

# Brand guidelines

v1.2 / May 2025



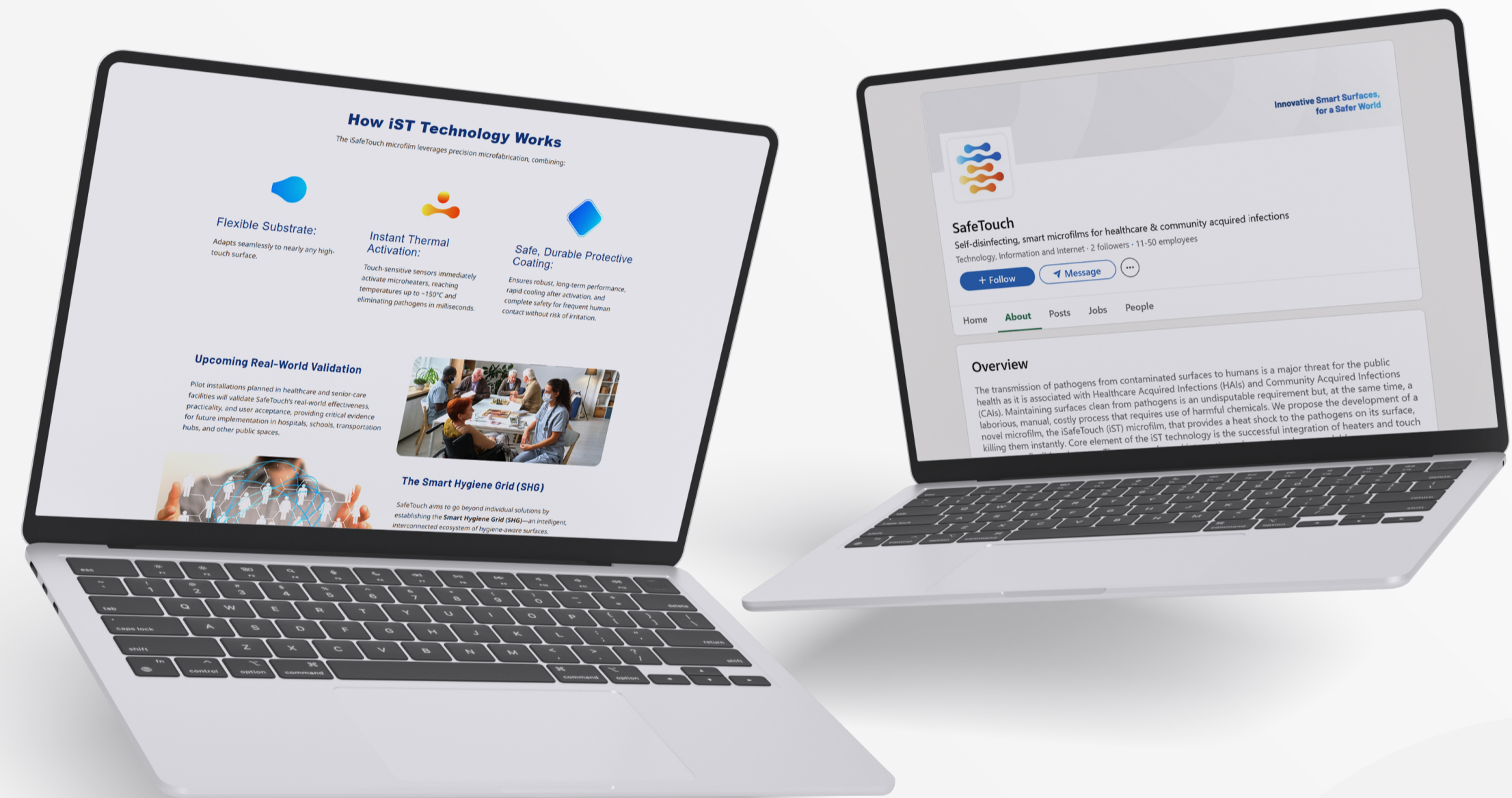
# Safe Touch

# Introduction

## What to expect

A brand identity allows you to recognize a consistent look and feel across all outlets (digital and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

This document lists and explains the visual identity elements of the project SafeTouch. These are rules and values to help you create and compose visual designs using its identity.



