SAFphyre

PUBLIC

Deliverable 9.1 Branding Toolkit

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Dissemination level	
X	PU – Public (fully open; automatically posted online)
	SEN – Sensitive (limited under the conditions of the Grant Agreement)

Executive Summary

A branding identity has been established for the SAFphyre project, including a logo design, colour scheme, deliverable/report Word document template, and presentation template. The branding identity will be used across all external communications for the project – website, social media, public presentations, etc. – to give a consistent and recognizable look for the project and all publicly shared results.

The template files and all versions of the logo and icon have been made available to the project partners on the internal Teams site.

Contents

Executive Summary 2

Contents 3

1 Logo 4

1.1 Main logo 4

1.2 Variants 4

1.3 Icon 5

1.4 Logo don’ts 5

2 Design elements 6

2.1 Fonts 6

2.2 Color scheme 7

2.3 Table style 7

3 File templates 7

3.1 Word document template 7

3.2 PowerPoint template 8

4 Conclusion 9

1 Logo

1.1 Main logo

The main logo font is Proxima Nova with SAF in the Bold weight of the font in uppercase with -75 tracking. 'phyre' is in the Medium weight all in lowercase also with -75 tracking..

Proxima Nova can also be used as the main body font for documents such as this, although Aptos is the standard body font.

1.2 Variants

The main SAFphyre logo should be used in full-color wherever possible. For darker backgrounds the mono white version can be used. The logo also can be used in grayscale on white where colors aren't available.



1.3 Icon

The main SAFphyre icon should be used in full-color wherever possible. For darker backgrounds the mono white version can be used. Again, the icon can be used in grayscale on white where colors aren't available.



1.4 Logo don’ts

Don’t use the logo or logo icon in other colors, stretch it or use other icons or fonts.

Stick to the brand colors and logo dimensions.



2 Design elements

2.1 Fonts

The main font to be used is Aptos. The various styles for headings, emphasized text, and body text are shown below.

Heading 1 style

Heading 2 style

Heading 3 style

Heading 4 style

Body type bold

Body type

Intense emphasis

Figure and table captions

2.2 Color scheme

A custom color pallet is included in the Word and PowerPoint templates. The main colors to be used are shown below, along with possible accent colors. These colors should be used to make all charts and other graphics. In addition, a gradient can also be used as desired.

Main 1	Main 2	Accent 1	Accent 2
#0e4fb4	#008384	#8250ea	#ea732c
CMYK (93,69,0,0)	CMYK (83,26,46,10)	CMYK (64,73,0,0)	CMYK (2,65,88,0)

Gradient

2.3 Table style

The standard table format should include a royal blue header row with bold white text and banded light blue rows with black text. The cell borders are in the same blue as the header row.

Header 1	Header 2	Header 3	Header 4
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

3 File templates

3.1 Word document template

A template Word document has been provided to the partners to be used for all deliverables and other internal reports. The template includes a cover page, deliverable information table, section headings, font styles, table style, and color pallet.

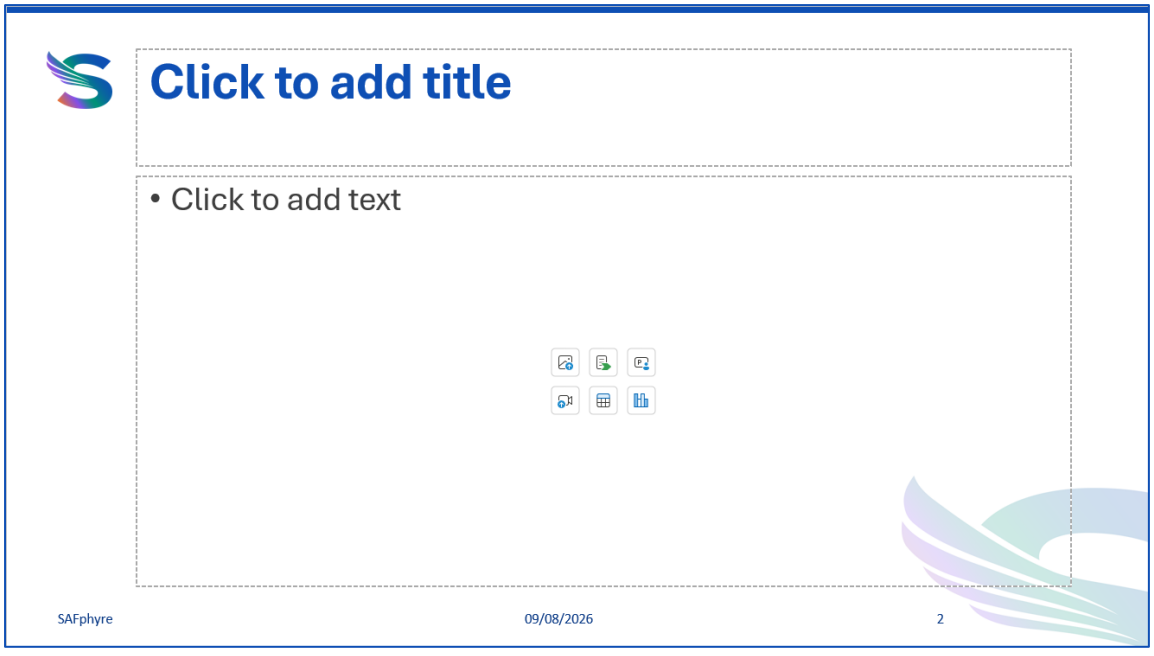
The template document should be used to make a copy before filling in the rest of the document. This will then ensure that they correct stylings are applied.

