

# BRAND MANUAL

CITADELS

Cultivating Industry 5.0 Talents: Academia-industry collaboration and  
empowerment through accessible DEep technoloGieS



Funded by  
the European Union

# Brand manual content

## **1. Introduction**

1.1 Purpose of the manual

1.2 About the project

## **2. Brand identity**

2.1 Brand values & mission

2.2 Tone of voice & messaging styles

2.3 Key messages & slogans

## **3. Logo usage**

3.1 Logo concept

3.2 Safe zone & minimum space

3.3 Correct logo use

3.4 Incorrect logo use

## **4. Typography**

4.1 Primary typeface

4.2 Secondary typeface

## **5. Colour palette**

5.1 Primary colours

5.2 Secondary colours

## **6. Imagery & photography style**

## **7. Graphic elements**

7.1 Icons

7.2 Graphic pattern

## **8. Implementation & compliance**

8.1 Brand Guardian

8.2 Approval workflow

8.3 EU Disclaimer

# Introduction

## 1.1 Purpose of the Manual

This brand manual serves as the central reference guide for all communication and visual materials related to the CITADELS project. Its primary purpose is to ensure that the project presents a consistent, professional, and recognisable identity across all internal and external platforms, partners, and audiences.

### Who is this manual for?

This guide is intended for anyone involved in the communication, promotion, or visual representation of the project, including but not limited to:

- Project partners and coordinators
- Communication officers
- Designers and creative agencies
- Event organisers
- Web and social media managers
- External contractors or stakeholders producing materials on behalf of the project

Whether it is a report being produced, a social media post being published, a website being developed, or an event being organised, this manual outlines the standards, templates, and tools necessary to ensure a consistent and high-quality brand presence is maintained.

By following the standards and examples laid out in this guide, clarity, credibility, and alignment with the values of European territorial cooperation are ensured for the CITADELS brand.

# Introduction

## 1.2 About the project

**Project name, acronym:** Cultivating Industry 5.0 Talents: Academia-industry collaboration and empowerment through accessible DEep technologieS, **CITADELS**.

**Short description:** The CITADELS project aims to transform seven widening countries into hubs of human-centric Industry 5.0 by fostering DeepTech innovation, talent circulation, and academia–industry collaboration. Bringing together 10 partners from 9 countries — including leading universities, DeepTech companies, a science park, and EU innovation leaders — the project strengthens regional ecosystems, creates sustainable DeepTech career pathways, and combats brain drain. By aligning research excellence with industrial needs, CITADELS accelerates technology adoption, drives high-value job creation, and enhances economic resilience, positioning widening countries as competitive players in the global DeepTech landscape.

**Call:** HORIZON-WIDERA-2024-TALENTS-03

**Duration:** September 2025 – August 2029

# Brand Identity

## 2.1 Brand values & mission

**Mission:** the CITADELS project seeks to transform widening countries into citadels of human-centric Industry 5.0 development by aligning academic excellence with industrial needs. Through talent circulation, cross-sectoral collaboration, and targeted capacity-building, the project strengthens innovation ecosystems, builds bridges between academia and industry, and creates sustainable career pathways in DeepTech.

**Vision:** to establish widening countries as globally competitive DeepTech hubs that drive industrial modernisation, economic resilience, and social cohesion. CITADELS project envisions a future where sustainable innovation, advanced infrastructure, and inclusive talent mobility underpin the next generation of high-value industries across Europe.

### Brand values:

- **Collaboration** – fostering cross-sectoral and cross-border partnerships as catalysts for innovation, competitiveness, and shared prosperity.
- **Innovation** – advancing DeepTech solutions and human-centric Industry 5.0 practices to shape the manufacturing sector of the future.
- **Sustainability** – embedding responsible research and innovation to secure long-term economic, social, and environmental impact.
- **Inclusiveness** – encouraging diverse perspectives from academia, industry, start-ups, and society to co-create transformative solutions.
- **Excellence in education & research** – promoting knowledge circulation, advanced training, and research excellence to nurture sustainable DeepTech careers.
- **European integration** – strengthening the role of widening countries in the European Research Area (ERA) and contributing to territorial cohesion through innovation-led growth.

# Brand Identity

## 2.2 Tone of voice & messaging style

The tone of voice for the CITADELS project reflects its ambition to position widening countries as leaders in human-centric Industry 5.0 and DeepTech innovation, while remaining accessible and inclusive to diverse audiences — from academic researchers and industrial stakeholders to policymakers, entrepreneurs, and the wider public.

