

The logo for StatinTB features the word "Statin" in a bold, black, sans-serif font, followed by "TB" in a smaller, black, sans-serif font. A soft, purple-to-pink gradient circle is positioned behind the text, partially overlapping the "in" and "TB".

Statin^{TB}

Visual Identity

Prepared for StatinTB

March 2020

www.statintb.com

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StatinTB is funded by the European & Developing Countries Clinical Trials Partnership (EDCTP) and will receive € 5 million over the duration of four years starting in January 2019. The international consortium has dedicated itself to the research of the use of statins in the prevention of chronic lung inflammation and potential TB relapse.

PRIMARY LOGO

The primary logo for StatinTB should be used in all external communication materials and shared externally as the official logo of the project.



Primary Logo

BLACK/WHITE LOGO

The primary logo should be used whenever possible. However, if you are limited to printing monochrome or limited to one colour, please use the black/white logo.



Black/White Logo

FAVICON

The favicon is an important visual reference and it should be used as a digital bookmark for the main websites in order to easier target it's intended audience.



Favicon - only for the website

[↓ Download All Logos](#)

LOGO CLEAR SPACE

It is important to keep logos and marks clear of any other graphic elements. Make sure that you provide a generous amount of space around the logo, to let it stand out clearly. Whenever possible, more clear space than the minimum shown here is preferred.

To measure minimum clear space around the primary and derived logo use the height of the 'S' as a guide. A distance of once (1X) the height of the 'S' should be allowed on each side of the logo.

Make sure there's enough clear space on all sides of your logos and marks.

Primary Logo Clear Space



Black/White Logo Clear Space






LOGO APPLICATION GUIDELINES

Minimum Sizes

Legibility of the logo is key in any application. Therefore, it's important not to shrink it beyond a specific minimum size.

All minimum dimensions are specified here.

	Minimum width	Unit	Medium
Primary Logo 	20	mm	print
	60	px	screen
Black/White Logo 	15	mm	print
	50	px	screen
Favicon 	16	px	screen

Logo over an image

The logo can be placed over an image, for example on document covers and banners. When using imagery as a background that can vary in brightness, contrast and content, choosing the right colour variation of the logo is essential.

The following guidelines, illustrated by examples on the right, will help you make the right choice.

Make sure there is enough contrast between the logo and the background image. Use the the mono-black logo over light images and mono-white over dark images. In order to achieve a good contrast, the logo has to be clearly and fully visible and legible.

Use the full colour logos and mark only on clean light backgrounds. The full colour logos should never be used over imagery and illustration or as a watermark.

Statin^{TB}

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INCORRECT LOGO TREATMENTS

Maintaining visual consistency adds brand equity. Following these rules will ensure your visual identity is cohesive and consistent.

- A. Do not omit elements from the logo
- B. Do not distort the logo
- C. Keep the clear space around the logo and do not frame the logo in any way
- D. Do not invert to colours of the logo
- E. Do not recolour the logo
- F. Do not outline the logo
- G. Do not apply effects to the logo, such as drop shadow, emboss or glow
- H. Do not reduce the opacity of the full colour logo



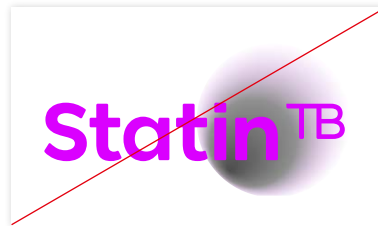
A



B



C



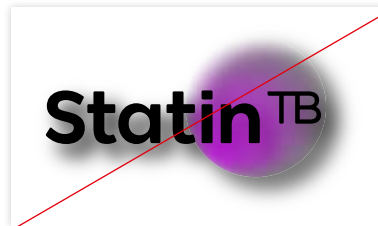
D



E



F



G



H

FONTS

Montserrat

StatinTB uses Montserrat as a main font for Titles, Subtitles, Pull Quotes as well as for Body copy and Captions.

The type choice forms a significant part of the visual identity, and should be regarded as equally as important as the mark itself.

Montserrat is a Google Font and can be downloaded here:



Microsoft Office alternative

Documents created in Microsoft Office, such as the letterhead, will use the font Corbel instead of Montserrat.

Montserrat

Glyph

Mm

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZa
 bcdefghijklmnopqrstuvwxyz123456
 7890!“§\$\$\$%&/()=?*‘:;_-+

Styles

Thin	Light	Medium	Bold Italic
<i>Thin Italic</i>	<i>Light Italic</i>	Medium Italic	Extrabold
Extra-Light	Regular	Semibold	Extrabold Italic
<i>Extra-Light Italic</i>	<i>Italic</i>	Semibold Italic	Black
		Bold	Black Italic

Corbel

Glyph

Co

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZabcde
 fghijklmnopqrstuvwxyz1234567890!“§\$\$\$%
 &/()=?*‘:;_-+

Styles

Regular	Bold
<i>Regular Italic</i>	Bold Italic

COLOURS

BRAND COLOURS

StatinTB has one main colour, the Purple, that is the recognisable identifier for the brand. The secondary colours are mainly for web.




Use these as the dominant colour palette for internal and external representations of the programme. The correct use of colours will contribute to a cohesive and harmonious visual identity across all relevant media.


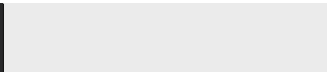
Colour Modes

Pantone - Use for anything that will be professionally printed on press using Pantone inks only.

CMYK - Use when printing in-house on a colour inkjet or laser printer, or for anything professionally printed on press using the four-colour print process.

RGB - Use for web and on-screen use.

												
StatinTB Purple				StatinTB Purple Sec				StatinTB Cyan Sec				
C	M	Y	K	C	M	Y	K	C	M	Y	K	CMYK isoCoated V2
15	85	0	0	7	49	0	1	42	0	16	0	
Pantone Purple C												Pantone
R	G	B	R	G	B	R	G	B				sRGB
218	0	255	234	128	252	5	245	255				
#DA00FF				#EA80FC				#EA80FC				Web

								
Black				White				
C	M	Y	K	C	M	Y	K	CMYK isoCoated V2
0	0	0	100	0	0	0	0	
Pantone Black 6C				Opaque White				Pantone
R	G	B	R	G	B			sRGB
24	24	24	255	255	255			
#181818				#FFFFFF				Web