



# Brand manual 2022

Welcome to the official guidelines of the Engage4BIO  
Corporate Identity.

In this manual you will find all the necessary information  
to properly use the project logo and understand the concept  
behind it.

These guidelines orient the different uses of Engage4BIO  
brand in order to get a coherent, creative and distinctive  
communication.



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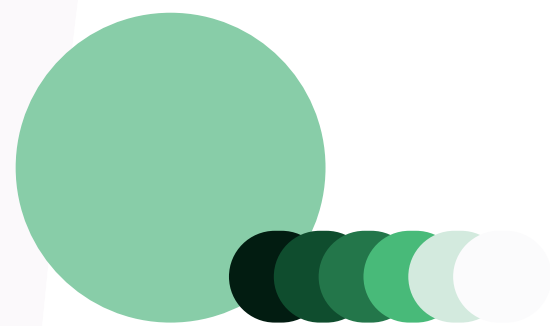


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# visual identity color palette

## COLOR

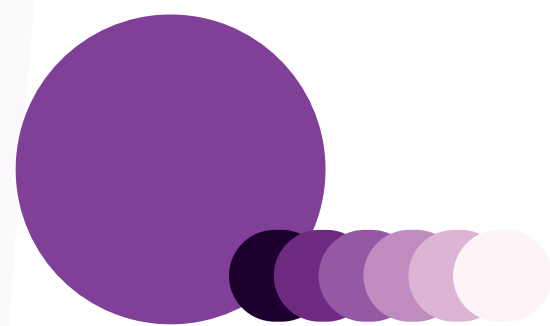


### PRIMARY MEANING

bio products  
knowledge

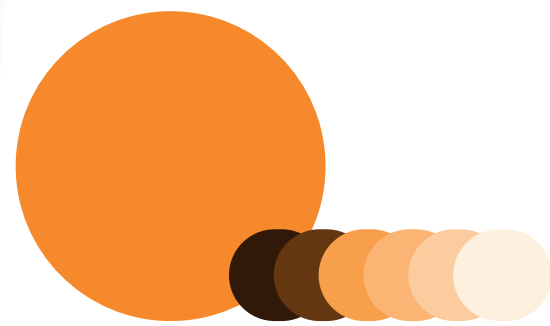
### SECONDARY MEANING

welfare  
hygiene



transition  
creativity

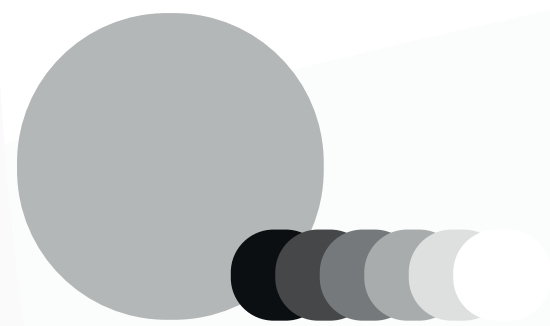
