

# Visual identity guidelines | Projects' Branding

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# Acknowledgement of EU funding - Horizon Europe projects

As a beneficiary of the Clean Hydrogen Partnership, all projects have the legal obligation to acknowledge the EU funding received according to the signed grant agreement (see also [Model Grant Agreement](#), Horizon Europe, Article 17 – Communication, Dissemination and Visibility and Annex 5).



The branding of any communication material (including information material, brochures, leaflets, posters, presentations), equipment, vehicles and infrastructure needs to apply the following rules:

- 1) display the Clean Hydrogen Partnership logo
- 2) display the EU emblem “co-funded by the European Union”
- 3) add the acknowledgment of funding

Add the acknowledgment of funding:  
The project is supported by the Clean Hydrogen Partnership and its members.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the Partnership logo and emblem must be displayed at least as prominently and visibly as the other logos. The logos shall be used in its entirety without distorting, modifying or separating its component elements.

## LOGO

# Acknowledgment of EU funding - Horizon 2020 projects

As a beneficiary of the Clean Hydrogen Partnership, all projects have the legal obligation to acknowledge the EU funding received according to the signed grant agreement (see also H2020 Programme – Annotated Model Grant Agreement, Article 38)



The branding of any communication material (including information material, brochures, leaflets, posters, presentations), equipment, vehicles and infrastructure needs to apply the following rules:

- 1) display the Clean Hydrogen Partnership logo
- 2) display the EU emblem “co-funded by the European Union”
- 3) include the acknowledgment of funding with the reference to FCH 2 JU

### Acknowledgment of funding

This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (now Clean Hydrogen Partnership) under Grant Agreement No xxx. This Joint Undertaking receives support from the European Union’s Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research.

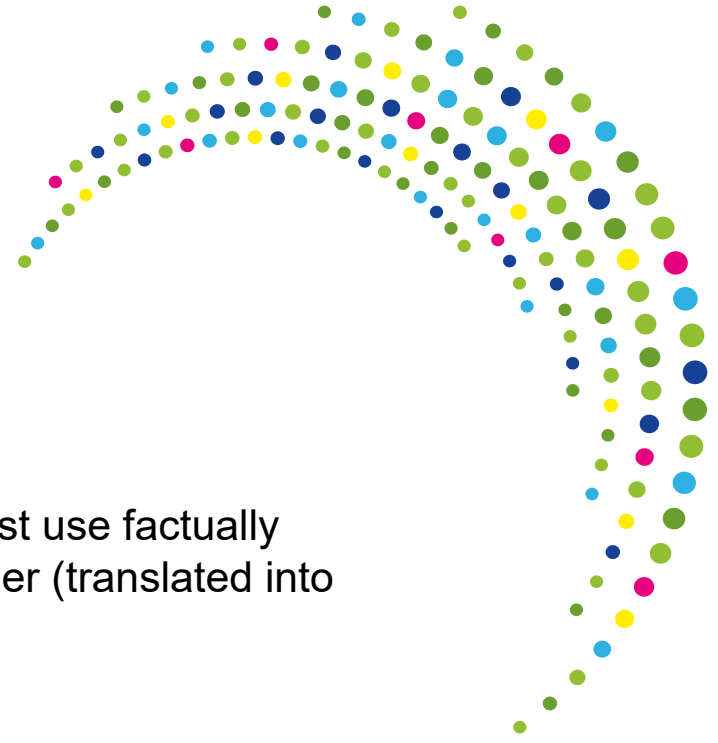
When displayed in association with other logos (e.g. of beneficiaries or sponsors), the Partnership logo and emblem must be displayed at least as prominently and visibly as the other logos. The logos shall be used in its entirety without distorting, modifying or separating its component elements.



