



Brand Guidelines

Color palette⁰³

Typography⁰⁵

Graphic system⁰⁹

Color Palette



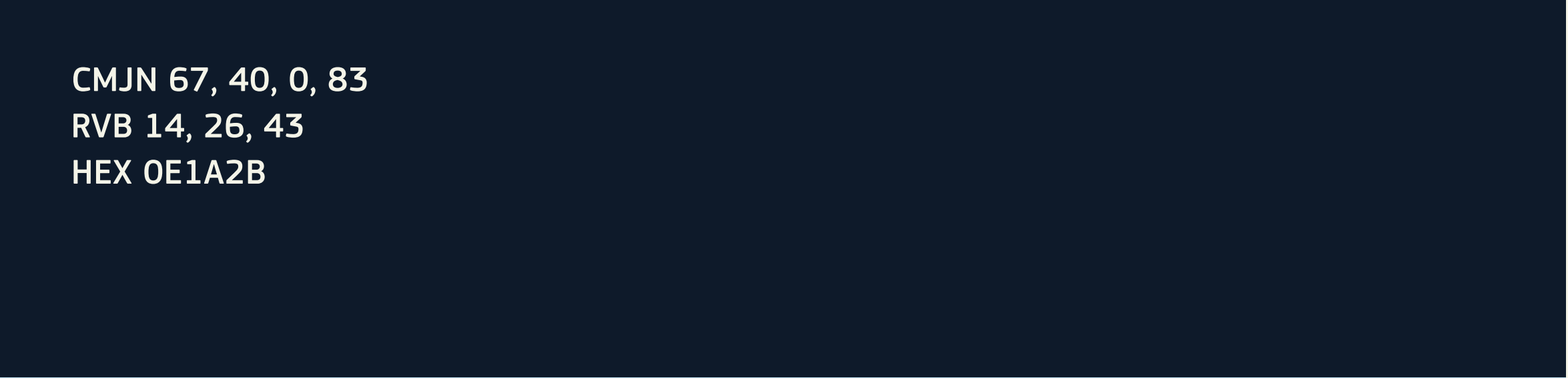
Color palette

CMJN 0, 0, 5, 4
RVB 244, 244, 233
HEX F4F4E9

Main color palette



CMJN 67, 40, 0, 62
RVB 32, 58, 96
HEX 203A60



CMJN 67, 40, 0, 83
RVB 14, 26, 43
HEX 0E1A2B



CMJN 20, 7, 0, 6
RVB 191, 223, 239
HEX BFD FEF



CMJN 0, 33, 61, 5
RVB 242, 161, 95
HEX F2A15F



CMJN 0, 66, 86, 4
RVB 244, 82, 33
HEX F45221

Typography



Plus Jakarta Sans is the designated typeface for titles and subtitles. Modern yet timeless, it brings structure and consistency to the brand’s identity across all media.

Plus Jakarta Sans

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Pp Qq Rr Ss Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8
9 10

Poppins is used for all secondary content levels, including body text, captions, and annotations. Designed for optimal readability on screens and in print, its clean, neutral design ensures clarity and consistency throughout all communication materials.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Pp Qq Rr Ss Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 10 & " ' (§ ! ç à) - _ ? , ; . / :

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Pp Qq Rr Ss Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 10 & " ' (§ ! ç à) - _ ? , ; . / :

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Pp Qq Rr Ss Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 10 & " ' (§ ! ç à) - _ ? , ; . / :

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Pp Qq Rr Ss Uu Vv Ww Xx
Yy Zz 0 1 2 3 4 5 6 7 8 9 10 & " ' (§ ! ç à) - _ ? , ; . / :**

Arial is the system typeface, used across all Microsoft Office documents (Word, PowerPoint, etc.). It ensures compatibility, clarity, and consistency on all devices and platforms.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Pp Qq Rr Ss Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 10 & “ ‘ (§ ! ç à) - _ ? , ; . / :

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Pp Qq Rr Ss Uu Vv Ww Xx
Yy Zz 0 1 2 3 4 5 6 7 8 9 10 & “ ‘ (§ ! ç à) - _ ? , ; . / :

