



EURO-30

CONNECTING EUROPE BEYOND THE CLOUD

BRAND GUIDELINES

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This document presents the visual identity system and the strategic design principles behind the brand.

The following sections outline the conceptual foundations, construction logic, typography, color palette, and application guidelines developed to ensure a consistent, recognizable, and flexible brand experience

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01. LOGO CONCEPT

LOGO CONCEPT

The logo concept was developed around two core design principles.

The first was to convey a strong **sense of connection and integration** by creating a visual dialogue between the letterforms and the pictogram. This approach is expressed through a system of horizontal and vertical lines that seamlessly link the different elements of the identity, reinforcing the idea of cohesion and interaction.

The logotype itself has been conceived to evoke the image of a **word in the process of being formed** — a dynamic structure that appears to be progressively connecting and assembling itself, symbolizing collaboration, interoperability, and continuous evolution.

The second guiding principle was the introduction of the **cloud symbol**, intentionally selected to immediately

communicate the project's technological and digital dimension.

The color palette — composed of deep blue tones, cool greys, and refined violet accents — draws inspiration from the **language of contemporary technology** while subtly reinterpreting the European flag through a more innovative and forward-looking visual lens.

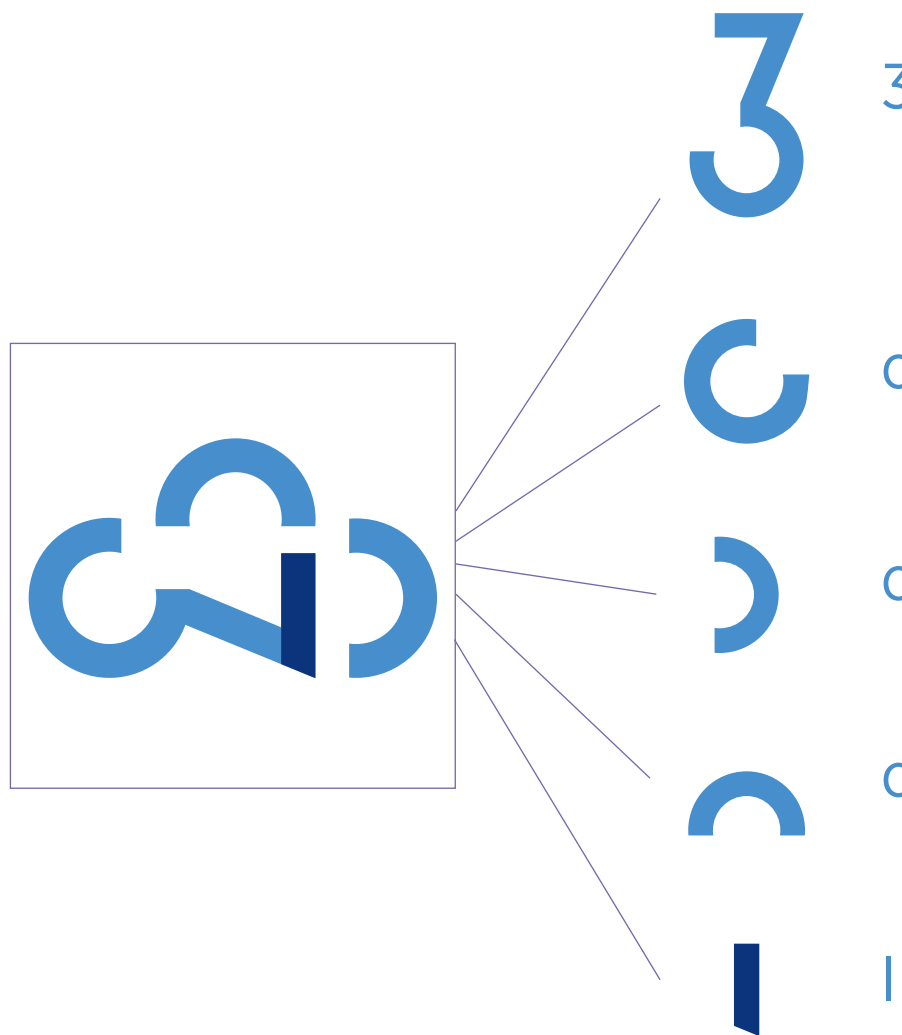


PICTOGRAM DESIGN

The pictogram is conceived as a **synthesis of the logo's core visual elements**, transforming them into a distinctive and memorable symbol.

