



BRAND GUIDELINE

Nov 2022



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Brand guideline

# LOGO



Brand guideline

# Rationale

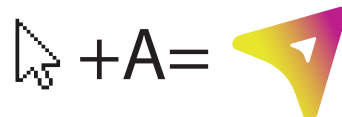
Nov 2022

## Why

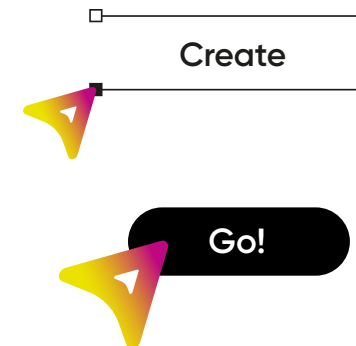
We want to create more connected and efficient European innovation ecosystems in the sector of advanced technologies

## How

We are all about calling to action. We promot action which is also the brand's hero.



Our symbol is the Cause of Action.  
Like a mouse cursor - It's roll in the design  
is to create the layout, press on CTA  
buttons, etc.



## Brand Values

Innovative

Relatable

Dynamic

Fresh

Professional



Brand guideline

Logo

Nov 2022

**Acceleraction**

Primary logo



Brand guideline

Logo  
Negative

Nov 2022

**AccelerAction**

**AccelerAction**

Connecting European DeepTech Innovators

Negative logo



Brand guideline

# Logo & slogan

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**AccelerAction**

Connecting European DeepTech Innovators



Brand guideline

Logo  
b&w

Nov 2022

**AccelerAction**

**AccelerAction**

Connecting European DeepTech Innovators

Black & white variation





# LOGO USAGE



## Exclusion zone





## Dont's

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**AccelerAction**

Don't put the secondary logo on colored backgrounds different from the project colors.



**AccelerAction**

Don't recreate, add effects or change the colors of our logos. Don't tilt or angle the logo in any way.



**AccelerAction**

Don't recolor the logo in anyway - even when using the brand colors. Brand name should be black or white only.



**AccelerAction AccelerAction**

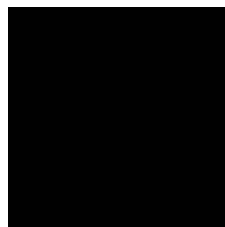
Don't reconfigure the logo in any way; don't warp it; Don't change the Icon rotation angle



