



Visual guidelines

VERSION 1.1

eurobioimaging.eu/evolve





Use the primary version of the logo when possible - on white or light backgrounds.



Use the negative version of the logo on black or dark backgrounds.



Use the white monochrome version of the logo when needed on dark backgrounds.



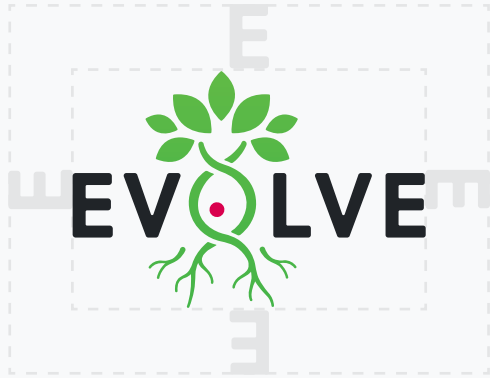
Use the black monochrome version of the logo on light background - only if needed.



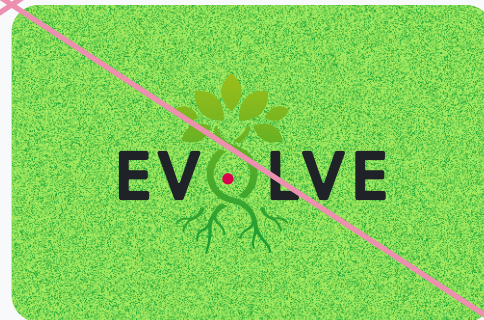
The EVOLVE logo has a strong visual connection to the Euro-BioImaging logo to mark the project's affiliation with the research infrastructure. Use the RGB-version of the logo for screens (web, PPT etc.) and the CMYK-version for print (posters, flyers etc.)

Download all the EVOLVE logos [here](#).





Safe space: ensure that the logo is surrounded by a clear area whose size is determined by the letter E from the logo. The safe space is proportional to the size of the logo.

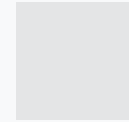


Do not skew or change the logo's shape, color, or proportions. Ensure that the logo is visible enough against the background





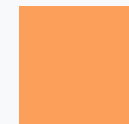
PRIMARY PALETTE



Use mainly these colors when creating EVOLVE documents or assets.

HEX	#9bc433	#13a337	#202428	#f8f9fa	#225470	#e4e5e6
RGB	155/196/51	19/163/55	32/36/40	248/249/250	34/84/112	228/229/230
CMYK	48/0/93/0	80/3/100/0	80/67/57/73	3/2/2/0	89/57/36/23	13/8/9/0

SECONDARY PALETTE



Use these colors to create highlights, accents, and compliment the primary palette.

HEX	#27bcb7	#ed90b0	#81c3ee	#985f99	#fc9f5b
RGB	39/188/183	237/144/176	129/195/238	152/95/153	252/159/91
CMYK	70/0/35/0	2/56/10/0	51/9/0/0	48/70/10/0	0/47/67/0





The project's typeface, Source Sans 3, should be used in all texts, documents and assets (PPT, web, posters etc.).

Typeface family

Source Sans 3 Light
Source Sans 3 Light Italic

Source Sans 3 Regular
Source Sans 3 Italic

Source Sans 3 Semibold
Source Sans 3 Semibold Italic

Source Sans 3 Bold
Source Sans 3 Bold Italic

Hierarchy suggestion

HEADING:
SOURCE SANS 3 BOLD

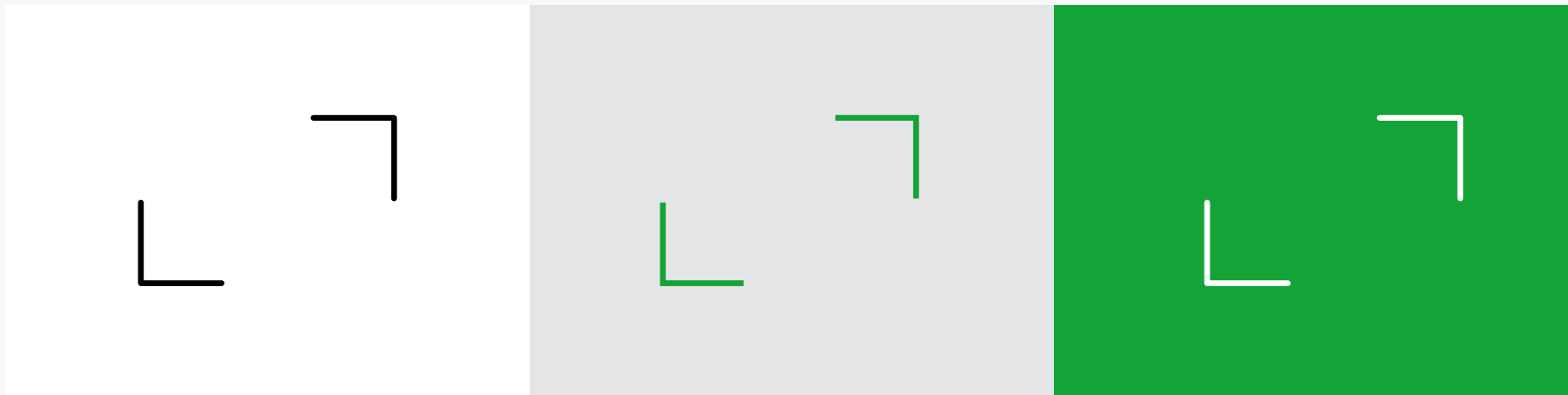
Subheading:
Source Sans 3 Bold

Body Text: Source Sans 3 Regular
Highlights: Source Sans 3 Italic

Download Source Sans 3 from Google fonts [here](#).



