



**LASER-GO**

**BRANDBOOK**

v\_20160316

## LOGO



Primary logo

Black on white logo



White on red logo

## SIGN



Primary sign

Black on white sign



White on red sign

## LOGO USAGE

The logo is the main identifier for Laser-Go. It is used in large parts of the visual identity. This includes, stationary, web, advertisement and more.

The logo needs space and clarity in order to identify the cluster partnership in the best possible way; it is the core of our brand and a distinctive sender on all platforms.

The Laser-Go logo should always be used in one of the colour versions unless reproduction will severely compromise the end result.

The Laser-Go sign may be used in cases where it fits better within an overall visual layout than the main logo.

## EXCLUSION ZONE



**IMPORTANT!** No additional graphics can not get into the active zone

## BRAND PRIMARY COLORS

PANTONE 199	PANTONE Black	PANTONE White
CMYK 0.100.72.0	CMYK 0.0.0.100	CMYK 0.0.0.0
RGB 213.0.50	RGB 0.0.0	RGB 255.255.255
HTML D50032	HTML 000000	HTML FFFFFFFF
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

## BRAND SECONDARY COLORS



Secondary brand colors can be used from  
**The visual identity of the European Commission**

[http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/charter\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/charter_en.pdf)

## TYPOGRAPHY - PRINT & ONLINE

# Roboto

Light / Regular / **Bold**

Font can be downloaded from <https://www.google.com/fonts/specimen/Roboto>

Roboto Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !"§\$%&/()=? @€

Roboto Reg ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !"§\$%&/()=? @€

Roboto Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !"§\$%&/()=? @€**

## PRIMARY VISUALS



## VISUAL CONCEPT

The Iconographic Guidelines are available to help you produce visuals and ensure iconographic consistency.

These visuals portray the logo positioning and are chosen according to the criteria below:

- 1 An image should include people;
- 2 People should not look at the camera or watch somewhere in the distance but ought to be focused on what they do;
- 3 Use a photo made with normal, wide or macro angle;
- 4 Background environment can be blurred out a little bit, so that the main focus would be on the person in the image;
- 5 Colors of the images must be a little bit washed out;
- 6 Where possible the image should include a scientific viewer.

They are used on brochure covers, chapter headings, website homepages, posters, etc.

## SPOTLIGHTS

Displayed as a solid spot of colour or just a frame, they highlight a snippet of copy, a key figure, specific information, etc.

Use spotlights sparingly to maintain their impact.

- A Do not use them as bullets in lists;
- B Do not repeat them as decorative elements;
- C Do not make them large because their purpose is to highlight a detail.