



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Deliverable 2.1**

# Visual Identity Manual

Lead beneficiary: UA

Public document

June, 2024

## About the project

HEI Blue aims to promote entrepreneurial education and strengthen University-Business cooperation for the sustainable development of the South-West Indian Ocean Region through blue entrepreneurship.

The wider objective has been broken down into two Specific Objectives (SO):

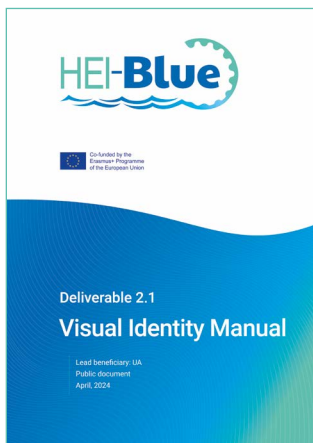
- To promote blue entrepreneurship in selected South-West Indian Ocean countries by transferring best practice approaches and facilitating innovative learning methodologies in entrepreneurship education.
- To strengthen local innovation ecosystems by creating physical and virtual environments oriented to boost collaboration among Higher Education Institutions, public administration, civil society and business actors working across the Blue Economy.

HEI Blue has been developed on the basis of 4 fundamental pillars to support European knowledge transfer and capacity building to the South West Indian Ocean: - It has been conceived using State-of-the-art methodologies and techniques - Addressing key regional priorities for the South West Indian Ocean ensures a significant impact on the partner institutions during the the lifetime of the project and at a wider regional scale beyond the project duration - Ensures a significant impact on the institutions of the South West Indian Ocean - A high potential to impact the society and/or the economic sector HEI Blue is strongly oriented to building capacity in and fostering the dialogue about the relevance of delivering a resilient and sustainable Blue Economy in the South West Indian Ocean with the support of innovation and entrepreneurship from the younger generations.

Apart from the academia, represented by the SWIO and EU universities, the consortium brings together the other 3 main components of the quadrupole helix: industry, decision-makers and civil society actors.



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This manual aims to provide an overview of the HEI-Blue Project visual identity for print, web, and mobile interfaces. This is a tool to guide you on how to present all the HEI-Blue Project related material to your partners and external stakeholders.

All logos or brand identities under the name of HEI-Blue should strictly follow the guidelines specified in this manual.



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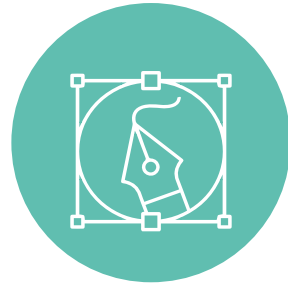
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# Logo

HEI-Blue logo  
Logo and usage  
Sizing and spacing  
Reversed white  
“Don’ts”



Logo

● ● HEI-Blue logo



This is the logo for the HEI-Blue Project. The logo exists in 5 versions (CMYK, RGB, grayscale, black and white), all of which are available in 5 different formats (ai, eps, jpg, png and pdf).



# Logo

## ● ● Logo and usage



### Standard logo

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

### Grayscale logo

For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.

### Black

For single colour reproductions, a black version of the logo should be used. This version should only be used whenever full colour is not available.



# Logo

## ● ● Sizing and spacing

The logo is unalterable and indissociable in all its component elements. For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, which no other element (text, image, drawing, figure...) should infringe upon.



Minimum size  
4 cm

### Recommended sizes

To ensure that the HEI-Blue Project logo is always legible and accurately reproduced, the minimum size for the logo is 4cm.



### Clear space

To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element. The project logo should be surrounded by clear space equal to the letter “e”.