harmony  
emotionality



creativity  
sociability

enthusiasm  
optimism

## NEUTRAL

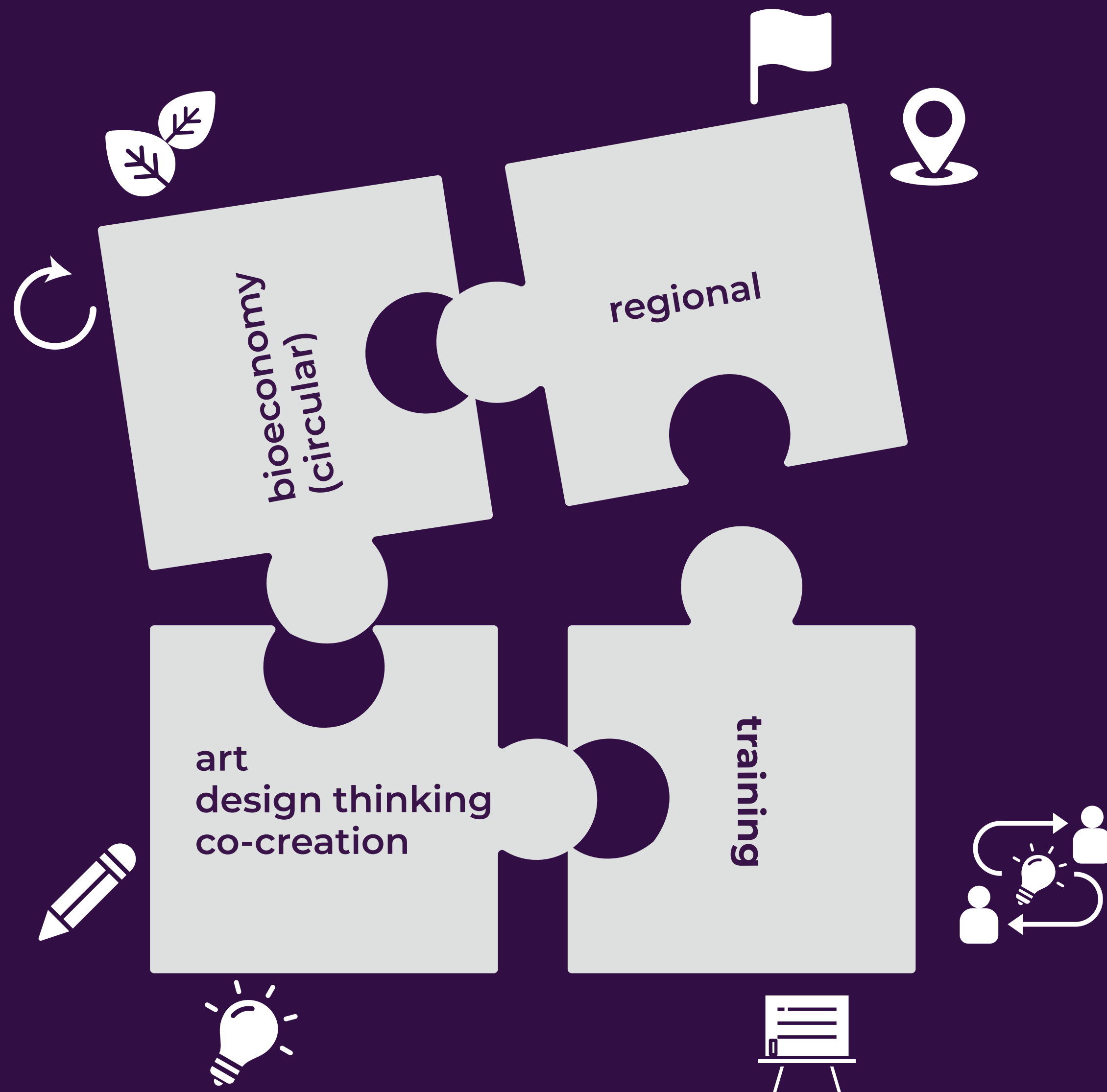


It's a good base for the palette:  
due to its neutrality, lends itself to  
being combined with almost all colors.



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## project key words



## KEY WORDS

- bioeconomy (circular)
- regional
- art  
design thinking  
co-creation
- training



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## logo concept



In this logo proposal the symbol of the leaf (bioeconomy), multiplies and arranged itself in a circular path (circularity and engage), turning into a light bulb/pen, depending on how it is interpreted (art, design thinking, co-creation) and, finally, in a pin geolocation (regionality)