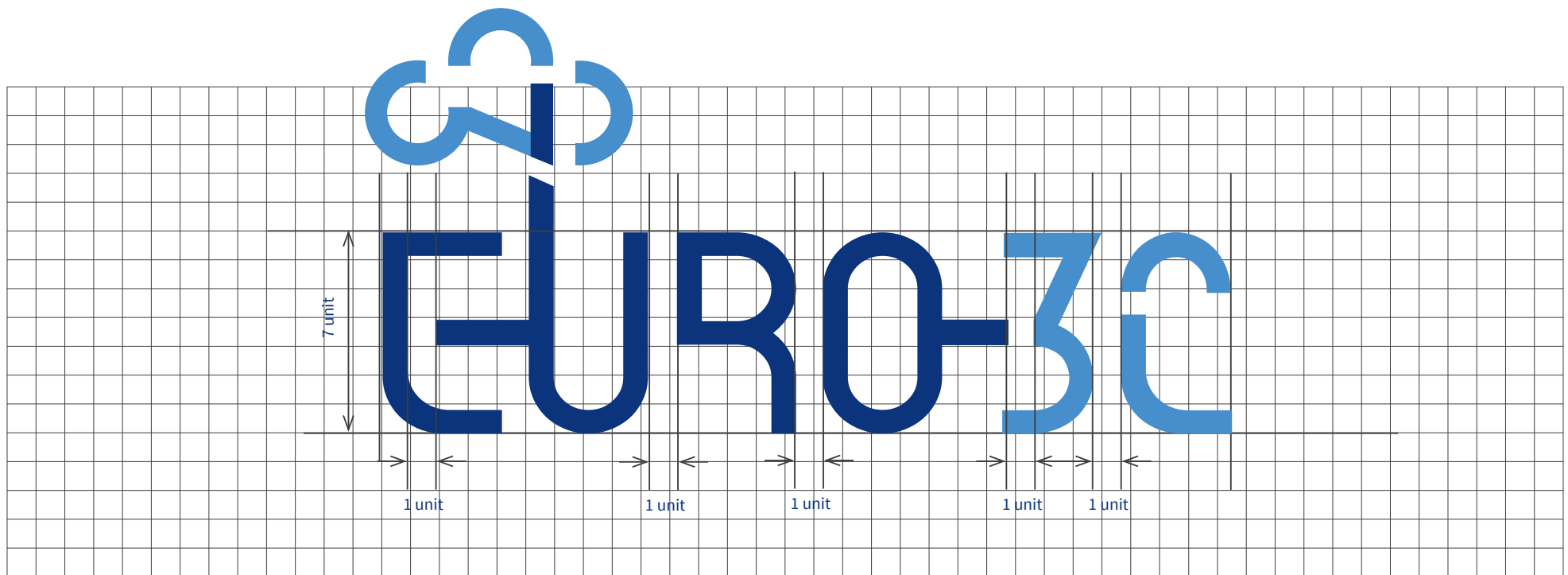
The cloud shape is constructed using elements directly derived from the logotype itself: the number "3" and the upper curve of the letter "C". Combined together, these forms generate a stylized cloud icon in which three "C" shapes and the number "3" can be subtly recognized.

This layered composition reinforces the visual identity by creating a strong connection between the symbol and the typography, while also conveying the project's digital and cloud-oriented nature through a clean and contemporary aesthetic.



02. LOGO USAGE

MEASUREMENTS OF LOGO



NEGATIVE LOGO VERSIONS

To ensure maximum versatility and visual consistency across different applications, the logo has been developed in both positive and negative versions.

The positive version is intended for use on light backgrounds, preserving clarity, balance, and legibility while enhancing the precision of the graphic elements and typography.

The negative version has been designed for dark or high-contrast surfaces, maintaining the integrity and recognizability of the visual identity in every context.

This dual approach guarantees optimal adaptability across digital and printed materials, ensuring a coherent and refined brand presence throughout all communication touchpoints.



LOGO AND USAGE

The logotype has also been designed to function independently from the pictogram, ensuring greater flexibility across a wide range of communication and branding applications.

Both positive and negative versions have been developed to preserve clarity, legibility, and visual consistency on different backgrounds and formats.

Used on its own, the logotype maintains the brand's distinctive identity while offering a more streamlined and minimalist expression, particularly suited for institutional, editorial, and digital applications where simplicity and readability are essential.

A large, stylized blue logotype consisting of the words 'EURO-3C' in a bold, sans-serif font. The 'E' and 'R' are dark blue, while the 'O', '3', and 'C' are a lighter blue.

