Stunned

Brand Identity Guideline.

Corporate Logo

Logo general and color variations

Logo clearspace

Logo

Logo (star-version)
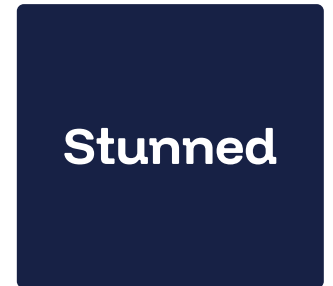
Logomark

Wordmark

Stunned

Stunned

Stunned

Logo strip

Stunned

Attention:

Use of any stylized, animated, hand-drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and project consistency.

DARK LOGO

May only be used on a light background with a box in the dark blue of the stunned CI.

LIGHT LOGO

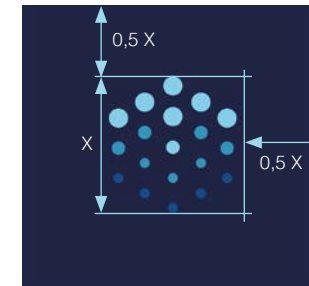May only be used on a dark background if the dark logo does not work.

It is important to protect the logo from graphic elements and further objects. That can be ensured by the clear space, which is determined in the following.

CLEARSPACE SYMBOL

The clear space of the logo is half of the total height both horizontally and vertically. This results in an overall height that is 2 times higher than the logo itself.

If only the icon is used, a clear space must also be maintained here, which is determined analogously to that of the logo.

The icon can be used as the square version of the logo.

E.g. if the regular version does not fit the layout or as a thumbnail/symbol of the project.

Please note, that the icon should be framed by an object as displayed on the left.

Corporate Colors

Primary Colors, Color Tones

Do's and Dont's

The Stunned color palette contains four primary colors and three secondary colors.

PRIMARY COLORS

Use these colors in the first way.

Dark Blue	Mid Blue	Light Blue	Sky Blue
CMYK: C87 M76 Y25 K60	**CMYK:** C58 M18 Y99 K3	**CMYK:** C71 M20 Y11 K11	**CMYK:** C50 M0 Y7 K0
RGB: R32 G136 B69	**RGB:** R17 G75 B141	**RGB:** R54 G149 B188	**RGB:** R133 G207 B233
Web: #202445	**Web:** #114B8D	**Web:** #3695BC	**Web:** #85CFE9

SECONDARY COLORS

Do not use these colors in the first way.
You can use these colors for a more interesting design with more color.

Black	Light Grey	White
CMYK: C0 M0 Y0 K100	**CMYK:** C6 M4 Y5 K0	**CMYK:** C0 M0 Y0 K0
RGB: R0 G0 B0	**RGB:** R242 G242 B242	**RGB:** R225 G225 B225
Web: #000000	**Web:** #F2F2F2	**Web:** #ffffff

For good readability, there are some rules for the correct use of the Stunned colors.

DO`S

LOREM IPSUM
LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

Primary dark blue / mid blue / light blue and black may be used on a white background.

LOREM IPSUM
LOREM IPSUM

White and primary sky blue may be used on a primary dark blue background to provide sufficient contrast between background and text.

LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

On a primary sky blue background white and dark blue text/symbols may be used.

DONT`S

LOREM IPSUM
LOREM IPSUM

The contrast between background and writing must always be guaranteed. Do not use a dark color on a dark background.

LOREM IPSUM
LOREM IPSUM

Do not use any other color than white or sky blue for text/symbols on mid blue background.

LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

Do not use any other color than black or primary dark blue / mid blue for text/symbols on light grey background.

Corporate Fonts

Primary Fonts

Fonts for Graphic Templates/Publications

Secondary Font

Alternative Font

The primary font Funnel Display used in the Stunned Logo and visualizes the project. It is also used in all graphic templates and publications for headlines.

If the primary font is not available please use the alternative secondary font.

SPECIAL CHARACTERS

? ! , . ; : # * + - = ( ) /
^ < > & % $ € @ °

ä ö ü á à â ú ù û í
ì ô ó ò é è ê

Funnel Display

Primary font

BOLD

a b c d e f g h i j k l m n o p q r
s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

REGULAR

a b c d e f g h i j k l m n o p q r
s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

The secondary font is Poppins visualizes the project of Stunned. It is also used in all graphic templates and publications for Text.

If the primary font is not available please use the alternative secondary font.

Poppins

Secondary font

BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SPECIAL CHARACTERS

? ! , . ; : # * + – = ( ) / ^ ‹ › & % $ € @ °

ä ö ü ß á à â ú ù û í ì ô ó ò é è ê

The alternative font is used when the primary font is not available (for example in Word documents or PowerPoint presentations).

Since Arial is one of the system fonts, it is preinstalled on every computer.

Arial

Alternative font

BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

For certain text sections and typographies, some rules should be
followed to create a continuous and consistent image of the project.
It does not matter whether it is the primary or secondary font.
The following rules apply for MS-Word and MS-PowerPoint.

CAPTION TEXT

10 pt Type - Fontweight: Light Italic
(PowerPoint: 16 pt Type)

Example for a Caption Text

STANDARD TEXT

12 pt Type - Fontweight: Regular
(PowerPoint: 28 pt Type - Fontweight: Light)

Example for a Standard Text

HEADLINE

18 pt Type - Fontweight: Bold
(PowerPoint: 36 pt Type)

Example for a headline

TITLE

36 pt Type - Fontweight: Bold
(PowerPoint: 36 pt Type)

Example for a Title

Graphics

Keyvisual

Background

Elements without Background

Elements with Background

The key visual represents the project and its content visually. It should be used wherever there is ample space. However, please ensure that the key visual occupies the entire area to maintain its impact.

