

NESSIE

Interreg
North Sea



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BRANDGUIDE

A guide regarding the visual identity and design of
project NESSIE

LOGO VARIATIONS:

These are the assigned logos for the project, please stick to them at all times.

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USAGE OF LOGO:

In these pages you'll find a bunch examples of what **NOT** to do when using the logo.

Do **NOT** stretch the logo in any way.



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Do **NOT** change the colour of the logo.



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USAGE OF LOGO:

Do **NOT** change the fonts in the logo.

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Do **NOT** change, add or remove new elements.

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Do **NOT** change the position of the text in the logo.

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Do **NOT** add any effect to the logo.

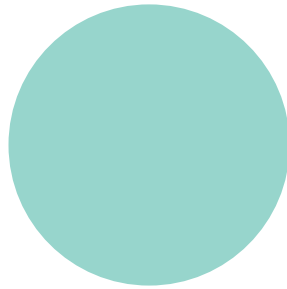
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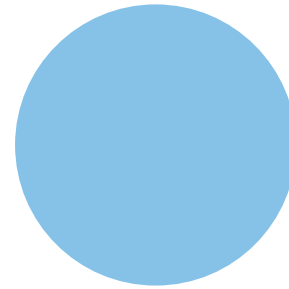


COLOURS:

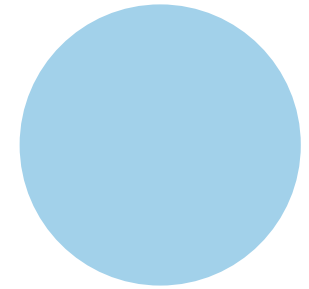
Please stick to the assigned colours as much as possible.



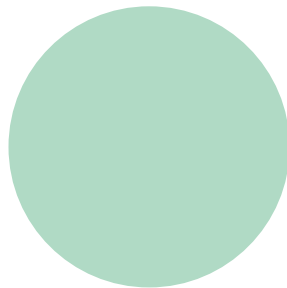
#A7D6CF



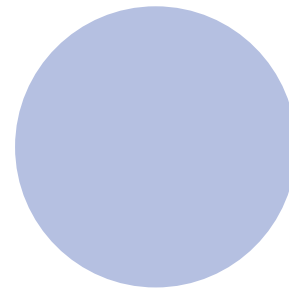
#98C8EC



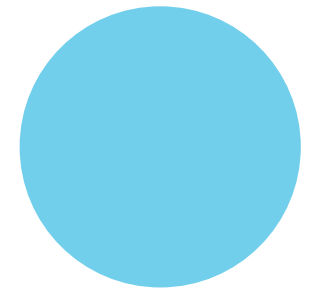
#B2D7EF



#BDDDC9



#C2C9E7



#86D0ED

TYPOGRAPHY:

The typeface for all other applications from body text to headlines is Open Sans.

Open Sans Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxy

Open Sans Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

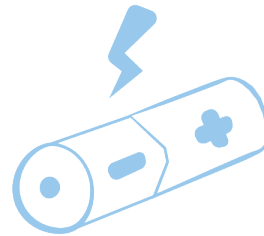
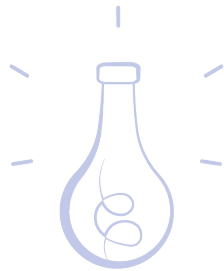
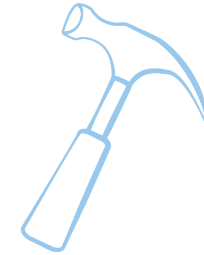
abcdefghijklmnopqrstuvwxy

Open Sans Italic

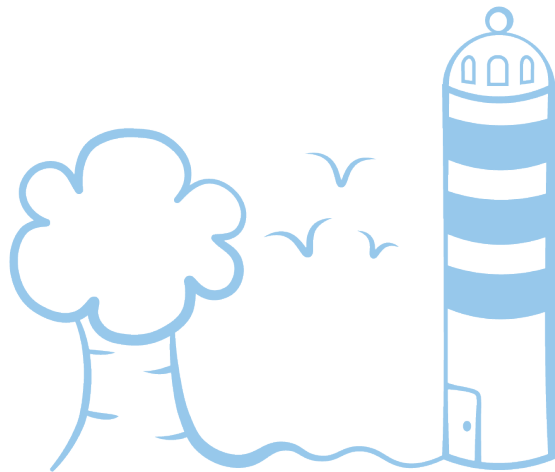
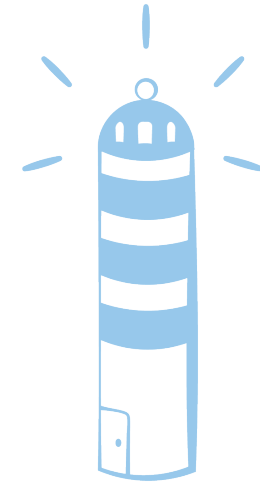
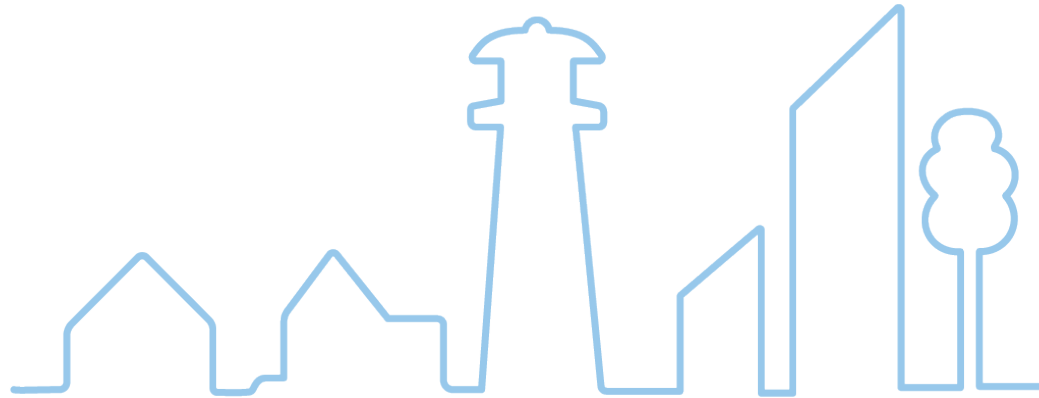
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ*

abcdefghijklmnopqrstuvwxy

ICONS:



ILLUSTRATIONS:



IMAGERY:

For visuals of the project, use either iStock pictures which have been bought and are ready to use (regarding copyrights). Make sure the pictures are on theme so they're recognizable.

An example of an iStock picture:



For the second option it's possible to use pictures taken from meetings, workshops, events, etc. Make sure you have the permission of the owner to use them, as well as other people's consent who're on the same photograph.

An example of a picture taken during a meeting:

