Visual identity guidelines | Press Use

Clean Hydrogen Partnership
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Visual Identity

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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.

Requests for permission can also be submitted to the Communication Team of the Clean Hydrogen Partnership by e-mail: communications@clean-hydrogen.europa.eu
LOGO

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.
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

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.
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.

<table>
<thead>
<tr>
<th>COLOUR SET</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>TRANSPARENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOUR</td>
<td>0/0/100/0</td>
<td>255-237-0</td>
<td>#FFED00</td>
<td>60%</td>
</tr>
<tr>
<td>COLOUR</td>
<td>51/2/94/0</td>
<td>146-190-52</td>
<td>#92BE34</td>
<td>60%</td>
</tr>
<tr>
<td>COLOUR</td>
<td>65/16/100/2</td>
<td>106-159-47</td>
<td>#6A9F2F</td>
<td>60%</td>
</tr>
<tr>
<td>COLOUR</td>
<td>70/8/5/0</td>
<td>45/177/224</td>
<td>#2DB1E0</td>
<td>60%</td>
</tr>
<tr>
<td>COLOUR</td>
<td>100/80/0/0</td>
<td>0-51-153</td>
<td>#003399</td>
<td>60%</td>
</tr>
<tr>
<td>COLOUR</td>
<td>0/100/0/0</td>
<td>230-0-126</td>
<td>#E6007E</td>
<td>60%</td>
</tr>
</tbody>
</table>
TYPOGRAPHY

Primary typography

The corporate typography is ROBOTO. This typeface 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 ESTIUNIT 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.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780

ROBOTO MEDIUM

LOREM IPSUM DOLOR SIT AMET, TUSDAM RE NOS VELITIA VERUM IDI CONSERIS ESTIUNIT 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

ROBOTO

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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.
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.

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.
VISUAL IDENTITY

Contact

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