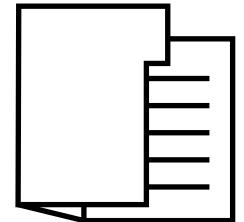
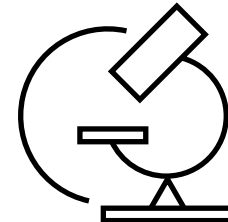
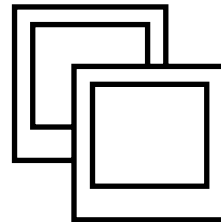
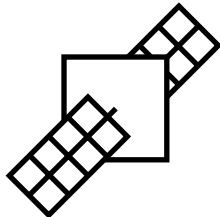
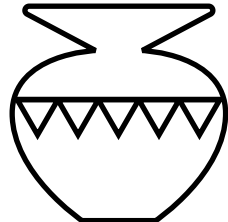
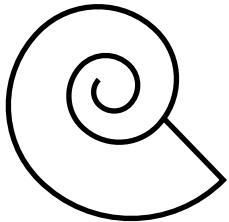


FEDERESCU



Visual Identity Guidelines

Introduction

The following pages contain more explanation and visualisation on how to use the **Federescue** identity. The aim of this guide is to help you understand how to use and apply the logo & identity to any materials you might produce.

Design: Visuality

For questions about the visual guidelines, please contact: info@visuality.eu.

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Logo

/ Colored & Monochrome

The **full colour logo** is the preferred logo version.
The logo must be used as provided with the belgian flag
and cannot be altered in any way.



A monochrome version of the logo can be used for
printed materials with color restriction.



Logo

The space around the logo has been established to ensure visibility and impact. Maintaining the **clear space zone between the logo and other graphic elements** ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements. The clear space is based on the **width of the letter F** as identified here.

The logo can be used on a photo background.
Always use the white logo on a dark background.



Logo

/ Unwanted alterations

Don't change the colors of the logo even if they are similar.
Don't resize the logo out of proportions.
Don't alter the logo by changing the font or swash.
Always make sure the logo is legible by size or by contrast.

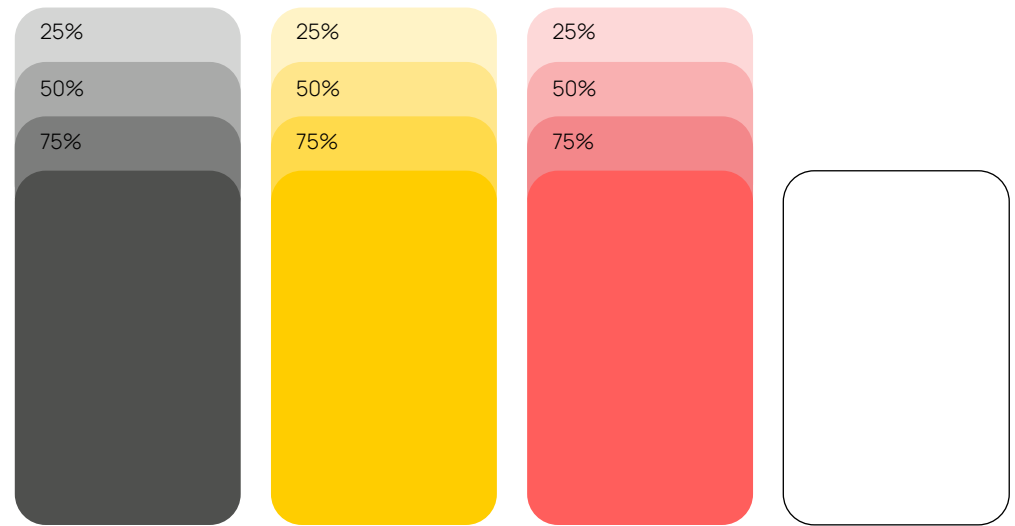


Colour palette

/ Core palette & tones

Applied consistently, colours provide a strong visual link across various materials and communications. It is important that only the colours illustrated are used.

The colours are specified for print (CMYK) and use on screen and web (RGB and Hexadecimal).

