



Visual Identity Guidelines

**Renewed social dialogue for the new world of work.
Job transitions & digitalisation in two industrial sectors
in CEE countries – Romania, Hungary, Slovakia –
WorkTransitionCEE VS/2021/0094**



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Logo

WorkTransitionCEE logo is a symbol + name combination due to the nature of the brand and the need to have a distinctive icon that can be used by itself for social media avatars and in small physical applications.

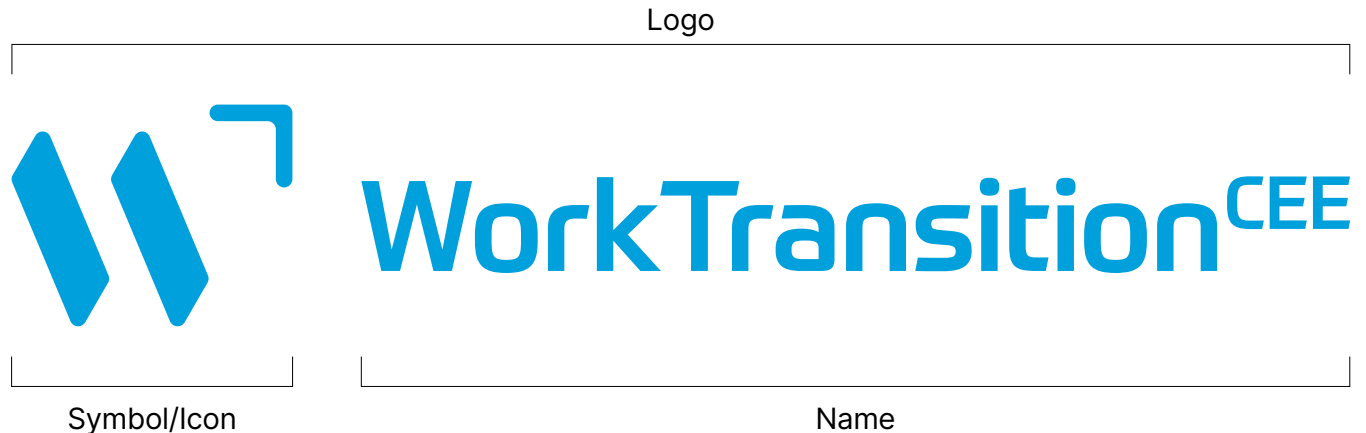
The symbol is designed with the letter W in mind to further increase the brand capital of the name, yet it is a more abstract version of the letter for it to be perceived as a standalone symbol. The arrowhead on the right side represents the transition, being ascendent and towards the N-E direction, which creates a positive association with the graphical representation.

The brand name is set with the font *Prometo*, which has soft curves, straight lines and consistent stroke width, being a sans serif with a very futuristic vibe, while having a neutral and professional feeling.

NOTA BENE

Do not apply, scale or use the logo in other ways than indicated in the following pages.

Horizontal Lockup



Vertical Lockup



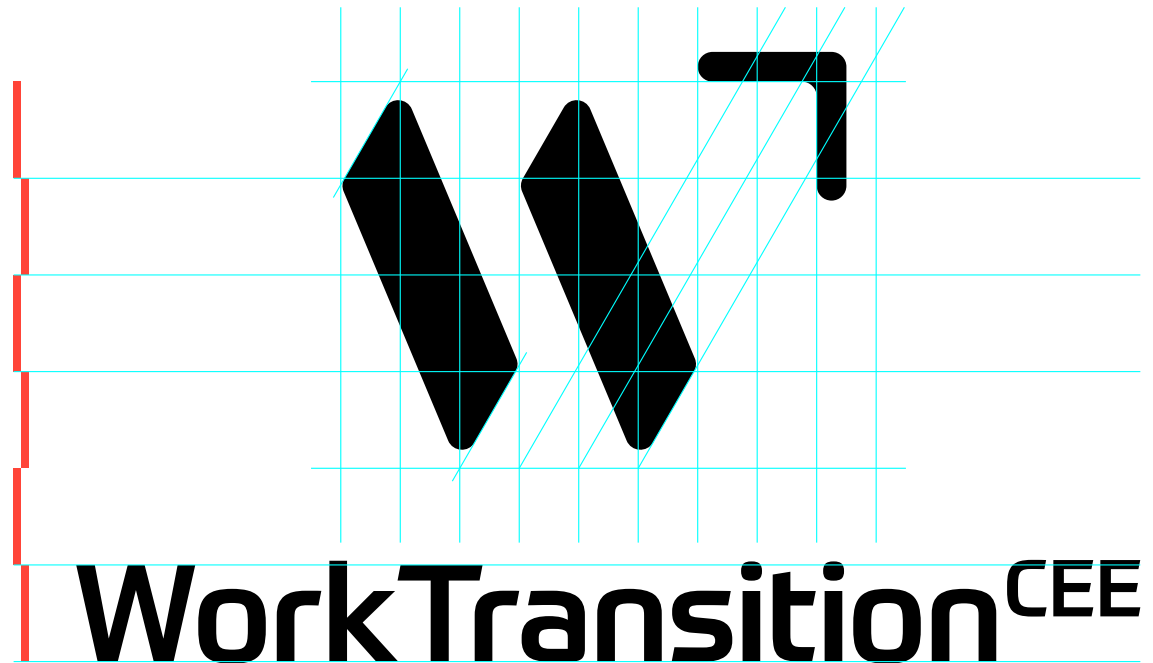
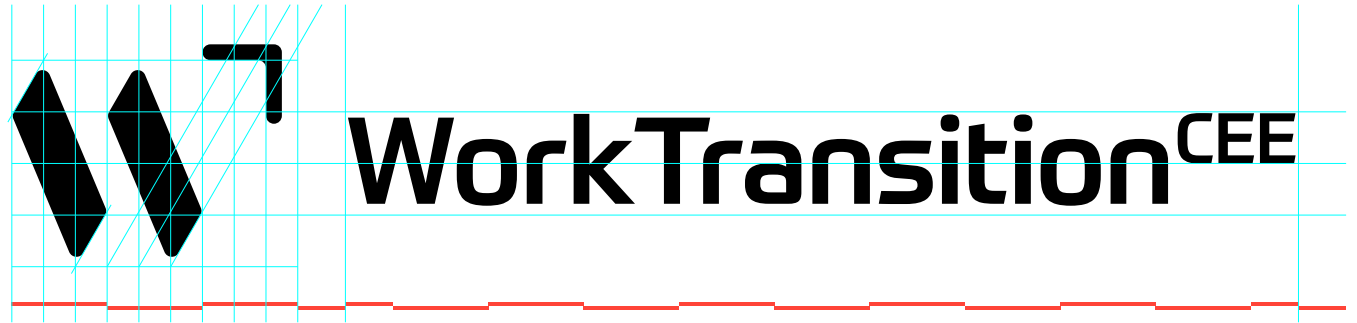
Symbol



