

VAX4ASF

Visual Identity Guidelines

Index

01 The logotype

Main version	4
Logo color	5
Negative version	6
Scaled sizes	7
Clearspace	8
Lockup relationships	9
Color. Main palette	10
Typography	11
Incorrect uses	12

02 Application samples

Visual Resource	14
Social Media Mockups	15
Social Media Icon	16
Conference badges	17
Rollup	18
Folder	19
Page	20

01. The logotype

Main version

The VAX4ASF logo consists of a symbol, which is the visual expression of a protective cell shield and the initials of the European project.



VAX4ASF

Versions

The VAX4ASF logo is available in three color schemes: pink, neutral, and white. The pink version works best on a white or light background. The white version should be used on dark backgrounds. The neutral version can be used when the hierarchy calls for the logo to recede.

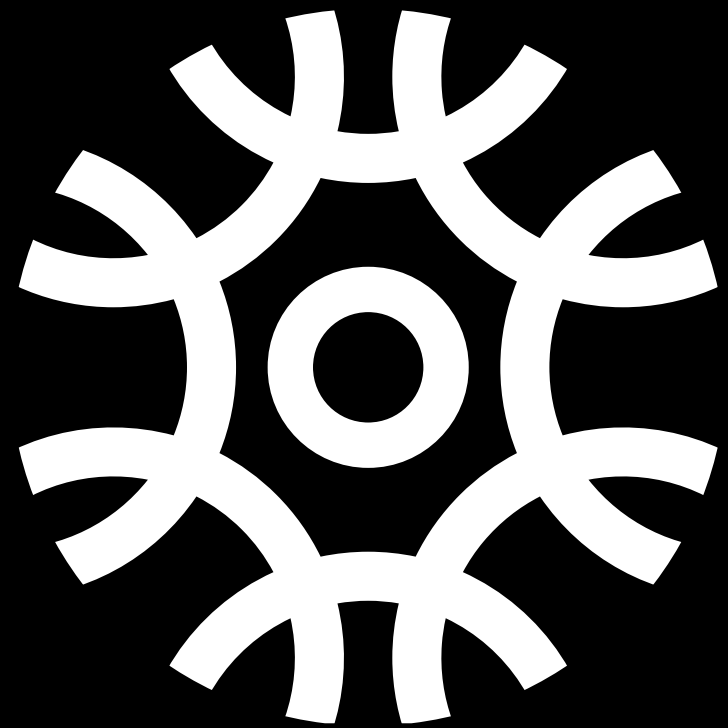


VAX4ASF



VAX4ASF

Negative version



VAX₄ASF

Size



x/2

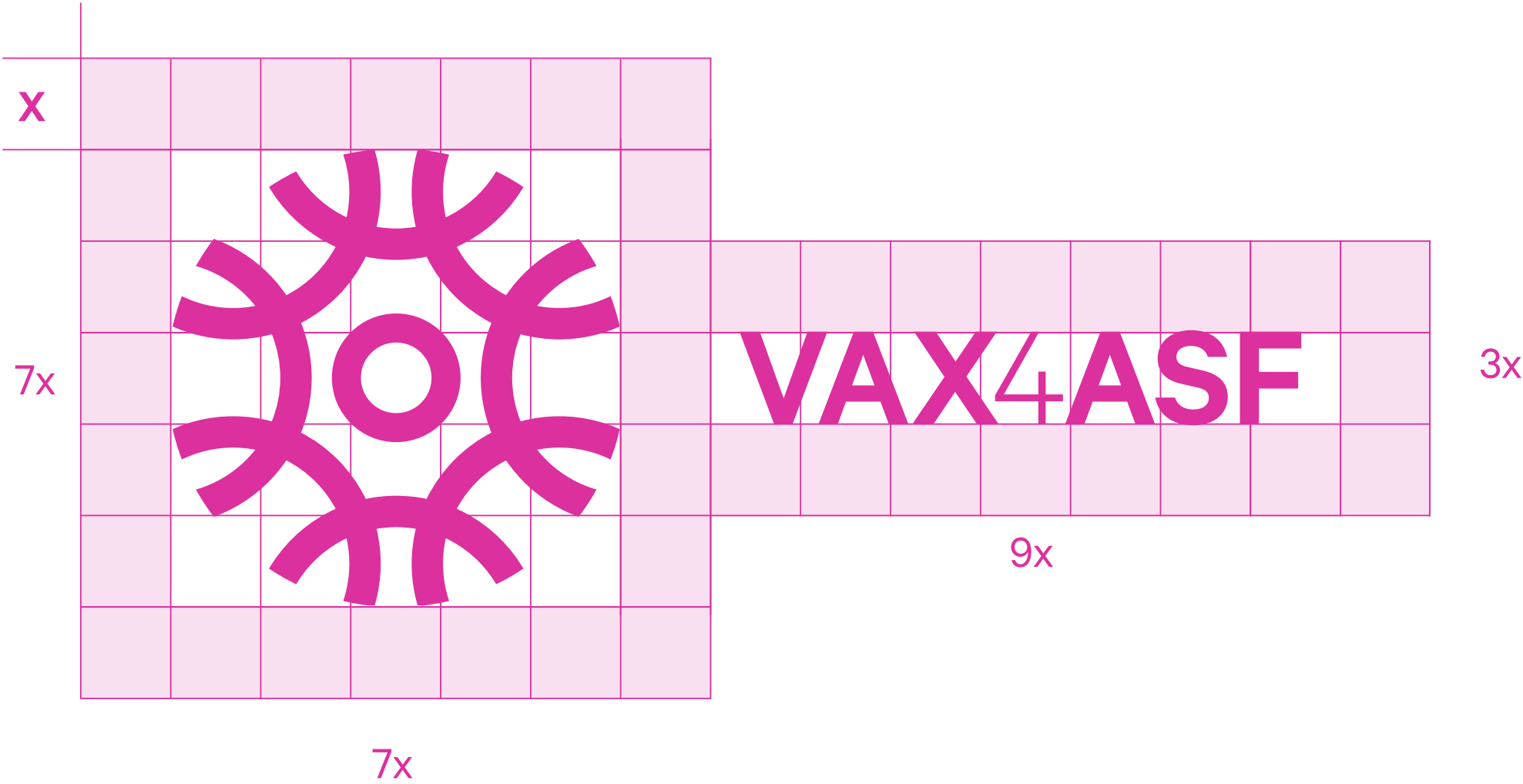


x/4

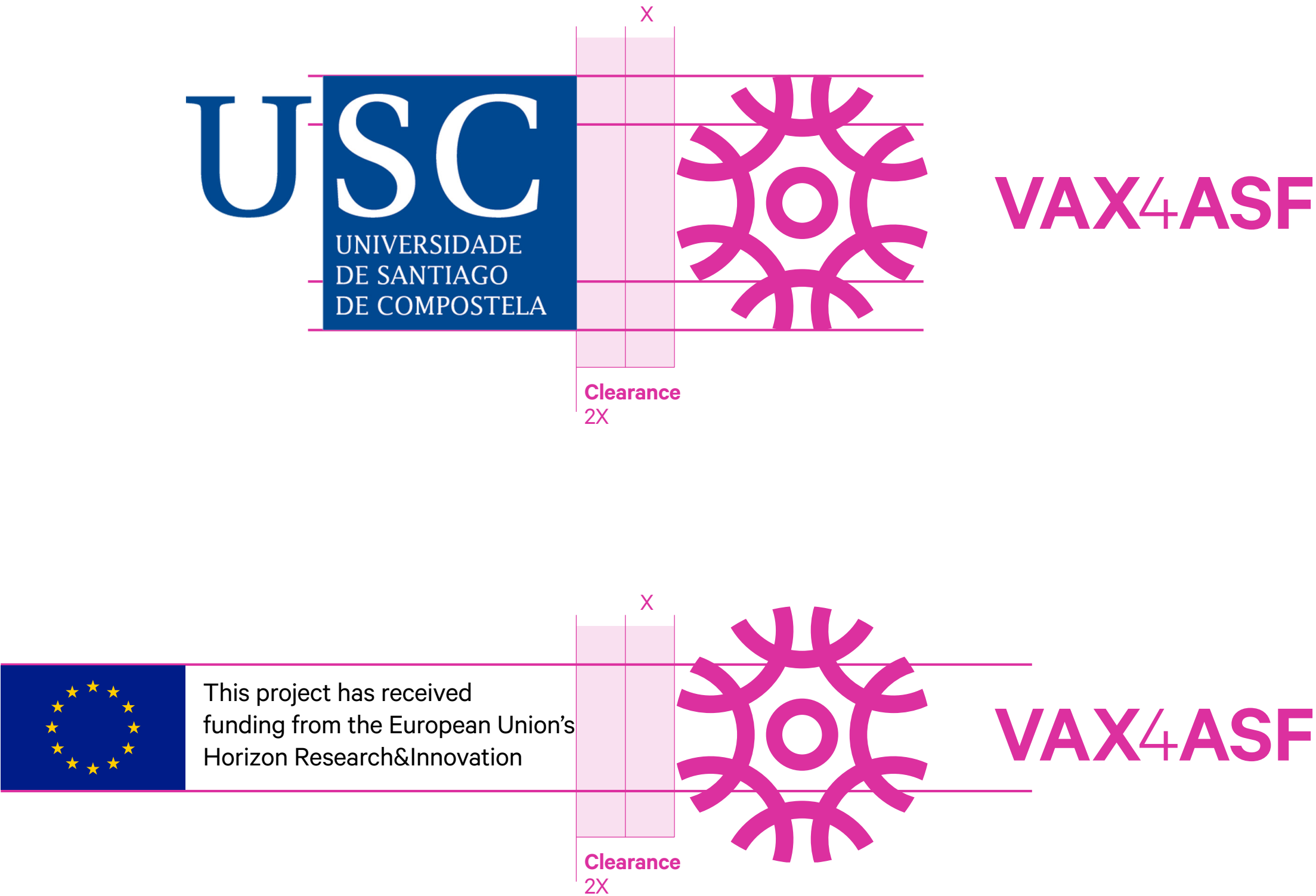


Clearspace

The logo should maintain its proportions at all times. It should always keep a clearspace around. This area is equivalent to an X width&height (as shown in the image).



Lockup relationships



Color. Main palette

The two main brand colors are pink and beige.

