



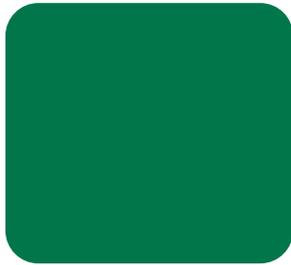
Funded by  
the European Union



[incitis-food.eu](http://incitis-food.eu)

# BRAND GUIDELINES

## Color palette



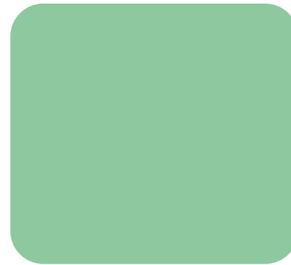
**#00764A**

R-0 G-118 B-74



**#12A066**

R-18 G-160 B-102



**#8EC89F**

R-142 G-200 B-159



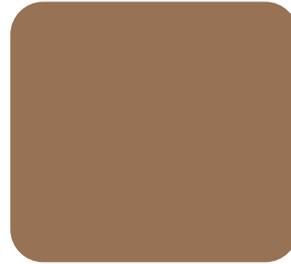
**#FFDB5E**

R-255 G-219 B-94



**#E0B232**

R-224 G-178 B-50



**#977254**

R-151 G-114 B-84



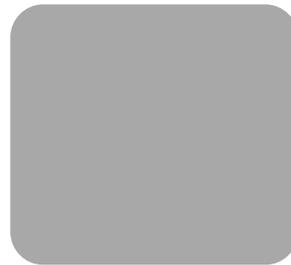
**#80C1D1**

R-128 G-193 B-209



**#64A5AF**

R-100 G-165 B-175



**#A8A8A8**

R-168 G-168 B-168



# BRAND GUIDELINES

## Brand typography

**Font name: Alte Haas Grotesk**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16 17 18 19 20

**FONT NAME: LATO**

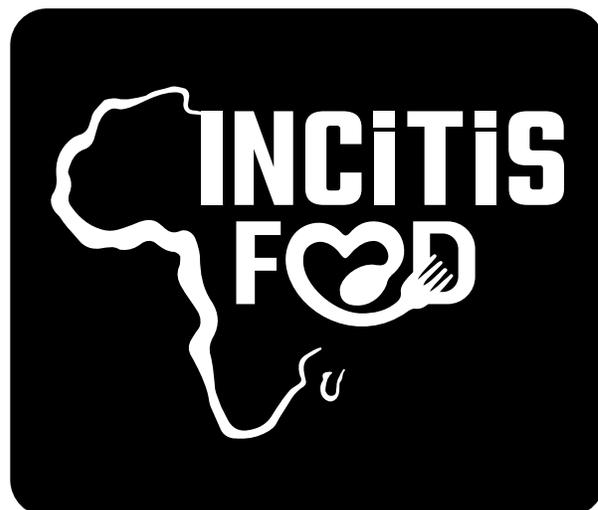
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Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16 17 18 19 20



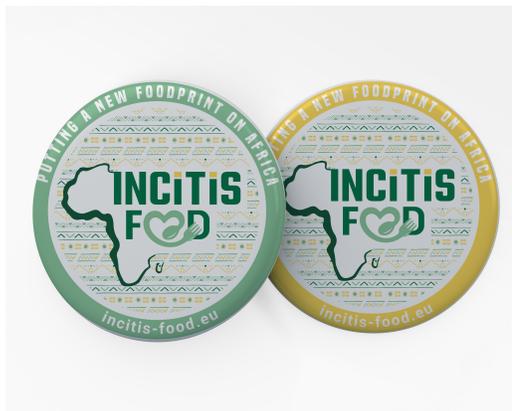
# BRAND GUIDELINES

## Logo variations



# BRAND GUIDELINES

## Brand applications



# BRAND GUIDELINES

## Partners logos



ALMA MATER STUDIORUM  
UNIVERSITATI DI BOLOGNA



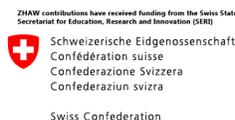
Bavarian  
Research Alliance



WAGENINGEN  
UNIVERSITY & RESEARCH



Ben-Gurion University of the Negev



Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI