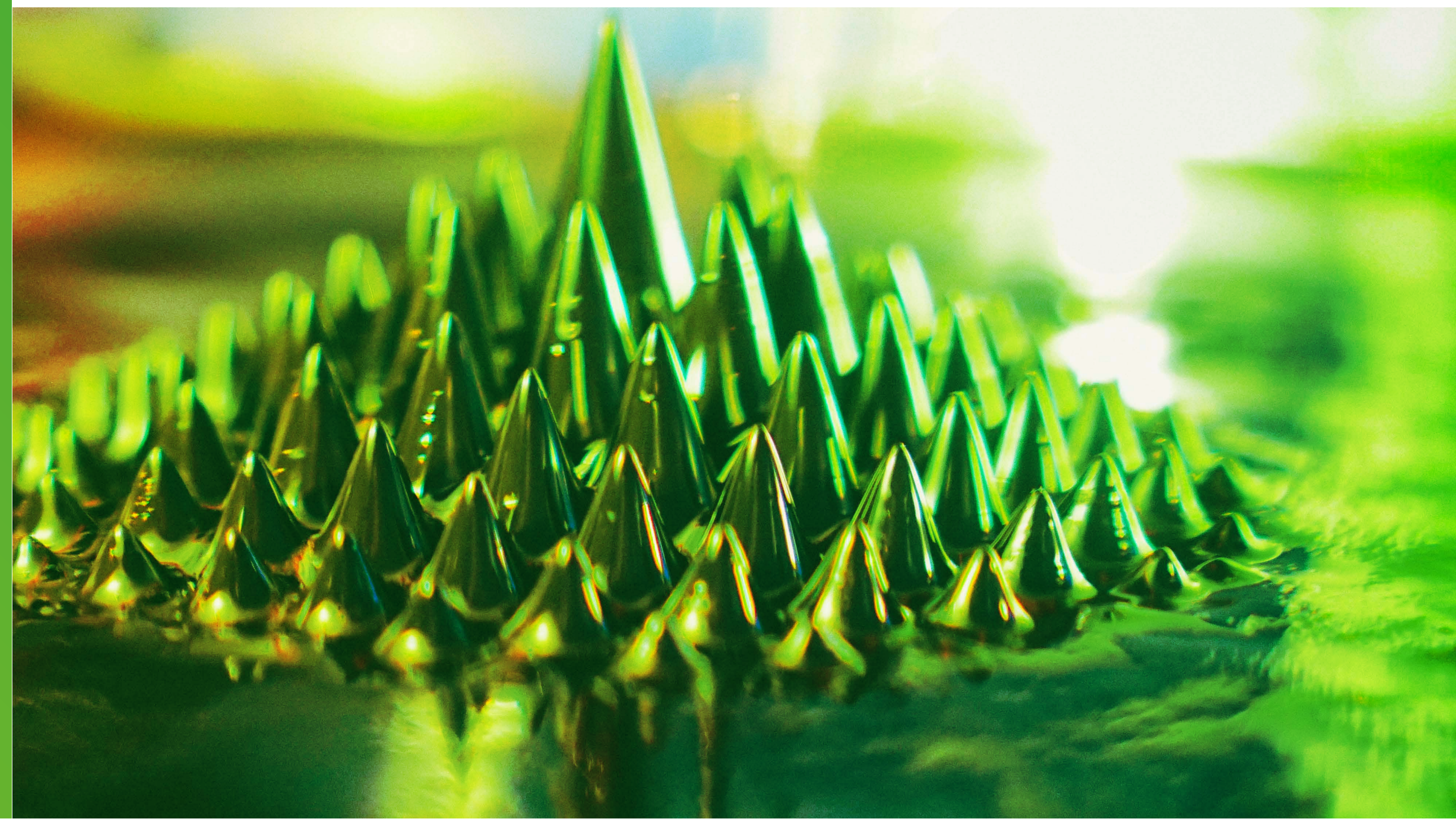


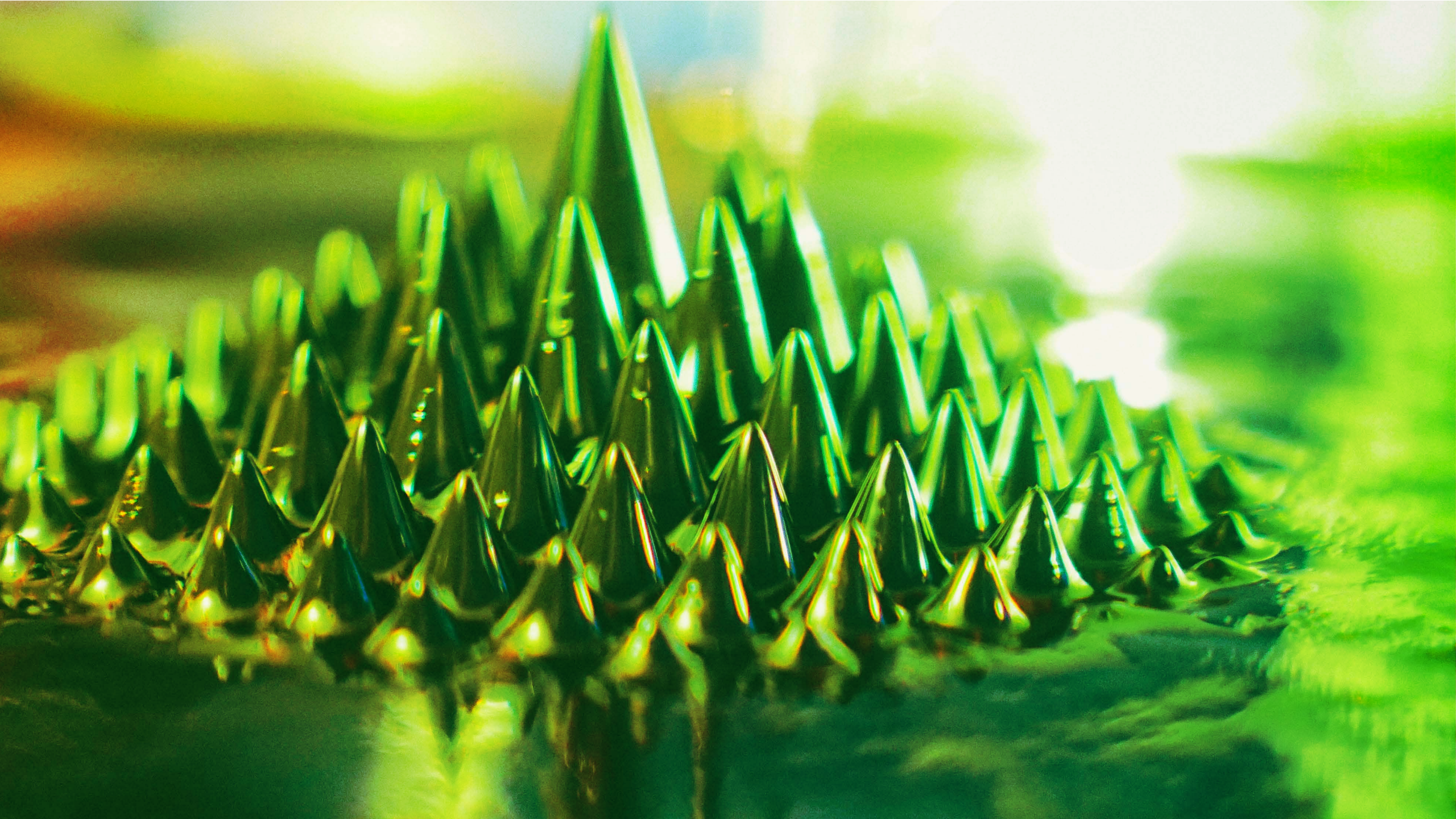


Sustainable Innovation
Investment Catapult
for Permanent Magnets

TOOLKIT







TOOLKIT

3

- 4 Logotype
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- 18 Usage examples

Logotype

Main logo version

Positive version of the project logo for widespread use on white or light-colored backgrounds.



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Logotype

Logo protection area

The logo protection area is derived from the logo design and reflects the position of the logo in relation to other adjacent brands. The delimited area must be respected as a minimum to allow the brand to breathe.



Logotype

Alternative logo versions

Alternative versions of the logo for use on coloured backgrounds or when colour reproduction is not feasible. The following versions will be used:

- negative for medium backgrounds
- negative for dark backgrounds
- white monochrome