PINK 90% 80% 70% 60% 50% 40% 30% 20% 10%		BEIGE 90% 80% 70% 60% 50% 40% 30% 20% 10%	
CMYK 0 85 0 0		CMYK 5 11 12 0	
RGB 220R 48G 59B		RGB 243R 230G 223B	
Web #dc309f		Web #f3e6df	

Typography

Jubilat.

A contemporary slab serif typeface specially designed for headlines.

Bitter.

A slab serif typeface for text. An accesible font that works nicely both on big sizes, as well as on print.

For Microsoft Word and Excel documents, use Arial in primary body text for legibility and accessibility and Bitter for headings and call-outs.

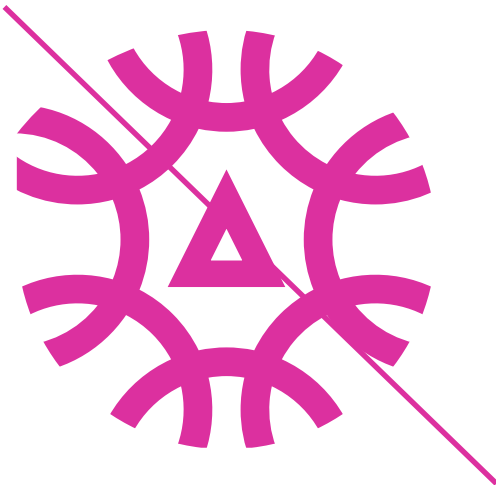
Typography for the web Jubilat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,;*)+ - /

