

Visual Identity Guidelines



Introduction

Welcome to IMPRESS' visual identity guidelines.

This document has been created to give a better understanding of the IMPRESS brand, as well as to offer inspiration for current and future projects.

IMPRESS' brand assets support technical, specific and consistent communication. These rules will allow the exploration of our brand's possibilities.

“Pioneering the future of transmission electron microscopy”.

Impress stands for **“Interoperable electron Microscopy Platform for advanced REsearch and Services.”** It is an Horizon Europe (EU-funded) scientific project aiming to revolutionize the transmission electron microscopy (TEM) field.

The project aims to **develop an interoperable platform** consisting of both hardware and software components based on a modular and standardized cartridge concept. The result will grant an optimal degree of flexibility, enabling the platform to be adjusted and utilized with different microscopes and instrumentation.

Coordinated by CNR and FZJ, it brings together 19 partners from across Europe comprised of scientists, companies, experts in the field of electron microscopy and research infrastructures.

An e-DREAM initiative.

e-DREAM (European Distributed Research infrastructure for Advanced electron Microscopy) promotes cooperation among European-level electron microscopy infrastructure providers, fostering collaborative research and transnational user programs with the aim to advance the field of electron microscopy and enhance its impact on scientific discovery.



Mission Statement

MISSION

co-develop cutting-edge transmission electron microscopy (TEM) that will revolutionise the way TEMs are used by new and well-established scientific communities.

KEYWORDS

- Horizon Europe
- transmission electron microscopy
- cooperation
- correlative
- adaptable
- transferable



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Our logo is made up of three parts: the **Symbol**, the **Wordmark** and the **Slogan**, stating the project's affiliation to e-DREAM. The following pages outline the principles behind these elements and how to use them to represent IMPRESS.



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We defined specific parameters for our Logo's **clear space** – the space where no graphic element can encroach. All graphic elements must remain the specified distances from our Logo. Ideally, our Logo should be surrounded by as much space as possible.



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Our Symbol is designed to express the idea of an electron in motion, while its shape reminds of the initial letter of “i”mpress at the same time. **Only the Symbol can be used individually.**



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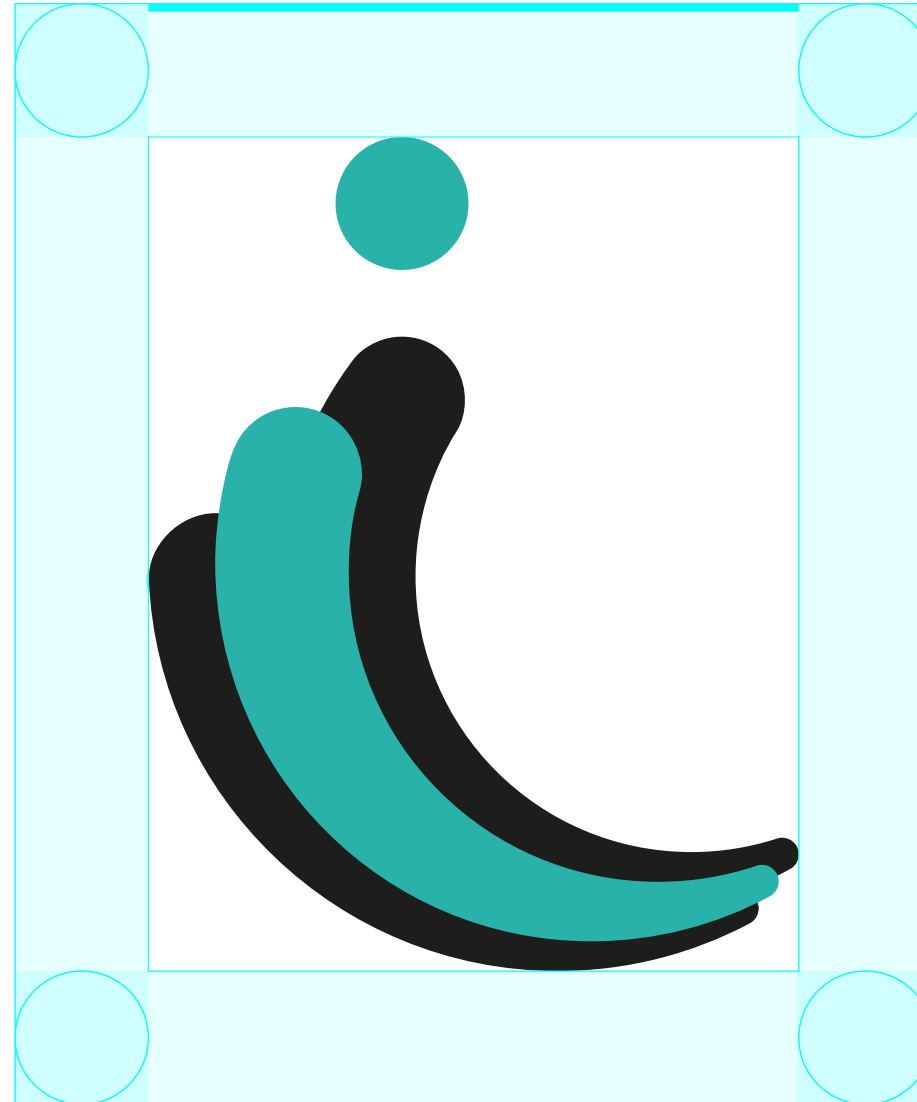
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We defined specific parameters for our Symbol's clear space. All graphic elements must remain the specified distances from our Symbol. Ideally, our Symbol should be surrounded by as much space as possible.



