

# BRAND GUIDELINE

THE DEFINITION OF THE BRAND  
GUIDELINES v1.0

## NERO

Advanced Cybersecurity  
Awareness ecosystem for SMEs

## Responsible Agency:

Trust-IT Services srl

## Creation date:

December 2023



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# LOGO- TYPES

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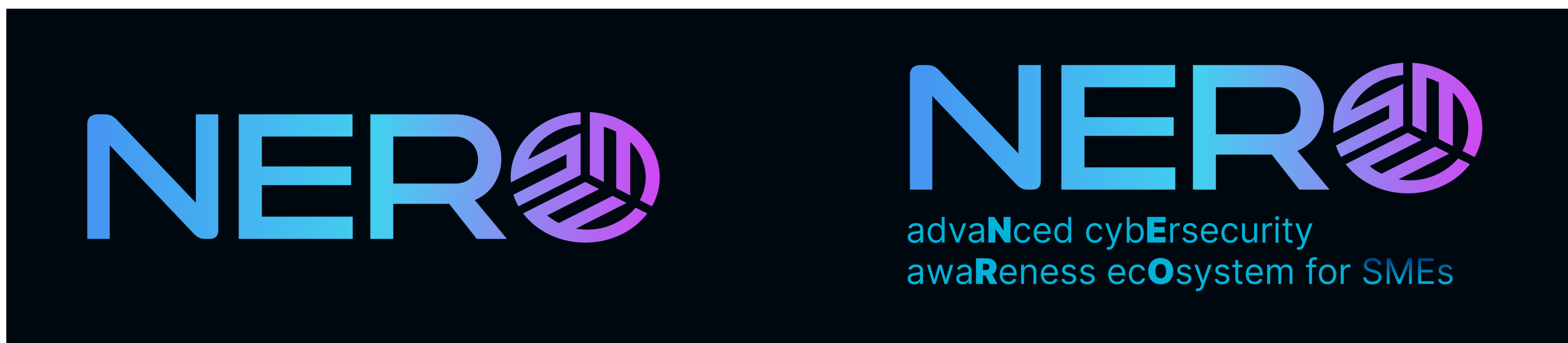
## Creation date:

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RECOMMENDED FORMATS:

.eps | .svg | .ai | .png

CORPORATE LOGOTYPES



INCORRECT LOGO APPLICATIONS



# COLOR SYSTEM

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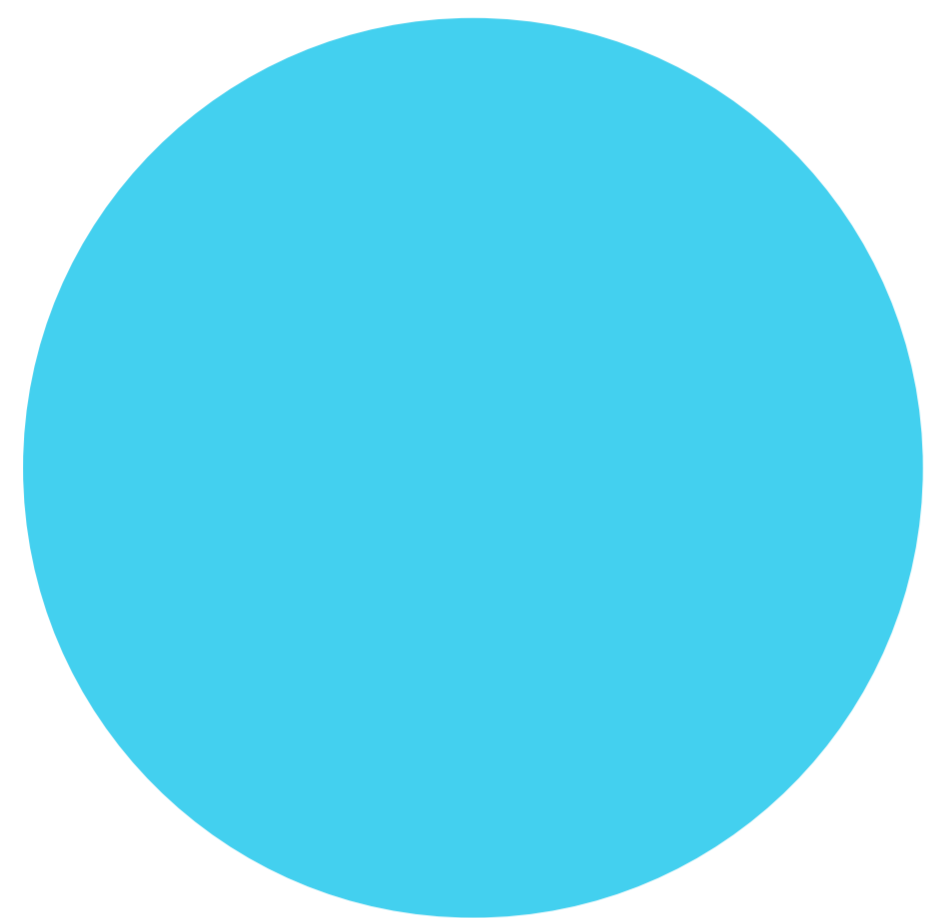
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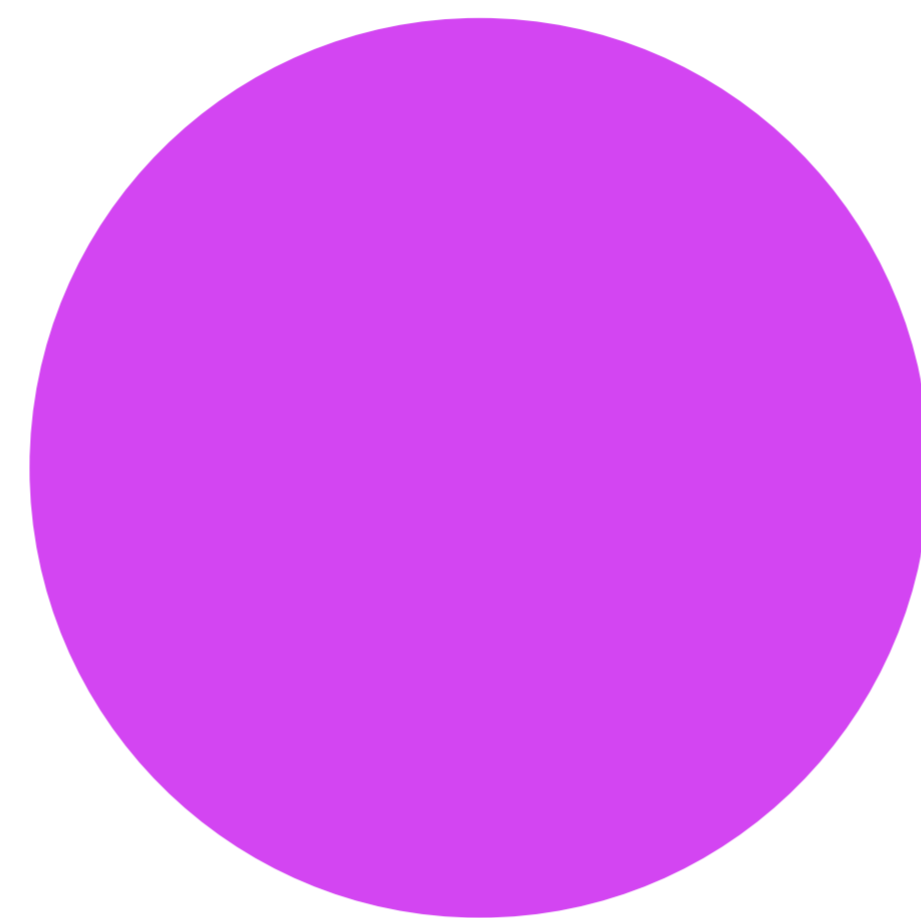
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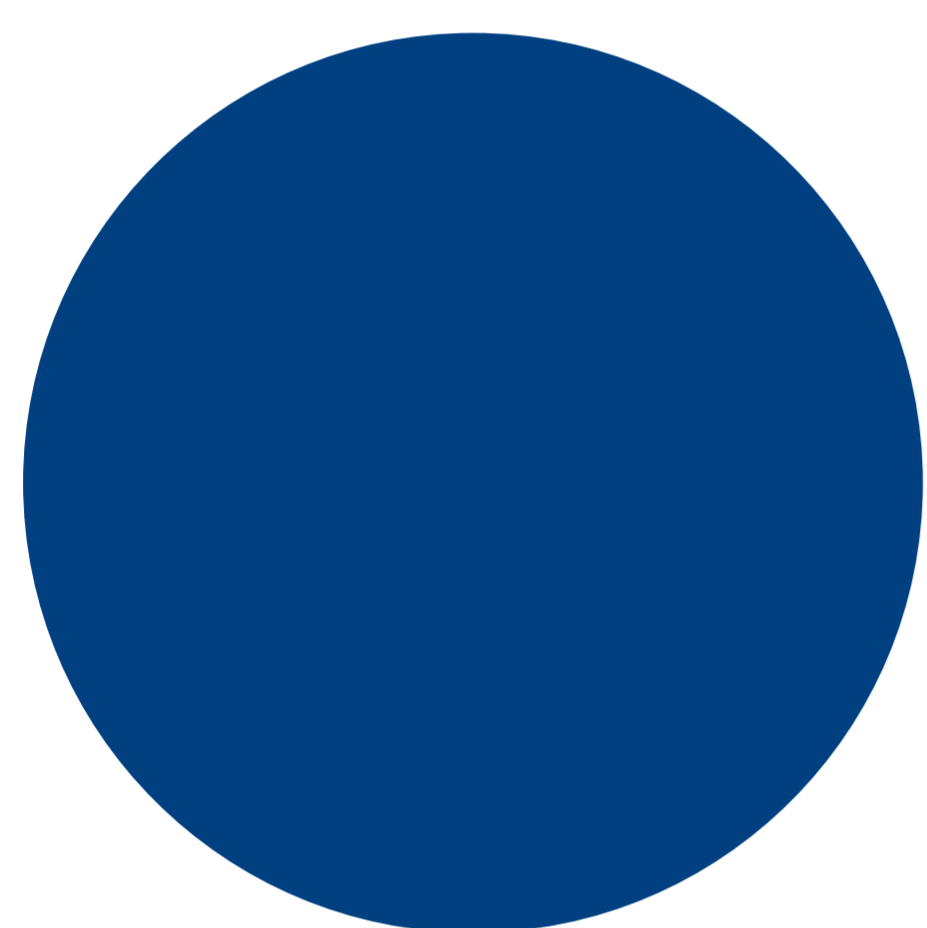
## CORPORATE COLORS



