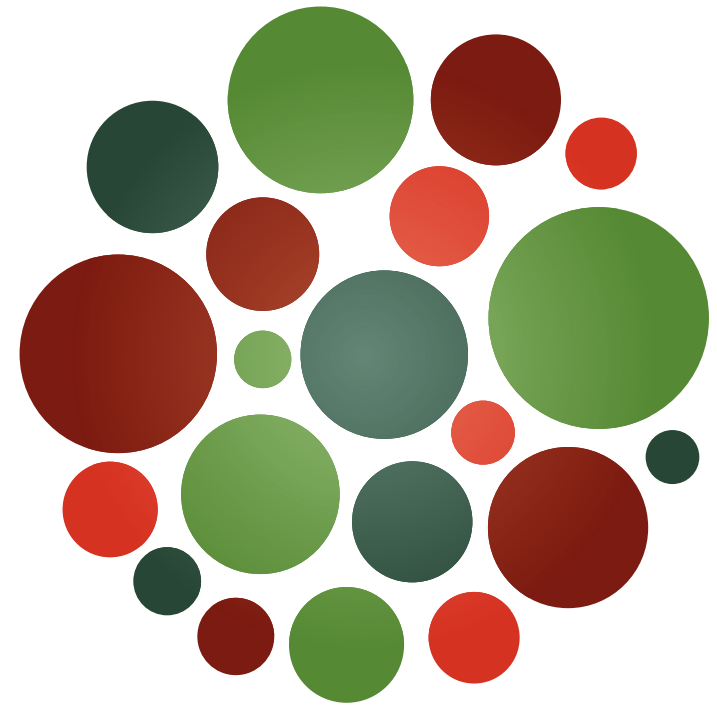
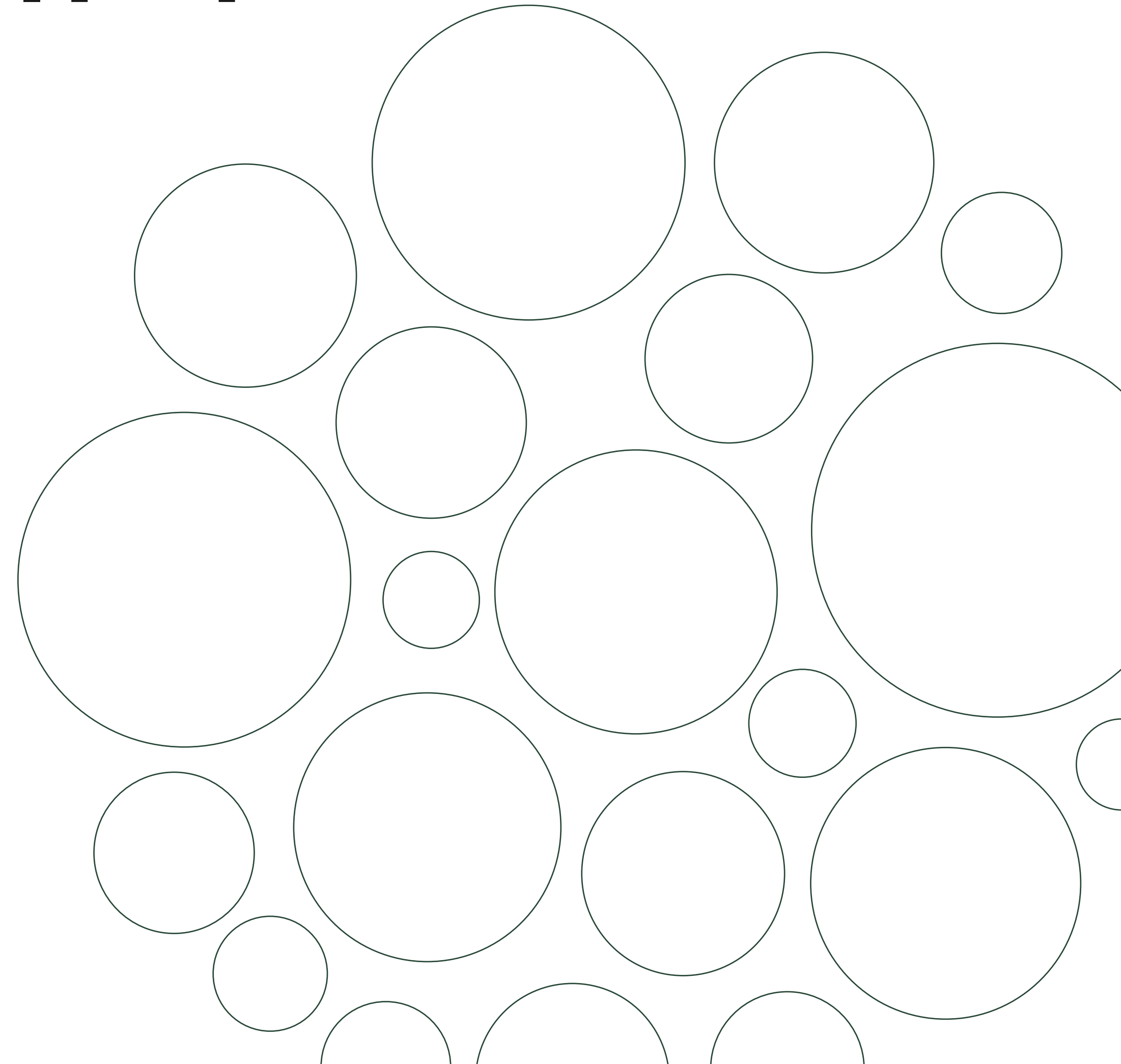