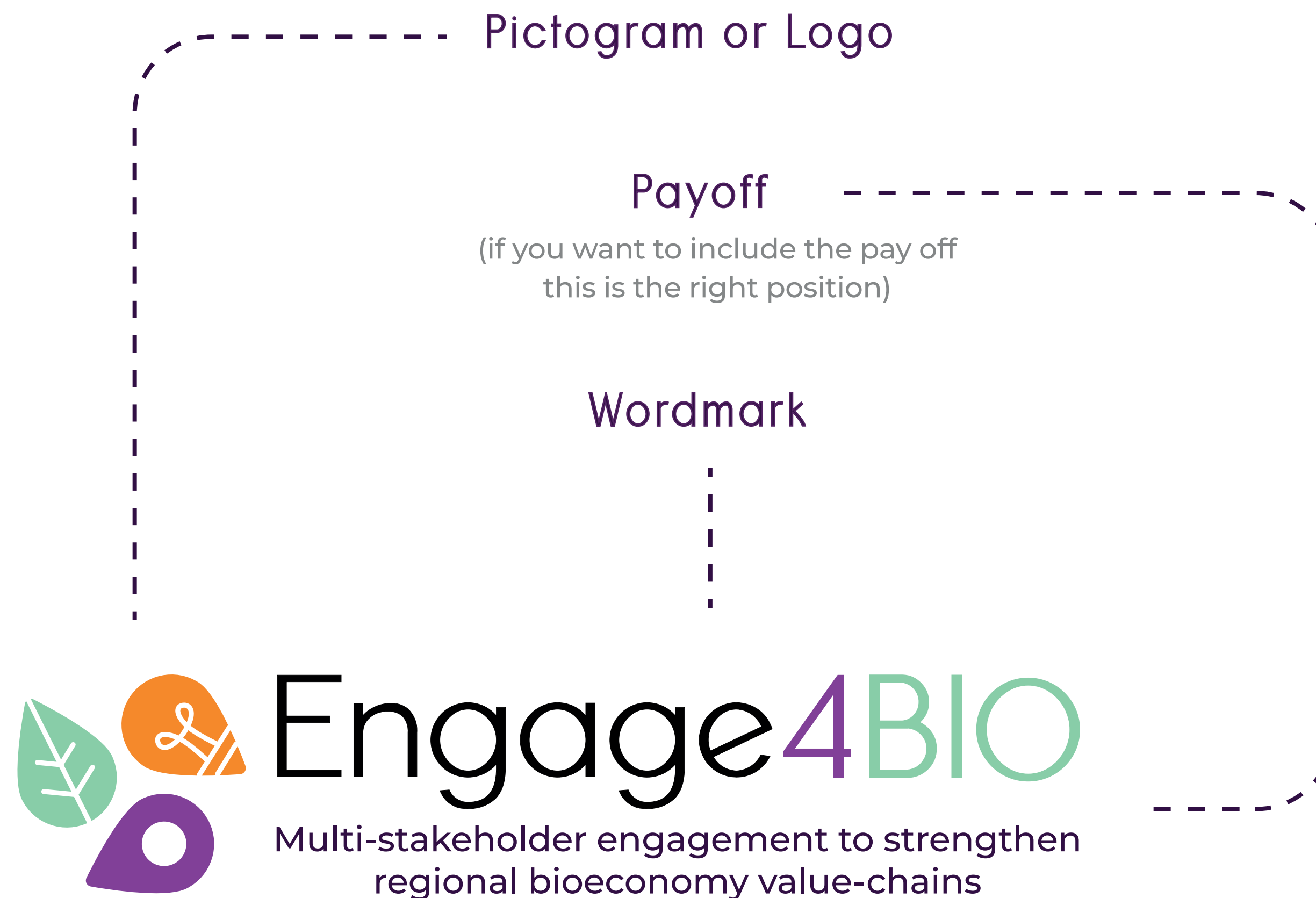


## logo anatomy

Engage4BIO logo is a combination mark :

### **Pictogram (Logo Mark) + Wordmark + Payoff**

Each part of the logo can be used alone or composed, in this way there is great flexibility for different applications.



MAIN FONT

# Monday sans font family

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopqrst

uvwxyzž

1234567890

'?!"(%)[#{@}/&\<-++x=>

For this project are used two fonts:

- **Monday font Family** only for graphic materials
- **Montserrat font Family** for common documents and plain text

Montserrat - semibold

## LOREM IPSUM

Montserrat - regular

dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.

