

Visual identity guidelines | Press Use



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Visual Identity

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LOGO

Use of the logo

The Clean Hydrogen Partnership cooperates with many external organisations and the need to use the Clean Hydrogen Partnership logo by third parties frequently arises. The logo is a copyright-protected and the Clean Hydrogen Partnership will pursue cases of abuse and fraudulent use of the logo.



Terms and conditions of use

The logo shall be used in its entirety without distorting, modifying or separating its component elements.

Permission to use the Clean Hydrogen Partnership logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means.

Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the logo of the Clean Hydrogen Partnership is used in conjunction with a company's own logo, name or trademark.

The logo of the Clean Hydrogen Partnership may be used by third parties subject to the following terms and conditions:

- Permission is requested and granted before the logo is used
- There is no likelihood of the user of the logo being confused with the Clean Hydrogen Partnership
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the Clean Hydrogen Partnership
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the Clean Hydrogen Partnership.



LOGO

Graphic structure

A combination of two inseparable elements:

TYPOGRAPHY & SYMBOL

1. TYPOGRAPHY: Roboto

A typeface inspired by simplicity, subtle curves and sharpness. Each typeface has a unique look so that it is easy to tell them apart when put together. These soft shapes ensure that the whole typeface is highly legible.

2. SYMBOL: Spiralling conglomerate

The dynamic of rotation evokes sustainability and circularity. The different points create a dynamic that evokes movement, energy and collaboration between the different components of the partnership.



LOGO

Clearance space

PROTECTION ZONE OF THE LOGO

To protect the clarity and visual integrity of the logo, an exclusion zone - a space between the logotype and other elements is strongly recommended.



LOGO SIZE

The minimum size for the logotype is 20mm to keep legibility.



LOGO

Restrictions

Here are a few, non-exhaustive examples of restrictions of use for the logo.



Do not deform the logotype



Do not change the colours



Do not change the typography



Do not use shading



Do not use only an outline



Do not place at an angle other than horizontal

LOGO

Colour chart

COLOUR SPECTRUM

The colour set includes the EU yellow and blue, basic colours of the EU graphic charter.

Two green and blue shades are used for the natural aspect and magenta accents for a flashy twist.



CMYK **0/0/100/0**
RGB **255-237-0**
HEX **#FFED00**



CMYK **51/2/94/0**
RGB **146-190-52**
HEX **#92BE34**



CMYK **65/16/100/2**
RGB **106-159-47**
HEX **#6A9F2F**



CMYK **70/8/5/0**
RGB **45/177/224**
HEX **#2DB1E0**



CMYK **100/80/0/0**
RGB **0-51-153**
HEX **#003399**



CMYK **0/100/0/0**
RGB **230-0-126**
HEX **#E6007E**

LOGO

Grayscale & Monochrome

The full colour (RGB) version of the logo should be displayed preferably on a monochrome background. When the RGB version cannot be applied, the single colour and the grayscale alternatives can be employed.

These versions of the logo must only be used against background colours that hold enough contrast to maintain legibility. On a dark background (solid colour or visual) the white monochrome version should be used. On a light or white background, the colour version of the logotype can be used. On specific occasions greyscale versions can also be applied (such as when printed in black and white).



VISUAL IDENTITY

Colour chart

COLOUR SET

In view of the great diversity of colors already present in the logo, no addition of secondary colors will be advised.

On the other hand, it is strongly recommended to use transparency, especially on photo backgrounds.



CMYK 0/0/100/0
RGB 255-237-0
HEX #FFED00

▶ TRANSPARENCY
60%

CMYK 51/2/94/0
RGB 146-190-52
HEX #92BE34

▶ TRANSPARENCY
60%

CMYK 65/16/100/2
RGB 106-159-47
HEX #6A9F2F

▶ TRANSPARENCY
60%

CMYK 70/8/5/0
RGB 45/177/224
HEX #2DB1E0

▶ TRANSPARENCY
60%

CMYK 100/80/0/0
RGB 0-51-153
HEX #003399

▶ TRANSPARENCY
60%

CMYK 0/100/0/0
RGB 230-0-126
HEX #E6007E

▶ TRANSPARENCY
60%

TYPOGRAPHY

Primary typography

ROBOTO

The corporate typography is ROBOTO. This typeset includes different weights to use accordingly. Preferably, use ROBOTO for all communication supports (leaflets, reports etc.)