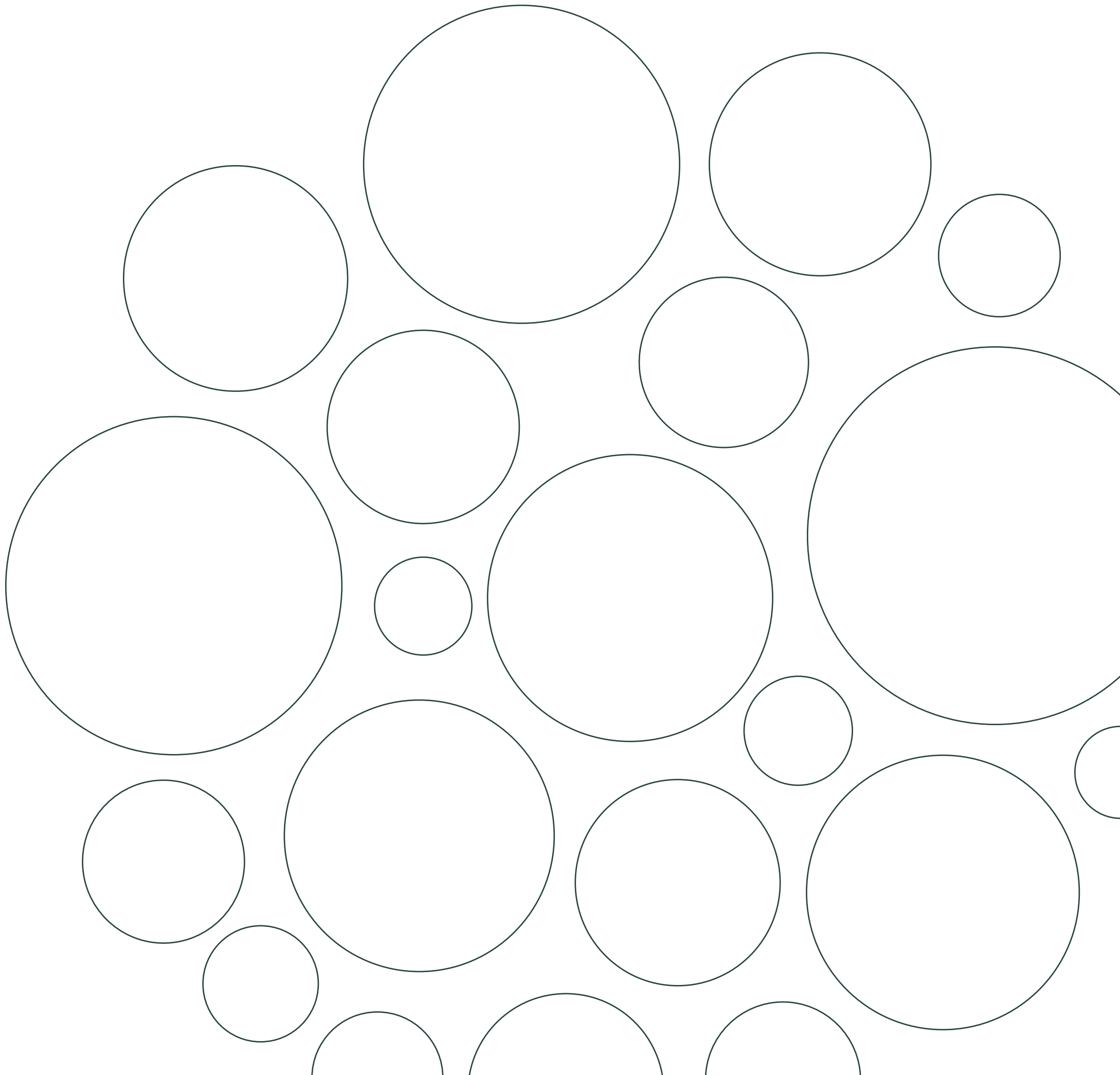
EPIC-SHIFT

| **STYLEGUIDE**



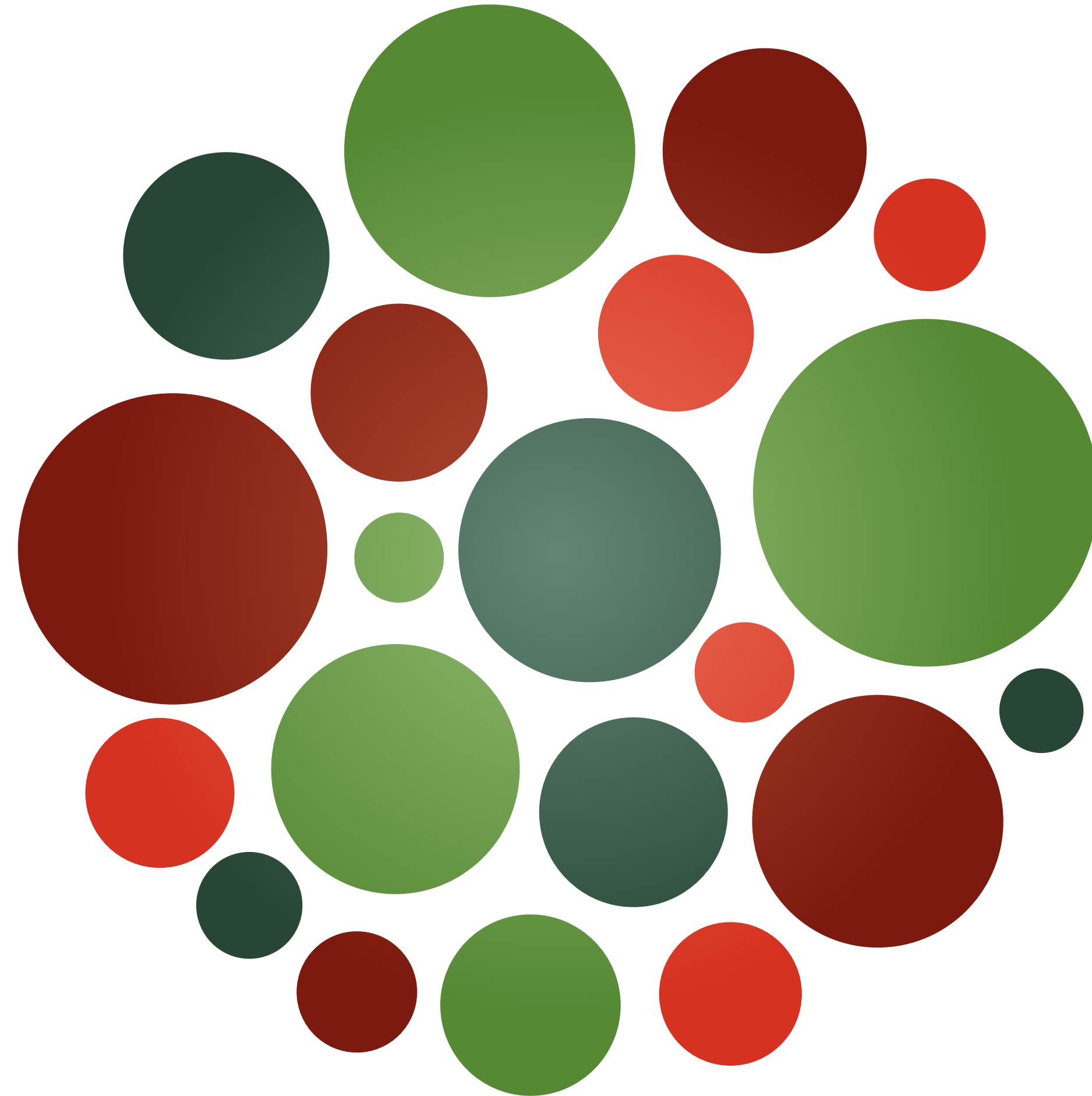
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SYMBOL

