

BRAND GUIDELINE

THE DEFINITION OF THE BRAND
BRAND GUIDELINES V1.0 2020

SWFORUM.EU

EUROPEAN FORUM OF THE
SOFTWARE RESEARCH
COMMUNITY

RESPONSIBLE AGENCY :
TRUST-IT Services

CREATION DATE :
SEPTEMBER 2020



BRAND MANUAL

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Table of content

Sec.01 Brand Logo	03
Sec.02 Brand Color	05
Sec.03 Brand Typography	07
Sec.04 Brand Social	09
Sec.05 Brand Presentation	11

CORPO- RATE LOGO

Brand Logo

SEC.01

RECOMMENDED FORMATS ARE:
.eps | .ai | .png | .jpg

01. CORPORATE LOGO

COMPACT VERSION



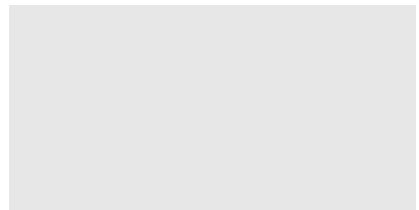
EXTENDED VERSION



DARK GREY BACKGROUND



LIGHT GREY BACKGROUND



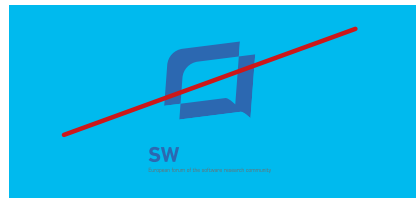
PRIMARY COLOR BACKGROUND



SECONDARY COLOR BACKGROUND



01.2 INCORRECT LOGO APPLICATIONS



COLOR PALETTE

Brand Color

SEC.02

02

THE PRIMARY COLORS



LIGHT BLUE

PANTONE	306 C
RGB	R0 G186 B238
HEX/HTML	#00BAEE
CMYK	C100 M22 Y0 K7



DARK BLUE

PANTONE	2383 C
RGB	R41 G104 B77
HEX/HTML	#2968B1
CMYK	C77 M41 Y0 K31

02.1

THE SECONDARY COLOR



GREY

PANTONE	4292 C
RGB	R110 G109 B109
HEX/HTML	#6E6D6D
CMYK	C0 M1 Y1 K57

TYPHO- GRAPHY BASE

Brand Fonts

SEC.03

03 MAIN FONT (TITLES)

Aa.

DIN Next W1G// 0123456789

REGULAR

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

03.1 SECONDARY FONT (DESCRIPTIONS)

Aa.

Eurostile Cond // 0123456789

REGULAR

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOCIAL NET- WORK

Brand Social

SEC.04

04

NEW SOCIAL NETWORK IDENTITY

LINKEDIN COVER



TWITTER COVER



PRESENTATION TEMPLATE

Brand Presentation

SEC.05

05

POWER POINT MASTER TEMPLATE

FIRST SLIDE



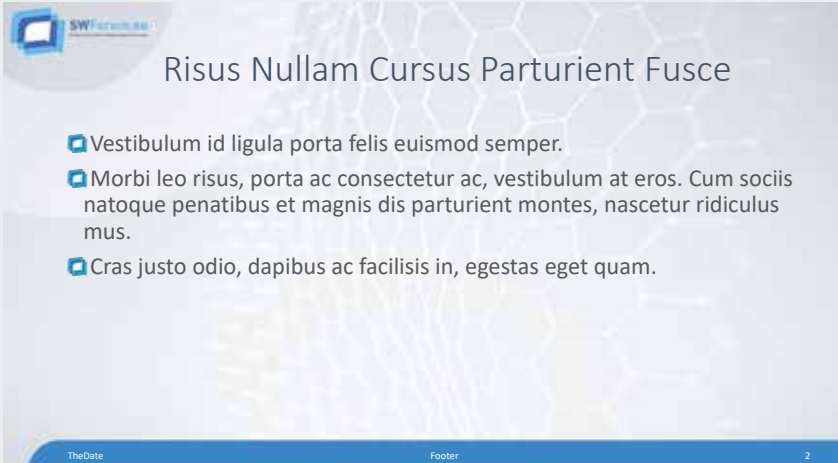
SWForum.eu
European forum of the software research community

Nullam Condimentum Fusce Ornare Mollis

Nulla vitae elit libero, a pharetra augue.

European forum of the software research community - SWForum.eu project has received funding from the European Union's Horizon 2020 - Research and Innovation program - under grant agreement no. 957064.

CONTENTS SLIDE



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Risus Nullam Cursus Parturient Fusce

- ▣ Vestibulum id ligula porta felis euismod semper.
- ▣ Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- ▣ Cras justo odio, dapibus ac facilisis in, egestas eget quam.

TheDate Footer 2