SABYDOMA

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:
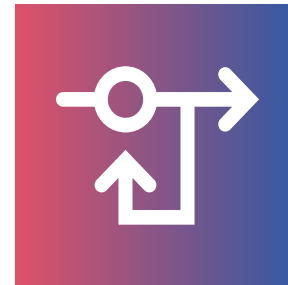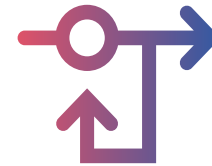
Logo

The SABYDOMA logo consists of the lettering of the project acronym, which is framed with the Safety by Design circuit. This logo can be used with the corporate design gradient as well as monochrome in black or white.

Icon

The SABYDOMA icon shows a simplified, cropped version of the circuit in the logo and is used for circular or square applications such as the social media profile pictures. It can also be used with negative colors, but not in black or white.

> = clearspace

Keep the clearspace of one arrow around the logo at all times. At the icon the clearspace above and beneath should be an arrow height, left and right an arrow width broad.
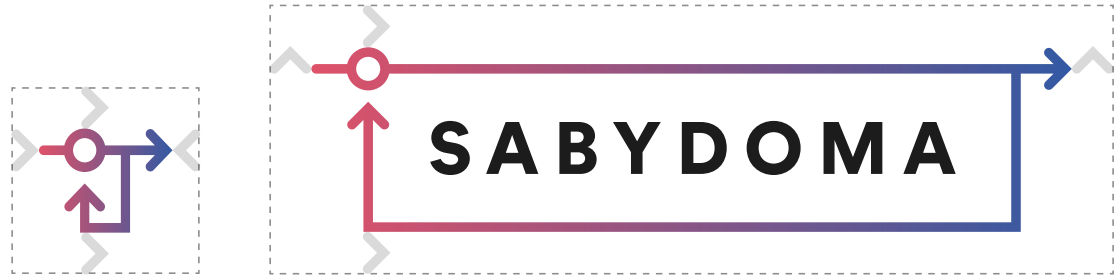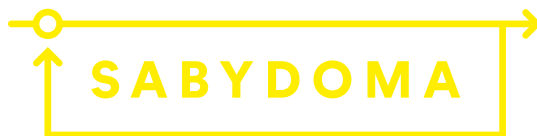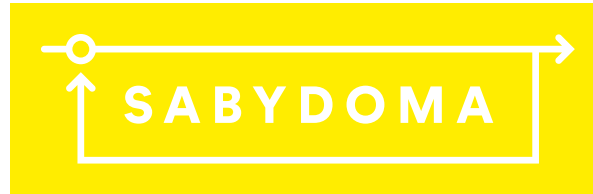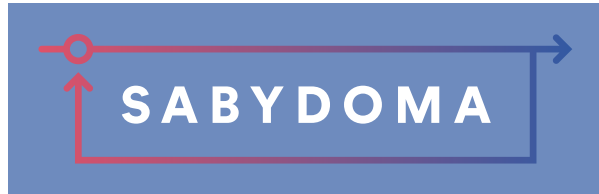
Correct Use

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

Three different fonts are used throughout the branding, each serving different purposes.

Circular STD Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in the logo is Circular STD Black. It is used ONLY in the logo and only with capital letters.

Free download here:

www.onlinewebfonts.com/download/ f1a22f6f15d272c7aa56da8b2c91f5e5

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.

Poppins Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins is a Google Font, which is used for the headlines on the website as well as in other applications. The main headlines are in Poppins Bold. The Poppins Medium typeface is used for highlights such as buttons or links.

Free download here:
https://www.fontsquirrel.com/fonts/poppins

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.

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans is a Google Font, which is used for all body-texts on the website as well as other applications. For the website body-texts, Open Sans Light is used. For all other applications such as PDFs, Flyers, etc. Open Sans Regular is used. Certain highlights, such as links in the body-text or subheadlines, Open Sans Bold can be used. The project acronym SABYDOMA is always written in capital letters.

Free download here:
https://www.fontsquirrel.com/fonts/open-sans

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 three colors used in the logo, as well as Grey and White, used on the website and for text elements.
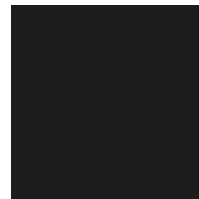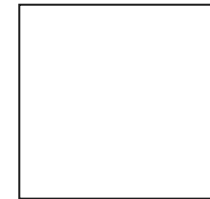
| Watermelon Pink	Royal Blue	Onyx Black	Grey	White
CMYK: 7 / 80 / 44 / 1	**CMYK:** 88 / 66 / 1 /0	**CMYK:** 74 / 65 / 63 / 81	**CMYK:** 64 / 55 / 52 / 54	**CMYK:** 0 / 0 / 0 / 0
RGB: 221 / 81 / 104	**RGB:** 49 / 89 / 164	**RGB:** 29 / 29 / 29	**RGB:** 68 / 68 / 68	**RGB:** 255 / 255 / 255
HEX: #dd5168	**HEX:** #3159a4	**HEX:** #1d1d1b	**HEX:** #44444	**HEX:** #FFFFFF

SABYDOMA gradient from Watermelon Pink to Royal Blue, gradient position at 50%

Imagery

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

Keywords: nanomaterials, nanoparticles, circuit, lab on a chip
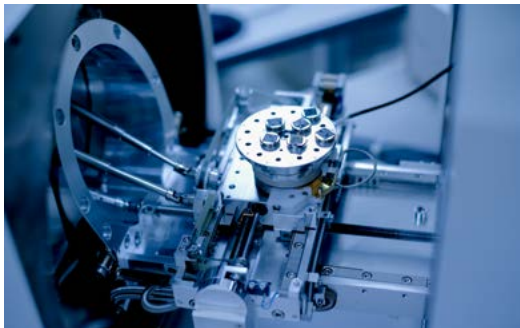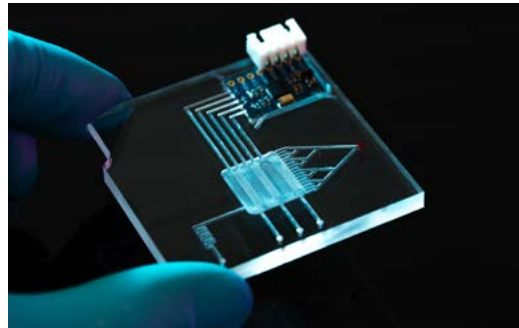
In order to have all images forming a large overall picture and clearly reflect the branding, the colors have been adjusted in Photoshop.
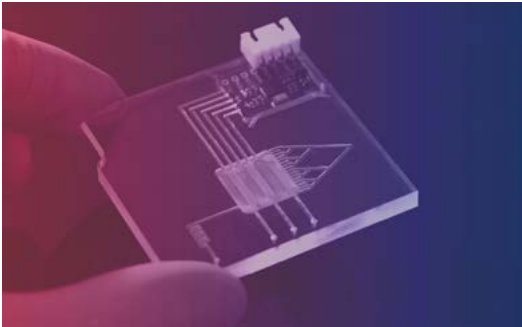
1. Original image

2. Add gradient layer, effect „color" 100%

3. Add gradient layer 55%

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 SABYDOMA.

To find this guideline and download all the material, go to:

www.sabydoma.eu/downloads

If you have any questions, please contact us at:

info@sabydoma.eu

Revised: August 2020