



**Funded by  
the European Union**

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 the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.



# **BRAND GUIDELINE**



# CONTENTS

|               |           |
|---------------|-----------|
| ABOUT         | <b>03</b> |
| LOGO          | <b>04</b> |
| COLOURS       | <b>06</b> |
| TYPOGRAPHY    | <b>07</b> |
| IMAGERY       | <b>08</b> |
| EU VISIBILITY | <b>09</b> |
| CONTACT US    | <b>10</b> |



# ABOUT

UNVEILING OUR PROJECT,  
INSPIRING CONNECTIONS

## VISION AND MISSION

This brand book will help you understand the purpose of our brand and what it aims to achieve.

The Li4LIFE brand identity will clearly communicate our project's purpose, objectives and how it plans to serve its audience.

It is necessary to define the visual elements of our project: easily identifiable details such as our project brand colors, fonts or general aesthetic.

Here we go!



# LOGO

SYMBOLIZING  
EXCELLENCE, GUIDING  
IDENTITY

## THE DESIGN

Our logo is a combination of text, shapes, and colours that represent the values, ethos, and purpose of the project. It succinctly portrays our brand's identity through images, text, shapes, or their harmonious fusion, conveying both name and purpose. The primary colour of our logo is a bright gradient blue, which is the cornerstone of our brand identity. This colour is the preferred choice for marketing materials, websites, and digital assets. Black and white versions of the logo are available for use in situations where colour may not be appropriate or reproduced correctly. These colour variations ensure that our logo always represents our brand in the best way, regardless of the context.

## PRIMARY LOGO



## COLOUR VARIATIONS



# LOGO

## Exclusion zone

4x amount of space should the exclusion zone. It is prohibited to use any sort of artworks, typography or any other graphical artifacts between this 4x exclusion zone.



## Please, remember

Don't change alignment



Don't change brand colors



Don't squeeze out the logo



Don't change the typeface



Don't use drop shadow

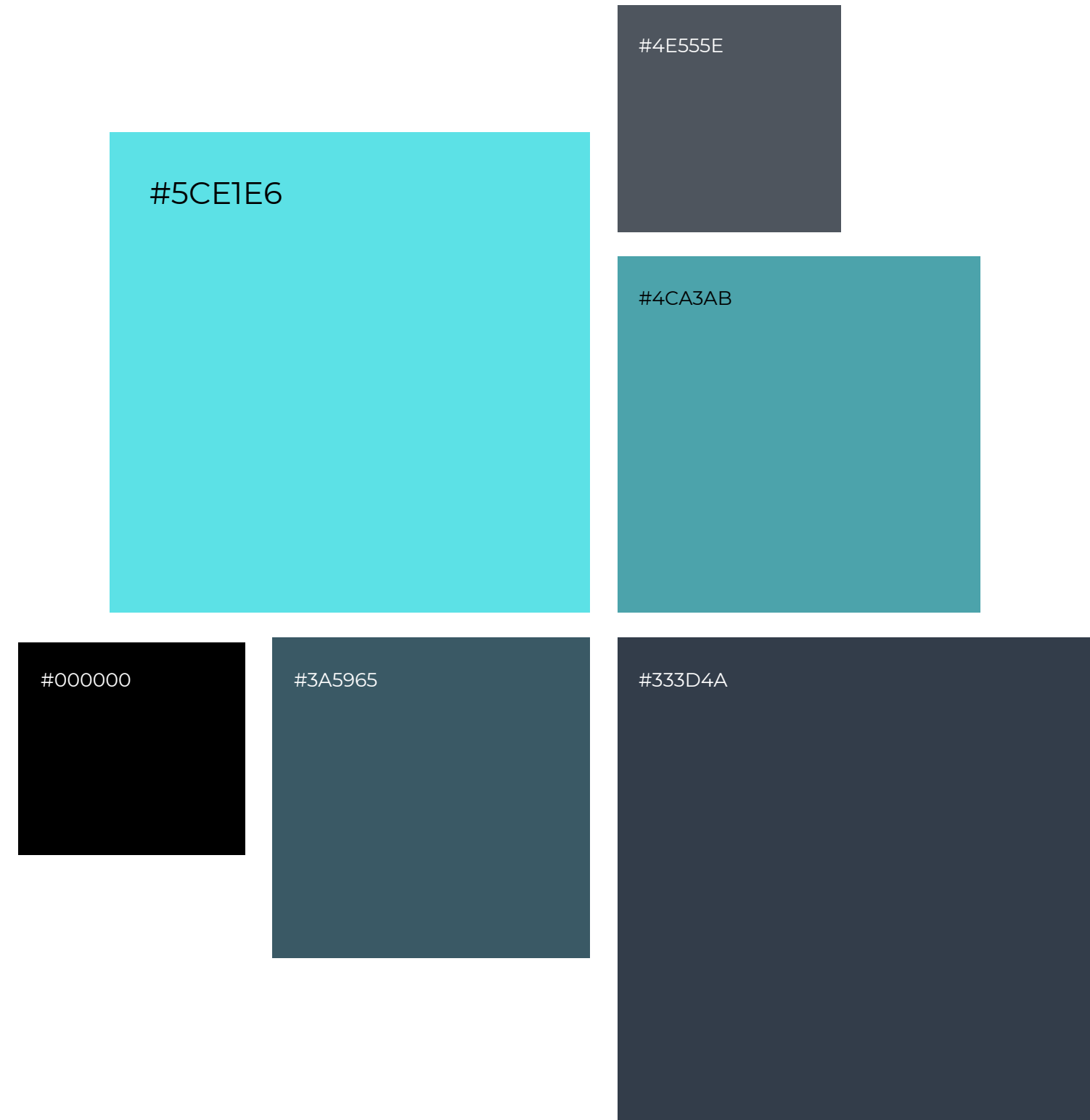


# COLOURS

SUBTLE HUES,  
HARMONIOUS ELEGANCE

## THE PALETTE

We are embracing a range of blue shades to enhance brand recognition. This modern and refined expanded color palette complements our logo design, reinforcing its presence and visibility.



# TYPOGRAPHY

WORDS THAT SPEAK,  
FONTS THAT DEFINE

**MONTSERRAT** font is the official font of our brand.

Aa

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqUuRrSsTtUu  
VvWwXxYyZz

1234567890

!@#\$%^&\*()\_+<>?/\

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat.

**black**   **bold**   regular   light   *italics*

# IMAGERY

VISIONS UNLEASHED,  
STORIES CAPTURED

## IMAGE USAGE RULES

These usage of our logo should be maintained at any cost. Place the logo in less crowded or busy areas, always in the upper or lower corners of the picture. Try to have maximum contrast.



# EU VISIBILITY

THE FUNDING,  
THE RESPONSIBILITY

## EU EMBLEM AND DISCLAIMER USAGE RULES

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.

VISUAL GUIDELINES

## HORIZONTAL OPTION



**Funded by  
the European Union**

## VERTICAL OPTION



**Funded by  
the European Union**

## DISCLAIMER

**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 the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.**

# CONTACT US

CONNECTING THROUGH  
EVERY INTERACTION

Filippo Compagni  
Iberian Sustainable Mining Cluster  
Communication & Dissemination Responsible  
f.compagni@ismc-iberiamine.com  
a.garcia@ismc-iberiamine.com

[www.li4life.eu](http://www.li4life.eu)



**Funded by  
the European Union**

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 the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor CINEA can be held responsible for them.

