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Corporate image manual

GUIDE TO **CORPORATE USE**
OF JARDIN **LOGO, TYPEFACE**
AND **COLOURS**

WP2 DISSEMINATION &
COMMUNICATION

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This manual presents the visual identity of JARDIN Joint Action

This guide contains **instructions for the correct use of the logo, corporate colours and fonts**.

It is available for free download and it is recommended to follow its instructions for all communication and dissemination activities in which JARDIN Joint Action is involved.



The JARDIN logo combines two different shades of blue for the text and the identifying colours of rare diseases, which are blue, pink, purple and green, usually linked to a message of **global solidarity**.

The 'tree' adorning the logo represents **the care pathway of people living with rare diseases or complex conditions**, but also **the integration of ERNs into national healthcare systems**.

One of the 'flowers' that grows from this tree is the isotype composed of circles that belongs to the official **logo of the European Reference Networks**, the use of which has been granted to JARDIN.

Incorrect use of the logo implies: changing the official colours, changing the typography, deforming it vertically or horizontally, cutting it so that it is not visible in its entirety and other uses that prevent the JARDIN name and brand from being clearly visible.

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01 Logo

Official JARDIN logo.



Official JARDIN logo accompanied by the European Union logo 'Co-funded by the EU'.



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Use in one colour: black



Use in one colour: PANTONE 326



Negative version: black



Negative version: PANTONE 326



02 Colours

Principal 1

Pantone : 3145 C

#017B88
RGB 0, 125, 136
CMYK 100, 30, 45, 0

Principal 2

Pantone : 326 C

#09B1B7
RGB 0, 177, 183
CMYK 75, 0, 30, 0

PANTONE : 225 C

#E13B8D
RGB : 223, 25, 149
CMYK : 74, 88, 0, 0

PANTONE : 382 C

#A3C309
RGB : 165, 196, 0
CMYK : 45, 0, 100, 0

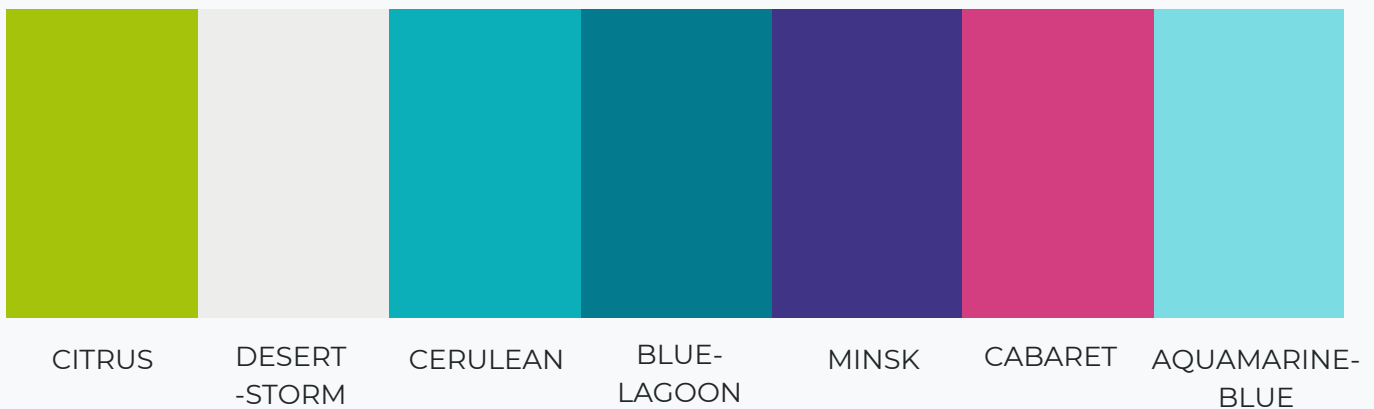
PANTONE : 259 C

#A52980
RGB : 109, 32, 119
CMYK : 67, 100, 4, 5

#D9D9D9
RGB : 217, 217, 217
CMYK : 18, 14, 14, 0

Colour-blind alternative colour palette

To make some content (survey results, graphs, etc.) more accessible to colour blind people, we provide a **supporting colour palette**, aligned with the JARDIN logo colour scheme, which can be used as an alternative when considered necessary.



/* CSS HEX */

```
--citrus: #a4c30a;  
--desert-storm: #ededeb;  
--cerulean: #0bafb9;  
--blue-lagoon: #047a8e;  
--minsk: #3f3485;  
--cabaret: #d33e80;  
--aquamarine-blue: #7cdce3;
```

/* SCSS HEX */

```
$CITRUS: #A4C30A;  
$DESERT-STORM: #EDED EB;  
$CERULEAN: #0BAFB9;  
$BLUE-LAGOON: #047A8E;  
$MINSK: #3F3485;  
$CABARET: #D33E80;  
$AQUAMARINE-BLUE: #7CDCE3;
```

/* SCSS RGB */

```
--citrus: rgba(164,195,10,1);  
--desert-storm: rgba(237,237,235,1);  
--cerulean: rgba(11,175,185,1);  
--blue-lagoon: rgba(4,122,142,1);  
--minsk: rgba(63,52,133,1);  
--cabaret: rgba(211,62,128,1);  
--aquamarine-blue: rgba(124,220,227,1);
```

03 Fonts

JARDIN LOGO

ITC Avant Garde Gothic Regular

The typeface used for the name JARDIN is **ITC Avant Garde Gothic Regular in CAPITAL LETTERS**.

It is **forbidden** to change the typeface, lowercase it, distort it horizontally or vertically, change its variants to bold or italic, or change the font size to make it unreadable.

