Brand book

Brand identity involves developing a recognisable visual representation for a company, product, or project. The primary purpose of branding is to establish familiarity, set the project apart from others, and cultivate credibility with its target audience. Through a distinctive combination of design elements such as logos, fonts and colors, COGNIMAN has created a unique brand identity.

Consistently adhering to the project's branding is crucial to ensuring a coherent visual experience for all related activities. The brand book serves as a reference guide and includes information on branding and visual identity. It informs everyone how to use the distinctive branding elements appropriately.

The COGNIMAN brand book is a resource for everyone involved in creating content related to the project, including external and internal teams such as project partners, media teams and other parties reporting on the project.

Contact

Lakshmy Arvind
Communication Associate
EIT Manufacturing Central

lakshmy.arvind@eitmanufacturing.eu

Claudia Müller
Senior Communication Manager
EIT Manufacturing Central

claudia.mueller@eitmanufacturing.eu

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Logo

The logo is the first and most obvious form of branding.

The **full colour logo** version is the primary format and preferred version of the logo. Choose this logo for light backgrounds.

In case of dark backgrounds, choose the **reverse logo**.

The main logo contains several small design elements that may not be visible when the logo is printed in a small size. In such cases, the **badge logo**, which includes the project name as branding should be used instead of the main logo. This ensures that the logo remains legible even when it is printed in a small size or used in situations where the main logo's details might not be visible.

The COGNIMAN logo always needs to appear in combination with the EU flag. They can be separated in a document, but the preferred version should always be the combination of the logo and EU flag.

Download here.

Full colour

Full colour landscape

Full colour portrait

Reverse

Reverse landscape

Reverse portrait

Badge

Badge landscape

Badge portrait

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Logo
Orientation

As an EU Co-funded project, COGNIMAN must clearly display the EU flag and accompanying text in all communication and dissemination activities, materials and channels.

The EU flag must always be displayed at least as prominently and visibly as the COGNIMAN logo. This also means that beneficiary logos cannot be more prominent than the EU flag.

There are two orientation versions, landscape and portrait, so that the logo fits the final format of the communication and dissemination material. Choose the option in which the text of the logo can be read best.

Landscape

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Portrait

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Badge landscape

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Badge portrait

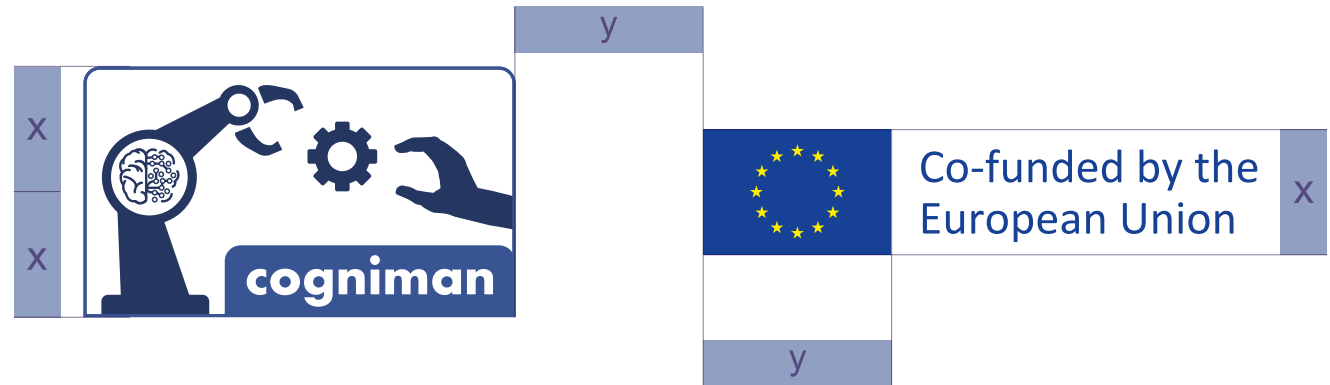cogniman

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Logo
Proportions

This section presents the COGNIMAN logo and the rules regulating the width and height of the logo.

The height of both logos needs to be the same in both versions. In the landscape version, the distance between the COGNIMAN logo and the EU flag is defined by the width of the EU flag. In the portrait version, the distance between both logos is defined by the size of the shield in the COGNIMAN logo.