- black monochrome

TOOLKIT

1.



2.



3.



4.



Logotype

Logo with subtitle

In cases where necessary, this version of the logo can be used accompanied by the subtitle, to better explain the purpose of the project.



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Logotype

Logo with subtitle color versions

Here are the color versions for the logo with subtitle:

- negative for medium backgrounds
- negative for dark backgrounds
- white monochrome
- black monochrome

TOOLKIT

1.



2.



3.



4.



Logotype

Incorrect uses

Under no circumstances may the composition of the logo be altered; it may be enlarged and reduced proportionally without deforming it.

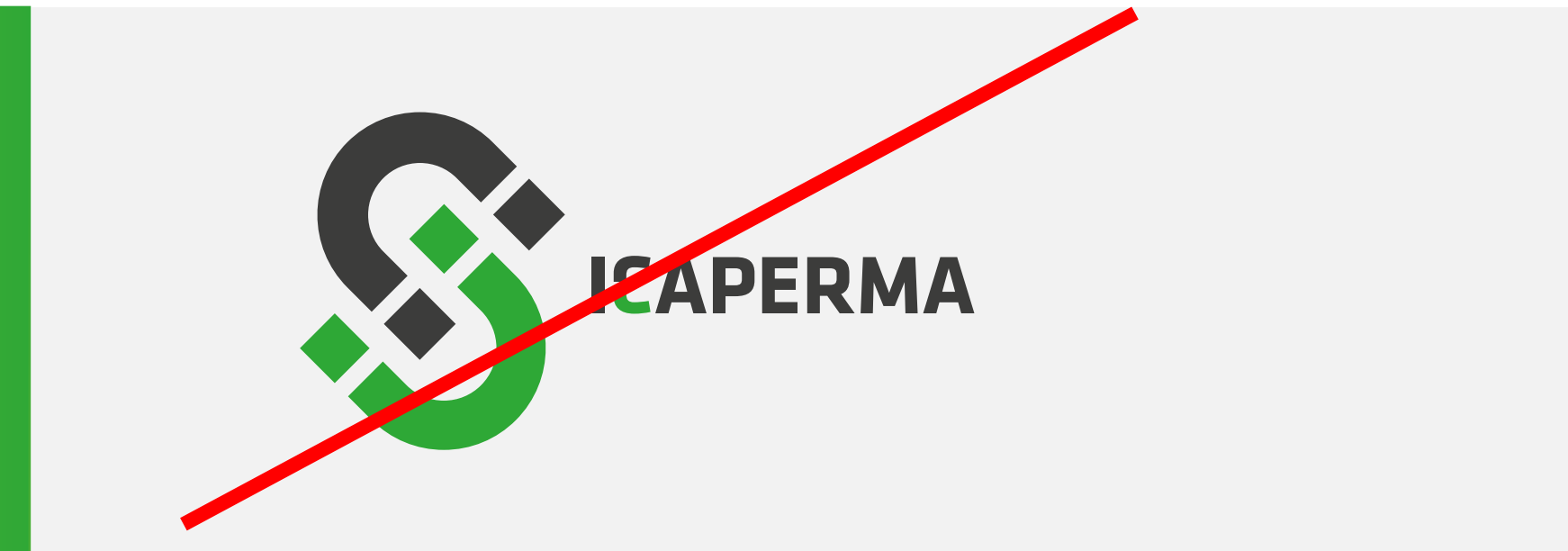
The accepted colour versions are those included in this manual, with other variants being prohibited.

The colour background on which the brand is to be applied must always be taken into account, using the version that best allows the logo to be readable.