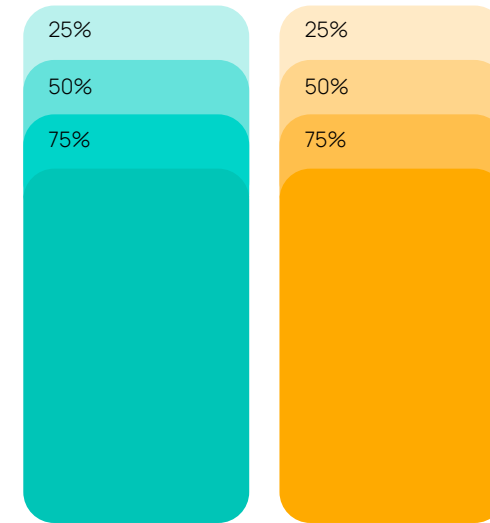


Dark Grey #50514f	Yellow #fdcc20	Red #f25f5c	White #ffffff
R 80 G 81 B 79	R 253 G 204 B 32	R 241 G 95 B 92	R 255 G 255 B 255
C 62% M 50% Y 52% K 47%	C 0% M 22% Y 93% K 0%	C 0% M 75% Y 53% K 0%	C 0% M 0% Y 0% K 0%

Colour palette

/ Supporting palette & tones

Additional colours can be used for graphs, visuals and punctual elements.



Teal
#2dc4b6

R 45
G 196
B 182

C 87%
M 0%
Y 41%
K 0%

Orange
#fdcc20

R 255
G 168
B 29

C 0%
M 43%
Y 91%
K 0%

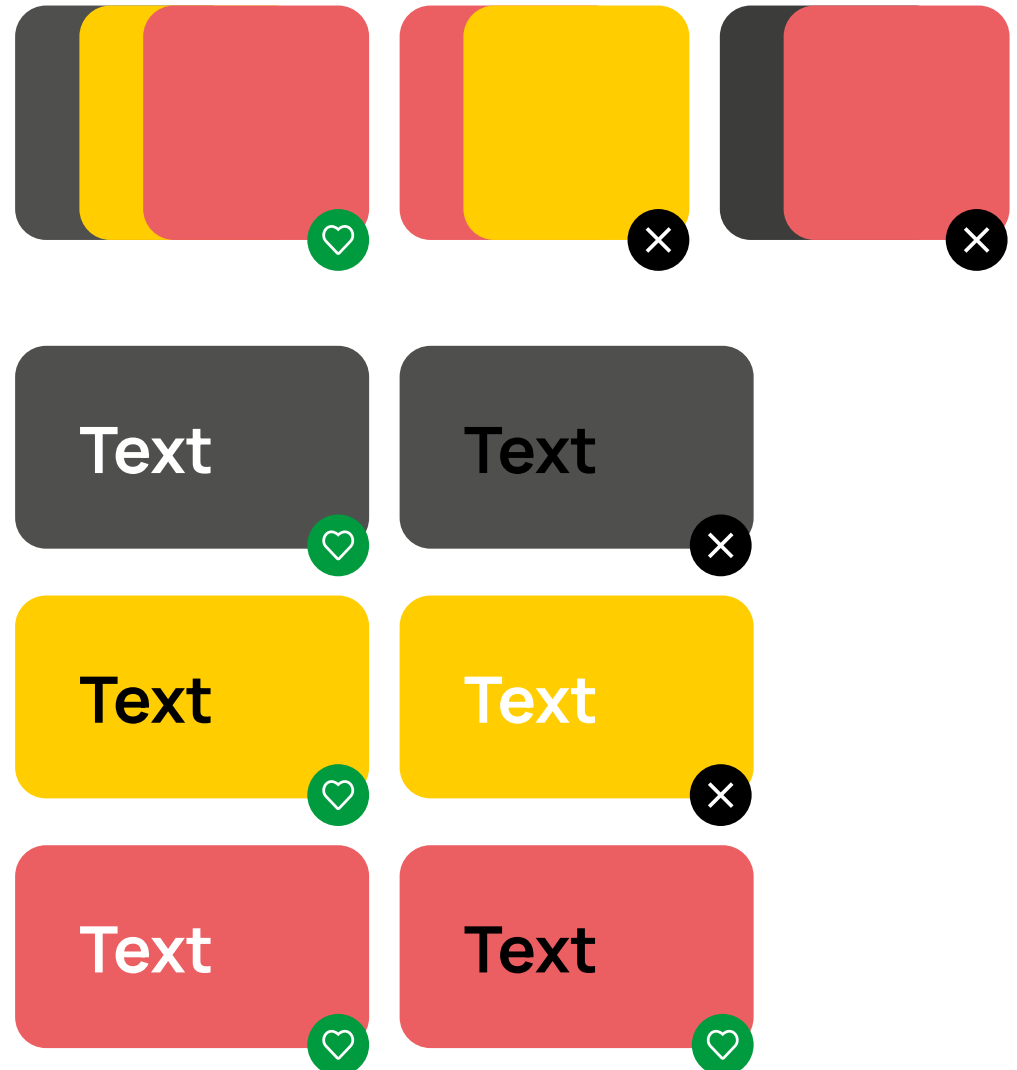
Colour palette

The black, yellow and red should be used **together** on a document. Avoid using only red and yellow, black and yellow or black and red.