Logo

● ● Reversed

Reversed white



Reversed black






# Logo

## ● ● “Don’ts”


● ● ● Cut off parts of the logo




● ● ● Stretch the logo disproportionately




● ● ● Rotate the logo





● ● ● Alter the colors in the logo



● ● ● Move elements around



● ● ● Place the logo on a gradient or a busy background



● ● ● Don't place the logo on a background that is too dark to be legible





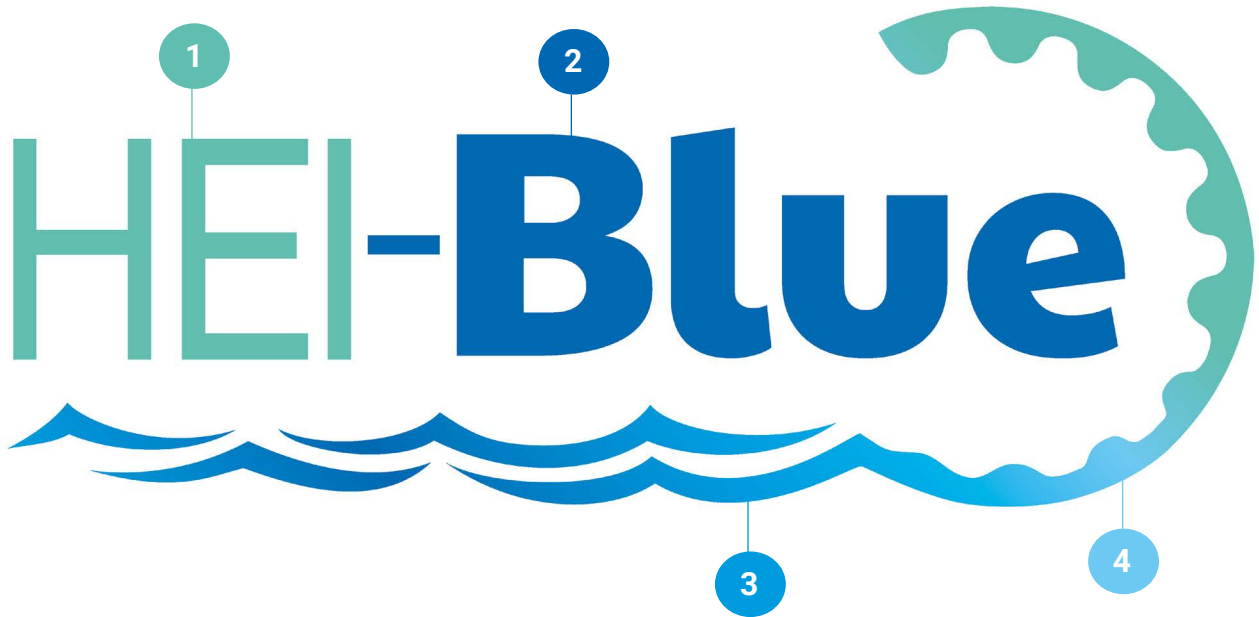
# Color

- Logo colours
- Primary palette
- Secondary palette
- Gradient
- Web palette

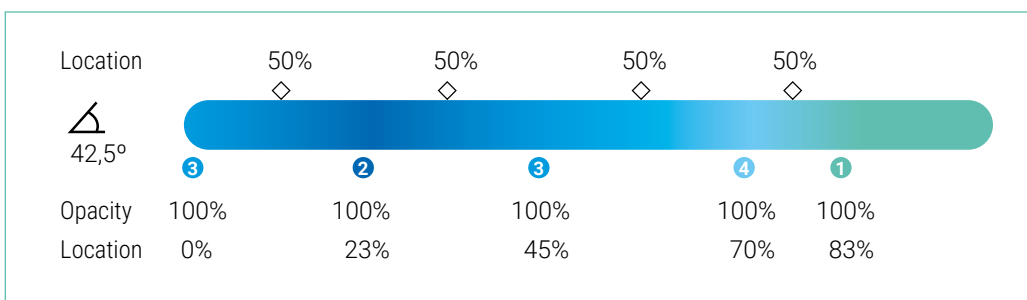


# Color

## ● ● Logo colours



<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
CMYK 62, 0, 38, 0	CMYK 91, 54, 0, 0	CMYK 93, 10, 0, 0	CMYK 56, 1, 0, 0
RGB 131, 188, 175	RGB 56, 104, 174	RGB 16, 153, 218	RGB 142, 199, 240
Hex #83BCAF	Hex #3868AE	Hex #1099DA	Hex #83C7F0







# Color

## Primary palette

<p><b>1</b></p> <p>CMYK 62, 0, 38, 0</p> <p>RGB 131, 188, 175</p> <p>Hex #83BCAF</p> <p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p><b>2</b></p> <p>CMYK 91, 54, 0 0</p> <p>RGB 56, 104, 174</p> <p>Hex #3868AE</p> <p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p><b>3</b></p> <p>CMYK 93, 10, 0, 0</p> <p>RGB 16, 153, 218</p> <p>Hex #1099DA</p> <p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p><b>4</b></p> <p>CMYK 56, 1, 0, 0</p> <p>RGB 142, 199, 240</p> <p>Hex #83C7F0</p> <p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
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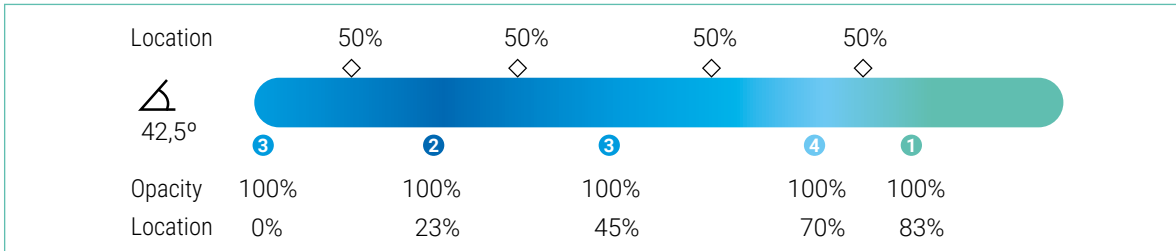
## Secondary palette

