



INFERNO BRAND GUIDELINES

INFERNO stands as an initiative to solve a problem of waste of potential energy in the context of industrial production.

The icon at its core evokes the flame, for energy and strength, configured in quarter of circles, as a way to display the modularity and configurative nature of the project objectives.

The colors range from the warm red and orange, representing energy, plus the blue and green for the sustainability and efficiency.



INFERNO



INFERNO

sustainable energy harvesting
from industrial waste heat

#F5F3EA
R246 G243 B234
C3 M2 Y7 K0
Pantone 7499 C — 40%

#27AAE1
R39 G170 B225
C70 M15 Y0 K0
Pantone 298 C

#118B8D
R17 G139 B141
C83 M27 Y45 K4
Pantone 7473 C

#0B3142
R10 G49 B66
C95 M71 Y51 K50
Pantone 7470 C

#E47225
R228 G114 B37
C7 M67 Y100 K0
Pantone 158C

#C4290E
R195 G45 B38
C16 M96 Y100 K7
Pantone 7626 C



The color intensity on light backgrounds should be minimal



On dark backgrounds the text is rendered in white







The height of the font is used
as a unit of measurement

Anek Latin
to be used in
digital and **print**
materials

[Free download at Google Fonts](#)

30 mm

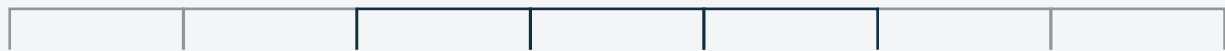


INFERNO

sustainable energy harvesting
from industrial waste heat

with tagline

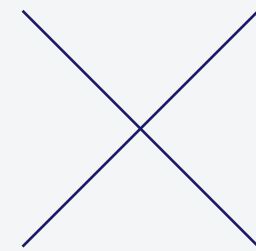
15 mm



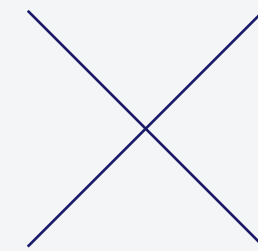
INFERNO

without tagline

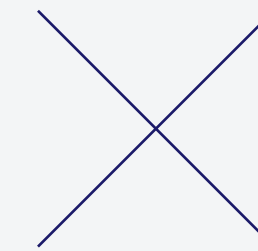
Modifying
the colors



Distorting
the proportions



Rotating for
special effect





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All the INFERNO productions must display the EU funded logo.

All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats

for printing: EPS

All other types of use: PNG

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