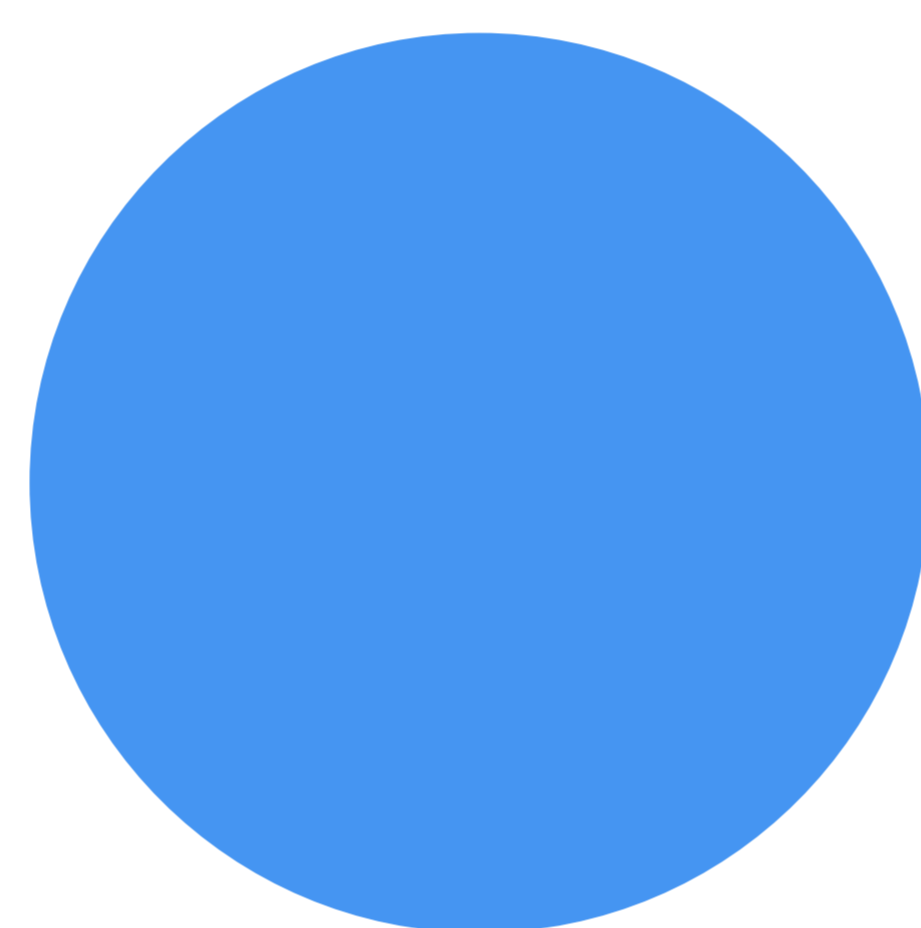
R=67 G=208 B=239  
HEX 43 d0 ef  
RGB 67 208 239  
CMYK 61 0 9 0  
LAB 77 -32 -27  
GrayScale 34