# — Use of Disclaimer - Horizon Europe

Any communication or dissemination activity related to the project must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

*Co-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 Clean Hydrogen Partnership. Neither the European Union nor the granting authority can be held responsible for them.*



## 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

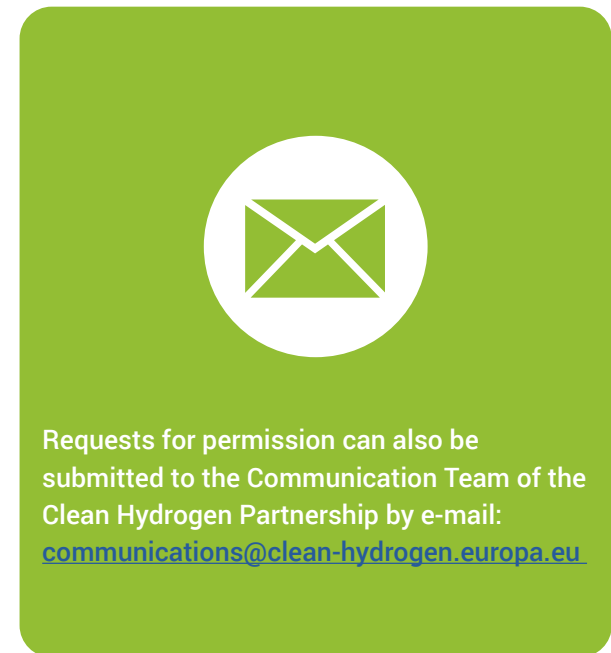
The logo shall be used in its entirety without distorting, modifying or separating its component elements.

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

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# 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.



# 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 @—?©€%>~#%\***

## VISUAL IDENTITY

# Treatment of visual material

### PHOTO FILTERS/ADDITIONAL GRAPHICAL ELEMENTS ACCEPTED

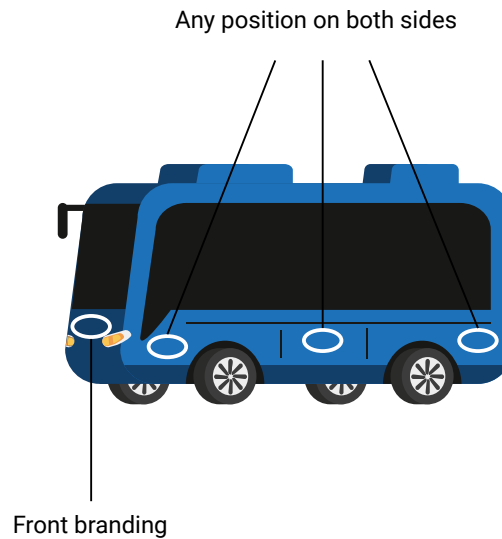
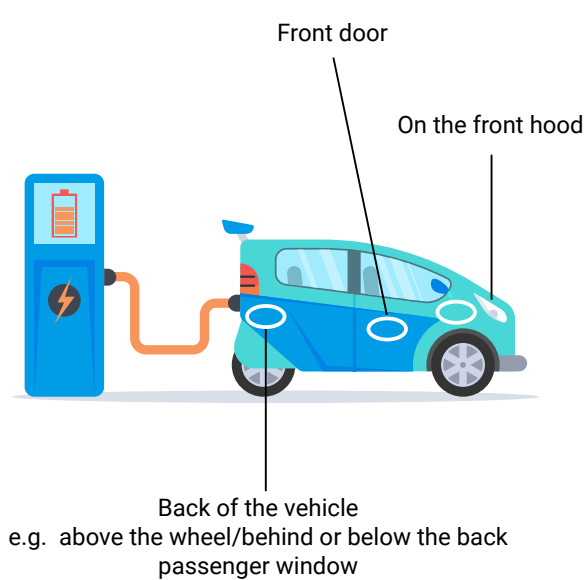
A photo filter is proposed in order to harmonize the use of different photos and emphasize the graphic unity. This would also highlight the spiralling conglomerate with a scintillating effect.