### Tone of voice:

- Professional yet approachable – communication should be structured, authoritative, and precise, while remaining accessible and easy to follow.
- Clear and confident – language should be direct, evidence-based, and demonstrate the project’s expertise, credibility, and leadership in DeepTech and innovation.
- Inclusive and collaborative – a respectful, engaging tone should foster trust and encourage participation across academia, industry, start-ups, civil society, and European partners.
- Future-oriented and solution-driven – messages should highlight innovation, talent mobility, and the transformative potential of Industry 5.0, with a focus on concrete results and long-term impact.

### Messaging style:

- Use active voice wherever possible to enhance clarity, engagement, and energy.
- Minimise technical jargon; where specialist terms are necessary, provide clear explanations for non-expert audiences.
- Emphasise collaboration, European integration, and cross-border cooperation as central project themes.
- Ensure terminology and references remain consistent across all communications and dissemination materials.
- Use English as the primary language for all communication channels and project outputs, ensuring clarity and accessibility for international audiences.

# Brand Identity

## 2.3 Key messages & slogans

Transforming widening countries into citadels of human-centric innovation.

Key communication pillars:

- Collaboration
- Innovation
- Education & talent
- Manufacturing
- Economic growth
- Strategy
- Government
- Academia
- Civil society
- Cross-border

Detailed examples of key messages, social media posts, and associated hashtags will be further developed and included in the Dissemination Exploitation and Communication Plan.

# Logo usage

## 3.1 Logo concept

### Geometric simplicity, symbolic depth

The logo embodies CITADELS' deep-tech vision through a form that is both minimal and meaningful. Its geometry reflects structure and protection, while its symbolism conveys innovation and intelligence at the core.

#### C + I structure

At the heart of the design, a bold "C" encloses a sleek "I", representing the Citadel (C) safeguarding Innovation and Intelligence (I). This interplay communicates protection, focus, and the strong foundation essential to deep tech.

#### Spark accent

Crowning the "I" is a spark, bridging the open space within the "C". This element symbolises the moment of insight — the leap from idea to breakthrough. It also subtly "dots the I", signifying precision, completion, and attention to detail.

#### Hidden 'AI'

The composition naturally reveals the letters "A" and "I", embedding Artificial Intelligence into the mark itself. This hidden reading reinforces CITADELS' commitment to AI as an integral driver of its vision.

# Logo usage

## 3.2 Logo variations

### Primary vertical lock-up

The core arrangement places the logomark above with the wordmark CITADEL positioned directly beneath. This vertical composition emphasises the emblem, giving the mark a central, iconic presence. It is the preferred configuration for most standalone applications such as title pages, covers, or centred layouts.



### Horizontal lock-up

In the horizontal variation, the logomark sits to the left of the wordmark CITADEL. This layout is ideal for applications where horizontal space is more practical, such as website headers, letterheads, or signage.



# Logo usage

## 3.3 Safe zone & minimum space

To ensure the clarity, legibility, and visual integrity of the project logo it is essential to respect minimum size requirements and maintain appropriate clear space (safe zones) around all logo elements. These rules apply to both digital and printed materials.

The safe zone is the minimum space that must surround the logo on all sides, free from text, graphics, or other visual elements. This ensures the logo is never crowded or visually compromised.

- The safe zone is defined by the height of the yellow box, which corresponds to the inside circle of the logomark.
- No other elements should appear within this space.



# Logo usage

## Minimum size:

### For print

- Minimum width: 45 mm

### For digital/web

- Full logo combination: minimum width: 150 pixels

 Reducing logos below these dimensions may result in loss of legibility and violates branding rules.

## 3.3 Correct logo use

**Standard log use:** ideally the brand should be used on dark or light backgrounds.



# Logo usage

Reversed logo use: when the standard logo combination cannot be clearly displayed due to a dark, complex, or photographic background, a reversed version of the logo must be used.

**⚠** Use of the reversed logo is only permitted when the full-color version would not meet legibility or visibility standards.



## 3.4 Incorrect logo use

To maintain the integrity and professionalism of the project's visual identity, the logo and its components must always be used correctly. Please avoid the following common mistakes:

1. Do not distort or stretch the logo – always maintain its original proportions when resizing.
2. Do not rotate or flip the logo – it must remain upright and in its correct orientation at all times.
3. Do not change the colours – only use the official colour versions provided in the brand manual.
4. Do not place the logo on busy, textured, or low-contrast backgrounds – make sure it is always clearly visible and legible.
5. Do not apply shadows, outlines, or other graphic effects – the logo should remain clean and unaltered.
6. Do not rearrange or separate elements of the logo combination

# Logo usage



# Typography

## 4.1 Primary typeface

The primary typeface for the CITADELS project is **Calibri**, a modern, clean, and highly legible sans-serif font. Selected for its versatility, readability, and professional appearance, Calibri is suitable for both print and digital use and aligns with EU branding principles.

