



Brand Guide

V1. 09.10.2023

Introduction

Welcome to the forefront of transformative energy technology and innovation within the European continent—the European Batteries Research and Innovation (R&I) Community. This dynamic initiative embodies a concerted effort to consolidate and represent the diverse array of battery-related endeavors operating at a European scale. By harmonizing research, sharing knowledge, and fostering collaboration, this community has set its sights on shaping the future of energy storage and propulsion systems.

The European Batteries R&I Community serves as a nexus, bridging the efforts of various batteries-focused initiatives throughout Europe. These initiatives encompass cutting-edge research, development, and innovation in the field of energy storage, striving to address the increasing demand for efficient and sustainable battery technologies. Through strategic partnerships, interdisciplinary cooperation, and collective brainpower, this community aims to accelerate advancements that contribute to a cleaner, more resilient energy landscape.

Batteries
+ Europe



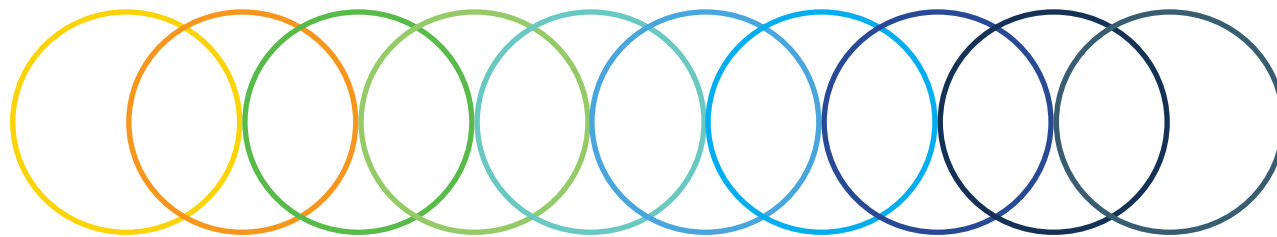
BATTERY
2030+



Visualizing Innovation:

Uniting Diverse Initiatives in the European Batteries R&I Mosaic

Colors of the different initiatives



Message of the overarching logo

The overarching logo for the European Batteries R&I Community must encapsulate a spirit of **inclusivity**, reflecting the **coming together** of diverse entities and stakeholders within the initiative. It should visually convey **collaboration** as a central theme, symbolizing the collective effort towards a common goal in advancing battery technology and innovation. The letter 'B' should stand out prominently, **representing 'B' for batteries**, the cornerstone of this endeavor. Furthermore, the logo should subtly incorporate elements that evoke the essence of the European Union, underscoring the unified and pan-European nature of this groundbreaking initiative.



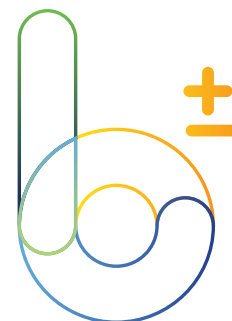
Logo use

Primary Logo:

The primary logo includes the full representation of the European Batteries R&I Community, encompassing the brand name and icon. This version is to be used for official documents, websites, and prominent brand applications.



Full logotype



Stamp logo

Stamp logo version:

The logo also has a stamp version only, intended for versatile representation without accompanying text. This variation serves as a stamp, offering flexibility for diverse applications and contexts. When used alongside logos of other initiatives, the stamp version only ensures a cohesive and unified visual identity.

Size and Legibility:

Depending on where the logo is utilized, its size may vary. However, ensuring clear legibility is paramount. The logo should always be sized for optimum readability, and a minimum amount of clear space around it must be maintained to prevent clutter and maintain visual integrity.

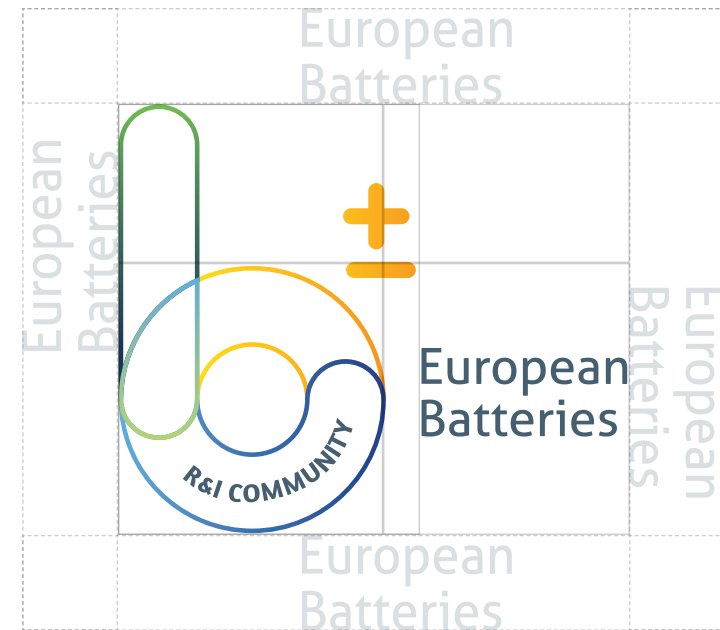
Margin Considerations:

It is essential to maintain a consistent margin around the logo to preserve its visual impact and legibility. Increasing the size of the logo while eliminating the margin on each side should be avoided, as this can make it appear cluttered and difficult to read.

