POWERSKIN+

BRAND MANUAL
October 2019

POWERSKIN+
walls energizing buildings

MAIN LOGO

POWERSKIN+ is an European project that aims to develop a truly innovative façade solution.
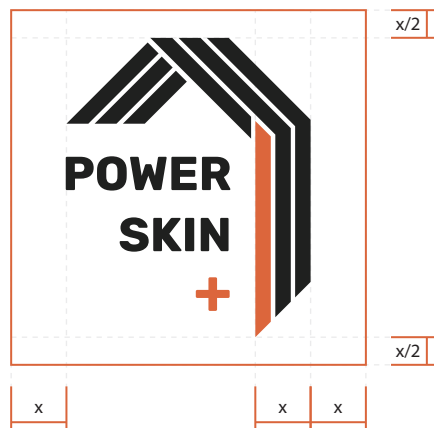
The simplified image of the "house" symbolised by three thick lines is joined by the name of the project situated inside. The chosen typeface is strong and thick to go along with the motive of three thick lines.

For the purposes of the project two basic versions of the POWERSKIN+ logo were created. The main logo is oriented horizontally and the name of the project is followed by the main motto of the project "walls energizing buildings."

Simplified square version will be used on the social media and all the graphics with the logo width under 26mm.

All the variations and possible changes to the logos are described in this manual. All other changes are prohibited.

SAFE ZONE

No elements should be placed within the logo safe zone!

VARIATIONS

Black & White logo will be used on various prints and digital graphics with desaturated logos and black and white visuals.

This version will be used on a light background.

Invert logo will be used on a dark background and photographs.

Black & White Invert logo will be used on various prints and digital graphics with desaturated logos and black and white visuals.

This version will be used on a dark background.

COLOURS

ORANGE+
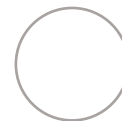RGB **220/103/61**
CMYK **11/73/85/0**
HEX **#DC673D**

BLACK+
RGB **33/33/33**
CMYK **71/66/66/73**
HEX **#212121**

LIGHT GREY+
RGB **173/173/173**
CMYK **20/20/20/20**
HEX **#ADADAD**

REGULAR WHITE
RGB **255/255/255**
CMYK **0/0/0/0**
HEX **#FFFFFF**

Use the colour meant for the colour mode/system of your file.

TYPOGRAPHY

HEADERS

Headers and titles should use the Rubik Bold typeface. All the elements should be done in uppercase and should not contain longer sentences (max. 10 words).

Headers should be done in black+ or white colours with added symbol in orange+ (ex. "+", "!", ".").

Subheaders

Subheaders should use the Open Sans typeface with a Semibold font-weight.

Paragraph text

For paragraph text (or body text in html) use the Open Sans typeface with a Regular font-weight.

Both fonts are freely available at https://fonts.google.com/

APPLICATION

All other changes to the POWERSKIN+ logo & brand are strictly restricted. Do not use other combination of fonts with the logo than the ones explained in this brand manual.

Use the logo in the highest quality available. For a high quality print use a vector version of the POWERSKIN+ logo.

This manual was created by FENIX TNT in October 2019.

www.powerskinplus.eu

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