

BLUE ACTION BANOS

BlueActionBANOS

VISUAL IDENTITY GUIDELINES

October 2025



Funded by
the European Union

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All materials are
available in the WP8
folder on SharePoint

Primary Logo

**BLUE
ACTION
BANOS**



Logo Variations

**BLUE
ACTION
BANOS**

**BLUE
ACTION
BANOS**

**BLUE
ACTION
BANOS**

Typography

Publications & web

h1-h3: Helvetica Condensed

WHEREAS DISREGARD AND CONTEMPT FOR HUMAN RIGHTS HAVE RESULTED

h1 - h3: Helvetica Bold Condensed

WHEREAS DISREGARD AND CONTEMPT FOR HUMAN RIGHTS HAVE RESULTED

h1 - h3: Helvetica Black Condensed

WHEREAS DISREGARD AND CONTEMPT FOR HUMAN RIGHTS HAVE RESULTED

For text

Whereas disregard and contempt for human rights have resulted

Office

Word, powerpoint, Outlook

Aptos Display

Whereas disregard and contempt for human rights have resulted

Aptos Display Bold

Whereas disregard and contempt for human rights have resulted

Colours

PRIMARY COLOUR

Deep Blue
#003771

80%
#294C71

60%
#6687AA

40%
#99AFC6

SECONDARY COLOUR

Petroleum Blue
#00A0A9

80%
#33B3BA

60%
#66C6CB

40%
#99D9DD

TEXT COLOUR

Dark Coal
#242424

80%
#505050

60%
#7C7C7C

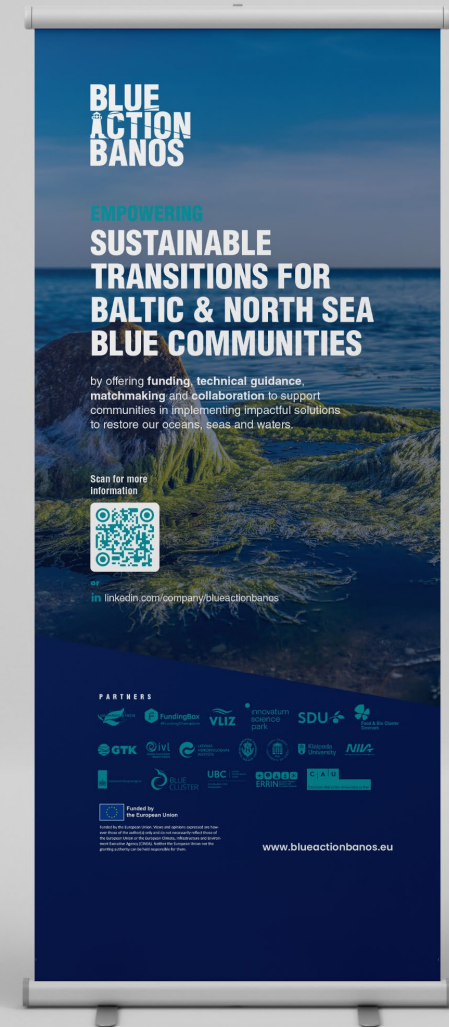
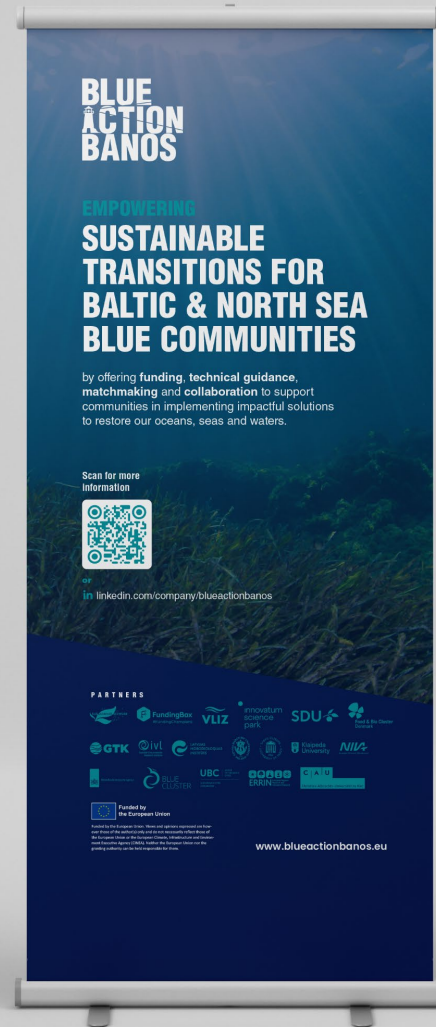
40%
#A7A7A7

Graphic element



**BLUE
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Roll-ups



EU-emblem and funding statement

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“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 the granting authority can be held responsible for them.”

Please note that the EU emblem must be displayed prominently, and if other logos are present (e.g. partner logos), the EU emblem should be the same size or larger than the largest other logo.



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Contact

For any questions regarding these guidelines,
please contact the communication
partner:

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A vertical strip on the right side of the page showing an underwater scene. Sunlight rays filter down through the water, illuminating a patch of green seaweed at the bottom. A small, dark fish is visible swimming in the water above the seaweed.

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