ViroiDoc

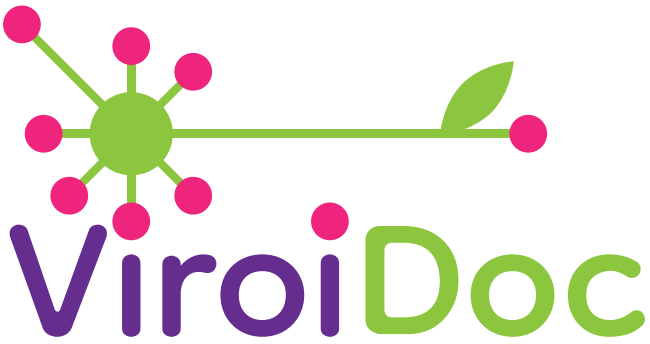
Advanced Research on Viroid Pathogenesis
and Control for Agricultural Sustainability

Corporate identity manual

V 3.0 / 29. 01. 2025

January 2025

ViroiDoc Logo



The ViroiDoc logo is a symbol made up of images that identifies an international, multidisciplinary and cross-sectoral doctoral network that aims to thoroughly understand and tackle viroids.

The acronym “ViroiDoc” resemble and recall the word “viroid and doctors”. The main idea of the logo is present basic viroid structure, agriculture, and social networking in the simplest possible graphical solution

ViroiDoc logo manages to effectively combine elements of science and nature, representing an innovative and sustainable project through clean and modern graphics. Together with the EU flag, the ViroiDoc logo will be used in all project ´s official documents, like the deliverables, reports, forms, communication and dissemination activities etc.

Colors
- VIOLET: Symbol of creativity and inspiration. This color represents motivations
- GREEN: Represents agriculture. It is a color that instills encourage.
- ROSE: These color allude to passion

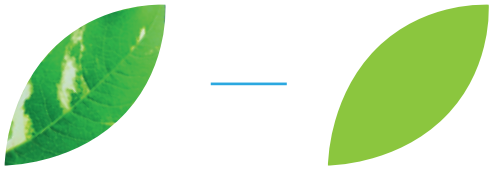
Technical information
Format: The logo was created in vector format to ensure maximum quality and flexibility when used in various print and online media.
Typography: The font used is modern and easy to read, combined with a classic serif font, we got a great user experience
Style: The style of the logo is minimalist but symbolic, designed to be easily recognized and remembered.
Application: The logo is suitable for use on various promotional materials, from digital to print, including websites, brochures, billboards and promotional gadgets.
Added value: we added a mascot to the graphic identity. With the mascot, we will be able to more easily approach and address future project collaborators.

ViroiDoc Basic Graphic Elements

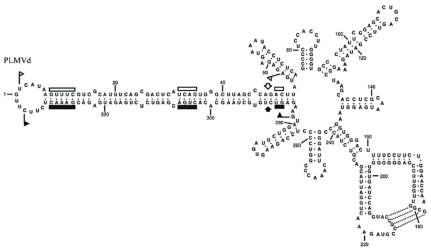
Basic graphic elements in the design of the sign: fruit (circle, dot), leaf, viroid structure, social networking of participants



