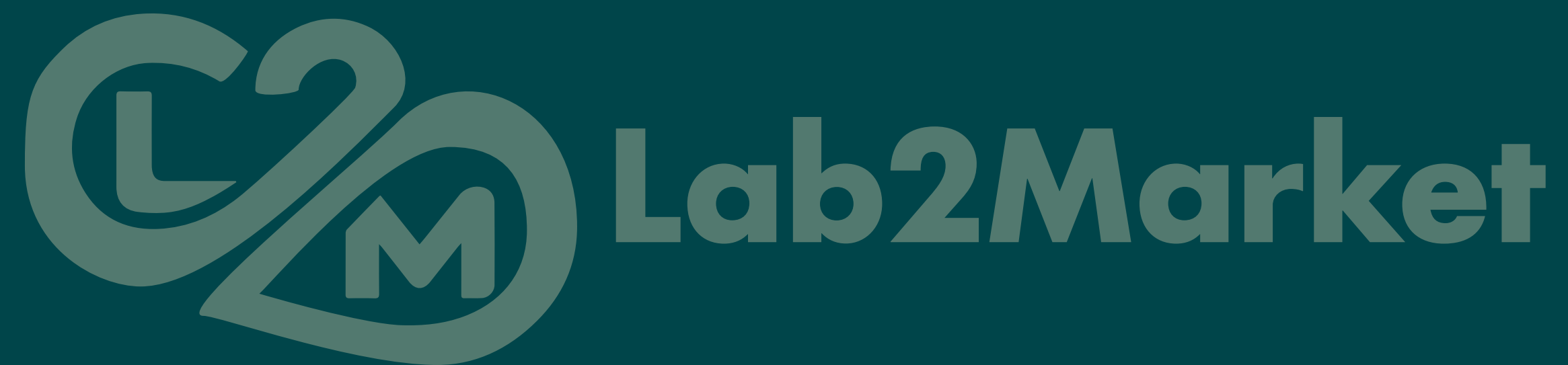


Brand Presentation + Guidelines

# Logo System



# Type System

**FUTURA®100**  
**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**

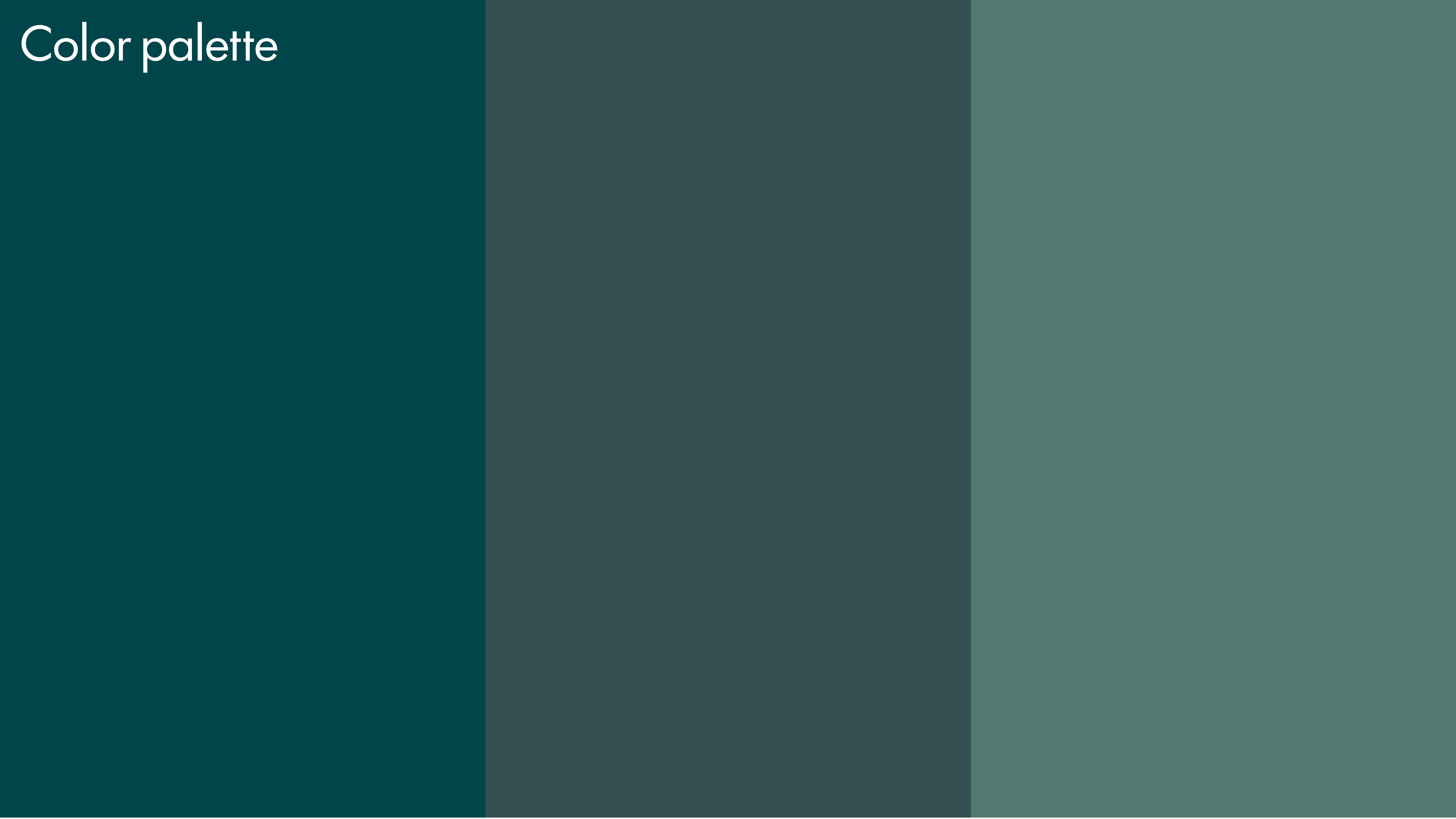
**1 2 3 4 5 6 7 8 9 0**

FUTURA®100  
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

1 2 3 4 5 6 7 8 9 0



# Color palette





We de-risk the commercial potential of Twente's deeptech research ecosystem by deploying young ambitious talent with a technical business background. By training 4TU graduates to validate markets, we offer affordable, high-quality business development that bridges the gap between lab innovation and market product.

