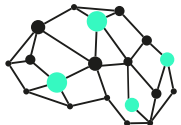


A decorative graphic on the left side of the page consisting of a network of black dots connected by thin black lines, forming a complex, web-like structure.

# <IMPACT>

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## BRAND GUIDELINES



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871275. Neither the European Commission (EC) nor any person acting on behalf of the Commission is responsible for how the following information is used. The views expressed in this document are the sole responsibility of the authors and do not necessarily reflect the views of the EC.



# INTRODUCTION

Below, the **IMPACT EdTech brand** is standardised and the common elements that constitute its new visual identity are established.

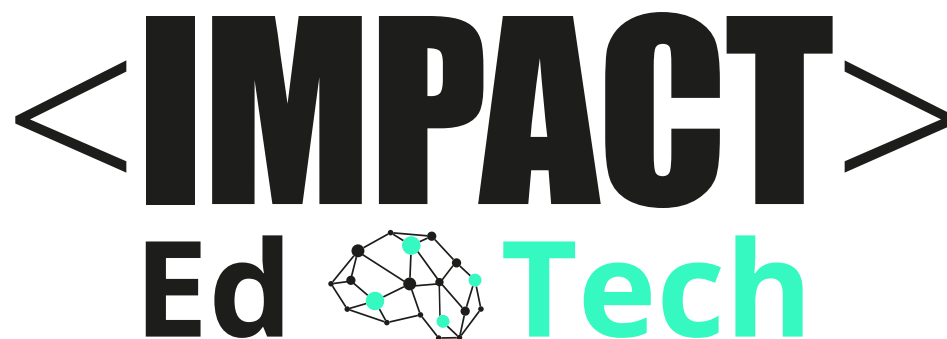
It is important to underscore the need to correctly and meticulously apply these basic design norms to ensure that the identity prevails.

The users of this manual are invited to become the main promoters of EdTech's new image, assimilating the values presented here and applying their own criteria with the necessary discipline to build a solid, consistent global image.

A decorative graphic on the left side of the slide, consisting of a network of black dots connected by thin black lines, forming a complex, web-like structure. One dot is highlighted with a solid teal circle.

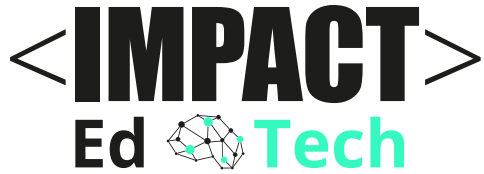
## LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



RGB

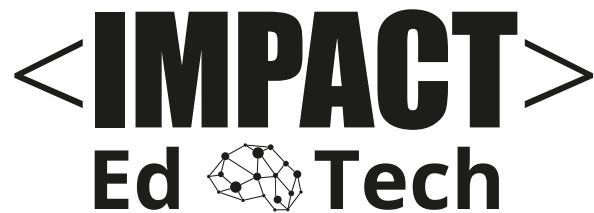
CMYK



### Primary Logo

This is the positive version which we will use it as the principal logo

---



RGB

CMYK



### Secondary Logo

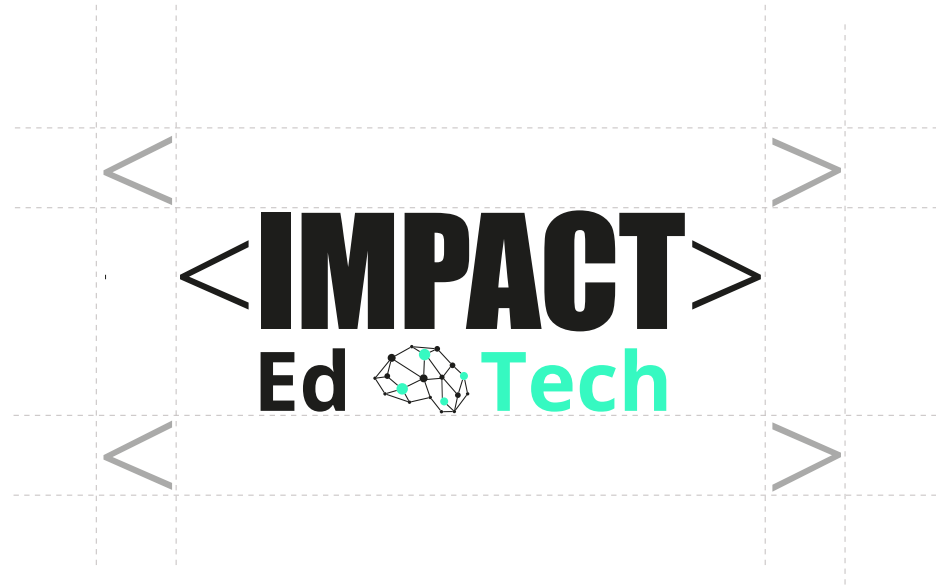
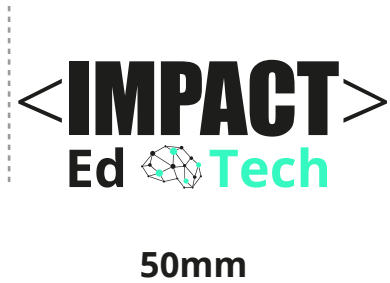
This is the negative version which we will use it with black background

---



### Exceptional Version

We can use a full black/white logo version with exceptional backgrounds like colorful images which complicate the visibility of the logo



### **Brand Visibility**

The IMPACT EdTech logo can be reproduced at any size bigger than 50mm wide, without losing its image quality, as long as it is in vector format. Note that the logo must always be scaled proportionally to its height and width.



## COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.



## BLACK

The corporate colours are black and white. Their exact use depends on the media in question.

**RGB:** 0/0/0

**CMYK:** 0/0/0/100

**HEX:** #000000

---



## WHITE

The corporate colours are black and white. Their exact use depends on the media in question.

**RGB:** 255/255/255

**CMYK:** 0/0/0/0

**HEX:** #FFFFFF

---



## GREEN

The secondary colour is green, which is applied to complement the main colours.

**RGB:** 54/249/193

**CMYK:** 40/0/29/0

**HEX:** #36F9C1



# TYPOGRAPHY

The primary typeface is **Open Sans** with a secondary **Impact** to complement the primary and use it for titles .

These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.



Open Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Open Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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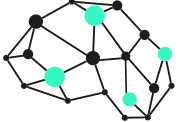
**IMPACT**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

# <IMPACT>

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