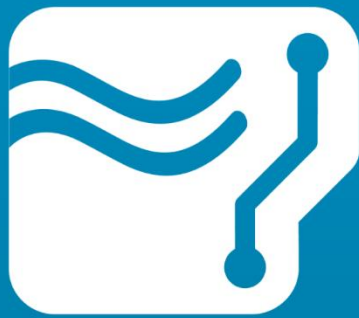




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INESCTEC
OCEAN

Brand Guidelines



Logo versions

Table 1: INESCTEC.OCEAN logo versions and uses

Image	Version	Use
	Standard Version (V1): INESCTEC.OCEAN logo with transparent background	General use (digital media and promotional materials)
	Black Version (V2): INESCTEC.OCEAN logo in black	Mostly used in digital media, when in need of contrast and non-coloured promotional materials
	White Version (V3): INESCTEC.OCEAN logo in white	Mostly used in digital media, when in need of contrast and non-coloured promotional materials



Rules for logo application

Background

- The standard version of the logo must be used, mainly, on a white, black, or light-coloured background.
- On a white background, one may use the standard version or the black version.
- On a black background, one may use the standard version or the white version (recommended).
- In case of a blue background, it is recommended to use the white version.
- In case of a coloured/busy background, there must be enough contrast: the standard version may be used, but it is suggested to utilise the black or white version.

Positioning

- On digital media, mainly pictures and video, it is recommended that the logo be placed in the top right corner.
 - However, positioning may differ in certain cases, such as video intros and outros, for example.
- On the cover of flyers and supporting documents, the logo must be visible and centralised.
 - On other promotional materials, such as contact cards or posters, the logo can be positioned in one of the corners, depending on the contents and the context of communication.

Minimum distance and proportions

- The logo must have top, bottom and side safety margins, so as to be easily readable.
- If the logo is used with other logos (EU emblem, partners' logos) it should have the same size as the others.



- The logo must be resized proportionally to the context and the contents presented, either being promotional materials or digital media.

Logo modifications

- The INESCTEC.OCEAN logo must not undergo any modifications related to:
 - Colour
 - Including/excluding graphic elements
 - Cropping, rotation or distortion
 - Minimal resolution
- The only accepted changes are related to positioning, resizing, and shadows (recommended only when faced with difficulties on symbol-background distinction).

Linguistic conventions

The centre's name should always be written in capital letters and with a dot/period in between designations, as the following representation:

INESCTEC.OCEAN



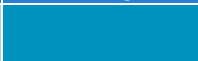




Colour palette

The colour palette of the standard INESCTEC.OCEAN logo is based on INESC TEC's visuals. These settings must be consistent across all communication, to ensure a coherent and recognisable brand identity. These colours may also be used in design and textual elements.

Three colour codes are provided for different materials:

- CMYK (full colour printing)
- RGB (desktop publishing, such as Word, PowerPoint and web apps)
- Hexadecimal (web publications; can as well use RGB)

Table 2: INESCTEC.OCEAN colour palette

	Colour	RGB	CMYK	Hexadecimal	Colour example
Logo colours	Blue	0, 145, 191	95, 23, 21, 0	#0091bf	
	Light Blue	99, 199, 235	79, 0, 16, 0	#63c7eb	
Other design uses	Blue #2	0, 139, 189	81, 30, 11, 0	#008BBD	
	Medium Blue	1, 114, 153	86, 42, 23, 7	#017299	
	Deep-Sea Blue	0, 58, 78	98, 65, 45, 44	#003A4E	

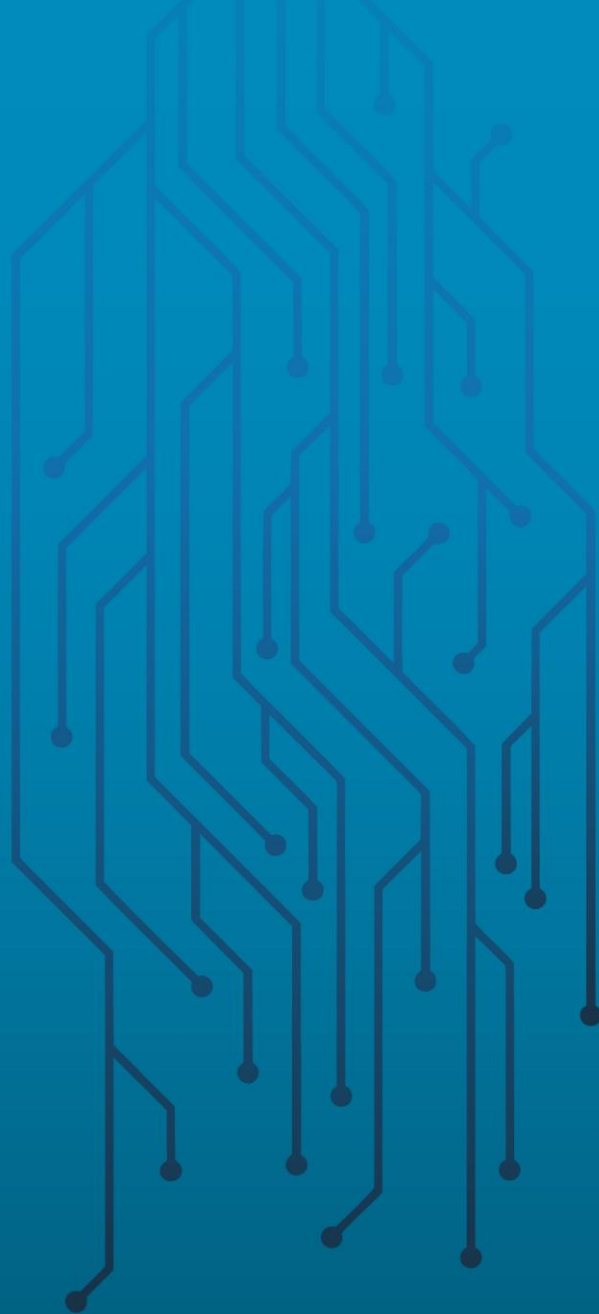


Use of the EU emblem and disclaimers

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and 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): “This project received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N° 101136903”.

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.





www.inesctecocean.pt

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inesctecocean@inesctec.pt



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