

**BOOK OF  
STYLE**

**MAR2**   
**PROTECT**



Funded by  
the European Union

## TABLE OF CONTENT

INTRODUCTION .....	3
CORPORATE LOGO.....	4
CORPORATE TYPOGRAPHY .....	8
CORPORATE COLOR SYSTEM .....	10
INTEGRATION WITH THE EU EMBLEM.....	12
APPLICATIONS.....	14

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No GA 101082048



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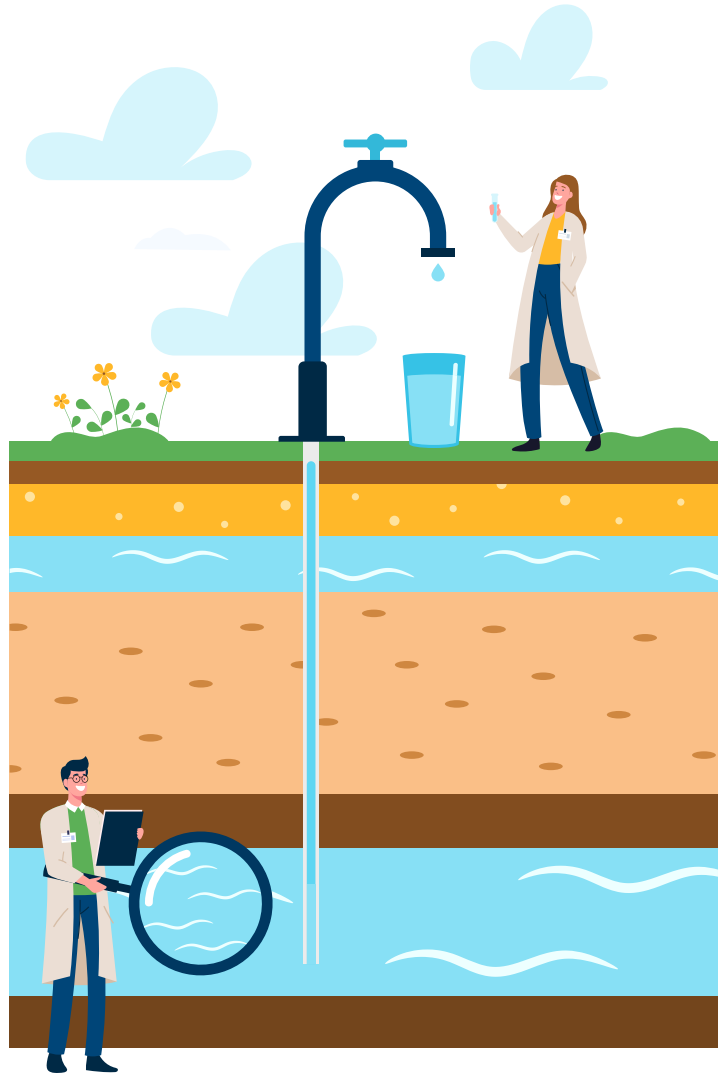
## INTRODUCTION

Consumers often think that a branded article is preferable to a generic one, even though they both look alike. But, what is a brand? Branding is what stays in the minds of consumers. For this reason it is safe to say that our target has a good image of our brand, the image the company wants them to have... and a name and visual identity, a recognized brand can elevate the perceived quality of a product or a service. In addition, the use of a coherent image reflects our brand loyalty.

Visual identity is one of the most important aspects of the brand. The care, normalization and homogenization of the visual identity of our project will allow us among other aspects:

- Strengthen our good reputation.
- Promote fidelity.
- Ensure quality.

Given this scenario, we need to be aware of the need to care for the brand, and by extension, the visual identity of the project. These indications are a tool to achieve excellence in the use of your brand: MAR2PROTECT, avoiding deviations in the different uses.





**CORPORATE LOGO**

*Main logotype**Vertical version**Horizontal version*

## THE FULL LOGOTYPE

The MAR2PROTECT Masterbrand or Corporate Logo comprises two elements, the logo symbol and logotype.

Use of any stylized, animated, hand-drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and brand consistency.

## LOGO VERSIONS

The use of the chromatic corporate logo is preferred, but on certain occasions, it is allowed to use the monochromes variants.

