



ContinueUP

VISUAL IDENTITY **GUIDELINES**



Co-constructing the continuum between initial teacher education and continuous professional development.

MENU

01 Logo

02 Colours

03 Typography

04 Logo usage

05 Disclaimer

ContinueUP

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02 COLOURS

LIME

#C1FA00
R193 G250 B0
C34 M0 Y100 K0

BLACK

#000000
R0 G0 B0
C0 M0 Y0 K100

75%

50%

25%

5%

90%

75%

25%

5%



03 TYPOGRAPHY

HEADING 1	PERICUM SERVIDENDAM MANTEM	ALBERT SANS extra bold 800 100% black left align all caps
HEADING 2	Tur aceperia volupta pe non nonsequ aeperilu	ALBERT SANS semibold 600 75% black left align
BODY COPY	Em quodium me mantis, Cat, me vesi perem esceps, ubliis, C. Seriond ientrei popublibute, ente condit Casdach ilicae teri int? Palare ocrentrum spermilium deatquam ius, nos, ut pribunu mussimus ad cente ina, ustortus, patiu mo iam mandacta Sentrunculum te consign osulica; non rena, sed in derem imum. Ad aucipte atiente, quiur, atil vilium, quod cum num portus, niu ium audacia culus bonsupp liciis. Multorbis; nos bondiente is vid retinat ienti, mod auci sum ac vero endium tur querfec ondies atique ina, que ala mo hae hos Maedius, es! Os eium nonsed undis que volores elique pellaudit faciis entis ant, nonsentis nost es endit.	ALBERT SANS light 300 100% black left align

***ALBERT SANS** is a variable font available at [Google Fonts](#).

04 LOGO USAGE | a

PADDING

The padding is a mandatory clear space to be added around the logo on every instance it is used, screen or print. The padding area ("X") is based on the dimensions of the logo itself.

MINIMUM SIZE

The minimum size for the logo production is 20mm width for print and 100px width for screen/web formats. The logo's scale should never be stretched, skewed or deformed in any way.



04 LOGO USAGE | b

POSITIVE
VERSION

This is the standard version of the logo, to be used on white or light plain backgrounds.



FAVICON



NEGATIVE
VERSION

The negative version of the logo must be used on any dark plain background.



05 DISCLAIMER

The “Co-funded by the European Union” logo shall be included along with the following disclaimer text within any dissemination material created by ContinueUP.

POSITIVE
VERSION



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the European Union

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NEGATIVE
VERSION



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