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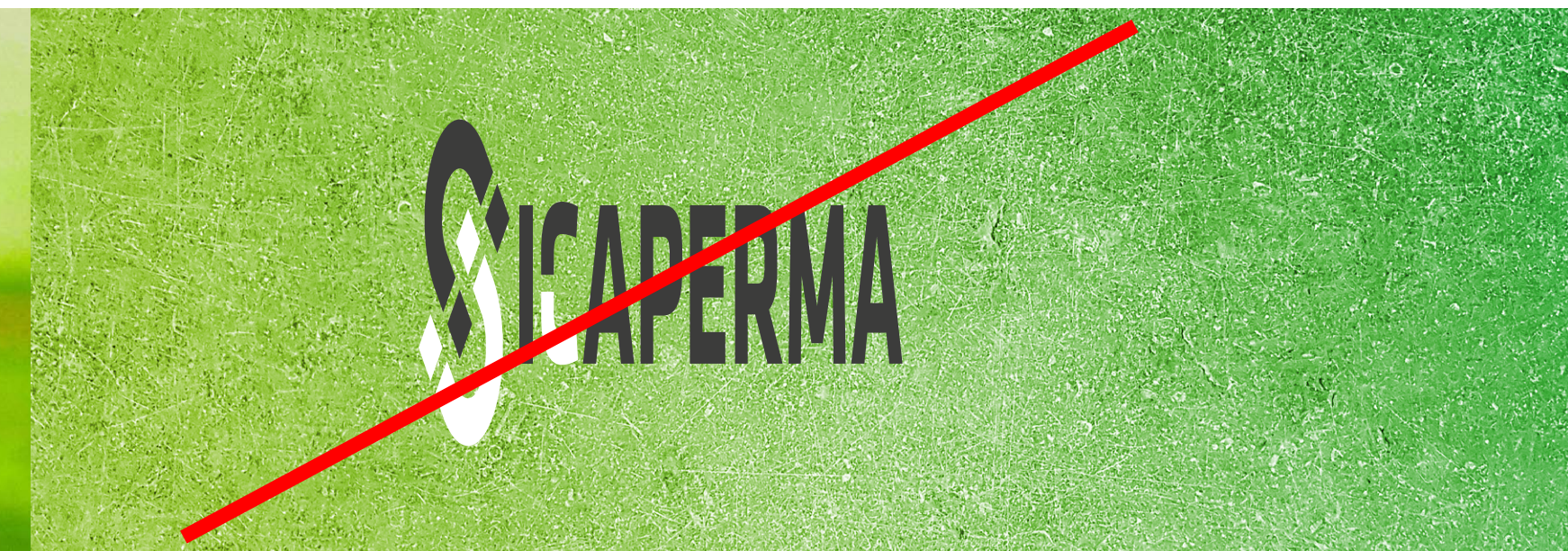
Correct use of the logo on gradient color backgrounds



Do not alter the proportion of the logo elements



Correct use of the logo on photographic backgrounds



Do not deform the logo



Correct use of the logo on photographic backgrounds



Do not alter the original color of the logo

Basic chart

The basic colours, black and white, may also be used in the composition of materials.

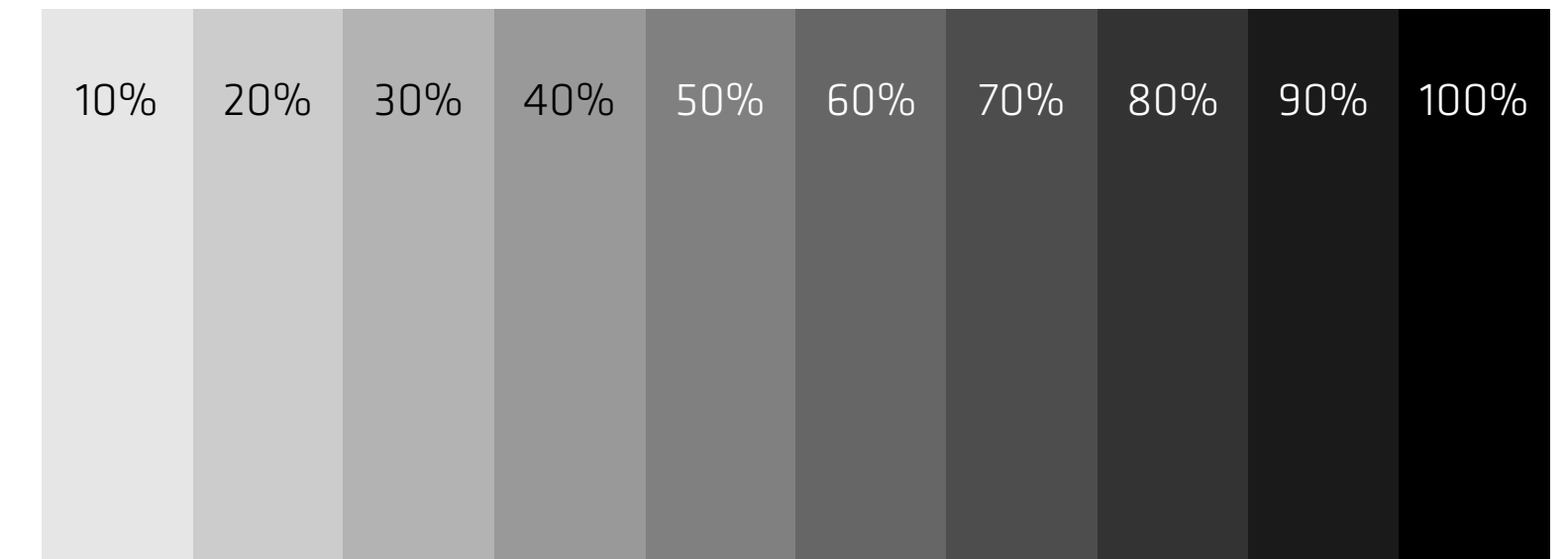
TOOLKIT

100%

1. *Journal of the American Medical Association*, 2000; 283: 2689-2695.

Hexadecimal: #3C3C3B

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
-----	-----	-----	-----	-----	-----	-----	-----	-----	------



Colour chart

Gradients

To achieve depth in graphic compositions, these two color gradients can also be used.

Pantone 376 CP

CMYK: 54/0/100/0

RGB: 132/1189/0

Hex: #84BD00



Pantone 361 CP

CMYK: 77/0/100/0

RGB: 67/176/42

Hex: #43B02A



Gradient of pantone 376 CP to pantone 361 CP

Pantone Process Black C

CMYK: 0/0/0/100

RGB: 60/60/59

Hex: #3C3C3B



Pantone 361 CP

CMYK: 77/0/100/0

RGB: 67/176/42

Hex: #43B02A



Gradient of Process Black C to pantone 361 CP

Typography

Main typography

The main typography used for the brand design is the Klavika font and it will be used as far as possible for the creation of derivative materials or graphic applications, to compose titles, claims and other accent compositions.

