



Funded by
the European Union

Project Brand Guidelines

Visual identity

sunfusion.eu

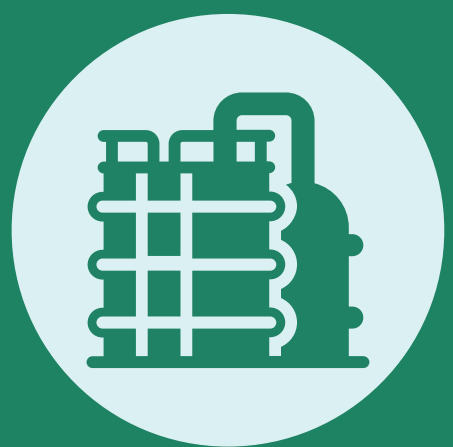
SUNFUSION

An Overview

These guidelines have been developed to ensure a consistent and recognisable visual identity and messaging across all SUNFUSION communication and dissemination activities. The following pages introduce the key elements of the SUNFUSION brand and provide guidance on how to communicate the project, its vision, and its achievements in a clear, coherent, and impactful way across different channels and audiences.



Advanced photobioreactors and open raceway ponds for the cultivation and purification of microalgae and oleaginous yeasts



A continuously operating Hydrothermal Liquefaction reactor powered by Concentrated Solar Thermal energy



Solar-assisted Thermal Energy Storage systems



Hydrotreatment units for producing sustainable aviation fuels and marine fuels, along with research on future solar integration

The logo



Logo Explained

The SUNFUSION logo, a central element of the project's visual identity, was designed to reflect the integration of solar energy, biological resources and sustainable fuel production. Its visual elements represent the fusion of renewable solar energy with microalgae- and yeast-based biomass and innovative conversion technologies. The logo embodies SUNFUSION's vision of transforming renewable resources into advanced sustainable fuels for aviation and maritime transport, while conveying the project's core values of innovation, circularity and sustainability.

