain the same style and idea.

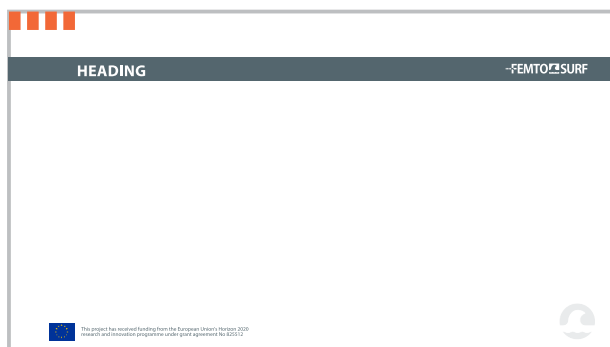
Top left corner



Bottom right corner



Examples of usage:



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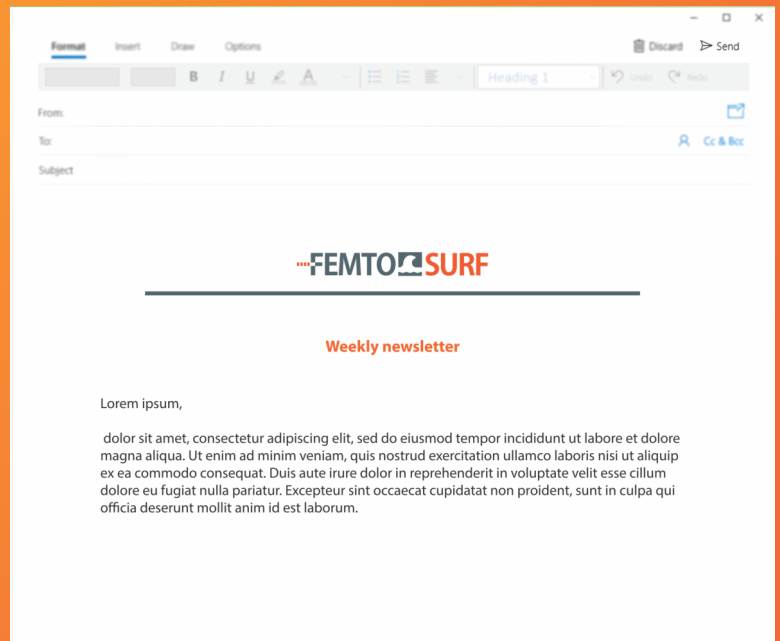
# EMAIL TEMPLATES

## Newsletter / invitation

Logo: *email\_header.jpg*

Heading: Myriad Pro Bold, FemtoSurf orange

Text: Myriad Pro Regular, black



## Signature

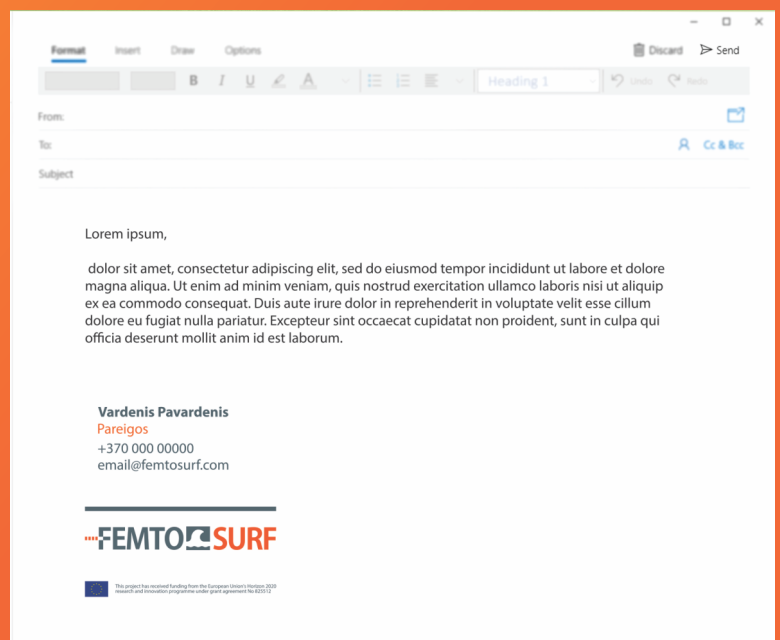
Text: Myriad Pro Regular, black

Name, surname: Myriad Pro Bold, FemtoSurf gray

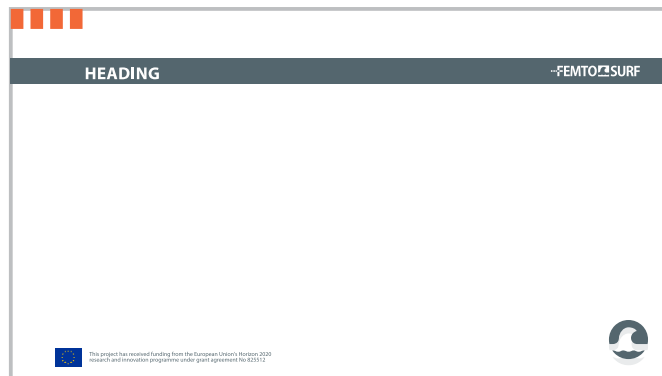
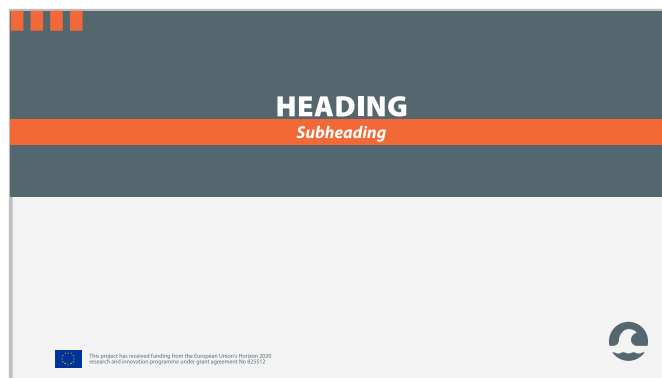
Position: Myriad Pro Regular, FemtoSurf orange

Contact information: Myriad Pro Regular, FemtoSurf gray

Logo: *email\_footer.jpg*



# PPT TEMPLATES



# NEWSPAPER PRINT TEMPLATE

Heading

## HEADING

Subheading

*Lorem ipsum dolor sit amet, consectetur adipiscing elit!*

Text

*Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor  
incidunt ut labore et  
dolore magna aliqua.*



Illustration

Logo

**FEMTO**  **SURF**

Contact info



[www.femtosurf.eu](http://www.femtosurf.eu)



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# X-BANNER TEMPLATE



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