TOOLKIT

MAIN TYPOGRAPHY

Klavika Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;. *#@?!\$%&/()=

Klavika Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;. *#@?!\$%&/()=

Klavika Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;. *#@?!\$%&/()=

Klavika Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890,;. *#@?!\$%&/()=*

Typography

Alternative fonts

If the main font cannot be used,
the alternative font Titillium
may be used.

And as a auxiliary font for
the layout of general texts,
brochures, or for web design, the
Open Sans font will be used.

TOOLKIT

ALTERNATIVE TIPOGRAPHY

Titillium Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.*#@?!\$%&/()=

Titillium Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.*#@?!\$%&/()=

Titillium Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.*#@?!\$%&/()=

Titillium Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.#@?!\$%&/()=*

AUXILIARY TYPOGRAPHY

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.*#@?!\$%&/()=

Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.*#@?!\$%&/()=

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.*#@?!\$%&/()=

Open Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;.#@?!\$%&/()=*

Typography

Fonts styles

Although the document layout guidelines are open to encourage creativity and to make the document design process more flexible, simple examples of paragraph styles are given that could be used for word processing: letterheads, PPT presentations, brochures, reports, etc.

TOOLKIT

Klavika bold 48 pt
pantone 361

Klavika light 37 pt
100% black

Open sans light 22 pt
interline 30pt

Examples of unnumbered
listings with indented
paragraph and highlighted
point in pantone 361 color

EXAMPLES OF TITLES AND PARAGRAPHS

Level 1 Title

Level 2 Title

Exerat. Genihic to berrum comnis abore cone
nist milibea pe pratiscia sumquiaeperi cor aute
senduntium fugit, ulliqua ectotatur si volupta esciae
litae omnimin nobis mint prate nonsequi dolupti bla
ex enduntent.

- Illaborum enis et elesed qui cone pra vellam lam
et everio vellorectota dis mod qui doloriti del
ipsae lit aut labore veribusae.
- Hilitatibus dolecab oriberi te moluptati
doluptatus ma nos mintur
- Eaquisciatem experro beaquam repudantia sed
ma num eum, necepudam

Photography

To ensure that all materials have visual consistency, the corporate gradient will be applied at 45° to the selected photographs with a “overlay” effect.

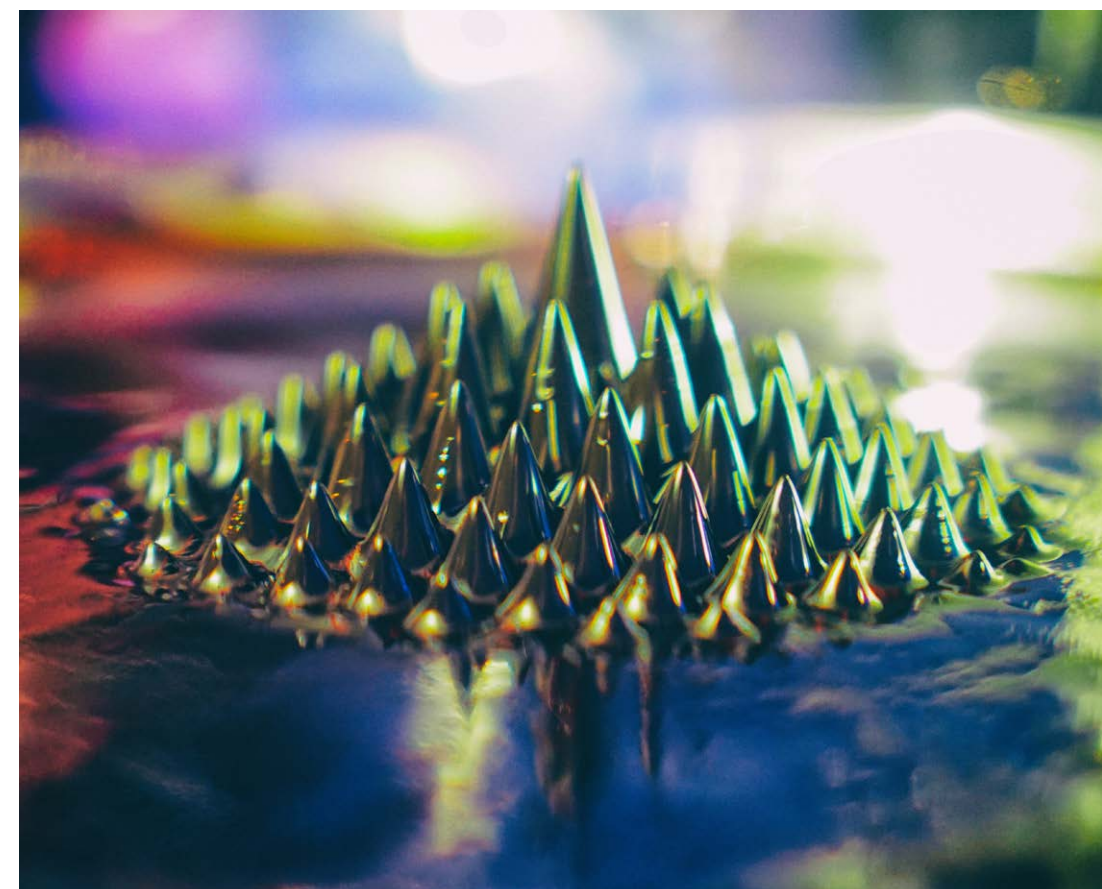
To ensure that the visual rhythm is not too repetitive, priority will be given to using the gradient on photographs for document covers and banners. Photographs without a gradient “overlay” on them may be alternated in the rest of the layout.