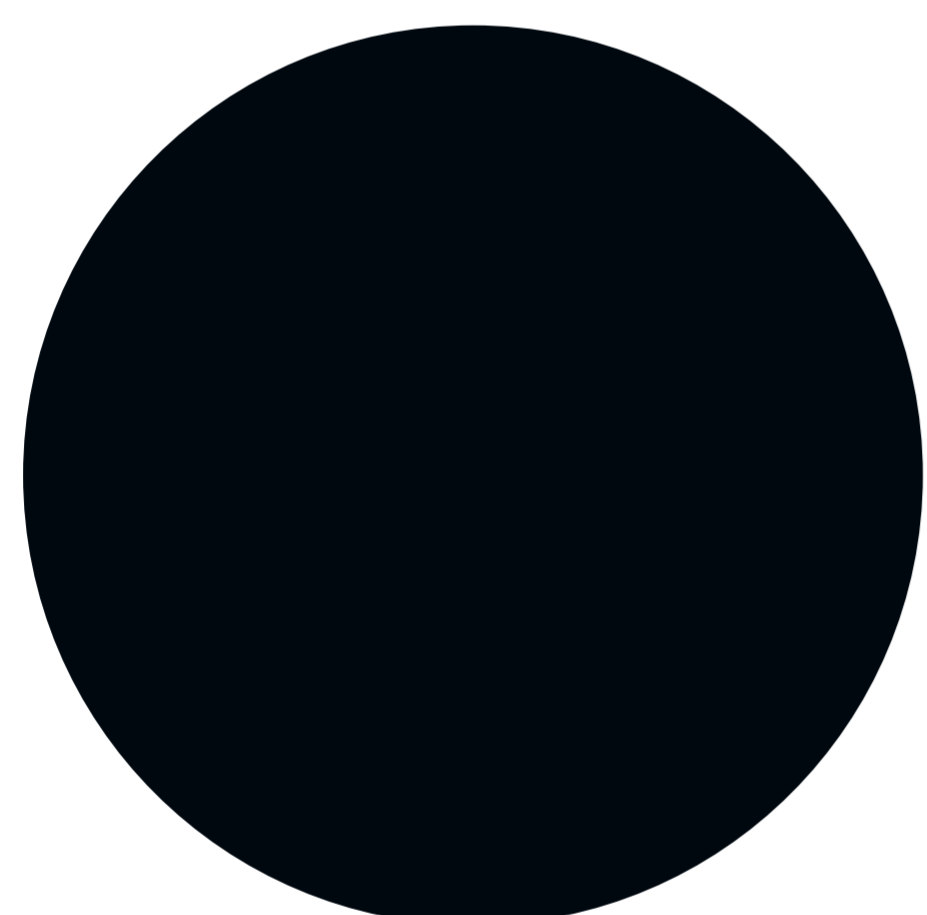
R=211 G=69 B=242  
HEX d3 45 f2  
RGB 211 69 242  
CMYK 50 73 0 0  
LAB 56 71 -60  
GrayScale 49