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Consistent and accurate presentation of our logo reinforces awareness of the brand. To help avoid misuse, follow the instructions shown below.

DO NOT ALTER THE LOGO IN ANY WAY
BY CHANGING OR ADDING ELEMENTS



NEVER CHANGE THE LOGO'S COLOR
OR ORIENTATION



DO NOT DISTORT THE LOGO



DO NOT DISPLAY THE LOGO ON A
GRAPHIC PATTERN OR BACKGROUND
THAT PROVIDES INADEQUATE
CONTRAST OR OVERLY BUSY





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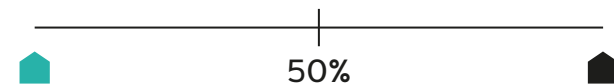
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CORPORATE COLOURS



CMYK	73 1 40 0	74 65 63 81
RGB	40 178 169	29 29 27
HEX	#28b2a9	#1d1d1b

GRADIENT





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CORPORATE TYPEFACE

Artegra Sans

ÀÁÂÃÄÅABCDEF GHIJKLM

NOPQRSTUVWXYZ

àáâãäåairbnbcde

fghijklmnopqrstu

vwxyz fi fl

1234567890

@÷©™!“#;:/ø%&)(*+_+

Light

Medium

Bold

Black

Artegra Sans Alt

ÀÁÂÃÄÅABCDEF GHIJKLM

NOPQRSTUVWXYZ

àáâãäåairbnbcde

fghijklmnopqrstu

vwxyz fi fl

1234567890

@÷©™!“#;:/ø%&)(*+_+

Light

Medium

Bold

Black

Artegra Sans is the corporate typeface used for dissemination materials and the website. The decision is based on its clarity and modernity. It also supportins many languages from Latin to Cyrillic scripts and lots of OpenType features. **DOCUMENTS TYPEFACE**



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OFFICE TYPEFACE

Calibri

ÀÁÂÃÄÅABCDEF GHIJKLM

Regular

NOPQRSTUVWXYZ

Bold

àáâãäåairbnbcde

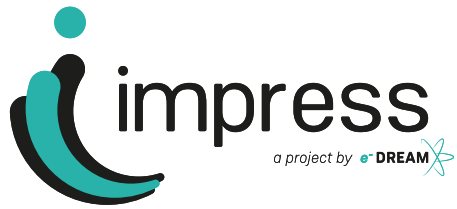
fghijklmnopqrstu

vwxyz fi fl

1234567890

@÷©™!#"#;:/ø%&)(* _ +

Calibri is the typeface used for official documents. Calibri is part of the *ClearType Font Collection*, designed to work well with Microsoft's ClearType text rendering system, a text rendering engine designed to make text clearer to read on liquid-crystal display monitors. Calibri is the default typeface of Microsoft Office and much other Microsoft software.



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Our graphic system relies on simple geometric shapes. A black frame, usually adopted for social media posts; a thick line, to separate concepts; circular shapes; and parts of IMPRESS Symbol. The graphic elements above are examples of different possibilities. To follow, the elements put into practice.