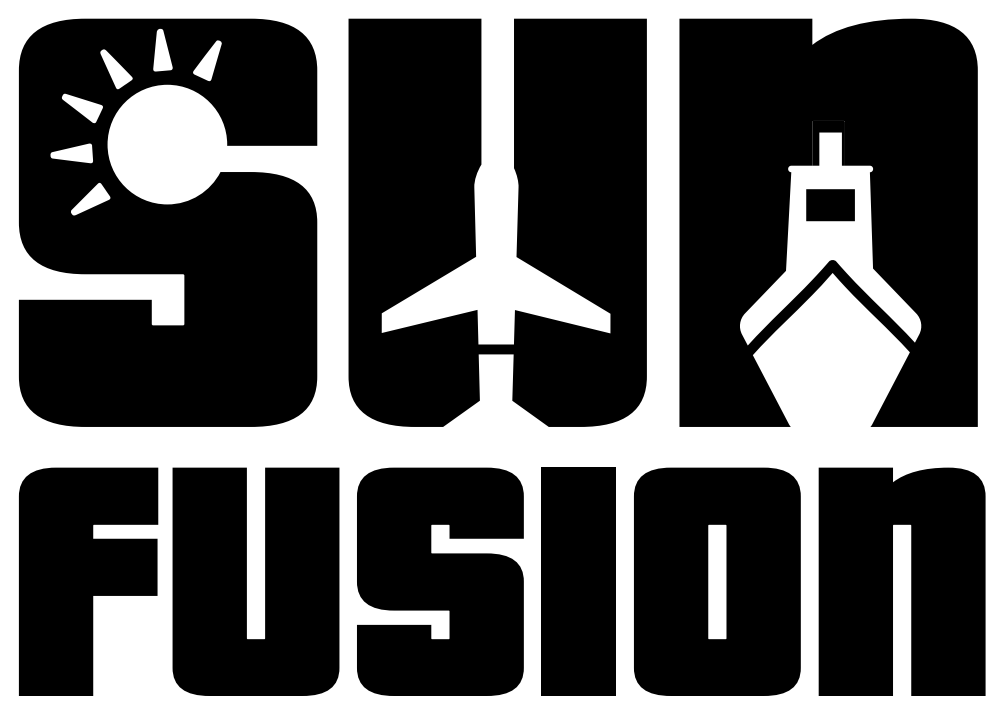
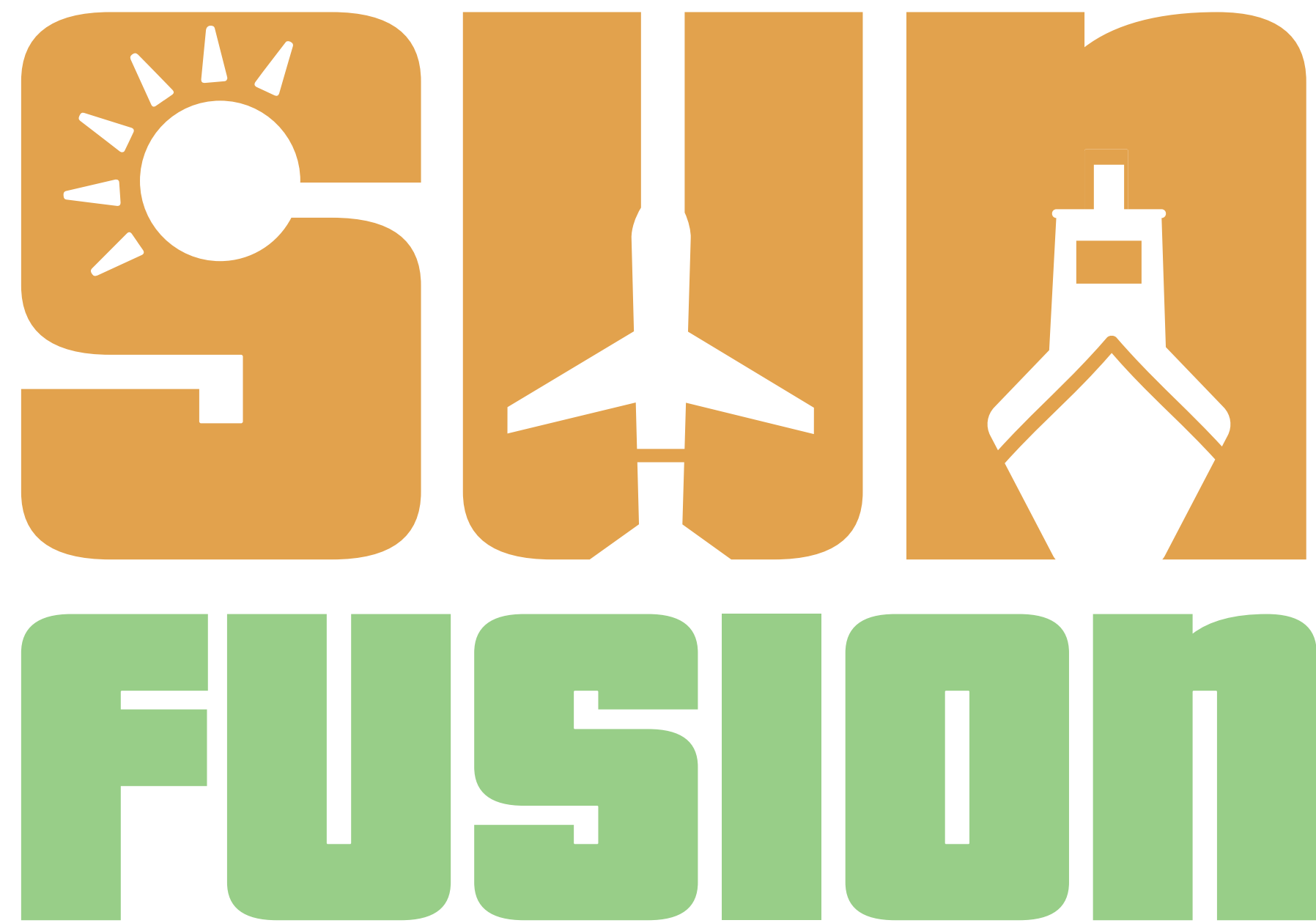
Placement

Maintain a clear area around the logo for prominence and legibility.

Use approved versions of the logo: full color, grayscale, or white.

Avoid alterations such as resizing, rotating, or applying effects.

Colour variations



Brand Colours



#9B9DA1



#1B8463



#98CE88



#E2A24D



#E5E54D



#7EC1C1

Typography

PRIMARY TYPEFACE- LATO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20

SECONDARY TYPEFACE - ROBOTO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20

Logo Modeling



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