Resource Efficient Materials for Additive Manufacturing

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CORPORATE IDENTITY AND VISIBILITY GUIDE

contents

THE LOGO
- Brand Logo
- Logo Variations
- Safe Area
- Usage of Logo

THE COLOR
- Color Swatches
- Color Gradients

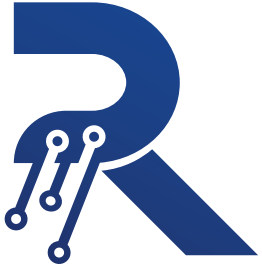
THE TYPO
- Primary Typography
- Secondary Typography
- Font Hierarchy
-

THE CORPORATE
- Business Card
- Business Letterhead
- Company Envelope
- Business Envelope
- Badge
- Coffee Mug
- Corporate Texts

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The Logo 01

brand
logo



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logo variations



safe area



The logo must be used within the specified area. A different design element should not be included in this area.



usage of logo















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The Color 02

color swatches





CMYK #243e85

R	0
G	51
B	153

CMYK #252856

R	0
G	0
B	192

complementer colors







color gradient

#252856 **#243e85**



R 0
G 0
B 192

R 0
G 51
B 153

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The Typo 03

primary typography



ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghıjkl
mnopqrstuvwxyz
0123456789



ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghıjkl
mnopqrstuvwxyz
0123456789

VERDANA FONT FAMILY

The Project’s main font is VERDANA font family (Regular, Bold, Italic, Bold Italic etc.) can be used together to create emphasis and hierarchy in the text.

secondary typography

AKROBAT

Auxiliary fonts for corporate correspondence and documents are Akrobat and its family (Regular, Light, Bold, Italic etc.)



font hierarchy

H1	bold 14 punto	**ABCdefg**
H2	bold 12 punto	ABCdefg
H3	bold 11 punto	ABCdefg
H4	bold 10,5 punto	ABCdefg

VERDANA FONT FAMILY

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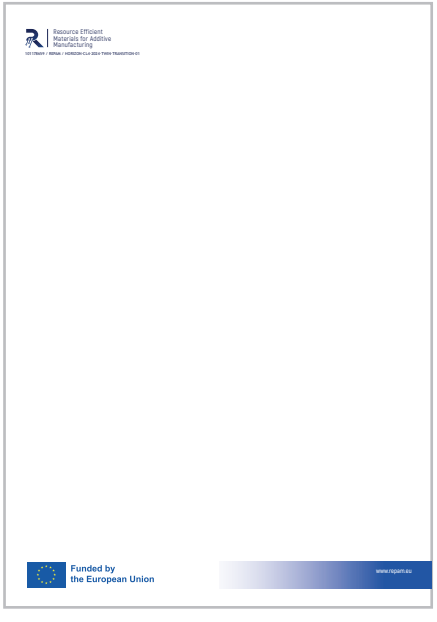
The Corporate 04

business card





business letterhead



company envelopes



business envelopes



badge


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coffee mug


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corporate texts

Corporate Explanation

The corporate explanation that should be used in a relevant place in all kinds of materials that has a text or narrative such as brochures, books, booklets, bulletins, videos and websites prepared by the projects supported within the scope of the program is as follows. In videos, this text can be voiced together with written use.

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