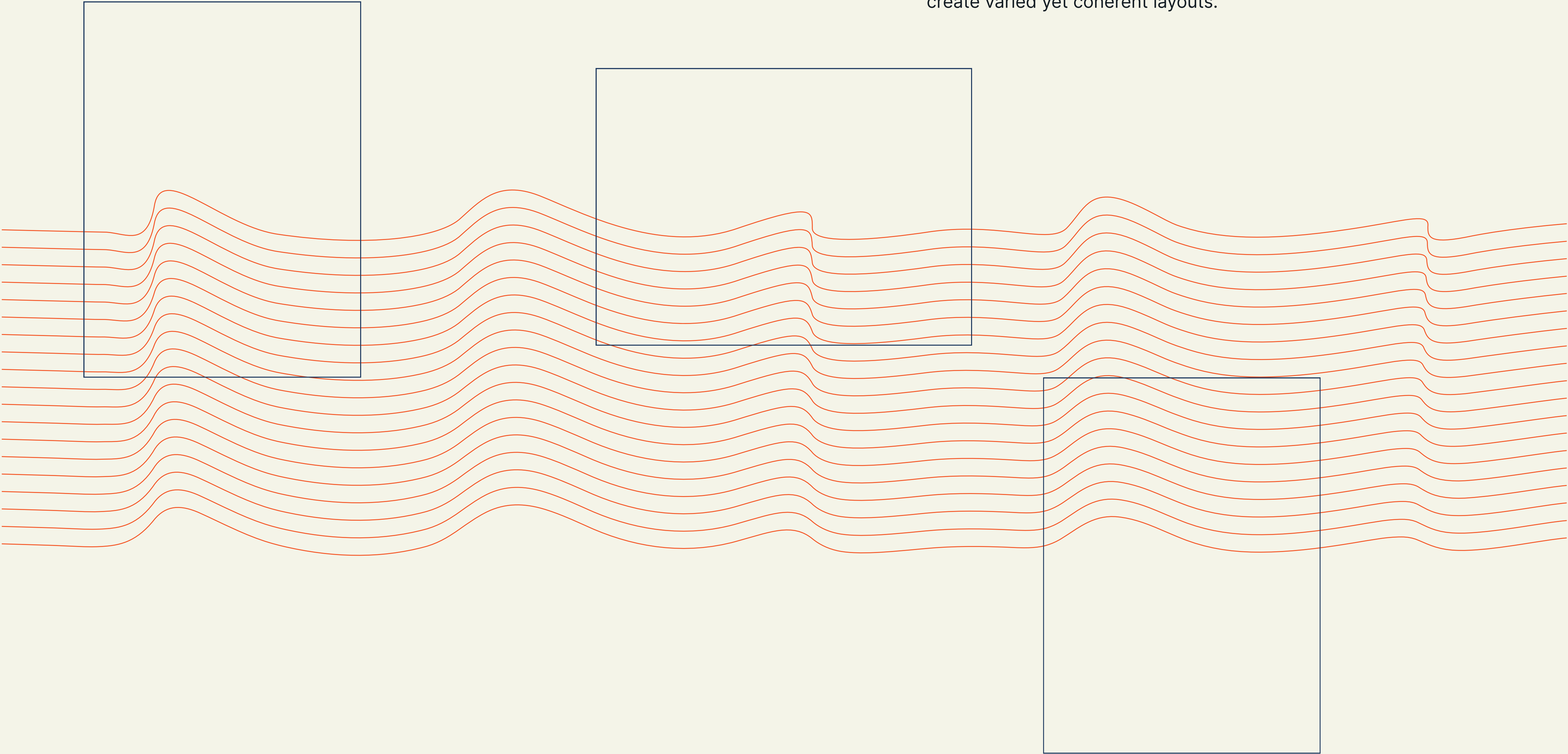
Graphic System



Graphic system

Wave key illustration

The main illustration is a flowing wave made of smooth curves. It symbolizes movement and continuity and can be cropped in different ways to create varied yet coherent layouts.



