

Brand book & guidelines

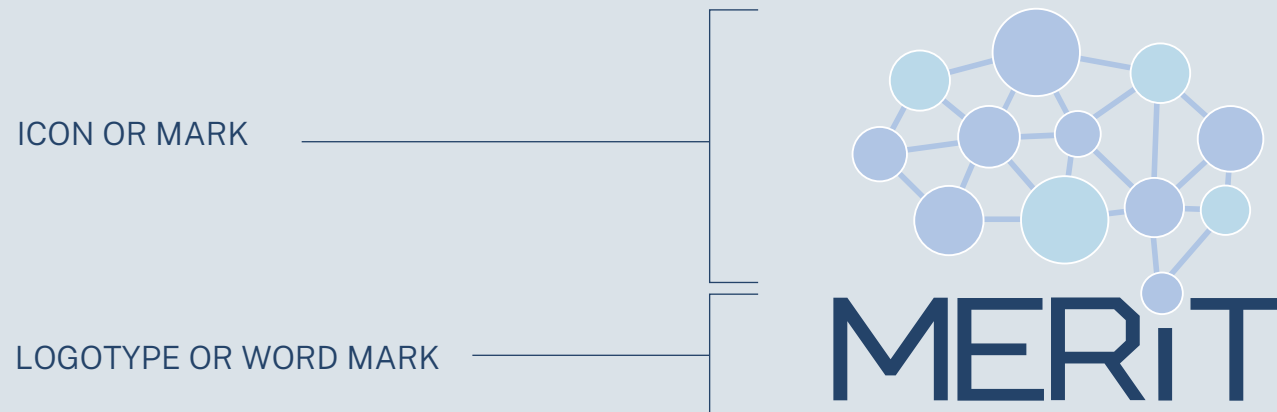
JULY 2024

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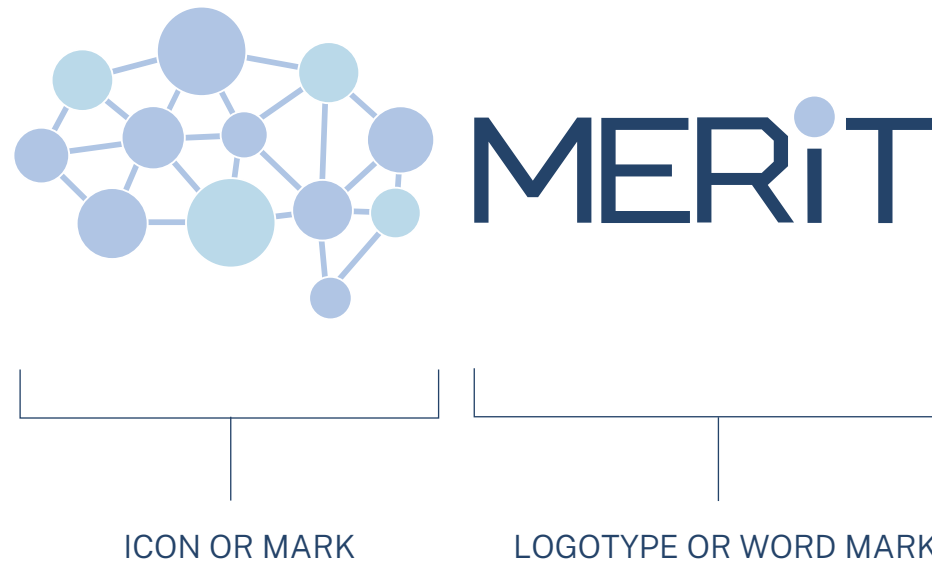
VERTICAL FORMAT

LOGO = ICON OR MARK + LOGOTYPE OR WORD MARK



LANDSCAPE FORMAT

LOGO = ICON OR MARK + LOGOTYPE OR WORD MARK *



* You can use the elements separately

TTSquares-Regular.otf - Official Typhography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?¿!:. *+^”

PublicSans.otf - Secondary Typography

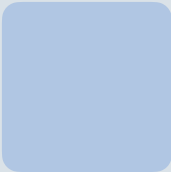
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?;!:. *+^”

MAIN COLOUR PALETTE

MERIT uses 4 colours on the logo.



