



Brand guidelines

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Logo - Primary Version

The EU Central logo consists of a graphic element (circles in shades of blue and burgundy) and the text logotype "EU Central" with the subtitle "Modelling Center for Quantum Technologies".



Primary version:

- Full colour
- For use on light backgrounds
- Primary form of visual communication for the project

Minimum logo height:

- 25mm (printed version)
- 100px (digital version)

Logo - Alternative Versions

Version on white background:

- Circles in full colour
- Text in dark blue and burgundy



Version on dark background:

- Circles in full colour
- Text in white



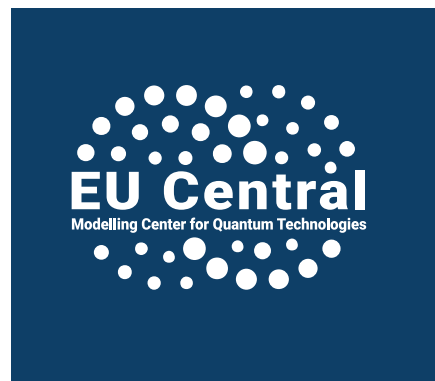
Monochromatic version:

- All elements in shades of grey
- For use in single-colour printing



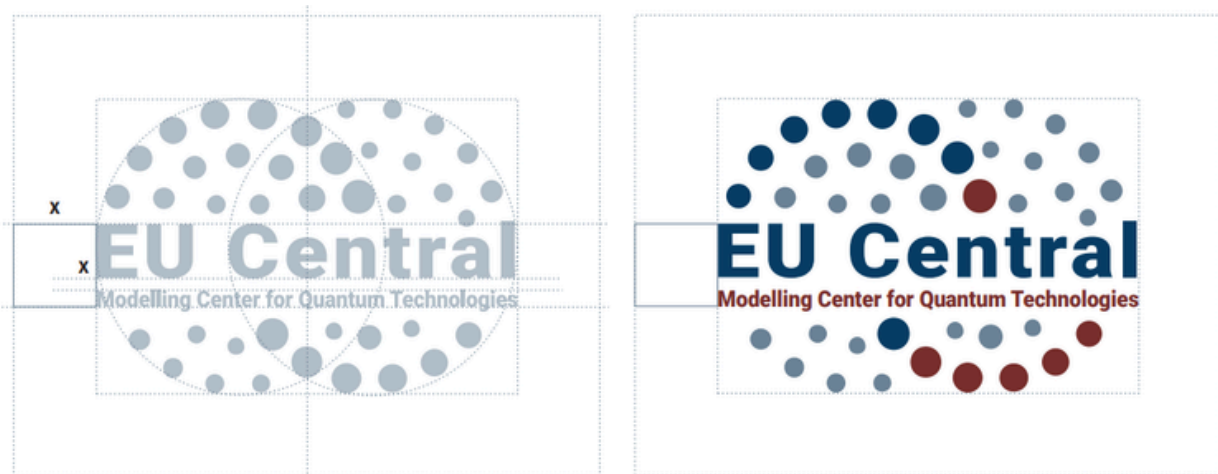
Negative version:

- All elements in white
- For use on dark backgrounds



Mark Construction and Clear Space

The clear space around the mark (the area that must remain free from other graphic and text elements) is determined by the combined height of the text in the logotype (dimension X).



Minimum space around logo:

- From each side: X

Usage rules:

- Do not place the logo closer than X from the page edge
- Do not place other graphic elements in the clear space
- Maintain legibility and integrity of the mark

Further information can be found in the brand book on the EU Central website.

Colour Palette - Primary Colours

Primary colours:

Dark blue:

HEX: 0e3f67

CMYK: 100, 78, 34, 23

RGB: 14, 64, 103



Blue-grey:

HEX: 6c8498

CMYK: 59, 38, 26, 9

RGB: 108, 132, 152



Burgundy:

HEX: 7a312e

CMYK: 31, 84, 76, 39

RGB: 122, 49, 46



Colour Palette - Secondary Colours

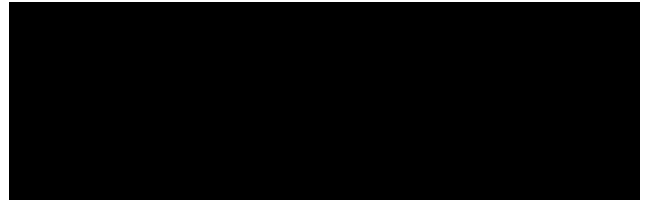
Secondary colours:

