



MOBILITIES
FOR EU

DESIGN AND BRAND MANUAL

MARCH 2024



Co-funded by
the European Union

01 CORPORATE LOG

Logo general and color variations

Logo clearspace



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LOGO

GENERAL

The logo consists of two components of the logo icon and logo title. While the icon can be separated from the logo, the title is never allowed to stand alone.

The general Logo

The MOBILITIES FOR EU Logo is usually used in color but there are some cases where you can't use the original logo.

1) The Logo Symbol

Symbolizes mobility and environmentfriendly transportation.

2) The Logo Title

Modern, modifacated font with high recognition value.



The logo also can be used vertically.
the logo icon should be above the logo title.

LOGO

COLOR VARIATIONS

Attention:

Use of any stylized, animated, hand-drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and project consistency.

LOGO DARK VERSION



May only be used on a light background if the colored version does not work.

LOGO LIGHT VERSION



May only be used on a dark background if the colored version does not work.

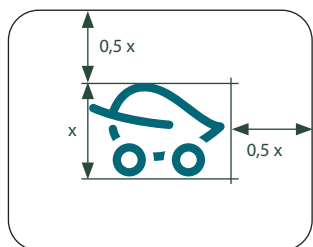
It is important to protect the logo from graphic elements and further objects. That can be ensured by the clear space, which is determined in the following.

The clear space of the logo is half of the total height both horizontally and vertically.

This results in an overall height that is 2 times higher than the logo itself.



CLEARSPACE SYMBOL



If only the icon is used, a clear space must also be maintained here, which is determined analogously to that of the logo.

SQUARE VERSION



The icon can be used as the square version of the logo.

E.g. if the regular version does not fit the layout or as a thumbnail/symbol of the project.

Please note, that the icon should be framed by an object as displayed on the left.

02 CORPORATE COLORS

Primary Colors, Color Tones

Do's and Dont's



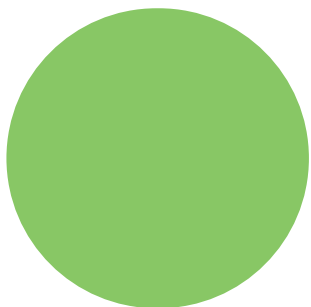
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COLORS

PRIMARY COLORS, COLOR TONES

The MOBILITIES FOR EU color palette contains two primary colors and two secondary colors.

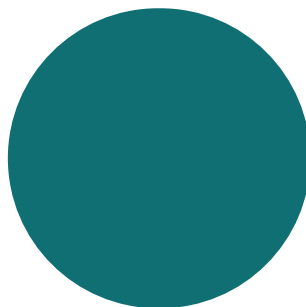
PRIMARY COLOR LIGHT



Color Codes

CMYK: 50 - 0 - 80 - 0
RGB: 148 - 195 - 86
Web: #94c356

PRIMARY COLOR DARK



Color Codes

CMYK: 85 - 33 - 45 - 23
RGB: 14 - 111 - 117
Web: #0e6f75

LIGHT GREEN

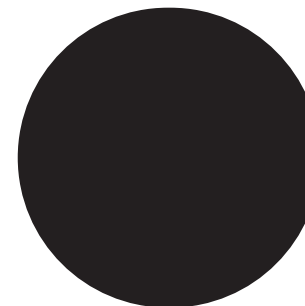


Color Codes

CMYK: 5 - 0 - 8 - 0
RGB: 246 - 249 - 241
Web: #f6f9f1

Do not use these colors in the first way. You can use these colors for a more interesting design with more color variations.

BLACK



Color Codes

CMYK: 0 - 0 - 0 - 100
RGB: 0 - 0 - 0
Web: #000000

COLORS

DO'S AND DONT'S

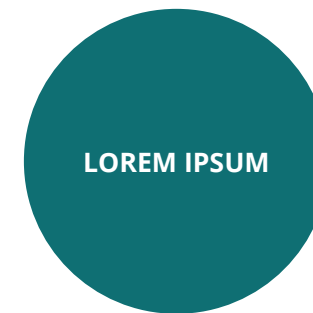
For good readability, there are some rules for the correct use of the MOBILITIES FOR EU colors.



Primary light and dark color and black may be used on a white background.



White, primary color dark green and black may be used on a light green background to provide sufficient contrast between background and text.