#B0C6E3
RGB: 176 / 198 / 227
CMYK: 38 / 13 / 4 / 0



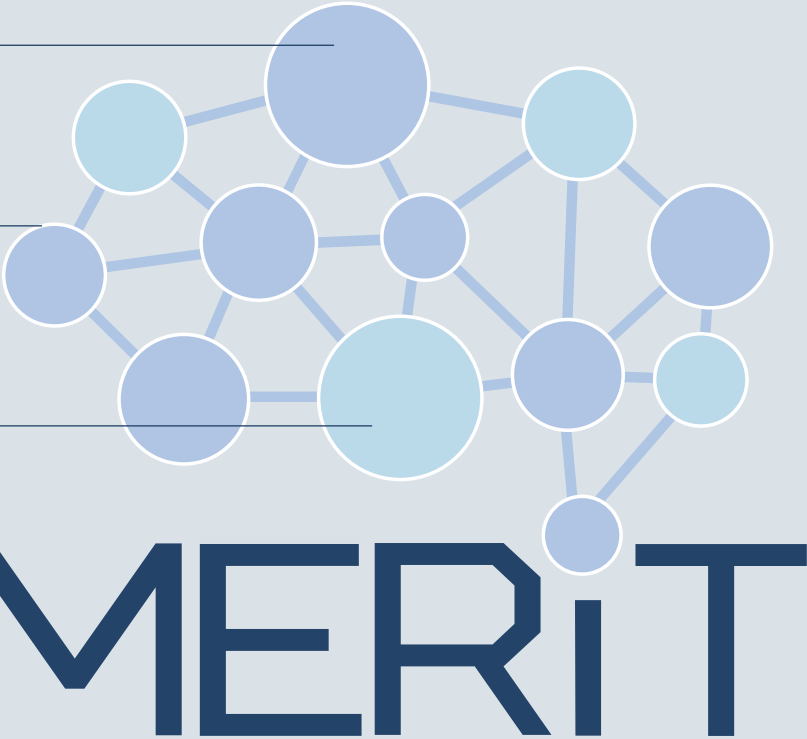
#FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0



#B7D9E8
RGB: 183 / 217 / 232
CMYK: 38 / 1 / 9 / 0



#0a4369
RGB: 010 / 067 / 105
CMYK: 90 / 36 / 0 / 59



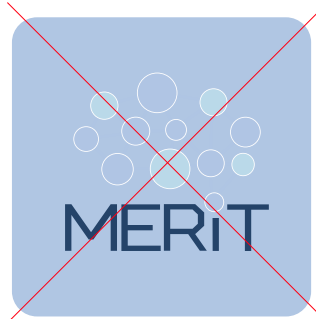
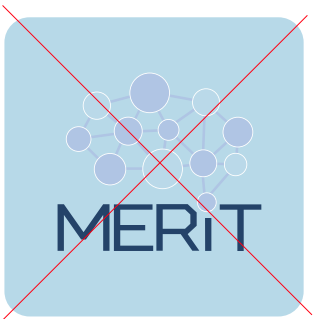




MAIN COLOUR PALETTE

MERIT corporate colour schemes can be applied to backgrounds and other graphic elements.

100%	90%	80%	70%	60%	50%	40%	30%	20%	15%
#b0c6e3 R 176 G 198 B 227	#b0c6e3 R 184 G 204 B 231	#c0d1e9 R 192 G 209 B 233	#c8d8ec R 200 G 216 B 236	#d0ddee R 208 G 221 B 238	#d6e2f0 R 214 G 226 B 240	#dee8f4 R 222 G 232 B 244	#e8eef7 R 232 G 238 B 247	#eef4f9 R 238 G 244 B 249	#f3f7fb R 243 G 247 B 251
#b7d9e8 R 183 G 217 B 232	#beddeb R 190 G 221 B 235	#c4e1ed R 196 G 225 B 237	#cce5ef R 204 G 229 B 239	#d3e8f1 R 211 G 232 B 241	#d9eaf3 R 217 G 234 B 243	#e1f1f6 R 225 G 241 B 246	#eaf4f9 R 234 G 244 B 249	#f1f7fa R 241 G 247 B 250	#f4fafc R 244 G 250 B 252
#0a4369 R 010 G 067 B 105	#0a4369 R 010 G 067 B 105	#476886 R 71 G 104 B 134	#5c7a95 R 92 G 122 B 149	#718ca4 R 113 G 140 B 164	#718ca4 R 113 G 140 B 164	#9fb2c2 R 159 G 178 B 194	#b7c6d1 R 183 G 198 B 209	#ced8e0 R 206 G 216 B 224	#dbe2e8 R 219 G 226 B 232