The COGNIMAN logo and the EU flag may be used separately on the same page or slide, but their proportions must always be kept consistent, e.g., like in the footer of this brand book.
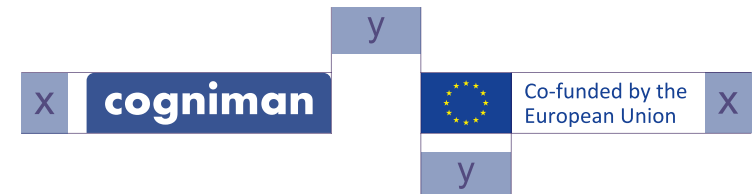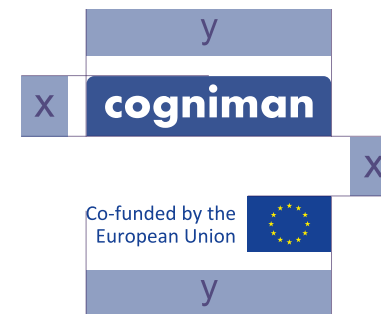
Landscape

Portrait
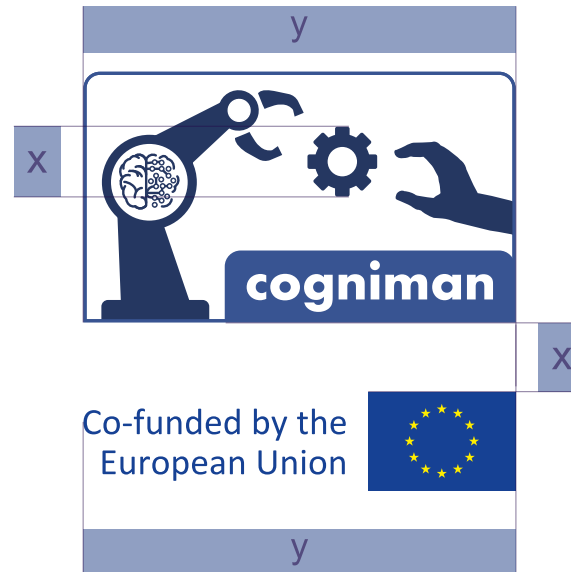
Badge landscape

Badge portrait

Logo
Specifications

Minimum size

The COGNIMAN logo contains an illustration and the COGNIMAN lettering. The lettering must always be legible.

When displayed at this minimum size, the logo still has clear legibility and provides a strong level of identification.

The logo must never be smaller than the specified sizes in both web and print formats.

Full colour and reverse logo: 110 mm X 20 mm or 330 px X 60 px

Badge logo: 120 mm X 10 mm or 360 px X 30 px

Clear space

Clear space around the logo ensures its visibility and impact.

Maintaining a clear zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

If possible, allow even more space around the logo than required by the minimum indicated.

Print

20 mm · 110 mm · Co-funded by the European Union

10 mm · 120 mm · Co-funded by the European Union

Web

60 px · 330 px · Co-funded by the European Union

30 px · 360 px · Co-funded by the European Union

Combined

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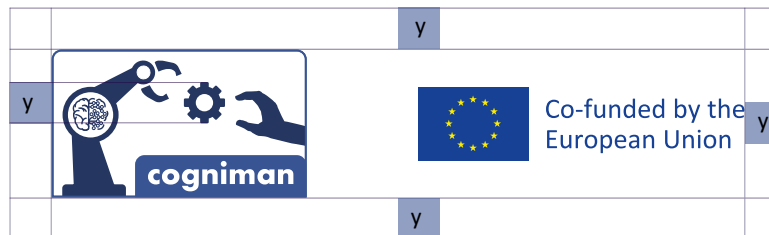
Separated (same page/slide)

Co-funded by the European Union
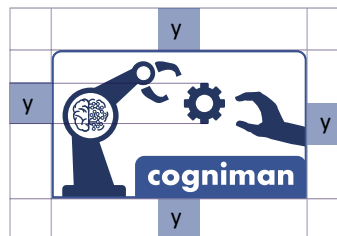
Colour

To ensure consistent visual appearance, primary, highlight and supporting colours are defined.

Choose the primary colours first. Use the highlight colors for special icons or buttons for links or registration pages. Supporting colours can be combined with both colour palettes for contrast.

Below the colour boxes, you can find the specifications. The colours are specified for offset printing on white paper (CMYK) and for use on screen and web (RGB & Hexadecimal).

When reproducing the COGNIMAN colours on different material (e.g., signage or fabric), always make sure the colour visually matches these approved colours.
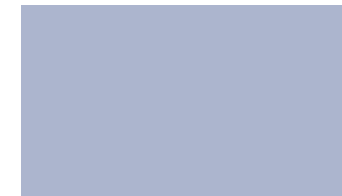
Primary colours

RGB: 56/84/146	RGB: 37/55/97	RGB: 172/181/206
CMYK: 87/69/14/2	CMYK: 96/81/33/25	CMYK: 37/25/11/0
HEX: #385492	HEX: #253761	HEX: #acb5ce

Highlight colours

RGB: 243/146/0	RGB: 96/15/32	RGB: 175/116/122
CMYK: 0/50/100/0	CMYK: 33/100/65/60	CMYK: 27/57/38/14
HEX: #f39200	HEX: #600f20	HEX: #af747a

Supporting colours
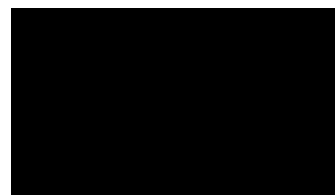
RGB: 0/0/0	RGB: 255/255/255	RGB: 89/89/89
CMYK: 0/0/0/100	CMYK: 0/0/0/0	CMYK: 59/49/48/40
HEX: #000000	HEX: #ffffff	HEX: #595959

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Calibri

Primary typeface

The primary typeface is Calibri.

