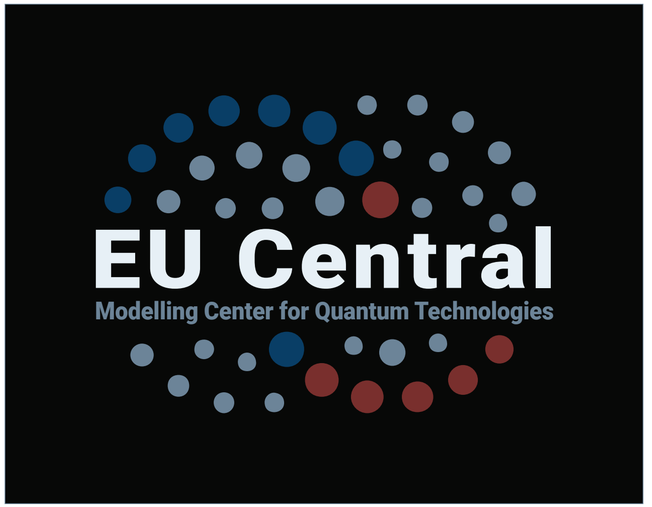
EU CENTRAL | MODELLING CENTER FOR QUANTUM TECHNOLOGIES

BRAND BOOK

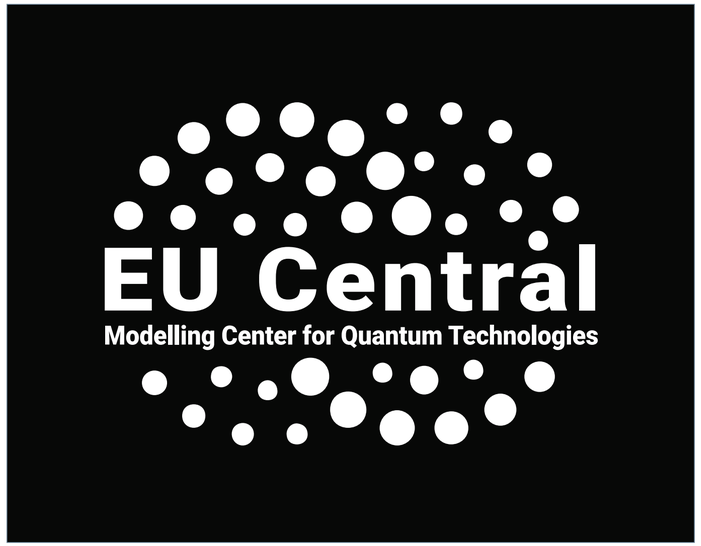
Table of Contents:

2 LOGO | Basic Version
3 LOGO | White/Black Version; Monochromatic Version
4 Logo Construction and Safe Space
5 Color Palette
6 Typography
7 Unacceptable Modifications

