
Brand Guidelines



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Logo

LOGO COLOUR VARIATIONS

Primary



Secondary



Typography

B / b

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

Typography



ITC Avant Garde Gothic Bold
used for titles



ITC Avant Garde Gothic used
for body text

Color Palette

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

3 8 3 8 3 8



F F 0 0 6 9



F F 8 1 1 A



F 7 D 3 0 0



Color Palette



Additional branding

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

- The Circular 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 grant 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!



MIX-MATTERS
From Waste to Wealth