# Brand Guidelines



WWW.MIXMATTERS.EU

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## LOGO COLOUR VARIATIONS

#### Primary



#### Secondary







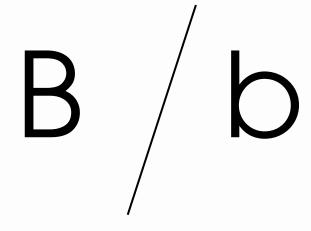




LOGO

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## Typography



The typefaces used for MixMatters communications are ITC Avant Garde Gothic Bold (titles) and ITC Avant Garde Gothic (body text).

TYPOGRAPHY PAGE 04

#### Typography

B ITC Avant Garde Gothic Bold used for titles

ITC Avant Garde Gothic used for body text

TYPOGRAPHY PAGE 05

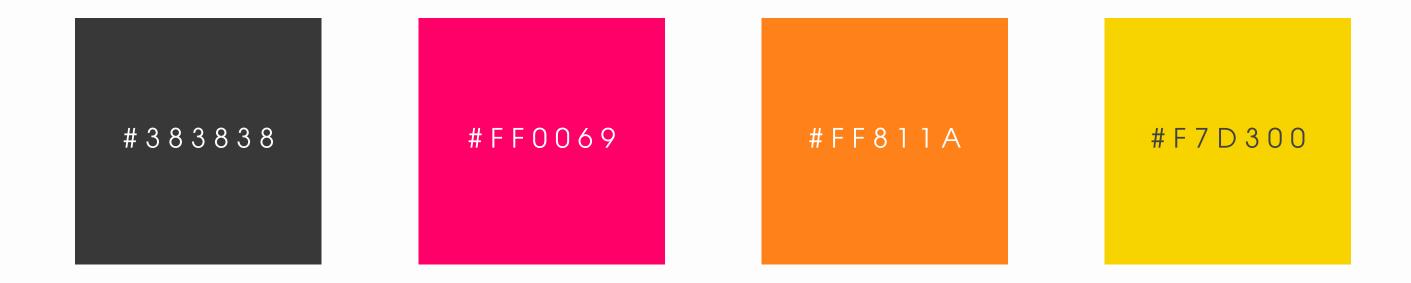
### Color Palette

The project has a four colour palette to homogenize al MixMatters communication efforts.



COLOR PALETTE PAGE 06

#### **Color Palette**



COLOR PALETTE PAGE 07

## Additional branding

As funded project, all MixMatters communication activities and products must also include:

- The Cicular Bio-Based Europe Joint Undertaking (CBE JU) logo should be the most prominent log.
- The Bio-based Industries Consortium (BIC) logo
- EU flag with co-funding statement
- Funding statement with gran agreement No 101112409.
- Disclaimer.

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Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.

## Thanks!



THANKS! PAGE 09