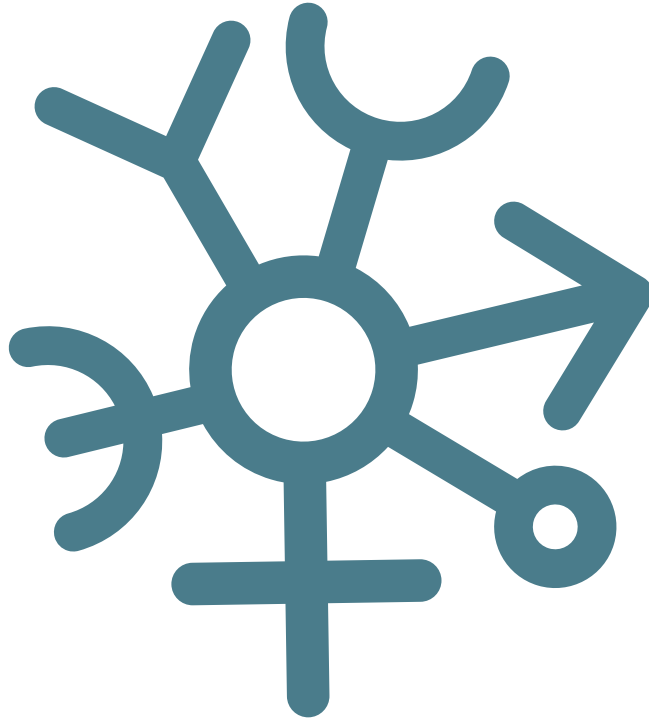


VISUAL IDENTITY GUIDELINES

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Supporting the Promotion of Equality
in Research and Academia





Symbol

Our non-neutral symbol seeks to emphasize the idea of gender equality as a basic human rights principle.

Blunt in the corners, it is smooth and open to dialogue.

Like an alchemic sign, it shifts elements into one another, and allows them to live together.

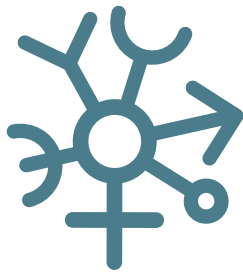
Each element starts from a common basis: the center.

It is the common basis of respect, equality and competence.

A centripetal movement, to focus on the common effort towards shared goals.

A centrifugal movement, to share knowledge with the world.

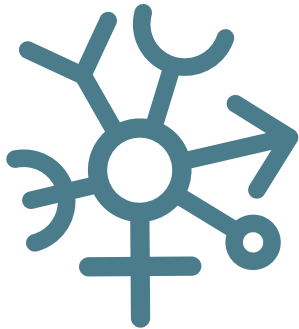
A multiple element that creates both strong and weak links, synapse of a network of knowledge, exchange and collaboration among differences.



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Symbol + logotype



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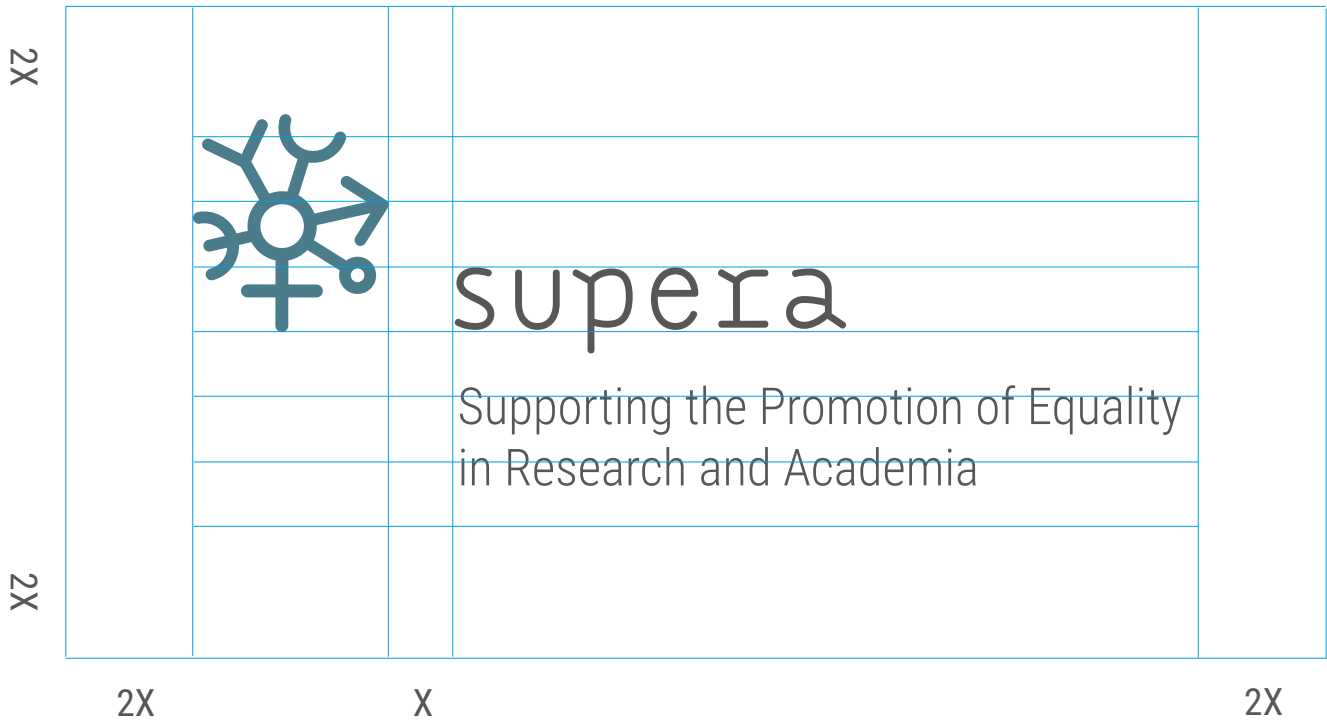


