



Enhance

Brandbook

Introduction

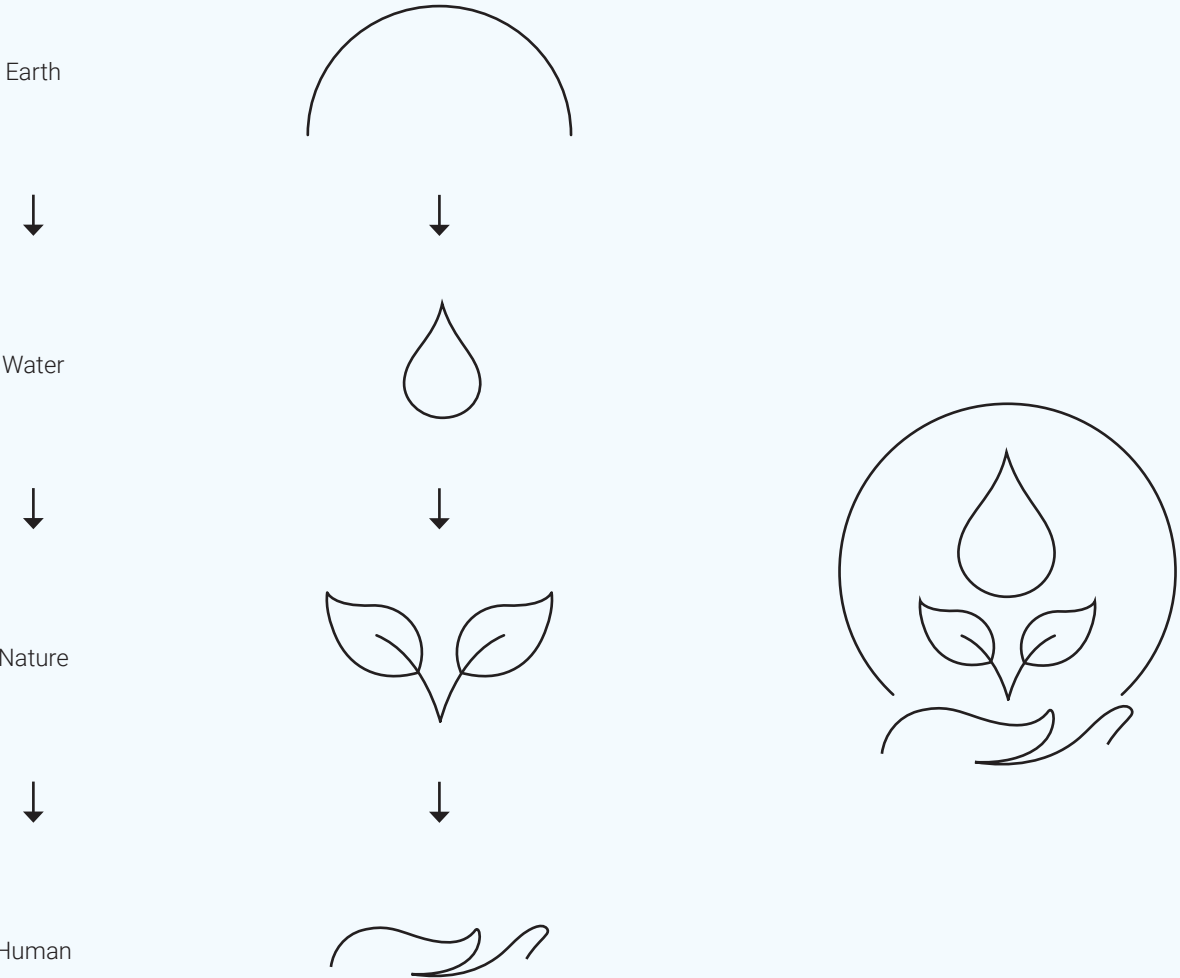
This document is designed to establish a cohesive logo and visual identity for Enhance.

It outlines a clear and consistent style guide for all Enhance materials and documents, ensuring brand uniformity, adherence to best practices, and a recognizable project identity.

Concept

Aligned with Enhance’s values, the logotype is thoughtfully designed around four distinct yet complementary elements.

These symbols represent the fundamental principles of ecology and sustainability—our planet, water as a vital resource, the richness of nature, and the role of humanity in nurturing and protecting the environment. This harmonious design reflects Enhance’s commitment to ecological balance and responsibility.

