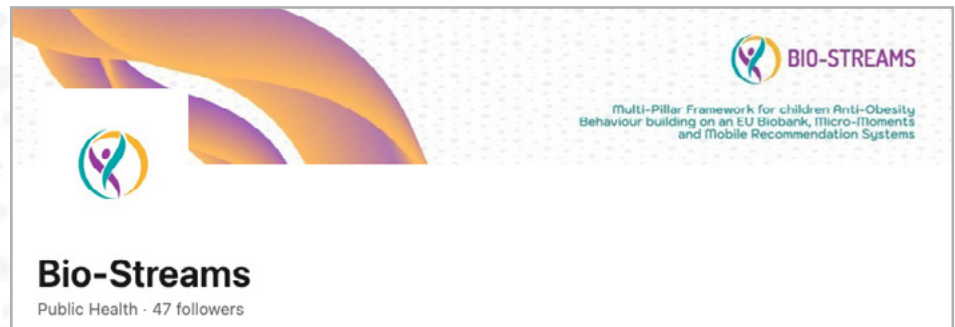# BIO-STREAMS

BRAND GUIDELINES

Version 1.0 | august 2023

WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.
This document lists and explains the visual identity elements of the BIO-STREAMS project. These are rules and values to help you create and compose visual designs using its identity.

Examples of BIO-STREAMS' brand identity across different outlets (Twitter and LinkedIn accounts, website).

LOGO

Main version of the BIO-STREAMS logo with some basic recommendations.

Main version

Clear zone

Icon version (for social media outlets)

Minimum size

10 mm

LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Grey shades version

Negative version

DOS AND DONT'S

Basic instructions on how to use the main logo - and its variations - over diferent types of backgrounds.

Dos

Don'ts

Negative version on high contrasted
background colour

Main version on image background
assuring high contrast

Not enough contrasted background

Not enough contrasted background

CORPORATE COLOURS

A main palette of three colours based on the logo colour scheme. Two more complementary greyscale colours complete the full BIO-STREAMS colour palette.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments. To change colours (icons or additional text), editors will find the corporate color palette in the templates.

Palette of corporate colors

Palette of secondary colors
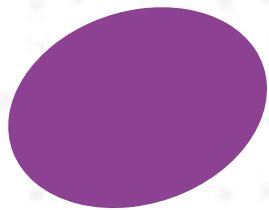
C54 M84 Y0 K0
R152 G58 B160
HEX #983aa0
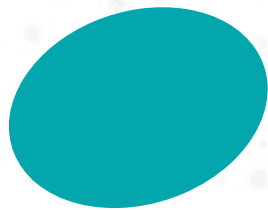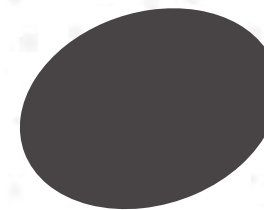
C76 M9 Y36 K0
R0 G166 B2172
HEX #00a6ac
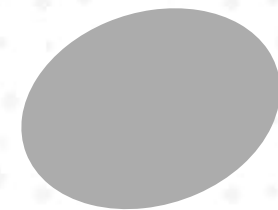
C2 M32 Y91 K0
R247 G182 B24
HEX #f7b618

C63 M57 Y51 K53
R72 G67 B69
HEX #484345

C0 M0 Y0 K43
R172 G172 B172
HEX #acacac

FONT TYPES

BIO-STREAMS' brand uses the open source fonts Kodchasan bold for headings and Montserrat for the body copy.

This applies to the website and all promotional material.

For presentations and deliverables, the system font Arial (only Regular and Bold versions) should be used instead to avoid missing font issues, as those documents are likely to be mainly edited outside design departments.

Headings (to be used on the website and all promotional material)

Kodchasan bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnop-qrstuvwxyz 1234567890

Body copy (to be used on the website and all promotional material)

Montserrat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Alternative Body copy and headings (to be used for presentations and deliverables)

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

EC ACKNOWLEDGEMENT

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, brochures, video, webiste, etc). Below you'll find a few examples of the elements to show in different positions.

Co-funded by
The European Commission

Co-funded by
The European Commission

Co-funded by
The European Commission

CONTACTS

For any questions regarding the BIO-STREAMS graphic assets and the uses you would like to make of them, do not hesitate to contact Miguel Alarcón at Martel Innovate:
miguel.alarcon@martel-innovate.com

All BIO-STREAMS graphic assets, including this brand guidelines and the fonts, can be downloaded on the repository of the project.