PROJECT BRANDBOOK

Defining and standardising the ORBIT image to achieve a cohesive and uniform visual identity

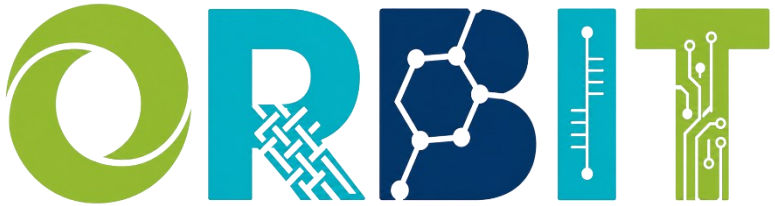
Funded by the European Union

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WITHOUT DESCRIPTOR

WITH DESCRIPTOR

POSITIVE





NEGATIVE







main version





5 cm



3 cm

The ORBIT project logo must be prominently displayed on project documents, materials and equipment, and in communication and dissemination activities.

Use the positive logo on white or very pale backgrounds. Use the reversed white version on dark or visually complex backgrounds.

Choose the version with PEF • CIRCULARITY • ECO-DESIGN when the descriptor helps explain the project. Use the version without wording where space is limited or ORBIT is already clearly identified.

Always:
- use the supplied artwork without redrawing or recolouring it;
- preserve clear space around the logo;
- maintain the original proportions;
- ensure strong contrast with the background.

Do not reproduce the full horizontal logo below 5 cm wide in print. For smaller applications, use the O icon and check that all details remain clear.

Always write the project acronym in capitals: ORBIT.

ORBIT: LOGO ON BACKGROUNDS



ORBIT: BRAND COLOUR PALETTE

The colour palette is an important part of ORBIT's visual identity and should be reproduced as accurately as possible.

- Use the five approved colours consistently across printed and digital materials.

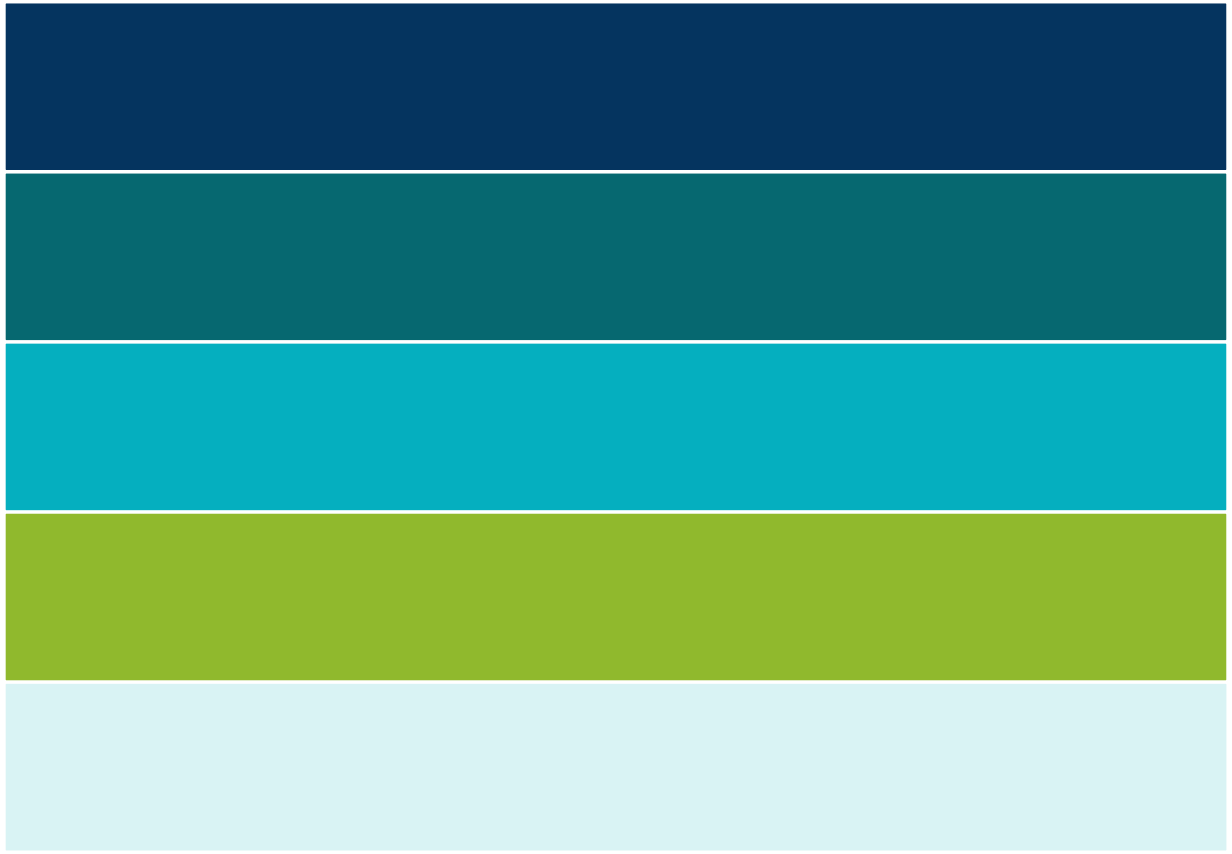
COLOUR 1 — NAVY
HEX: #05345F
RGB: 5 / 52 / 95
CMYK: C 95% M 45% Y 0% K 63%