Black:

HEX: 000000

CMYK: 75, 68, 67, 88

RGB: 5, 6, 6



Dark grey:

HEX: 5f6364

CMYK: 55, 45, 44, 32

RGB: 95, 99, 100



Light grey:

HEX: 999c9d

CMYK: 37, 29, 29, 8

RGB: 153, 156, 157



White:

HEX: ffffff

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255



Typography

Font: Roboto

! " # \$ % & ' ()
* + , - . / 0 1 2 3
4 5 6 7 8 9 : ; < =
> ? @ 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 { | } ~

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black
Roboto Condensed Light
Roboto Condensed
Roboto Condensed Bold

Application in presentations:

Titles: Roboto Black (large size)

Subtitles: Roboto Thin

Body text: Roboto Regular

Emphasis: Roboto Bold

Captions and sources: Roboto Regular (smaller size, lighter shade)

The Roboto typeface is available free of charge from Google Fonts.

In case of technical limitations, Arial may be used.

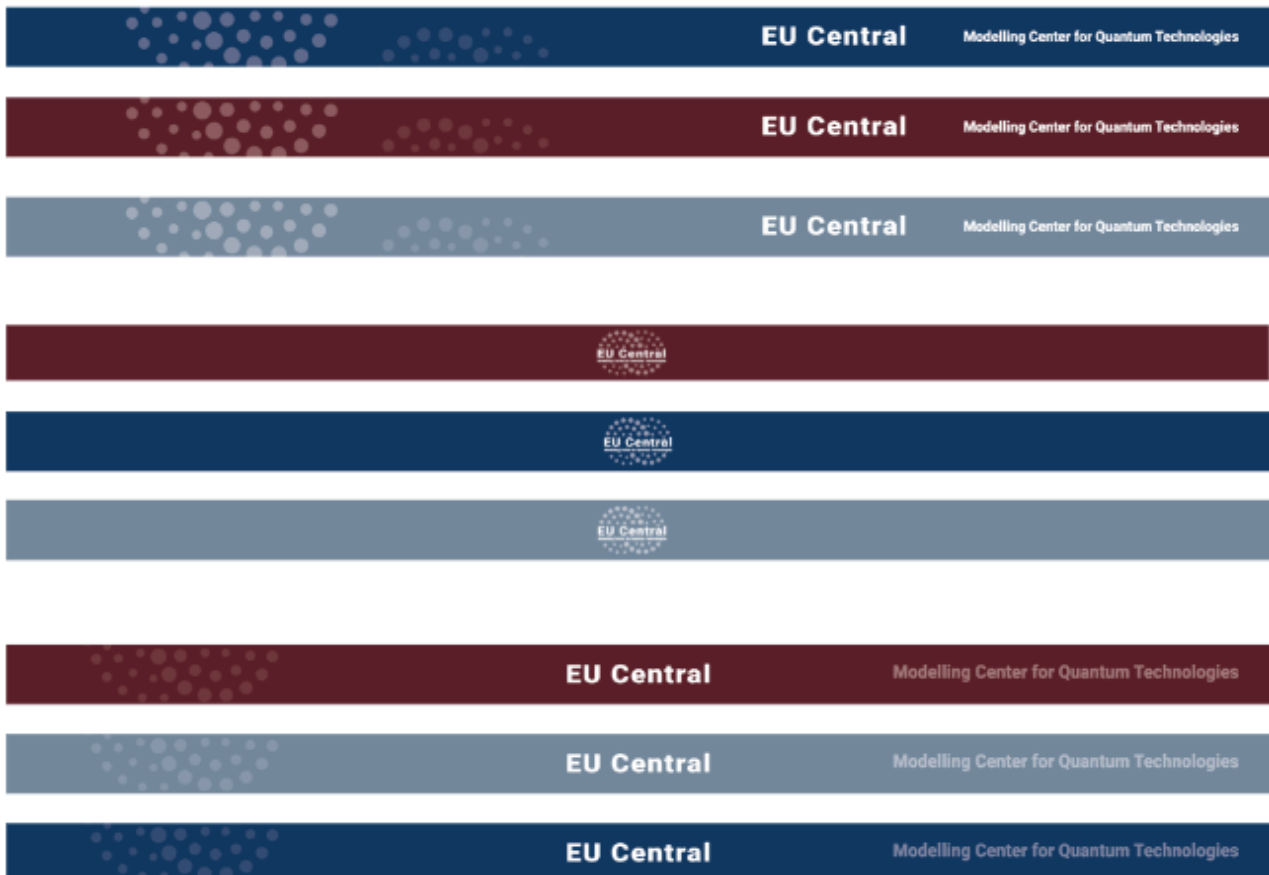
Graphic Elements for Presentations - Bars

