

Visual Identity Guidelines

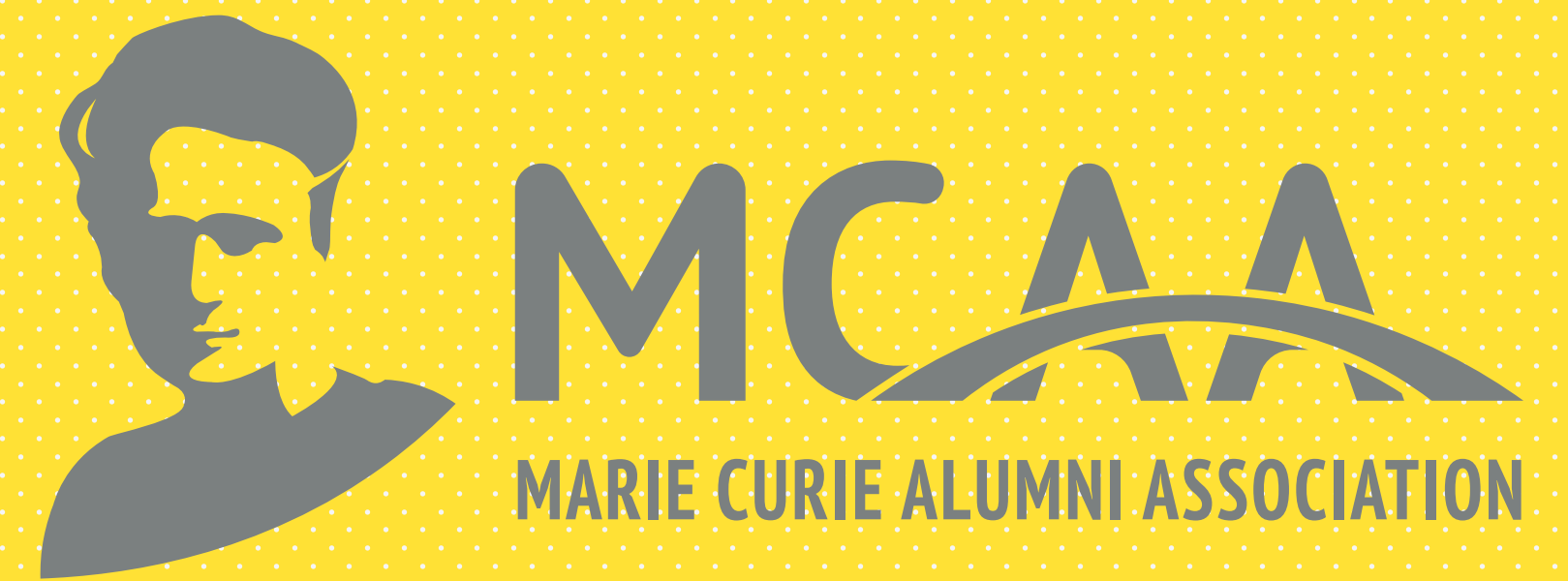


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Unleashing the MCAA's brand potential

A guide to consistency and excellence

This document presents the **Marie Curie Alumni Association's (MCAA) brand guidelines**.

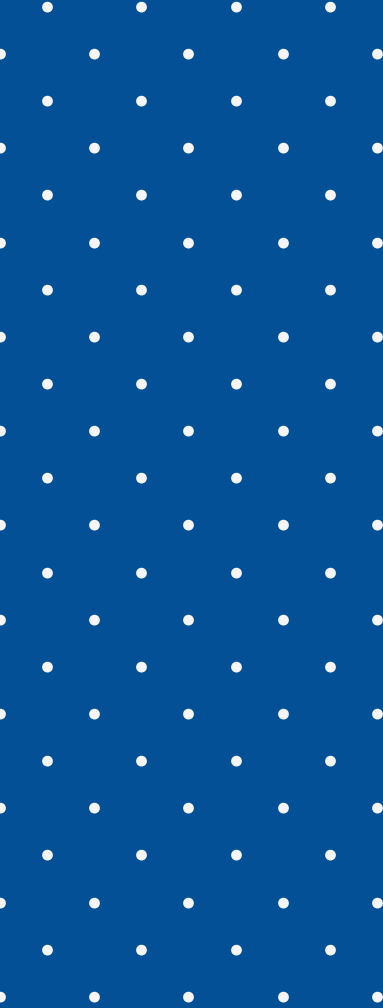
The guidelines outline the MCAA visual identity and work as a reference material for anyone creating content under or related to our brand.