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Symbol + logotype

Declinations.



3mm

Respect zone and minimum size



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Positive and negative

To be used in black and white graphic materials.

■ CMYK 0 0 0 100

RGB 0 0 0



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CMYK 47 11 0 45

RGB 73 124 139

#497C8B



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CMYK 0 0 0 70

RGB 77 77 77

#4D4D4D

Positive and negative

On palette background colors.



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CMYK 32 17 0 11
RGB 156 189 228
#9CBDE4



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CMYK 0 14 34 0
RGB 254 219 167
#FEDBA7



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supera

Supporting the Promotion of Equality
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CMYK 16 0 19 16
RGB 179 214 173
#B3D6AD



supera

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supera

Supporting the Promotion of Equality
in Research and Academia

CMYK 0 37 43 5
RGB 243 154 138
#F39A8A

Positive and negative

On different background colors.





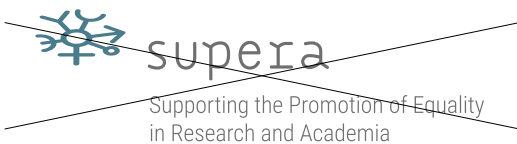
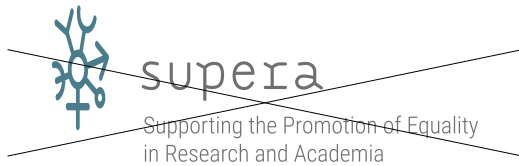
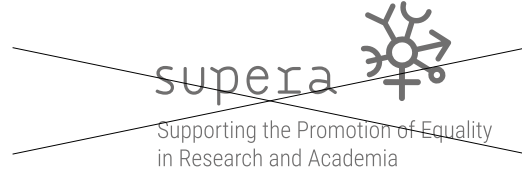
CMYK 47 11 0 45
RGB 73 124 139
#497C8B



CMYK 0 0 0 70
RGB 77 77 77
#4D4D4D

Colour palette

For the “institutional” color we chose a rather neutral palette. The style of the brand allows it to cohesist with any other nuance, strenghtening the idea of equality in diversity.



Logo do's and don'ts

The logo must be used respecting its structure, colour, proportions, elements and direction.

MONOXIL

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

1 2 3 4 5 6 7 8 9 0

' ì ? = (/ & % \$ " ! @ #

Typography

Primary font for titles.