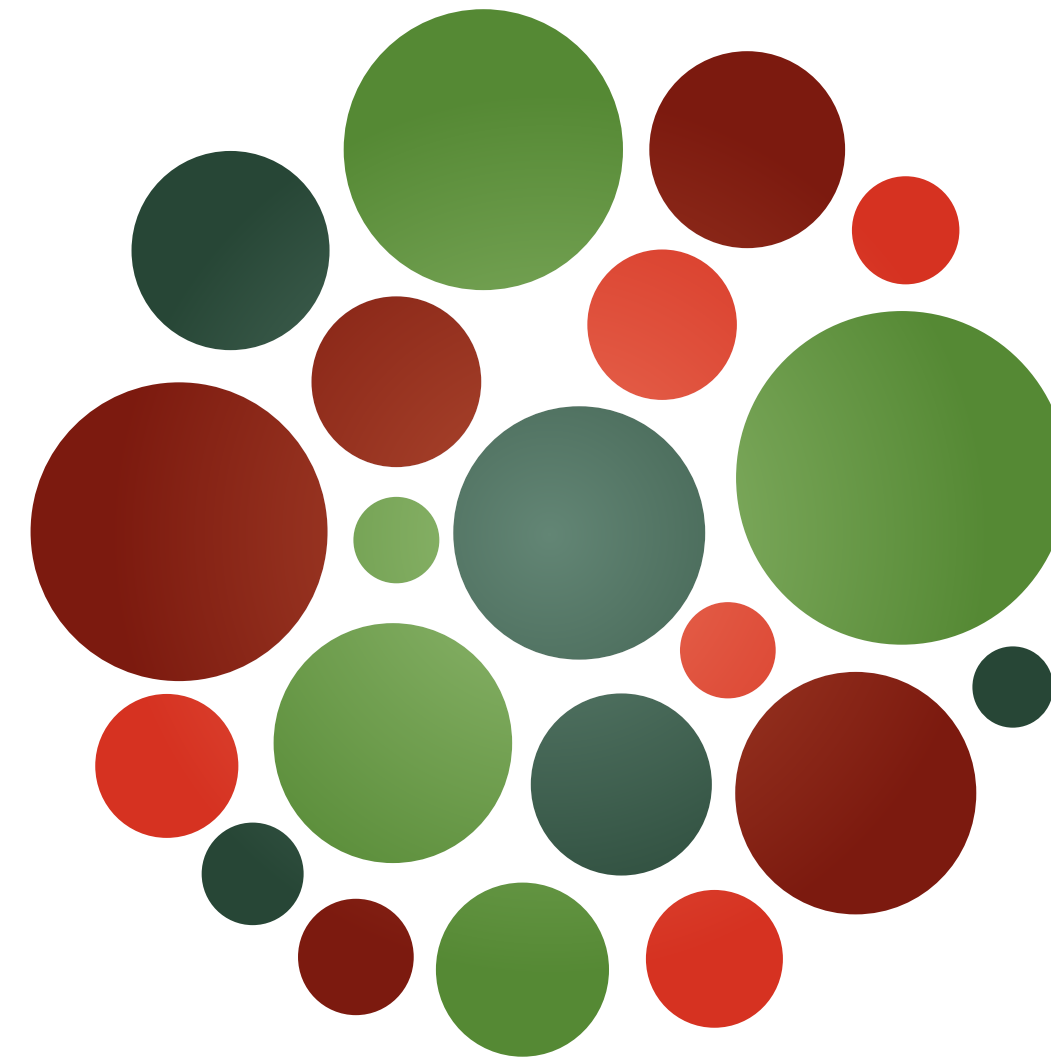
The symbol is composed of 20 individual circles that symbolise consortium of 20 organisations from 12 countries and their collaboration in the EPIC-SHIFT project.



LOGO - PORTRAIT

A clear and easily readable logotype effortlessly communicates a brand's essence with crisp and legible typography, ensuring instant recognition and a lasting impression.

When in use enclosed in tall and narrow vertical formats, or in company of other brand marks the portrait version is recommended.

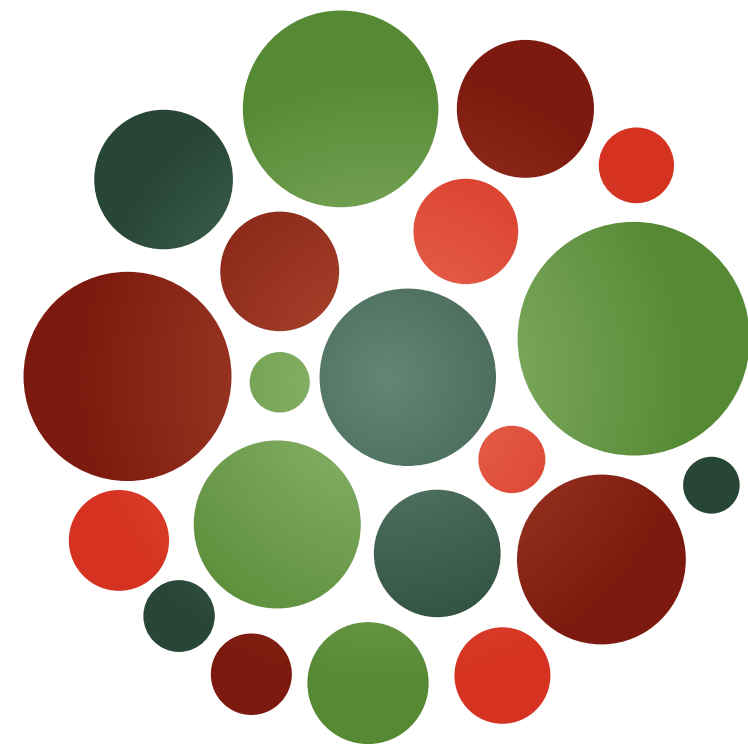


EPIC-SHIFT

LOGO - LANDSCAPE

The symbol and typography create a modern and dynamic sign, which can be associated with innovation, change and diversity.