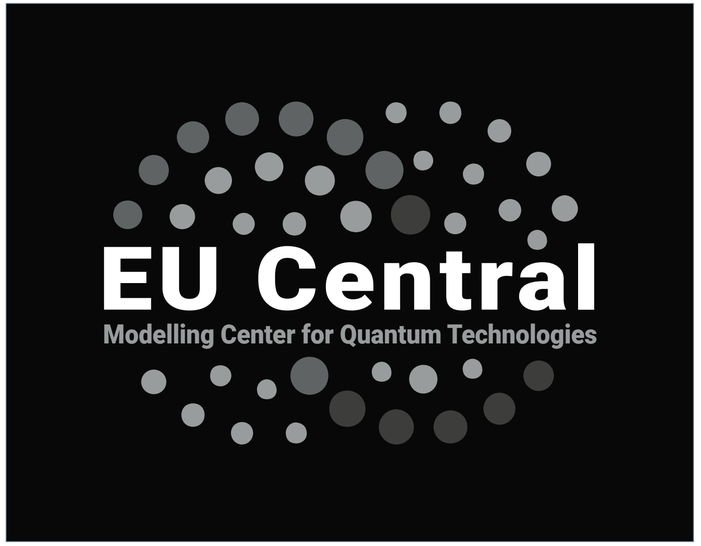


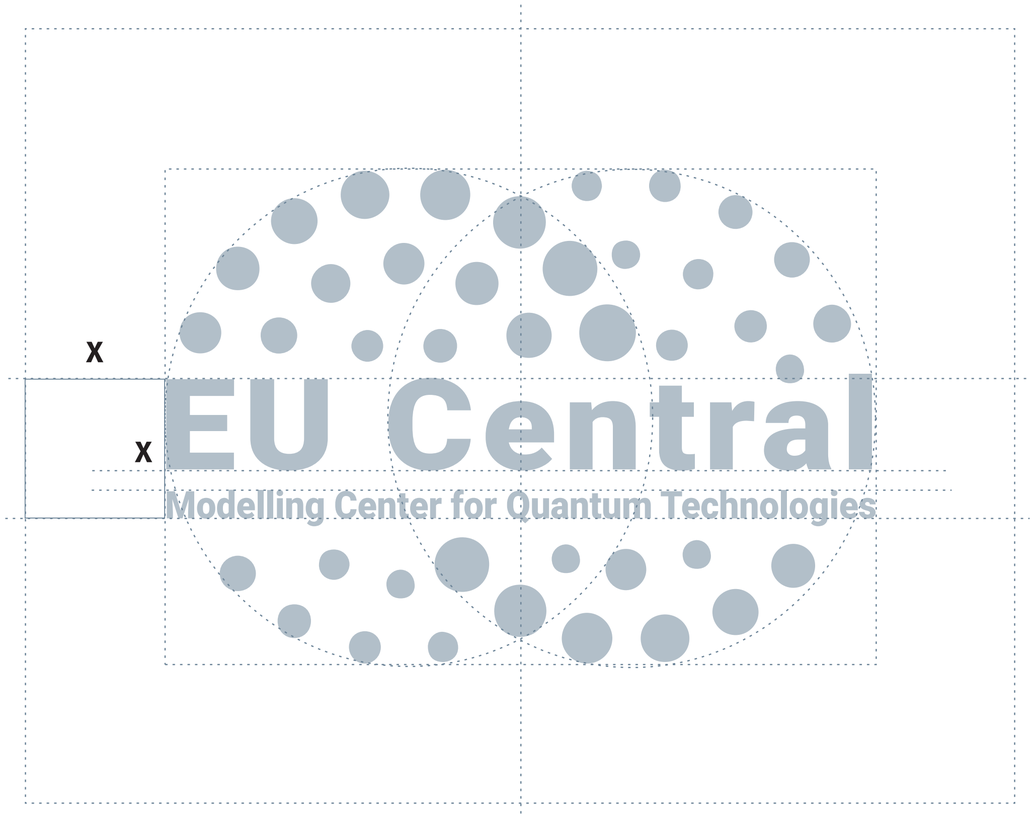
LOGO | Basic Version

LOGO | White/Black Version



LOGO | Monochromatic Version





Logo Construction and Safe Space

Protective Area of the Logo (The area that must remain "clean"; the safe distance of the logo from other objects in the composition) is defined by the height of the typographic area of the logo (dimension X, visible in the diagram above).

Color Palette

HEX: 6c8498
CMYK: 59, 38, 26, 9
RGB: 108, 132, 152

HEX: 0e3f67
CMYK: 100, 78, 34, 23
RGB: 14, 64, 103

HEX: 7a312e
CMYK: 31, 84, 76, 39
RGB: 122, 49, 46

HEX: 000000
CMYK: 75, 68, 67, 88
RGB: 5, 6, 6

HEX: 5f6364
CMYK: 55, 45, 44, 32
RGB: 95, 99, 100

HEX: 999c9d
CMYK: 37, 29, 29, 8
RGB: 153, 156, 157

HEX: ffffff
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Typography

Font: Roboto

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

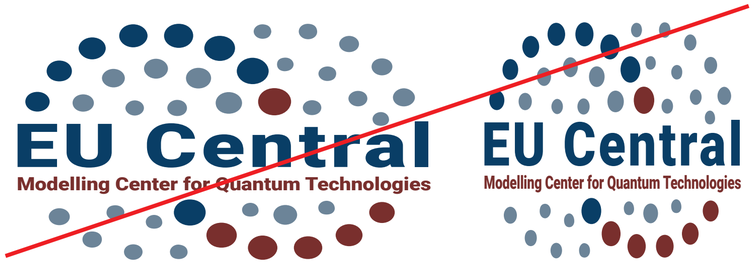
Roboto Black

Roboto Condensed Light

Roboto Condensed

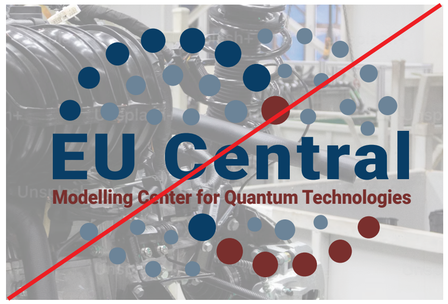
Roboto Condensed Bold

Unacceptable Modifications

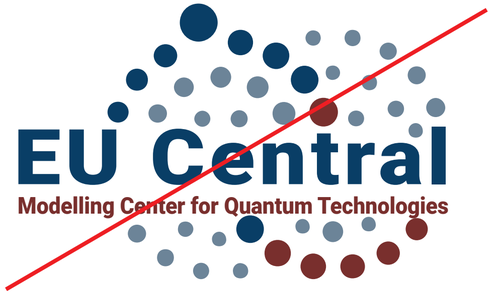


Distortion

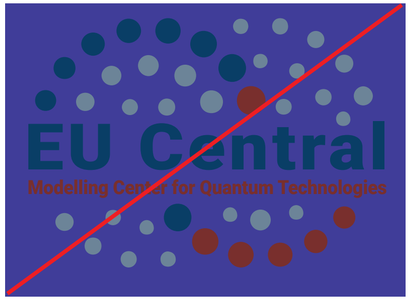
Shadow



Using the Logo on an image with a lot of details



Incorrect proportions



Illegibility, using an incorrect color version of the logo

Incorrect color scheme

Incorrect safe space