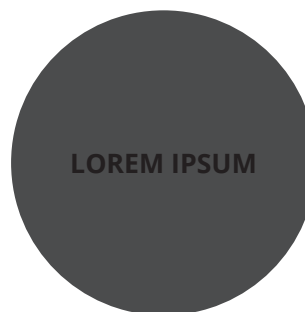


On a dark green background both white and light green text/symbols may be used.

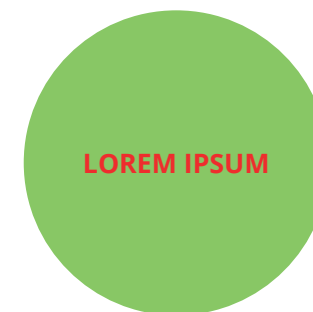
Please note, that only the project colors may be used within the project.

There is no case for other colors or color variations.

NOTE FOR MS WORD AND MS POWER POINT: Microsoft creates several color-variations for tables, SmartArts etc. Do not use these color-variations. Only use the CI-Colors.



The contrast between background and writing must always be guaranteed. Do not use a dark color on a dark background.



Do not use any other color than black or white for text/symbols on green background.

DO`S

DONT`S

03 CORPORATE FONTS

Primary Fonts, Fonts for Graphic Templates/Publications

Secondary Font

Alternative Font



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The primary font Open Sans used in the MOBILITIES FOR EU Logo and visualizes the project. It is also used in all graphic templates and publications for headlines. If the primary font is not available please use the alternative secondary font.

PRIMARY FONT
OPEN SANS

OPEN SANS

TYPE EXAMPLES

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The secondary font Nunito used in the MOBILITIES FOR EU Logo and visualizes the project. It is also used in all graphic templates and publications for headlines. If the primary font is not available please use the alternative secondary font.

SECONDARY FONT
NUNITO

NUNITO

TYPE EXAMPLES

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The alternative font is used when the primary font is not available (for example in Word documents or PowerPoint presentations). Since Calibri is one of the system fonts, it is preinstalled on every computer.

ALTERNATIVE FONT
CALIBRI

CALIBRI

TYPE EXAMPLES

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

For certain text sections and typographies, some rules should be followed to create a continuous and consistent image of the project. It does not matter whether it is the primary or secondary font.
The following rules apply for MS-Word and MS-PowerPoint.

Caption Text

10 pt Type - Fontweight: Light Italic
(PowerPoint: 16 pt Type)

Example for a Caption Text

Standard Text

12 pt Type - Fontweight: Light
(PowerPoint: 28 pt Type - Fontweight: Light)

Example for a Standard Text

Headline

16 pt Type - Fontweight: Bold - Capitals
(PowerPoint: 36 pt Type)

EXAMPLE FOR A HEADLINE

Title

36 pt Type - Fontweight: Bold - Capitals
(PowerPoint: 36 pt Type)

EXAMPLE FOR A TITLE

04 KEY VISUAL



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KEY VISUAL

The key visual represents the project and its content visually. It should be used wherever there is ample space. However, please ensure that the key visual occupies the entire area to maintain its impact.

Do not use it as a small image just to fill spaces, or against a dark background. It should only be used on a white or light green background.

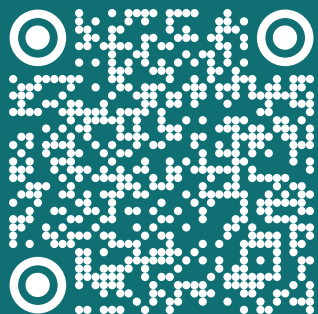
Examples for Use:

- As a cover Picture
(as in the Word Template)
- As a title picture
(as in the PowerPoint Template
or on Rollups)



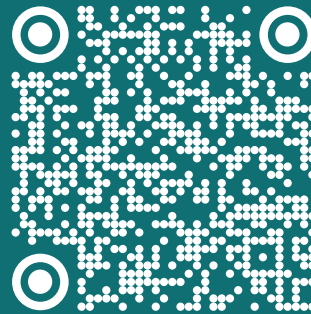
USE OF EU EMBLEM AND FUNDING STATEMENT

Please note, that there are some rules for the use of the EU Emblem in the context of EU Programmes 2021-2027.



Scan the QR-Code for more information or use the link below:

https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf



Scan the QR-Code to download the EU-Emblems or use the link below:

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