TOOLKIT

Corporate color gradient



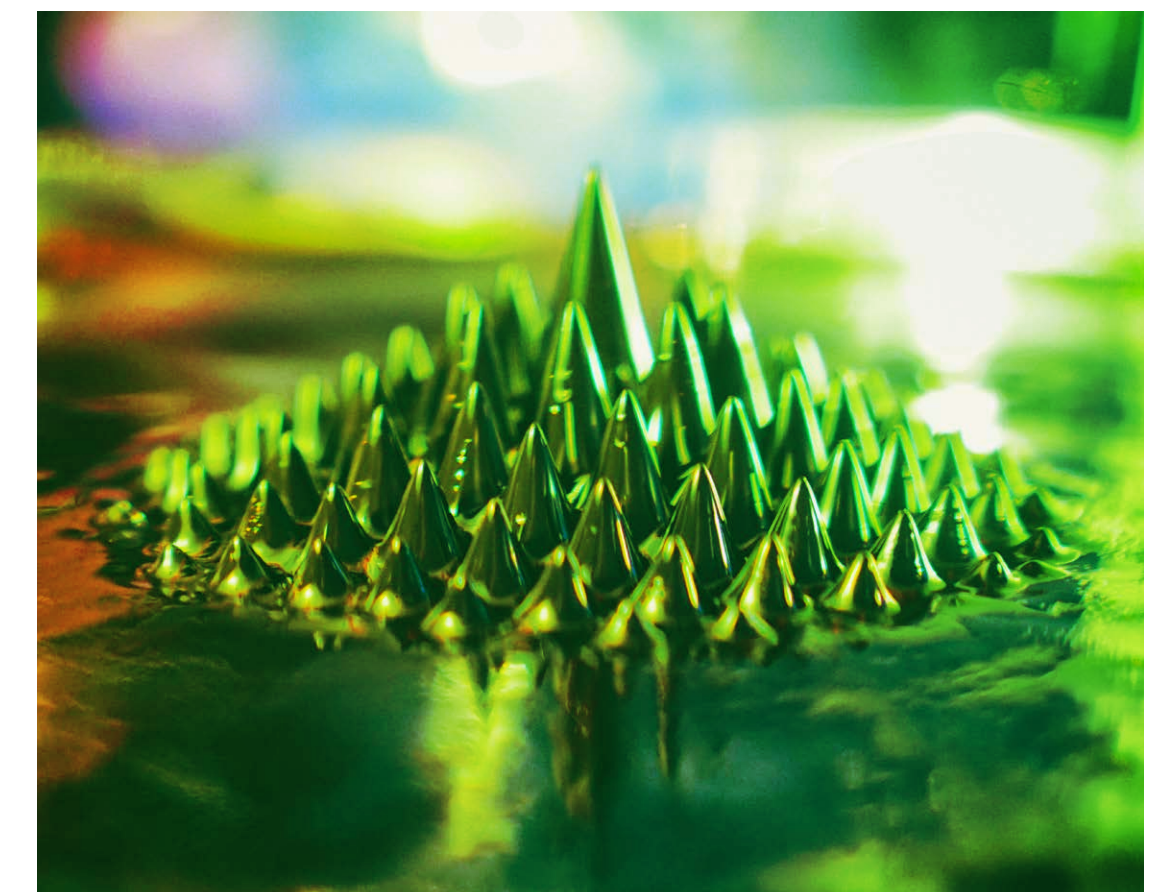
+



Sample image without any treatment

=

Result of applying gradient on photograph with “overlay” effect



EU acknowledgement

All Sicaperma project creatives must be accompanied by the logo of the European Commission as the funding entity.

Here we collect the main versions of the logo, but for more information, click on the links below.

Horizontal version

Positive version



Negative version



Monochrome reproduction



Vertical version

Positive version



Negative version



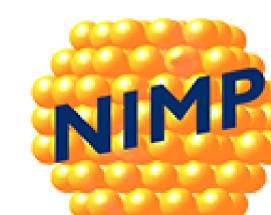
Monochrome reproduction



Partners logos



Universidad de Jaén



NIMP
SCIENTIFIC RESEARCH



MagREESource



enprojects

KOLEKTOR



SLOVAK
ACADEMY OF
SCIENCES



Primum, d.o.o.