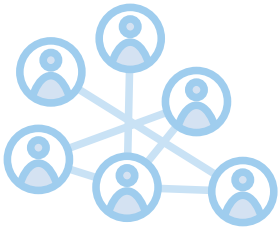
FRUIT



LEAF



VIROID

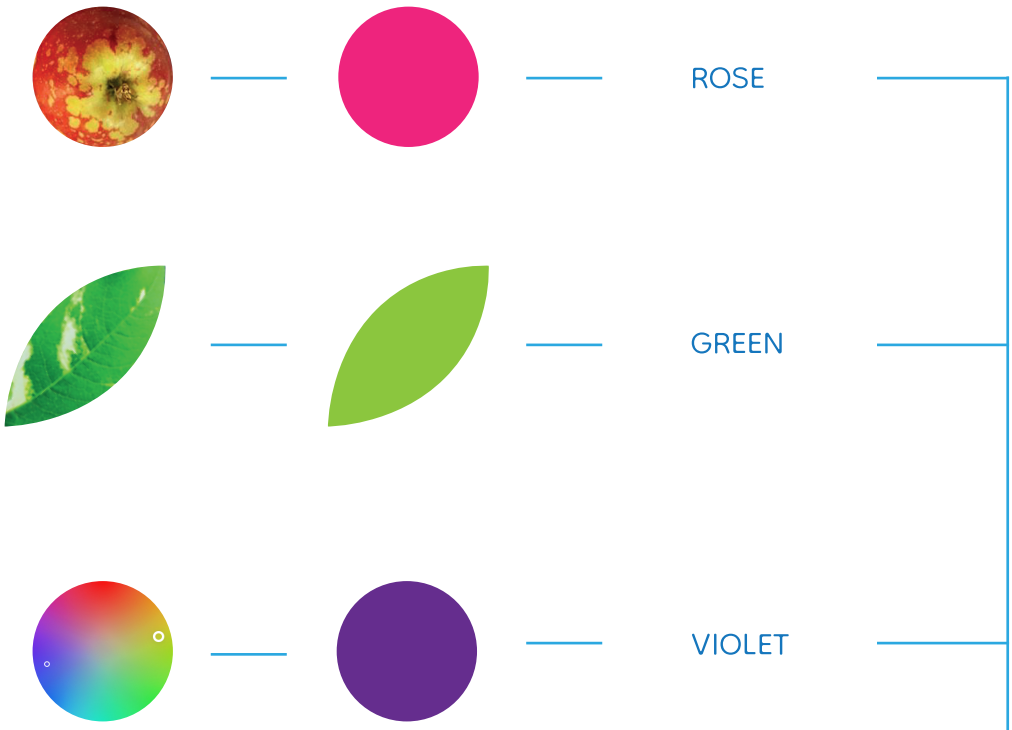


NETWORKING

ViroiDoc

ViroiDoc Primary Colors

The primary colors are derived from the basic graphic elements of the designed sign: fruit (pink), leaf (green), and purple, which is close to the complementary color of green.



ViroiDoc

Basic Color Variations

The logo may appear in the following color versions: in the basic color version, in grayscale in black, violet and white. Violet is recommended for white, and light violet and light green for the violet logo.



www.viroidoc.eu



www.viroidoc.eu



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Logotype Clear Space Requirements

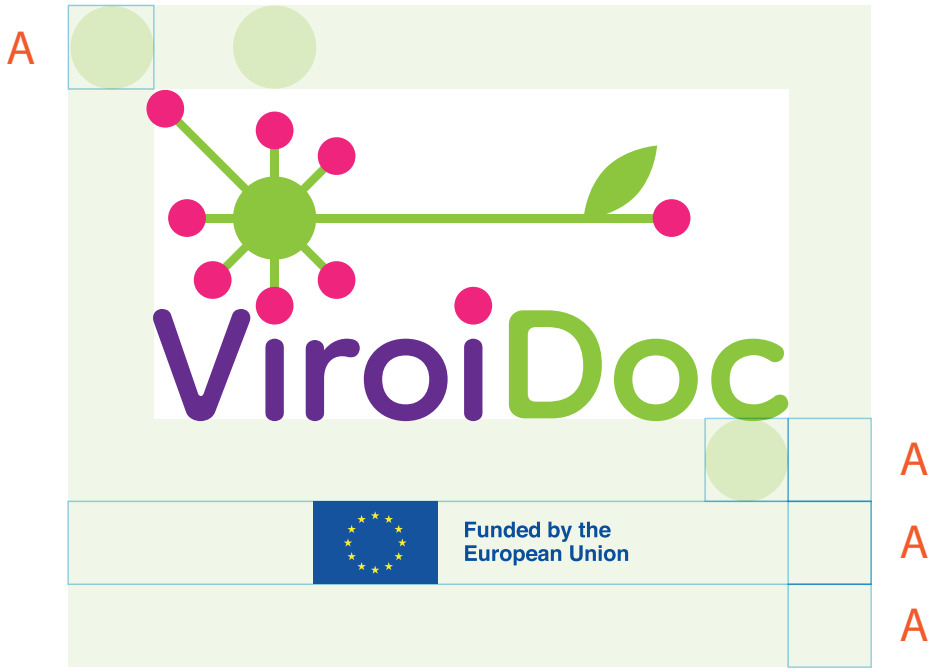
The minimum space around the logo (A) is the same as the diameter of the central circle in the ViroiDoc symbol. The offset at the bottom is also the basis for the offset of the text and the website name.





ViroiDoc Logo and EU logo

The placement of the logo and the website name is the basis for the placement of the EU logo. The distance from the website name is the same as the height of the EU flag.



ViroiDoc Basic Color System

Purple, green and pink are the primary colors of the ViroiDoc logo. Purple is used for the monochrome sign and text titles, and light tones of purple are used for colored backgrounds. Green and pink are used for accents and colored backgrounds. Dark gray for the monochrome logo and texts on the website, Word documents and emails.