Similarly, the main version of the logo is the compact one, but it is recommended to use the vertical or horizontal version whenever the support and design require it.

For specific situations where a minimum size of the logo is required, it is possible to use the icon to stand in as shorthand for the brand.

*Icon versions**Monochrome versions**Versions on corporate colour backgrounds*



Logo construction

## LOGO CONSTRUCTION

The proportions of the MAR2PROTECT logo should always remain unaltered.

The relationships between elements take the height of the letter "O" as the reference modulus.

## LOGO PROTECTION ZONE

It refers to the visual zone around the logo which must not be broken by any type or graphic element.

The "x" dimension determines the unit of measure that ensures the correct proportion of the trademark. It should be increased when possible to separate the logotype from the rest of the image.



Protection zone

## APPLICATION ON A BACKGROUND

The background will be generally white. In case of using other backgrounds or pictures, the white version of the logotype should be placed.



Application on clear and dark images

## MINIMUM SIZES

The logotype should not be used in small sizes, as a general rule, the logotype should not be inferior to 1,7 cm width on a A4 sheet. If a smaller size is required, the icon will be used.

## INCORRECT LOGO APPLICATIONS

The integrity of the logo should be respected at all times, in all places. Please do not stretch, condense, increase or distort its form.

The illustrations at the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the logotype.



*Do not invert the composition*



*Do not alter the logotype style*



*Do not change size relationship between the logo and logotype*



*Do not add any kind of effects like a drop shadow to the logo*



*Do not change the orientation of the logo by rotating it in any way*



*Do not stroke the logo*



## **CORPORATE TYPOGRAPHY**



## Museo Sans 300

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q  
r s t u v w x y z

*Logo typography 1*

## GROTESK MEDIUM

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

*Logo typography 2\**

*\*Grotesk by Frank Adebaye (Velvetyne Type Foundry)*

## CORPORATE TYPOGRAPHY

The typography used to create the logo is Museo Sans 300 and Grotesk medium.

Montserrat typeface will be used as a tool to communicate the needs of the project both internally and externally.

↓ You can download the Montserrat typeface by clicking on the following link:

<https://fonts.google.com/specimen/Montserrat>

## Montserrat Medium

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q  
r s t u v w x y z

*Internal and external use typography*



**CORPORATE COLOR SYSTEM**

## CORPORATE COLOR SYSTEM

These blues and brown mixes are the core foundation of MAR2PROTECT palette.

Values of the three main colours are useful for:

- Subtle accents in order to highlight different elements.
- User Interface elements (such as icons, buttons, tags, pagination, checkboxes...).
- Text colors to differentiate sections.

<b>Vivid Sky Blue</b>  CMYK: 64 0 7 0 RGB: 75 192 230 Hex: #4BC0E6	80%	60%
	40%	20%
<b>Indigo Dye</b>  CMYK: 100 72 27 12 RGB: 1 70 119 Hex: #014677	80%	60%
	40%	20%
<b>Windsor Tan</b>  CMYK: 30 63 92 28 RGB: 150 90 35 Hex: #965A23	80%	60%
	40%	20%



## **INTEGRATION WITH THE EU EMBLEM**

Beneficiaries of EU funding shall use the European emblem in their communications to acknowledge the support received under EU programmes. The rules for the reproduction of the European emblem can be found in the Operational guidelines for recipients of EU funding, which is addressed to beneficiaries of EU funding and other third parties communicating on EU programmes to show how the European Union emblem can be used together with text highlighting the fact of EU funding.

## GRAPHICAL RULES

As written in the Grant Agreement "Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)".

Based on *The use of the EU emblem in the context of EU programmes in 2021-2027*<sup>1</sup> the emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in

any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo.

These are examples. The placement of the EU emblem will depend on the design of the publication.

### Any dissemination of results (in any form, including electronic) must:

Display the next sentence with the EU emblem: "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No GA 101082048".

Include the following text: "Funded by the European Union from the Horizon Europe research and innovation programme under the grant agreement No GA 101082048. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

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*Example of phrase and emblem together*



*Location EU emblem*

1. [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)



## APPLICATIONS



Example of corporate stationery



Example of event material





MARZ   
PROTECT