Example of Safetouch's brand identity on its website and LinkedIn account.



# Logo

Main use

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Safe Touch

Safe zone

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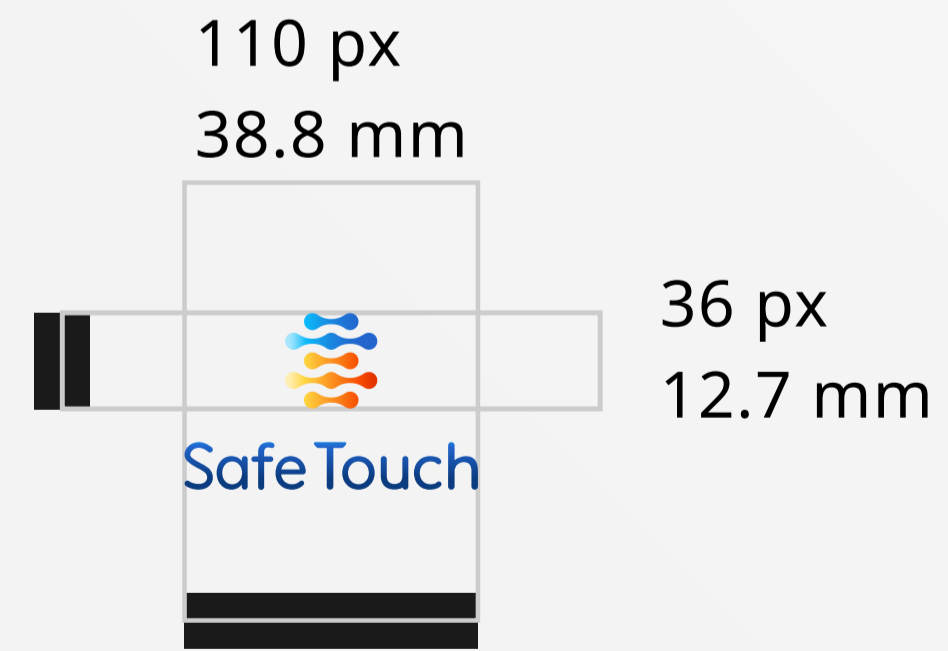
Icon