Basic colors

ViroiDoc VIOLET	CMYK	75 100 0 0
	RGB	102 36 131
	#	662483
ViroiDoc GREEN	CMYK	50 0 100 0
	RGB	149 193 31
	#	96c11e
ViroiDoc ROSE	CMYK	0 95 20 0
	RGB	231 29 115
	#	e71e73
ViroiDoc GRAY	CMYK	0 0 0 80
	RGB	87 87 87
	#	1F72B8

Additional color variations for backgrounds

40% ViroiDoc VIOLET
BBA3CD
100 37 129

40% ViroiDoc GREEN
D8E6B0
216 230 176

25% ViroiDoc VIOLET
D3C5E1
211 197 225

25% ViroiDoc GREEN
E7EFD0
231 239 208

7% ViroiDoc VIOLET
F2EEF7
242 238 247

7% ViroiDoc GREEN
F8FAF2
248 250 242

Secondary Typefaces

The secondary font IBM Plex Serif is used for all text on the website and printed materials. IBM Plex Serif font is part of the Google Fonts family.

IBM Plex Serif LIght

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

IBM Plex Serif LIght

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

IBM Plex Serif Italic

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

IBM Plex Serif Semi Bold

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

Basic Typefaces

Dongle Light

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

Dongle Regular

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

Dongle Bold

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

Alternative font

The Calibri font is used in Word, PowerPoint, and Mail programs. It is used where the base font is not available. The Calibri Font is available on Windows and OSX operating systems.

Calibri Light

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

Calibri Regular

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

Calibri Bold

ABCČDĐEFGHIJKLMNOPRSŠTUVXYZŽ
abcčdđefghijklmnoprsštuvxyzž
1234567890 !()=?