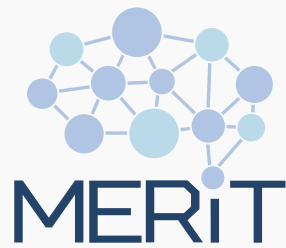
APPLICATION OF THE LOGO ON BACKGROUNDS

Logo application on corporate backgrounds & incorrect uses.

		
<p>#b0c6e3 Background 100%</p>	<p>#b7d9e8 Background 100%</p>	<p>#0a4369 Background 100%</p>
		
<p>#dee8f4 Background 40%</p>	<p>#e1f1f6 Background 40%</p>	<p>#dbe2e8 Background 15%</p>

COLOUR LOGO

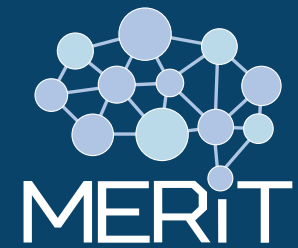
POSITIVE VERSION
White background



POSITIVE VERSION
Light background

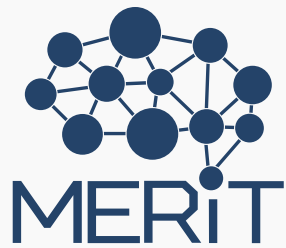


NEGATIVE VERSION
Dark background

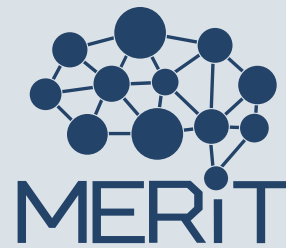


BLUE LOGO

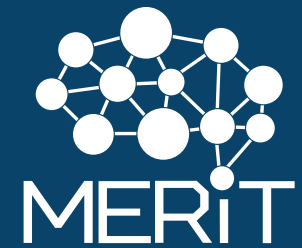
POSITIVE VERSION
White background



POSITIVE VERSION
Light background

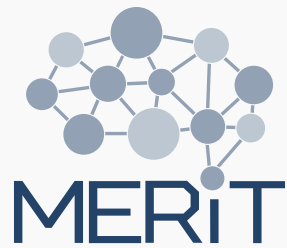


NEGATIVE VERSION
Dark background



BLUE SCALE LOGO

POSITIVE VERSION
White background



POSITIVE VERSION
Light background

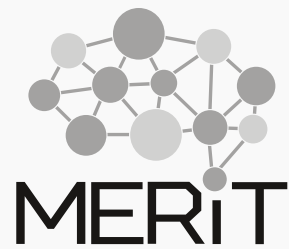


NEGATIVE VERSION
Dark background

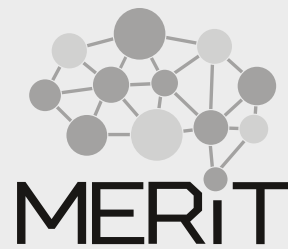


GRAY SCALE LOGO

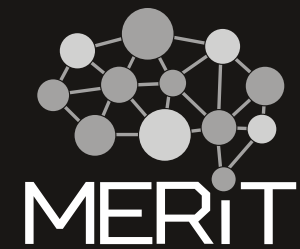
POSITIVE VERSION
White background



