

Brand Guidelines.

February 2020

Version_01





01

Hello.

Welcome to ResBios brand guidelines.

The following chapters contain the information and instructions for a correct use of the brand in different scenarios.



Table of content.

- 03. The logo.
- 04. Alternative versions.
- 06. Colours.
- 06. Monochrome version.
- 07. Typography I.
- 08. Typography II.
- 09. Exclusion area.
- 10. Minimum size.
- 11. Placement on different backgrounds I.
- 12. Placement on different backgrounds II.
- 13. Digital or print applications.
- 14. Information on EU funding.
- 15. Info.

03

The logo.

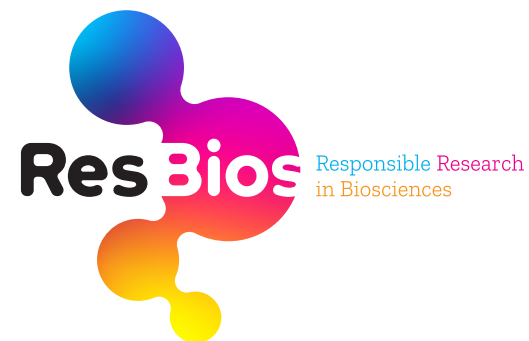
The symbol represents the connection between bioscience and society. It is like different cells that together form a single organism, just like the different 12 partners involved give rise to this project.



Symbol



Symbol
+
Wordmark



Symbol
+
Wordmark
+
Slogan



04

Alternative versions.

The horizontal version is required when the space available is low and wide.



Symbol
+
Wordmark



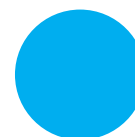
Responsible Research
in Biosciences

Symbol
+
Wordmark
+
Slogan



Colours.

This is the colour palette for the logo.



PANTONE 801 C
C 100, M 0, Y 0, K 0
#00a4ed



PANTONE Blue 072 C
C 100, M 100, Y 0, K 0
#292b87



PANTONE Rhodamine Red C
C 0, M 100, Y 0, K 0
#e90081



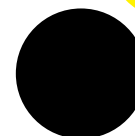
PANTONE 485 C
C 0, M 100, Y 100, K 0
#eb1a21



PANTONE 144 C
C 0, M 50, Y 100, K 0
#f6881c



PANTONE Yellow C
C 0, M 0, Y 100, K 0
#fff000

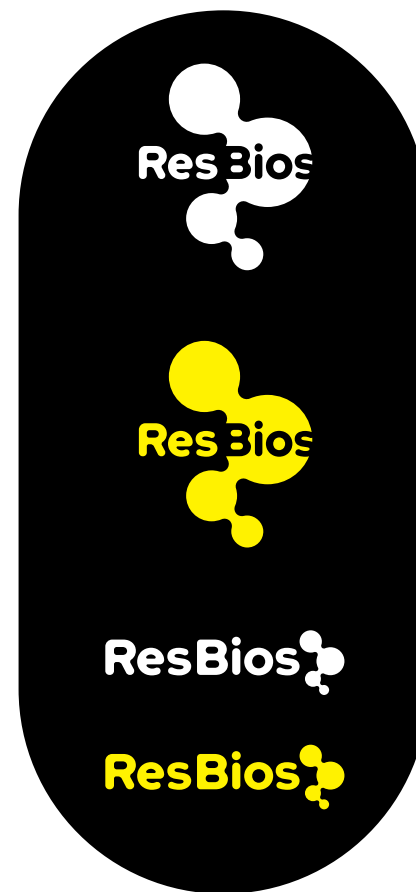
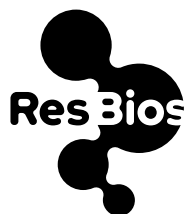


PANTONE Black C
C 0, M 0, Y 0, K 100
#200000

06

Monochrome version.

When you are required to print in one colour, you can use one of this recommended colour versions.



Ideal for use over dark backgrounds



Typography I.

The font used in the logo is the Red Hat Display Black, customized with rounded edges.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ResBios

The font used in the slogan is Zilla Slab Light.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Responsible Research
in Biosciences

Typography II.