We are committed to reflecting our Association's core values through a brand that values innovation, collaboration, excellence, and inclusivity. This guide will help us continue to build a strong and recognisable MCAA brand that resonates with our stakeholders and target audiences.



Logo

Marie Curie Alumni Association



The concept beyond the logo

Bridging minds, building futures

“Bridging minds, building futures” was identified as a motto to guide the development of the new brand identity of the MCAA. It is a **statement of intent, a philosophy** that lies at the heart of every aspect of the MCAA’s work. It represents the Association’s mission to **connect brilliant minds** from around the world while creating a cohesive and inclusive community committed to **shaping the future of research and society** at large.

Logo design and principles

The new logo embodies the **iconic and distinctive** MCAA brand, with the silhouette of Marie Skłodowska-Curie as the centre of focus. It maintains brand equity and reinforces trust in the already **strong brand** of the Association.

The new MCAA logo adapts seamlessly across all media. Through a flexible approach to colour palette selection and presentation, the logo **comes alive with new energy while remaining recognisable and authentic**.

The **grid design system** allows the logo to be developed regardless of the medium in which it is used. Once the minimum unit of measurement has been established, each part of the logo is designed as a multiple of this base unit.

The new MCAA logo will act as the **single master brand**, which will then be complemented by specific descriptors on a case-by-case basis, for instance, for each Working Group and Chapter.

Logo on white

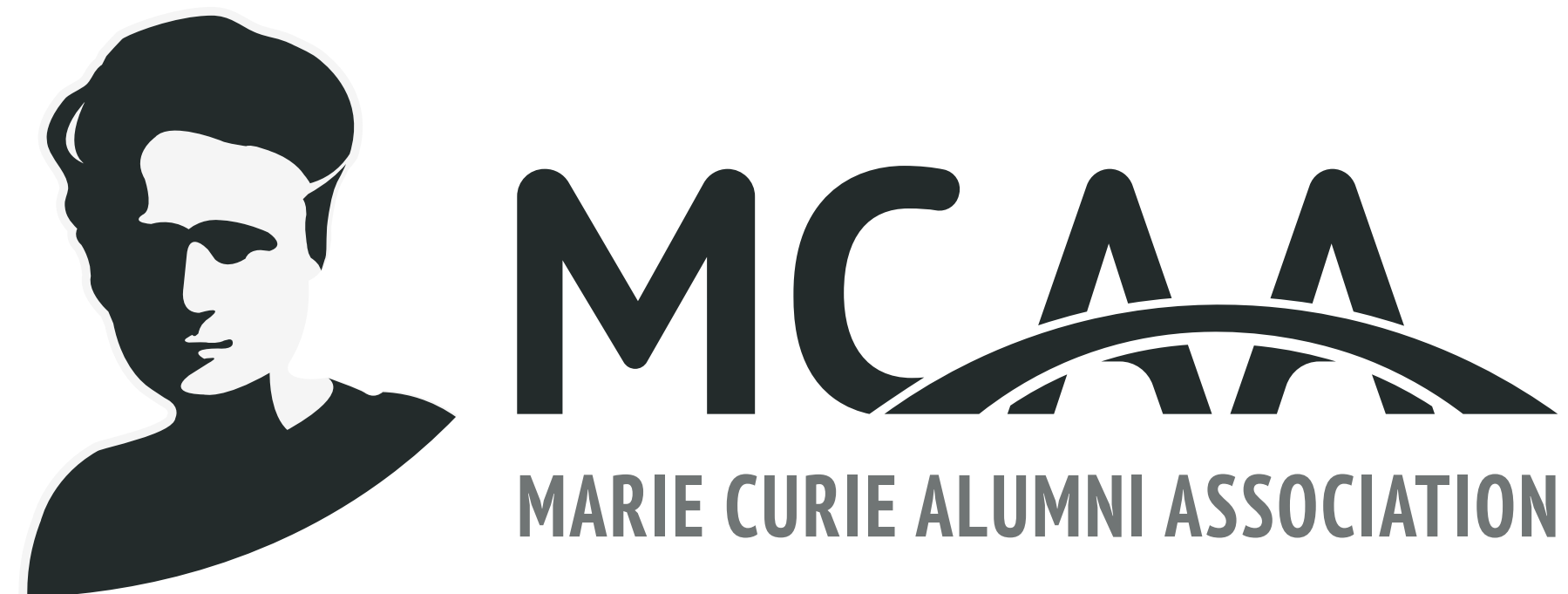


Logo on dark

Example of dark background



Logo black and white versions



These two versions of the MCAA logo must be used when the logo cannot be used in the positive or negative colour version, such as on single-colour screen printing when producing stamps or other applications.