## VISUAL IDENTITY

# Branding of vehicles and other infrastructure

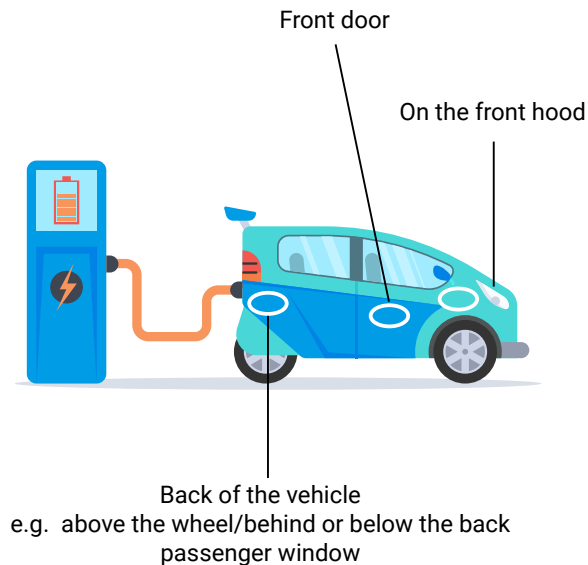
Any infrastructure, equipment, vehicles, supplies or major result funded by the Clean Hydrogen Partnership must acknowledge EU support and display the Partnership's logo, European flag (emblem) and funding statement (translated into local languages, where appropriate): Production of any branding material (typically stickers) is the sole responsibility of the beneficiary and is not supplied by the Clean Hydrogen Partnership. Typically all funding partners are acknowledged on such equipment. The Clean Hydrogen Partnership logo and the EU emblem shall be of the same size as other funding partners, under no circumstances should they be smaller than the logo of other funding partners.



# Branding of vehicles

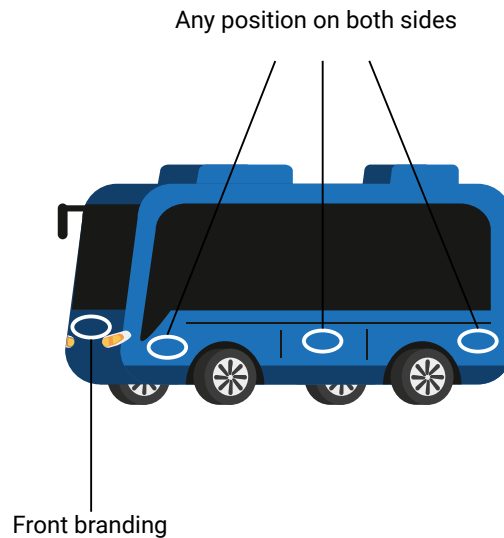
Minimum 3 stickers: on each side (left and right) of the vehicle and one on the front hood. In exceptional situations, should the branding not be possible on the front hood, it is possible to replace it by a dedicated space on the back of the vehicle.

- Sides of the vehicle in either of the 3 positions, long type, minimum 45 cm length
- Hood of the vehicle: min 40 cm
- exceptional: should the hood of the vehicle not be adapted for the sticker, the logo can be placed at the back min. size 12 cm



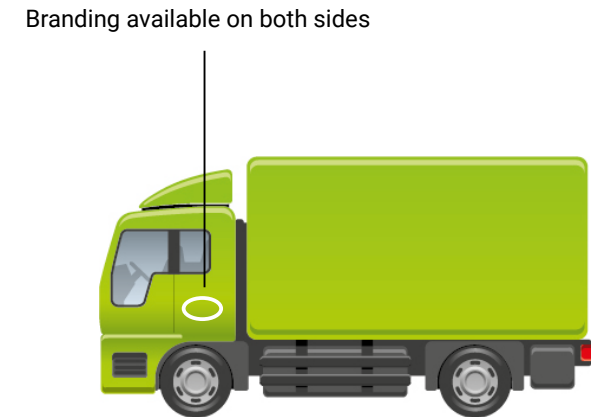
Minimum three stickers: on each side (left and right) of the vehicle and one in the front or back of the bus. Any position of the branding on either side is allowed provided its visibility is not compromised by the opening of the door.

- Sides of the bus (trolleybus, tram), minimum 50 cm length
- Front and/or back of the bus: min 35 cm



Minimum two stickers: on each side (left and right) of the vehicle and one in the front or back of heavy-duty vehicle. Any position of the branding on either side is allowed provided its visibility is not compromised by the opening of the door.

- Sides of the truck, minimum 50 cm length



## VISUAL IDENTITY

# Branding of infrastructure and equipment

Infrastructure and Equipment (HRS, electrolyser, CHP-units, stationary applications)

The logos should be clearly visible and be adapted to the size of the equipment

Minimum size for small applications: 30 x 30 cm

Minimum size for large-scale applications: 50 x 50 cm

Typically all funding partners are acknowledged on such equipment. The Clean Hydrogen Partnership logo and the EU emblem shall be of the same size as other funding partners, under no circumstances should they be smaller than the logo of other funding partners.



# Contact



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