Two stacked logotypes. The top one is 'EURO-3C' in black. The bottom one is 'EURO-3C' in blue.

The logotype 'EURO-3C' in white, centered within a solid black rectangular background.

The logotype 'EURO-3C' in white, centered within a solid black rectangular background. The '3' and 'C' are colored blue.

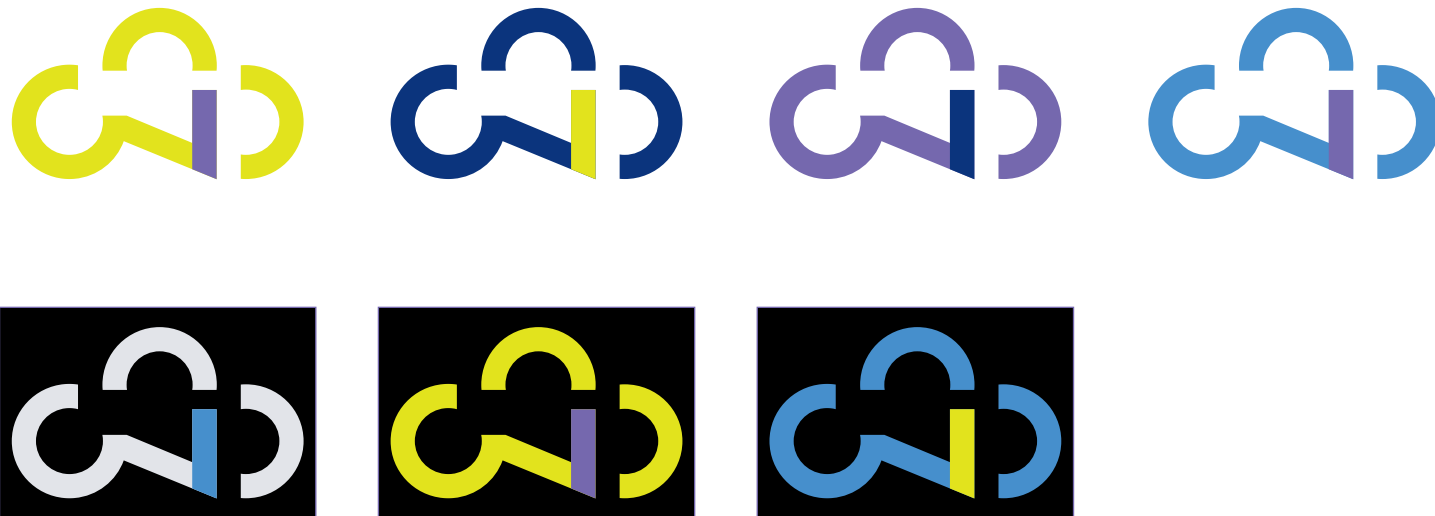
PICTOGRAM USAGE & COLOR VARIATIONS

The pictogram has been designed to **function as a flexible and recognizable standalone** element within the visual identity system.

Its modular nature allows it to be used in **multiple color combinations** drawn from the brand palette, creating a dynamic and adaptable visual language across different communication materials.

The variation of colors is intended to identify specific project sections, thematic areas, or dedicated content streams, enabling a clearer visual hierarchy while maintaining overall brand consistency.

This approach not only enhances navigation and recognition across the project ecosystem, but also reinforces the idea of connectivity, diversity, and interoperability that defines the identity itself.



INCORRECT LOGO USAGE

To preserve the integrity, consistency, and recognizability of the visual identity, the logo must always be used according to the official brand guidelines.

Any unauthorized alteration of the logo is strictly discouraged. This includes distortion of proportions, modification of colors outside the approved palette, changes to typography, improper spacing, rotation, visual effects, or

the separation and misuse of individual elements.

The logo should never be applied on backgrounds that compromise its legibility or visual impact.

Maintaining a consistent and controlled use of the identity ensures a strong, coherent, and professional brand presence across all communication channels and applications.