The corners can be used as an additional optional graphical element to frame a page or an asset. They are always used in the upper right corner and/or the lower left corner. They can be used as a pair or a single element, either in the upper or lower corner. The corners exist in three colors. The shape, proportions, and colours of the corners cannot be changed.

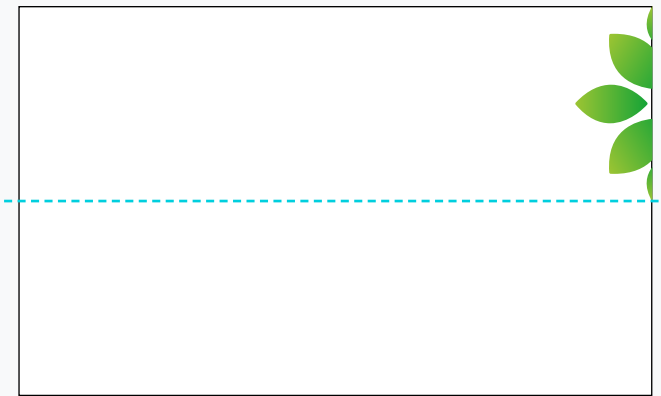
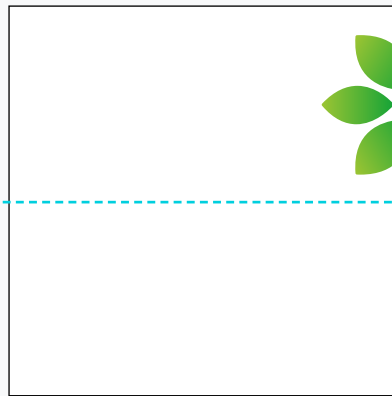
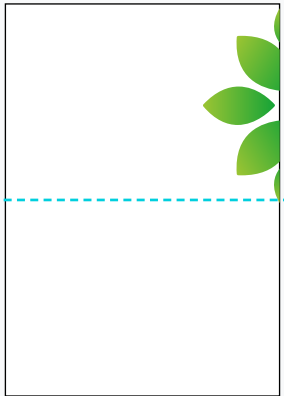


Download the EVOLVE graphical elements [here](#).





The “leaves” are a simplified element taken from the EVOLVE logo. This optional graphical element can be used to visually balance documents and assets. The “leaves” should always have the same shape and be used on the right side of the layout. The height of the leaves cannot exceed half of the document or asset’s height. The leaves exist in three colors.



Download the EVOLVE graphical elements [here](#).



The EVOLVE pattern consists of roots that symbolise the growth and evolution of both the project and Euro-Biolmaging. The pattern is an optional graphical element that can be used against a background to create visual depth.