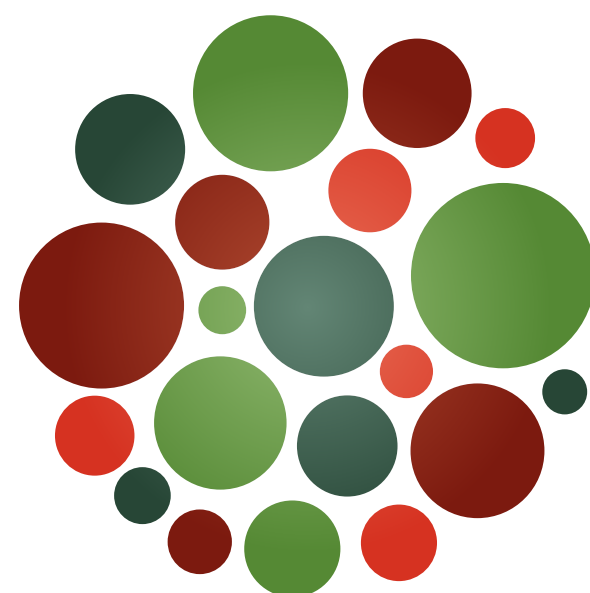
Landscape version is designed to be used in wide, horizontal and panoramic formats.



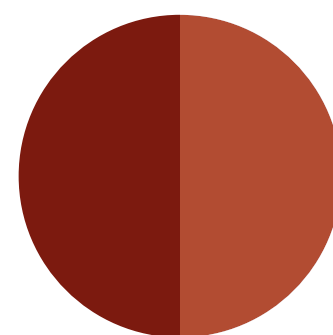
EPIC-SHIFT

COLOR

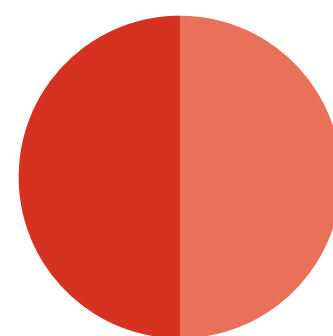
Basic color palette for EPIC-SHIFT logo. It consists of bold colors found in nature that are pleasant to the eye and easy to use in many instances, be it text paragraphs or web design. These provide lead accents and also safe to use background fills.



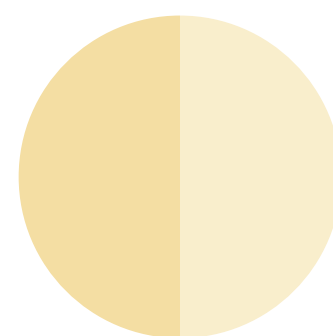
EPIC-SHIFT



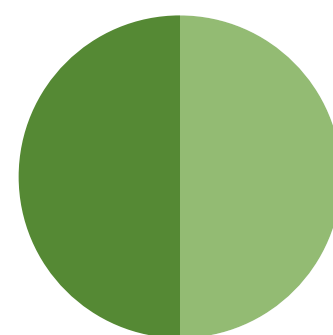
DARK RED
RGB: 124/26/15
HEX: #7C1A0F
CMYK: 0/79/88/51



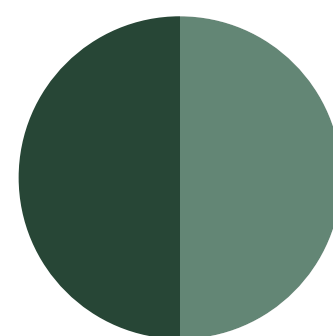
CHILLI RED
RGB: 214/50/33
HEX: #D63221
CMYK: 0/77/85/16



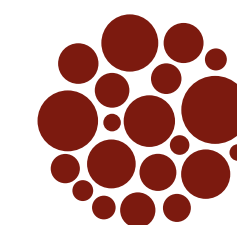
PEACH YELLOW
RGB: 244/222/163
HEX: #F4DEA3
CMYK: 0/9/33/4



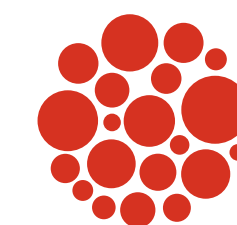
FORREST GREEN
RGB: 85/137/52
HEX: #558934
CMYK: 38/0/62/46



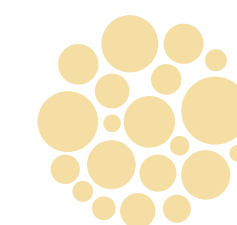
DARK GREEN
RGB: 39/70/54
HEX: #274636
CMYK: 44/0/23/73



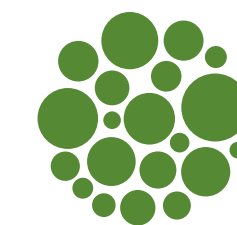
EPIC-SHIFT



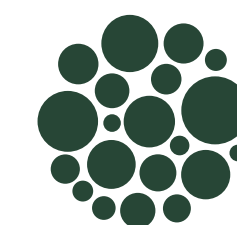
EPIC-SHIFT



EPIC-SHIFT



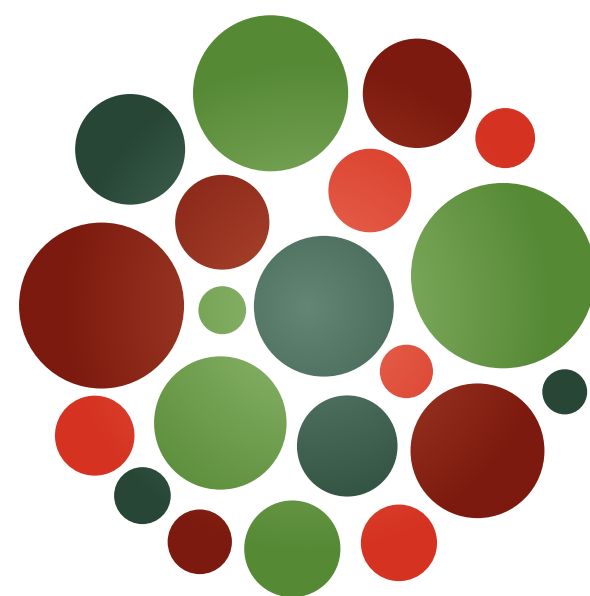
EPIC-SHIFT



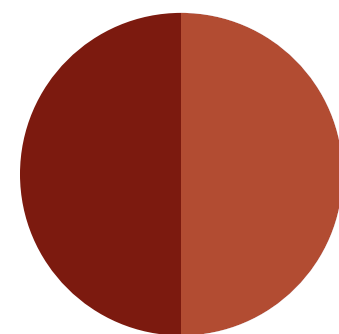
EPIC-SHIFT

WEB COLOR

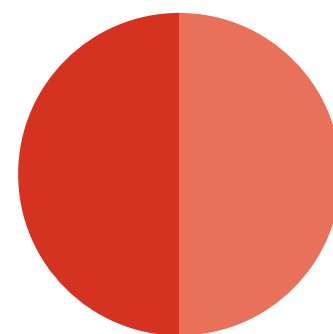
Along the primary palette there is a complementary web palette for the brand. The system of colors used in development of the EPIC-SHIFT website and also other promotional materials. This provides a wider range of natural tones to choose from.



