

A decorative graphic on the left side of the page. It features a vertical teal line with a light blue segment at the top. A red circle is centered on this line. A teal curved line enters from the left, passing behind the red circle. Below the red circle is a teal circle, and further down is another light blue segment on the vertical line.

# **BRAND GUIDELINES**

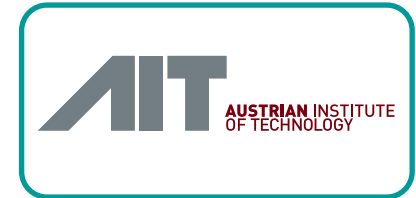


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# WHO are we

LibrarIN is a Horizon Europe **research project** that aims to provide new avenues for participatory management and sustainable finance for European libraries, which, as key cultural institutions, need to develop new functions, new services and enhance their engagement levels with the individuals, organizations and the communities they serve.



THE  
logo

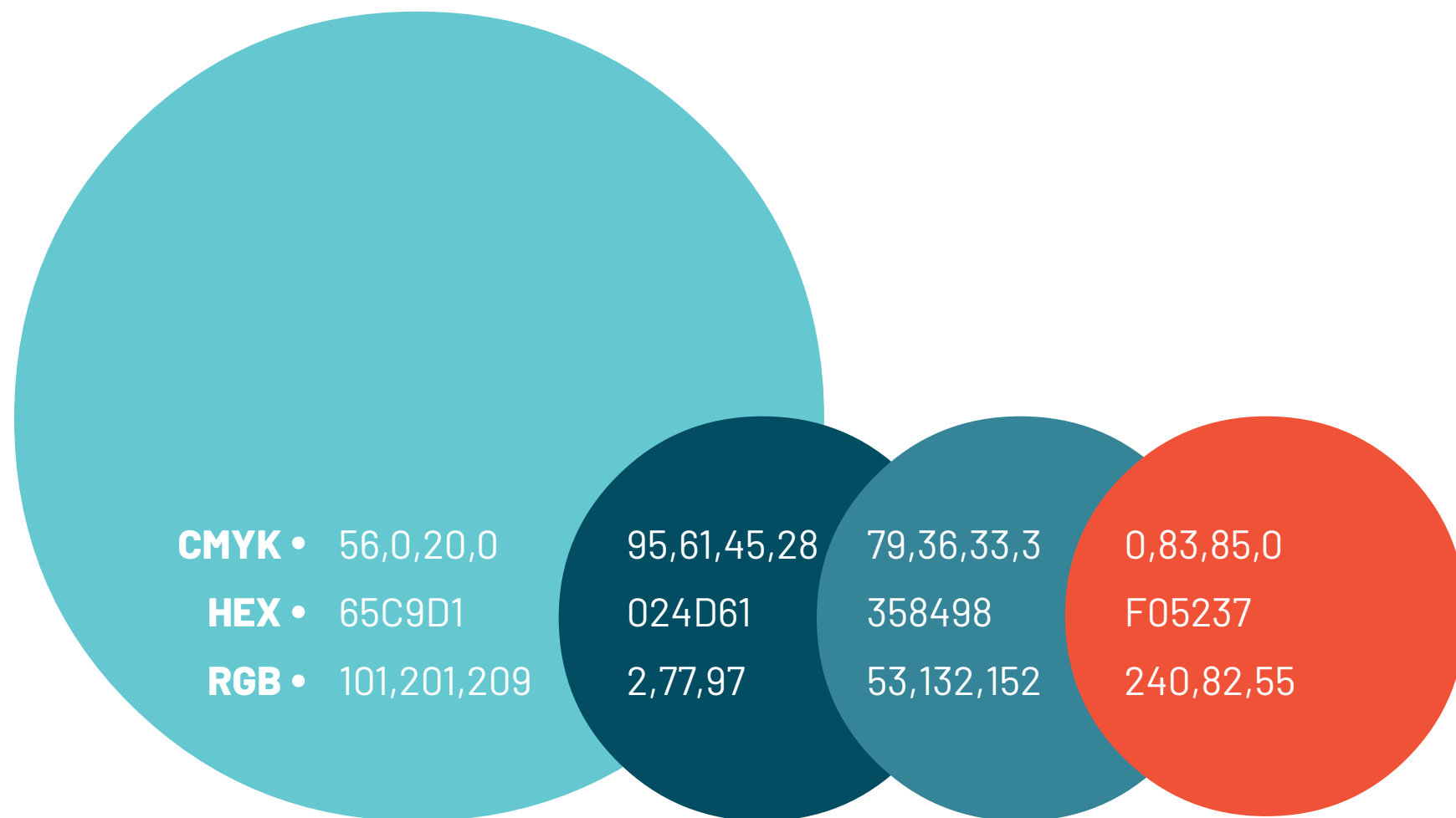
The logo features a stylized teal bracket on the left, with a teal dot at its top and a teal dot at its bottom. A red dot is positioned above the letter 'i' in the word 'LibrarIN'.