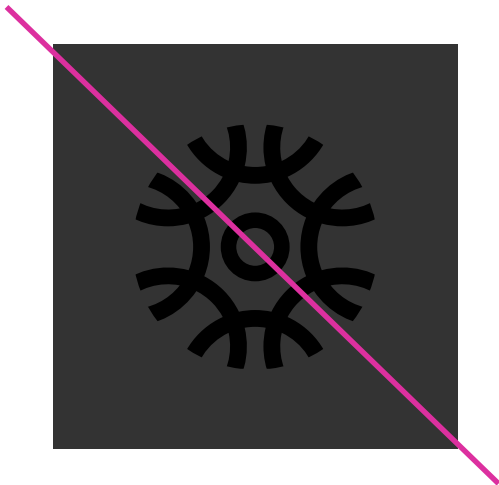
Typography for documents and social media Bitter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,;*)+ - /

Incorrect uses



Don't modify the original logo (elements, type)



Avoid low-contrast options



Don't change the weights of the typeface



Don't stretch the logo



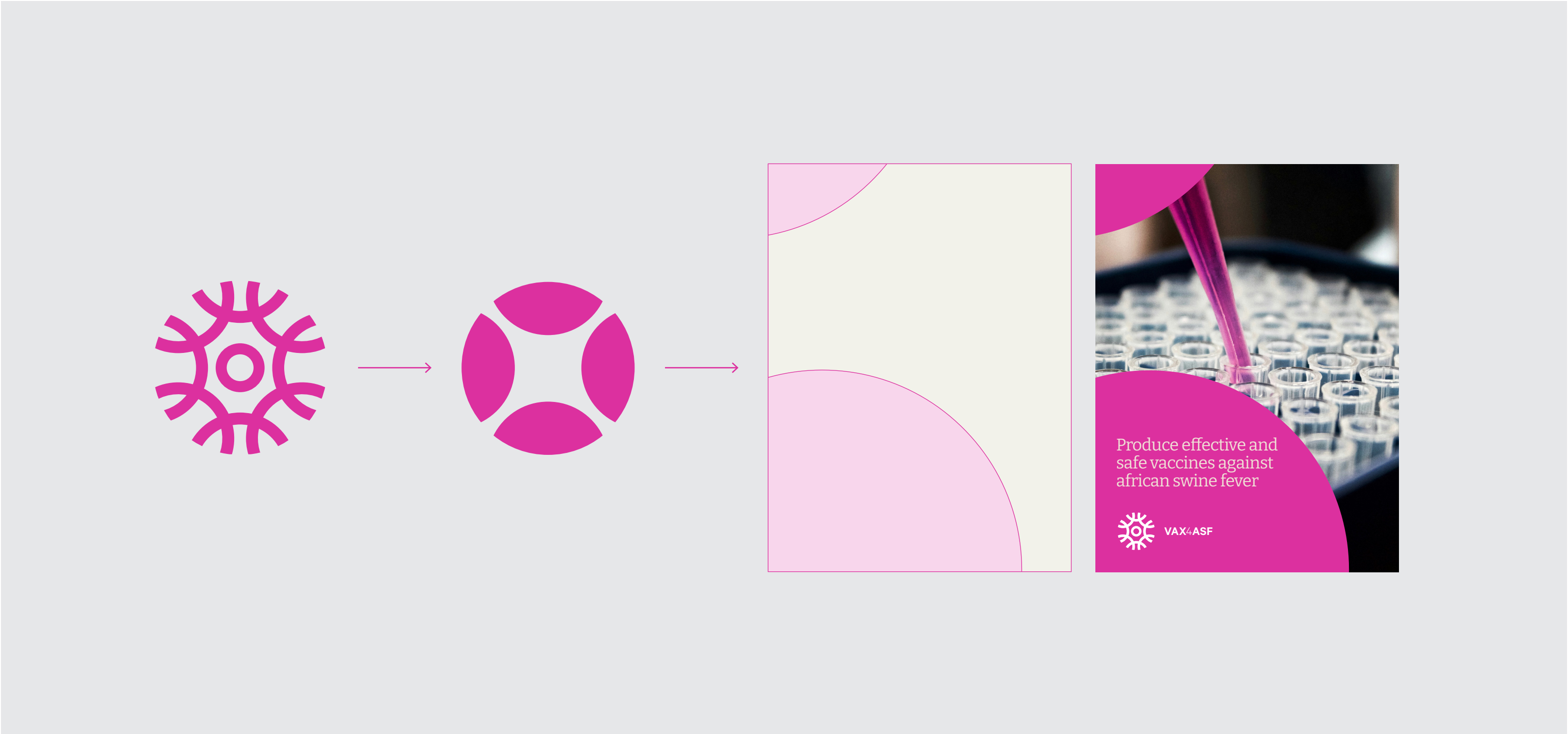
Don't place the colored version on cluttered background images



