



BRAND GUIDELINES

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Funding statement

Please acknowledge funding by using the EU logo and the following funding sentence as shown below:

REALISE receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101291517. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.

FONT

Please always use the Arial font for the funding statements.

MINIMUM SIZE OF THE LOGO

The minimum height of the EU emblem must be 1 cm.

EU EMBLEM

Must always be on the left side or above the funding text.



**Funded by
the European Union**



**Funded by
the European Union**



**Funded by
the European Union**



**Funded by
the European Union**

LOGO



Logo variations



Primary - blue text



Primary - white text



Dark blue



Light blue



Mono black



Mono white



Symbol

Correct & incorrect use

- ✓ **Keep the proportions**
Scale uniformly from a corner; never squeeze or stretch.
- ✓ **Ensure strong contrast**
Pick the version designed for the background.
- ✓ **Keep a clear zone around the logo**
Gives the logo space to breathe and stand out.



Don't stretch or distort



Don't change the brand colours



Don't add shadows or effects



Don't rotate or tilt



Don't use on low-contrast backgrounds



Don't rearrange the elements



Use the primary logo on a light background



Use the white logo on a dark background



Keep clear space around the logo

COLOURS

Colour palette

Deep Navy #04044D HEX #04044D RGB 4 / 4 / 77 CMYK 95 / 95 / 0 / 70 Main colour for typography and dark backgrounds.	Royal Blue #121289 HEX #121289 RGB 18 / 18 / 137 CMYK 87 / 87 / 0 / 46 Used for secondary dark backgrounds.	Soft Blue #6098FF HEX #6098FF RGB 96 / 152 / 255 CMYK 62 / 40 / 0 / 0 Used for small graphic accents, key highlights and icons.	Ice Blue #DAE7FF HEX #DAE7FF RGB 218 / 231 / 255 CMYK 15 / 9 / 0 / 0 Used for light backgrounds.
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LOGO COLOURS



Symbol gradient
#E7ECF8 → #6098FF → #121289

TYPOGRAPHY

Typography

Aa

Plus Jakarta Sans

ABCĆDEFGHIJKLMNOPQRSŠTUVW
XYZŽabcćdefghijklmnopqrsštuvwxyz
zž1234567890‘?’“!”(%)[#{@}/&\\<
-+÷×=>®©\$€£¥¢:;,.*

VISUALS

Roll-up banner



Website



Presentation template



Deliverable & Milestone templates

