DeFINE

BRAND GUIDE

LOGOTYPE

PRIMARY LOGO

DeFINE

LOGO WITH STRAPLINE

DeFINE

DEVELOPING A FASHION-TECH INNOVATION NETWORK FOR EUROPE

LOGO WITH STAMP STRAPLINE

DEVELOPING A FASHION-TECH
DeFINE
INNOVATION NETWORK FOR EUROPE

SOCIAL MEDIA ICONS

DeFINE   DeFINE

TYPOGRAPHY

PRIMARY FONT - LATO

https://fonts.google.com/specimen/Lato

Header - Lato Bold, Upper Case

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE.

Subtitle - Lato Black, Sentence Case

Lorem ipsum dolor sit amet, consectetur adipiscing.

Body - Lato Regular, Sentence Case

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

SECONDARY FONT - PLAYFAIR

https://www.fontsquirrel.com/fonts/playfair-display

Breakout - Playfair Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Alternative Body - Lato Regular, Sentence Case

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

COLOURS & PATTERNS

Each category has been asigned a main colour and pattern, which should always be used to maintain a consistent theme across branded and marketing material.

See Applications for examples of usage.

Category

PRIMARY

TEAL
C64/M0/Y43/K0
R90/G187/B166
#59BBA5

SWIRLS

BOOTCAMP

ULTRA VIOLET
C58/M66/Y0/K0
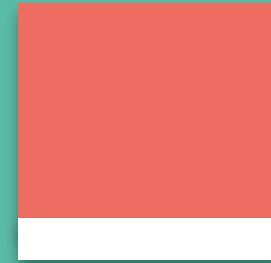R131/G100/B169
#8264A8

GEO GRID

INFO DAYS

LEMON YELLOW
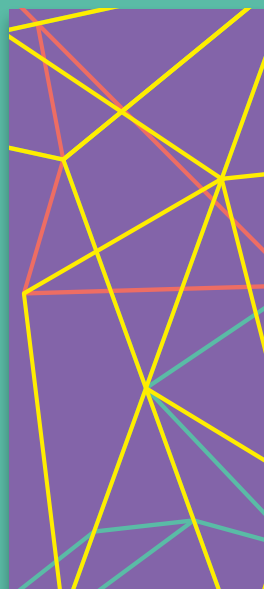C5/M0/Y84/K0
R252/G253/B53
#FCEB34

DOTTY

MENTORING

CORAL
C0/M69/Y55/K0
R237/G109/B99
#ED6D63

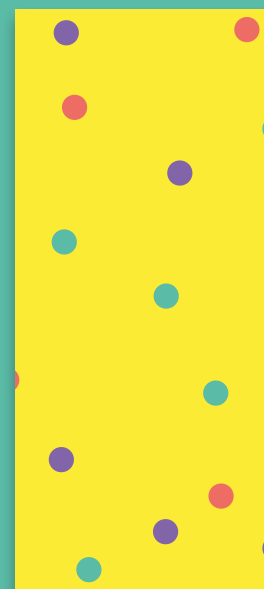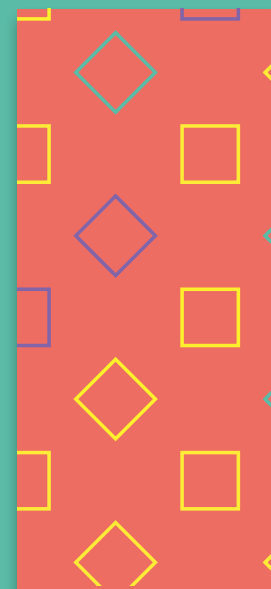### SQUARES

EU DISCLAIMER & PARTNER LOGOS

Partner logos are to be aligned and spaced evenly in grayscale (aprox 70% black) on a white background.

All printed collateral must feature the EU logo and disclaimer as shown to the right.

Ensure high quality jpegs or vector logos are used for good print resolution.