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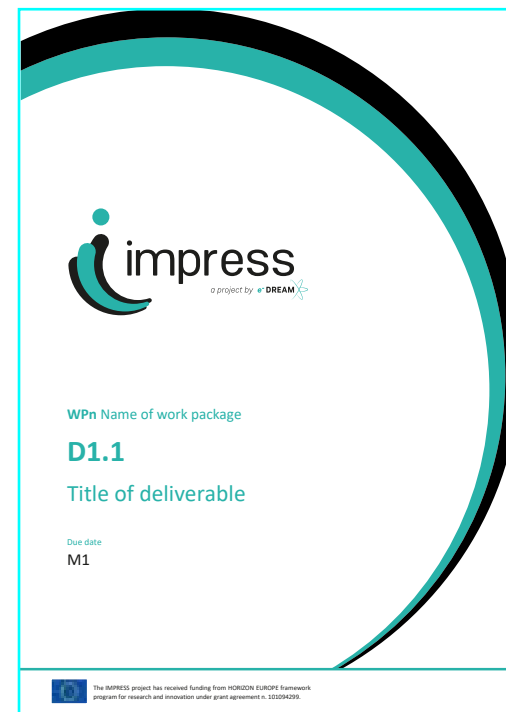
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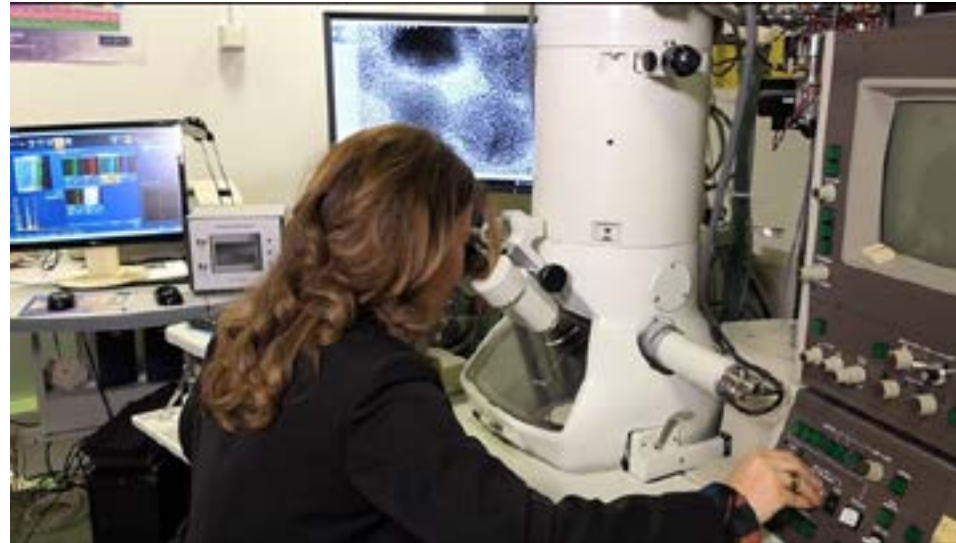
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The photography of IMPRESS consists of high quality and straight shot images that represent IMPRESS' technology field, location and instruments.

Pictures can also be black/white with a filter layer is placed on top, to totally or semi cover the image. To create this effect: the layer has the first corporate color and opacity effect "multiply".



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There are some established design templates for IMPRESS stationery: Letterhead, Deliverable document, Minutes, Agenda, Signature Sheet. They are available to view and download from the [online branding toolkit](#).

An A0 poster, a rollup and a leaflet will be ready by the end of July, term of the Task 7.2. Placeholders and badges can be produced on request.

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On this page (https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en) beneficiaries of EU funding can download ready-to-use EU funding statements to comply with the visibility requirements." [European Union Commission website]

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Funded by
the European Union



Funded by
the European Union

"Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means." [IMPRESS Grant Agreement - n. 101094299. Page 37-38]



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Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate) [IMPRESS Grant Agreement - n. 101094299. Page 38]:

“Funded by the European Union. Views and opinions expressed are however those of the authors 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.”

Examples:



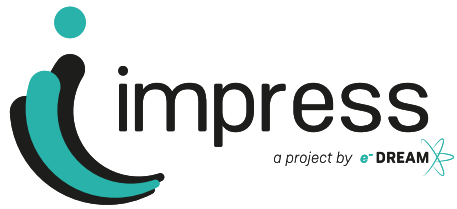
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Further Information

These visual identity guidelines have been produced by **Promoscience S.r.l**, April 2023. Please contact them for any additional information and request.



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