

**MONALISA**

Brand  
**Book**

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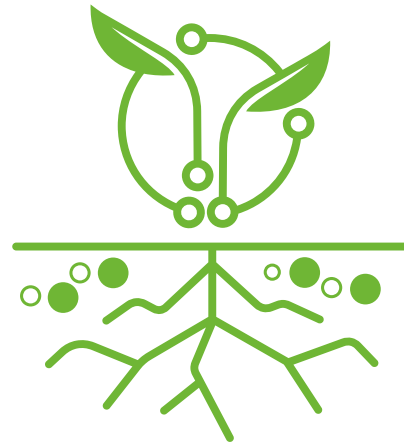
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# LOGO

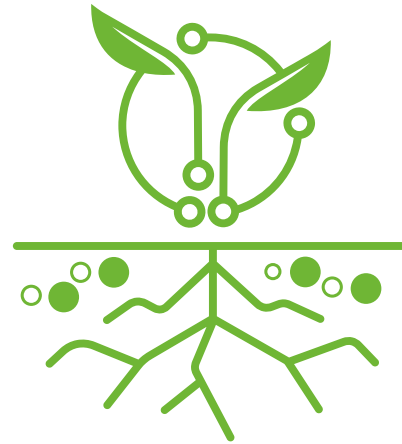
GUIDELINES

**Primary logo - horizontal**



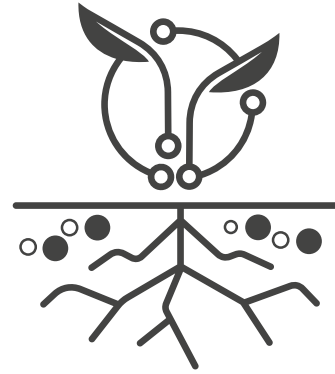
**MONALISA**

**Primary logo - vertical**



**MONALISA**

Logo - one color

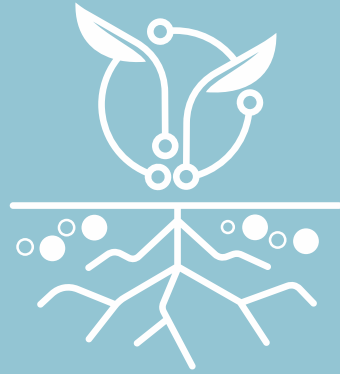


# MONALISA

When given the choice, the 4-Color treatment is the preferred logo. This logo is the most graphically balanced, providing the greatest attention to visual hierarchy. It should be used whenever possible.

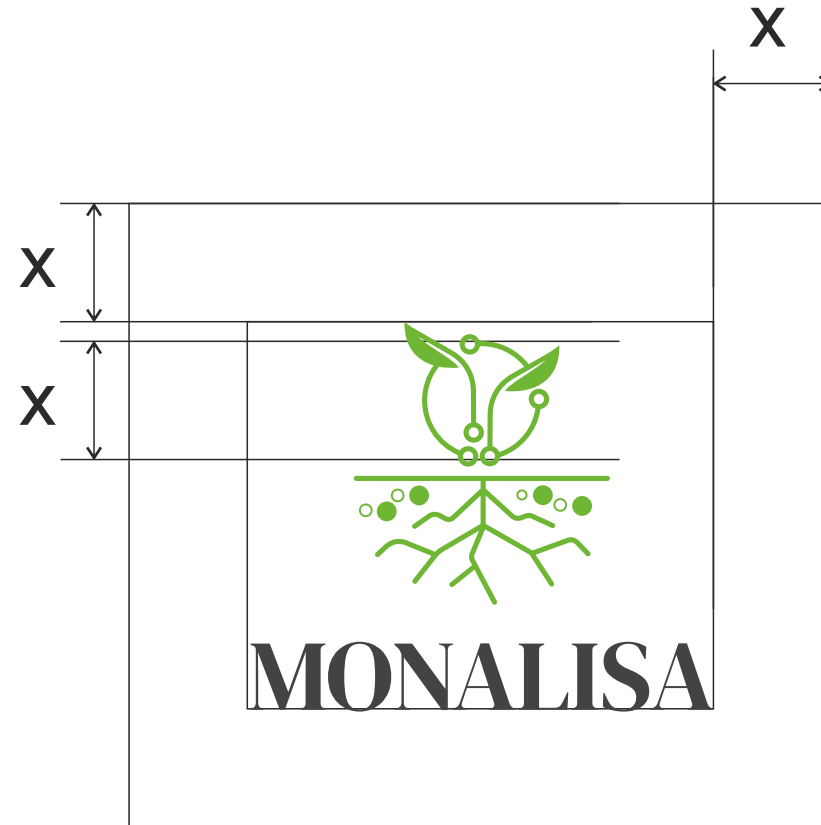
However, due to budget, printing or other restrictions, the 4-Color treatment logo is not always a viable option. If only one color may be used, the Grayscale or 1-Color treatment is appropriate.

