

GREEN-MEM: PROJECT BRANDBOOK

Defining and standardising the GREEN-MEM image to achieve a cohesive and uniform visual identity



Green-Mem

— Pioneering Membrane Solutions for a Sustainable Future —



**Funded by
the European Union**

This project has received funding from the European Community's Horizon-MSCA-2024-SE-01 under grant agreement n° 101299479. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

HORIZONTAL

main version



VERTICAL



GREEN-MEM: LOGO & STANDARD RULES

The GREEN-MEM project logo must be prominently displayed in all documents, materials and equipment produced by the project, as a requirement for EU funding. This includes its presence in events that the project organises or participates in.

Use preferably the main version of the logo: HORIZONTAL AND POSITIVE.

Use the alternative vertical and positive version if it offers a better display.

Choose the negative version when necessary. For example, if:

- The printing material only allows one colour (**see slide 4**).
- The logo must have a transparent background (for example, over a photograph – **see slide 4**).
- The logo is placed in a design with a different (and unmatching) visual identity.

Do not modify the logo and respect the free space around it.

For printing purposes, the logo must not be reduced by less than 5 cm in width in the horizontal version and by 3 cm in the vertical version.

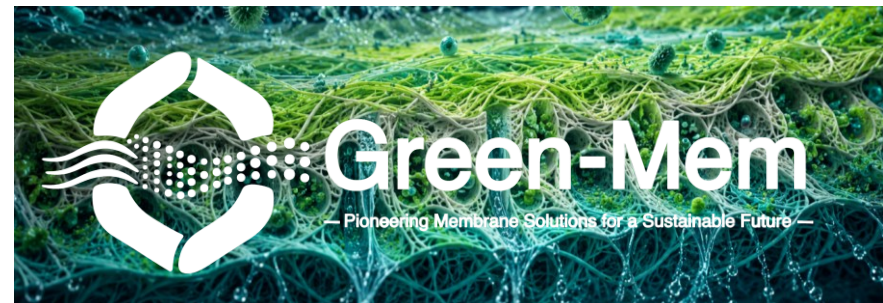
Always write the project's acronym in the correct form: Green-Mem.



main version



GREEN-MEM: LOGO & COLOURED BACKGROUNDS



Use the positive logo on white or light neutral backgrounds. Use the negative logo on dark GREEN-MEM brand colours. Avoid placing the colour logo on strong unmatching colours or busy images.

GREEN-MEM colour palette: 🎨

The colour palette is an important element of the project's visual identity and should be reproduced as accurately as possible. Depending on the type of media to be printed, the main colours in this manual must always be adhered to.

COLOUR 1

HEX: #6CB41C
RGB: 108 / 180 / 28
CMYK: C 40% M 0% Y 84% K 29%



COLOUR 2

HEX: #14ACBC
RGB: 20 / 172 / 188
CMYK: C 89% M 9% Y 0% K 26%



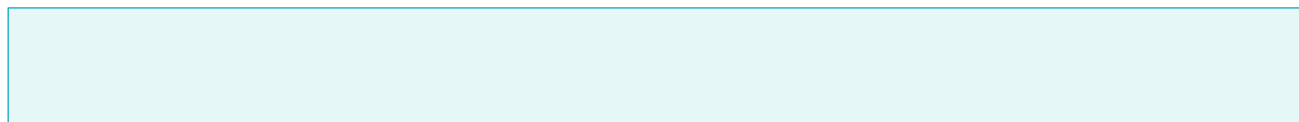
COLOUR 3

HEX: #046C7C
RGB: 4 / 108 / 124
CMYK: C 97% M 13% Y 0% K 51%



COLOUR 4

HEX: #E6F7F8
RGB: 230 / 247 / 248
CMYK: C 7% M 0% Y 0% K 3%



GREEN-MEM: TYPOGRAPHY

Typography is an essential element that characterizes identity.

To standardise internal and external communication pieces, the HELVETICA standard font was determined to produce materials and documents in all available typographic weights for a greater degree of typographic hierarchy.

	main typography Helvetica
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
<i>ITALIC</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i>

The font size and colour must be adapted to the context, using exclusively the **brand colours** and **black / white**.

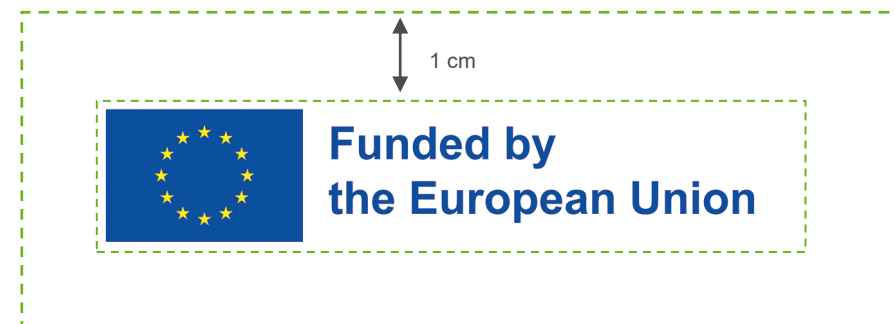
The **EU emblem** is the single most important visual brand used to acknowledge and ensure the visibility of EU funding. No other visual identity or logo may be used to highlight EU support.

All communication activities related to the project (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as **any infrastructure, equipment, vehicles, supplies or major result** funded by the grant, must acknowledge EU funding, the grant number, and display the **European flag (emblem)**.

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The emblem must be in ‘**prominent display**’, at least **1 cm height** and the **bounded free space** around it must be respected. It should **not be modified or merged** with any other graphic element.

The logo is the brand's most distinctive element in all its communication actions. Whenever possible, **it should appear on a white background with the main colour**.



The following disclaimer must also be included in any public document or material of the project, such as publications, website, brochures, videos and equipment:

“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 the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

This disclaimer must appear next to the EU emblem and funding statement, written in a standard, easy-to-read font, **preferably Arial**.



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More information at:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

GREEN-MEM: COMBINING DIFFERENT LOGOS

It is not necessary to include all partners' logos in every project document or material. It is only mandatory to include the project's logo, together with the EU emblem and funding statement, as stated previously. Nevertheless, it is recommended that the partners' logos are present in relevant materials, such as the project website and brochure.



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If you need to include the logos of all the project partners, they must be smaller in size than the project's logo, following this example

The EU emblem must be displayed at least the same size as the biggest logo



If the project logo is to be displayed together with the logo of another organisation or project, they must be the same size.

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**Thank you for
your commitment**



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