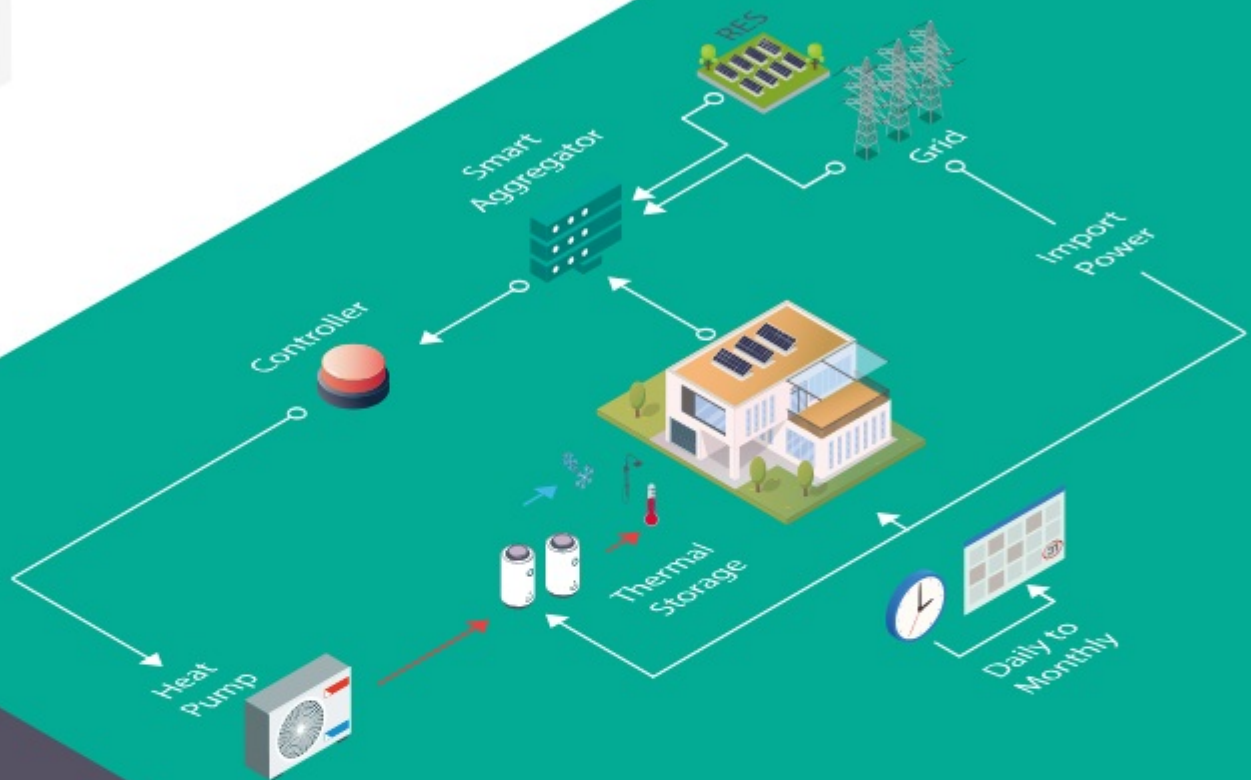




HYSTORE

Hybrid Services from Advanced
Thermal Energy Storage Systems



Logo and Visual Identity Guidelines



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Types
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 - 3 Typography**
Typeface Details
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Word
Powerpoint

1 Logo

Logo Types

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Representing The
Smart Grid



Representing
Storage
and Compactness

Clear Space

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Off-scale

Logo Types

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EU Funding Statement

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**Co-funded by
the European Union**

This project has received funding from the European Union Horizon Europe Programme under grant agreement N. 101096789 (HYSTORE).



**Co-funded by
the European Union**

Minimum Sizes

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Minimum width = 30 mm

Correct Examples

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Use on Photos

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Incorrect Logo Use

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2 Colors

Primary Colors

Dark Gray-Purple

RGB
87, 81, 100

#575164



0-100% Transparency

Teal

RGB
22, 173, 150

#16AD96



0-100% Transparency

Light Lilac

RGB
240, 214, 231

#F0D6E7



0-100% Transparency

Secondary Colors

Gray

RGB
60, 60, 59

#3C3C3B



0-100% Transparency

Red

RGB
234, 79, 78

#EA4F4E

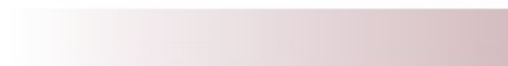


0-100% Transparency

Muted Pink

RGB
212, 188, 192

#D4BCC0



0-100% Transparency

3 Fonts

Orbitron

This is the main font to be used for headings and titles. This font was selected for its readability and modernity. Consistency in font usage is key to establishing a cohesive brand image, to ensure that this font is used consistently across all communications materials.