Logo versions



Full Logo

The full logo is the default for most applications.



Condensed Logo

The condensed logo can be used as a shorthand when the brand context is already established or when space is limited

Building logo and safezone

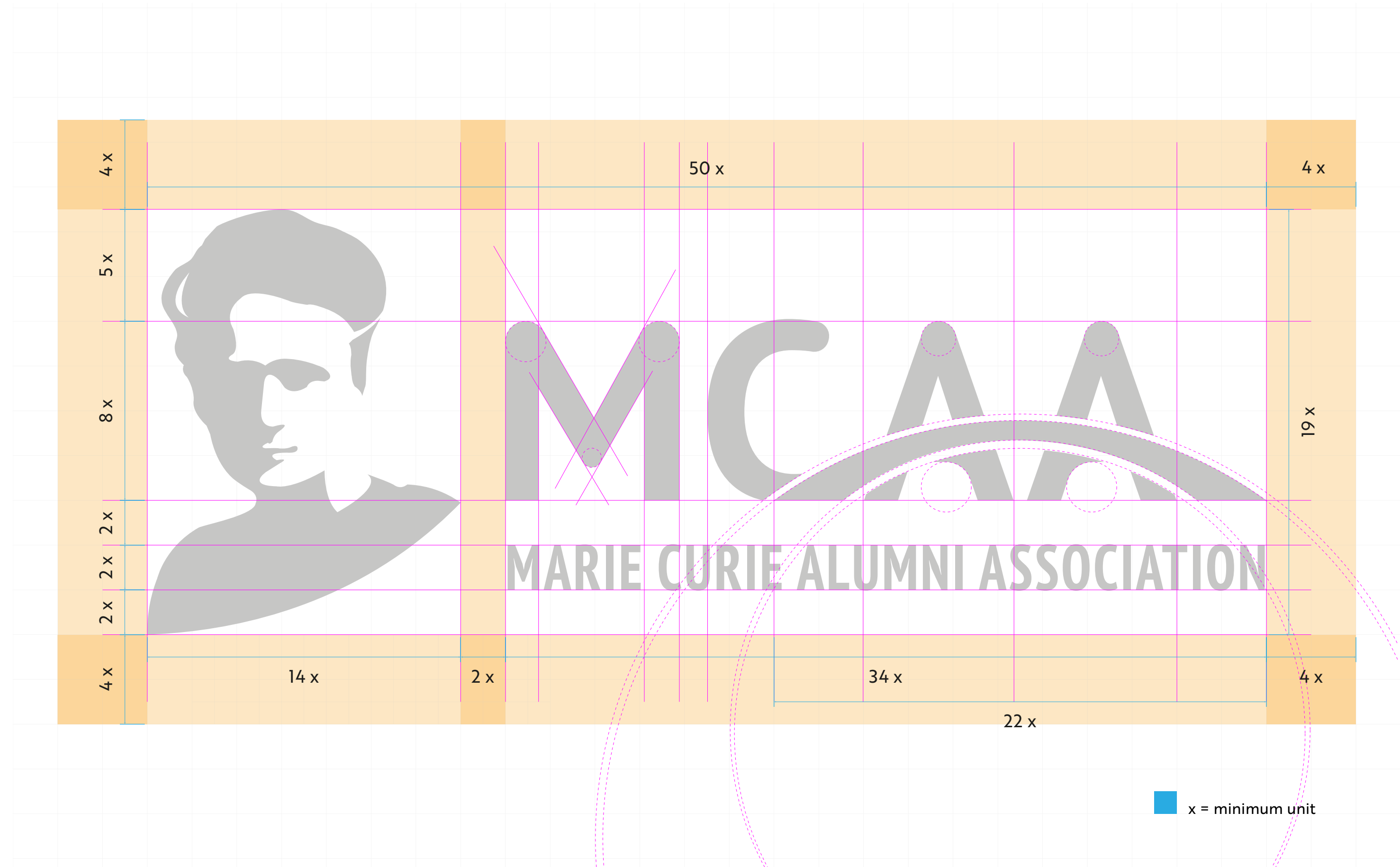
Safezone

The logo's safezone is **the minimum amount of clear space needed** around it to ensure that it remains visible and legible. Maintaining this space is important to prevent visual clutter or interference with the logo's design.