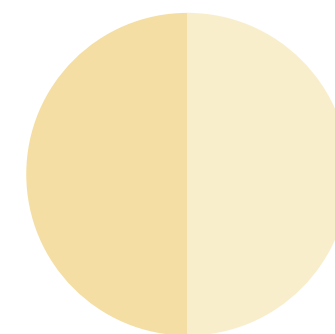
EPIC-SHIFT



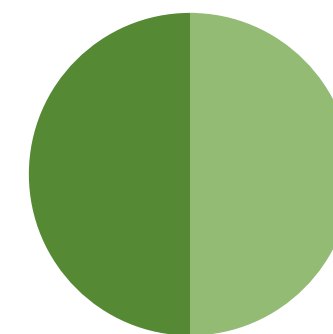
BRAND RED
rgba: 124, 26, 15, 1
hsl: 6, 78, 27
#7C1A0F



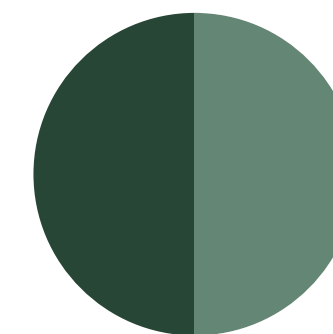
ERROR
rgba: 124/26/15
hsl: 6, 73, 48
#D63221



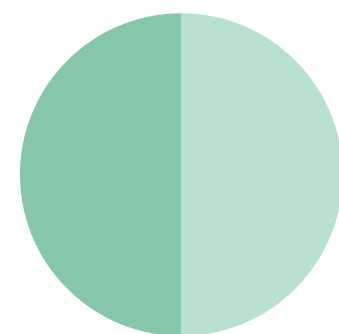
BACKGROUND
rgba: 124/26/15
hsl: 44, 79, 80
#F4DEA3



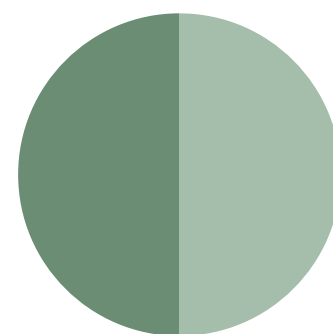
ACCENT GREEN
rgba: 124/26/15
hsl: 97, 45, 37
#558934



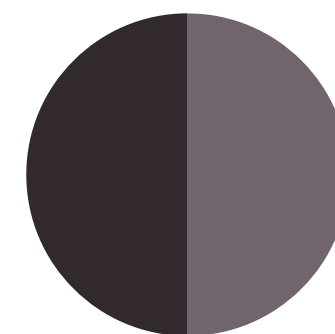
ACCENT DARK
rgba: 124/26/15
hsl: 149, 28, 21
#274636



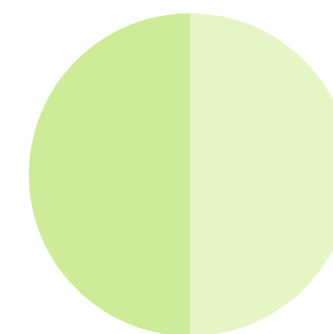
ACCENT BRIGHT
rgba: 133, 199, 168, 1
hsl: 152, 37, 65
#85c7a8



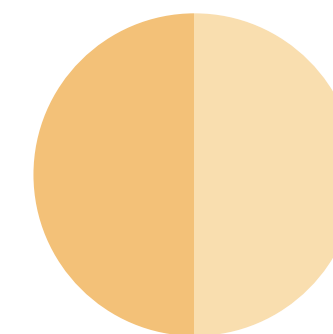
GREEN SHADE
rgba: 106, 141, 115, 1
hsl: 135, 14, 48
#6A8D73



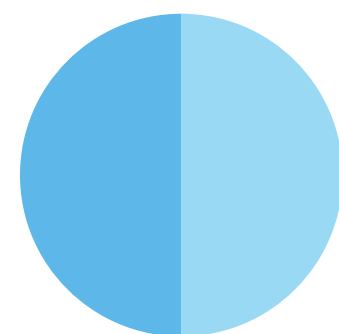
ACCENT DEEP
rgba: 50, 41, 47, 1
hsl: 320, 10, 18
#32292F



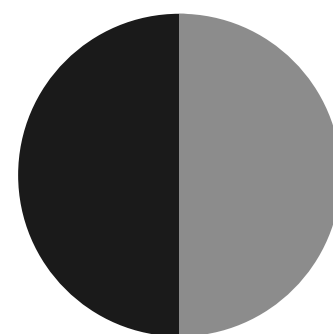
ACCENT LIGHT
rgba: 206, 236, 151, 1
hsl: 81, 69, 76
#CEEC97



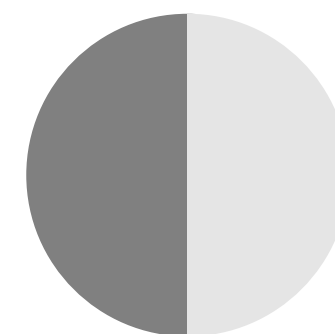
ACCENT YELLOW
rgba: 243, 193, 120, 1
hsl: 36, 84, 71
#F3C178



INFO / LINK
rgba: 93, 184, 233, 1
hsl: 201, 76, 64
#5db8e9



BRAND BLACK
rgba: 26, 26, 26, 1
hsl: 0, 0, 10
#1a1a1a



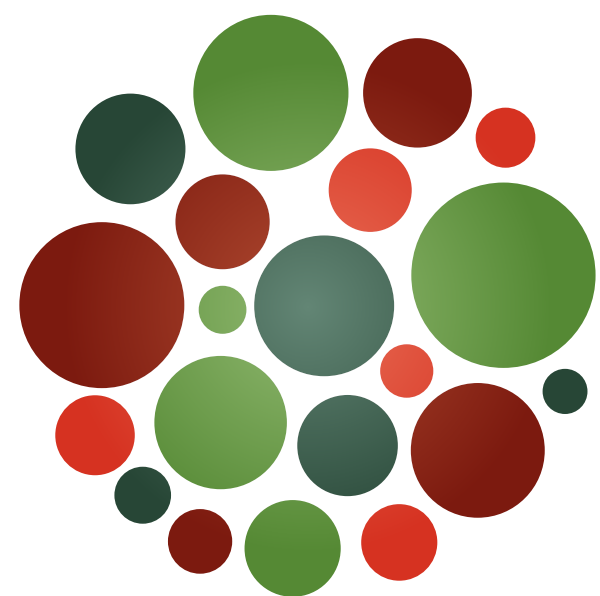
DARK GREY
rgba: 128, 128, 128, 1
hsl: 0, 0, 50
#808080



LIGHT GREY
rgba: 230, 230, 230, 1
hsl: 0, 0, 90
#e6e6e6

TYPOGRAPHY

For base typography the font family Montserrat is selected to provide easy to read blocks of text of all types and also do well in website development because this font is available for all platforms from Google typographic library.