Sign off on logo use must be requested from all partners.

See Applications for examples of usage (page 6).

LOGO / EU DISCLAIMER

DeFINE Consortium Partners

DeFINE Consortium Partners

ual: london college of fashion — mediadeals — POLITECNICO MILANO 1863 — ceei BURGOS

institut FRANÇAIS de la MODE — EURATEX — CYRIC — ebn innovation network — Fondazione Politecnico di Milano — BORÅS INK

Co-funded by the COSME programme of the European Union under GA n.806912

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DeFINE Consortium Partners & Collaborators

DeFINE Consortium Partners

ual: london college of fashion — mediadeals — POLITECNICO MILANO 1863 — ceei BURGOS

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In Collaboration

Supported by

APPLICATION EXAMPLES

PULL-UP BANNERS

DeFINE
DEVELOPING A FASHION-TECH
INNOVATION NETWORK
FOR EUROPE

DeFINE
BOOTCAMP
PARIS

DEVELOPING A FASHION-TECH
INNOVATION NETWORK
FOR EUROPE

DeFINE
INFO DAY
PARIS

DEVELOPING A FASHION-TECH
INNOVATION NETWORK
FOR EUROPE

DeFINE
MENTORING
PROGRAMME

DEVELOPING A FASHION-TECH
INNOVATION NETWORK
FOR EUROPE

LEAFLET COVERS

DeFINE
DEVELOPING A FASHION-TECH
INNOVATION NETWORK FOR EUROPE

DeFINE
BOOTCAMP
PARIS

SOCIAL MEDIA POSTS

DeFINE
DEVELOPING A FASHION-TECH
INNOVATION NETWORK FOR EUROPE

Launch Event
24th Febuary, Venue Detail Here

DeFINE
BOOTCAMP, PARIS

Launch Event
24th Febuary, Venue Detail Here

DeFINE
INFO DAY, PARIS

Launch Event
24th Febuary, Venue Detail Here

DeFINE
MENTORING
PROGRAMME

Launch Event
24th Febuary, Venue Detail Here

DeFINE

Speaker Name
Job Title, Company

DeFINE

Speaker Name
Job Title, Company

DeFINE

Speaker Name
Job Title, Company

DeFINE

Speaker Name
Job Title, Company

DeFINE
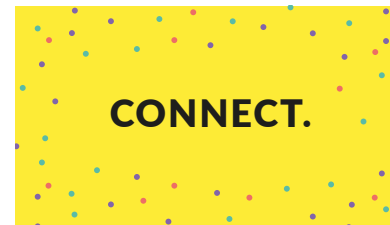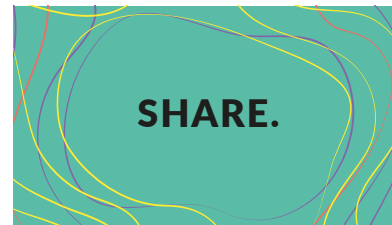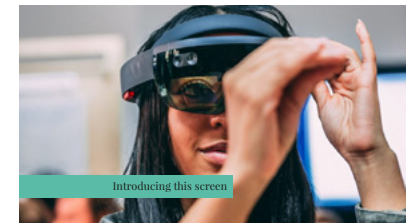INFO DAY
PARIS

DeFINE
MENTORING
PROGRAMME

SCREEN ASSETS

EXAMPLES

When applying the DeFINE identity to screen / film, the TEAL green and SWIRL pattern are to be used in first instance.

For any copy / annotations always use the specified typeface options.

See Typography for options (page3).

DeFINE
DEVELOPING A FASHION-TECH
INNOVATION NETWORK FOR EUROPE

What happens when fashion meets technology?

Introducing this screen

SHARE.

CONNECT.

INNOVATE.

DEFINE CONSORTIUM PARTNERS

Join the network
define-network.eu

DeFINE

MERCHANDISE

DeFINE