A typeface inspired by simplicity, subtle curves and sharpness. Each typeface has a unique look so that it is easy to tell them apart when put together. These soft shapes ensure that the whole typeface is highly legible.

ROBOTO LIGHT

LOREM IPSUM DOLOR SIT AMET,
TUSDAM RE NOS VELITIA VERUM
IDI CONSERIS ESTIUNT ASSE IN
CUS CORROR MA NUSAM.
Us dolupta sitatemqui ium dolo
volendu cienim enis reniam quas
mintetur, sam as sa dissi ut quiassi
magnam re ipsunt expelle ndempos
eossitae imenimus utecus, sitibus
a volentur.

0123456789@-?@€%ω>≈#%*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780

ROBOTO MEDIUM

LOREM IPSUM DOLOR SIT AMET,
TUSDAM RE NOS VELITIA VERUM
IDI CONSERIS ESTIUNT ASSE IN
CUS CORROR MA NUSAM.
Us dolupta sitatemqui ium dolo
volendu cienim enis reniam quas
mintetur, sam as sa dissi ut quiassi
magnam re ipsunt expelle ndempos
eossitae imenimus utecus, sitibus
a volentur.

0123456789@-?@€%ω>≈#%*

TYPOGRAPHY

Secondary typography

ARIAL

Use Arial as complementary typography.

It is recommended to use Arial for desktop support applications, such as: Microsoft word files, Power Point presentations, website, emails etc.

Clearly legible, in accordance with the logo and the EU's graphic charter, this typeface offers a simple and neutral style. It is also available for all EU languages.

ARIAL REGULAR

LOREM IPSUM DOLOR SIT AMET,
TUSDAM RE NOS VELITIA VERUM
IDI CONSERIS ESTIUNT ASSE IN
CUS CORROR MA NUSAM.

Us dolupta sitatemqui ium dolo
volendu cienim enis reniam quas
mintetur, sam as sa dissi ut quiassi
magnam re ipsunt expelle ndempos
eossitae imenimus utecus, sitibus
a volentur.

0123456789 @—?©€%>≈#%*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456780

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456780

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456780

ARIAL BOLD

LOREM IPSUM DOLOR SIT AMET,
TUSDAM RE NOS VELITIA VERUM
IDI CONSERIS ESTIUNT ASSE IN
CUS CORROR MA NUSAM.

Us dolupta sitatemqui ium dolo
volendu cienim enis reniam quas
mintetur, sam as sa dissi ut quiassi
magnam re ipsunt expelle ndempos
eossitae imenimus utecus, sitibus
a volentur.

0123456789 @—?©€%>≈#%*

LOGO

European partnership

RULES ON EUROPEAN PARTNERSHIPS

The placement of the EU emblem and the European Partnership wording will depend on the design of the communication material.

The mandatory graphical elements are available for download on the European Commission's website.



https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter



EUROPEAN
PARTNERSHIP



Co-funded by
the European Union



EUROPEAN PARTNERSHIP



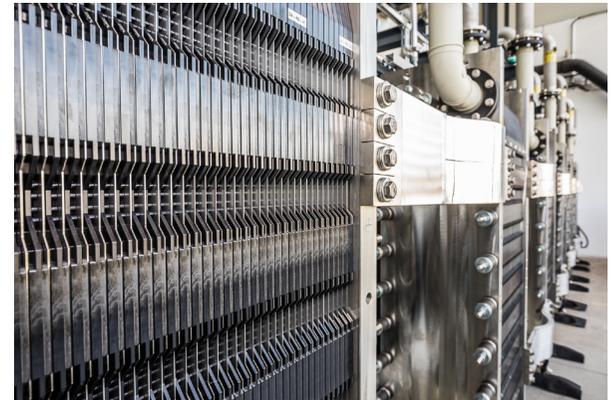
Co-funded by
the European Union

VISUAL IDENTITY

Treatment of visual material

PHOTO FILTERS/ADDITIONAL GRAPHICAL ELEMENTS ACCEPTED

A photo filter is proposed in order to harmonize the use of different photos and emphasize the graphic unity. This would also highlight the spiralling conglomerate with a scintillating effect.



Contact



For any have additional questions regarding the use of the Clean Hydrogen Partnership logo, contact us at communications@clean-hydrogen.europa.eu