<table>
<thead>
<tr>
<th>CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo colour version</td>
<td>5</td>
</tr>
<tr>
<td>Black and white version</td>
<td>6</td>
</tr>
<tr>
<td>Clear space and minimum size</td>
<td>7</td>
</tr>
<tr>
<td>Branding for Clean Aviation beneficiaries</td>
<td>8</td>
</tr>
<tr>
<td>EU emblem and funding statement</td>
<td>9</td>
</tr>
<tr>
<td>Incorrect usage</td>
<td>10</td>
</tr>
<tr>
<td>Colours</td>
<td>11</td>
</tr>
<tr>
<td>Primary typeface and web font</td>
<td>12</td>
</tr>
<tr>
<td>Office font</td>
<td>13</td>
</tr>
</tbody>
</table>
ABOUT CLEAN AVIATION

Clean Aviation is the European Union's leading research and innovation programme for transforming aviation towards a sustainable and climate neutral future.

Pulling together the best talent and capabilities of the private and public sectors and developing cutting-edge technologies, and making these available for a transformational leap in aircraft performance in the 2030s, Clean Aviation will pave the way towards the EU's ambition of climate neutrality by 2050.

Operating at the centre of a broad and diverse eco-system of players across Europe ranging from the aeronautical community, pioneering SMEs, research establishments and academia, it acts as a hub for new ideas and bold innovations.

As a European public-private partnership, Clean Aviation pushes aeronautical science beyond the limits of imagination by creating new technologies that will significantly reduce aviation's impact on the planet, enabling future generations to enjoy the social and economic benefits of air travel far into the future.
ABOUT THESE GUIDELINES

These guidelines have been developed in order to explain how the key elements of the Clean Aviation visual identity such as logo, typography, colours etc, should be used in all forms of external and internal communications. The aim of these guidelines is threefold:

1) Build brand recognition and therein brand value;
2) Improve the efficiency of both internal and external communications;
3) Produce a professional and consistent visual identity across all media.
FULL COLOUR LOGO

The Clean Aviation logo is comprised of a wordmark and symbol. The colour version should be used, wherever possible, for all internal and external communication activities.

The position, size and colour of the logo, as well as the rules for clear space, are predetermined and should not be changed. The placing of the symbol relative to the wordmark must also remain the same.

Do not attempt to redraw the logo and always use the latest approved digital files.
MONOCHROMATIC LOGO

The monochromatic logo should be used in combination with a solid colour background or a photo background with a dark overlay.

The black version can also be coloured as PRIMARY BLUE, for instance on a brochure cover or wherever this is graphically suitable.

Do not attempt to redraw the logo and always use the latest approved digital files.
CLEAR SPACE

Clear space refers to a distance of X, as a unit of measurement. The space surrounding each side of the logo is equal to a perfect square of X height and width. A minimum clear space has been established to ensure the prominence and clarity of the logo. It is essential that this space remains free of all graphics and typography.

MINIMUM SIZE

To ensure legibility, the logo with tagline should be reproduced no smaller than 20 mm wide.
Pursuant to their contractual obligations under the grant agreement, Clean Aviation beneficiaries must make it visible that their action has received funding from Clean Aviation, when disseminating the project results and when communicating on their action. Both the Clean Aviation logo and the EU emblem shall be used on any dissemination of results (in any form, including electronic) such as publications and dissemination documents but also on infrastructures, equipment and major results.

Additional information about the use of the EU emblem can be found here: [THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027](#)
All communication activities of Clean Aviation must acknowledge EU support and display the European flag (emblem) and funding statement, together with the wording “European Partnership”. The minimum height of the EU emblem must be 1cm. The colour of the font should be Reflex Blue. The emblem and the European Partnership wording must be displayed at least as prominently and visibly as the other logos. It is recommended to place the EU emblem at a distance from the Clean Aviation’s logo. As much as possible, do not place the European Partnership wording too close to the EU emblem so it remains a statement.

For additional information, please refer to THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PARTNERSHIPS.
BRAND MANUAL – INCORRECT USAGE

Do not distort, stretch or skew

Do not rotate the logo

Always use the globe

Do not resize or move elements

Respect the clearspace and distance

Do not change the colours
These colours are to be used for all internal and external forms of communication. Please keep to the values provided.

The PRIMARY colours are used for all key elements of the brand. Both PRIMARY and SECONDARY colours can be used for content such as illustrations, graphs or icons.

The SECONDARY colours should be used minimally and take second place to the PRIMARY selection.
The **Open Sans** typeface must be used for all forms of professionally created communications material such as reports, websites, social media banners and event materials. This font is open source and can be downloaded.

**Main Title**

Open Sans Regular

**Headers, titles & subtitles**

Open Sans Bold

Cusanis quae. Ciduntur soluptate volorat iorem int incet plaboreiunt aboresed quodis et mosame iusam ium volorum inus sequi ullorro idel explabo rporumeni restiatur sere inim eatur?

Musdae coriberum fugitas enducip ictinvelit omnimi, sunt aliciatis es id ut entia que volum hitem et laudipis ratibus adi velique nonet, cus.

**Body text** Open Sans Regular
Arial is the Office system font. This font is to be used for all Microsoft Office-based communication such as letters, Internal reports, PPT presentations and Excel sheets.

Main Title
Arial Regular

Headers, titles & subtitles
Arial Bold

Cusanis quae. Ciduntur soluptate volorat ioremo int incet plaboreiunt aboresed quodis et mosame iusam ium volorum inus sequi ullorro idel explabo rporumeni restiatur sere inim.

Musdae coriberum fugitas enducip ictinvelit omnimi, sunt aliciatis es id ut entia que volum hitem et laudipis ratibus adi velique nonet, cus.

Body text Arial