03 . COLOR PALETTE & TYPOGRAPHY



COLOR PALETTE

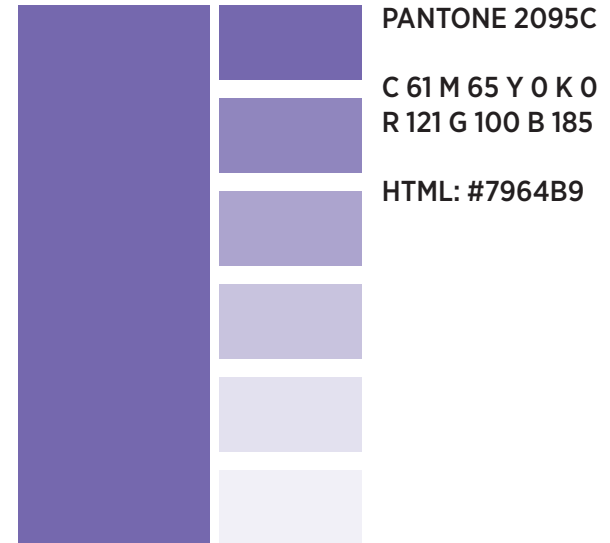
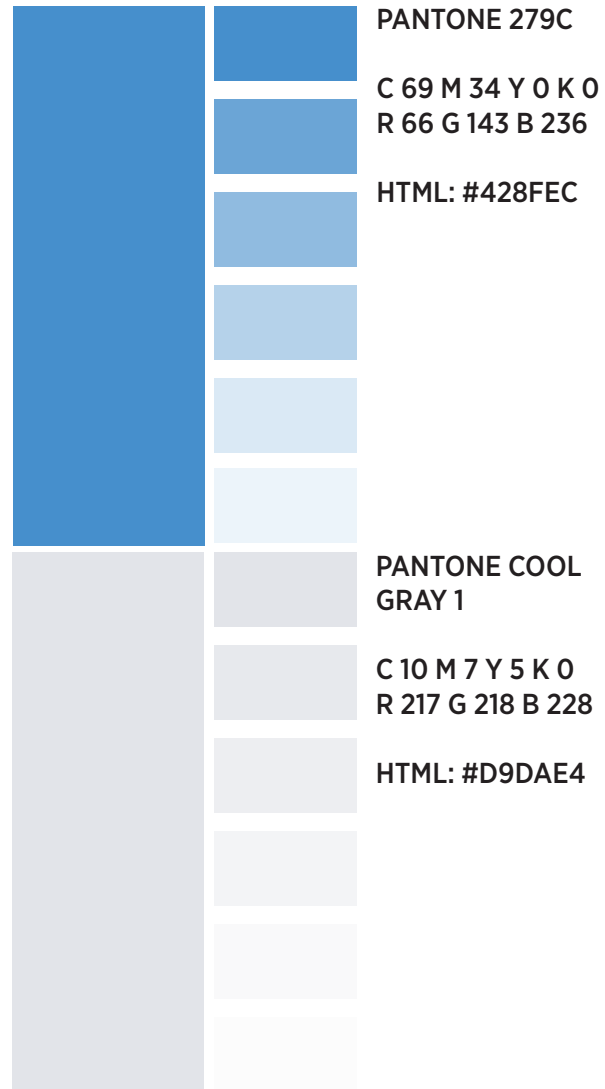
The color palette has been carefully developed to express the project's technological, innovative, and European identity through a refined and contemporary visual language.

The combination of deep blues, cool greys, and vibrant violet tones conveys reliability, connectivity, and digital transformation, while also subtly referencing the visual heritage of the

European flag through a more modern and forward-looking interpretation.

Each color within the palette plays a specific role in the identity system, allowing flexibility across different applications while maintaining strong visual consistency. The palette has been designed to ensure clarity, accessibility, and recognizability across both digital and print environments.

COLOR PALETTE



PRIMARY FONT

The primary typeface selected for the visual identity is Modum, used exclusively in uppercase lettering.

Chosen for its elegant and contemporary character, Modum gives the brand a strong visual presence while conveying innovation, authority, and sophistication. Its distinctive shapes contribute to the recognizability of the identity and enhance the premium positioning

of the project.

Used primarily for headlines, key messages, and high-impact communication elements, the typeface establishes a bold and refined visual tone throughout the brand system.

MODUM

A B C D E F G H I J K L M N O P R S T U V W X Y Z

A B C D E F G H I J K L M N O P R
S T U V W X Y Z

A B C D E F G H I J K L
M N O P R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * [] { } < > ?

SECONDARY FONT

The secondary typeface is Gotham Narrow, selected for its clarity, versatility, and excellent readability across different formats and applications.

Its clean and highly functional structure makes it particularly suitable for body copy, supporting information, captions, and extended textual content in both digital and print environments.

The combination of Modum and Gotham Narrow creates a balanced typography system where expressive visual character meets functional communication, ensuring consistency and coherence throughout the entire brand identity.

GOTHAM NARROW

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z

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1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } < > ?