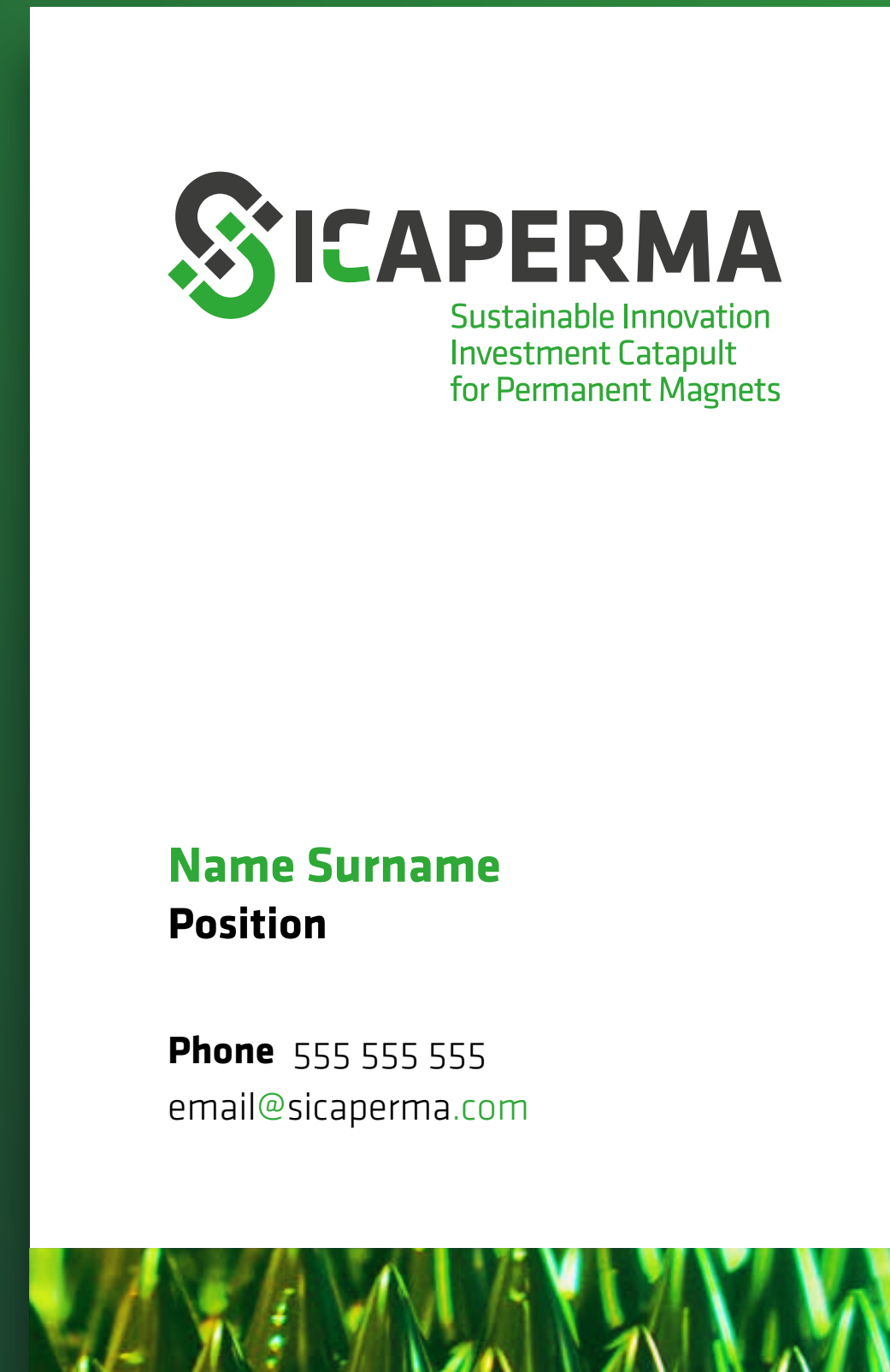


TECOS

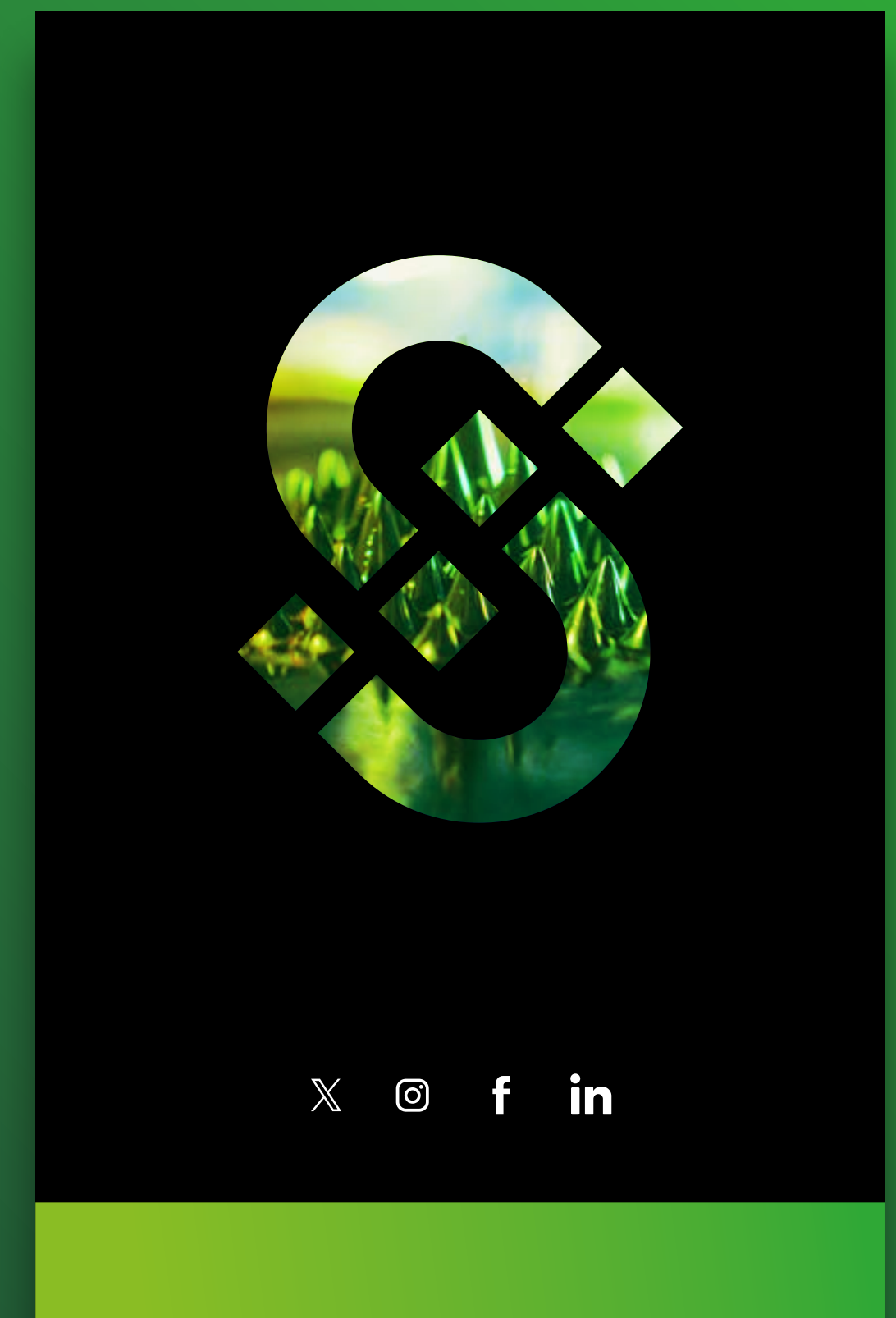


TOOLKIT

Usage examples



Business card



Usage examples

A4 letter
(with and without
logo partners)



