

PHAETHON CoE & Teaming Logo Guidelines

Logos

FOSS Evolving to Phaethon

PHAETHON is a "Teaming for Excellence" Horizon Europe project that will lead to the establishment of the PHAETHON Centre of Excellence (CoE) for Research and Innovation in the field of Intelligent, Efficient and Sustainable Energy Solutions, signaling in parallel the evolution and upgrade of the existing FOSS Research Centre for Sustainable Energy at the University of Cyprus.

Similarly, the PHAETHON logo is an evolution of the FOSS logo; the copper orange colour is turning to "verdigris", the bluish-green colour copper changes into when it matures. The new font, its colour and weight, are now bolder to reflect the Centre's bolder ambitions.



Phaethon Centre of Excellence Logo

Long version/ Main version

This is the main version of the logo used more often.



Short version

This version of the logo can be used when the “main version” has already been used and the logo needs to be repeated, i.e. in the header of a document from page 2 onwards.



Phaethon Centre of Excellence Logo
Colour Variations

Full Colour



Greyscale



Monochrome



Phaethon Teaming Project Logo

This logo is used in deliverables that refer to the Phaethon Teaming Project.



Phaethon Teaming Project Logo
Colour Variations

Full Colour



Greyscale



Monochrome



Sub Units Logo Design



Logo Guidelines

Logo Colour Variations Examples



Logo Colour Variations to Avoid

Please make sure to use the approved colour combinations of the logo that are provided. Any alterations on the colours could weaken the brand identity and compromise the logo's legibility.



* These examples refer to all Phaethon logos; both Centre of Excellence logo and Teaming for Excellence logo, and any future Phaethon sub unit logos.

Logo Resizing

Always resize proportionally, otherwise the logo will be altered and may not be as legible and/or recognizable. Please make sure that it is still legible when resizing in smaller sizes.



Minimum sizes

Minimum logo size for print:



4cm (width) x **1.23cm** (height)



4cm (width) x **1.19cm** (height)

Logo resizing to avoid



Clear Space Around the Logo

The logo, especially the long version, needs space around it to "breathe". The **minimum** amount of clear space required around the logo is equal to the height of the PHAETHON letters. This clear space is a minimum and should be increased where possible.



Logo spacing to avoid



Logo Spacing

When the logo is used next to other logos, a minimum space equal to the height of all the wording (wordmark) is recommended.



Logo spacing to avoid

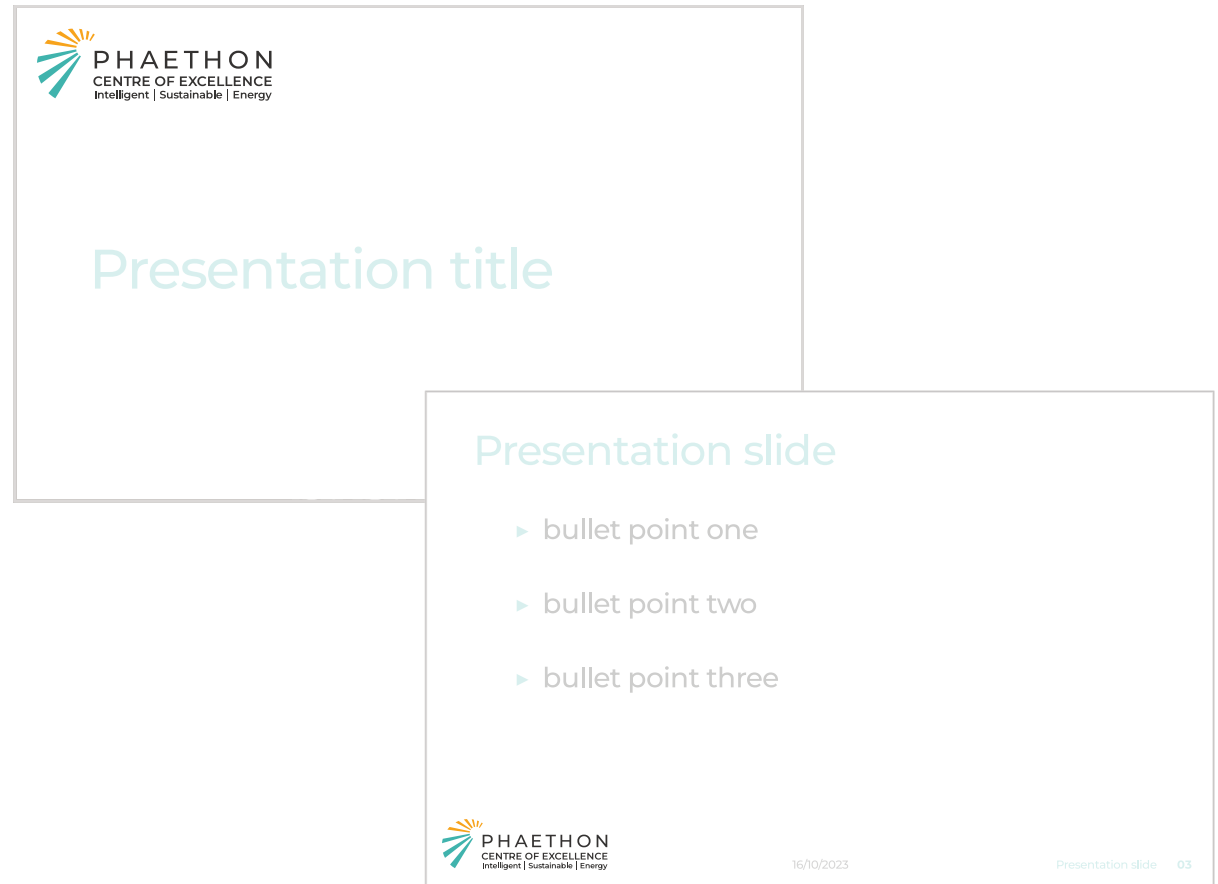


Teaming Project logo with partners



Logo Positioning

It is recommended to position the logo at the top left corner of a document or slide. As a second option, the logo can be at the bottom left corner of a document or slide.



This is a recommendation only, there are exceptions as well. For example, on the LinkedIn page the logo could not have been positioned on the left side, because of space limitations.