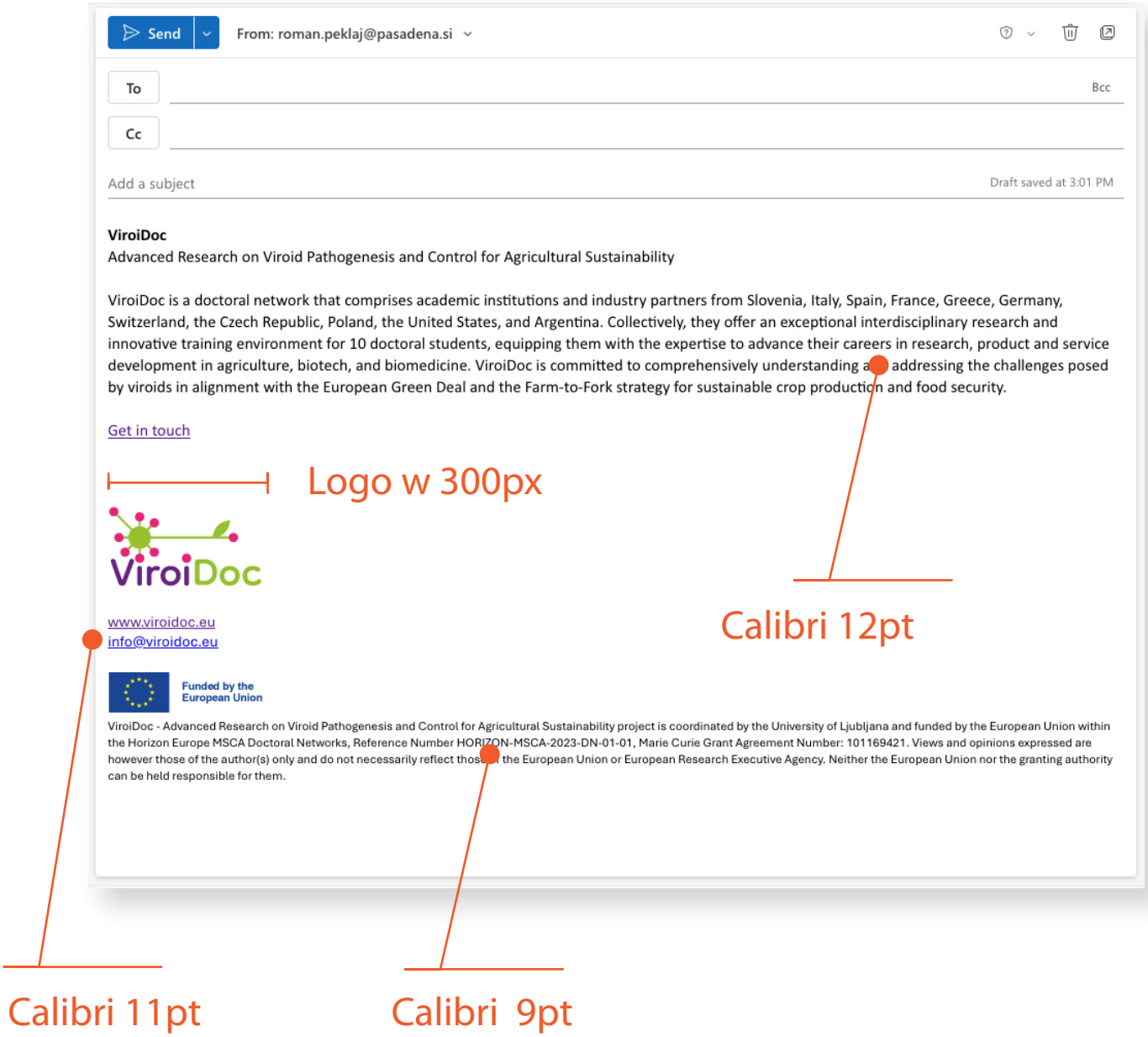
Example of using basic fonts and colors

An example of using basic fonts and colors on the ViroiDoc website.



Using fonts in an email application

The email application uses the Calibri fallback font. The maximum width of a ViroiDoc character is 300px.



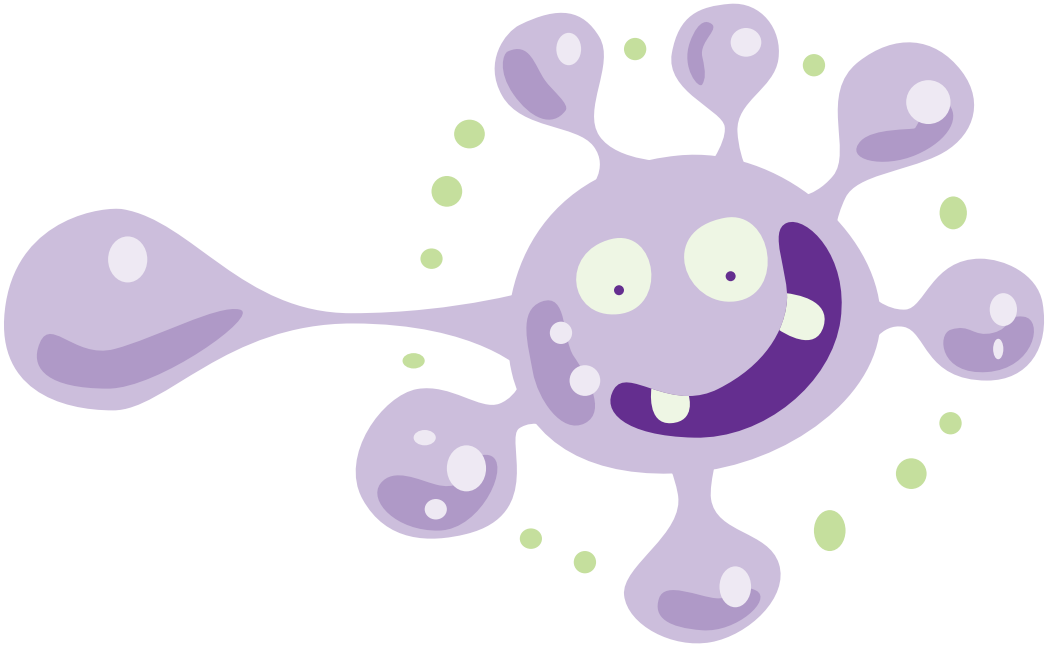
Rollup Banner Stand

Showcase poster (85 x 200 cm) layout using basic colors and fonts.



ViroiDoc mascot

The mascot is a less official version of the sign. With a mascot, we can more easily approach and address future project collaborators.



