



# RELIANCE

## Graphic charter

Typography - logo - templates



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# Summary

RELIANCE project aims to design and develop smart response self-disinfectant antimicrobial nanocoatings based on a new range of smart antimicrobial nanoparticles. Such nanoparticles will consist of mesoporous silica nanoparticles with metallic copper in their structure, modified with biobased bioactive compounds: Antimicrobial peptides (AMP's) based on protein containing waste streams, and essential oils (EOs) coming from non-edible plants.

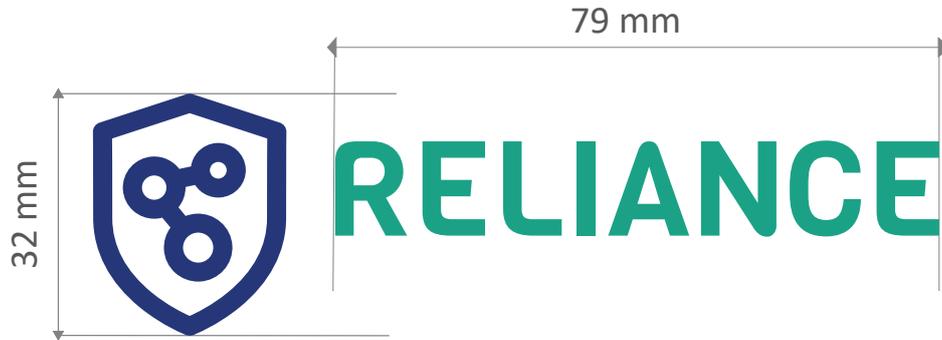
The antibacterial action of these additives will be adjusted to the specific application, according to the dosages and durability requirements. In this way, two alternatives to incorporate the bioactive compounds will be considered:

- The incorporation of the biobased EO into the porous substrate, to allow a controlled release (T or pH) of the bioactive compounds to the environment,
- The attachment of the AMP to the nanoparticles surface, to allow a long-term action of the bioactive compound to the environment.

RELIANCE project combines contact killing and leachable antibacterial actions ascribed to the additive with the nonsticking action due to the coatings formulation, thus providing an integral holistic solution to antimicrobial problems on different surfaces. The nature of the coatings, their characteristics (hydrophobicity and surface roughness) and their application methods (direct deposition by cold-atmospheric plasma, high throughput spraying or selective digital printing) will be specifically designed to allow not only the microbial repelling action, but also the adhesion of the coatings to different substrates commonly found in our living environments, such as metals, plastics or textiles, and to maximize their durability (in terms of performance and antibacterial properties). Beyond the present-day possibilities of conventional chemicals, sustainability and eco design criteria will be considered in the selection of the bioactives, and on the development of the nanocoatings.

# Logo

Construction for a font size 50 pt



Construction for a font size 50 pt



# Logo

## Typography: Viga

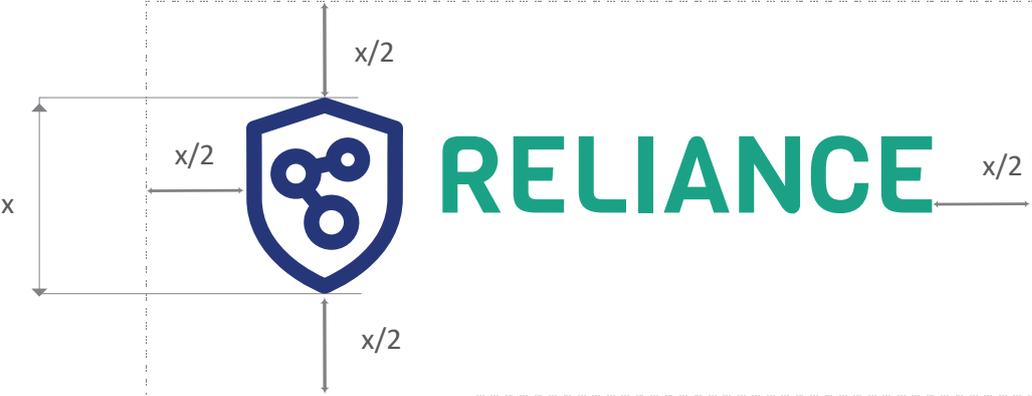
Viga is a sans serif font with a good performance on screen. Its anatomy gives it a great personality and also makes it useful for reading on screen.

## What if the logo needs to be smaller than 20px?

If the logo needs to be used in small format - under 20px - it remains in one line.



Protection zone



## What you cannot do with this logo



Distortion



Rotation



Put the logo in a box



Change colors and font

## Allowed variations

No color declination is allowed except for white logotype on logo's colors background.



# Colors

## Institutional palette

For Graphics, Design & typography . Similar shades are also accepted.



#273879

R: 39  
G: 56  
B: 121

C: 100%  
M: 92%  
Y: 22%  
K: 8%



#00A286

R: 0  
G: 162  
B: 134

C: 81%  
M: 12%  
Y: 60%  
K: 1%



#231F20

R: 35  
G: 31  
B: 32

C: 0%  
M: 0%  
Y: 0%  
K: 100%

Similar shades:



#273879

Opacity: 70%



#00A286

Opacity: 70%



#231F20

Opacity: 70%



#273879

Opacity: 50%



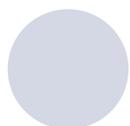
#00A286

Opacity: 50%



#231F20

Opacity: 50%



#273879

Opacity: 20%



#00A286

Opacity: 20%



#231F20

Opacity: 20%

# Colors

## Institutional palette - secondary colors

Secondary colors are inspired by the following characteristics of RELIANCE, making the project unique:



#5bc8dd

Smart response to the environment



#f065a2

Sustainable and economically attractive antimicrobial products



#734fa0

Innovation through novel nanocoatings

# Typography

**Viga**

Web Headings  
logo

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Calibri Regular

Headings  
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic

Headings  
Text

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Calibri Bold

Headings  
Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# How to display the acknowledgement of EU funding?

## Display the EU emblem



Funded by  
the Horizon Europe Framework Programme  
of the European Union

## Disclaimer

Please use the following disclaimer whenever using the funding logo:

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- “This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No. 101058570 (RELIANCE).”



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## Usage for specific publication & dissemination material

Type of communication	Placement of logo/ guidelines for use
Website and social media account	Same place on every page, ideally as part of the website frame which appears on all sections, landing or intro page (social media)
Brochure, information leaflet, factsheet, newsletter, poster	Bottom right corner of publication, front or back cover, on white background (unless placed on a large photo or illustration as on a poster)
Report and internal project publication	Front cover
Power point or other graphical presentation	First or last slide of a presentation or in the footer of each slide
CD-ROM, DVD	On label of jewel box or CD label
Video and animation	Intro or closing screenshot

## Public works

When	What	How
Before / during the works	Billboard/signage erected on site	Must contain funding statement and EU emblem
After the works	Permanent commemorative plaque or billboard/signage	Must contain funding statement and EU emblem

# Stationary

Word document - Title page



# RELIANCE

TITLE



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## Word document - Pages



## Word document - letterhead



Powerpoint - Title slide



Powerpoint - slides



## Stationery set



  
**RELIANCE**

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