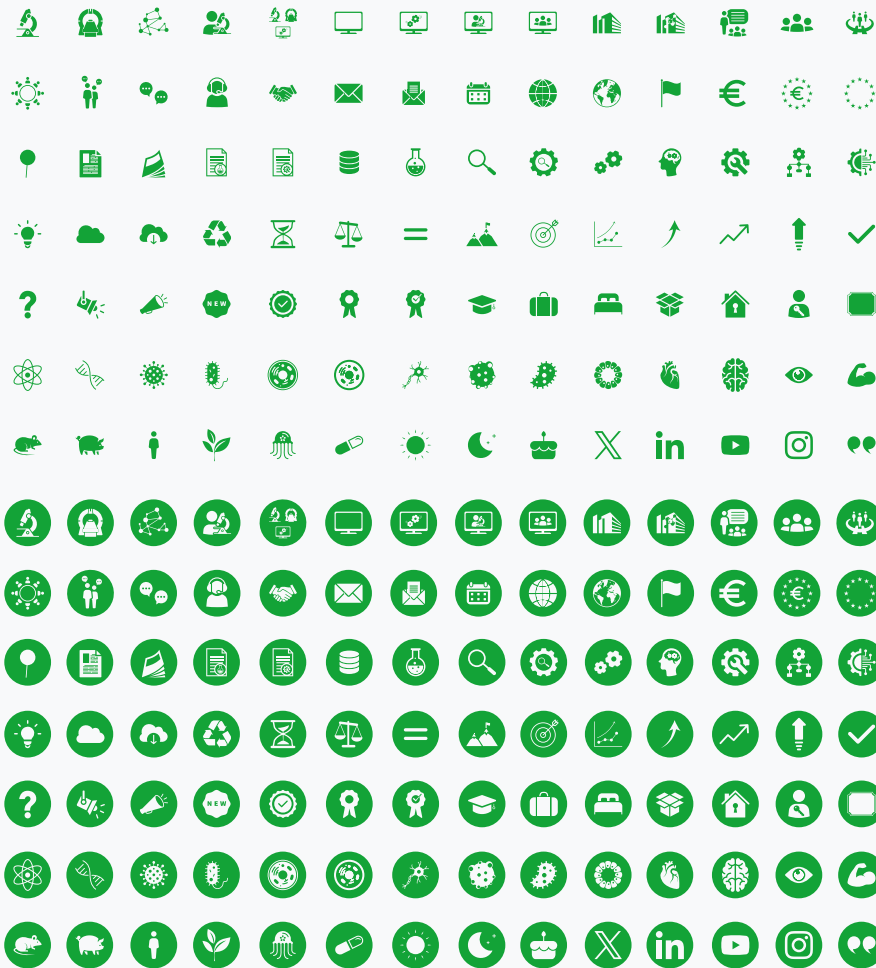


This pattern is designed to be used on darker backgrounds.

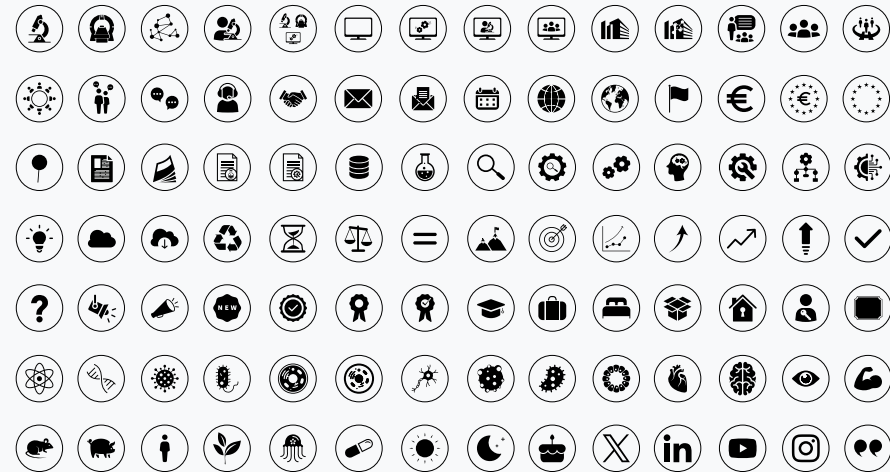
This pattern is designed to be used on lighter backgrounds.

Download the EVOLVE patterns [here](#).





There is one set of EVOLVE icons with three colour variants. All the icons are built on the same principle: a circle shelters the icon's figure, creating a safe space. Icons can be placed anywhere on a layout, used in titles if needed, or used by themselves as ornaments.



Download all EVOLVE icons [here](#).





Using the #EVOLVEproject hashtag on social media unifies our content and boosts visibility, making it easier for others to find and engage with our work. strengthen our project's presence and impact.

#EVOLVEproject



Social media card with roots

1080x1080px



There are two template versions of the EVOLVE social media card with the dimensions 1080x1080px.

Social media card with leaves

1080x1080px

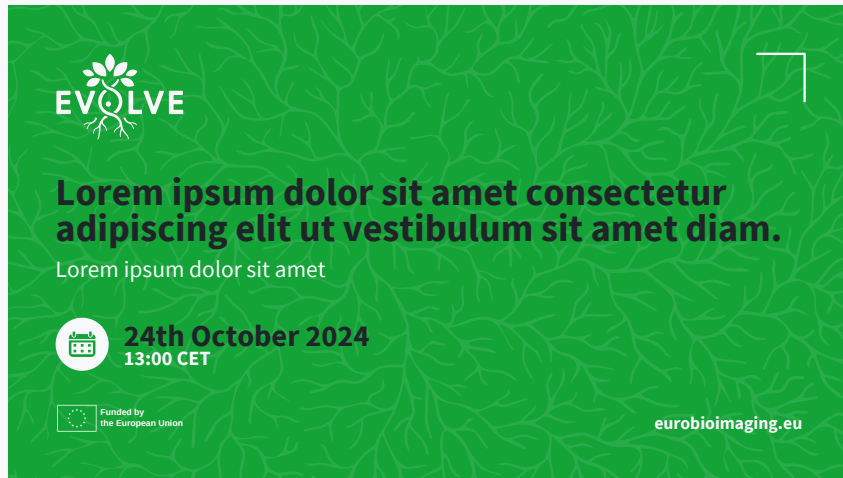


The templates are made in Canva so other team members can make their own social media cards.



Social media card with roots

1920x1080px



Social media card with leaves

1920x1080px



There are two template versions of the EVOLVE social media card with the dimensions 1920x1080px.



This template will work better if the card is showcased on a PPT.





PowerPoint Template



EVOLVE Project PowerPoint Template

2024-2028



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Download the EVOLVE PowerPoint template [here](#).





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**Funded by
the European Union**