VISUALS

Now

Montserrat

Both fonts are suitable for use in JARDIN's promotional audiovisual material: infographics, banners, information pills, animations and other graphic material both online and offline. it is recommended to use these fonts or, failing that, one that is similar and preserves the same style.

PRESENTATIONS

Calibri font family

Calibri font family is the typeface used in Powerpoint presentations, Word documents (deliverables, reports, briefing papers), as well as other materials produced by the JARDIN work packages.

Calibri font family is a common typeface suitable for use in these contents.

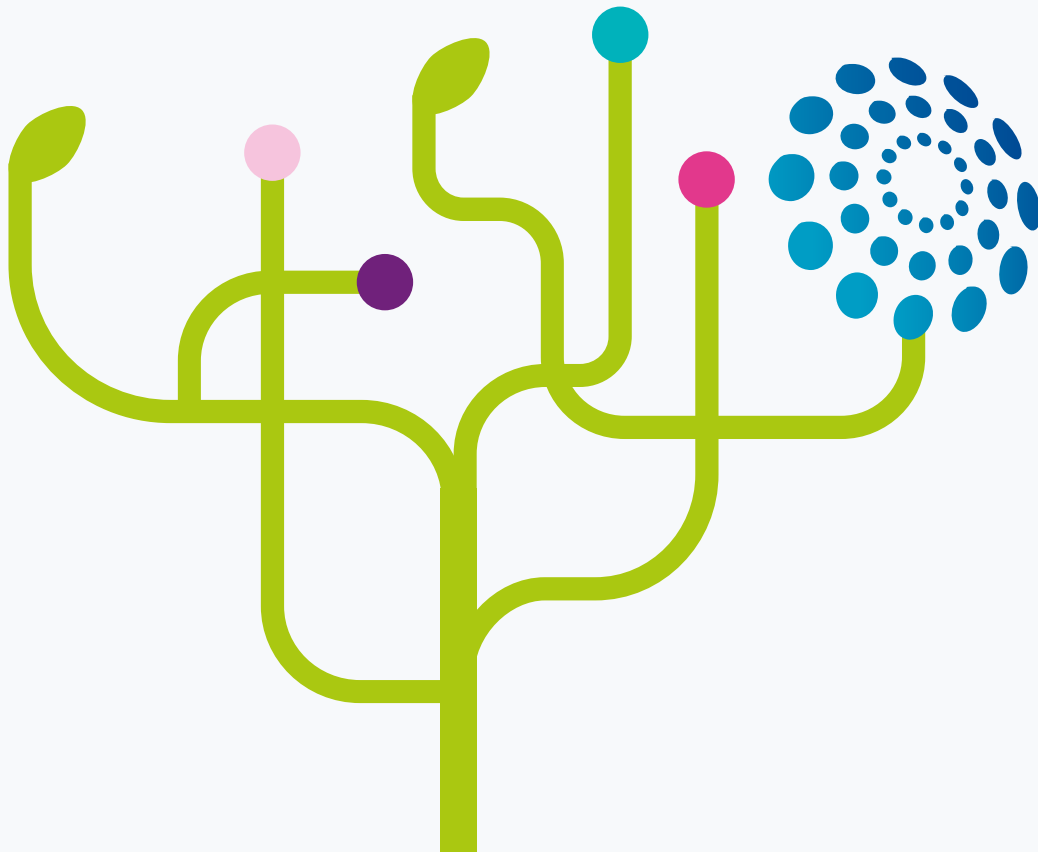
04 Use of the 'tree'

It is allowed to:

- Use the ornamental element of the tree separately.
- Use as a whole or choose the most interesting parts (branches, leaves and coloured flowers).
- Scale the element proportionally in size.
- Modify the opacity to use the element as a page background or watermark.

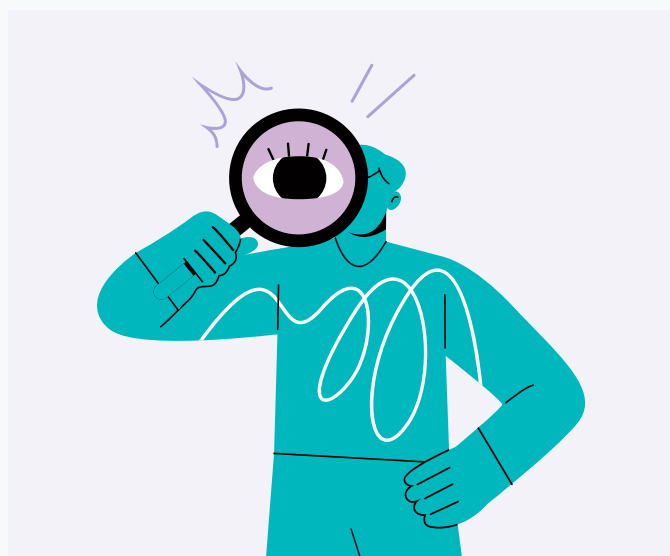
It is not allowed to:

- Change the colour of any of these elements.
- Deform the element both horizontally and vertically when scaled.
- Scaling it in a way that breaks the proportions or makes it look pixelated, blurred or ill-defined



05 Images

The use of JARDIN's corporate images (infographics, illustrations, icons and other visual elements) must be adapted to the corporate colour range, with the possibility of using different shades of colour within this range to soften the visual appearance, as has been done on the corporate website: <https://jardin-ern.eu/>



06 Contact



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communication@jardin-ern.eu

Website:

<https://jardin-ern.eu/>

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