



HARMLESS

Brand Guidelines

Acknowledgement

All communication related to the project (including electronic communication, using social media, etc.) and all infrastructure, equipment or major results funded under the grant must display the EU emblem and include the following text:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953183

Logo

The HARMLESS logo is a combination of the lettering of the project acronym and the HARMLESS icon.

The icon shows a monogram of the letters „H“ and „L“. This logo can be used with the corporate design gradient as well as monochrome in black or white.



Icon

The HARMLESS icon shows the HARMLESS without the acronym and is used for circular or square applications such as the social media profile pictures.



■ = **clearspace**

Keep the clearspace of one cube around the logo and the icon at all times. The size of the cube at logo is measured by the distance between the icon and the acronym. The cube-size at the icon is measured by the space within the monogram.



Correct Use

Use the colored logo only on white background. On dark background colors or colorful background images the white logo has to be used. If the background is colored in light colors, the black logo has to be used, in order to ensure enough contrast.



Incorrect Use



Typography

Four different fonts are used throughout the branding, each serving different purposes.

Cocogoose Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The typeface used in the logo is Cocogoose Regular. In the logo the font is used with capital letters. Cocogoose can also be used for headlines or social media postings.

Free download here:

<https://www.dafont.com/cocogoose.font>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Rubik Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Rubik is a Google Font, which is used for the headlines on the website as well as in other applications.

Free download here:

<https://www.fontsquirrel.com/fonts/rubik>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Roboto Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Roboto Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Roboto Regular is a Google Font, which is used for all body-texts on the website as well as other applications. For certain highlights, such as links in the body-text or subheadlines, Roboto Bold can be used. The project acronym HARMLESS is always written in capital letters.

Free download here:

<https://www.fontsquirrel.com/fonts/roboto>

How to install a font in Windows:

1. Open Control panel - Appearance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Work Sans Medium

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Work Sans is a Google Font, which is used for all buttons on the website as well as subheadlines. The texts written in Work Sans are always written in capital letters.

Free download here:

<https://www.fontsquirrel.com/fonts/work-sans>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Calibri Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in templates such as deliverables or PowerPoint presentations is Calibri Regular or Bold.

Calibri Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Colors

The brand colors consist of the three colors used in the logo, as well as Light Grey and White, used on the website and for text elements.



Green

CMYK: 47 / 0 / 44 / 32

RGB: 114 / 156 / 128

HEX: #729c80



Red

CMYK: 23 / 76 / 61 / 14

RGB: 178 / 80 / 78

HEX: #b2504e



Dark Grey

CMYK: 75 / 65 / 60 / 80

RGB: 30 / 31 / 31

HEX: #1e1f1f

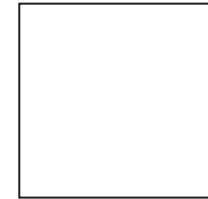


Light Grey

CMYK: 14 / 10 / 11 / 0

RGB: 225 / 225 / 225

HEX: #e1e1e1



White

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

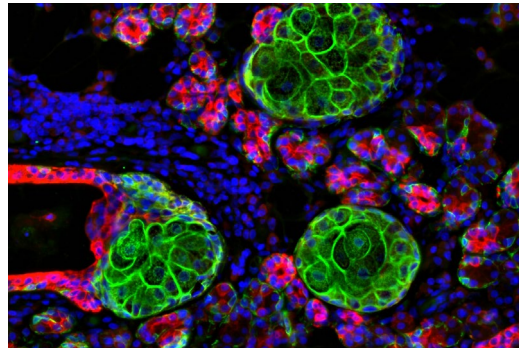
HEX: #FFFFFF



HARMLESS **gradient** from Green to Red, gradient position at 50%.

Imagery

For the project website, as well as for other applications, such as presentations, templates and print products, certain images are used.



In order to have all images forming a large overall picture and clearly reflect the branding, the colors have been adjusted in Photoshop.

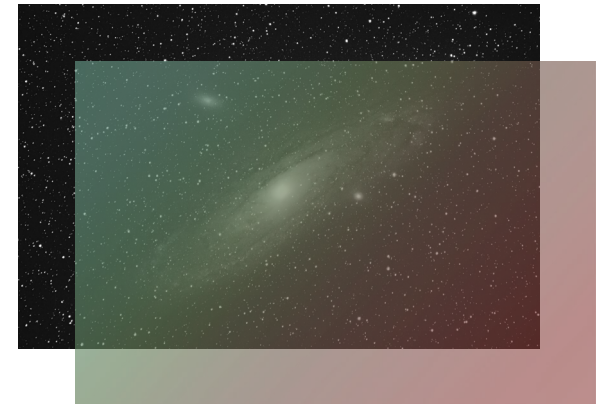
1. Original image



2. Desaturate the image

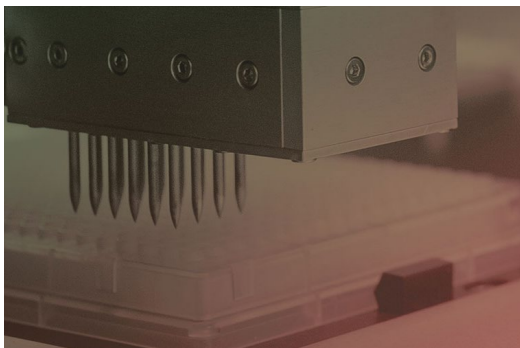
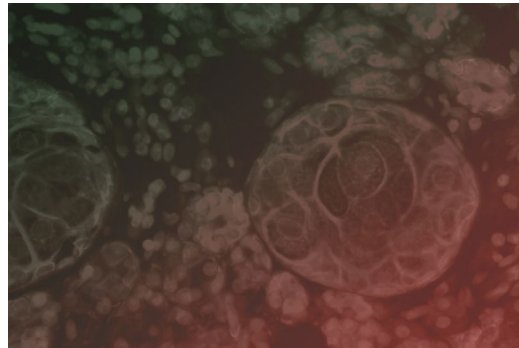
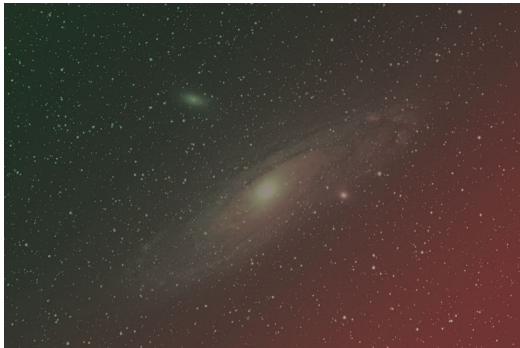


3. Add gradient layers



HARMLESS Brand Guidelines

These are the finalized background images that can be used for the website and other applications.



Copyright

This brand guideline is an internal document aimed at presenting the basic principles ruling the corporate design of HARMLESS.

To find this guideline and download all the material, go to:

www.harmless-project.eu/downloads

If you have any questions, please contact us at:

harmless@bnn.at

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