For headlines, callouts and tagline, the font to be utilised is the Red Hat Text Bold, always in lowercase.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

For subheading, the font to be utilised is the Zilla Slab Medium Italic.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

For body copy, quotes and other collateral, the font to be utilised is the Zilla Slab Light.
The whole typeface may be used if necessary.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Download the font by clicking here:

<https://fonts.google.com/specimen/Red+Hat+Display>

<https://fonts.google.com/specimen/Red+Hat+Text>

<https://fonts.google.com/specimen/Zilla+Slab>

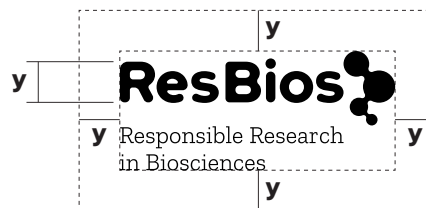
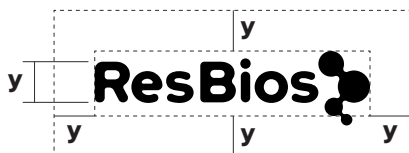
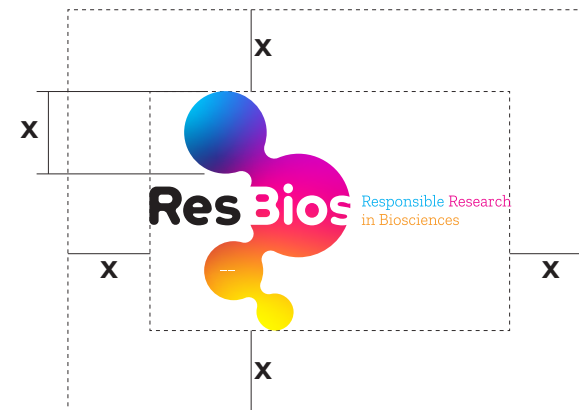
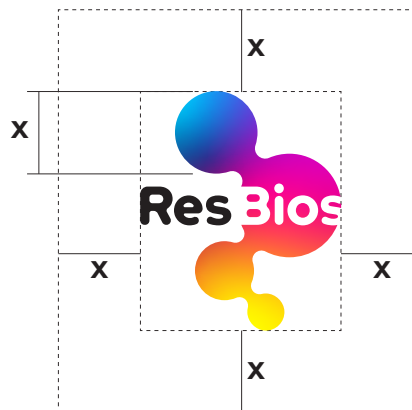
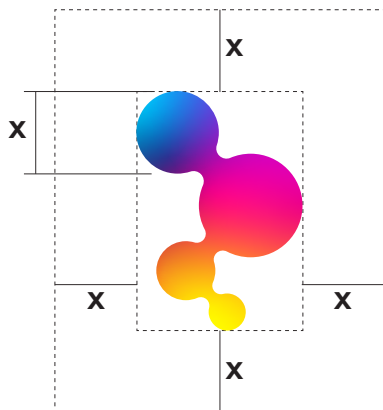
and install them on your computer.



09

Exclusion area.

The exclusion area is the space around the logo which must remain free from other elements to ensure that the logo is not obscured.



10

Minimum size.

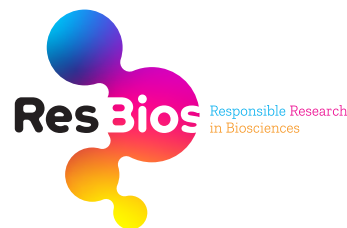
This is the minimum size the logo should have for printing purposes and for the web.
Never change the proportions when resizing it.



Digital: 38 px width
Print: 1 cm width



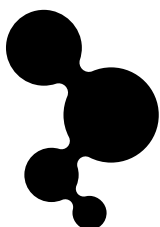
Digital: 55 px width
Print: 1,5 cm width



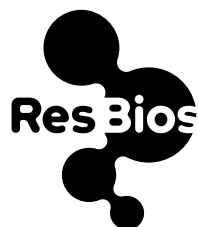
Digital: 300 px width
Print: 4,6 cm width



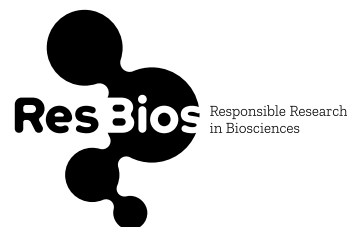
Digital: 110 px width
Print: 2,4 cm width



Digital: 23 px width
Print: 0,6 cm width



Digital: 50 px width
Print: 1,5 cm width



Digital: 250 px width
Print: 4,6 cm width



Responsible Research
in Biosciences

Digital: 130 px width
Print: 2,4 cm inch width



Placement on different backgrounds I.

