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1 Introduction

A strong visual identity is essential in order to support the continued effectiveness of the Clean Sky advocacy strategy. This visual identity has to dynamically promote Clean Sky’s mission and values.

The aim of this manual is to define Clean Sky’s graphical identity by describing the different elements it includes and to set the rules that apply.

It will create a consistent visual identity and an effective overall branding.

It will protect Clean Sky against potential misuses of its core visual elements, such as the logo.

The charter will be used by Clean Sky and authorised contractors, when producing any graphical materials.
2 Logo Composition

Basic rules

Stars

The stars are an easily identifiable reminder of the European origin of Clean Sky.

Elements

The two elements are made up of graduated tints. The colours composing the graduated tints are described on the following page.

Letters

Quicksand regular is used for the text. The colours are plain colours.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Quicksand Regular

The CSJU logo is a registered “Community Trademark” (No. 012669446), any unauthorized use may lead to an infringement action.
2 Logo Composition

Colours

Clean Sky’s logo is composed of 3 colours: a dark blue, a light green and a bright yellow.

The logo includes blue and green graduated tints.
2 Logo Composition

Variants

**Clean Sky**
This logo is used for communications linked to Clean Sky as a joint undertaking.

**Clean Sky 2**
This logo is used for all communications linked to the Clean Sky 2 programme.
In order to maintain optimal legibility, minimum sizes have been defined. They are specific to each logo.
2 Logo Composition

Standard use

“Breathing space”

The logo is always placed on a white background.
The white "breathing space" around the logo is equivalent to the diameter of the "C" of "Clean Sky".

3 colour version

A 3 colour version is available for specific use and ONLY when full colour printing is not possible, e.g. on some branded objects.

Grey version

This version is used on black and white applications supporting graduated screens (e.g. laser prints).

Monochromatic

This monochromatic version is used when printing in one colour only, where there is no technical possibility of reproducing the graduated tint (e.g. screen printing).

Inversed version

Using the logo on a coloured background should only be considered as an exception.
2 Logo Composition

Incorrect use

✅ Coloured background
The logo cannot be placed on a coloured background.

🚫 Resizing
The different elements of the logo cannot be resized independently of each other.

🚫 Colour changes
The colours of the logo cannot be altered.

🚫 Dissociation
The logo cannot be dissociated.

🚫 Complex backgrounds
The logo cannot be placed on a complex background, such as an image.

🚫 Deformation
The proportions of the logo cannot be altered.
Pursuant to their contractual obligations under the grant agreement, Clean Sky beneficiaries must make it visible that their action has received funding from the Clean Sky 2 Joint Undertaking under the H2020 programme when disseminating the project results and when communicating on their action. Both the CSJU logo and the EU emblem shall be used on any dissemination of results (in any form, including electronic) such as publications and dissemination documents but also on infrastructures, equipment and major results.

Clean Sky 2
This logo is used for all communications linked to the Clean Sky 2 programme.
Any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

(a) display the CSJU logo and the EU emblem,
(b) include the following text:

For dissemination and communication activities:
“This project has received funding from the Clean Sky 2 Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No [number].”

For infrastructure, equipment and major results:
“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Clean Sky 2 Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No [number].”

When displayed together with another logo, the CSJU logo and the EU emblem must have appropriate prominence.

For the purposes of the above mentioned obligations under the grant agreement, the beneficiaries may use the CSJU logo and EU emblem without first obtaining approval from the Joint Undertaking or the Commission.

This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the CSJU logo or the EU emblem or any similar trademark or logo, either by registration or by any other means.

For more information see the Horizon 2020 Online Manual on the Participants portal: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm
2 Logo Partnership and sponsoring

Partnerships & co-branded events

In the case of documents produced with the support of or in partnership with Clean Sky, a specific mention is placed on the top of the logo. The logo is placed against a white background. The minimum size of the logo is a tenth of the total height of the medium.
2 Logo Additional elements

Baseline

The baseline reflects both Clean Sky’s values and its mission.

It is associated with the logo in all communications to external audiences.

It is not mandatory to use the baseline when addressing a Clean Sky stakeholder.
The flame is taken from the logo and is used as an optional graphical element to enhance the visual attractiveness of simple documents.

### Horizontal use

On horizontal (landscape) media, the flame has a width equivalent to 2/7 of the medium's width.

### Vertical use

On vertical (portrait) media, the flame has a height equivalent to 2/7 of the medium's height.
Clean Sky has created a visual image that metaphorically illustrates the ambitions of the JU. This picture can be used in all publications.
The Clean Sky website's URL is visible on the cover of every publication targeted at external audiences.

It is located on the bottom right of the front cover and will optionally be repeated on the back cover.

www.cleansky.eu

Helvetica Neue LT Std Bold
The font selected for publications is Myriad Pro. Myriad Pro Light is used for body text. Myriad Pro Regular for small texts or for texts on coloured backgrounds. Myriad Pro Bold for titles and subtitles. Myriad Pro Black for short sentences used on large media such as roll-ups or umbrella stands.

**Myriad Pro Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Myriad Pro Black**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Myriad Pro Regular**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Myriad Pro Light**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The font selected for use in publications created in Microsoft Office applications, such as Word, PowerPoint or Excel documents, is Arial.

**Arial Bold**

AaBbCcDdEeFfGgHhIiJjKkLMmnOoPpQqRrSsTuVvWwxYyZz

**Arial Regular**

AaBbCcDdEeFfGgHhIiJjKkLMmnOoPpQqRrSsTuVvWwxYyZz
The selected colours offer multiple combinations. They are used as flat tints, shades or graduated tints.
In each publication, the position and size of the different elements are fixed. Fonts, margins, dimensions and colours may not vary.

The corporate brochure is in landscape A4 format.
Skyline magazine is designed in A4 portrait format. Its blue horizontal banner makes it stand out from the other publications.

C 100
M 0
Y 0
K 0
R 0
G 157
B 244

Pantone 299 C
The document holder is designed to hold A4 sheets. Its closed size is 22 x 31 cm.
The dimensions of the business cards are 85 x 55 mm.
Applications Office

Envelopes
The email signatures are an essential component of Clean Sky’s visual identity. They have to be harmonised in order to convey the consistency of the brand.

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Innovation takes off
30 mm
10 pt

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Pantone
2736 C

C 100
M 80
Y 0
K 0

R 44
V 67
B 144
5 Applications Office

Compliments slip

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Quicksand book
Applications Office
Country briefing for MEPs

Lorem ipsum

Brussels, 9 December 2015

Innovation takes off

www.cleansky.eu
Two templates are available for presentations.
5 Applications Merchandise

Lanyard

Umbrella
5 Applications Merchandise

USB stick

Bottle
Applications Name holder

Conference badge
5 Applications Exhibition displays

Roll-up

Clean Sky 2
Innovation takes off
Small Air Transport
www.cleansky.eu

Clean Sky 2
Innovation takes off
Engines
www.cleansky.eu
5 Applications Exhibition displays

Pop-up stand

www.cleansky.eu
6 Contact

This graphical chart is managed by the communications department of the Clean Sky JU.

Contact us for any additional information you may require.

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