



**Brand Guidelines**

## Acknowledgement

All communication related to the project (including electronic communication, using social media, etc.) and all infrastructure, equipment or major results funded under the grant must display the EU emblem and include the following text:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953110.

## Logo

The PHOENIX logo is a combination of the lettering of the project acronym and a phoenix icon, which consists of separate flames. This logo can be used with the corporate design gradient as well as monochrome in black or white.



## Icon

The PHOENIX icon shows the phoenix without the acronym and is used for circular or square applications such as the social media profile pictures.



○ = clearspace

Keep the clearspace of one „o“ around the logo and the icon at all times.



## Correct Use

Use the colored 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

## Astoria Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in the logo is Astoria Bold. It is used only in the logo.

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Free download here:

<https://www.dafontfree.io/astoria-font-family/>

### 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.



## Catamaran Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Catamaran Bold is a Google Font, which is used for the headlines on the website as well as in other applications.

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Free download here:

<https://www.fontsquirrel.com/fonts/catamaran>

### 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.

## Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## Montserrat Semi-Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## Montserrat Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Montserrat is a Google Font, which is used for the sub-headlines and all body texts on the website as well as in other applications. The sub-headlines are in Bold or Semi-Bold while the body texts are in Regular.

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Free download here:

<https://www.fontsquirrel.com/fonts/montserrat>

### 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.

## Arial Bold

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

## Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in templates such as deliverables or PowerPoint presentations is Arial Regular or Bold. The project acronym always has to be written in CAPITAL letters like this: PHOENIX.

## Colors

The brand colors consist of the three colors used in the logo, as well as Ash Grey and White, used on the website and for text elements.



**Fire Orange**

**CMYK:** 1 / 57 / 67 / 0

**RGB:** 240 / 135 / 87

**HEX:** #f08757



**Hot Red**

**CMYK:** 0 / 84 / 74 / 0

**RGB:** 233 / 69 / 61

**HEX:** #e9453d



**Burning Wine**

**CMYK:** 57 / 83 / 47 / 48

**RGB:** 87 / 44 / 63

**HEX:** #572c3f



**Ash Grey**

**CMYK:** 50 / 35 / 16 / 88

**RGB:** 68 / 68 / 68

**HEX:** #22262f



**White**

**CMYK:** 0 / 0 / 0 / 0

**RGB:** 255 / 255 / 255

**HEX:** #FFFFFF



**PHOENIX gradient** from Fire Orange to Burning Wine, in the middle at 50% Hot Red.

## Imagery

For the project website, as well as for other applications, such as presentations, templates and print products, certain images are used.

Keywords: nanopharmaceutical, pharma, lab, scientist, samples



In order to have all images forming a large overall picture and clearly reflect the branding, the colors have been adjusted in Photoshop.

1. Original image



2. Desaturate the image



3. Add gradient layer, effect „Overlay“ 50%

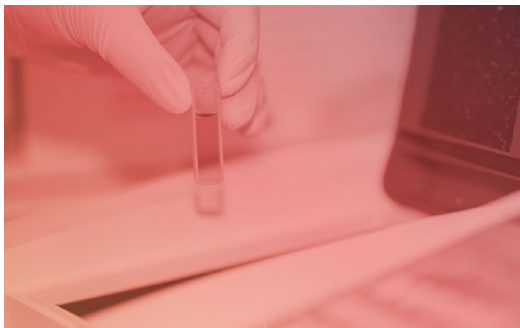


4. Add gradient layer 66%



## PHOENIX Brand Guidelines

These are the finalized background images that can be used for the website and other applications.



# Copyright

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

If you have any questions, please contact us at:

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