INDUSAC

CONTENTS

INTRODUCTION

INDUSAC **designed** a state-of-the-art **mechanism for industry-academia collaboration** that is based on **human-centred** design principles and that enables **quick co-creation** projects. Its **two main components** (its underlying **methodology** and its **online platform**) are being developed and validated through the piloting of at least **300 transnational co-creation projects** involving teams of **students, researchers, and company staff** and targeting numerous industrial sectors across the cross-cutting areas of **circularity** and **general sustainability**, **digitalisation** and **industry 4.0**. The consortium formed by top academic institutions, private innovation accelerators, industrial cluster associations, and knowledge and innovation communities of the EIT already have +960 stakeholders including students, researchers and companies within their reach.

LOGO
MAIN VERSION

INDUSAC

SAFETY AREA

The safety zone of the INDUSAC logo was determined by the use of a module that is 100% of the size of the small circle in the sign.

There must be no foreign text or graphic objects in this space.

MINIMUM SIZE

INDUSAC   12 mm

INDUSAC   40 px

TYPOGRAPHY

The **Futura PT** brand is a uniform style procedure, consisting of seven weights with corresponding obliques as well as 8 condensed types. Each of these fonts are coordinated in letterforms, metrics, and weights to operate superior alongside one another.
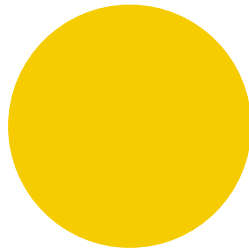
AaBbCcDdEeFfGg

ALTERNATIVE TYPOGRAPHY

Nunito Sans is a simple and welcoming typeface. It makes for great headline and body text. It also is a great alternative font for Futura because it has many of the same features. For example, Nunito Sans features a more open "c" just like Futura has.
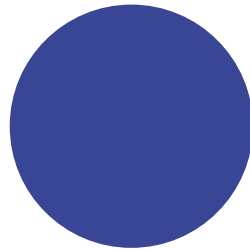
AaBbCcDdEeFfGg

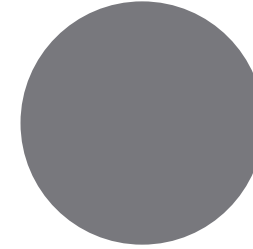# COLOUR PALETTE

INDUSAC

C:6 M:18 Y:94 K:0
R: 245 G: 204 B: 0
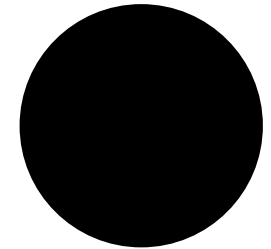#f5cc00

C:90 M:78 Y:1 K:0
R: 57 G: 70 B: 150
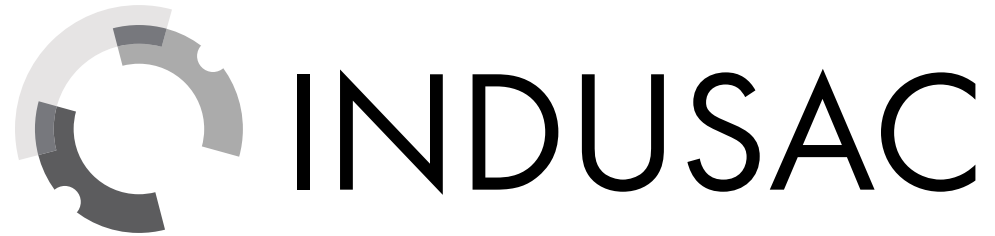#394696

C:12 M:9 Y:10 K:0
R: 229 G: 228 B: 228
#e5e4e4

C:53 M:42 Y:38 K:22
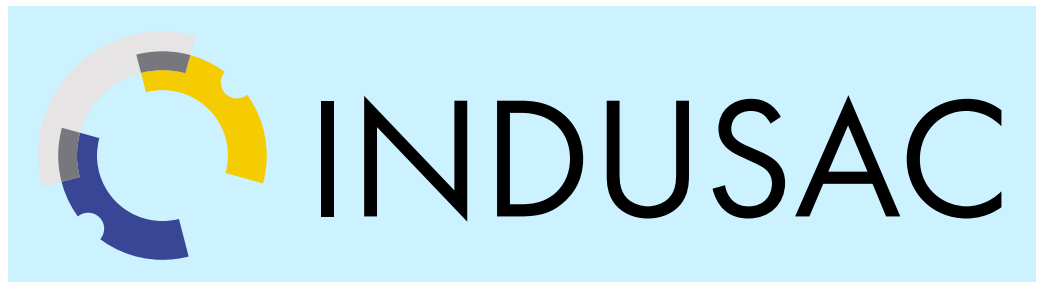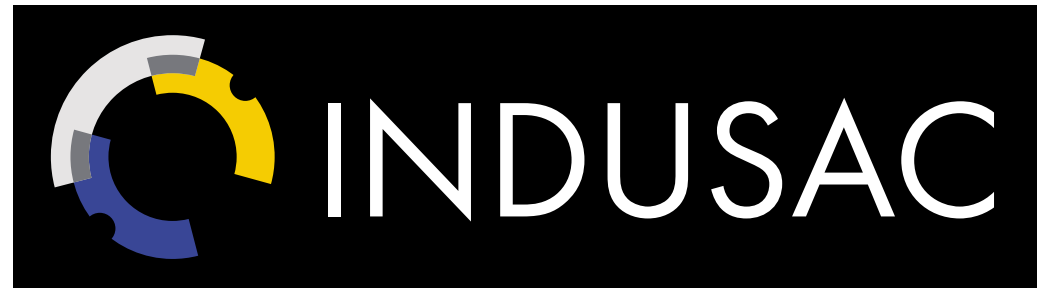R: 120 G: 120 B: 125
#78787d

C:91 M:79 Y:62 K:97
R: 0 G: 0 B: 0
#000000

LOGO ALTERNATIVE VERSIONS

APPLICATION ON A BACKGROUND

The logo in the basic version looks best on a white background and it should be used this way most often. If it is necessary to use it on a dark background, the inscription should be presented in white. If the sign on a dark background is not legible, the achromatic option can be used.
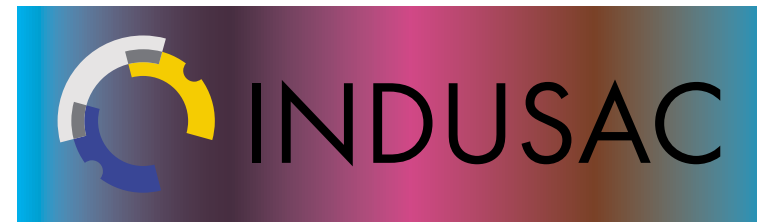
INCORRECT USE

Don't change the colours.

Don't change the typography.

Don't replace the order of the elements.

Don't place on an aggressive background.

www.indusac.eu