	<p>CMYK 91, 54, 0 0</p> <p>RGB 56, 104, 174</p> <p>Hex #3868AE</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
	<p>CMYK 62, 0, 38, 0</p> <p>RGB 131, 188, 175</p> <p>Hex #83BCAF</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>



# Color

## ● ● Gradient



**1**

CMYK  
62, 0, 38, 0

RGB  
131, 188, 175

Hex  
#83BCAF

**2**

CMYK  
91, 54, 0, 0

RGB  
56, 104, 174

Hex  
#3868AE

**3**

CMYK  
93, 10, 0, 0

RGB  
16, 153, 218

Hex  
#1099DA

**4**

CMYK  
56, 1, 0, 0

RGB  
142, 199, 240

Hex  
#83C7F0

## ● ● Web palette

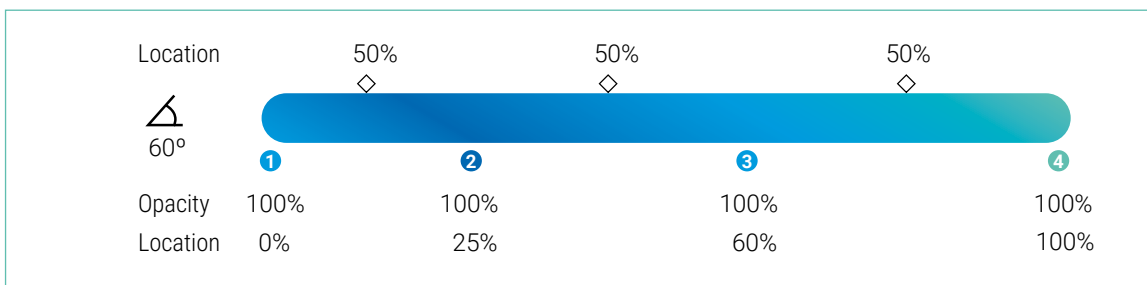
**1** Hex #3868AE

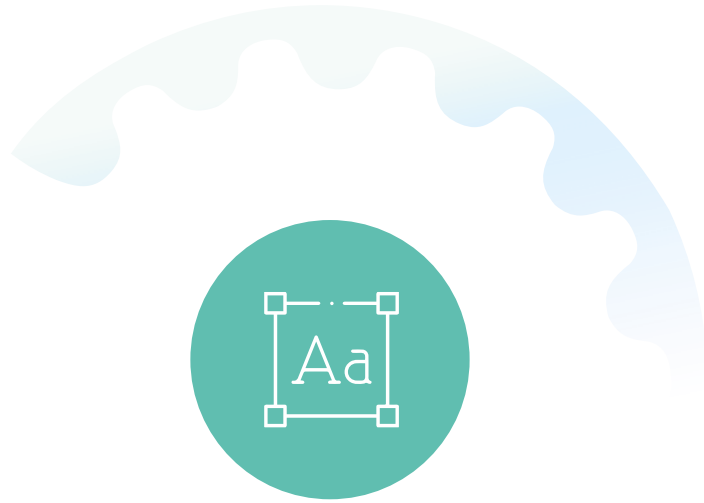
**2** Hex #2F3989

**3** Hex #1099DA

**4** Hex #83BCAF

**5** Hex #FFFFFF





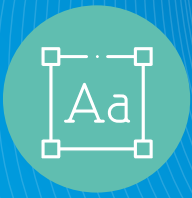
# Typefaces

Logo font

Primary font

Dissemination materials font

Web font



# Typefaces

## ● ● Logo fonts



### HEI

Shree Devanagari 714  
Bold

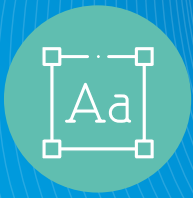
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Blue

**Payton One  
Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**





# Typefaces

## ● ● Primary font

The typeface ARIAL is available as a system font on all computers and should be used in the production of all PowerPoint presentations.

### ARIAL

#### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### *ARIAL ITALIC*

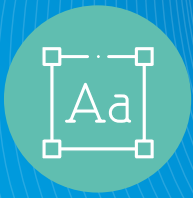
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

#### **ARIAL BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### ***ARIAL BOLD ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



# Typefaces

## ● ● Dissemination materials font

Geometric sans serif typefaces have always been popular, Poppins is an internationalist addition to the genre.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

A compact typeface with pure geometry, very versatile, for continuous use in headers or headlines due to its strength and easy combination with other typefaces. It is minimalist, elegant and neutral.

