



Brand guide

This brand guide contains the branding and visual identity information of Flex4Res. It lets everyone know how to correctly use distinctive branding elements like logo, fonts and colours to ensure a visually coherent appearance. Using a coherent visual appearance enhances brand awareness, recognition and trust in the brand.

The Flex4Res brand book serves everyone who creates content related to the Flex4Res project – external and internal: project partners, media teams and other parties reporting on the project. Meeting the project branding is obligatory to ensure a consistent visual perception of all project related activities.

Note: This project is Co-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 Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.



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Logo

The logo is the first and most obvious form of branding. It contains a lettering with a designed X. The X symbolises progress, movement and transformation.

The full colour logo version is the primary format and preferred version of the logo. Choose this logo for light backgrounds. In case of dark backgrounds, choose the inverted logo.

The logo must be used as presented and cannot be altered in any way.

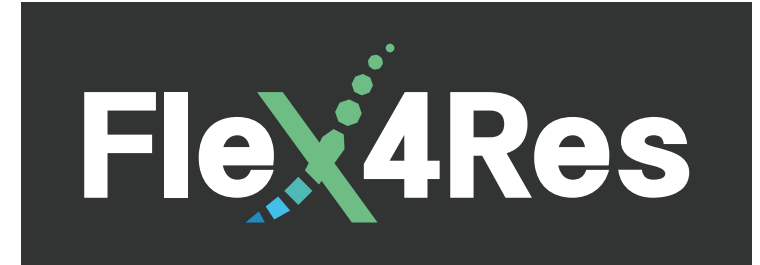
As an EU Co-funded project, Flex4Res must clearly display the EU flag and accompanying text in all project related activities, materials and channels.

The Flex4Res logo and the EU flag may be used separately on the same page or slide, but the emblem must be displayed at least as prominently and visibly as the Flex4Res logo, e.g., in the footer of this brand guide. This also applies in association with other logos (e.g., of beneficiaries).

Full colour



Inverted



Full colour landscape



Inverted landscape



Full colour portrait



Inverted portrait



Orientation

When the Flex4Res logo and the EU flag are used in the combined version, the EU flag must always be displayed at least as prominently and visibly as the Flex4Res logo. This also applies to other logos, e.g., of beneficiaries.

There are two orientation versions, landscape and portrait, so that the logo fits the final format of the used material. Choose the option in which the text of the logo can be read best.

Landscape



Co-funded by the
European Union

Portrait



Co-funded by the
European Union



Proportions

This section presents the Flex4Res logo in combination with the EU flag and the rules regulating the width and height of the logo. The height of both logos needs to be the same in both versions.

In the landscape version, the distance between the Flex4Res logo and the EU flag is defined by the width of the EU flag.

In the portrait version, the distance between both logos is defined by the size of the small letters in the Flex4Res logo.

The Flex4Res logo and the EU flag may be used separately on the same page or slide, but their proportions must always be kept consistent, e.g., in the footer of this brand guide. That means that the EU flag can never be smaller than the Flex4Res logo.

Landscape



Portrait



Colour versions

The Flex4Res logo can be presented in two different colour versions as shown on this page.

The preferred version is the full-colour logo. If the background is a dark colour, the reverse logo must be used to ensure proper readability.

Full colour logo



Reversed logo



Specifications

Minimum size

A minimum size has been carefully established to ensure that the logo is reproduced correctly, even at small sizes. When displayed at minimum size, the logo still has clear legibility and provides a strong level of identification.

The logo must never be smaller than the smallest size specified.

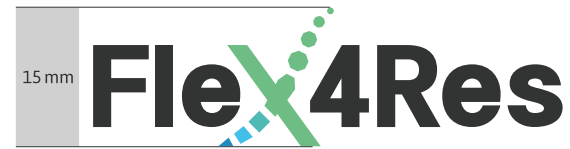
Clear space

Clear space has been established to ensure visibility and impact of the logo.

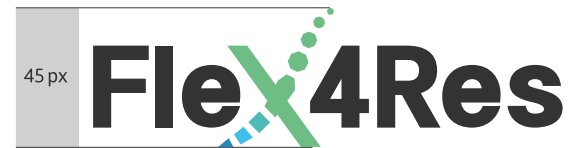
Maintaining a clear zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

If possible, allow even more space around the logo than required by the minimum indicated.

