

NOUS

BRAND GUIDELINES

February 2024







With project description

USE IN DARK BACKGROUND



Main



**Empowering
Europe's Data
Future**

With project description

#1266A1
R18 G102 B161
C92 M60 Y13 K1
Pantone 2382 C

#EBC22E
R235 G194 B46
C9 M21 Y94 K0
Pantone C 7406

10%

30%

10%

30%



NOUS



NOUS



The height of the capital letters define
the ideal space around the logotype

Inter
for printed and digital
visual materials

Available for free
www.fonts.google.com

Arial Nova
for text on deliverables

Available for free
apps.microsoft.com

RECOMMENDED MINIMUM SIZE IN PRINT



20mm
for the regular logo




35mm
for the logo + slogan

Applying
new colors



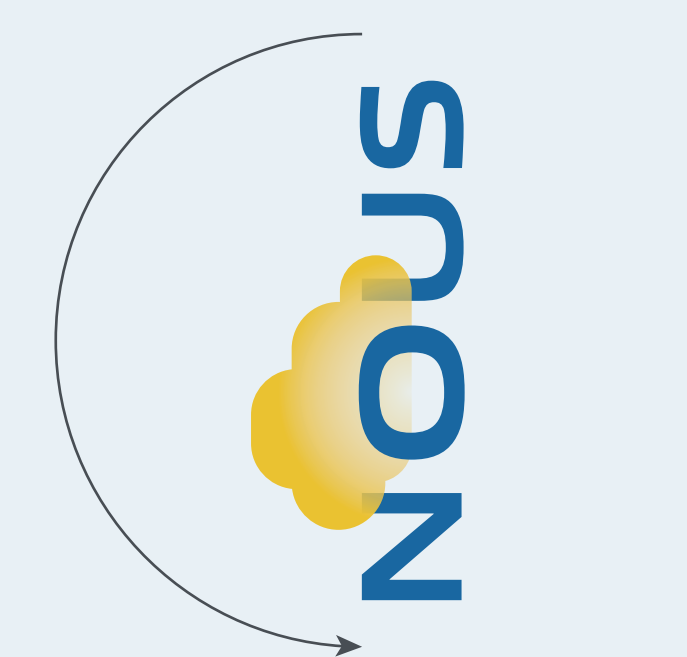
The original logo features a light blue, stylized cloud shape positioned above the word "NOUS" in a teal, sans-serif font.

Distorting
the proportion



The logo is distorted by changing the color of the cloud to yellow and the text to blue. The proportions of the elements are also altered, with the cloud appearing more compact and the text more spread out.

Rotating
for special effect



The logo is rotated 90 degrees clockwise for a special effect. The yellow cloud and blue text "NOUS" are now oriented vertically, with the cloud positioned to the left of the text.



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All of the NOUS visual productions must display the EU funded logo.

All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats
for printing: *eps*.
All other types of use: *png*.

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