ViroiDoc mascot on a t-shirt

Example of using a mascot on a t-shirt



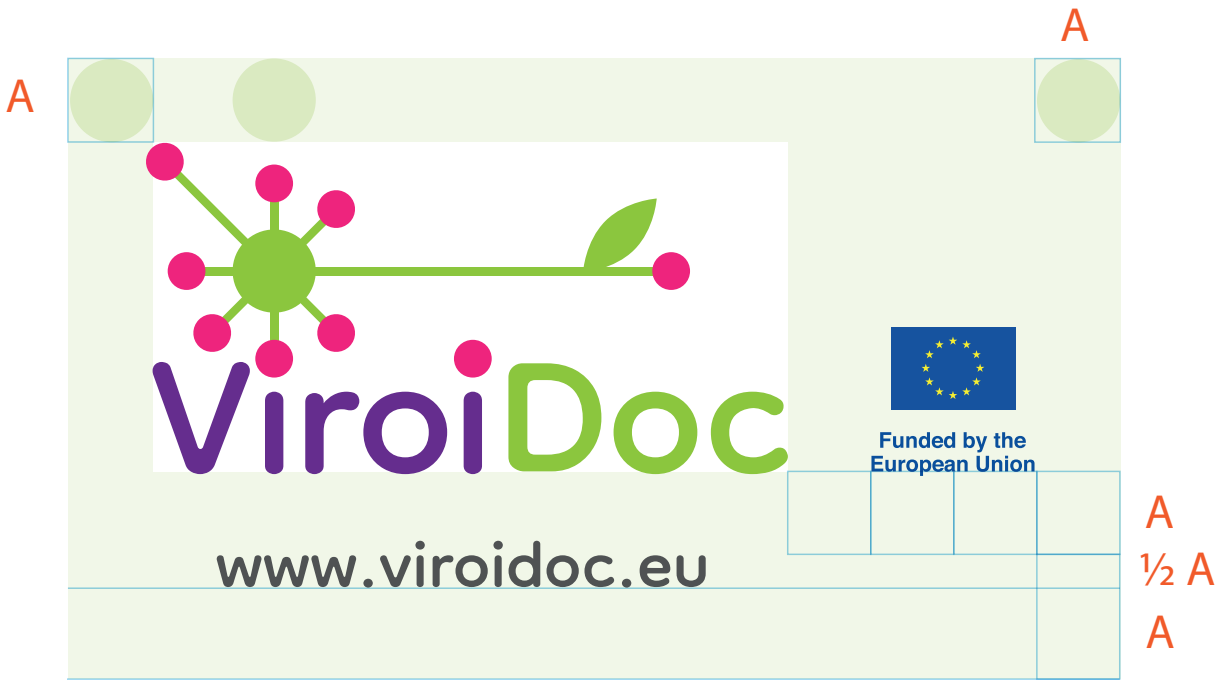
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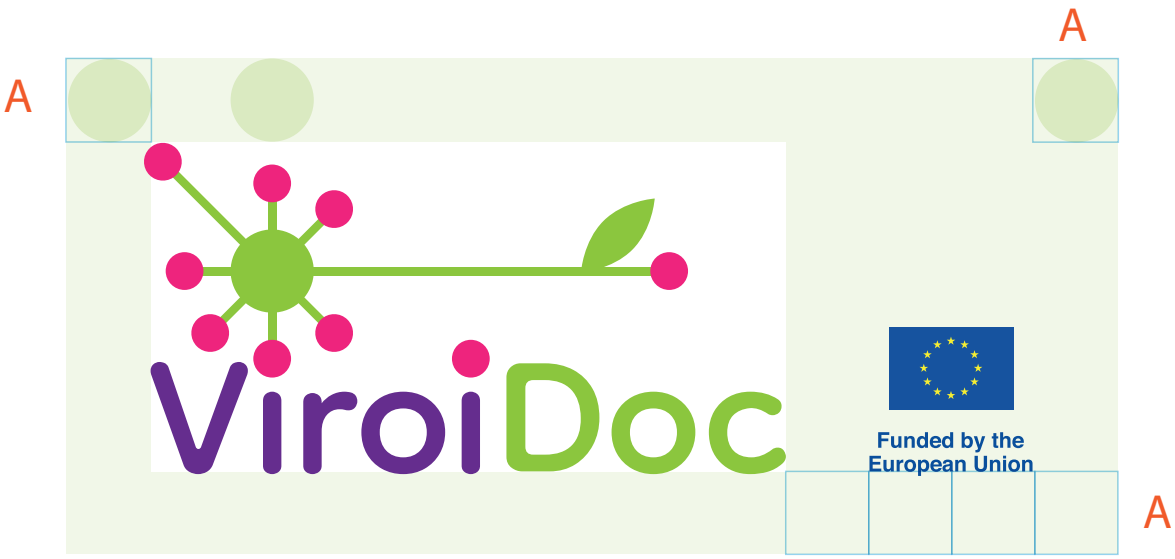
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