



Brand Guidelines

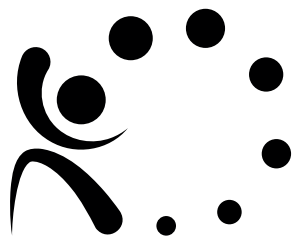
Logo

The EU NanoSafety Cluster logo consists of the name and a humanoid icon. This logo can be used with the corporate design color as well as monochrome in black or white.



Icon

The EU NanoSafety Cluster icon shows a human within a cluster-circle, which is used in the logo. It is used for circular or square applications such as the social media profile pictures. The icon can also be used in black or white.



● = **clearspace**

Keep the clearspace of one ● around the logo
at all times and two ● around the icon.



Correct Use

Use the gradient logo only on white background. On dark background colors or colorful background images the white logo has to be used. If the background is colored in light colors, the black logo has to be used, in order to ensure enough contrast.



Incorrect Use



Typography

Two different fonts are used throughout the branding, each serving a different purpose.

Serpentine Sans Bold Oblique

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNUPQRSTUVWXYZ
0123456789***

The typeface used in the logo is a cleaned Version of the old typeface
It is used ONLY in the logo.

Raleway ExtraBold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

Raleway Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

Raleway is a Google Font, which is used for the headlines on the website as well as in other applications. The main headlines are in Raleway ExtraBold. The Raleway SemiBold typeface is used for subheadlines and highlights such as buttons or links.

Free download here:

<https://fonts.google.com/specimen/Raleway?preview.text=Overview>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Roboto Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

Roboto Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

Roboto Light

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

Roboto is a Google Font, which is used for all body-texts on the website as well as other applications. For the website body-texts, Raleway Regular is used. For all other applications such as PDFs, Flyers, etc. Roboto Regular is used. Certain highlights, such as links in the body-text or subheadlines, Roboto Bold or Thin can be used.

Free download here:

<https://fonts.google.com/specimen/Roboto?preview.text=Overview&query=roboto>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Colors

The brand colors consist of the main color used in the logo, as well as Midnight Blue, Charcoal Black, Grey and White, used on the website and for text elements.



Washed Blue

CMYK: 64 / 32 / 04 / 0

RGB: 102 / 153 / 204

HEX: # 6699cc



Midnight Blue

CMYK: 100 / 93 / 40 / 49

RGB: 0 / 13 / 73

HEX: # 000d49



Charcoal Black

CMYK: 74 / 64 / 59 / 77

RGB: 35 / 35 / 35

HEX: #232323

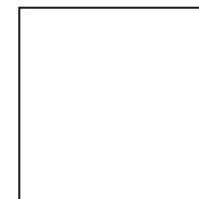


Grey

CMYK: 57 / 47 / 46 / 36

RGB: 97 / 97 / 97

HEX: #616161



White

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: #FFFFFF



EU NanoSafety Cluster gradient from Washed Blue to Midnight Blue, gradient position at 50%

Handmade Icon Set

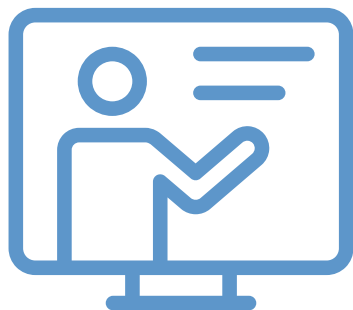
These icons are handmade specifically for the content of the EU NanoSafety Cluster website. They can also be used in other applications such as presentations or posters.



Working Group „Education, Training & Communication“ icons

This icon is handmade specifically for the **Working Group „Education, Training & Communication“** of the EU NanoSafety Cluster.

It can also be used in other applications such as presentations or posters to mark the Working Group.



Working Group „Safe and Sustainable by Design (SSbD), Innovation & Regulation“ icons

This icon is handmade specifically for the Working Group „Safe and Sustainable by Design (SSbD), Innovation & Regulation“ of the EU NanoSafety Cluster.

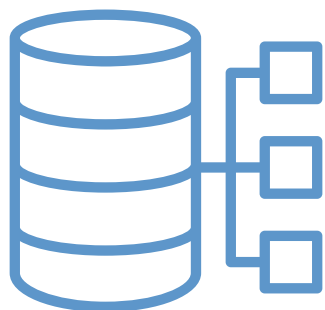
It can also be used in other applications such as presentations or posters to mark the Working Group.



Working Group „Research Output management, FAIRness & sharing“ icons

This icon is handmade specifically for the **Working Group „Research Output management, FAIRness & sharing“** of the EU NanoSafety Cluster.

It can also be used in other applications such as presentations or posters to mark the Working Group.



Copyright

This brand guideline is an internal document aimed at presenting the basic principles ruling the corporate design of the EU NanoSafety Cluster.

If you have any questions, please contact us at:

info@nanosafetycluster.eu

Revised: October 2023