



Funded by
the European Union

BRAND IDENTITY AND GUIDELINES

VICTOR-XR
PROJECT



V01_ July 2026
N° 101298864.

Brand Identity Guidelines

Logos



Funded emblem

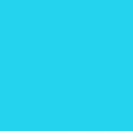
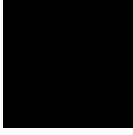
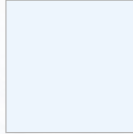


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Funding acknowledgment

This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N° 101298864.

Colour Palette

	HEX	RGB	CMYK
	#174F9B	23, 79, 155	C 85% · M 49% · Y 0% · K 39%
	#22DDEE	34, 221, 238	C 86% · M 7% · Y 0% · K 7%
	#FF6A2A	255, 106, 42	C 0% · M 58% · Y 84% · K 0%
	#000000	0, 0, 0	C 0% · M 0% · Y 0% · K 100%
	#FFFFFF	255, 255, 255	C 0% · M 0% · Y 0% · K 0%
	#F3F8FF	243, 248, 255	C 5% · M 3% · Y 0% · K 0%

Typography

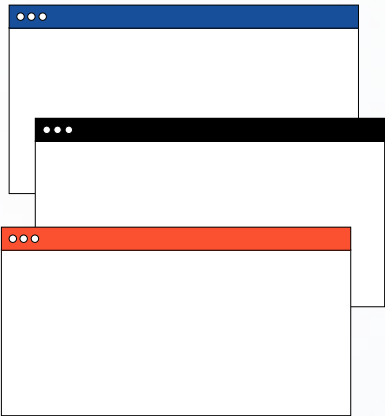
Brand Motifs - Web & social

Aptos

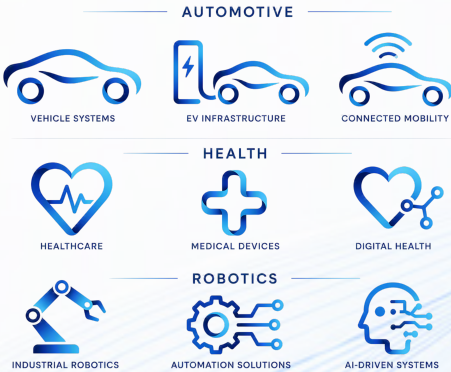
Aptos Regular

Aptos Bold

Aptos *Italic*



Icons

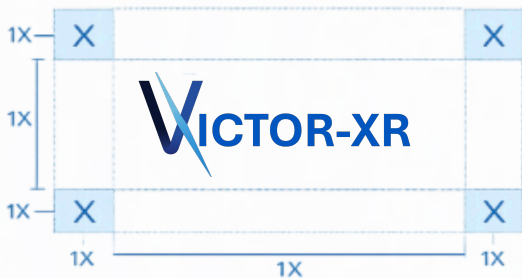


Brand Identity Guidelines

Logo variations- how to use it



Logo Safe Area



- Don't rotate the logo
- Don't stretch or compress the logo
- Don't change the colours
- Don't rearrange logo elements
- Don't add shadows or effects
- Don't change the typography
- Don't outline the logo
- Don't place the logo on low contrast backgrounds



Logos - don't do



Don't rotate the logo



Don't stretch or compress the logo



Don't change the colours



Don't rearrange logo elements



Don't add shadows or effects



Don't change the typography



Don't outline the logo



Don't place the logo on low-contrast backgrounds

@VICTOR-XR



HEX:

#174F9B

CMYK:

C 85 % M 49 % Y 0 % K 39 %

RGB:

23, 79, 155



HEX:

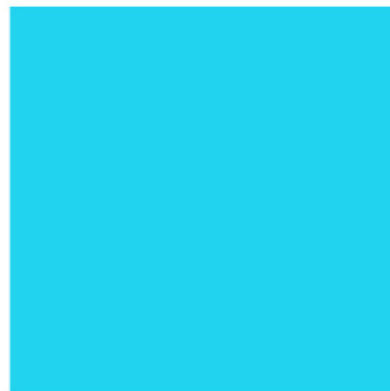
#FF6A2A

CMYK:

C 0 % M 58 % Y 84 % K 0 %

RGB:

255, 106, 42



HEX:

#22D3EE

CMYK:

C 86 % M 11 % Y 0 % K 7 %

RGB:

34, 211, 238



HEX:

#FFFFFF

CMYK:

C 0 % M 0 % Y 0 % K 0 %

RGB:

255, 255, 255



HEX:

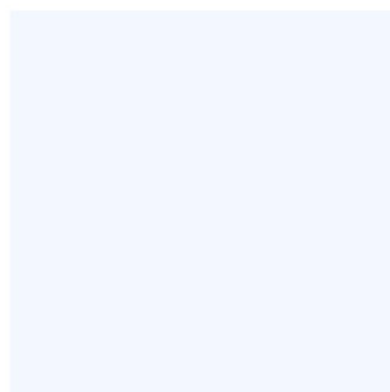
#000000

CMYK:

C 0 % M 0 % Y 0 % K 100 %

RGB:

0, 0, 0



HEX:

#F3F8FF

CMYK:

C 5 % M 3 % Y 0 % K 0 %

RGB:

243, 248, 255



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