The minimum space is equivalent to $4x$ (four times the minimum established unit x).



Minimum dimension
when $x = 5$ px



Logo usage

Colour contrast and background

The MCAA logo is the face of the Association and **should always be used correctly and consistently** to reflect its brand identity. Follow these guidelines to do so.

Always **use the logo in its entirety, not altering or distorting its proportions**. Ensure **that there is enough contrast between the logo and its background** to keep it clear and legible.

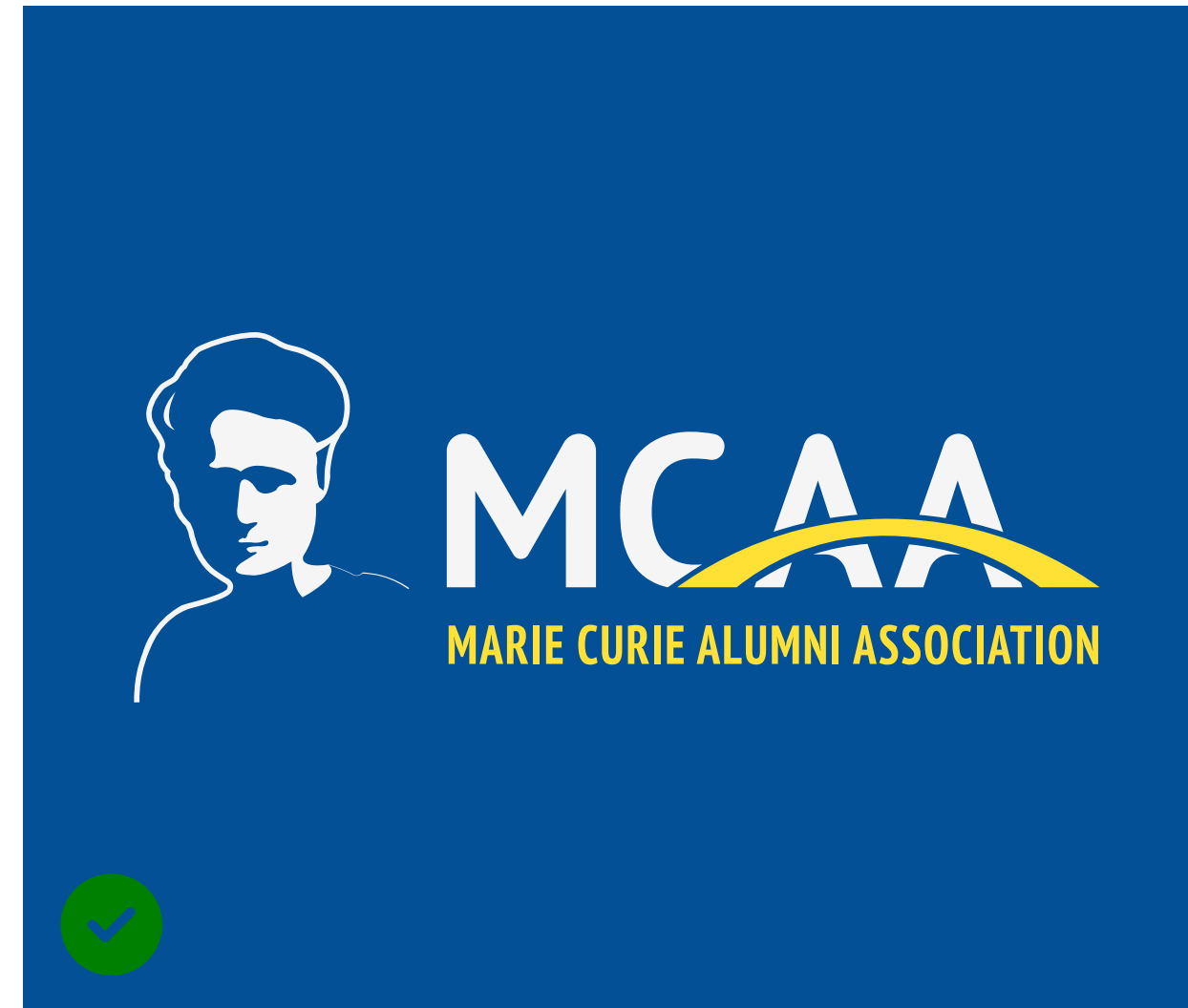
When placing the logo on images, use a white version to ensure it stands out. **The logo should never be placed on a busy or cluttered image, as this can make it hard to see it.**



Use the logo's original colours or approved variations, depending on the background colour.



