



**Funded by
the European Union**

Funded by the European Union. 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.

BRANDING ELEMENTS

INDEX

BRANDING

INDEX

- BRAND COLOURS
- TYPOGRAPHY
- LOGOTYPE AND RESPECT SPACE
- GOOD USE OF BRAND
- ICONOGRAPHY
- BRAND MARK AND LOGO
- HORIZON EUROPE AGREEMENT BLOCK
- MEETING BOOKMARK



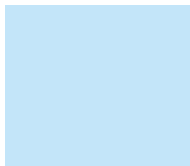
BRANDING ELEMENTS

BRAND COLOURS

PRIMARY COLOURS

	#442166
	#0093d3
	#00b0b3

SECONDARY COLOURS

	#C2EDFF
	#437a89
	#215b9d

BRANDING ELEMENTS

TYPOGRAPHY

HEADLINES	FUTURA Regular (30)	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789
ALTERNATIVE FOR HEADLINES	FUTURA Bold (28)	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv WwXxYyZz0123456789
TEXTS	FUTURA Regular (12)	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv WwXxYyZz0123456789□
ALTERNATIVE FOR TEXTS	<i>FUTURA Italic (12)</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv WwXxYyZz0123456789□</i>

BRANDING ELEMENTS

LOGOTYPE AND RESPECT SPACE

Main version of the logotype

Ideally, the logotype will be used above white or transparent background.



BRANDING ELEMENTS

LOGOTYPE AND RESPECT SPACE

Secondary version of the logotype

When needed use a background with the project colors.



BRANDING ELEMENTS

GOOD USE OF ICONOGRAPHY

Examples of iconography



Purpose of iconography

- Attract attention
- Understand the meaning
- Make a connection with the user
- Save visual space

Graphic guidelines

- Solid shapes (filled)
- Rounded elements
- Monocolor (+ background color)

BRANDING ELEMENTS

BRAND MARK AND LOGO

BRANDBOOK
version 2 -
31.10.2023

Main Brandmark



Funded by
the European Union

Funded by the European Union. 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.

BRANDING ELEMENTS

BRADMARK AND LOGO

Monochrome Brandmark

LEARN



**Funded by
the European Union**

Funded by the European Union. 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.

BRANDING ELEMENTS

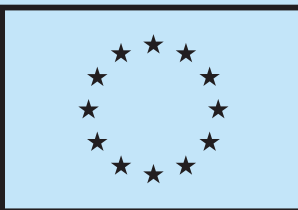
HORIZON EUROPE AGREEMENT BLOCK



**Funded by
the European Union**



**Funded by
the European Union**



**Funded by
the European Union**

The Horizon Europe Grant Agreement includes the EU flag and information on EU funding. It is mandatory on every public communication material produced by the LEARN project.

- Same place on every page
- Ideally as part of the frame which appears on all sections of a website



**Funded by
the European Union**

Funded by the European Union. 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.

BRANDING ELEMENTS

HORIZON EUROPE AGREEMENT BLOCK

For projects funded under Horizon Europe, include the following text, e.g. for scientific publications, website, brochures, videos, equipment (soon available in all official EU languages): “Funded by the European Union. 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.”



**Funded by
the European Union**

Funded by the European Union. 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.



**Funded by
the European Union**

Funded by the European Union. 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.

BRANDING ELEMENTS

MEETING BOOKMARK



DEVELOPMENT OF NOVEL ASSESSMENTS FOR INDOOR AIR
QUALITY MONITORING AND IMPACT ON CHILDREN'S HEALTH

LEARN OBJECTIVES:

- The evaluation of the air quality and levels of exposure of children in schools in three different countries (Denmark, Belgium, and Greece). The air quality will be evaluated by measuring a wide range of chemicals, microbiological composition, and particulate matter.
- The development of novel sensors that will serve to quantify concentrations of VOCs and UFPs.
- The evaluation of potential toxicity of selected air pollutants
- Preparation of a strategy of remediation using advanced and high-performance filtering systems



www.learnproject-heu.eu



Funded by
the European Union

Funded by the European Union. 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.

BRANDING ELEMENTS

BRANDBOOK
version 2 -
31.10.2023



The rules specified in this Brandbook are to be considered guidelines to better understand the project and to look at when designing something new, evolving the identity, or even when breaking the rules.

For further information please contact:

Cristina Nappi

Project Manager

cristina.nappi@fi-group.com

Marina Marcos

Communication Consultant

marina.marcos@fi-group.com

LEARN Brand Identity Guidelines v.2
Latest update: October 2023

Thank you for your commitment to the LEARN project!



Scan the QR code
and visit our website!

learnproject-heu.eu



projectlearn.heu@gmail.com



@LearnProjectHeu



LEARN Project



@LEARNprojectHEU



Funded by
the European Union

Funded by the European Union. 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.