Characteristic bars are used in presentations as distinguishing and structuring elements.

Usage rules:

- Bars may be vertical (left or right side) or horizontal (top or bottom)
- Contains EU Central logo
- Elements (text, graphics, charts) must not touch the bar

Available colours:



Graphic Elements for Presentations - Gradients

Gradients are used in presentations.

Usage rules:

- Smooth transitions from darker to lighter shades
- Use of colours from the primary palette
- Direction: top to bottom or left to right

Available colours:



Graphic Elements for Presentations - Backgrounds

Backgrounds with applied filters may be used in presentations.

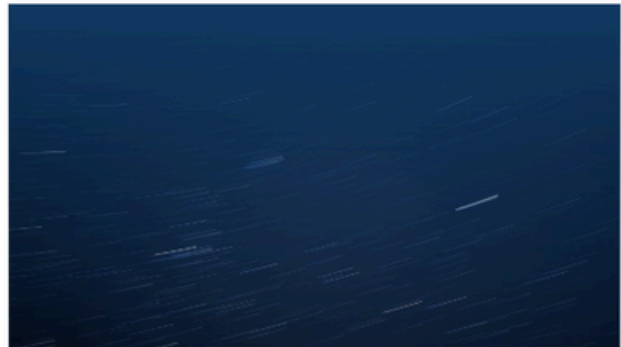
Usage rules:

- Photographic backgrounds with blue filter applied to maintain consistency
- Filter opacity: 70-90%
- Abstract patterns relating to quantum technologies

Permitted:

- Geometric patterns
- Images related to science, technology, research
- Graphics relating to quantum physics

Example backgrounds:



Use of Photography and Graphics

Photographs and graphics may be used in presentations whilst maintaining consistency with the project's visual identity. These elements should be modern and minimalist and used according to the following rules:

- Images should not extend beyond slide edges (except for divider slides)
- Safety margins must be maintained
- Use of photographs documenting actual project activities is recommended; avoid stock images with inauthentic posing
- Infographics should be clear and consistent with the project colour palette

Filters and processing:

- Application of blue filter (opacity 70-90%) to maintain consistency
- Option to use gradient as overlay
- Images should relate to science, research, technology

Frames and borders:

- Option to use frames in colours from the palette
- Frames only as borders or as fills
- Always maintain distance between frame edge and content

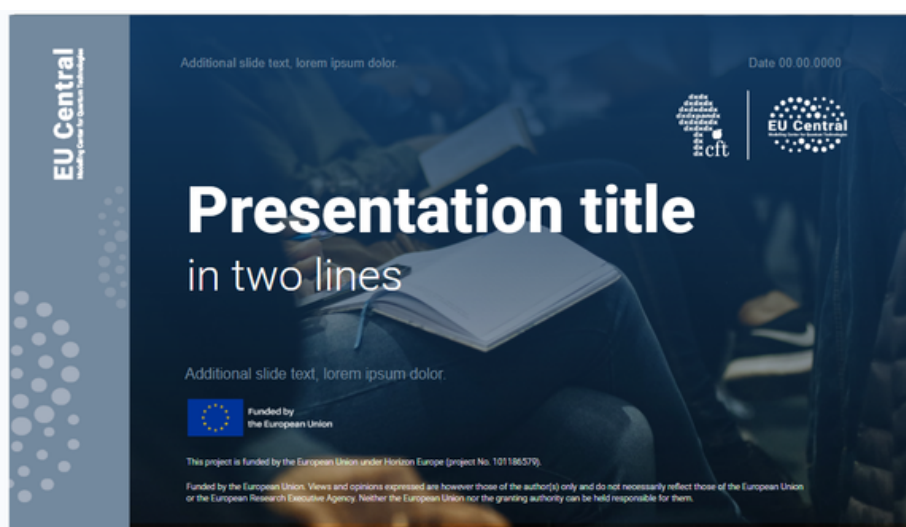
Slide Layouts - Title Slide

The title slide should contain the following elements:

- Vertical bar (left or right) or horizontal bar (bottom)
- CTP PAS logo (always placed first) in top right corner, next to or below EU Central logo
- Title: Roboto Black font, large size
- Subtitle: Roboto Thin font
- Additional text: Roboto Regular font, smaller size
- Date in top right corner
- EU logo with text "Funded by the European Union"
- Footer with funding information (mandatory):

This project is funded by the European Union under Horizon Europe (project No. 101186579).

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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Slide Layouts - Divider Slide

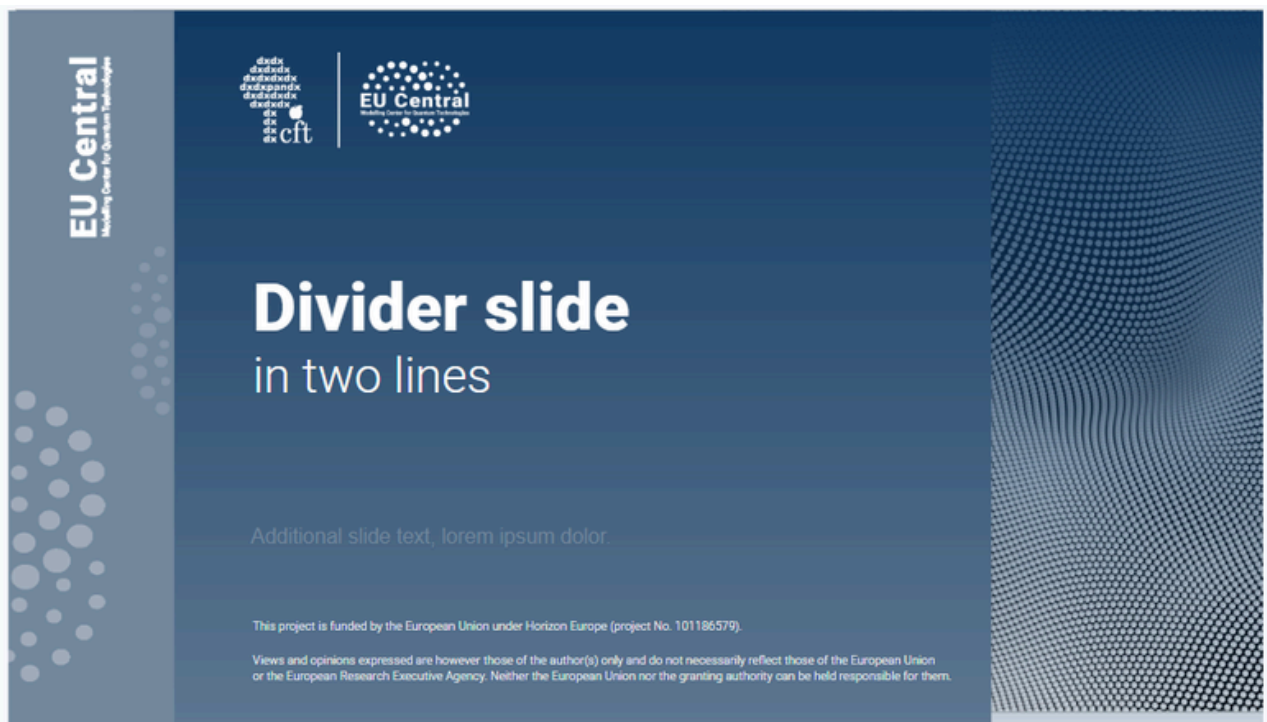
Divider slides should contain the following elements:

- Vertical bar with EU Central logo
- Large title: Roboto Black or Roboto Bold font
- Subtitle: Roboto Thin font
- Background: gradient or image with filter
- CTP PAS and EU Central logos

Application:

- Separating main presentation sections
- Introducing new topics
- Transition between parts

Funding information at bottom of slide (optional, if not present on every slide)



Slide Layouts - Content Slide

Slides forming the main part of the presentation should contain the following elements:

- Vertical or horizontal bar with EU Central logo
- CFT PAN and EU Central logos in top right corner
- (Optional) Date in top right corner
- Roboto Regular font

Composition rules:

- Maintain typographic hierarchy
- Do not overload slide - maximum 3-4 main elements
- Graphics and charts should be in frames or with subtle shadows

Additional slide text, lorem ipsum dolor.