It is used in all communication and dissemination activities, materials and channels, e.g., in Word documents, PowerPoint presentations or brochures.

Calibri Regular

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Calibri Italic

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Calibri Bold

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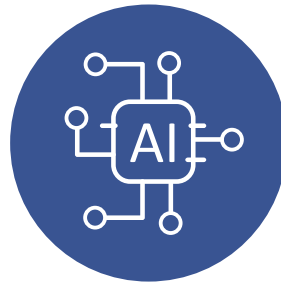*abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Icons

This page shows a selection of the COGNIMAN iconset. The icons have only outlines and are in a flat design without shadows.

They are scalable and can be used both in printed and digital materials. There are more icons in the iconset.
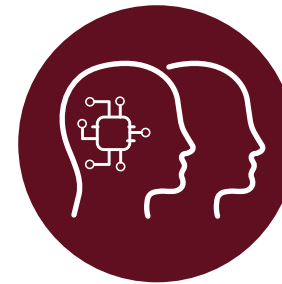
Download here.

Artificial intelligence
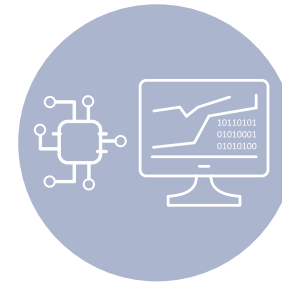
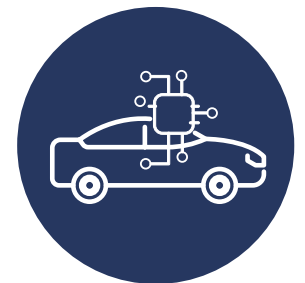Additive manufacturing

Robotics

Machine learning

Digital twin

Simulation

Advanced sensors

Data processing

Autonomous systems

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Social media

This page shows the design for social media posts.

Official COGNIMAN posts look like those shown on this page.

They need to have the size 1200 x 628 px or 1200 x 1200 px and to be branded with the COGNIMAN logo and EU flag.

The logo needs to be placed on a white or blue colour field depending on the version of the logo in the upper left or lower right corner.
This ensures that the post is recognised as a COGNIMAN post at a first glance.

To ensure best possible amplification of the COGNIMAN activities, please tag the COGNIMAN profile when posting on own channels.

Lorem ipsum

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Co-funded by the European Union

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Template
Powerpoint

The use of the PowerPoint template ensures that the guidelines are fulfilled.

- Font: Calibri

- Headline: only one line, font size 36 pt, font colour purple

- Text: not smaller than 18 pt, font colour black
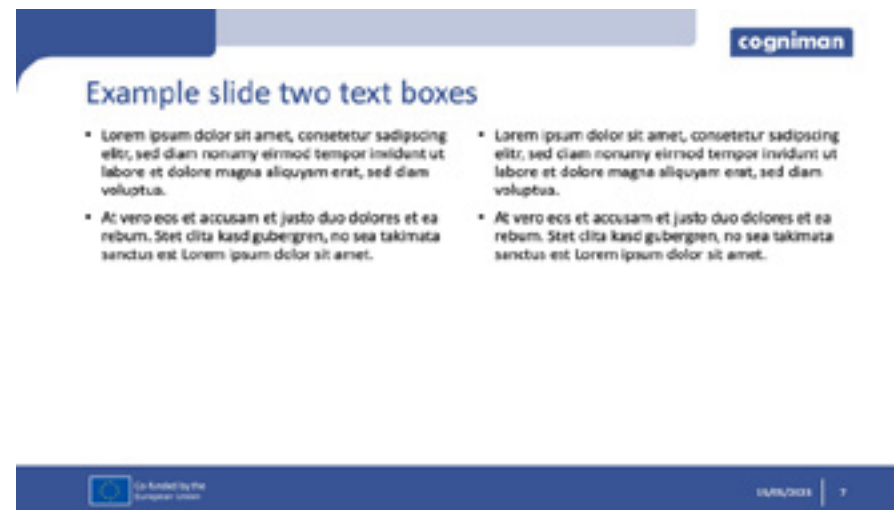
Templates
Word

The use of the Word templates ensures the visual coherence of the COGNIMAN project.

Download here.

Deliverable

Letterhead

Reporting

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