EPIC-SHIFT

Aa

Montserrat
ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Aa

Montserrat
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Aa

Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Aa

Montserrat
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Title

**Ehendiss intionese
mo ex etus ditium.**

Lead

**Mil int odis pro volupit ionseque
remporEperio eum rest re
consequ iditas as dolum eri te
volum aut aut quam**

Paragraph

Idelende nderit quae derum, nis sit iume
cum nem essit ut voluptia porestrum,
alis coriatem cum iliquias evelis dolores
equatqu atiisqu assequid ut es molo ma
dis adi rerios mollique ex elitasp itibus
veleserectia quae volentia voluptatus.
Am ex et ut fugit, cumquis est facim es
dunt quaturibust unt, conem re, as as aut
fuga.

Button

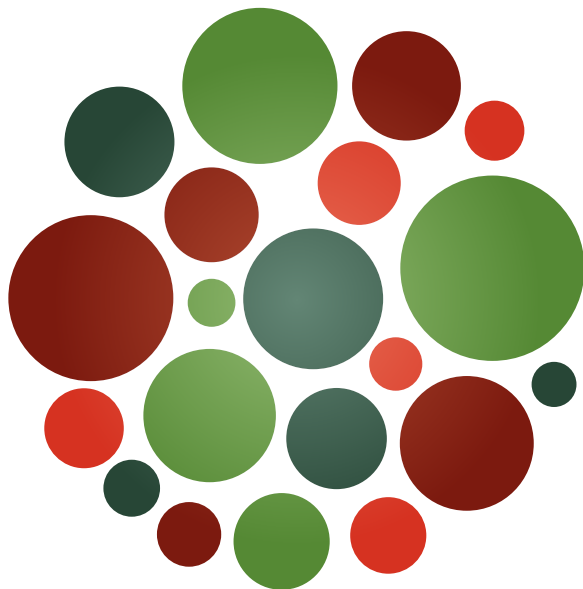
Button

Link

<https://epic-shift.eu>

ALTERNATIVE TYPOGRAPHY I

An alternative font family is selected to improve compatibility with EIT Food branding in future projects that might occur.



EPIC-SHIFT

AaTitillium Web
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

AaTitillium Web
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

AaTitillium Web
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

AaTitillium Web
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Title

Ehendiss intionesed mo ex
etus ditium.

Lead

Mil int odis pro volupit ionseque
remporEperio eum rest re consequ
iditas as dolum eri te volum aut aut
quam

Paragraph

Idelende nderit quae derum, nis sit iume cum nem
essit ut voluptia porestrum, alis coriatem cum
iliquias evelis dolores equatqu atiisqu assequid ut
es molo ma dis adi reros mollique ex elitasp itibus
veleserectia quae volentia voluptatus.
Am ex et ut fugit, cumquis est facim es dunt
quaturibust unt, conem re, as as aut fuga.

Button

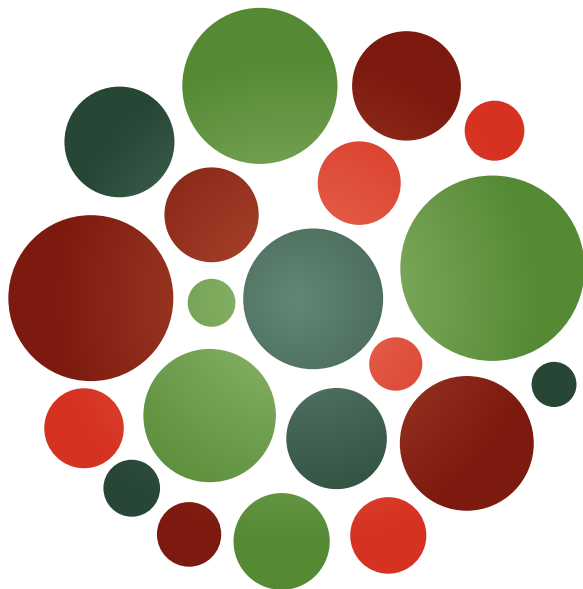
Button

Link

<https://epic-shift.eu>

ALTERNATIVE TYPOGRAPHY II

An additional alternative font family is selected to for expanded compatibility with diferent platforms, operational systems and their text processors.



EPIC-SHIFT

Aa Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Aa Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Aa Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Title Ehendiss intionesed mo ex etus ditium.

Lead Mil int odis pro volupit ionseque remporEperio eum rest re consequ iditas as dolum eri te volum aut aut quam

Paragraph Idelende nderit quae derum, nis sit iume cum nem essit ut voluptia porestrum, alis coriatem cum iliquias evelis dolores equatqu atisqu assequid ut es molo ma dis adi rerios mollique ex elitasp itibus veleserectia quae volentia voluptatus. Am ex et ut fugit, cumquis est facim es dunt quaturibust unt, conem re, as as aut fuga.