Font Family: Calibri

Style: Sans-serif

Licensing: (Microsoft Office default font)

### Why Calibri?

- Clear and easy to read at all sizes
- Neutral, professional tone suitable for cross-sector communication
- Supports multiple languages and character sets
- Widely available across platforms and formats (particularly Microsoft Office and Windows)

### Font styles to use

To maintain visual consistency, only the following weights should be used in official project communications:

- Calibri Regular – for body text, captions, and general content
- Calibri Bold – for subheadings, emphasis, or calls to action
- Calibri Semibold – for balance between body and heading
- Calibri Light – for large headings or clean layouts (use sparingly)

### Hierarchy and usage examples

- Heading 1 – Calibri Bold – 18–20 pt (Print) / 24–32 px (Web)
- Heading 2 – Calibri Semibold – 16–18 pt / 18–24 px
- Heading 3 – Calibri Semibold – 14–16 pt / 16–20 px
- Body – Calibri Regular – 10–12 pt (Print) / 14–16 px (Web)
- Caption – Calibri Regular – 8–9 pt / 12–13 px

### Alternative typeface

In cases where the use of Calibri is not possible due to platform limitations or accessibility requirements, Open Sans may be used as an alternative. Open Sans closely matches Calibri's clean and professional aesthetic, ensuring consistency across project materials while maintaining high legibility in both print and digital formats.

# Typography

## 4.2 Secondary typeface

As a complementary serif typeface to the primary Calibri, **Vollkorn** has been selected for its elegant, timeless design and excellent legibility in print. Vollkorn adds contrast and sophistication to communication materials and can be used either independently or in combination with Calibri, depending on the application.

### Usage guidelines

Vollkorn is particularly suitable for:

- Formal printed materials such as brochures, policy briefs, and reports
- Stationery including letterheads, invitations, and certificates
- Highlighted sections such as quotes, headlines, or introductory text blocks
- Typography pairings where a serif-sans contrast enhances visual hierarchy

Its classical look makes it ideal for conveying professionalism and authority, while still maintaining a modern appearance when paired with Calibri.

### Available styles

- Vollkorn Regular – for main body content in formal documents
- Vollkorn Italic – for quotes, emphasis, or captions
- Vollkorn Bold – for headings, callouts, or section titles
- Vollkorn Semibold – for balance in mixed-type layouts

Avoid using Vollkorn for user interface text or on-screen body copy in digital formats where sans-serif is more readable.

Vollkorn is an open-source typeface, available for both print and web. It includes full web font kits and supports multiple language sets.

Download here: <http://www.fontsquirrel.com/fonts/vollkorn>

# Colour palette

The primary palette reflects the essence of a futuristic, deep-tech brand. Each colour carries meaning beyond its visual presence, representing a core value of the identity. Together, they create a balance of energy, vision and depth, forming a system that is bold, innovative and distinctly high-tech.

## 5.1 Primary colours

These colours form the core of the CITADELS visual identity and should be used consistently throughout all branding materials, including backgrounds, headings, illustrations, and infographics.

### Electric Cyan

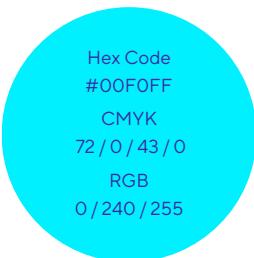
Innovation & clarity - represents transparency, data-driven precision, and cutting-edge technology.

### Vivid Indigo-Violet

Depth & vision - suggests exploration of complex, unknown spaces (AI, quantum, frontier tech).

### Hyper Blue

Stability & trust - provides a secure, professional foundation, makes neon tones glow brighter, enhancing the high-tech aura.



# Colour palette

## 5.2 Secondary colours

The secondary palette extends the identity with lighter tones that enhance the futuristic and deep-tech character of the brand. These colours are distinct from the primaries yet remain closely aligned, offering versatility in applications such as digital interfaces, infographics and background fields. They provide balance and contrast, ensuring the visual system remains clear, modern and adaptable.

### Pulse violet

Vision & balance – a light futuristic violet that introduces openness and approachability while reinforcing the deep-tech palette.