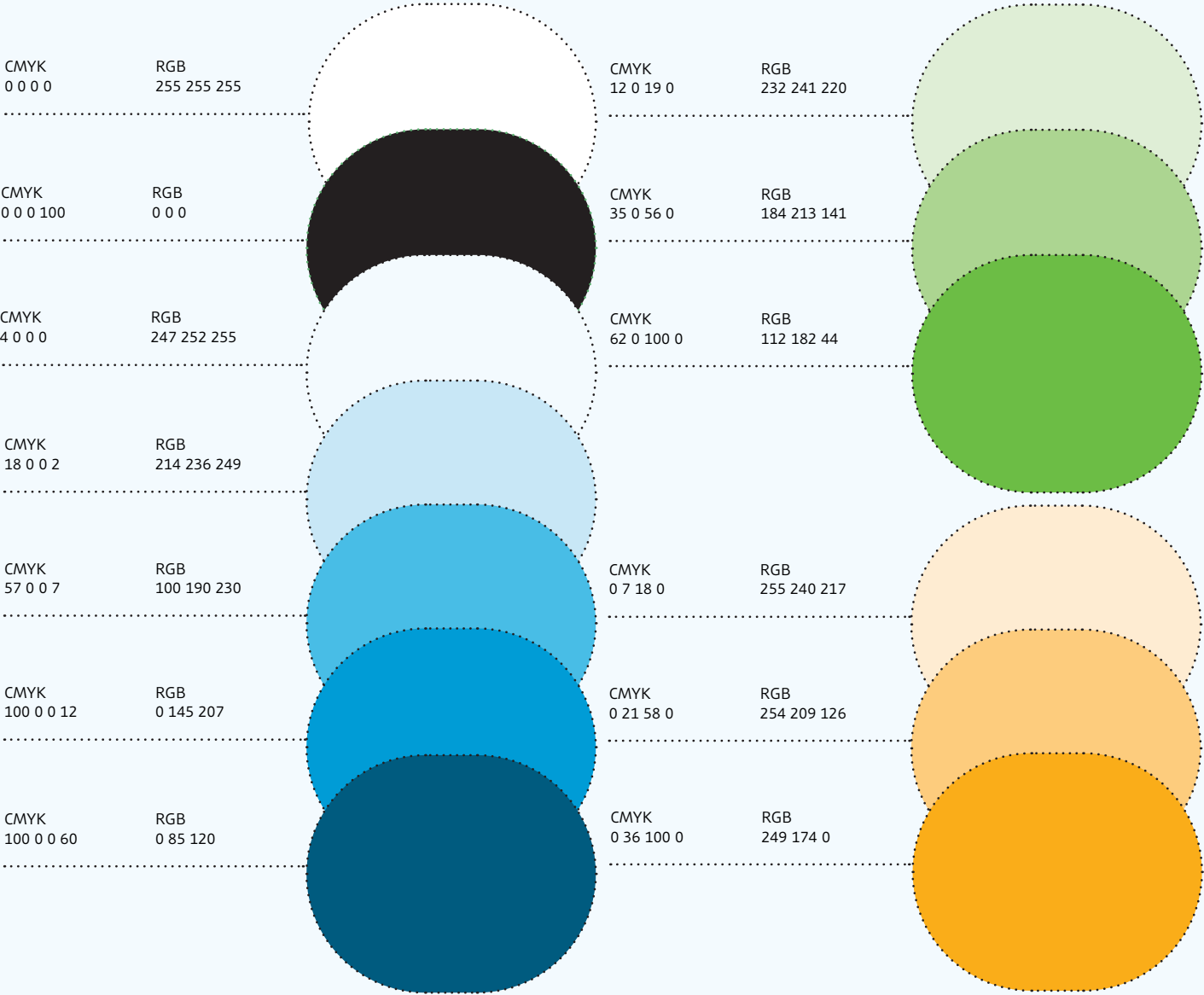


Color

A shade of blue paired with a shade of green have been carefully selected to embody the essence of Enhance.

To add contrast and dynamism, a yellow hue with orange undertones and a dark blue with a hint of green has been incorporated.

Together, this palette creates a dynamic and environmentally conscious visual identity that aligns with Enhance's values.



Logotype

The logo is presented in two distinct formats: a simplified version and a tagline version.

Additionally, it can be used in monochrome to ensure versatility and adaptability across various applications and contexts. This flexibility allows the logo to maintain its impact and coherence regardless of the medium or background on which it is displayed.

Logotype
Color

1.



2.