Madrid, March 31st 2025,

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Name Surname
Position







Madrid, March 31st 2025,

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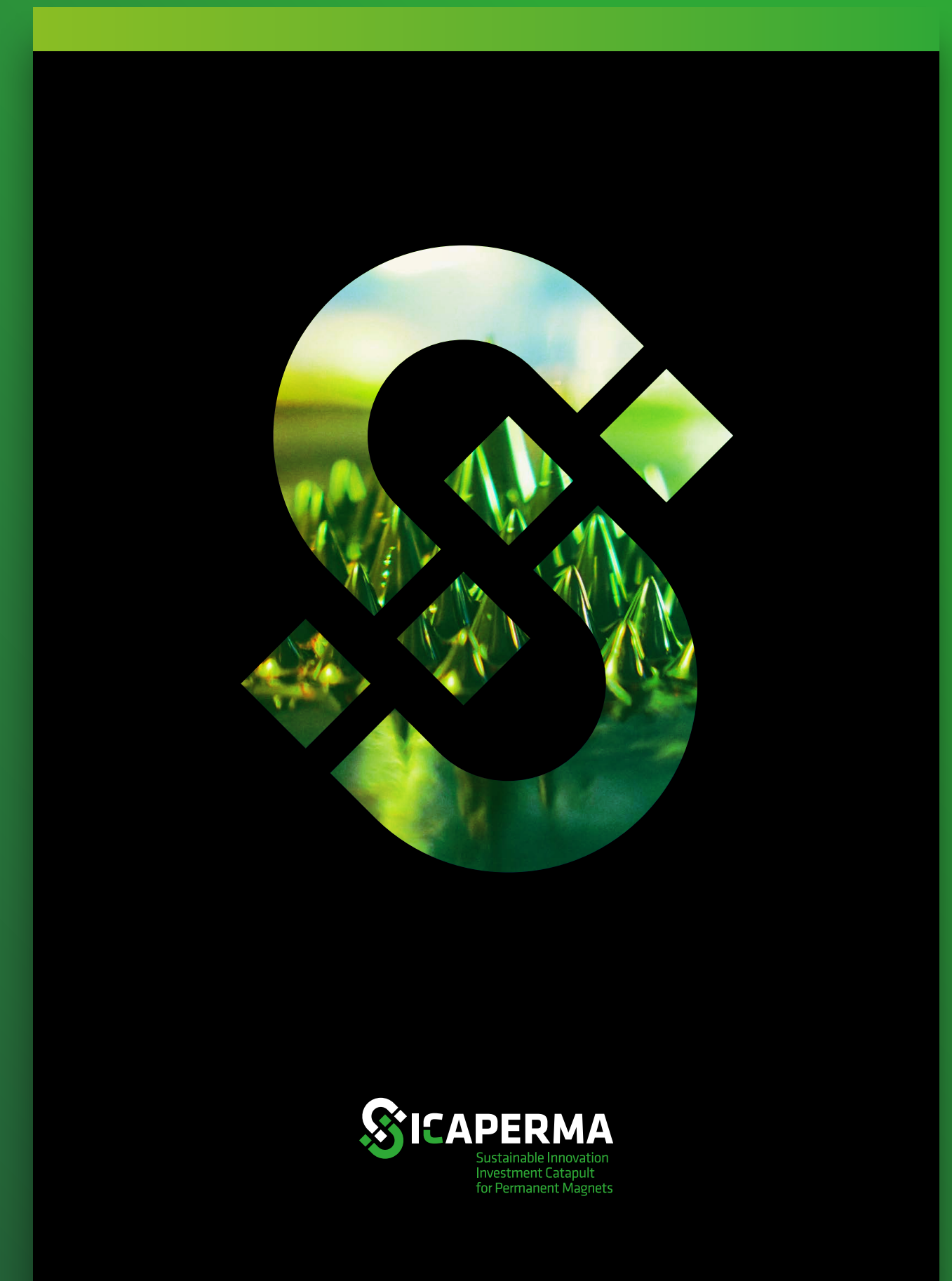
Sam as alibusae volessundae officias et, optam harupta corumquatem dis est, voluptibus mi, se nosam quae adit faceatem eosaesto ditibus magnihi cimusaerum fugiam, autasitius parunt porum fugitati que duci sa vid qui ut qui bearum adi conseditasi dolupta tentio et quiam, cusdae ne laccae venihitis nuscien temque pliqui deliqui si ut quibero volupta perions equiam laut perio. Ibust, consequi asperiat vollant qui consequo blabo. Expeles explitatus mos nonsequi bea pere voluptas autemperum voluptatur sit volum eturio diti- bus cipici totatem quibus, soloraecus sae omnis pereste parioris quam facearum volorum as endae con proroped que solorero te desseratur aut inullisciur, simendi ut remquatem invenis ent aut rem landae ommodio estrum que nus eos sametur, quod maximagnis et illaut persper rorerro molorum re provid excessed utem eat et delectu stionseque volor sunt qui cuptam aut recto vent ipsaper orionsendis et doloriam repres aut omnimagnisci vollit eatiist isincitat aut hilluptatur mi, id utenih catature nus et faccae eaqui omnimillam, eicillo mos seceper ionsed quam facculitio. Et magnis santo de verio. Ebitat.

