

IDEAL

INDOOR AIR QUALITY
HEALTH



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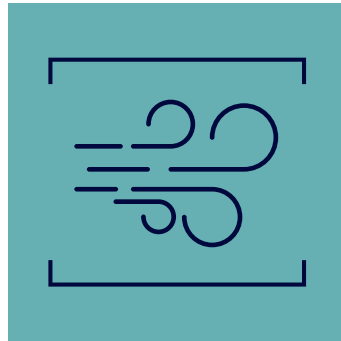


MAIN VERSION

ISOTYPE

IMAGOTYPE

POSITIVE



NEGATIVE

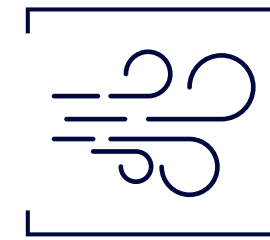


MONOCHROME

ISOTYPE

IMAGOTYPE

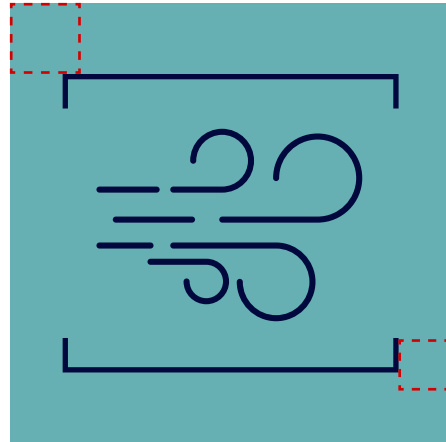
POSITIVE



IDEAL
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NEGATIVE





Use preferably the main version of the logo in positive mode.

Choose the monochrome version only when necessary. For example, if:

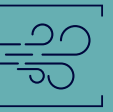
- The printing material only allows one single colour.
- The logo must have a transparent background (for example, over a photograph).
- The logo is placed in a design with a different (and unmatching) visual identity.



Respect the bounded free space around the logo.

If the logo is displayed at a small size, use the isotype, not the imagotype.

Always write the cluster's name in capital letters: IDEAL.



PRIMARY COLOURS



NAVY BLUE

#00083D
R0 G8 B61
C100 M93 Y42 K59



AQUA BLUE

#66AFB2
R102 G175 B178
C62 M13 Y32 K1

SECONDARY COLOURS



LIGHT BLUE

#D9F9F8
R217 G249 B248
C17 M0 Y7 K0



DUSTY LILAC

#B266AF
R178 G102 B175
C37 M69 Y0 K0



DUSTY BLUE

#6689B2
R102 G137 B178
C65 M40 Y15 K2



**HEADLINES
LEVEL 1**

**Roboto
Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

**HEADLINES
LEVEL 2**

**Roboto
Medium**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

BODY TEXT

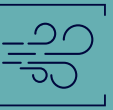
**Roboto
Regular**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

**BODY TEXT
ALTERNATIVE**

**Roboto
Light**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**



SHAPES

Use preferably shapes that are non-rounded.



IMAGES

Images should be cool-toned, bright and slightly desaturated.

When possible, they should match the brand's colour range: blue, green, magenta...

ICONS

Icons should be bold and only slightly rounded. They don't need to be displayed with a shape framing them. If they are placed over a coloured background, the icons should be either white or navy blue.



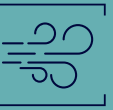


The Horizon Europe Grant Agreement includes the EU flag and information on EU funding.

The flag must be at least 1 cm high and the bounded free space around it must be respected.

It is mandatory on every public communication material produced by the IDEAL cluster:

- Same place on every page.
- Ideally as part of the frame which appears on all sections of a website.



For projects funded under Horizon Europe, include the following text, e.g. for scientific publications, website, brochures, videos, equipment:

“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. Neither the European Union nor the granting authority can be held responsible for them.”

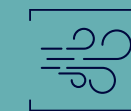


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More information at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

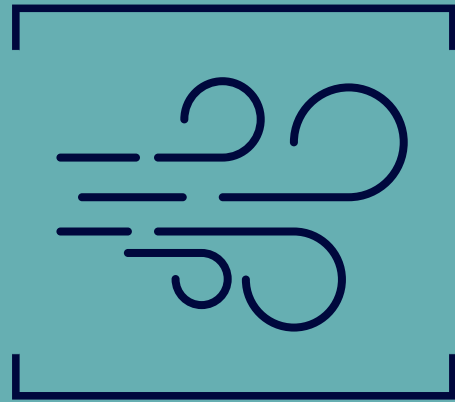




You don't need to include all the project logos in every cluster document or material. It is only mandatory to include the cluster's logo, together with the EU flag and emblem, as stated previously.

However, in case you need to include the logos of all individual projects that take part in the cluster, they must be smaller in size than the cluster logo, following this example:





THANK YOU FOR YOUR COMMITMENT.

For more information, please contact:

Cristina Nappi
Project Manager
cristina.nappi@fi-group.com

Marina Marcos
Communication Consultant
marina.marcos@fi-group.com

I D E A L

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