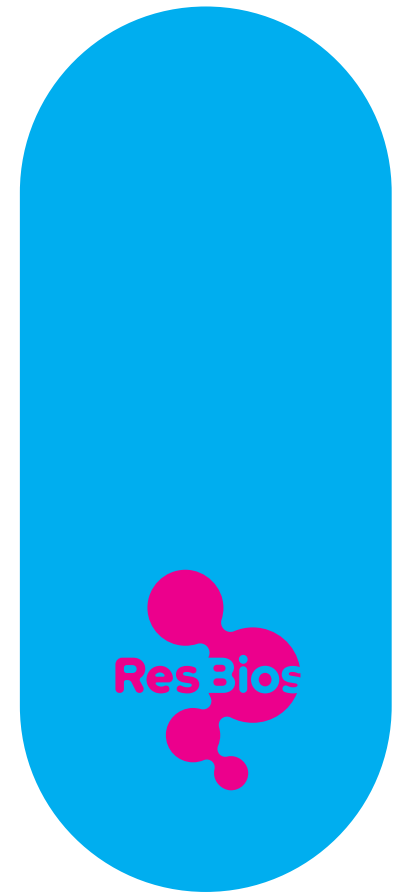
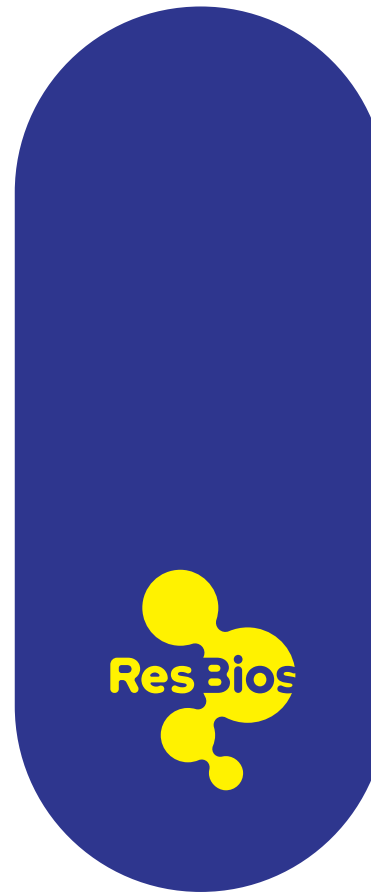
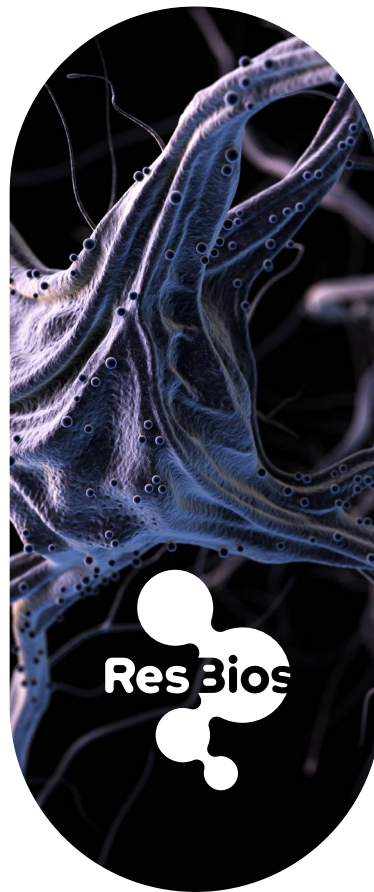
Use the gradient logo over images and colored backgrounds always with a white circle underneath.

When placing over white background the white circle is not necessary. Some examples:



Placement on different backgrounds II.

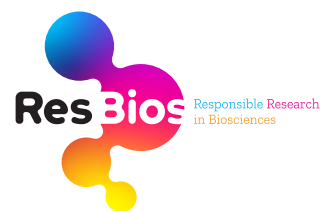
The monochrome version logo is ideal for use over images and colored backgrounds. When placing over photography, ensure contrast by placing the logo in bright color over dark area or the logo in dark color over bright area. Some examples:



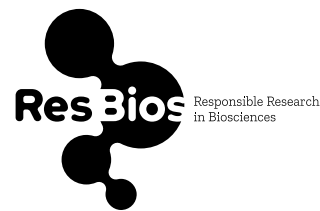
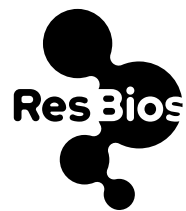
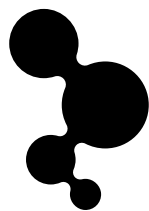
13

Digital or print applications.

Suggestions regarding digital or print applications of the logo.



Suitable for digital visualization or
big size digital/offset print.



Suitable for silkscreen print.



Information on EU funding.

Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic), communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the EU emblem and
- (b) include the following text:

For dissemination of results and communication activities:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821871".

For infrastructure, equipment and major results:

"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821871".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Files available for download:

https://europa.eu/european-union/about-eu/symbols/flag_en



15

Info.

For more information:

www.resbios.eu



@resbios



@resbiosproject



resbiosproject



resbios project



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement N° 872146





Graphic concept: www.morsellimattia.com