Button

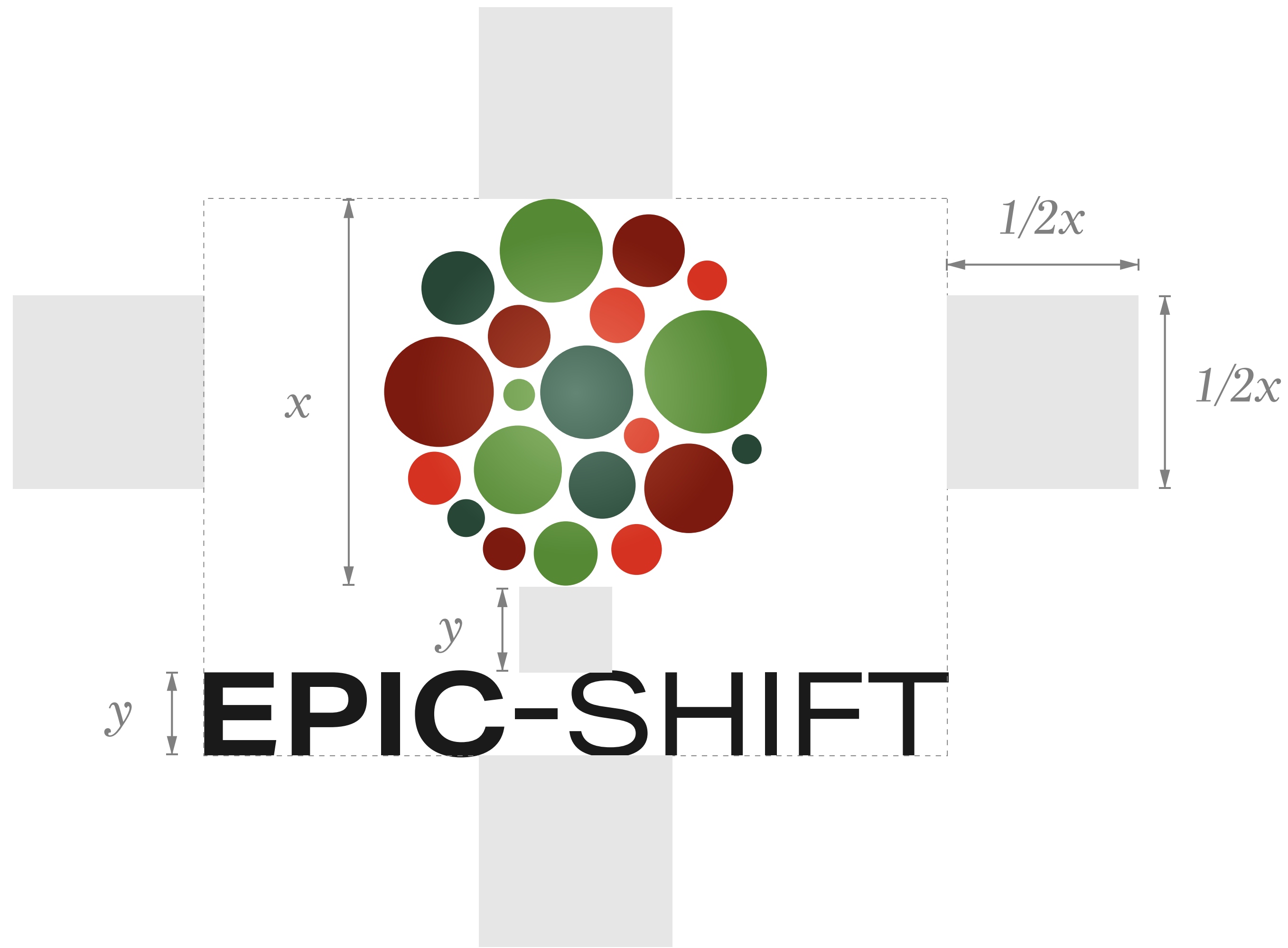


Link <https://epic-shift.eu>

CLEAR SPACE - LANDSCAPE



CLEAR SPACE - PORTRAIT

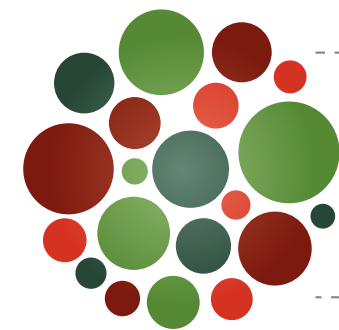


CO-BRANDING - LANDSCAPE

This logo must show on all materials.

For marking the partnership with the European Union some rules apply when presenting the logos in close proximity.

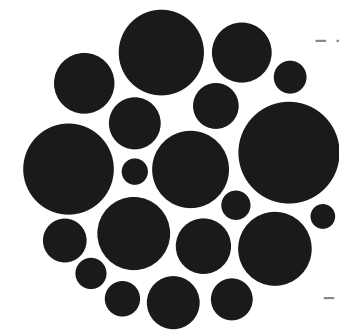
For horizontal arrangement the EU logo's height is determined by the height of the EPIC -SHIFT logo.