# COLORS



# Primary colors



#1d1d1b

CMYK  
0 0 0 100

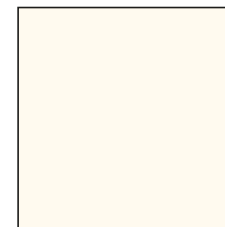
RGB  
29 29 27



#5e2684

CMYK  
79 99 0 100

RGB  
94 38 132



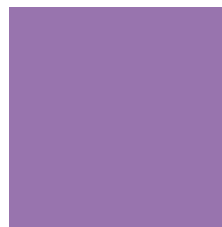
#fffaef

CMYK  
0 2 8 0

RGB  
255 250 239



## Secondary colors



#9874ae

CMYK  
48 60 3 0

RGB  
152 116 174



#ece300

CMYK  
13 0 94 0

RGB  
236 227 0

#c0087f

CMYK  
25 100 0 0

RGB  
192 8 127



# TYPOGRAPHY



# Primary & secondary typeface

## Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789





Brand guideline

# BRAND TOOLKIT

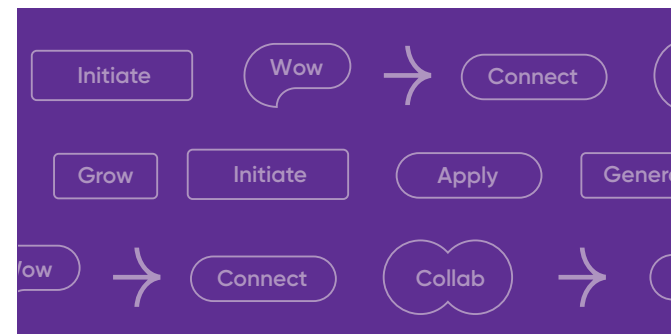


# Approach & style

## Usage

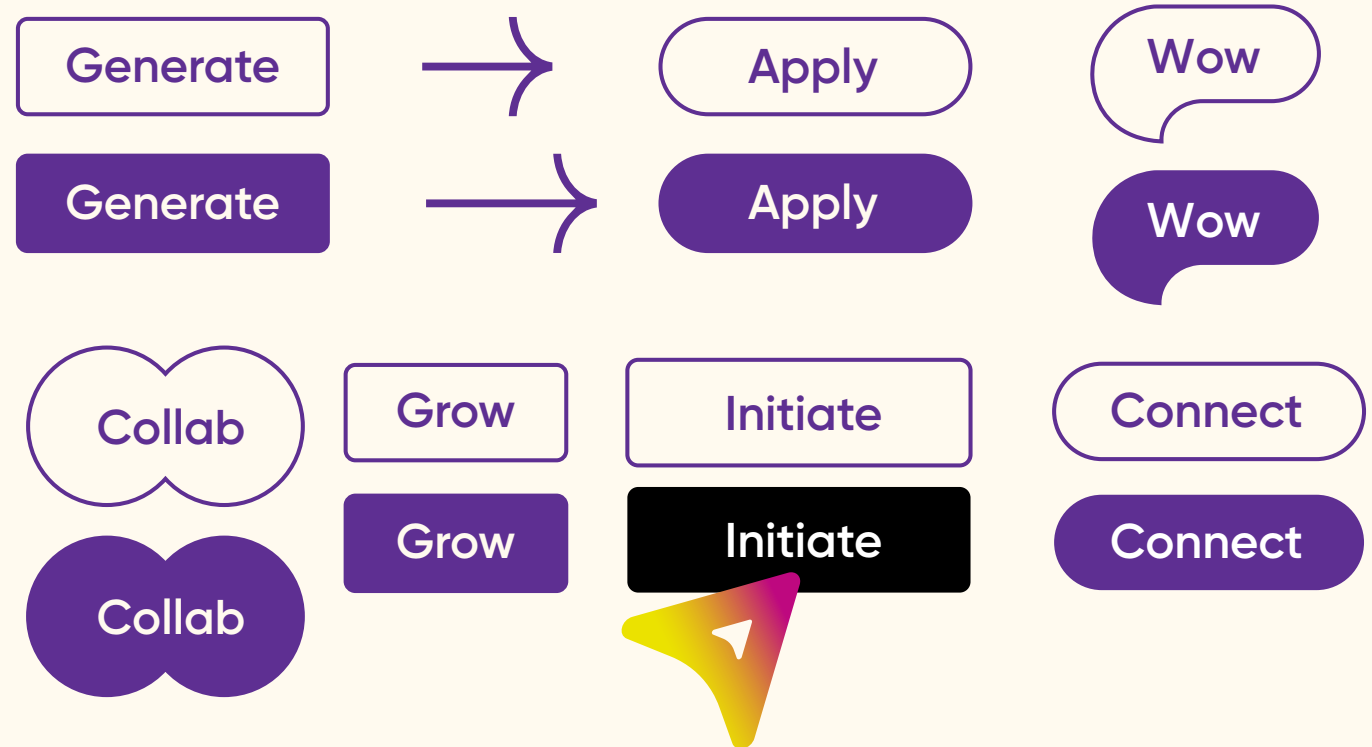
CTA's are visual elements that can be used in several ways:

- As part of typographic titles.
- As a stand alone CTA buttons including the brand's arrow symbol.
- As Equations
- As a pattern element.





# CTA's





# Typographic titles

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Connect & Collab WITH  
WORLD→CLASS **STARTUPS**  
TO **Create** THE NEXT BIG





Brand guideline

## Typographic titles

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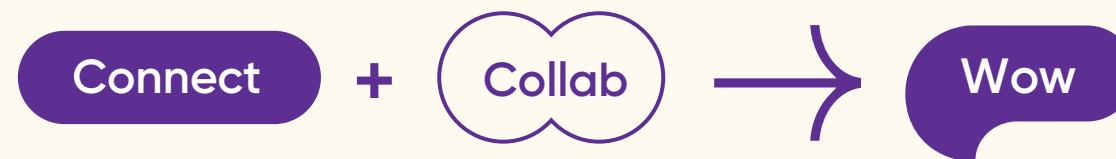
Connect & Collab WITH  
WORLD→CLASS **STARTUPS**  
TO Create THE NEXT BIG