Graphic system

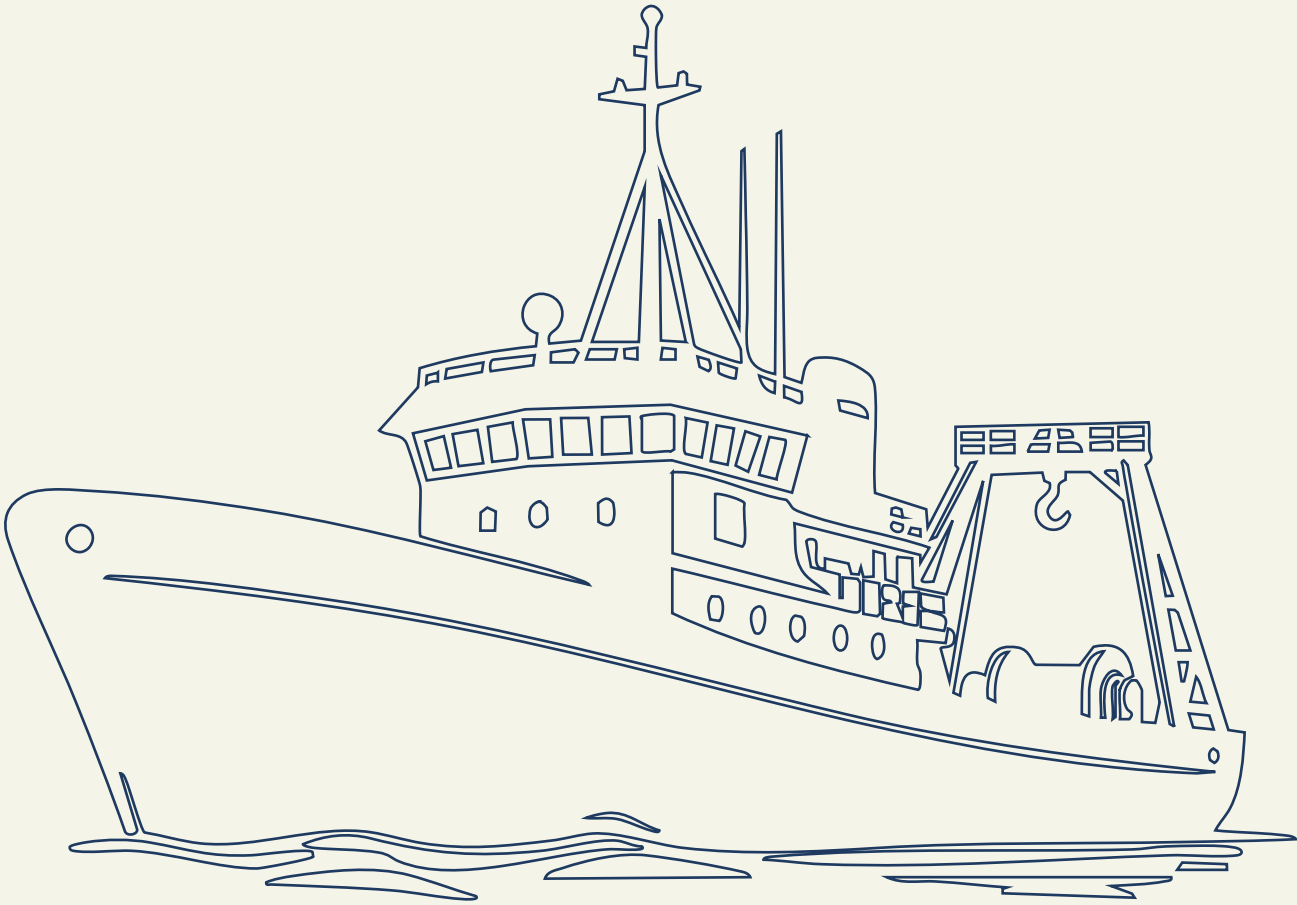