LibrarIN

# ! **ALTERNATIVE** applications



# COLOR scheme



# SAFE space

Safe space is the minimum area around the logo which no other object should be placed.

The height of letter N is used to determine this area around the logo.



# DOs and DON'Ts



**Don't change the colors.**



**Don't change the orientation.**



**Don't add shadow  
or any effects.**



**Don't resize the logo elements or  
alter the distances between them.**



**Don't crop the logo.**



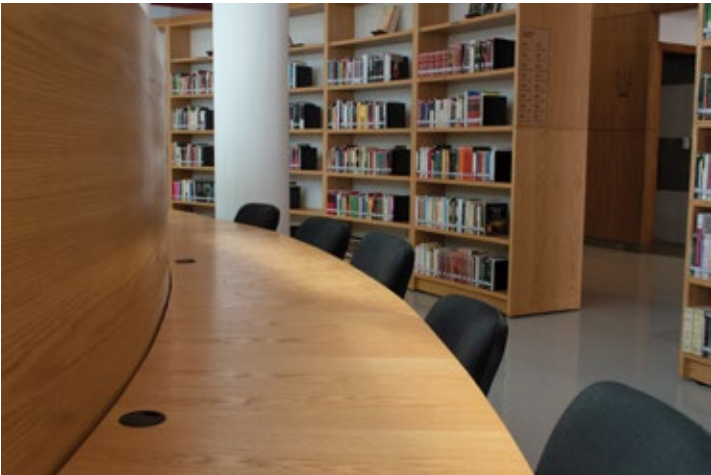
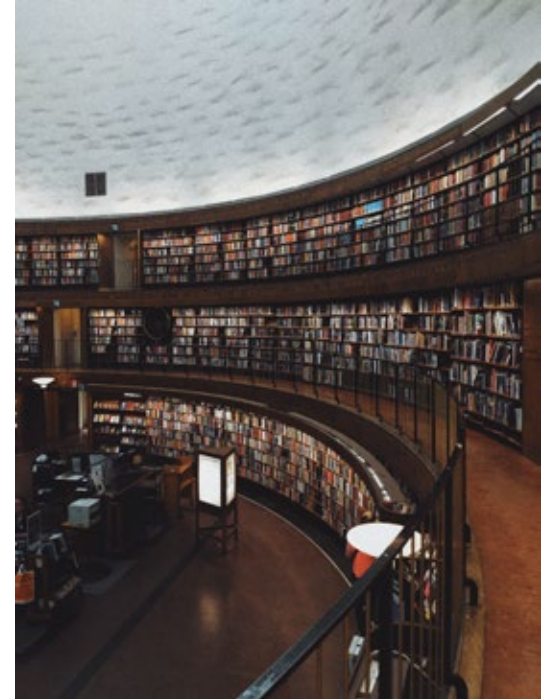
**Don't use tint or opacity.**