Logo construction

The proportion of the elements was given by the size of the symbol's elements.

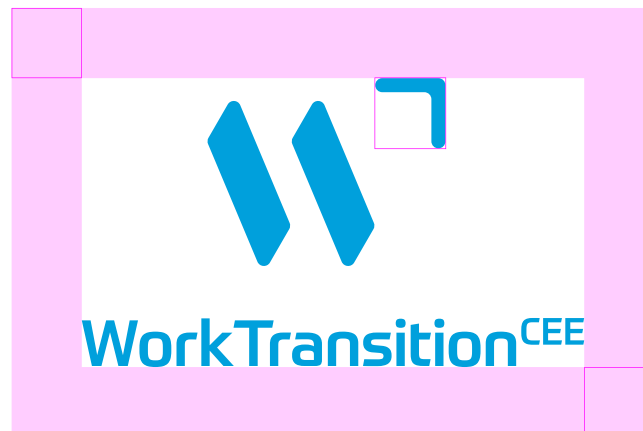
Note:
Some elements might not be exactly on some lines due to the need for optical alignment, not geometrical one.



Logo safety space

A logo's safety space represents a supplementary space that is taken in consideration for the sizing and positioning of the logo with the purpose to keep the visual area surrounding the logo large enough for it not to become part of other graphical elements.

This recommendation can be ignored when the safety margins of the design are bigger than the logo's safety space at its respective size.



Brand colors

The main color of the brand is sky blue.

This color has positive connotations, inspires trust and it is suitable for a brand regarding the future of work and digitalisation.

The recommended use case for this brand is the color combination blue/white or white/blue, black being accepted for long bodies of text on white background only.

Blue can also be used as an accent color.

Sky Blue

RGB 0/160/220

HEX 00a0dc

CMYK 80/20/0/0

White

RGB 255/255/255

HEX ffffff

CMYK 0/0/0/0

Accepted color combinations for text applications



This is sample title
This is a sample text.



This is sample title
This is a sample text.

Accepted color combinations for logo applications



Typography

Brand's typeface: Inter

Inter is a proper font choice for WorkTransitionCEE because it has a very friendly and professional look, with high contrast letters, working at various sizes and it has a uniform stroke that makes it balanced.

The consistent use of one typeface for all the brand's communication contributes to its awareness and helps people associate a certain type of messages with this visual landscape and style.

The typographic scale has a factor of 1.25 with the base size equal to 11 points.

Every other font size will be obtained by multiplying the previous value with 1.25, starting with 11. The closes integer to the value obtained will be chosen. For higher contrast, a value can be skipped, but consistency must be kept.

The font files are free and must be downloaded from here:

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

For communication in languages that have diacritical marks (accents) they have to be used accordingly.

Inter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 — !@#€%^&*()_+,,

42 pt: abcABC123

34 pt: abcABC123

21 pt: abcABC123

17 pt: abcABC123

14 pt: abcABC123

11 pt: abcABC123

The scale formula is: $11 \times 1,25^n$, where n is the highest level of hierarchy needed. Then, you round to the closest integer.

Sample alphabets

Hungarian

aábccsddzdzseéfggyhiíjkllymn nyoóöőpqrsszttyuúüűvwxyzs
AÁBCCsDDzDzsEÉFGGyHIÍJKLLyMNNyOÓÖŐPQRSSzTTyUÚÜŰVWXYZZs

Romanian

aăâbcdefghiîjklmnopqrsșțtuvwxyz
ĂĂÂBCDEFGHIÎJKLMNOPSȘȚȚUVWXYZ

Slovak

aáäbcčdd'dzdžeéfgghchiíjklĺ'lmnňoóôpqrŕsšťtuúvwxyýžž
AÁÄBCČDĎDzDŽEÉFGGHChÍJKLĹ'LMNŇOÓÔPQRŔSŠŤŤUÚVWXYÝŽŽ