POSITIVE VERSION
Light background

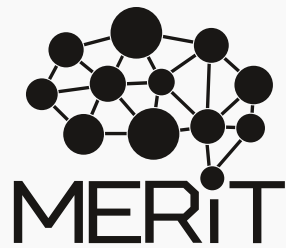


NEGATIVE VERSION
Dark background

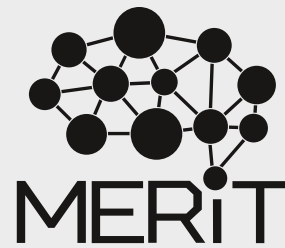


BLACK LOGO

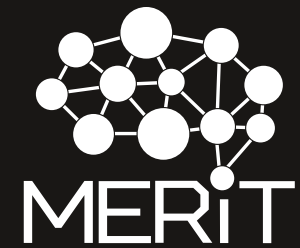
POSITIVE VERSION
White background



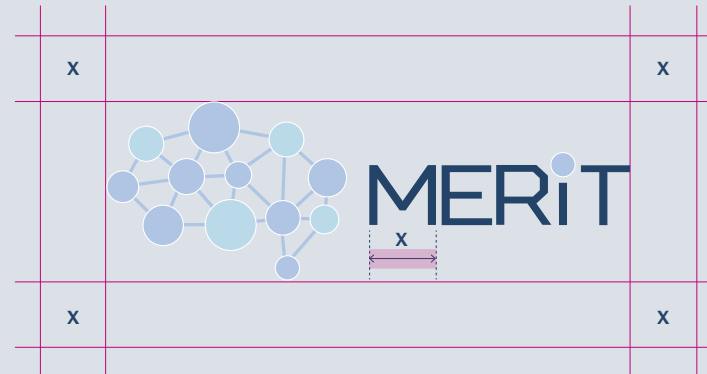
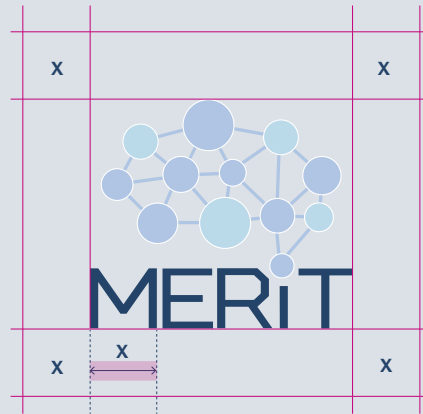
POSITIVE VERSION
Light background



NEGATIVE VERSION
Dark background



The safe zone represents the minimum distance to other graphics or text.



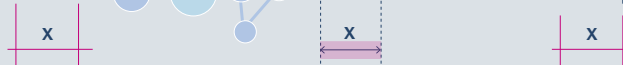
UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH



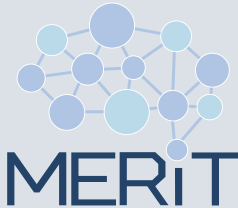
MERIT



EUROPEAN UNION
European Regional
Development Fund



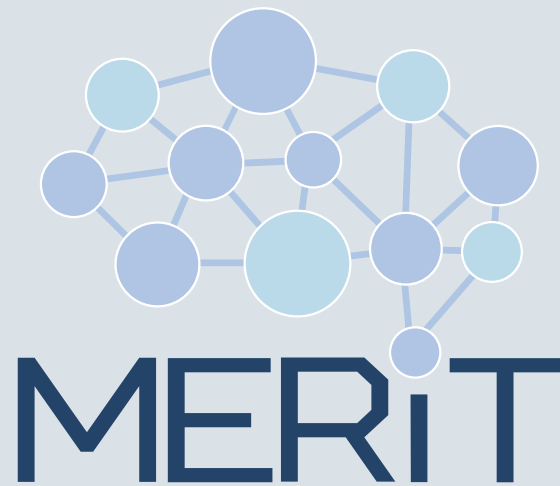
To ensure correct legibility, the logo must not be smaller than the mandatory minimum size.



VERTICAL FORMAT
88x76 px



LANDSCAPE FORMAT
176x60 px



This manual provides a brief overview of the basic guidelines and various design elements of MERIT. These guidelines ensure a consistent appearance and aim to support you in creating your own communication materials.