Monday - semibold

## LOREM IPSUM

Montserrat - regular

Lorem ipsum dolor sit amet, consectetur adipi-  
scing elit, sed do eiusmod tempor incididunt  
ut labore et dolore magna aliqua. Ut enim ad  
minim veniam, quis nostrud exercitation  
ullamco laboris nisi ut aliquip ex ea commodo  
consequat





logo versions - official colors - white background



VERTICAL



WEB USE



PICTOGRAM



FAVICON



logo versions - official color - dark background



VERTICAL



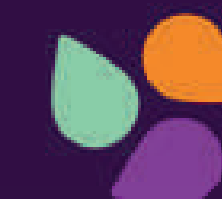
WEB USE



PICTOGRAM



FAVICON



logo versions - monochromatic - white background



VERTICAL



WEB USE



PICTOGRAM



logo versions - monochromatic - dark background



VERTICAL



WEB USE



PICTOGRAM



## logo dimension & propositions - safety area

**Safety area** ensures that external elements are not interfering in the mark readability. It should be always respected this margin corresponding to the height of the character "E".



## logo dimension & propositions - minimum size

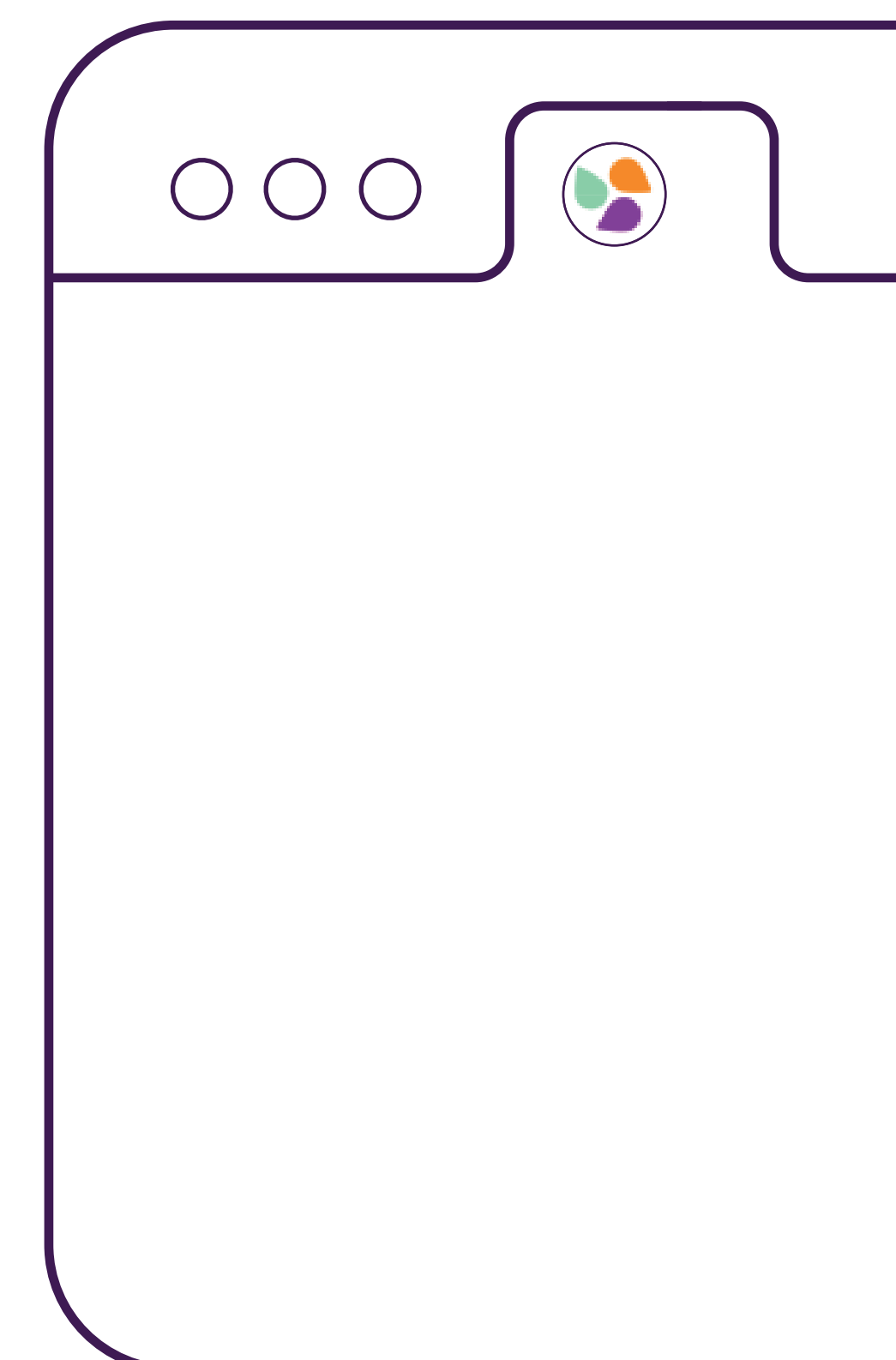
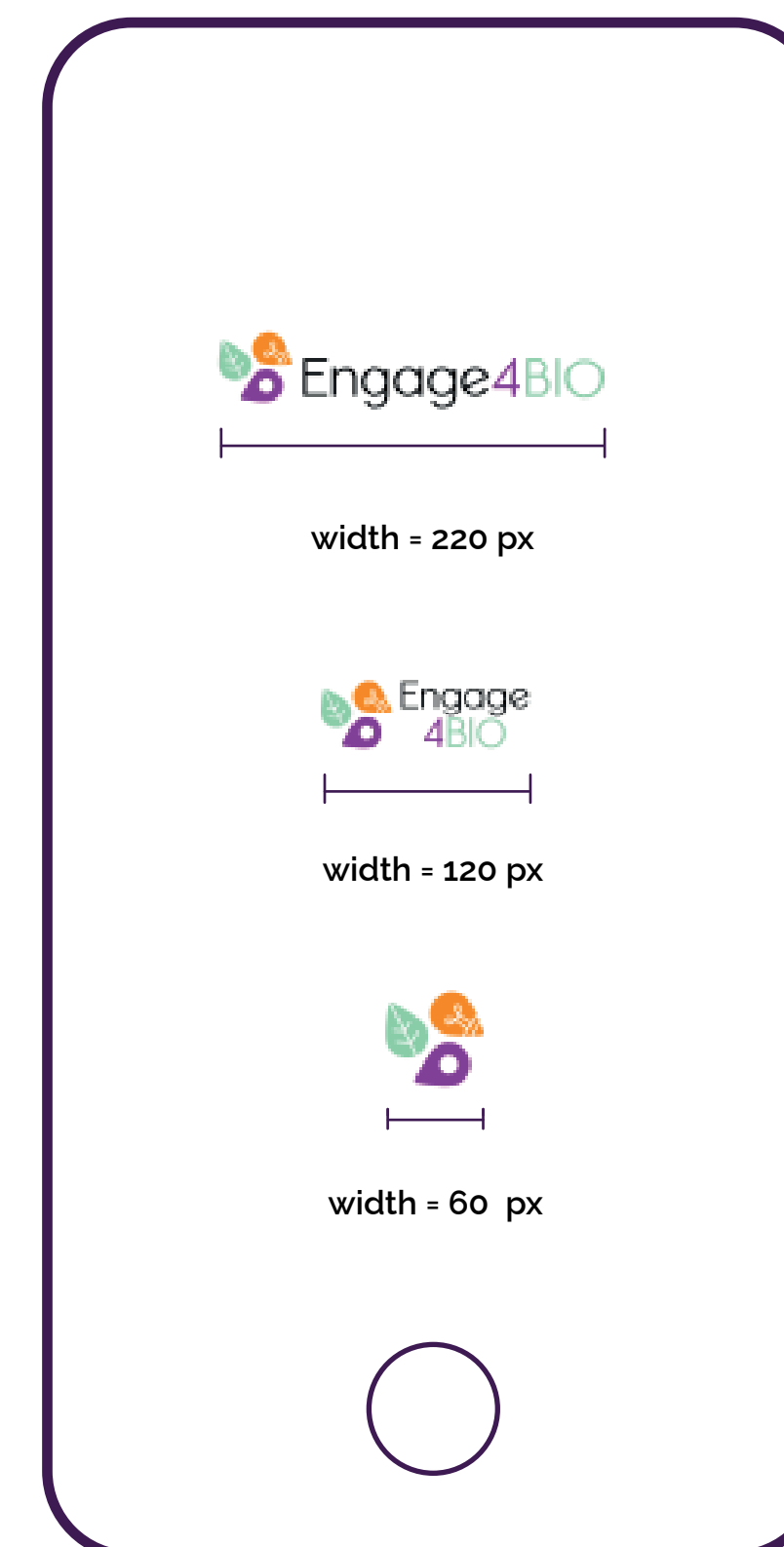
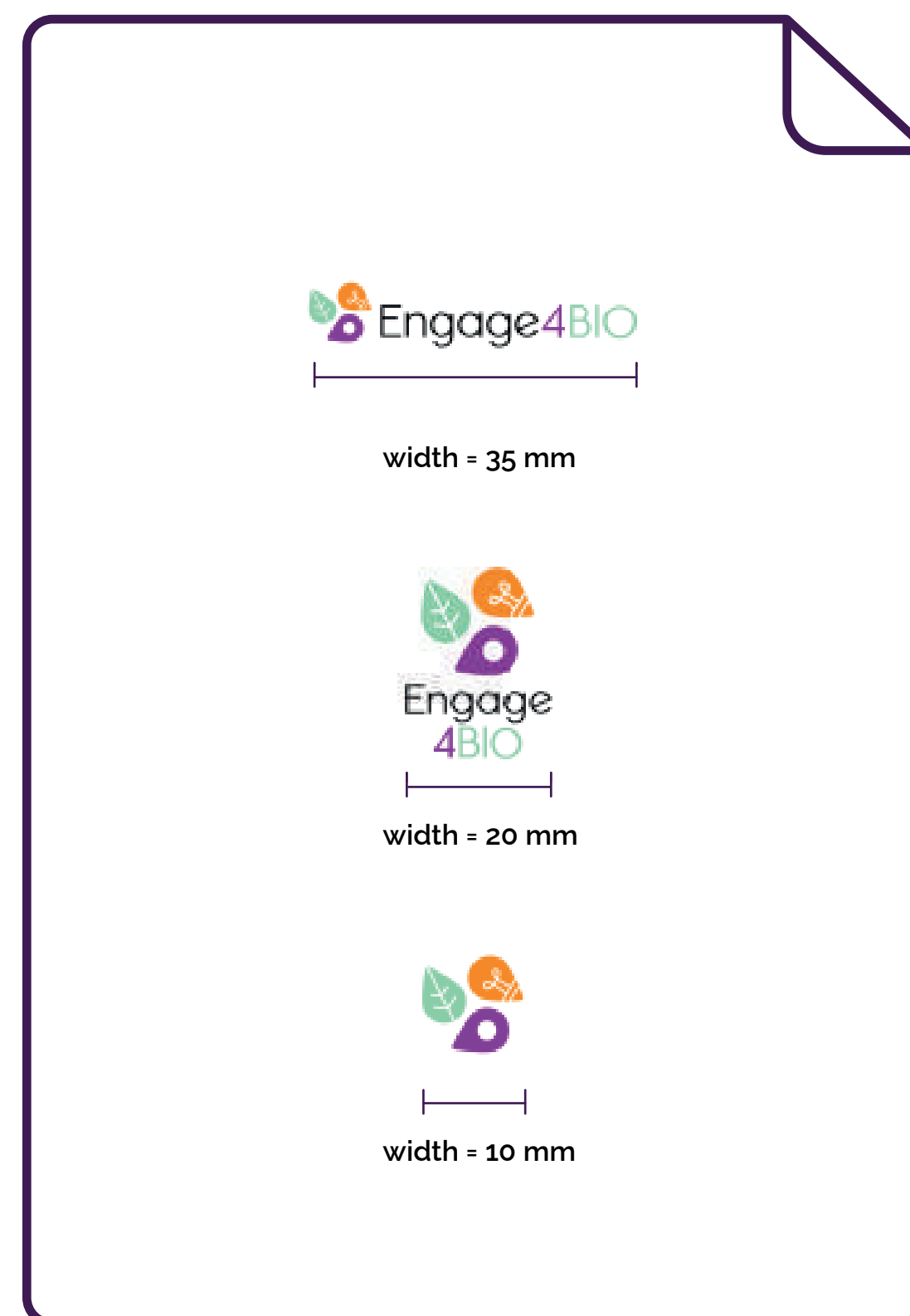
Minimum dimensions to ensure the readability of the mark.

