



LOGOTYPE

The logo uses a heavily modified version of the bold, technologic inspired Sofachrome font.

The '4' is modified to look like an energy icon.



AID 4 SME

INVERSE

AID4SME

BLACK & WHITE

AID4SME

AID4SME

COLOURS



Gradient ONLY for logo



#17aafe
R 23 G 170 B 254
C 69 M 22 Y 0 K 0

#2a76e5
R 42 G 118 B 229
C 80 M 54 Y 0 K 0

#0041aa
R 0 G 65 B 170
C 98 M 76 Y 0 K 0

#091d2d
R 9 G 29 B 45
C 100 M 80 Y 51 K 67

Default for text

#ed1e78
R 237 G 30 B 120
C 0 M 93 Y 16 K 0

#f25b23
R 242 G 91 B 35
C 0 M 75 Y 89 K 0



Gradient #1



Gradient #2



CLEAR SPACE



MINIMUM SIZES

Logotype is
15mm wide,
minimum



DON'T



DON'T
apply other colours



DON'T
distort



DON'T
rotate



DON'T
switch order of elements



DON'T
change the font



DON'T
add effects
or shadows

TEXT

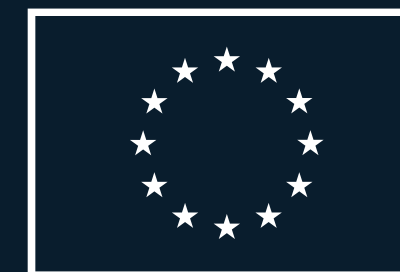
AILERON (*titles*)
ROBOTO (*text*)
for printed and digital
visual materials

Available for free
www.fonts.google.com

ARIAL NOVA
for deliverables

Available for free
apps.microsoft.com

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All of the AID4SME visual productions must display the EU funded logo.

All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats for printing: eps.
All other types of use: png.