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Minimum size

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# Logo

Horizontal

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Safe zone

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Minimum size

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# Logo

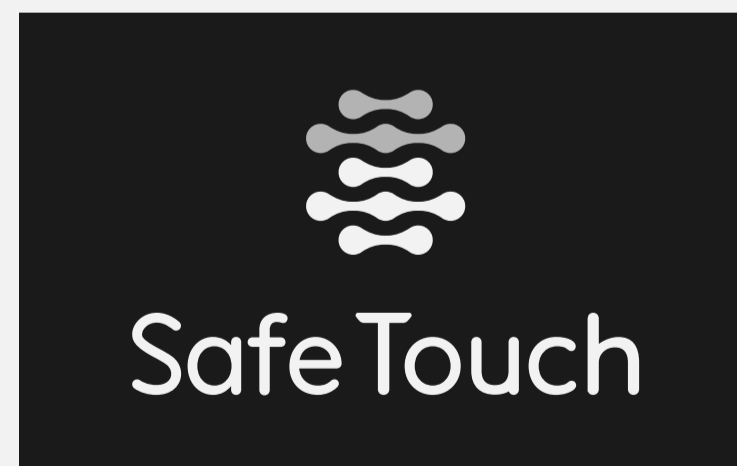
Main - B&W Positive



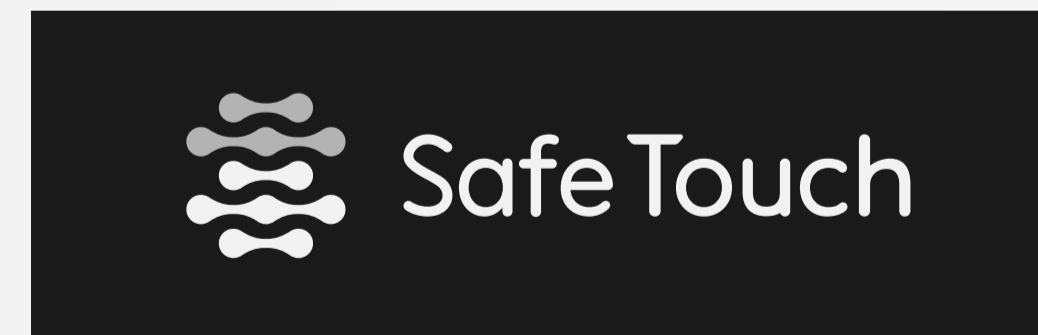
Horizontal - B&W Positive



Main - B&W Negative



Horizontal - B&W Negative



# Do's and Don't

Basic instructions on how to use the logo and its variations over different types of backgrounds.

**Do** - Good contrast



**Don't** - Not enough contrast  
Bussy backgrounds  
Stretched logo



# Typography

## Main Titles

Aa

**Lorem ipsum dolor sit amet,**  
*consectetuer adipiscing elit*

**Barlow**  
All variants as needed

**Get the font:** <https://fonts.google.com/specimen/Barlow>

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## Read Text

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Get the font:** <https://fonts.google.com/noto/specimen/Noto+Sans>

## Noto Sans

All variants as needed

Aa

## Fail safe font *(for deliverables and presentations)*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Calibri

All variants as needed



# Color

RGB for web and digital, CMYK for print media

## Main colors

#2265CD

RGB: 34, 101, 205

CMYK: 83, 63, 0, 0

#0B3C80

RGB: 11, 60, 128

CMYK: 100, 86, 21, 7

#0BBAFB

RGB: 11, 186, 251

CMYK: 50, 8, 5, 0

#A6E6FE

RGB: 166, 230, 254

CMYK: 30, 0, 0, 0

## Secondary colors



#E13100

RGB: 225, 49, 0

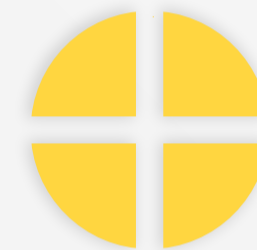
CMYK: 7, 93, 100, 1



#F84C00

RGB: 248, 76, 0

CMYK: 0, 84, 100, 0



#FFD640

RGB: 225, 214, 64

CMYK: 1, 14, 85, 0

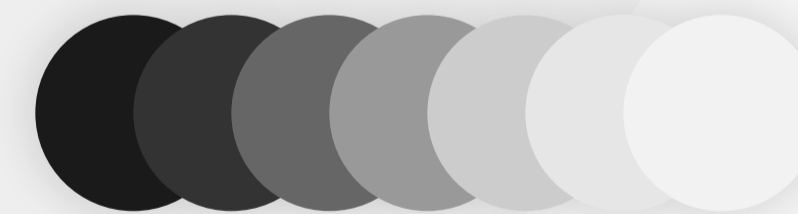


#FFEEB1

RGB: 225, 238, 117

CMYK: 1, 4, 36, 0

## Monochromatic gradients allowed



## Black & white for text

Avoid pure black or pure white



# Acknowledgement

Following the guidelines from EC, all the projects should use the EC recognition statement. Please see the examples.

Full version:



SafeTouch (*Self-disinfecting, smart microfilms for healthcare & community acquired infections*) is a project funded by the European Union's Horizon Europe research and innovation programme under Grant Agreement number 101185759. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

Short version:



Funded by EU's Horizon Europe programme under Grant Agreement number 101185759 (SafeTouch).



# Thank you

For any questions regarding the Indico Global graphic assets and the uses you would like to make of them, do not hesitate to contact Mario Amé at Martel Innovate:

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European  
Innovation  
Council



**Funded by  
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