

PERMANET

Brand manual

v.01 nov. 2024



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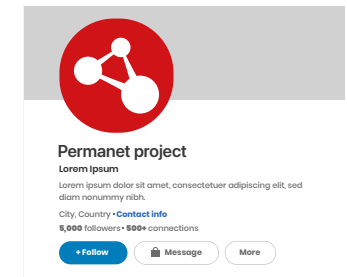
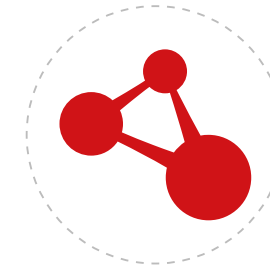
horizontal



package



synthesis



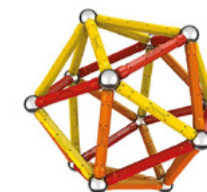
VERSIONS

The brand can be reproduced in three versions: horizontal, package and synthesis, in order to achieve the best adaptation to space in different contexts.

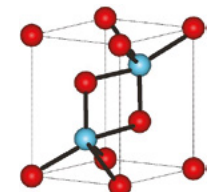
The summary version, composed of the pictogram only, is to be used only in the presence of the name "Permanet" correlated. Precisely for this reason its use is recommended as social profile photos and/or messaging systems.

CONCEPT

The proposal is built on the main network concept (NET). The network is symbolically based on 3 connected hubs along the entire REE value chain. The visual reference to the famous game of the year 2000 (Geomag) recall the concept of magnetism (magnet: magnet). The project also implies a reference to molecular structures which underscore the scientific and technical aspects of the project.



*3hub
connessi*



positive



negative



COLORS

The basic brand colour is a gold shade. The metallic effect can also be reproduced through printing finishes or directly through the use of materials with metallic or glossy finish.

If the gradient effect cannot be reproduced, the mark must be reproduced in one colour, in positive with gold or black, in negative with white.

Permanet Red



RGB
208 19 23
CMYK
10 100 100 3
HEX
#d01317

Permanet Grey



RGB
86 82 84
CMYK
60 53 48 43
HEX
#565254

Red Hat Display
BOLD

Red Hat Display
BOLD



Red Hat Display
REGULAR

Red Hat Display **BOLD**

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Suspendisse ac fermentum ante.**

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.
SUSPENDISSE AC FERMENTUM
ANTE.**

123456789

Red Hat Display REGULAR

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Suspendisse ac
fermentum ante.

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.
SUSPENDISSE AC FERMENTUM ANTE.

123456789

FONT

The brand lettering uses the Red Hat Display font in both bold and regular.

The Red Hat Display font is to be considered, in all its versions, as an institutional font.

AREA OF RESPECT

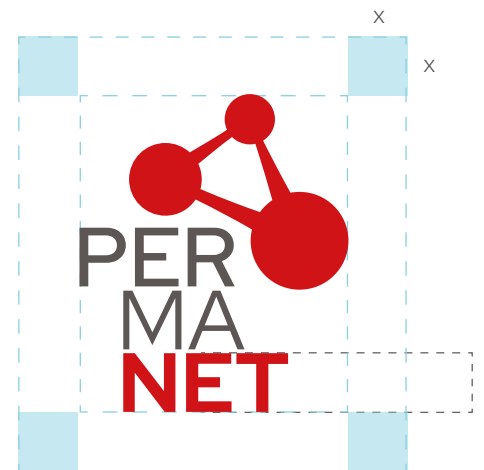
The area of brand respect is a measure X proportional to the vertical footprint of the lettering "Permanet".

Any elements, graphics or texts, places near the logo must respect this minimum distance.

horizontal



package



MINIMUM DIMENSIONS

The horizontal mark may be reproduced up to a minimum of 5mm in height while in the package version up to 8mm height.

The width is always considered in proportion, no distortions are allowed.

Reproduction of the mark is not permitted to a lesser extent than indicated or any distortion as it is would compromise its legibility and recognition.

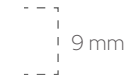
horizontal



package



>9 mm



9 mm



8 mm



5 mm



<5 mm

USE ON COLOURED BACKGROUNDS

When the label is applied on solid-colored Backgrounds, you need to use a Colour that ensures adequate contrast. On light-coloured surfaces, the mark in the black or gold version as in Examples are given below. On bright or dark it is preferable to use the negative version in white for greater prominence.

on light-colored backgrounds



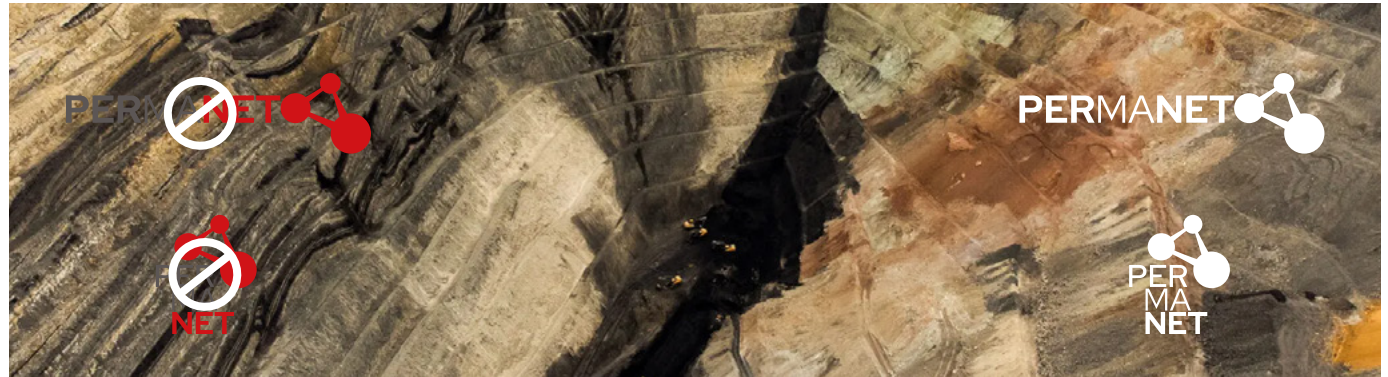
on bright colored backgrounds



on dark coloured backgrounds



on a homogeneous coloured photographic background



on a homogeneous coloured photographic background



on a clear, homogeneous photographic background



USE ON PHOTOGRAPHIC BACKGROUNDS

The mark can only be reproduced on photographic backgrounds sufficiently homogeneous to ensure full readability as in the examples given.

EU VISIBILITY

VISIBILITY The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight EU support. The emblem must not be modified or merged with any other graphic element or text. The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

EU EMBLEM VISUAL GUIDELINES

horizontal



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package



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disclaimer

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acknowledgement of eu funding

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