# ! FONT applications

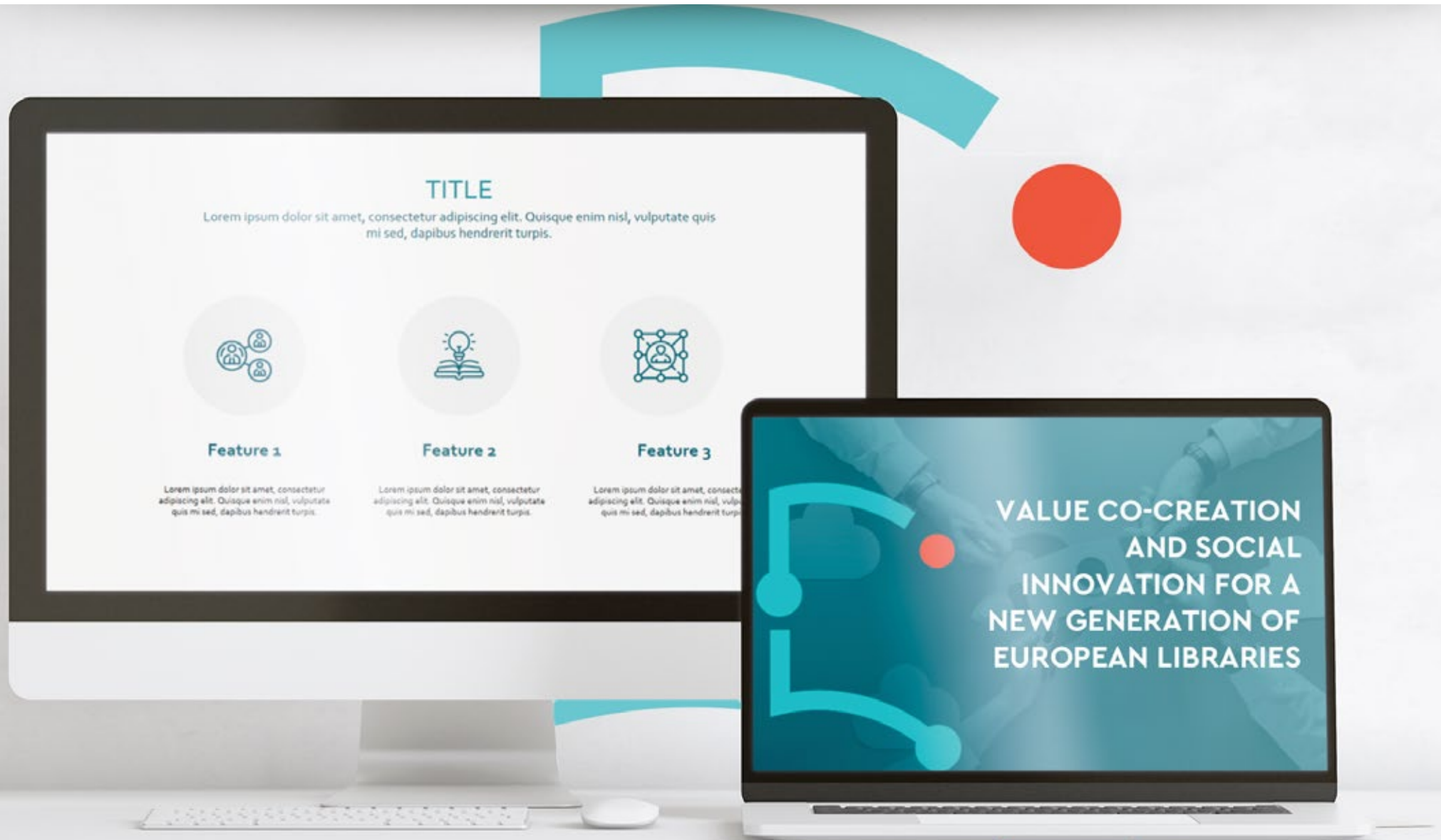
FONT	Application
<b>AaBbCc123</b> <b>Cera GR Black</b>	logo and print
AaBbCc123 Barlow	web and typography
AaBbCc123 Corbel	doc/ PPTX templates