Logo - negative



MONALISA

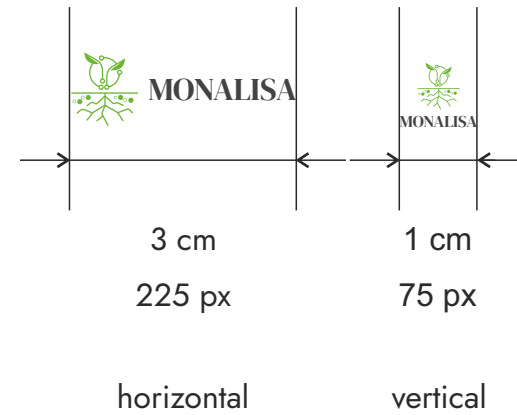
## Clear space



In order to maintain the integrity of the Monalisa logo, it needs its own space. The space surrounding the logo allows it to be clearly read in a layout and gives it due respect in the visual hierarchy. Therefore, each logo must be cushioned with empty space. Use the X-height as a measured length for the empty space required on all four sides of logo.

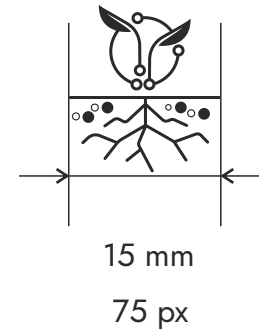
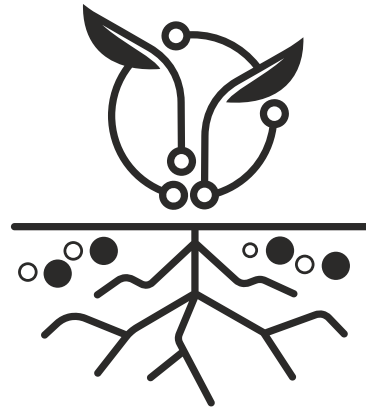
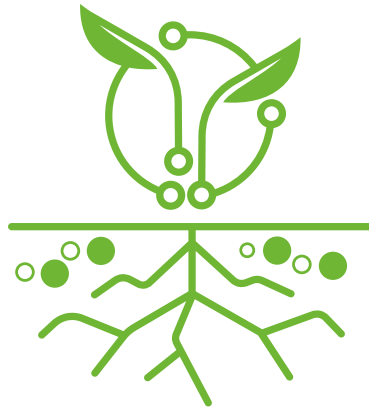


## Smallest size use



The Monalisa logo should never be smaller than the dimensions listed above. If the logo, either vertical or horizontal, becomes smaller than these dimensions, the elements of the logo can become lost or unreadable and the integrity of the logo compromised. Therefore, it should always be at or larger than the listed dimensions.

## Icon



The Icon can be used alone without the text. If the preferred full color version is not possible because of complex or competing backgrounds, use the simplified all white or all gray version.

The Icon should never be smaller than the dimensions listed. If the Icon becomes smaller than these dimensions, the Icon can become unreadable and the integrity of the Icon compromised. Therefore, it should always be at or larger than the listed dimensions.

## Misuse of logo



**DO NOT**  
CHANGE COLORS

*The Monalisa logo utilizes the brand's primary colors; therefore, it could be confusing or misleading to change or alter the colors used in the logo. It also makes the logo less identifiable.*



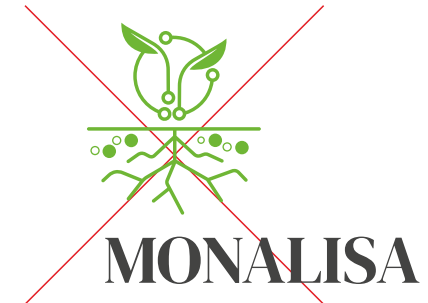
**DO NOT**  
RESIZE ELEMENTS

*Do not make one element of the logo larger or smaller in relation to its intended proportions, to do so alters the visual weight and hierarchy of the logo.*



**DO NOT**  
SKEW OR TILT THE LOGO

*Skewing or tilting the logo warps or disfigures its proportions and makes the logo less identifiable and consistent.*



**DO NOT**  
REARRANGE LOCK-UP

*Only use the approved logos provided. Do not rearrange the elements, as this makes the logo less identifiable.*

Since the logo is a critical and identifiable part of the brand, it should always be used and treated consistently. It should not be placed or altered in any way that could compromise the logo's integrity. Only the logos provided in the Brand Book should be used and scaled.