Date 00.00.0000

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Slide Layouts - Closing Slide

The closing slide should contain the following elements:

- Vertical or horizontal bar with EU Central logo
- CTP PAS and EU Central logos
- EU logo with text "Funded by the European Union"
- Full funding information (mandatory)
- Roboto Black/Bold font

Background variants:

- With photograph (e.g. conference hall, audience) with blue filter applied
- With gradient
- Solid background in colour from palette

Additional slide text, lorem ipsum dolor.


Date 00.00.0000

Thank you

for your attention

Presentation team/credits:
Name Surname, Name Surname, Name Surname

nazwamail@mail.com

 Funded by the European Union

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EU Central Modelling Center for Quantum Technologies

Use of Other Logotypes

When it is necessary to use logotypes other than CTP PAS and EU Central (e.g. partners), the following rules apply:

- CTP PAS logo always first, EU Central logo second
- All logos should be optically similar in size, arranged in a grid
- Clear space must be maintained around each logo
- Colour consistency principle should be applied - all logos should be simultaneously in primary version or monochromatic/black and white
- European Union logo with funding information is mandatory, in accordance with EU graphic guidelines

Poster - Format and Structure

Format: A0 (841 × 1189 mm) or A1 (594 × 841 mm)

Orientation: Portrait (preferred) or landscape

Resolution: Minimum 150 dpi for print, 72 dpi for digital version

Poster Structure:

Header bar:

- Width: Full poster width
- Height: Approximately 150-200 mm (A0) or 100-150 mm (A1)
- Background colours: Consistent with visual identity or photograph with filter

Title:

- Font: Roboto Black, size 80-120 pt (A0) or 60-90 pt (A1)
- Colour: White (on dark background) or dark blue (on light background)

Subtitle:

- Font: Roboto Thin, size: 50-70% of title size

Additional header text:

- Font: Roboto Regular, size: 30-40 pt (A0) or 20-30 pt (A1)

Authors:

- Font: Roboto Regular, size: 24-32 pt (A0) or 18-24 pt (A1)
- Position: Bottom left corner of header

Logos:

- Position: Top right corner of header
- CTP PAS logo: Always in first place
- EU Central logo: Next to or below CFT PAN logo
- Logo height: Approximately 80-100 mm (A0) or 50-70 mm (A1)

Poster - Colour Scheme and Typography

Colour variants on the poster should be consistent with visual identity colours.

Margins and Content Layout:

External margins:

- Top: 50 mm (A0) or 30 mm (A1) - from bottom edge of header
- Bottom: 80 mm (A0) or 50 mm (A1) - space for footer
- Sides: 40 mm (A0) or 30 mm (A1)

Internal margins (inside boxes):

- Minimum 20 mm (A0) or 15 mm (A1) from box edge to text
- Maintain margin consistency in all elements

Body text:

- Font: Roboto Regular
- Size: 28-36 pt (A0) or 20-28 pt (A1)
- Line spacing: 1.3-1.5
- Justification: Left or fully justified

Captions under graphics/sources:

- Font: Roboto Regular
- Size: 20-24 pt (A0) or 16-20 pt (A1)
- Colour: Dark grey

Emphasis:

- Font: Roboto Bold
- Burgundy or dark blue colour may be used for accents
- Underlining in colours from the palette may be used

Poster - Photography and Graphics

General rules:

- Photographs may be placed inside or outside boxes
- Preferred: Authentic images from project activities; avoid stock images
- Maintain safety margin around images

Filters and processing:

- For visual consistency: Application of blue filter (opacity 70-90%)
- Option to use gradient as overlay on images
- Images should relate to science, technology, research

Charts and infographics:

- Clear, consistent with project colour palette
- Legible axes and labels
- Legends in Roboto Regular
- Maintain professional, academic character



Poster - Footer

The footer is a mandatory element and should contain:

European Union logo:

- Position: Left side of footer
- Logo with EU flag + text "Funded by the European Union"
- Height: Approximately 40-50 mm (A0) or 30-40 mm (A1)

Funding information text (mandatory):

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