Adaptability:

The logo is designed to adapt to different sizes while preserving its essence. It should be adjusted proportionally to ensure visibility and clarity, aligning with the specific application, without compromising its design integrity.

These guidelines are crafted to maintain the professional representation of the European Batteries R&I Community, ensuring the logo remains impactful and easily recognizable across various mediums and scales.



Logo usage over color backgrounds:

These versions of the logo would only be used depending on the colour of the backgrounds, as shown in here.

Whenever it is possible, the logo will be applied in its main version. If it is not possible for technical reasons, the white or grey versions will be used.



Do

- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo
- Use multiple colours for the logo

Don't

- Add or remove any element to the logo
- Modify the composition of the logo
- Modify the proportions of the logo
- Use effects on the logo



Print C2 M9 Y97 K0 Screen R253 V221 B16

Print C0 M50 Y99 K0 Screen R247 V148 B31

Print C33 M0 Y74 K0 Screen R180 V214 B110

Print C67 M0 Y99 K0 Screen R109 V208 B78

Print C55 M0 Y28 K0 Screen R108 V200 B194

Print C59 M18 Y3 K0 Screen R97 V172 B217

Print C70 M18 Y0 K0 Screen R47 V166 B222

Print C100 M89 Y10 K1 Screen R35 V64 B141

Print C92 M61 Y3 K64 Screen R19 V44 B79

Print C76 M56 Y41 K18 Screen R70 V94 B112

Primary and Secondary Colors:

Our color palette is intentionally designed to maintain consistency and a unified brand identity. These colors should always be used prominently in our communications materials. The same set of primary colors can also be used as secondary colors when needed, as our primary palette provides a wide range of versatility for various applications.

Aller Bold

Aller” is a modern and popular typeface designed by Dalton Maag, a well-known font foundry. It’s a contemporary sans-serif font known for its clean and legible design, making it suitable for a wide range of design applications.

Acherus Grotsque

Acherus Grotesque is a modern sans-serif font designed by Horizon Type. It’s characterized by a clean, geometric design with a touch of humanist features, making it versatile and suitable for a wide range of design applications.

Acherus Grotesque prioritizes legibility, making it readable across different sizes and platforms. It’s suitable for body text, headings, subheadings, and other typographic elements in design projects.

Title Bold

ABCDEFGHIJKLMNPO

Subtitle Regular

ABCDEFGHIJKLMNPO

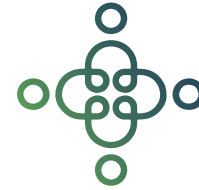
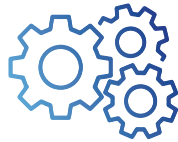
Body text

ABCDEFGHIJKLMNPO

Keywords:

General icons have been created to express the following keywords:

- Meaningful
- Holistic
- Trustworthy
- Supportive
- Knowledgeable
- Efficient
- Helpful
- Impactful
- Innovative
- Facilitator



How to use the logo on behalf of the European Batteries R&I Community

To be used as a footer

Font text: **Aller Bold** + Aller Regular

Colors:  

The following lining and spacing should be respected:



Example without lining:



To be used as a footer

The following lining and spacing should be respected:



Example without lining:



Examples:

Quick examples for both scenarios:





Energising
The European Batteries
R&I Community

Batteries
+ Europe

BATTERY
2030+

BEPA
Batteries European
Partnership Association



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 **IPCEI**
BATTERIES

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Contributing to
The European Batteries
R&I Community



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Contributing to
The European Batteries
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The image features a white background with several overlapping, hand-drawn style circles in various colors: dark blue, light blue, yellow, and green. The circles are of varying sizes and are arranged in a way that they appear to be layered and interconnected. In the center of one of the circles, the text "Thank you!" is written in a bold, dark blue, sans-serif font.

Thank you!

Inquiries & Assistance

We are committed to assisting you in effectively applying our brand guidelines. If you have any questions or require further guidance on utilizing our brand identity elements, feel free to reach out. Our dedicated team is readily available to support you, ensuring your use of the brand guidelines is seamless and aligns with our collective vision.

Thank you for your commitment to upholding our brand standards and for contributing to a consistent and impactful representation of our organization. Your dedication is instrumental in sharing our mission and values effectively with the world.

Graphic Agency

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