# Colour GUIDELINES

## Primary Colour Palette

*The colors may be used in varying tints.*

Pantone 376 C

CMYK – C50 M0 Y100 K0

RGB – R150 G193 B43

HEX #96C12B

CMYK – C0 M0 Y0 K40

Pantone 376 C (50 %)

CMYK – C0 M0 Y0 K90

Pantone 659 C  
CMYK – C60 M40 Y0 K0  
RGB – R118 G144 B201  
HEX #7690C9

Pantone 1365 C  
CMYK – C0 M35 Y85 K0  
RGB – R249 G179 B59  
HEX #F9B33B

## Secondary Colour (background)

*The secondary colors are supportive hues to compliment the primary color palette. Use them to complement the main color palette when there are large blocks of body.*

*The colors may be used in varying tints.*

Pantone 631 C  
CMYK – C60 M0 Y20 K0  
RGB – R102 G195 B209  
HEX #66C3D1

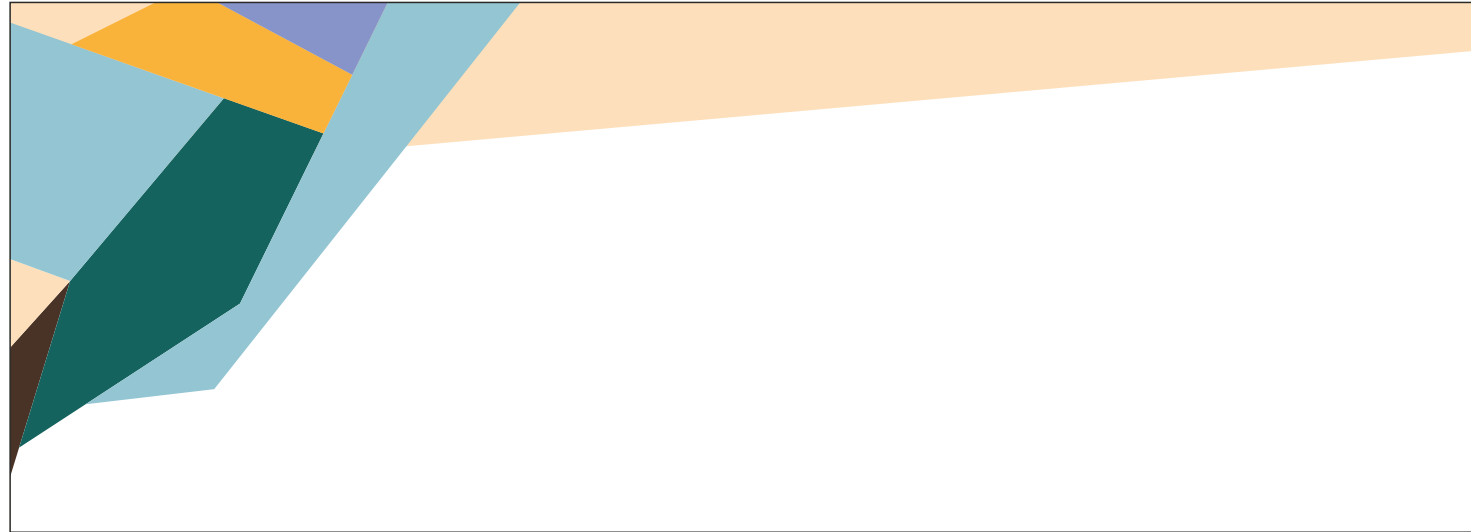
Pantone 2905 C  
CMYK – C40 M0 Y0 K0  
RGB – R162 G218 B247  
HEX #A2DAF7


