

BRAND TOOL KIT

ICDC - INNOVATIVE CLUBS FOR DUAL CAREERS

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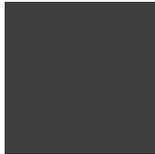
1 // IDENTITY

ICDC's identity consists of the logo, colors and typography. The combination of these elements, their proportion and arrangement are unalterable.



2 // COLOR PALETTE

ICDC's identity is composed of two colors. It has been considered the contrast to the accessibility of web content.



CMYK: 0 / 0 / 0 / 90

RGB: 68 / 66 / 66

WEB: # 444242



PANTONE: 320

CMYK: 100 / 0 / 34 / 0

RGB: 0 / 149 / 171

WEB: # 0095ab

3 // COLOR AND NEGATIVE

The ICDC brand must be reproduced with these colors (in two inks) on white or light color or in negative when the background is black or dark. Here also we show the version of the logo in one ink.

Color



Negative



In black and white



4 // TIPOGRAFIES

The brand uses the font family Avenir. Specifically Avenir variants Avenir Black, Avenir Heavy and Avenir Light. This is a non-serif typography, readable and neutral.

Avenir Black

Aa1

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-.<!"·\$%&/()=?;***

Avenir Heavy

Aa1

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-.<!"·\$%&/()=?;***

Avenir Light

Aa1

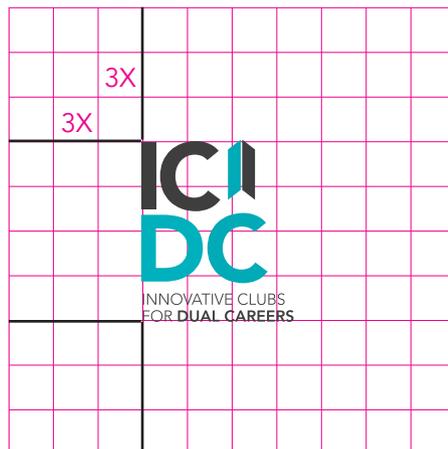
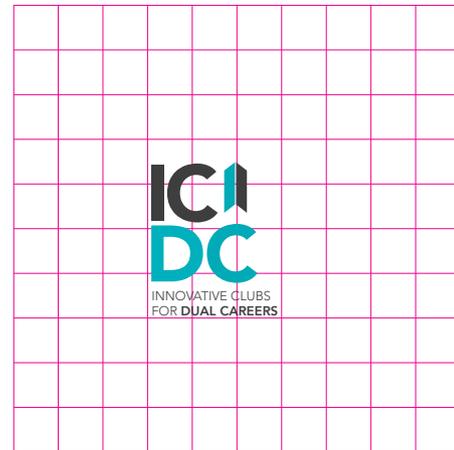
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,-.<!"·\$%&/()=?;***

5 // CORRECT PROPORTIONS

The ICDC brand uses the text of the acronym, and it has to be readable, so it's important to respect the proportions and therefore not to apply the mark with a smaller 2x measure. The minimum margins are 3x. Preferably put the mark on the left side of the paper or media.



1x Minimum measure to apply the brand



6 // BRAND APPLICATION WITH EU

In the Web, ICDC brand will have to be accompanied by the European Union logo and the phrase "Co-funded by the Erasmus+ Programme of the European Union".



Co-funded by the
Erasmus+ Programme
of the European Union



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