You can download the official font from this link for free:

<https://www.urtd.net/fonts/monoxil>

ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

î^?=(/&%\$£"!@#

ROBOTO CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

î^?=(/&%\$£"!@#

ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

î^?=(/&%\$£"!@#

ROBOTO CONDENSED REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

î^?=(/&%\$£"!@#

ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

î^?=(/&%\$£"!@#

ROBOTO CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

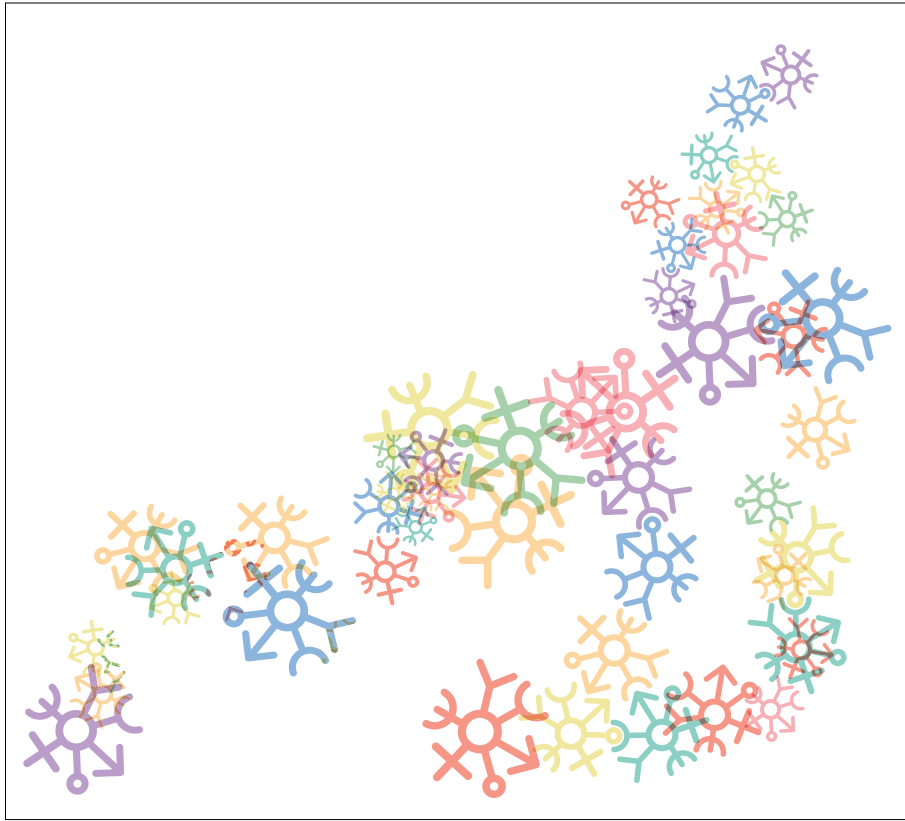
î^?=(/&%\$£"!@#

Typography

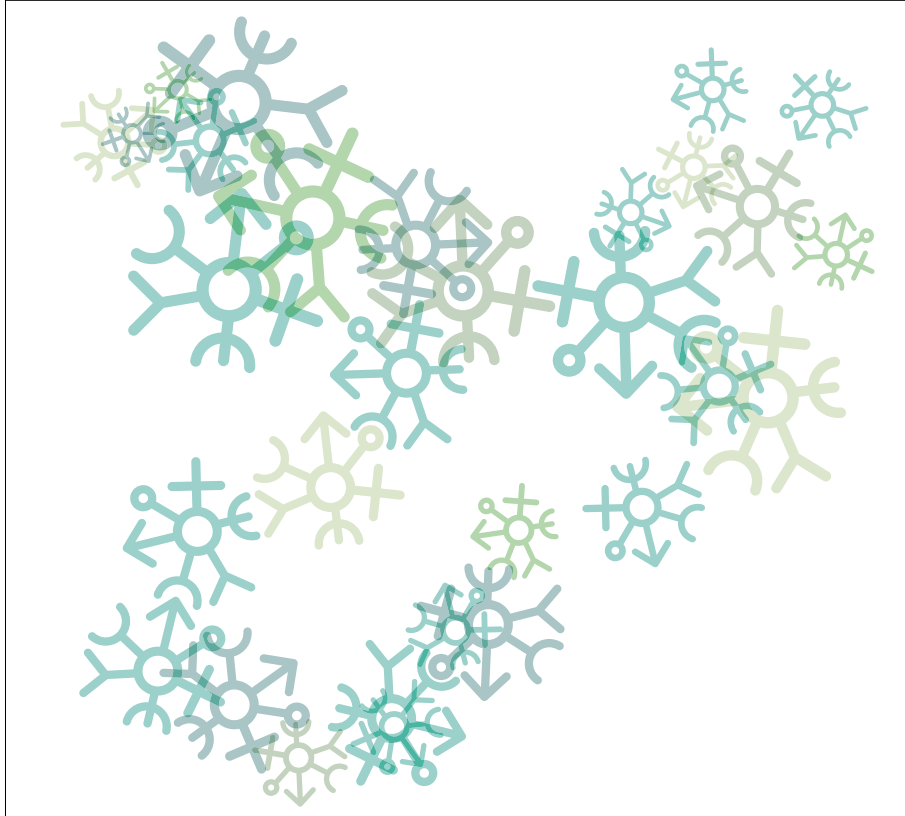
Secondary fonts, for texts and subtitles.