Pantone 561 C  
CMYK – C80 M10 Y45 K54  
RGB – R21 G99 B94  
HEX #15635E



## **Additional graphic elements**

*For use on various promotional materials, images, videos and social networks, it is possible to use additional graphic elements that support the Monalisa brand*





Typo  
graphy  
Fonts





Body Typeface

# DM Sans

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*

Accent Typeface

# DM Serif Display

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&\*

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%&\**



# *Applica tions*

First page slide

PPT



**MONALISA**

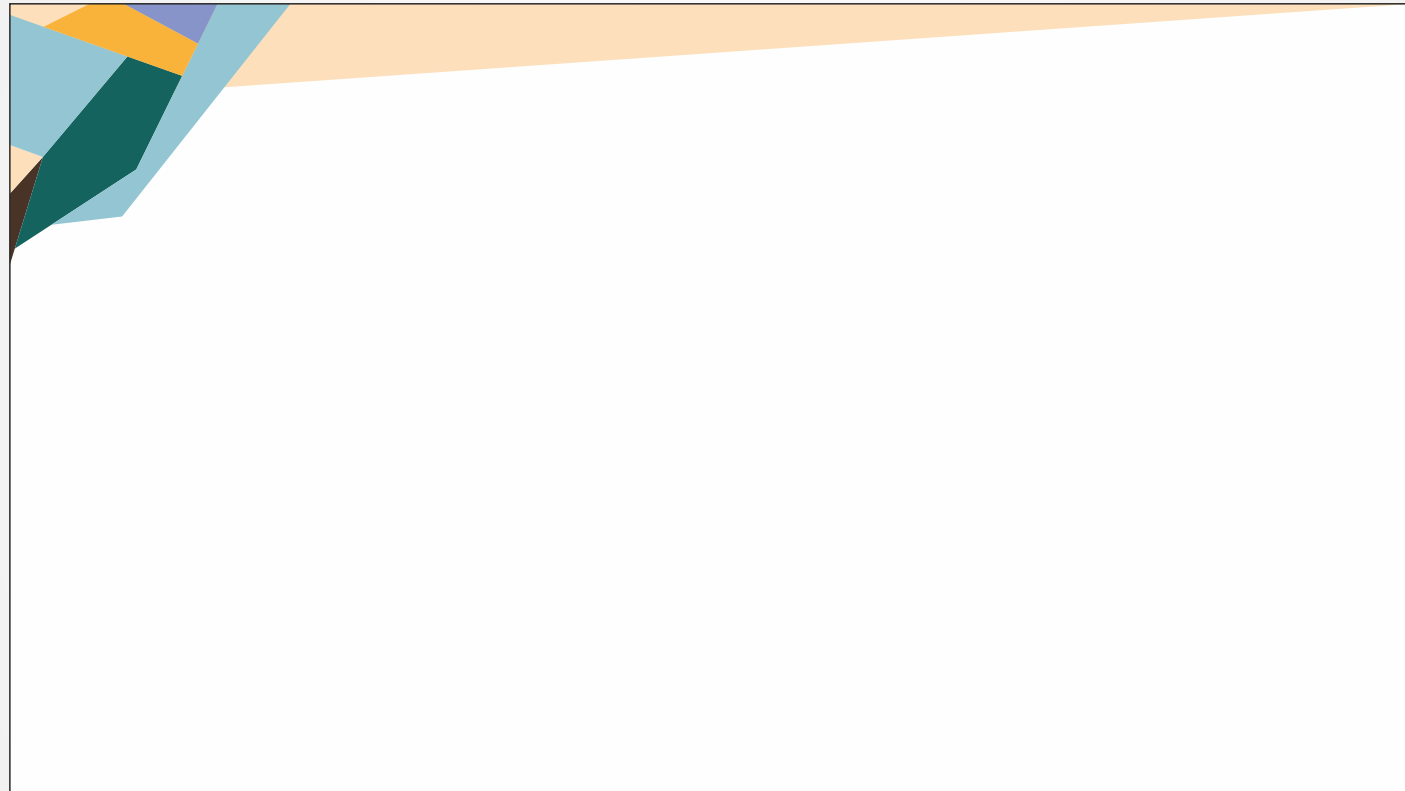
 **Funded by  
the European Union**

**Project funded by**

	Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra  Swiss Confederation	Federal Department of Economic Affairs, Education and Research EAER <b>State Secretariat for Education, Research and Innovation SERI</b>
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Page slides

PPT



End of slideshow

PPT





Monalisa Project Visualisation