Print



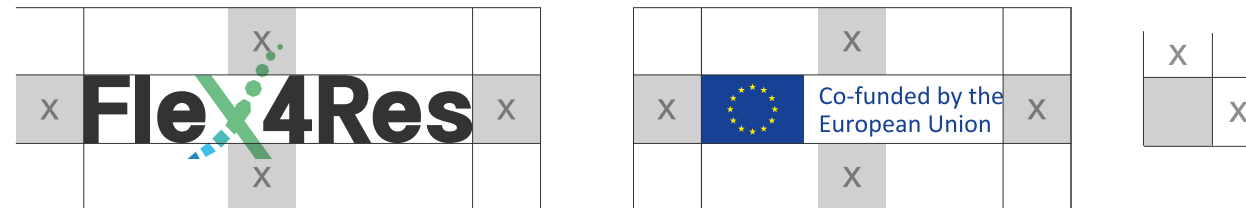
Web



Combined



Separated



Colours

To ensure consistent visual appearance, primary, secondary and supporting colours are defined. Choose the primary colours first, if you need more, choose the secondary colours. Supporting colours can be combined with both colour palettes for contrast.

Below the colour boxes, you can find the specifications.

The colours are specified for offset printing on white paper (CMYK) and for use on screen and web (RGB & Hexadecimal).

When reproducing the Flex4Res colours on different material (eg: signage), always make sure the colour visually matches these approved colours.

Primary colours



RGB: 110/189/132
CMYK: 60/0/60/0
HEX: #6ebd84



RGB: 32/137/190
CMYK: 79/34/9/0
HEX: #2089be



RGB: 50/51/51
CMYK: 70/59/56/65
HEX: #323333

Highlight colours

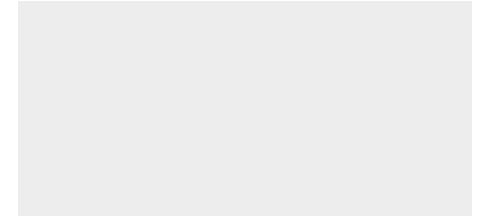


RGB: 80/187/180
CMYK: 65/0/35/0
HEX: #50bbb4



RGB: 66/191/232
CMYK: 65/0/5/0
HEX: #42bfe8

High-contrast colour



RGB: 237/237/237
CMYK: 8/6/7/0
HEX: #ededed

Asap

Primary typeface

The primary typeface is Asap. It should be used in all communication and dissemination activities, materials and channels, e.g., in Word documents, PowerPoint presentations or Roll-ups.

Asap Regular

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Asap Italic

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Calibri

Secondary typeface

If Asap cannot be used, for instance since it is not available in tools, Calibri is the alternative typeface. However, the preferred typeface is Asap.

Calibri Light

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Calibri Regular

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Calibri Italic

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a b c d e f g h i j k l m n o p q r s t u v w x y z*

Icons

This page shows a selection of the iconset for Flex4Res. The icons have only outlines and are in a flat design without shadows. They are scalable and can be used both in printed and digital materials. The iconset will be further developed.



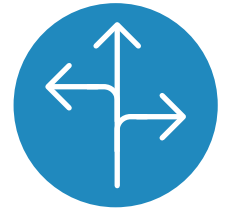
Digital Twin



Toolbox



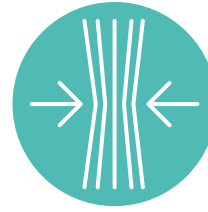
Human centered
decision making



Flexibility



Training and skills
development



Resilience



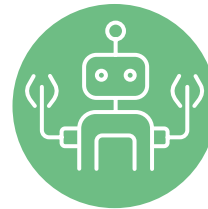
Value chains



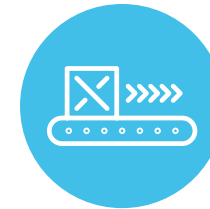
Technology



Data exchange



Robot



Supply chains

Visual

The visual for Flex4Res represents flexibility and movement. It contains octagons in the corporate colours and connected dots. Depending on the place, where this visual is used, a gradient from blue (HEX: #42bfe8) to turquoise (HEX: 50bbb4) with 33% opacity can be added.

The visual can be used as shown here or only in parts.

Visual with gradient



Visual without gradient



Roll-ups

Roll-ups contain the Flex4Res logo on top and the EU-flag together with the information “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101091903.”.

They focus on a specific topic and do not contain too much text. Instead, icons and images are used to convey the key message of the roll-up.

This page shows the first roll-up, which is designed for Flex4Res. More designs will follow.

General roll-up

