ELISAH

European Linkage of Initiative
from Science to Action in Health

Corporate identity manual

Brand style guide

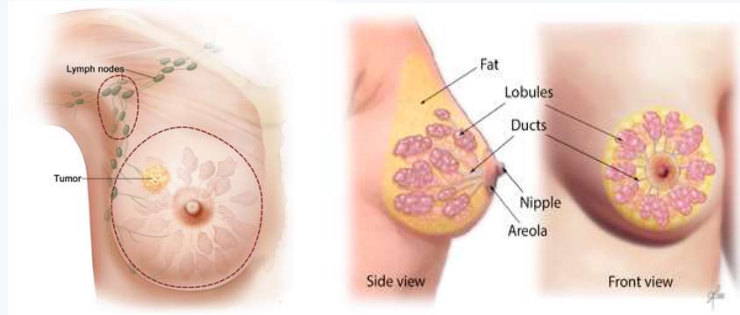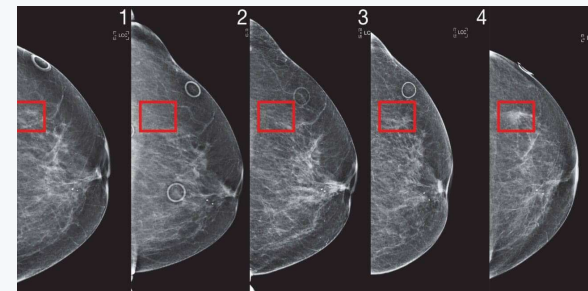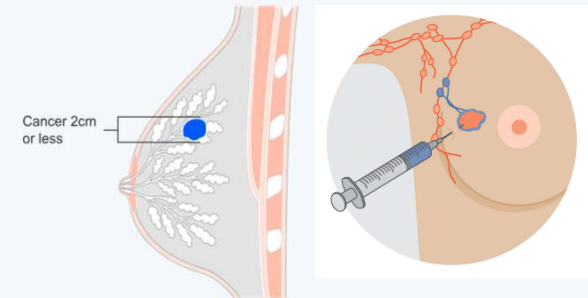# Inspiration wall

➜ Brainstorm by looking at different images of the female breast…

Visual identity

ELISAH is the acronym for "European Linkage of Initiative from Science to Action in Health".

The ELISAH project aims to reduce the burden of breast cancer by acting on modifiable risk factors and involving NGOs and patient groups.

The central theme is the **woman's breast**, so to create the logo we were inspired by a breast. The different proposals followed this idea.

The visual identity of ELISAH was defined by voting among the project team members. Of the 3 proposals presented, 2 were tied, so we chose to merge everything into one.

LOGO

left position

ELISAH
European Linkage of Initiative
from Science to Action in Health

Both versions with the graphic in the left or right position are correct.

right position

ELISAH
European Linkage of Initiative
from Science to Action in Health

LOGO

Original logo

Black contrast logo

LOGO elements

LOGO

ELISAH Arkitech Bold

*European Linkage of Initiative
from Science to Action in Health* Sansation Light

The written word Elisah corresponds to the Arkitech Bold font and the rest are Sansation Light fonts, both with a 12% inclination to give it more dynamism.

ISOTYPE

The isotype is the graphic part of the logo and is inspired by the female breast. The different points represent the structures of the breast. It has a vertical gradient from black to red

ELISAH

LOGO creation

LEFT

RIGTH

The logo is designed using the golden ratio. This provides the best position between logo and graphic.

LOGO design

HORIZONTAL LOGO: for large sizes

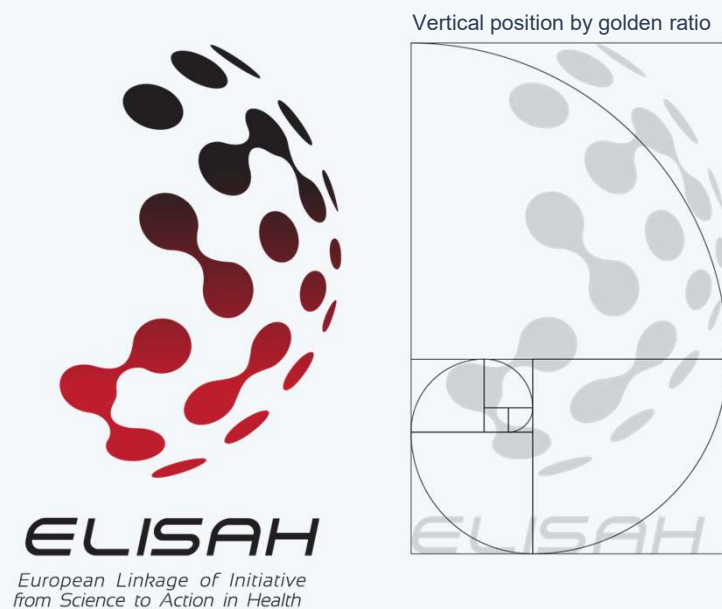HORIZONTAL LOGO: for small sizes

With added text

No added text

Minimum size
Allways without text

LOGO design

VERTICAL LOGO: for large sizes

Vertical position by golden ratio

ELISAH
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VERTICAL LOGO: for small sizes

ELISAH

20 mm

Minimum size
Text added
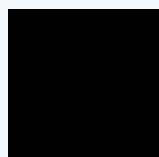
10 mm

Minimum size
No text added

Apps version

ELISAH

LOGO colors

MAIN COLORS

BLACK
#000000
RGB= 0,0,0

RED
#be1e2d
RGB= 190,30,45

DEGRADED
#000000 + #be1e2d
RGB= 0,0,0 + 190,30,45

ADITIONAL COLOR

BLUE
#19417d
RGB= 25,65,125

ELISAH

TYPOLOGY fonts

The fonts of ELISAH (free to use) are Bahnschrift SemiCondensed for the titles and Tahoma for the paragraphs. Calibri cursive for other text elements as caption (figure 5). The three of them belong to sans serif typefaces families. These fonts are part of the basic package of all computers, so there will be no problem in using these fonts.

Bahnschrift SemiCondensed
+ Bold Font
Titles

Lorem ipsum dolor sit amet

LOREM IPSUM DOLOR SIT AMET

Tahoma
Paragraphs
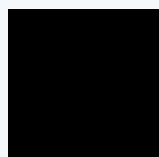
Lorem ipsum dolor sit amet
LOREM IPSUM DOLOR SIT AMET

Calibri cursive
caption

Lorem ipsum dolor sit amet
LOREM IPSUM DOLOR SIT AMET

ELISAH

TYPOLOGY colors

TITLES

ADITIONAL COLOR

BLACK
#000000
RGB= 0,0,0
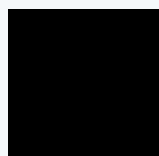
RED
#be1e2d
RGB= 190,30,45

BLUE
#19417d
RGB= 25,65,125

PARAGRAPHS

BLACK
#000000
RGB= 0,0,0

GREY
#283c50
RGB= 40,60,80

LAVENDER
#c37da0
RGB= 195,125,160

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