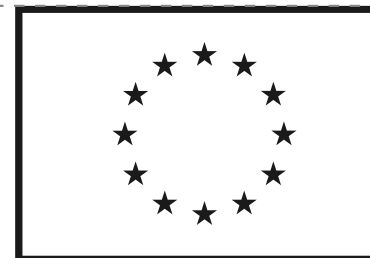
EPIC-SHIFT



**Funded by
the European Union**



EPIC-SHIFT



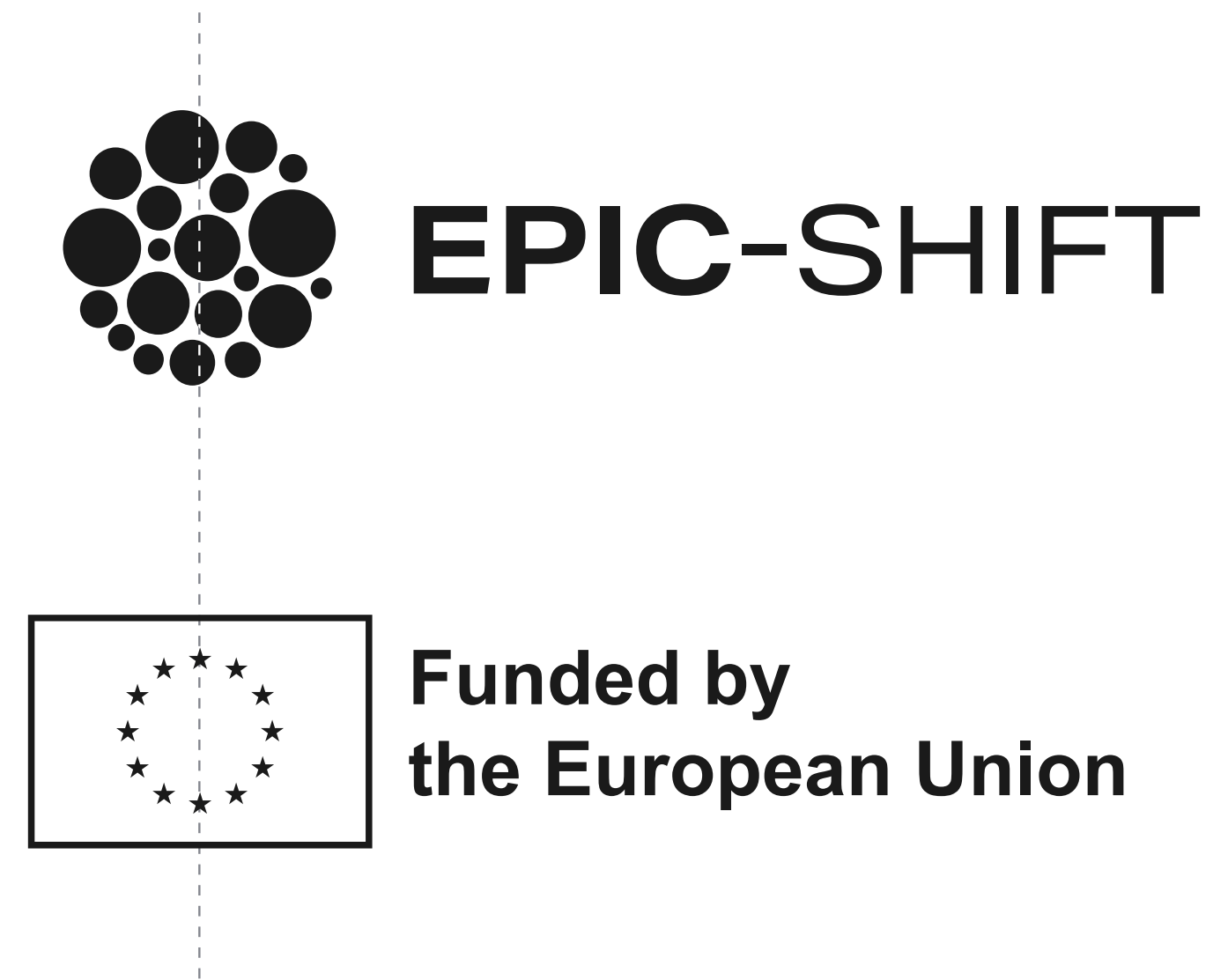
**Funded by
the European Union**

CO-BRANDING - PORTRAIT

This logo must show on all materials.

For marking the partnership with the European Union some rules apply when presenting the logos in close proximity.

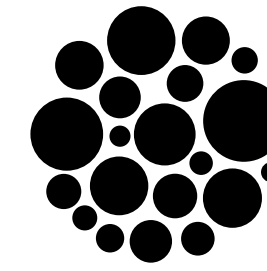
For vertical arrangement the symbols are aligned to their respective vertical axis.



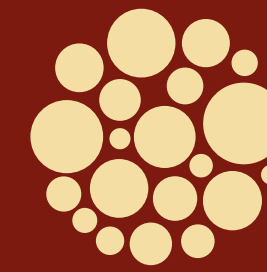
SPECIAL USE VARIANTS

The EPIC-SHIFT logo design can be displayed in versatile color options.

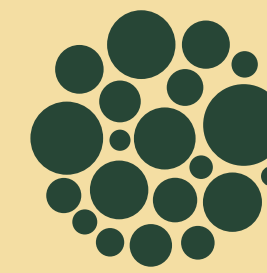
A monochrome version exists for simple applications. For special uses, it comes several combinations from the primary palette, allowing for brand consistency across diverse materials and contexts.



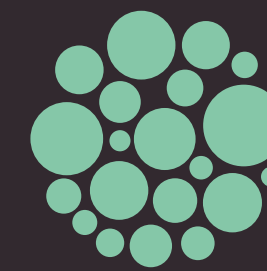
EPIC-SHIFT



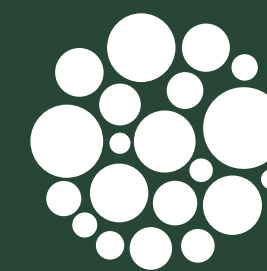
EPIC-SHIFT



EPIC-SHIFT



EPIC-SHIFT



EPIC-SHIFT

CO-BRANDING SPECIAL USE

For the application of co-branding the version in full color is available along with a monochrome set on white and as a negative space.

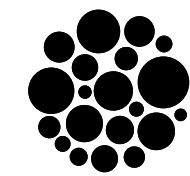
For shades of black as a background a combination of color and monochrome is allowed.



EPIC-SHIFT



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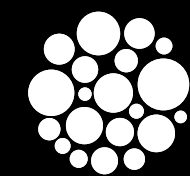


EPIC-SHIFT



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the European Union

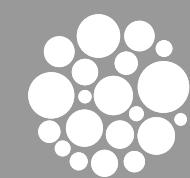
Monochrome reproduction (Specific print process on clothing and merchandise or with Pantone) If only black or white is available.



EPIC-SHIFT



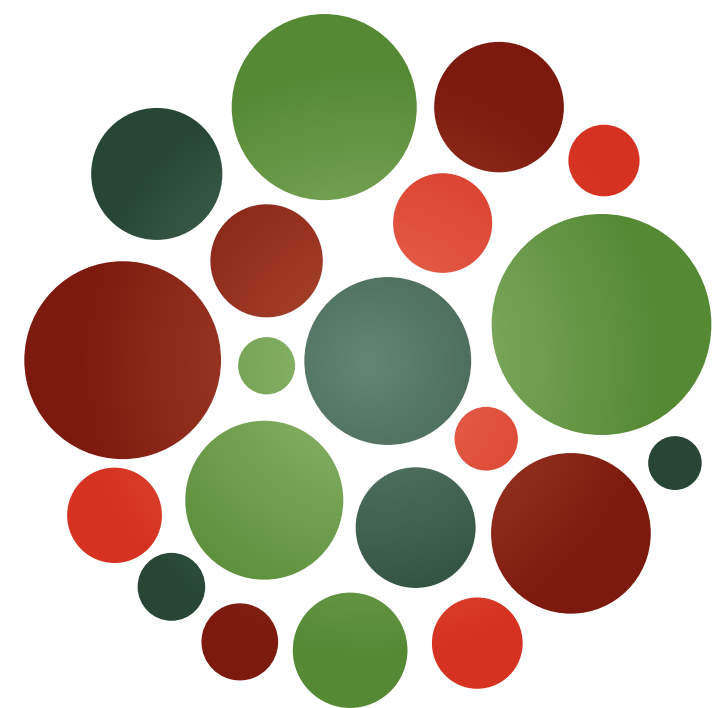
Funded by
the European Union



EPIC-SHIFT



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the European Union



EPIC-SHIFT

| www.epic-shift.eu