Don't modify the position of the logo

02. Application samples

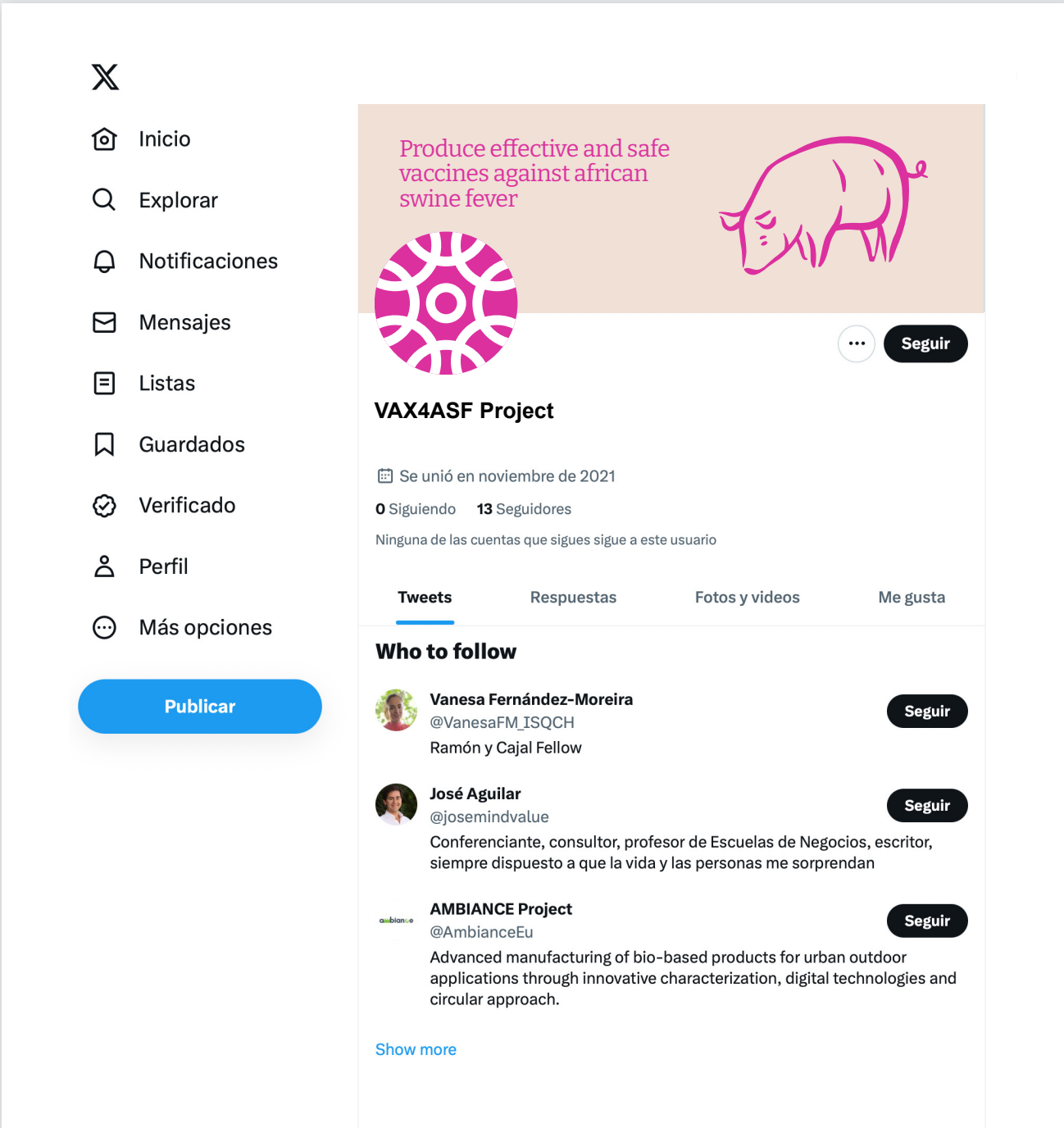
Visual Resource