### Neo mint light

Freshness & clarity – symbolises renewal, openness, and forward-looking innovation, while keeping a technological, futuristic feel.

### Orbit indigo

Depth & imagination – a bold indigo that reflects curiosity, futuristic exploration, and trustworthiness while strengthening the high-tech aesthetic.

### Coral drift

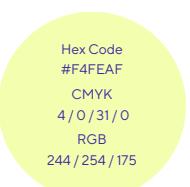
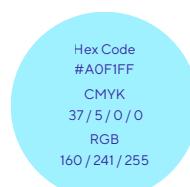
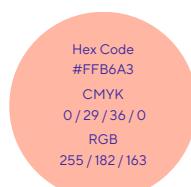
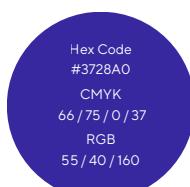
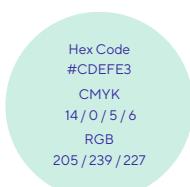
Energy & warmth – a soft, luminous coral that adds human warmth and optimism to the palette, creating emotional balance against the cooler digital tones.

### Sky glacier

Lightness & innovation – a bright crystalline cyan that conveys transparency, creativity, and movement. It reinforces the brand's futuristic character while adding a modern luminosity.

### Solar lime

Optimism & discovery – a soft lime hue that introduces vibrancy and forward momentum. It reflects innovation, curiosity, and new energy within the high-tech spectrum

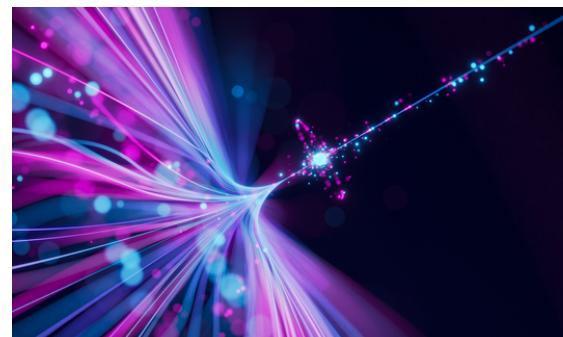


# Imagery & photography style

The CITADELS project adopts a dual approach to imagery, ensuring visual communication reflects both its technological depth and its human-centred mission. This combination allows the brand to showcase innovation in real environments while also highlighting the people and collaborations that make it possible.

## Abstract Tech Imagery

Conceptual and futuristic visuals, using curated stock enhanced with neon overlays in the project's gradient palette (cyan and indigo-violet). Used to represent innovation, data, and deep-tech systems, especially in covers, digital assets, and backgrounds.



# Imagery & photography style

## People & talent imagery

Authentic photography of people in professional, academic, and industrial settings — ideally from the same stock series for consistency. Focus on interaction, collaboration, and genuine human expression. Imagery should capture talent circulation, deep-tech careers, research excellence, skills for the future, career pathways, and brain-drain reversal, while also reflecting the Widening countries context. Best used in storytelling across reports, presentations, and communication materials centred on people & talent.



# Graphic elements

## 7.1 Icons

A custom set of icons has been developed for the CITADELS project to strengthen visual communication and ensure consistency across digital and print applications. The icons are designed in a clean, modern style that aligns with the project's deep-tech identity and visual language.

The set represents core themes such as innovation, people and talent, research excellence, skills for the future, and cross-border cooperation. Their role is to simplify complex concepts, improve clarity in presentations and reports, and provide recognisable visual anchors throughout project materials.

Icons should always follow the established style, line weight, and colour scheme to maintain a cohesive visual identity.

While the existing collection is not extensive, it serves as a foundation and will be expanded as needed throughout the project's lifetime to ensure consistency and visual coherence across new topics and outputs.

