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# Visual Identity Manual

## Introduction

Welcome to the Visual Identity Manual for the EU.FFICIENT project. This guide is designed to ensure a consistent and cohesive visual representation that reflects the essence and values of our project and to increase visibility of the EU.FFICIENT brand at all levels and to a wide audience.

The visual identity is crafted to symbolise diverse communities of expert facilitators collaborating seamlessly.



## 1. EU.FFICEINT logo

### 1.1 Structure and specifications

A blend of typographic and pictorial design elements has been selected to establish a robust and easily recognizable visual identity. The components of the logo are designed to function as a cohesive unit, and must not be used separately or altered.

#### Logo elements:

The graphic element in the logo is composed of four distinct shapes surrounding a central dot, symbolising mutual support and cooperation within the collaborative project. Each individual shape is intentionally designed to resemble a human figure, embodying the concept of individuals supporting one another to move forward and progress collectively. The arrangement of these shapes signifies unity, teamwork, and a shared commitment to advancement.



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The central dot serves as a focal point, representing a collaborative hub where expertise converges for shared goals. This visual representation underscores the essence of teamwork, emphasizing that the strength of each community lies in its interconnectedness and the collective drive to move forward together.

The typographic element of the logo deliberately adopts an uncapitalised style, offering a more modern and open aesthetic. This choice signifies a contemporary approach, emphasising accessibility and a forward-looking perspective. Notably, the dots in the letters ,i' have been intentionally repositioned after the EU letters and in the middle of the graphic element. This design choice communicates a symbolic act of filling existing gaps and addressing crucial aspects, illustrating the project's commitment to completeness and attention to detail.

## Colours and their connection to the project

**Advance Manufacturing** Refreshing green symbolizes growth, innovation, and sustainability, reflecting the progressive nature of advanced manufacturing practices.

**HealthTech** Turquoise blue embodies a sense of calm, trust, and reliability. This colour choice for HealthTech communicates a commitment to precision, reliability, and the calming influence that innovative healthcare technologies can bring to the community.

**Mobility** Sky-blue colour evokes a sense of freedom, openness, and exploration, aligning with the dynamic and forward-looking nature of mobility solutions.

**AI/Digital** Lavender purple represents creativity, intelligence, and innovation, making it an apt choice for the AI/Digital community.

## 1.2 Clear space and specifications

Clear space has been established to ensure the integrity and clarity of the logo. This designated „X“ distance, equal to the width of and of the graphic elements measured left to right. It should surrounds each side of the logo, ensuring a consistent visual balance. It is imperative that the logo remains independent, never appearing linked to other logos, typography, or graphic elements. Any deviation from the clear space, as illustrated in diagram A, is strictly prohibited.

Minimum size refers to the minimum size for print and web materials at which the EU.FFICIENT logo should appear to ensure legibility. The minimum size must never deviate from the diagram B.



diagram A



diagram B

## 1.3 Colour specifications

The brand colours should be used in all communication and promotional materials.

### Primary colours

CMYK: Process colour (for printing)  
Cyan / Magenta / Yellow / Black

RGB: For monitor display  
Red / Green / Blue

HEX  
For designing websites



CMYK: 44/0/72/0  
RGB: 163/214/103  
HEX: a3d557



CMYK: 53/0/28/0  
RGB: 117/216/204  
HEX: 75d8cc



CMYK: 66/13/11/0  
RGB: 79/174/211  
HEX: 4faed3



CMYK: 51/55/0/0  
RGB: 170/124/242  
HEX: aa7cf2



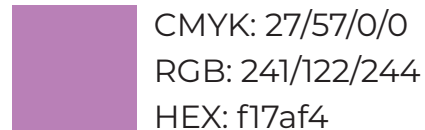
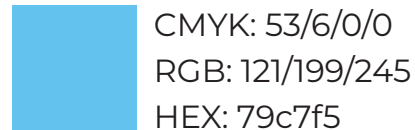
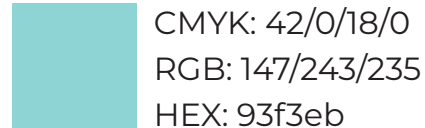
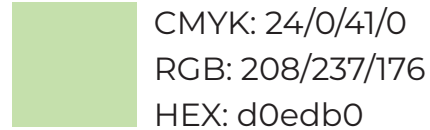
CMYK: 62/52/50/48  
RGB: 77/77/77  
HEX: 4d4d4d

## Supporting colours

CMYK: Process colour (for printing)  
Cyan / Magenta / Yellow / Black

RGB: For monitor display  
Red / Green / Blue

HEX  
For designing websites



## 1.4 Logo dos and don'ts

### Dos

#### Standard logo use

The logo should always be clear and legible on its background. Ideally, there should be a high contrast between the logo and the background.

#### Reversed logo use (white and colour version)

If it is not possible to use the standard brand, the white and coloured versions can be used.

#### Monochrome brand use

Monochrome brand use may be considered only in cases when standard or reversed brand use are not possible due to some restrictions, for example, single colour reproduction in black and white publications.

### Standard



### Reversed





## Don'ts

- Do not stretch, distort
- Do not rearrange elements
- Do not add shadows
- Do not crop
- Do not alter colours
- Do not alter typeface



## 2. Typeface

### 2.1 Primary typeface

Montserrat is the primary typeface, it has been selected for a number of reasons:

- **Versatility:** Montserrat is a highly versatile sans-serif font suitable for a wide range of design applications. Its clean and modern appearance makes it adaptable to various styles and contexts.
- **Readability:** the balanced proportions and clear letterforms of Montserrat enhance readability across different sizes and formats.
- **Geometric Elegance:** the geometric design of Montserrat adds a touch of elegance and modernity to your visual identity. It communicates a contemporary and professional aesthetic.
- **Extensive Font Family:** Montserrat offers a diverse font family with multiple weights and styles.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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## 2. Typeface

### 2.2 Secondary typeface

Oswald is an excellent choice as a secondary font for your visual identity alongside Montserrat for several reasons. The bold and condensed nature of Oswald complements Montserrat's contemporary and clean aesthetic. This combination ensures readability and hierarchy, allowing Oswald to stand out in headlines while Montserrat remains versatile for supporting text. The fonts offer variety without clashing, providing a balanced and modern feel to the visual identity. Overall, the Oswald and Montserrat pairing is versatile, contemporary, and contributes to a cohesive and professional brand presence.

The typefaces are available free of charge and can be downloaded here:

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

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

#### Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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#### Oswald Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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#### Oswald Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

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