### Printed media:

The minimum size for the logo is 35 mm width for the official version or 20 mm width for the vertical version. For sizes below this measures only the pictogram, up to 10 mm, must be used. Below 10 mm must be used just the wordmark.

### Digital formats:

The minimum size for the logo is 220 px width for the official version or 120 px width for the vertical version. For sizes below this measures only the pictogram, up to 60 px, must be used. Below 60 px must be used just the wordmark.



## writing project naming

Always write the project name:

**Engage4BIO**



**Engage4BIO** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur. Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. **Engage4BIO** excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



**ENGAGE4BIO** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur. Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. **engage4bio** excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

applications



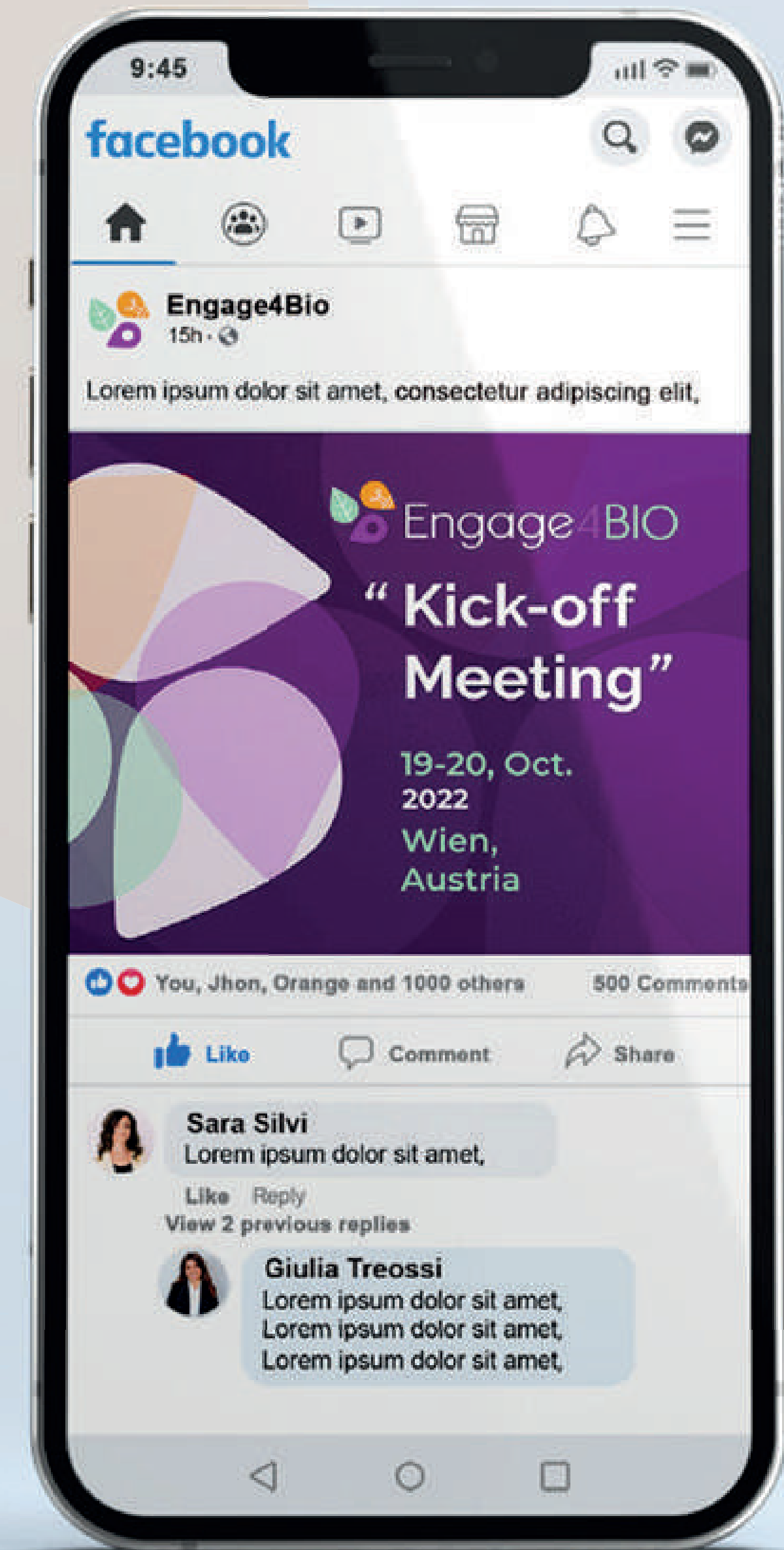
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applications