Social Media



Social Identity



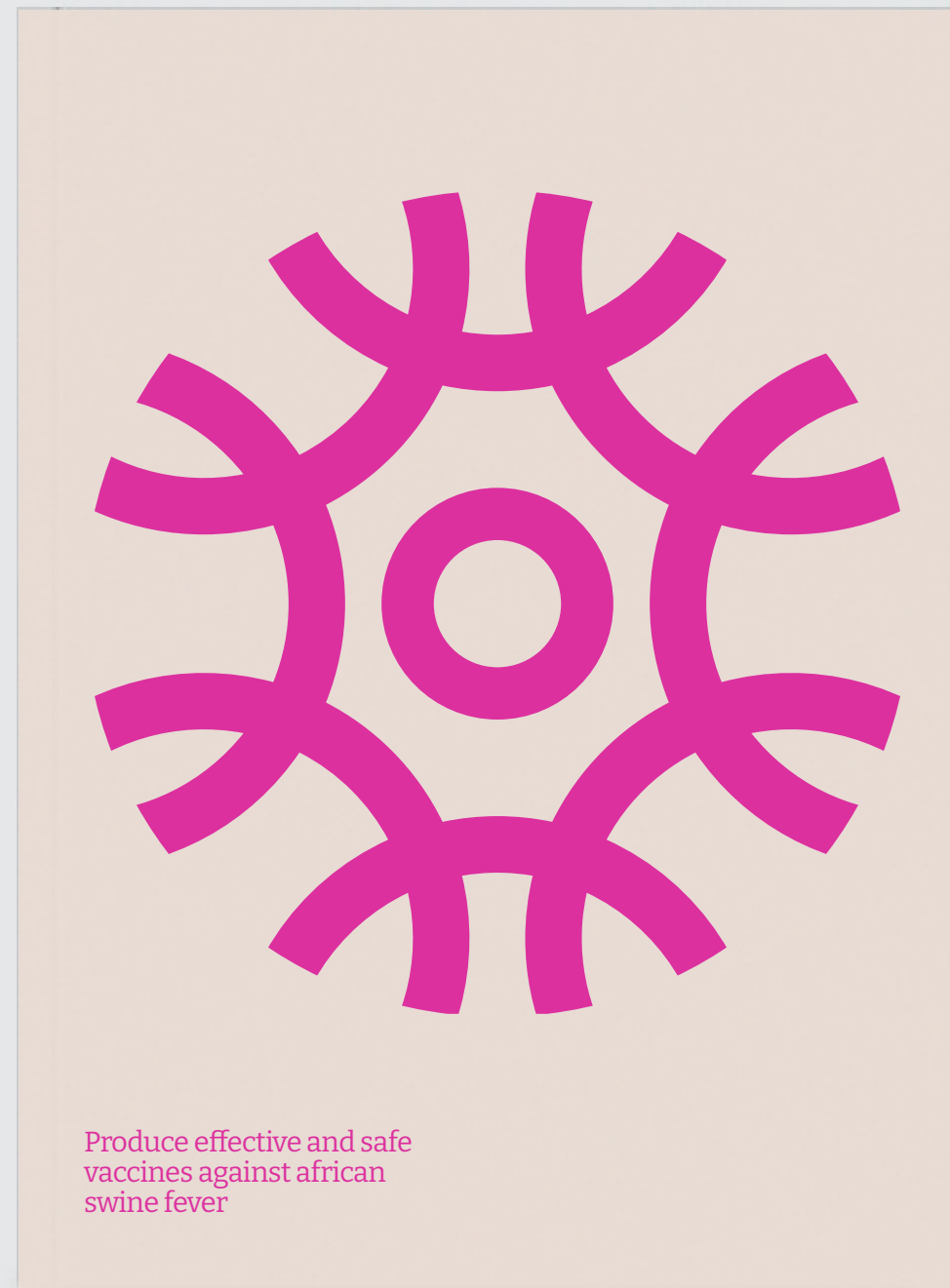
Conference badges



Rollup



Brochure, folders...



Page