04. ICONS

ICONS - STYLE N. 1

The icon set has been designed as an extension of the logo identity, ensuring visual consistency across the entire brand ecosystem. Inspired by the logo's geometric language, proportions, and visual rhythm, the icons share the same clean lines, balanced shapes, and modern aesthetic.

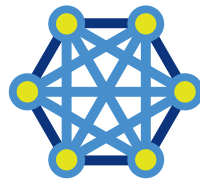
This system enhances recognizability while supporting clarity and usability across digital and physical applications. Each icon is simple, scalable, and adaptable, allowing the brand to communicate complex concepts with a cohesive and distinctive visual style.



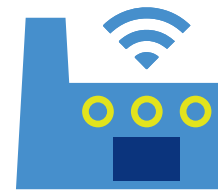
CLOUD



SECURITY



NETWORK



INDUSTRY 4.0/5.0



SMART CITIES



SMART HEALTHCARE



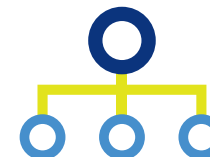
ENERGY



MIDDLEWARE



TELECOM



INFRASTRUCTURE

ICONS - STYLE N. 2

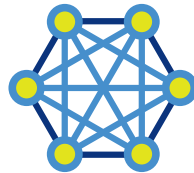
Different icon styles have been developed to adapt to various types of documents while maintaining overall brand consistency. Each style is designed to support the specific tone, function, and visual hierarchy of the content, ensuring both clarity and coherence across all communication materials.



CLOUD



SECURITY



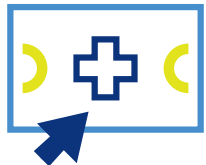
NETWORK



INDUSTRY 4.0/5.0



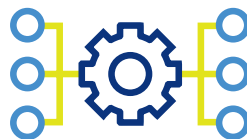
SMART CITIES



SMART HEALTHCARE



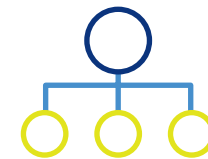
ENERGY



MIDDLEWARE



TELECOM



INFRASTRUCTURE

ICONS - STYLE N. 3

Different icon styles have been developed to adapt to various types of documents while maintaining overall brand consistency. Each style is designed to support the specific tone, function, and visual hierarchy of the content, ensuring both clarity and coherence across all communication materials.



CLOUD



SECURITY



NETWORK



INDUSTRY 4.0/5.0



SMART CITIES



SMART HEALTHCARE



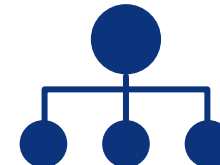
ENERGY



MIDDLEWARE



TELECOM



INFRASTRUCTURE

05. LAYOUTS

PRESENTATION LAYOUT

The presentation layout has been designed to extend the brand identity into a clear and structured communication tool. Based on the visual language of the logo and the overall brand system, the template combines consistency, readability, and flexibility. Through the use of defined typography,

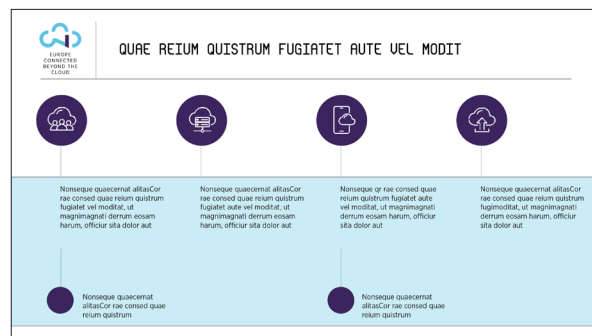
color hierarchy, spacing, and graphic elements, the layout ensures a cohesive visual experience across all slides while supporting effective storytelling and professional presentations.



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06 . IMAGES

The selected imagery reinforces the brand's technological and visionary identity through the use of cloud-inspired compositions, digital light effects, and futuristic visual atmospheres.

The images combine organic cloud elements with technological patterns, data flows, and luminous connections, visually expressing the concepts of interoperability, cloud infrastructure, digital ecosystems, and innovation.

The predominance of deep blue tones, electric cyan highlights, and dark backgrounds creates a sophisticated and immersive aesthetic aligned with the brand palette and overall visual language.

The integration of glowing circuits, connected particles, and dynamic light trails further strengthens the perception of an advanced, interconnected, and evolving digital environment.

This visual direction has been intentionally selected to communicate innovation, reliability, scalability, and European technological excellence while maintaining a premium and contemporary aesthetic across all communication materials.




EURO-3C





EURO-30

CONNECTING EUROPE BEYOND THE CLOUD