R=0 G=64 B=129  
HEX 0 40 81  
RGB 0 64 129  
CMYK 100 78 21 6  
LAB 27 3 -43  
GrayScale 80



R=69 G=149 B=242  
HEX 45 95 f2  
RGB 69 149 242  
CMYK 69 37 0 0  
LAB 60 -2 -55  
GrayScale 47



R=5 G=9 B=13  
HEX 5 9 d  
RGB 5 9 13  
CMYK 89 76 60 91  
LAB 2 -1 -3  
GrayScale 97



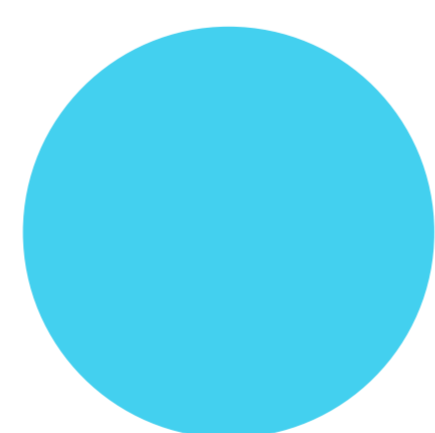
R=236 G=236 B=236  
HEX ec ec ec  
RGB 236 236 236  
CMYK 9 6 7 0  
LAB 93 0 0  
GrayScale 7



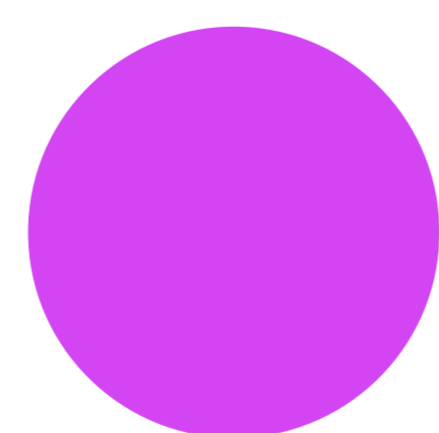
Gradient 1



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# TYPO- GRAPHY

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**GENERAL RECOMMENDATIONS:**

**Web Min. Size 18pt**

**Print Minimum Size 8px**

## **INSTITUTIONAL FONTS**

### **Titles**

Plus Jakarta Sans  
0123456789

### **BOLD**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

### **REGULAR**

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

### **Descriptions**

Inter  
0123456789

### **BOLD**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

### **REGULAR**

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

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**NERO**

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# APPLI- CATIONS

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## GENERAL RECOMMENDATIONS:

Before starting a graphic layout  
make sure that something already  
exists and check all colors and fonts

## GRAPHIC MOCKUP