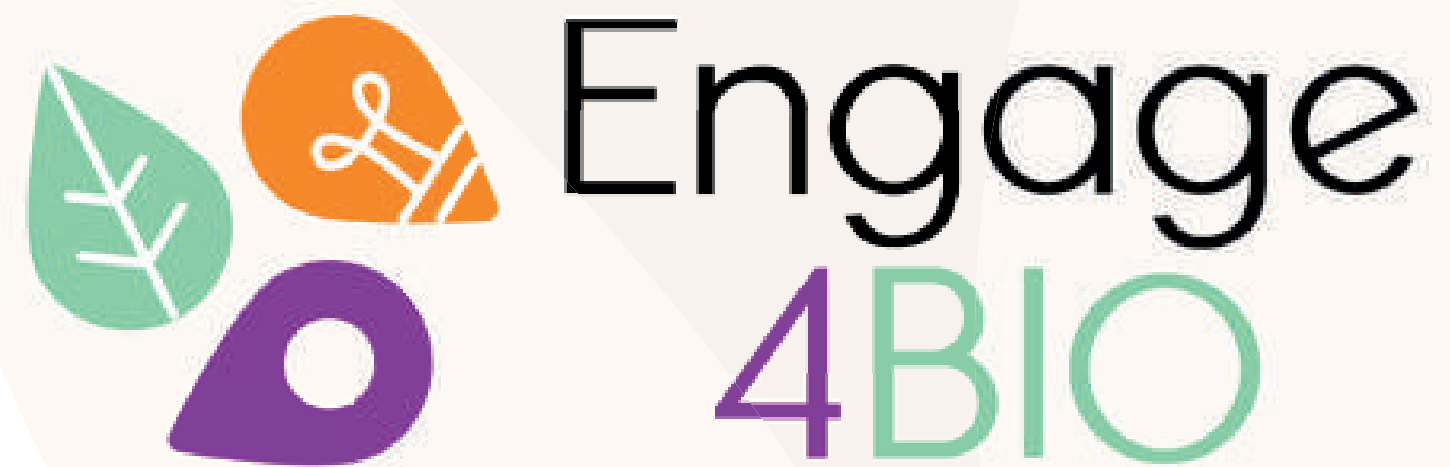
applications



download logos versions & fonts

Download  
all logos here

Download  
fonts here



 [www.engage4bio.eu](http://www.engage4bio.eu)

APRE TEAM:

 [engage4bio@apre.it](mailto:engage4bio@apre.it)

@Engage4BIO



2022  
 APRE