### POPPINS

#### POPPINS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS EXTRALIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS EXTRABOLD ITALIC

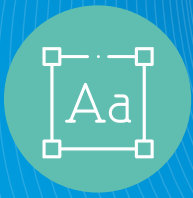
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Typefaces

## ● ● Web Font

### POPPINS

#### POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS ITALIC

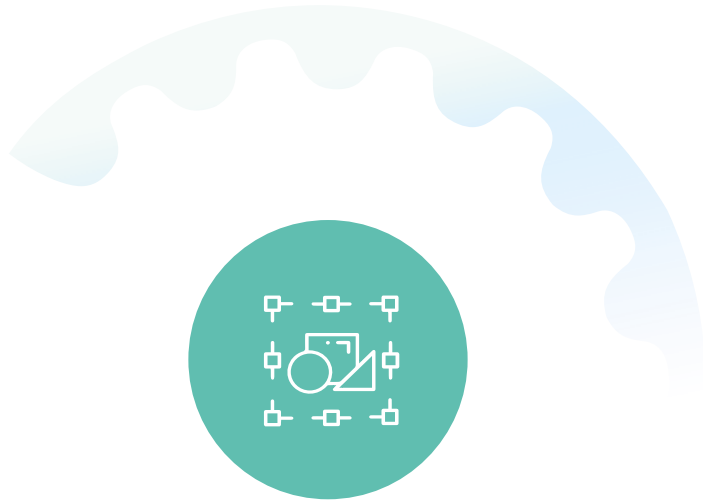
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### POPPINS BOLD ITALIC

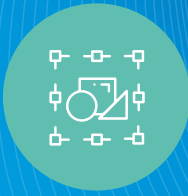
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



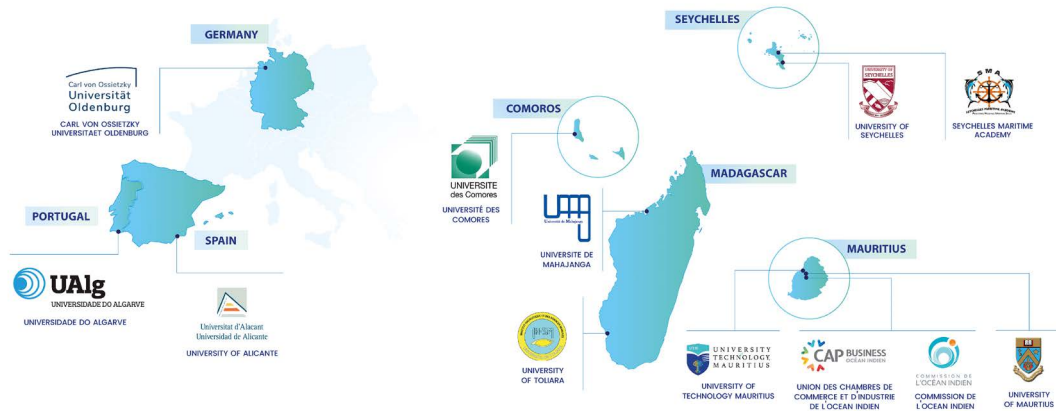
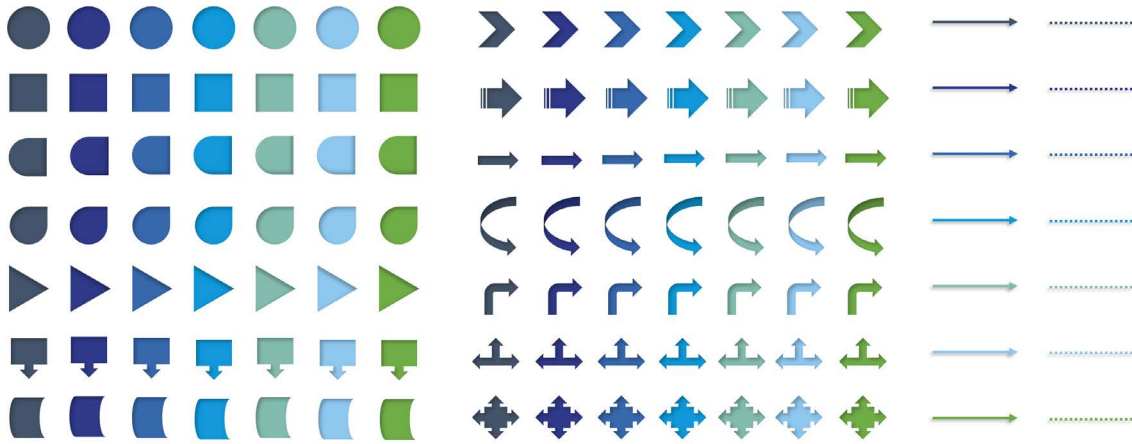
# Graphic elements

The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the thematic priority it represents.

Take the one that corresponds to your project's thematic priority.



# Graphic elements



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