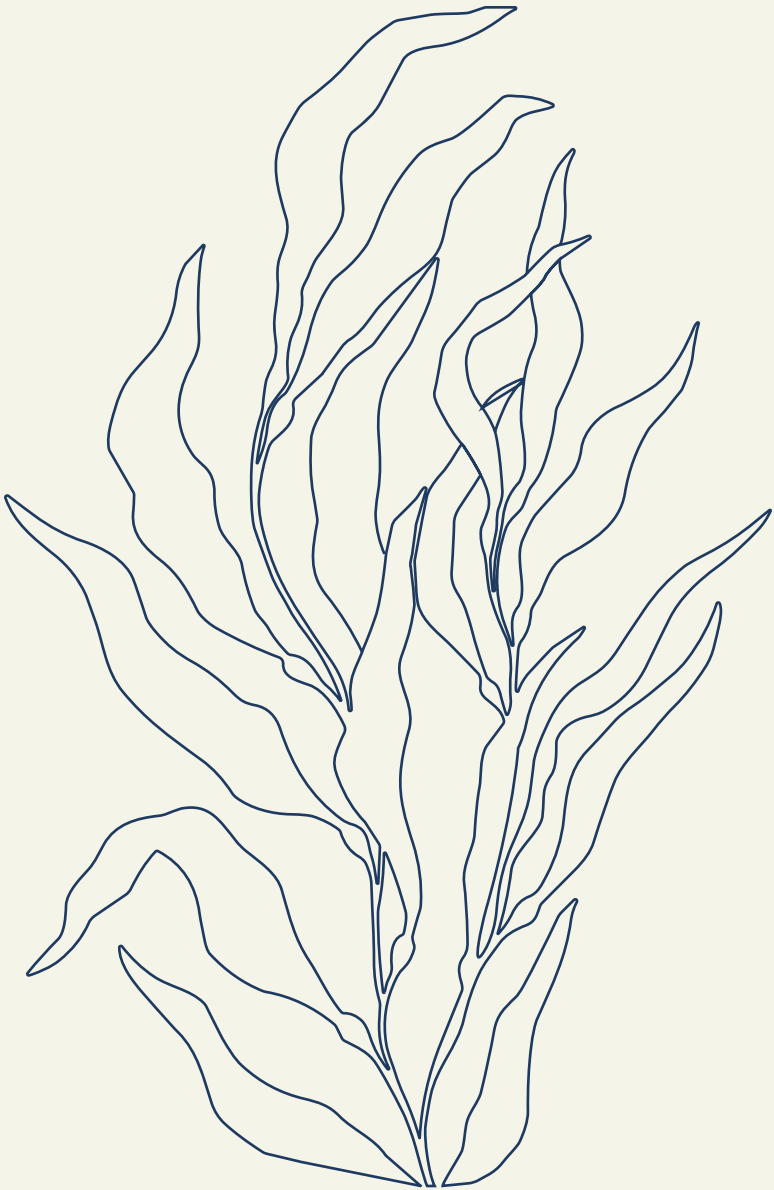


