



Euremap visual guide

I. The logo



The logo works as a rectangle stamp composed of a text block with the name, and two distinct elements that show the nature of the Euremap project: connecting ocean and technology. Those elements, each working as a trio, connect to create the logo, referring to the 3 RIs connecting to create Euremap. The font used aims at emphasizing the technologic and innovative aspects of the project. The blue is a mixed of the 3 different RIs blues.



II. The logo with catchphrase



Discovering new marine products
through advanced research services

III. The colors



Euremap blue

#of6c9f

C88 M50 Y18 K3
R15 G108 B159



Sandy beige

#bcb79e

C29 M22 Y39 K5
R188 G183 B158



Wire grey

#4f5353

C63 M50 Y50 K44
R79 G83 B83



Light sky blue

#92ceef

C45 M4 Y2 K0
R146 G206 B239

IV. The typography

Primary Type

For titles and highlight

Chakra Petch bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Secondary Type

For titles and highlight

Lucida Console

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

For texts

Raleway light + **bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz

For texts

Lucida Sans regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

V. Presentation templates



Presentation title

Presentation subtitle if needed



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Table 1. XXXXX.

XXXXXXXXXX	XXXXXXXXXX
XXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXX
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1. Title

a. Subtitle

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Put your image here

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