COLOUR 2 — DARK TEAL
HEX: #066870
RGB: 6 / 104 / 112
CMYK: C 95% M 7% Y 0% K 56%

COLOUR 3 — CYAN TEAL
HEX: #05AFBF
RGB: 5 / 175 / 191
CMYK: C 97% M 8% Y 0% K 25%

COLOUR 4 — GREEN
HEX: #90B92D
RGB: 144 / 185 / 45
CMYK: C 22% M 0% Y 76% K 27%

COLOUR 5 — PASTEL TEAL
HEX: #D9F3F4
RGB: 217 / 243 / 244
CMYK: C 11% M 0% Y 0% K 4%



ORBIT: TYPOGRAPHY

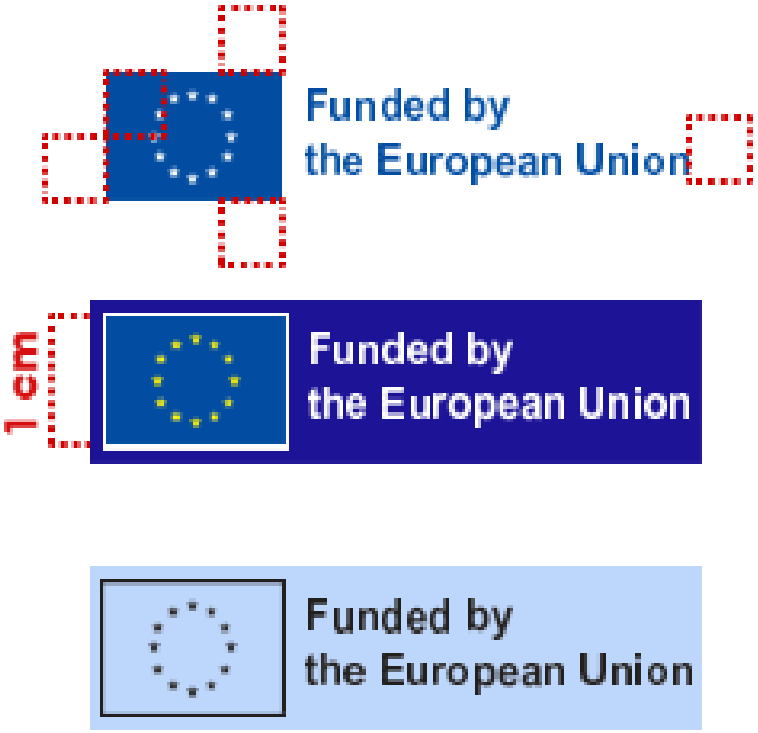
- Typography is an essential part of ORBIT's visual identity. To standardise internal and external communications, Century Gothic is the approved brand typeface. Use its regular, bold and italic weights to create a clear hierarchy.

main typography
CENTURY GOTHIC

REGULAR	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890
BOLD	**ABCDEFGHIJKLM NOPQRSTUVWXYZ** **abcdefghijklm nopqrstuvwxyz** **1234567890**
ITALIC	*ABCDEFGHIJKLM NOPQRSTUVWXYZ* *abcdefghijklm nopqrstuvwxyz* *1234567890*

The font size and colour must be adapted to the context, using exclusively the **brand colours** and **black/white**.

ORBIT: ACKNOWLEDGEMENT OF EU FUNDING



The EU emblem is the principal visual brand used to acknowledge and ensure the visibility of EU funding. No other visual identity or logo may be used to highlight EU support.

ORBIT materials must display the EU emblem with the wording 'Funded by the European Union' and identify Grant Agreement No. 101291795.

The emblem must be prominently displayed. Its minimum height is 1 cm, except on very small items where a smaller reproduction may be necessary.

Do not modify or merge the emblem, and keep its protected clear space free.

Alongside other logos, the EU emblem must be at least the same size as the largest logo.

DISCLAIMER

The following disclaimer must also be included in any public document or material of the project (such as publications, website, brochures, videos, posters, briefs, factsheets...):

"Funded by the European Union under grant agreement no. 101291795. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them."

This disclaimer must appear next to the EU emblem and funding statement in a clear, legible font. In ORBIT materials, use Century Gothic or Arial (also see the final slide).



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More information:
commission.europa.eu/funding-and-tenders/managing-your-project/communicating-and-raising-eu-visibility

COMBINING DIFFERENT LOGOS

It is not necessary to include all partners' logos in every project document or material. It is only mandatory to include the project's logo, together with the EU emblem and funding statement, as stated previously. Nevertheless, it is recommended that the partners' logos are present in relevant materials (project posters, rollup, brochure, etc.)

ORBIT

PEF • CIRCULARITY • ECO-DESIGN

Loremlogo loremlogo LOREMLOGO
loremlogo loremlogo LOREMLOGO

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If you need to include the logos of all the project partners, they must be smaller in size than the project's logo, following the example above

The EU emblem must be displayed at least the same size as the biggest logo

If the project logo is to be displayed together with the logo of another organisation or project, they must be the same size.

PEF • CIRCULARITY • ECO-DESIGN

Thank you for protecting the ORBIT identity

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