CATALYSE PROJECT

Branding guidelines

Logo meaning

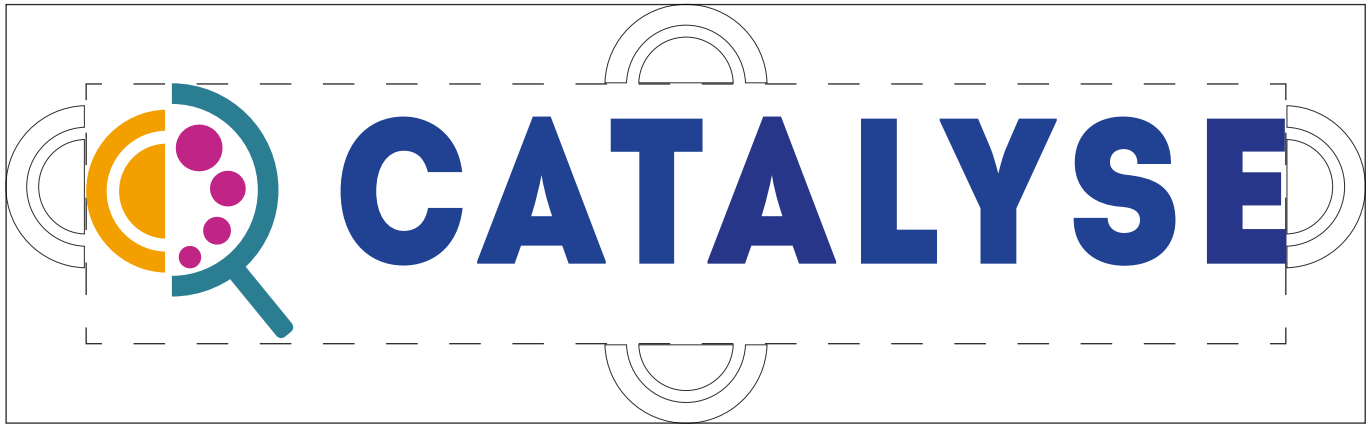
CATALYSE

The half-plate refers to food, and the letter “C” to Catalyse.
The magnifying glass refers to research, and the 4 dots represent the four pillars of the project as well as the process of catalysis.
Additionally, they can be interpreted as microbes under the magnifying glass underscoring our focus on food safety within the project’s scope.

Logo with a tagline

Don’t use the tagline unless it’s readable

Logo spacing & sizing



We recommend safe area around the logo of a size of the half plate

Make sure logo is readable when using on the web or in print material

40 mm
minimum print size

115 px
minimum web size

Logo in one colour

On the white/light background use the blue logo when possible, otherwise use black

On the dark/black background use the white logo

Logo icon

Use in presentations (corner of a page) when full logo is too big to display

Brand colours

#214194
RGB 33, 65, 148
CMYK 100, 89, 5, 0

#2f7f91
RGB 47, 127, 145
CMYK 81, 37, 36, 5

#b43594
RGB 180, 53, 148
CMYK 30, 93, 0, 0

#f39f1e
RGB 243, 159, 30
CMYK 2, 43, 100, 0

Typefaces

INTRO COND

INTRO LIGHT

- To be used on the website and in printed materials for headlines, titles, quotes, etc.
- Only UPPERCASE is to be used

CALIBRI

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

- Use in Power Point presentations, Word documents
- To be used for body text

Logo misuse

Don’t deform, rotate, change colours, use shadow effect, outline, place on the images (if can’t be read). If in doubt, contact EFFoST.

Don’t deform

Don’t rotate

Don’t change colours

Don’t use shadow effect

Don’t outline

Don’t place the logo on images if it can’t be read

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Thank you!