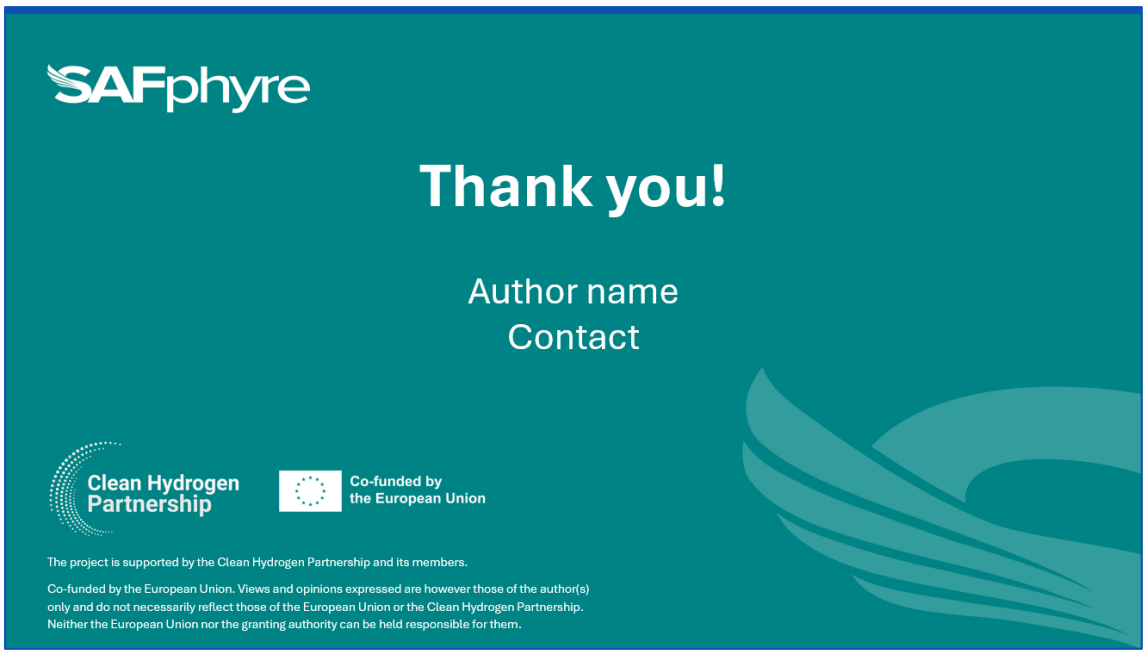
3.2 PowerPoint template

A template PowerPoint presentation file has been provided to the partners to be used for all internal and external presentations. The file includes a cover page, a slide master design for the various standard layouts, and thank you slide including the funding logos and disclaimer.

Screenshots of the slide templates are shown below.







4 Conclusion

The partners have been provided with a comprehensive branding identity for the SAFphyre project. The guidelines in this document should be adhered to for all external communications, including in-person presentations and online communications.

The Word and PowerPoint templates should be used for all deliverables and presentations, respectively.

All logo files and template documents can be found under the WP9 folder on the project SharePoint site, under the Branding and templates folder here: Branding and templates.