

## ResC4EU's Brand book

ResC4EU project's brand and corporate visual identity & guidelines how to use it

- Scaberia AS
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**Funded by  
the European Union**

*Withstanding Supply Chain disruptions  
& making EU Businesses more Resilient and Sustainable*

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## Logo

### Horizontal version (by default)

- Main original version of the logo
- Should be used by default and whenever possible



## Logo

### Vertical version (extra)

- Second version of the logo
- Can only be used in specific cases when the original horizontal version cannot be used



## Logo

Colour background

- The logo must have by default a white background
- The logo can also have a light grey background.
- No other background colours are acceptable.



### Background

White

RGB 255/255/255

Hex #FFFFFF



### Background

Light grey

RGB 242/242/242

Hex #F2F2F2

## Logo

### Positive and Negative versions

- The negative versions should only be used in specific cases when the original-coloured positive logos cannot be used.
- The negative versions should be used whenever the logo must be applied on a dark background.



Positive  
(colour)



Negative  
(colour)

## Logo

### Black and White versions

- Can only be used because of **printing limitations** when the original-coloured versions (positive and negative) cannot be used.



Black  
(positive)



White  
(negative)

## Logo

### Exclusion zone

- The minimum space allowed around the logo is 5 mm (black boxes ■ )
- The minimum space should be increase wherever possible



# Logo

## Minimum size

- The logo must have a minimum dimension to ensure good visibility.
- Minimum measures are indicated with the red line.



## Logo Incorrect usage

- The logo should not be redrawn or altered in any way.
- Here are some examples of major mistakes.



Changing logo colours



Changing the proportions



Changing background colours



Rotating



Changing background (photo)



Applying shape effects (shadows)



Changing the order of the logo



Applying shape effects (3D)

## Logo Summary

### The ResC4EU logo is at the core of our visual identity.

The logo consist of:

- a coloured graphic element
- the project acronym “ResC4EU”
- the logo tagline “Resilient Supply Chains for Europe”

When using the logo there are some rules to follow:

- there are only two official logo versions to be used (horizontal and vertical)
- the logo must appear in its original colours
- the colour background of the logo must be white or light grey
- the minimum space around the logo must be 5 mm and should be increased wherever possible.
- the logo must not be redrawn or altered in any way (e.g. rearranged, added by other elements, rotated, etc.).
- there is a minimum size the logo must be used

# Colour palette

## Main colours

- Colours are part of the ResC4EU identity.
- Main colours are blue, orange, light grey, and middle grey.
- Use RGB codes for digital media
- Use CMYK codes (32- bit) for print media



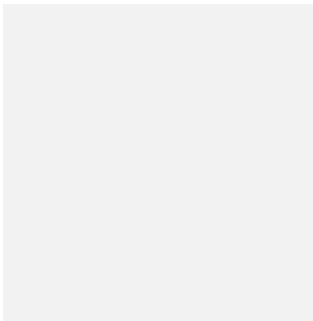
RGB code:  
R: 54  
G: 94  
B: 169  
Hex: #365EA9

CMYK code:  
C: 88  
M: 65  
Y: 0  
K: 0



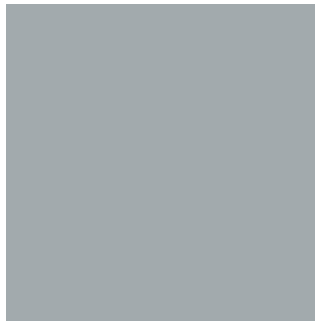
RGB code:  
R: 238  
G: 101  
B: 20  
Hex: #EE6514

CMYK code:  
C: 0  
M: 71  
Y: 100  
K: 0



RGB code:  
R: 242  
G: 242  
B: 242  
Hex: #F2F2F2

CMYK code:  
C: 4  
M: 3  
Y: 4  
K: 0



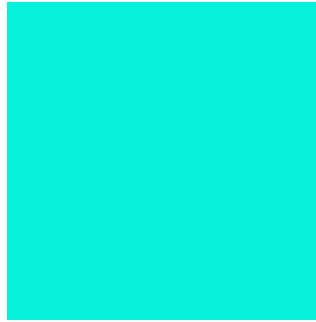
RGB code:  
R: 162  
G: 170  
B: 173  
Hex: #A2AAAD

CMYK code:  
C: 21  
M: 11  
Y: 9  
K: 23

## Colour palette

### Additional colours

- Additionally, the colours from the ResC4EU logo can be used when more colours are needed (e.g. in charts)
- Use RGB codes for digital media
- Use CMYK codes (32-bit) for print media



RGB code:

R: 6

G: 242

B: 219

Hex: #06F2DB

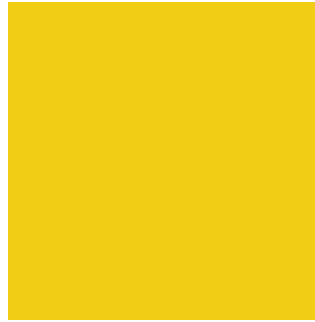
CMYK code:

C: 56

M: 0

Y: 34

K: 0



RGB code:

R: 241

G: 205

B: 22

Hex: #F1CD16

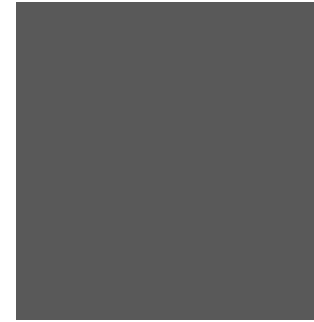
CMYK code:

C: 2

M: 13

Y: 94

K: 6



RGB code:

R: 89

G: 89

B: 89

Hex: #595959

CMYK code:

C: 53

M: 43

Y: 42

K: 32

## Colour palette

### In summary

#### The ResC4EU colours are part of the brand and identify

- The corporate primary colours provide a definite, solid and professional base for the ResC4EU identity.
- The colour palette must be used consistently across all communication as flat colours and not as a gradient.
- The colours must be used when designing graphics, charts, or tables.
- Main colours are blue – orange – light grey :
  - Light grey as background
  - Light grey/blue for tables
  - Orange/blue/light grey/middle grey for graphics, charts
- Additional colours are turquoise – yellow – dark grey :
  - Turquoise/yellow/dark grey additionally for charts
- The colours are also part of the text (see below).

# Typography

- Calibri light & Calibri are the primary fonts for all ResC4EU documents.
- The font has been selected due to its compatibility with all digital and print media and IT systems (Windows, Mac).

Calibri light Regular (pt 18)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%&\*()'

Calibri light Bold (pt 18)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%&\*()'

*Calibri light Italic (pt 18)*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!@£\$%&\*()'*

***Calibri light Bold Italic (pt 18)***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!@£\$%&\*()'***

Calibri Regular (pt 18)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%&\*()'

Calibri Bold (pt 18)  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@£\$%&\*()'**

*Calibri Italic (pt 18)*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!@£\$%&\*()'*

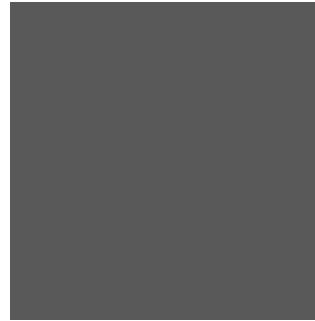
***Calibri Bold Italic (pt 18)***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!@£\$%&\*()'***

# Typography

## Colours

- Standard text:  
dark grey
- Headings in text,  
figures, tables:  
orange
- Text in header, footer:  
blue

Standard text  
Standard text



RGB code:

R: 89

G: 89

B: 89

Hex: #595959

CMYK code:

C: 53

M: 43

Y: 42

K: 32

Headings  
Headings



RGB code:

R: 238

G: 101

B: 20

Hex: #EE6514

CMYK code:

C: 0

M: 71

Y: 100

K: 0

Header, Footer  
Header, Footer



RGB code:

R: 54

G: 94

B: 169

Hex: #365EA9

CMYK code:

C: 88

M: 65

Y: 0

K: 0

## EU emblem

Horizontal version  
(by default)

- Main original version of the EU emblem
- Should be used by default and whenever possible



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# EU emblem

## Vertical versions (extra)

- Second version of the EU emblem
- Can only be used in specific cases when the original horizontal version cannot be used



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## EU emblem

Colour background

- The EU emblem must have by default a white background
- The EU emblem can also have a light grey background.
- No other background colours are acceptable.



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### Background

White

RGB 255/255/255

Hex #FFFFFF



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### Background

Light grey

RGB 242/242/242

Hex #F2F2F2

## EU emblem

### Positive and Negative versions

- The negative versions of the EU emblem should only be used in specific cases when the original-coloured positive versions cannot be used.
- The negative versions should be used whenever the EU emblem must be applied on a dark background.



Positive  
(coloured)



Negative  
(coloured)

## EU emblem

Black and White versions

- Can only be used because of **printing limitations** when the original-coloured versions (positive and negative) cannot be used.



Black  
(positive)



White  
(negative)

## EU disclaimer

- funding statement
- where appropriate, to be translated into local languages

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority (HADEA - European Health and Digital Executive Agency). Neither the European Union nor the granting authority can be held responsible for them.”*

## EU emblem & EU disclaimer

In summary

### The EU emblem & disclaimer are part of the brand and visual identify

- In addition to the ResC4EU logo, always display the EU emblem (European flag) & the EU disclaimer (funding statement) for the acknowledgement of EU support.
- There are only two official EU emblem versions to be used (horizontal and vertical)
- No other visual identity or EU emblem may be used to highlight the EU support.
- When displayed in with other logos (e.g. of beneficiaries or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other logos.
- The EU emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.
- Where appropriate, the EU disclaimer should be translated into local languages.
- The acknowledgement of EU support is a contractual obligations and must be done in each communication and dissemination activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) and any infrastructure, equipment, vehicles, supplies or major result funded by the ResC4EU grant.

# Contact

If you have any questions or require any clarification on the content of this brand book, please contact the ResC4EU Communication Manager by email.

- Email: [contact@resc4eu.com](mailto:contact@resc4eu.com)



Please visit our ResC4EU website & follow us on LinkedIn to be up to date on our activities:



[www.resc4eu.com](http://www.resc4eu.com)



[LinkedIn ResC4EU](#)



[contact@resc4eu.com](mailto:contact@resc4eu.com)



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