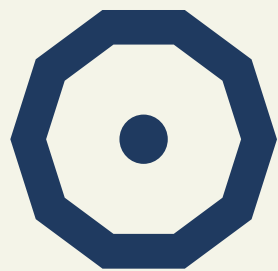
Illustration set



A set of figurative illustrations complements the identity, used to support compositions or highlight key messages. They are always rendered as fine, outline drawings to maintain lightness and visual harmony.



The icon set consists of simple, bold, and geometric shapes. Designed for small-scale use, these icons ensure clarity and consistency without overwhelming the overall composition.



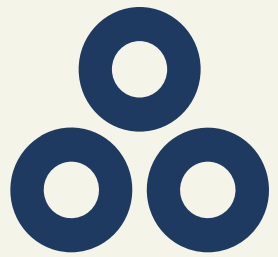
Joint Action



Joint Call



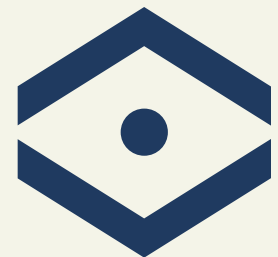
Knowledge Hub



Management Board

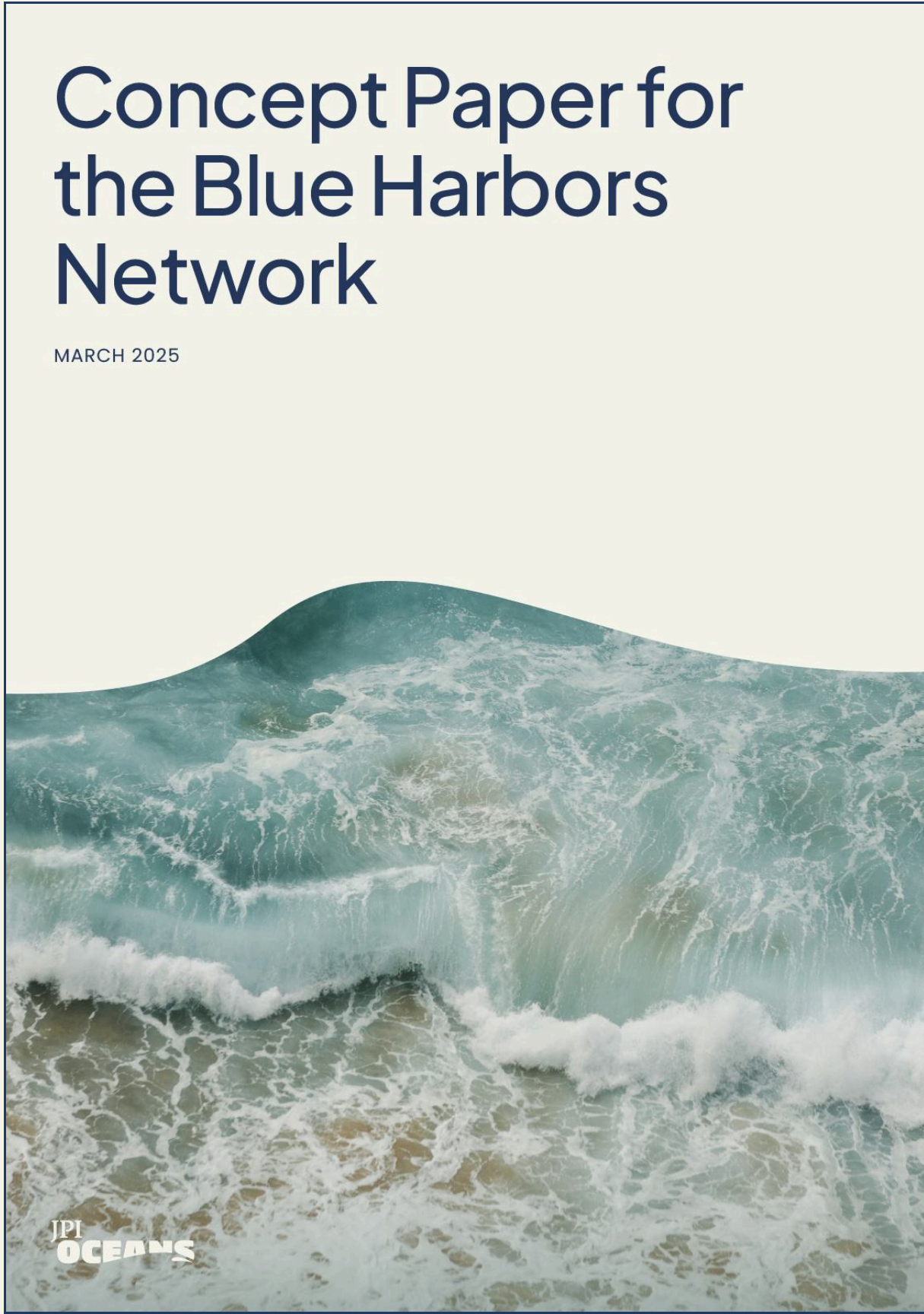


Sharing of Research
Infrastructure

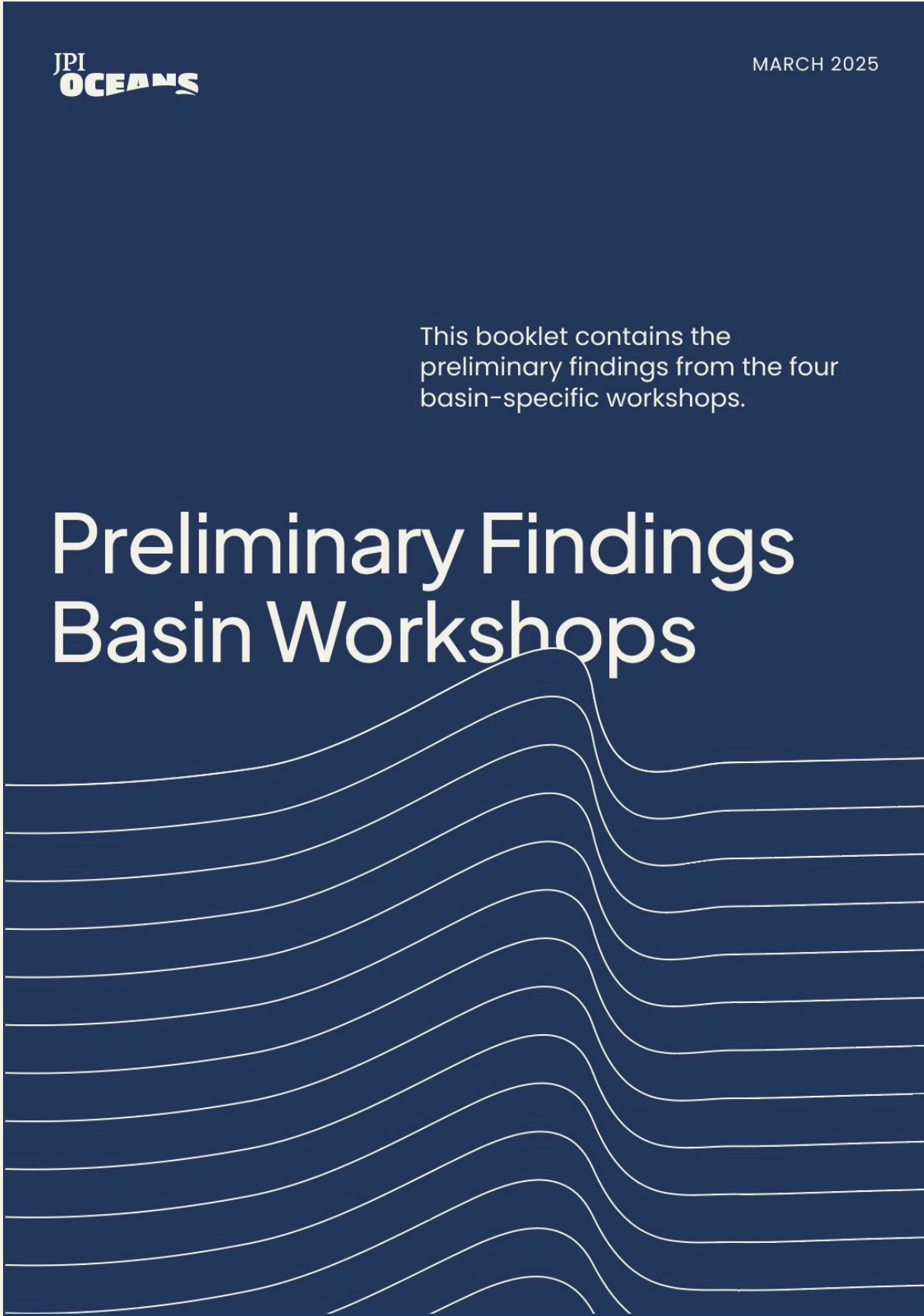


Strategic Engagement

Graphic system



Cover system



The cover system uses a solid color block with the wave element covering half the image. It provides space for text elements like the logo, title, and subtitle. When the background is plain, the wave lines are added to keep a dynamic, recognizable look. Here are a few examples.