Do not use the Keyvisual as a small image just to fill spaces.

Examples for Use:

· As a cover Picture
(as in the Word Template)
· As a title picture
(as in the PowerPoint Template
or on Rollups)

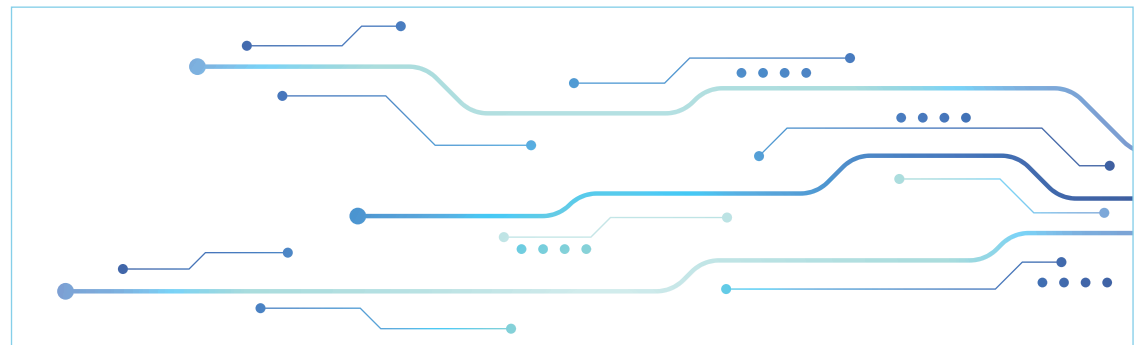The background graphic represents the primary color of the project.

It should be used wherever there is sufficient space, but it should not be used if the key visual can or must be placed on the same page/space. This graphic is only intended to enhance unwanted white background.

Do not use it as a small image just to fill small spaces, or against a dark background. It should only be used on a white or light grey background.

Examples for Use:

· As a cover graphic
(as in the Word Template)
· As a title graphic
(as in the PowerPoint Template
or on Rollups)

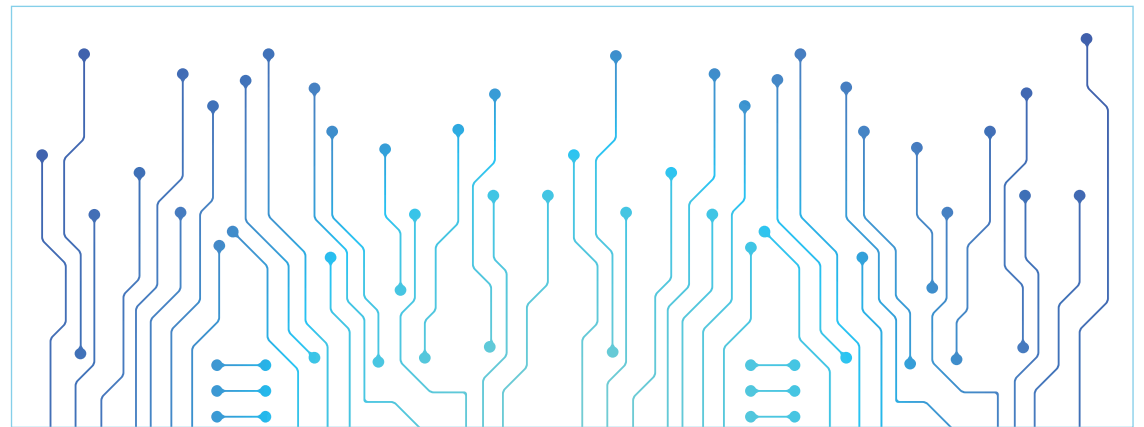The Design elements represents the connecting and futuristic character and the primary colors of the project.

It should be used wherever there is sufficient space, but it should not be used if the key visual can or must be placed on the same page/space. This graphic is only intended to enhance unwanted white background.

Use these elements in the first way.

Do not use it as a small image just to fill small spaces, or against a grey background.

PRIMARY VERSION

Use these Version in the first way.

The Design elements represents the connecting and futuristic character and the primary colors of the project.

It should be used wherever there is sufficient space, but it should not be used if the key visual can or must be placed on the same page/space. This graphic is only intended to enhance unwanted white background.

Use these elements in the second way.

Do not use it as a small image just to fill small spaces, or against a dark background. It should only be used fullscreen. Do not use it as a small image just to fill small spaces

SECONDARY VERSION (DARK)

Use these Version only for spaces of a dark design.
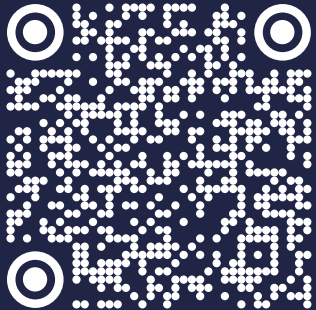

SECONDARY VERSION (LIGHT)

Use these Version only for spaces of a light design.

Please note, that there are some rules for the use of the EU Emblem in the context of EU Programmes 2021-2027.
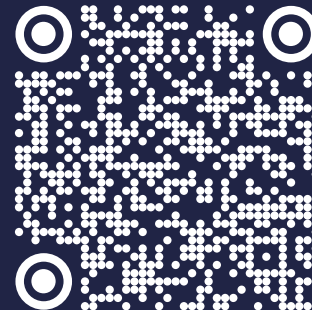
**Co-funded by
the European Union**

Scan the QR-Code for more information or use the link below:

https://commission.europa.eu/system/ files/2021-05/eu-emblem-rules_en.pdf

Scan the QR-Code to download the EU-Emblems or use the link below:

https://ec.europa.eu/regional_policy/ information-sources/logo-download- center_en