Logotype
Monochrome

1.



2.



Misuse

The logo adheres to strict usage guidelines and must remain unmodified and unaltered in any form.

Scale
Do not alter the proportions.



Rotation
Do not change orientation.



Opacity
Do not change the opacity.



Color
Do not change the colors.



Typeface
Do not change the font.



Variation
Do not modify the logo unless approved.



Safe zone

The safe zone around the logo should be equal to the height of the letter 'C' on all sides.



Background

The logo is adapted and presented in different ways depending on the background it is displayed on, ensuring optimal visibility and maintaining brand consistency across various contexts.

Light
Background



Light color
Background



Light image
Background



Dark
Background



Dark color
Background



Dark image
Background



Typography

The title identity of Enhance is defined by the Rubik typeface, which is used for the logotype to create a sense of unity and coherence.

For the body text, the Roboto typeface is chosen, seamlessly complementing the overall identity with its elegant and modern design. This combination ensures a harmonious and contemporary visual experience across all materials.

Title
Rubik medium

This is a title

Subtitle
Rubik regular

This is a subtitle

Heading
Rubik regular

This is a heading

Body title
Roboto bold

This is a body title

Body
Roboto regular

This is a body

Colored body
Roboto regular

This is a colored body

Note body
Roboto italic

This is a body

Link
Rubik light underline

This is a link

Enhance

Project presentation

This is a heading :
This is a colored body

This is a body title
This is a sample text for an Enhance presentation project.

This is a note text.

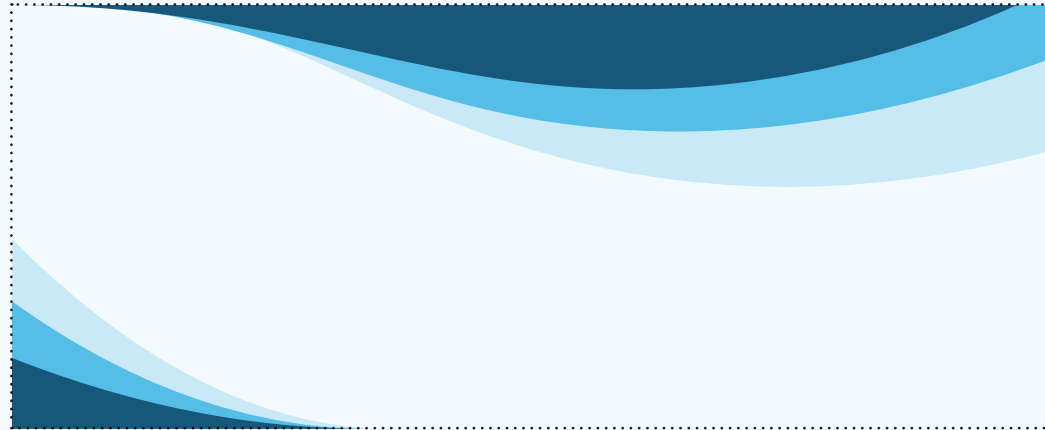
[enhance-onehealth.eu](#)

Graphic

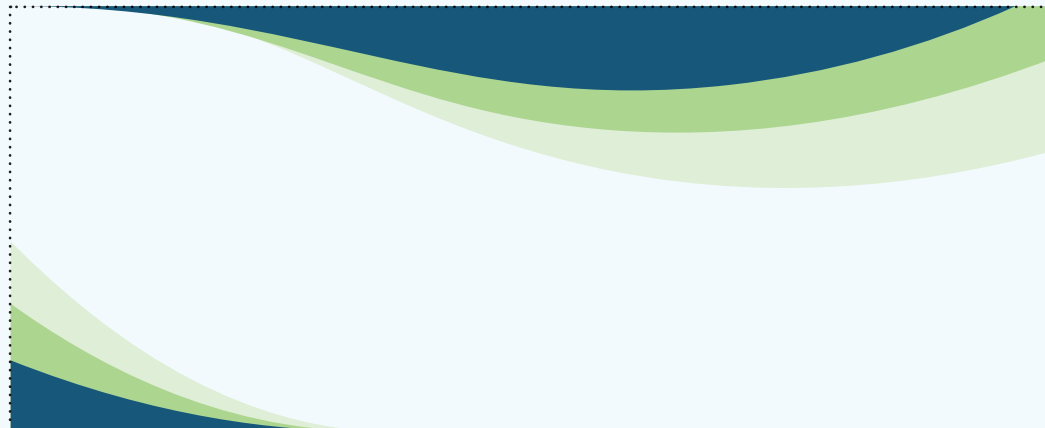
Designed to bring a touch of elegance and modernity, these elements feature subtle wave patterns inspired by water.