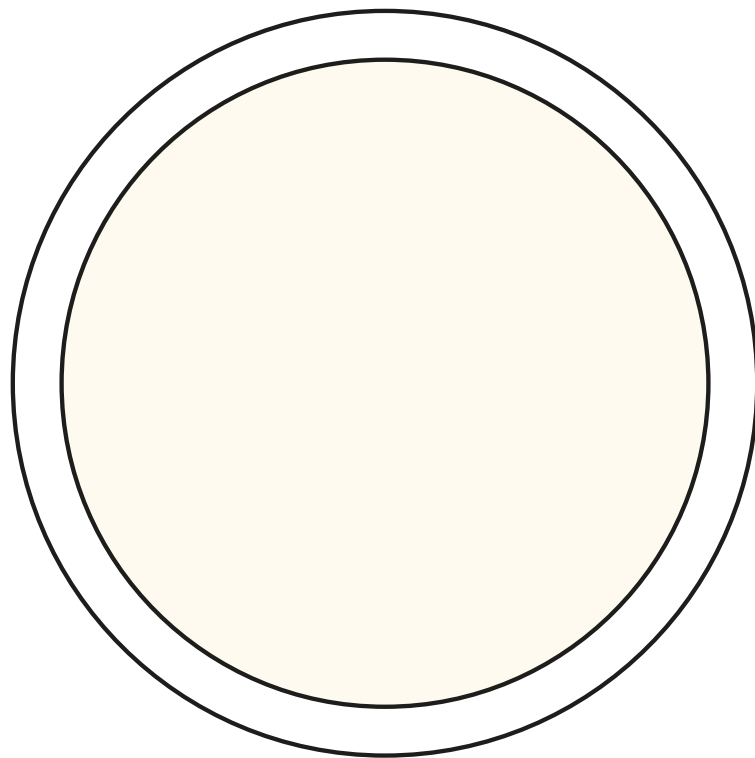
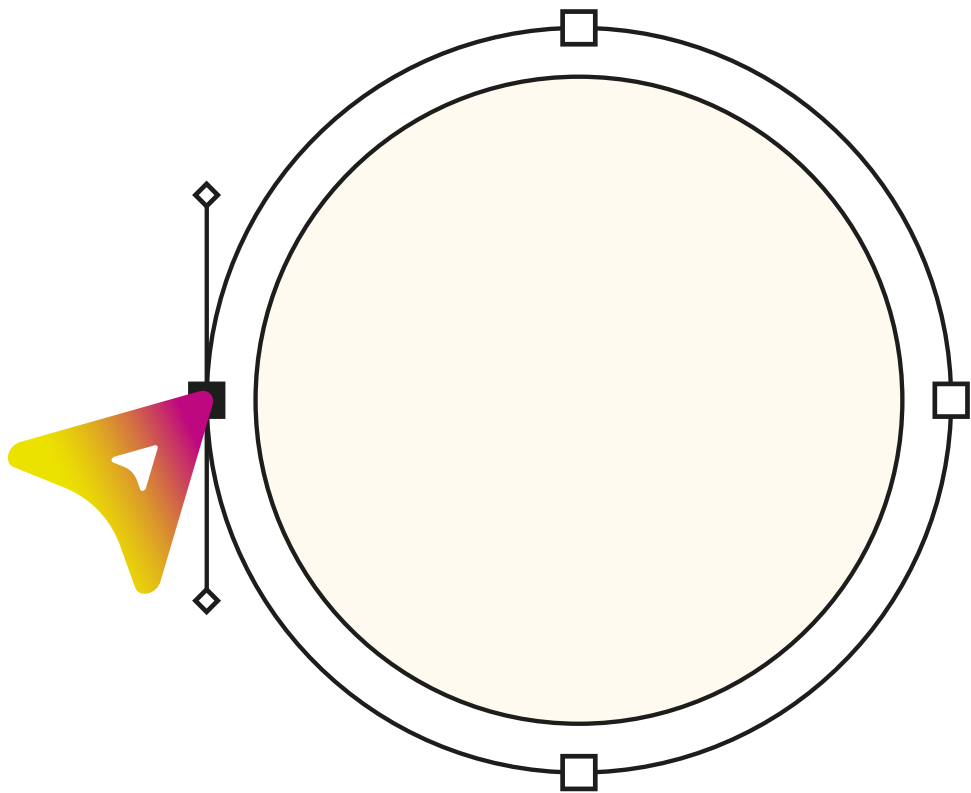
# Equations

Startups entrepreneurs persona



Startups Investors persona





**Acceler** **ction**



[acceleraction.eu](https://acceleraction.eu)

