

BRANDBOOK

version 1
11th Jan 2024



BERTHA



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FULL COLOUR

VERTICAL

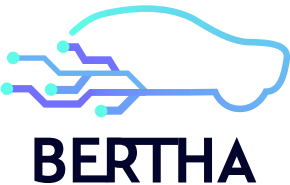
HORIZONTAL

NEGATIVE



main version

POSITIVE



MONOCHROME

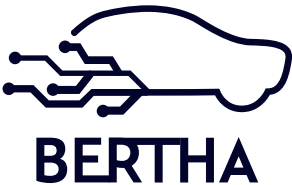
VERTICAL

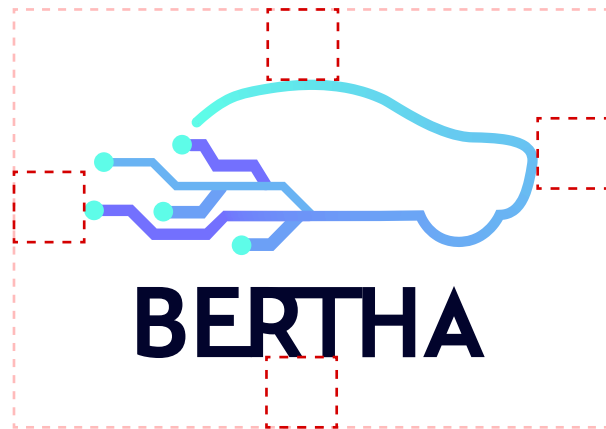
HORIZONTAL

NEGATIVE



POSITIVE





The project's logo must be **prominently displayed** in all documents, materials and equipment produced by the project, as a requirement for EU funding. This includes its presence in events that the project organises or participates in.

Use preferably the **main version** of the logo: full colour, vertical and negative.

Use the alternative **horizontal and positive versions** if they offer a better display.

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

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

Do not modify the logo and respect the **bounded free space** around it.

Always write the **project's acronym** in capital letters: BERTHA.



PRIMARY COLOURS

SECONDARY COLOURS



Dark Blue

#02042C
R2 G4 B44
C100 M93 Y46 K71



Fluor Purple

#7370FE
R115 G112 B254
C70 M60 Y0 K0



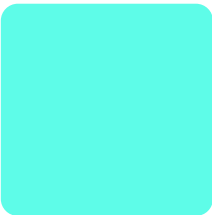
Deep Blue

#0131B9
R1 G49 B185
C96 M79 Y0 K0



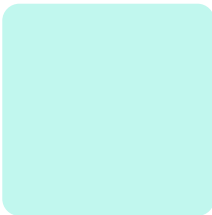
Dusty Blue

#6BA4F5
R107 G164 B245
C59 M30 Y0 K0



Fluor Aqua Blue

#5EFCE8
R94 G252 B232
C52 M0 Y24 K0



Light Aqua Blue

#C1F7EE
R193 G247 B238
C27 M0 Y13 K0

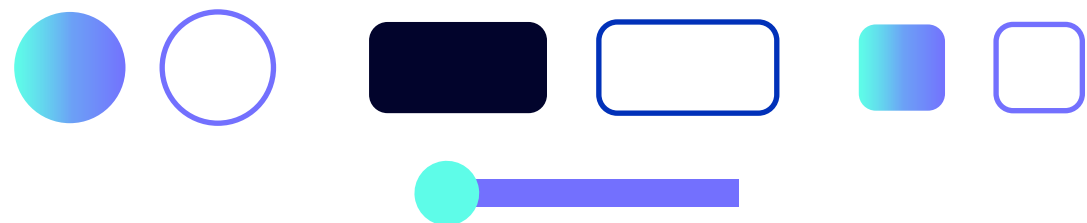
HEADLINES LEVEL 1	Qurillian Bold (capital)	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
HEADLINES LEVEL 2	Qurillian Bold	The quick brown fox jumps over the lazy dog.
RELEVANT TEXT	Montserrat Bold	The quick brown fox jumps over the lazy dog.
BODY TEXT	Montserrat Regular	The quick brown fox jumps over the lazy dog.

The use of other variants from the Qurillian and Montserrat font families is also permitted, when appropriate. This includes Qurillian Regular and Montserrat Thin, Light and **SemiBold**.

The font size and colour must be adapted to the context, using exclusively the brand colours and black/white.

SHAPES

Use preferably shapes with **rounded corners**, resembling the logo and car shapes (wheels).



IMAGES

When possible, images should match the **brand's colour range**, with a protagonism of blue, purple aqua blue shades. They should **express the concepts** of autonomous driving, human driving, technology, innovation, Europe... They must always be **copyright-free**, under the partner's responsibility.

ICONS

Icons should be preferably **bold and rounded**, and placed **over a circle** whenever possible, resembling the logo and car shapes.

Icons must use the **brand colours**, down bellow there are examples of good colour combinations. The preferable option is the gradient icon over a dark-blue circle.



main version





The **EU emblem** is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. No other visual identity or logo may be used to highlight EU support.

All communication activities related to the project (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as **any infrastructure, equipment, vehicles, supplies or major result** funded by the grant, must acknowledge EU support and display the **European flag (emblem)** and **funding statement** (translated into local languages, where appropriate).

The emblem must be in '**prominent display**', at least **1 cm high** and the **bounded free space** around it must be respected. It shall **not be modified or merged** with any other graphic element.

The **following disclaimer** must also be included in any public document or material of the project (such as 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 or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”

This disclaimer must appear next to the EU emblem and funding statement, written in a standard, easy-to-read font, preferably “Arial”.



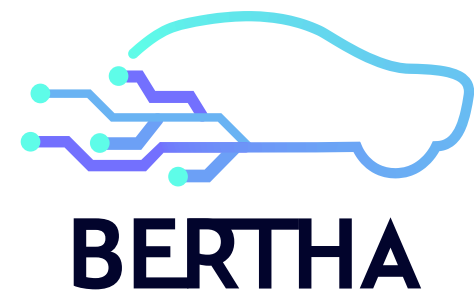
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More information at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en



It is not necessary to include all partners' logos in every project document or material. It is only mandatory to include the project's logo, together with the EU emblem and funding statement, as stated previously. Nevertheless, it is recommended that the partners' logos are present in relevant materials (the project's website, brochure, etc.).



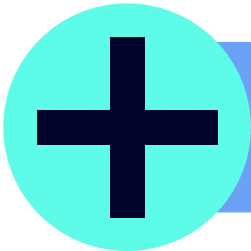
PARTNER 1 **PARTNER 2**
PARTNER 3 **PARTNER 4**
PARTNER 5 **PARTNER 6**



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In case you need to include the logos of all partners that take part in the project, they must be smaller in size than the project's logo, following this example.

The EU emblem must be displayed at at least the same size as the biggest logo.



If the project's logo is to be displayed together with the logo of another organisation or project, they must be both in the same size.



BERTHA

Thank you for your commitment

For more information, please contact:

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