You can download the official font from this link for free:

<https://fonts.google.com/specimen/Roboto+Condensed>

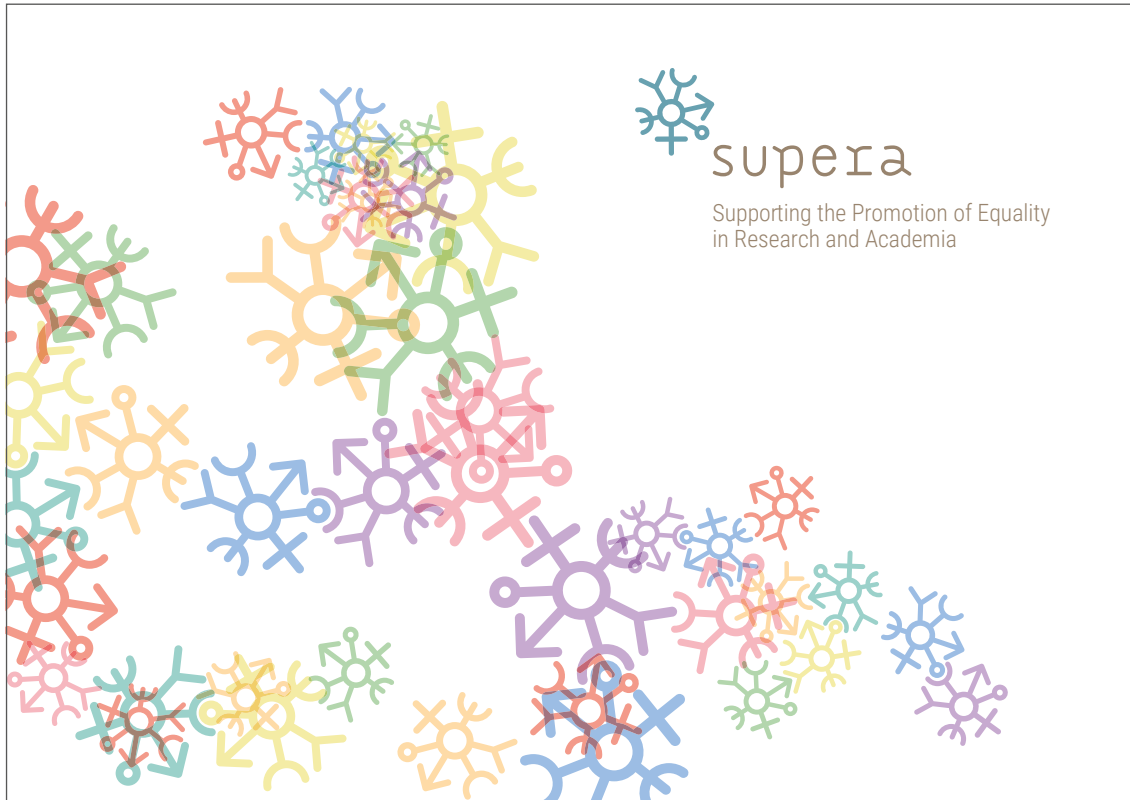


Full colors




Pattern declinations


Grey-green palette




www.superaproject.eu


info@superaproject.eu








 SUPERA project has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No. 787829


The SUPERA partners are:




















Postcard



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ADOTTARE STRATEGIE DI GENERE NELLE ORGANIZZAZIONI DI RICERCA

Le esperienze di Università
degli studi di Cagliari e
Regione Autonoma della
Sardegna nel contesto europeo

28 Ottobre 2019

h 9:30-12:30

Mediateca del Mediterraneo
Sala eventi 1°P
Via Mameli,164
Cagliari

SUPERA è un progetto europeo sulla parità di genere in università al quale UNICA partecipa con altri 7 partner europei.



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www.superaproject.eu



Poster



Logos order:

To maintain coherence, the logos must appear in this order:

RPOs (with Coordinator first)

RFOs

Technical partners

They can appear in 2 or 3 lines, according to space availability.



EU Acknowledgements

In all the institutional materials it is required to include the EU emblem

https://europa.eu/european-union/about-eu/symbols/flag_en

with the sentence: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 787829.



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