When working with typography it is important to look for a **strong contrast** between the background colour and the text.

Using a light background with a similar colour for the text will result in poor legibility, the same applies for a dark background and dark text.

The minimal use of colour is often the most effective graphically. Using the preselected colours will provide a wide range of design options whilst adhering to our core identity.



Manrope by Mikhail Sharanda is the primary typeface.

The full type family can be downloaded free of charge for use within printed materials, letterheads etc from the following link:

<https://fonts.google.com/specimen/Manrope>

Manrope should also be used for websites and any document produced by graphic professionals.

Manrope Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Manrope Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Manrope Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Manrope Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Manrope ExtraBold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri is the alternative typeface for any document created using MS Office programmes, e.g. Word, PowerPoint, Excel.

Calibri should only be used where the document being worked on will eventually be sent to an end user unlikely to have Manrope installed on their PC.

Calibri Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

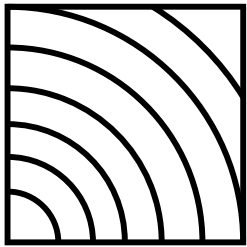
Calibri Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

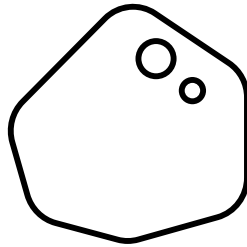
Icons

/ Icon set

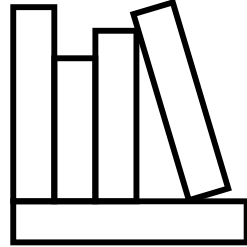
The icons have been designed to represent every category of the federal collection and can be used **in combination with the logo** or **independently**.



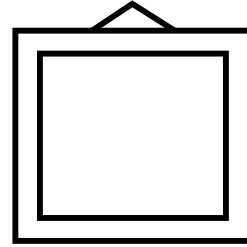
WOOD



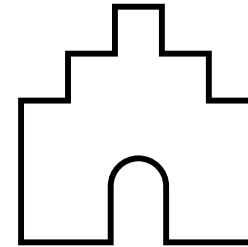
ROCKS



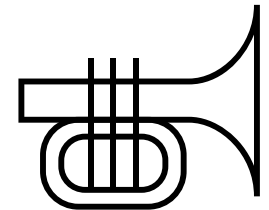
LIBRARY



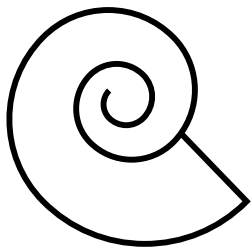
ART



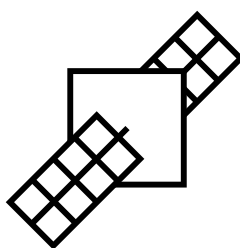
ARCHITECTURE



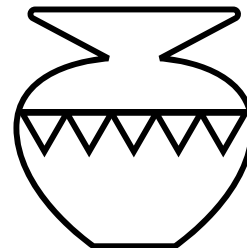
MUSIC
INSTRUMENTS



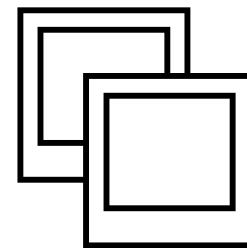
SPECIMENS +
ARCHEOLOGY



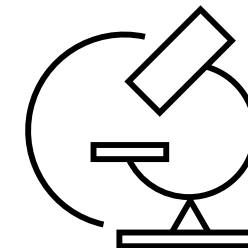
SATELLITES



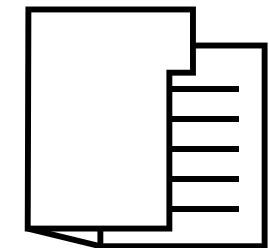
CERAMIC +
ETHNOGRAPHIC
OBJECTS



FILM +
PHOTOGRAPHY



ANALYSIS
INSTRUMENTS &
DEVICES



ARCHIVES +
DATABASE