# IMAGERY



# BRAND elements

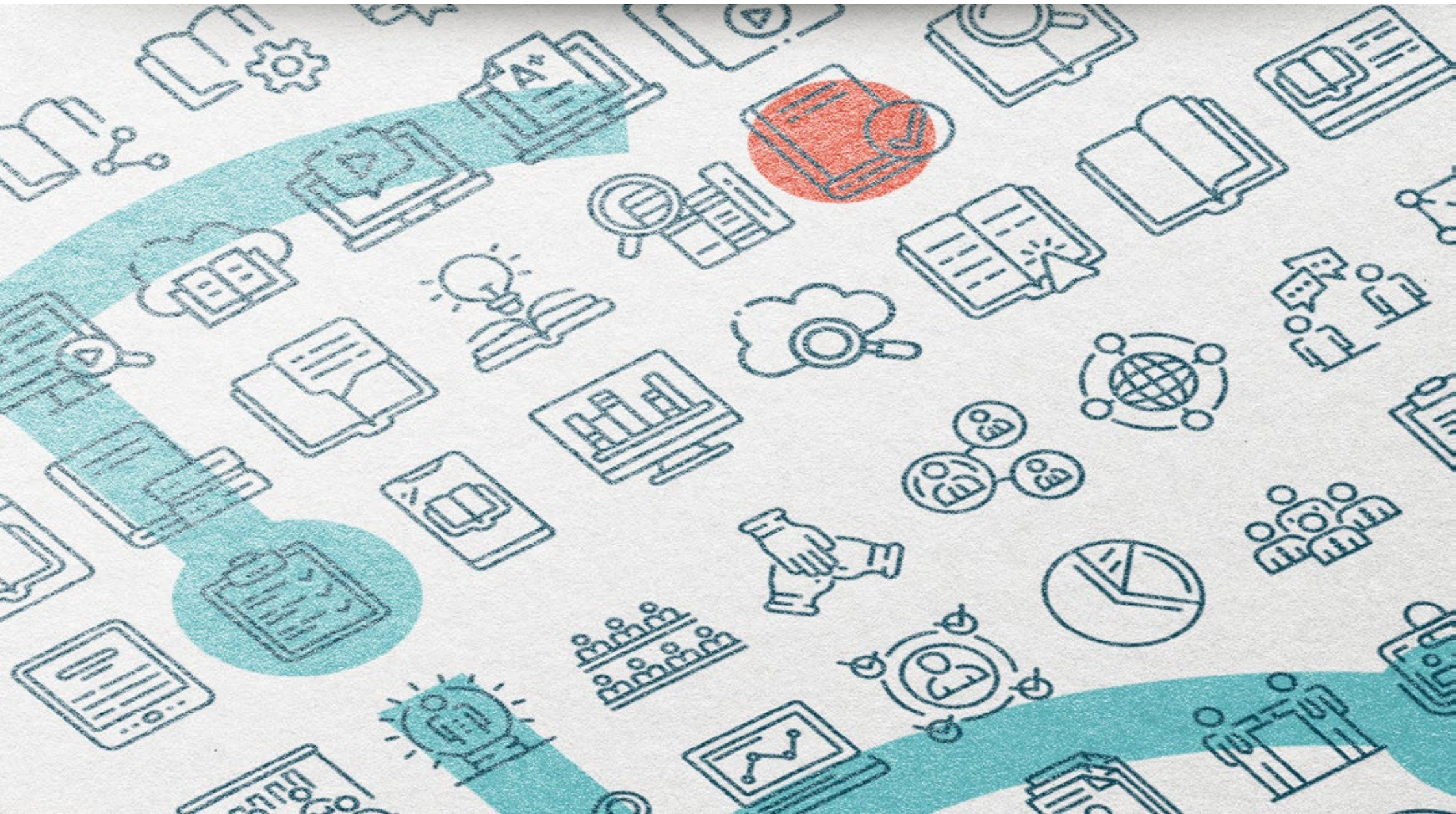
presentation template





# BRAND elements

iconography





# LOGO anatomy

A colored dot (#F05237) to stress project's name pronunciation and add vividness

Graphic representing books, in an ablative depiction (#65C9D1 color)



The project's short - coded name depicted in Cera GR Black fonts (#65C9D1)

# ! EU FUNDING Information

Any communication or dissemination material must display the following information on EU Funding:



**Funded by  
the European Union**

This project is funded by the European Union under grant agreement ID 101061516. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

# CONTACT Information

If you're ever in doubt, just refer back to this document.

If you need counseling, do not hesitate to ask for help.

**[info@librarian.eu](mailto:info@librarian.eu)**

**Thank you for keeping this project on brand!**