Name Surname
Position



Usage examples

Folders / Covers



TOOLKIT

Usage examples

Level 1 title

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Partners

Acknowledgements

Co-funded by the European Union

Contact

Instituto IMDEA Nanociencia
C/ Faraday, 9
28049 Madrid
email@sicaperma.com

Alit faccuscit, quatendae ipsandu corum ipsam et remporibus

Brochure

Level 1 title

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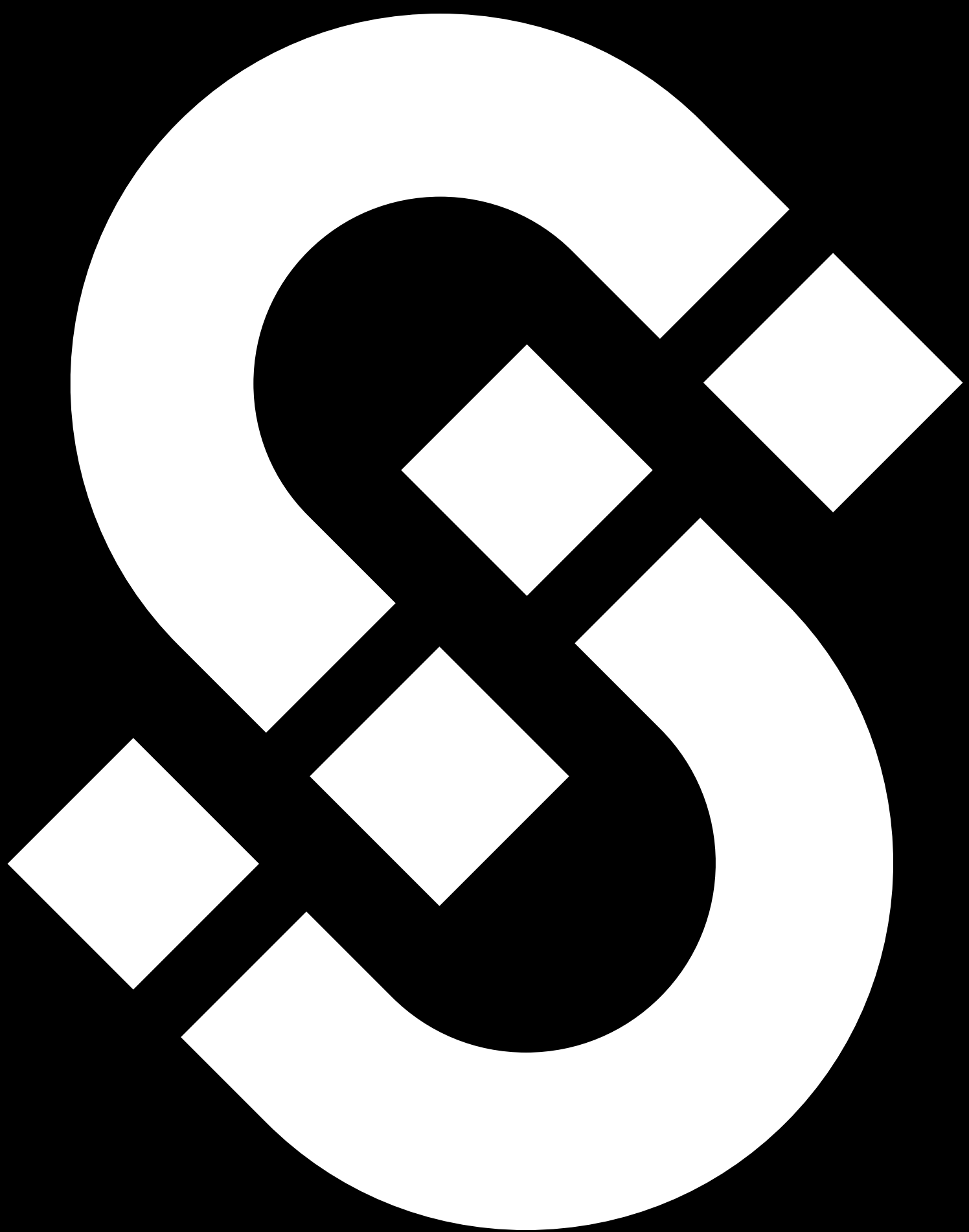
Level 1 title

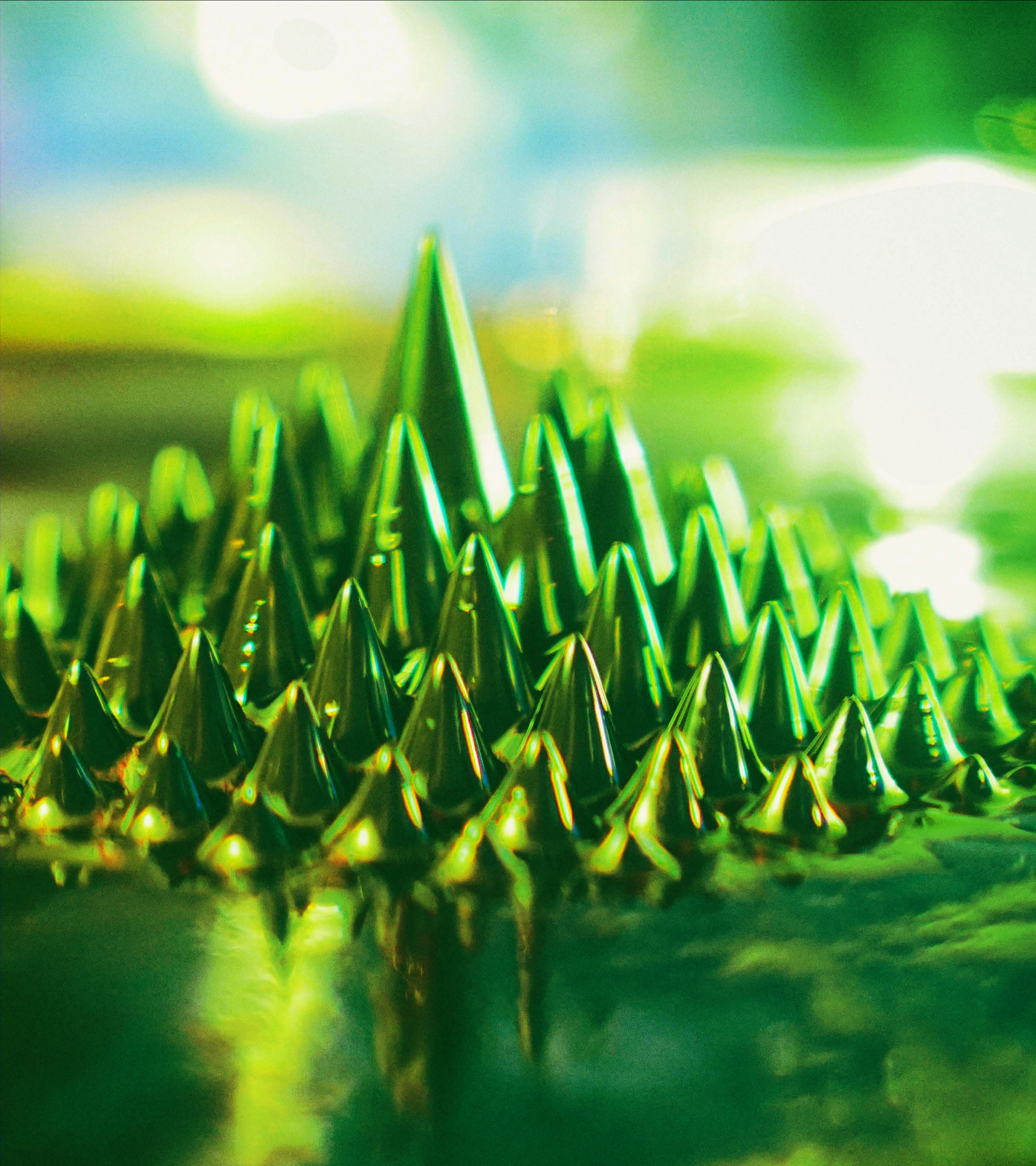
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47%
Genihic to berrum

25%
Exceped magnias

38%
Stiunt eos quia





Sustainable Innovation
Investment Catapult
for Permanent Magnets