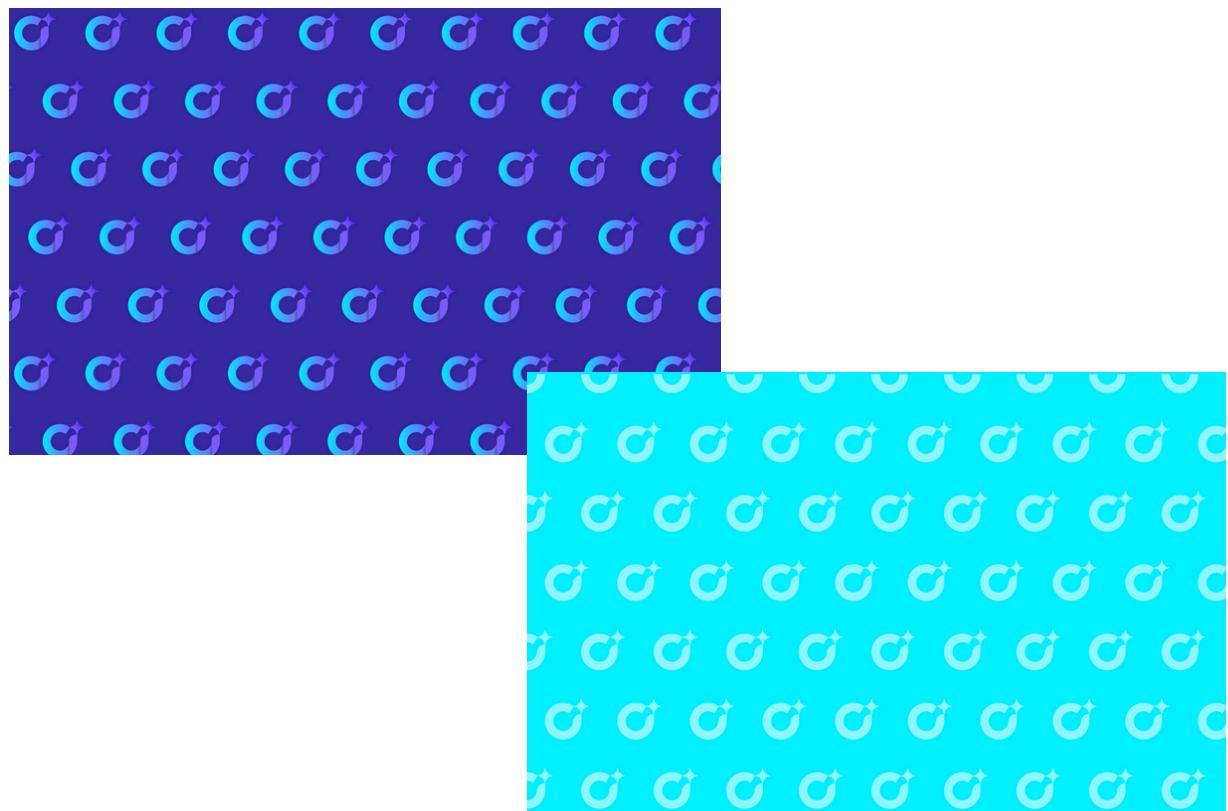


# Graphic elements

## 7.2 Graphic pattern

As part of the CITADELS visual identity, a modern and recognisable pattern has been created. It is derived from the geometric form of the project's logomark, extending its shape into a repeating background element. The pattern reinforces brand recognition, adds depth to layouts, and provides a flexible design asset for use across digital and print materials, including:

- Backgrounds for print and digital layouts
- Event banners and roll-ups
- Website elements and social media visuals
- Presentation templates and branded merchandise



# Implementation & Compliance

## 8.1 Brand Guardian

Maintaining a consistent and high-quality visual identity across all project outputs is essential for professional communication and compliance with the EU visibility requirements. To support this, it is important to have a dedicated Brand Guardian — a person (group of people) responsible for overseeing the correct application of the brand guidelines across all materials.

The Brand Guardian ensures:

- Visual consistency across all project partners and platforms
- Correct use of logos, fonts, colours, and templates
- Support and guidance for project partners and external contractors
- Quality control before publication or dissemination

Having a central point of contact reduces errors, saves time, and ensures that all communication reflects the identity and values of the project.

For any questions regarding branding, logo usage, templates, or visual materials, please contact:

Brand Guardian – CITADELS

Email: [olga.morozova@eitmanufacturing.eu](mailto:olga.morozova@eitmanufacturing.eu)

[theresa.neuhäuser@eitmanufacturing.eu](mailto:theresa.neuhäuser@eitmanufacturing.eu)

# Implementation & Compliance

## 8.2 Approval workflow

Approval Process Overview:

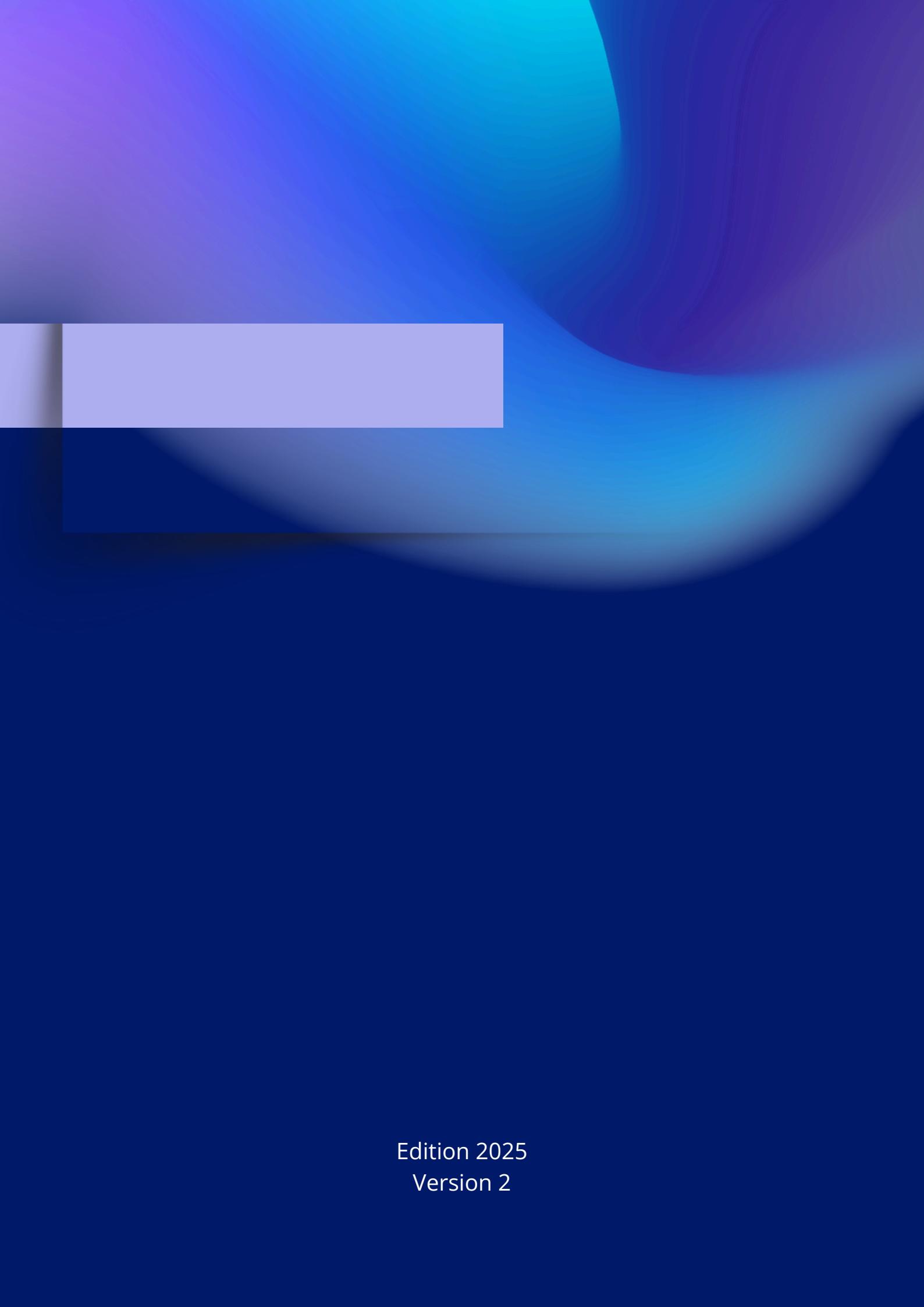
- Creation
- Project partners or external service providers (e.g., designers, communication teams) create materials using the official templates, colours, fonts, and guidelines provided in this manual
- Internal Review
- Materials should be reviewed by the respective partner organisation's communication or project management team to check for accuracy and adherence to the branding rules
- Submission for approval
- Before public release, all visual materials (e.g., brochures, social media graphics, videos, posters, presentations) must be submitted to the Brand Guardian for final review and approval.
- Feedback and adjustments
- If necessary, feedback will be provided, and the materials must be revised accordingly before approval is granted.
- Final approval & dissemination
- Once approved, materials can be published, distributed, or used at events

This workflow ensures that every partner contributes to a unified and professional project image, which is especially important in a transnational, multi-stakeholder context.

## 8.3 Disclaimer

CITADELS is a project funded by the European Union under the Horizon Europe call HORIZON-WIDERA-2024-TALENTS-03-01 under Grant Agreement n° 101217281.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (ERA). Neither the European Union nor the granting authority can be held responsible for them.



Edition 2025  
Version 2