Bold				Regular			
Aa	BB	CC	DD	Aa	BB	CC	DD
Ee	FF	GG	HH	Ee	FF	GG	HH
JJ	KK	LL	MM	JJ	KK	LL	MM
NN	Oo	PP	QQ	NN	Oo	PP	QQ
RR	Ss	TT	Uu	RR	Ss	TT	Uu
VV	WW	XX		VV	WW	XX	
Yy		ZZ		Yy		ZZ	

Regular

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

BahnSchrift

The primary font chosen for body text in our visual identity is BahnSchrift. This font can be used in light, regular and bold offering versatility in design and layout options.

Bold		Regular	
Aa	BB CC DD Ee	Aa	BB CC DD Ee
FF	GG HH II JJ KK	FF	GG HH II JJ
LL	MM NN Oo PP	KK	LL MM NN Oo
QQ	RR Ss TT Uu	PP	QQ RR Ss TT
VV	WW XX Yy ZZ	Uu	VV WW XX Yy
		ZZ	

Light

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

Font Usage

This is to be used for
Word Templates.

Main title is Orbitron
(Bold-16)

Subtitle 01 is
(Orbitron Medium-14)

Subtitle 02 is (Orbitron
Regular-13)

Body Text is
(Bahnschrift -11)

1 Main Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.

1.1 Subtitle 01

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1.1.1 Subtitle 02

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Color Usage

The headings and titles are in Teal color (#16AD96), while the body font can be used in either black or gray color (#3C3C3B).

Titles

 Teal (#16AD96)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Black (#000000)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Gray (#3C3C3B)

4 Templates

Google Doc Template

For every official document, a Google Doc template is provided which includes the logo, EU-funding information, as well as the table for required information for, e.g., the deliverables.



Google Slides Template

For project presentations, a standard layout is available in Google Slides.





Questions

Contact us!

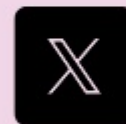
Should you have any questions about logo usage, color schemes, templates, or suggestions for improvements, please do not hesitate to reach out to us!



info@hystore-project.eu



hystoreproject



hystoreproject



hystore-project.eu

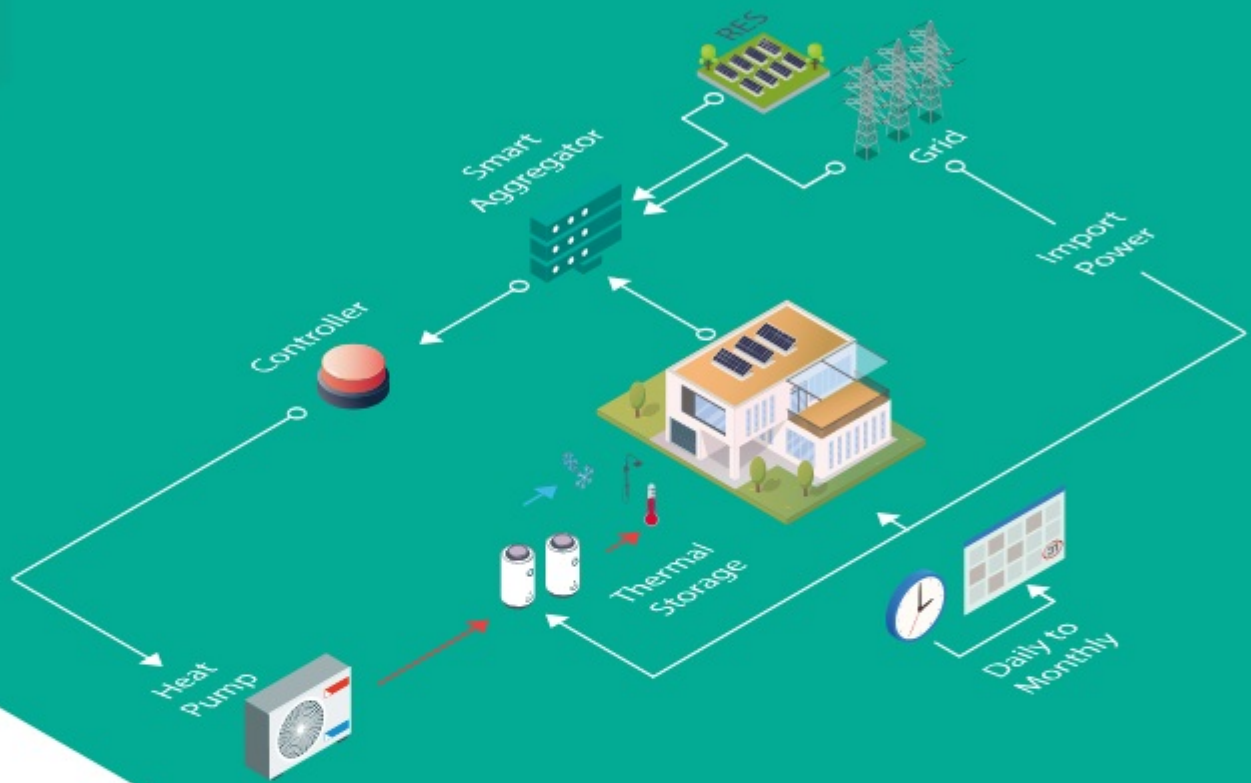
Scan Me





HYSTORE

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Thermal Energy Storage Systems



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