Based on Enhance's color palette, they can appear in blue and green, seamlessly complementing the documentation and visual identity.

Blue
Identity



Green
Identity



Co-funders

YES:

- EU logo must be the most prominent one (comes first in order).
- You can put the two logos only, without their disclaimer.
- You can also put the two logos and their respective disclaimer if enough space.

NO:

- Add only one of the two logos.
- Add the three two but only one of the disclaimers.
- Place EU logo after the EUSPA in order of priority.

EU funding
Appears first



EUSPA funding
Appears second



Funding
Description
Appears fourth

"This project has received funding from the European Union's Horizon Europe under grant agreement No 101180146 –ENHANCE. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority. Neither the European Union nor the granting authority can be held responsible for them."

Using
Example

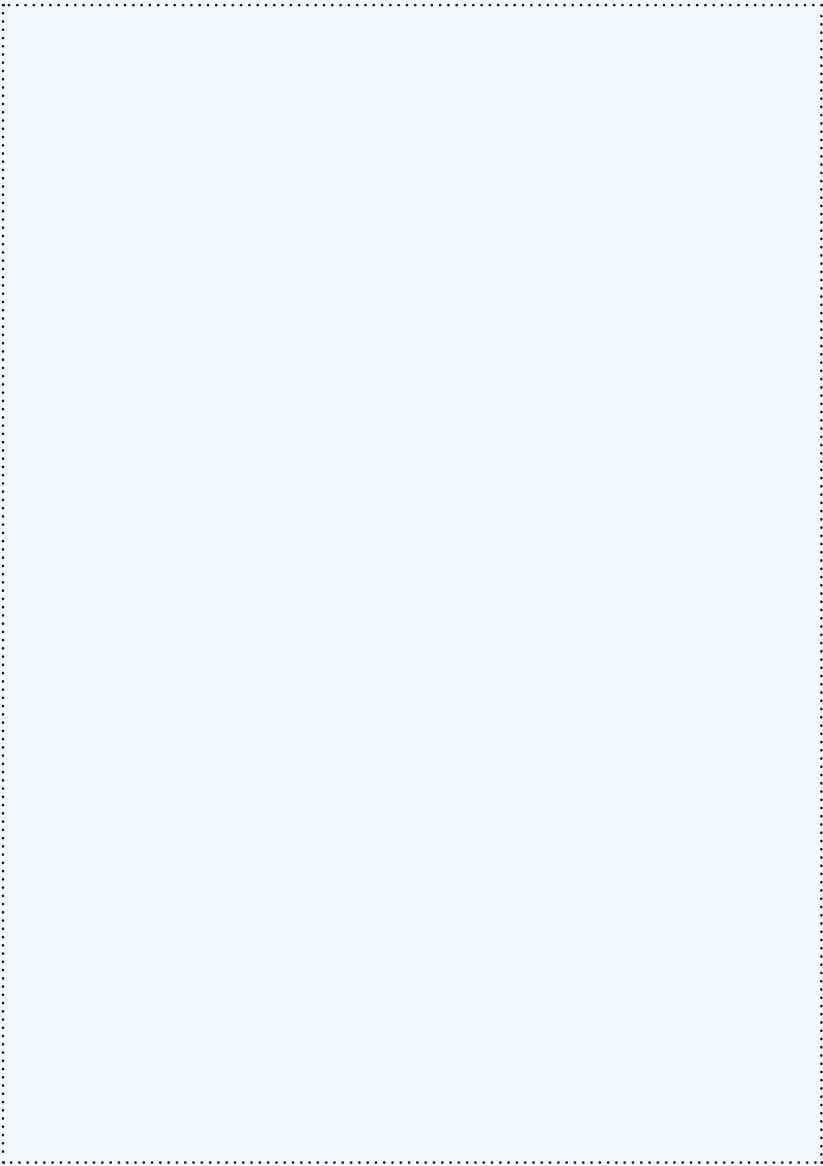


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Template

Enhance’s brand identity is meticulously developed through a variety of documents, each carefully designed to reflect the brand’s color palette and core visual elements, ensuring consistency and cohesion across all materials.

Letterhead



Deliverables

Meeting
Minutes

Attendance
Sheet

Agenda

PPT



Zoom
Background



