



**INESCTEC**  
**OCEAN**

## Brand Guidelines



**Funded by  
the European Union**

This project received funding from  
the European Union's Horizon Europe  
research and innovation programme  
under grant agreement N° 101136903



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Fundação  
para a Ciência  
e a Tecnologia



**2021  
2030** United Nations Decade  
of Ocean Science  
for Sustainable Development

# INESCTEC.OCEAN logo

INESCTEC.OCEAN's logo tries to strike a balance between INESC TEC's imagery and the unique identity of the project. To be easily recognisable and comprehended, the brand's symbol is based on the well-established INESC TEC logo.

To emphasise the Centre of Excellence's research focus, the logo presents not only a typographic element pointing to the sea – the "OCEAN" element of the logo – but also two waved lines, complemented by INESC TEC's circuit icon: a symbiosis of technology and the marine ecosystem.



# Logo versions

## Standard version

For general use (digital media and promotional materials)



## White version

When in need of contrast with, preferably, dark backgrounds



## Black version

When in need of contrast with, preferably, light backgrounds



# 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 or the black versions

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 versions

## Minimum distance and proportions

The logo must have a top, bottom, and side safety margins, so as to be easily readable

If the logo is used with other logos (EU emblem, partners' logos, etc) 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

# Rules for logo application

## 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)

# Colour palette


The colour palette of the standard INESC TEC.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)

	Colour	RGB	CMYK	Hexadecimal	Example
<b>Logo</b>	Blue	0, 145, 191	95, 23, 21, 0	#0091bf	
	Light Blue	99, 199, 235	79, 0, 16, 0	#63c7eb	
<b>Other design uses</b>	Blue #2	0, 139, 189	81, 30, 11, 0	#008BBD	
	Medium Blue	1, 114, 153	86, 42, 23, 7	#017299	
	Deep-Sea Blue	9, 58, 78	98, 65, 45, 44	#003A4E	

# Other concerns

## 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**

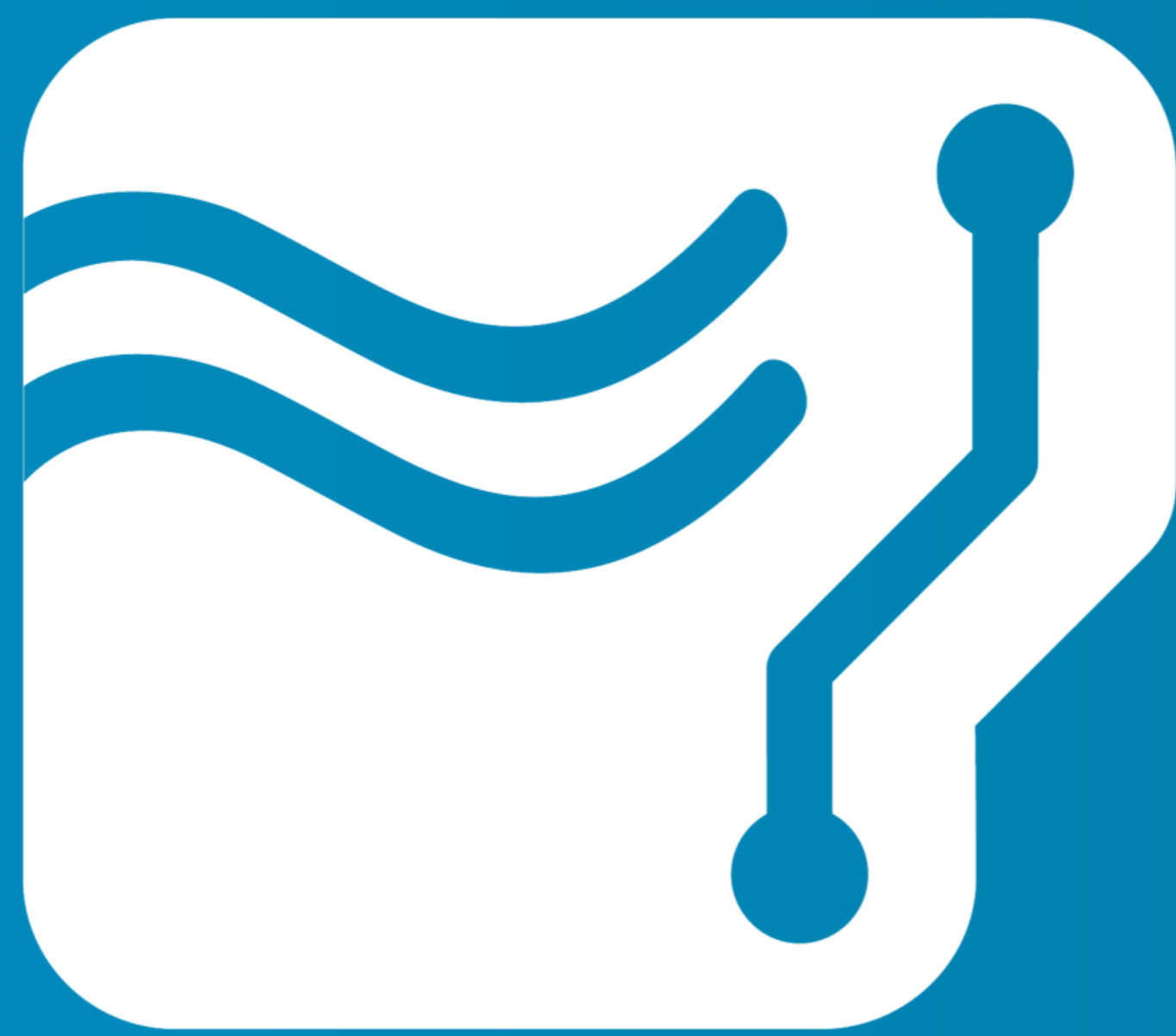
## Use of the EU emblem and disclaimers

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.

In case of doubt or other enquiries, please contact:

[inesctecocean@inesctec.pt](mailto:inesctecocean@inesctec.pt)



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