Do not alter the logo in any way, including its colour, font, or proportions, or light contrasts.



Logo usage

Colour variations

The MCAA logo **should only be used in its approved colour variations: full colour, black, and white.** The full-colour version of the logo should be used whenever possible to maintain consistency and brand recognition. The black and white versions of the logo can be used in situations where full colour is not possible or appropriate.

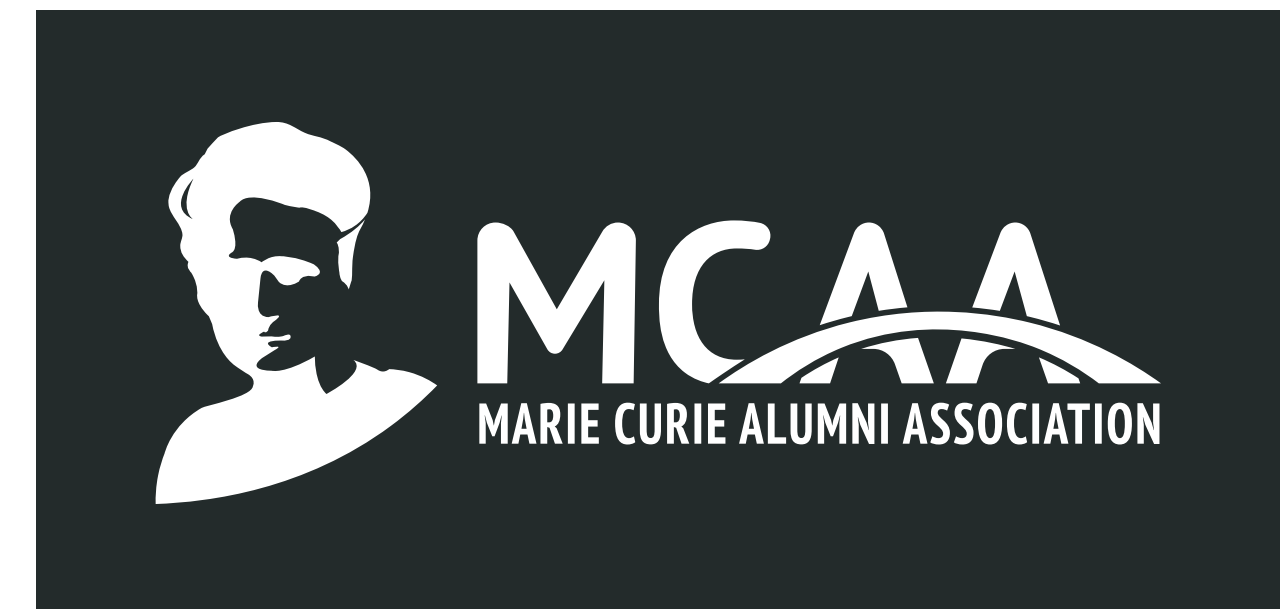
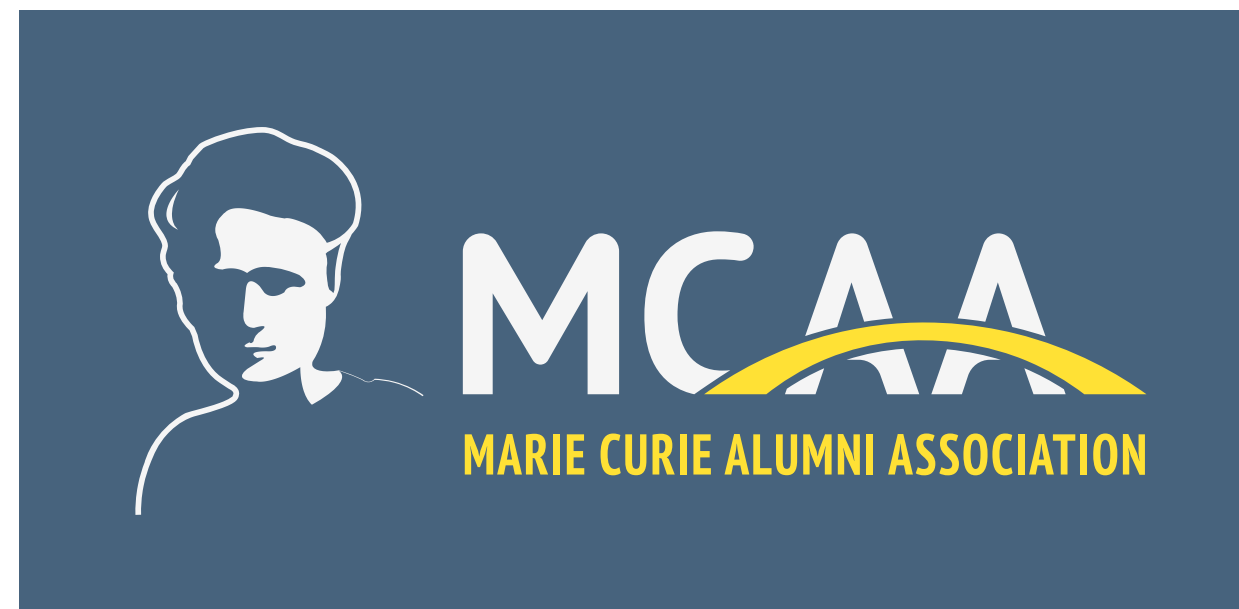
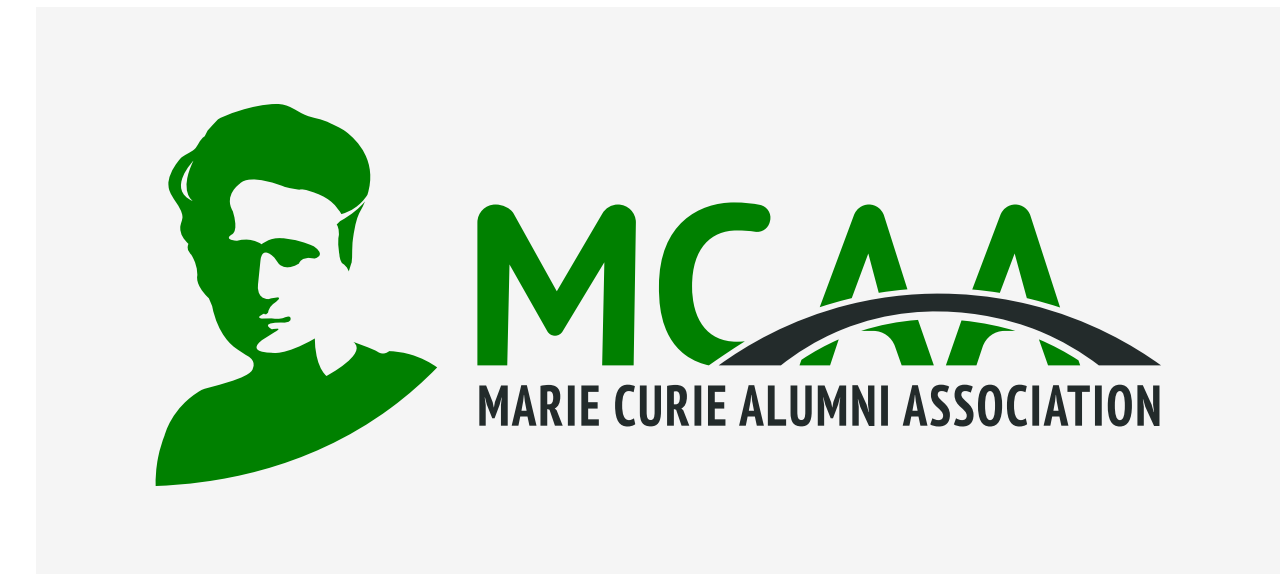
No colours should be added to the logo, and the existing colours should not be altered. This helps to maintain the logo's integrity and consistency across all brand materials.



Use the logo's original colours or **approved variations**, depending on the background colour.



Do not alter the logo in any way, including its colours, font, proportions, or light contrasts.



Logo usage

Version and positioning

The **positioning** of the MCAA logo is an essential element in its proper usage. Use the horizontal logo for most applications and the vertical version for instances with a more vertical design.

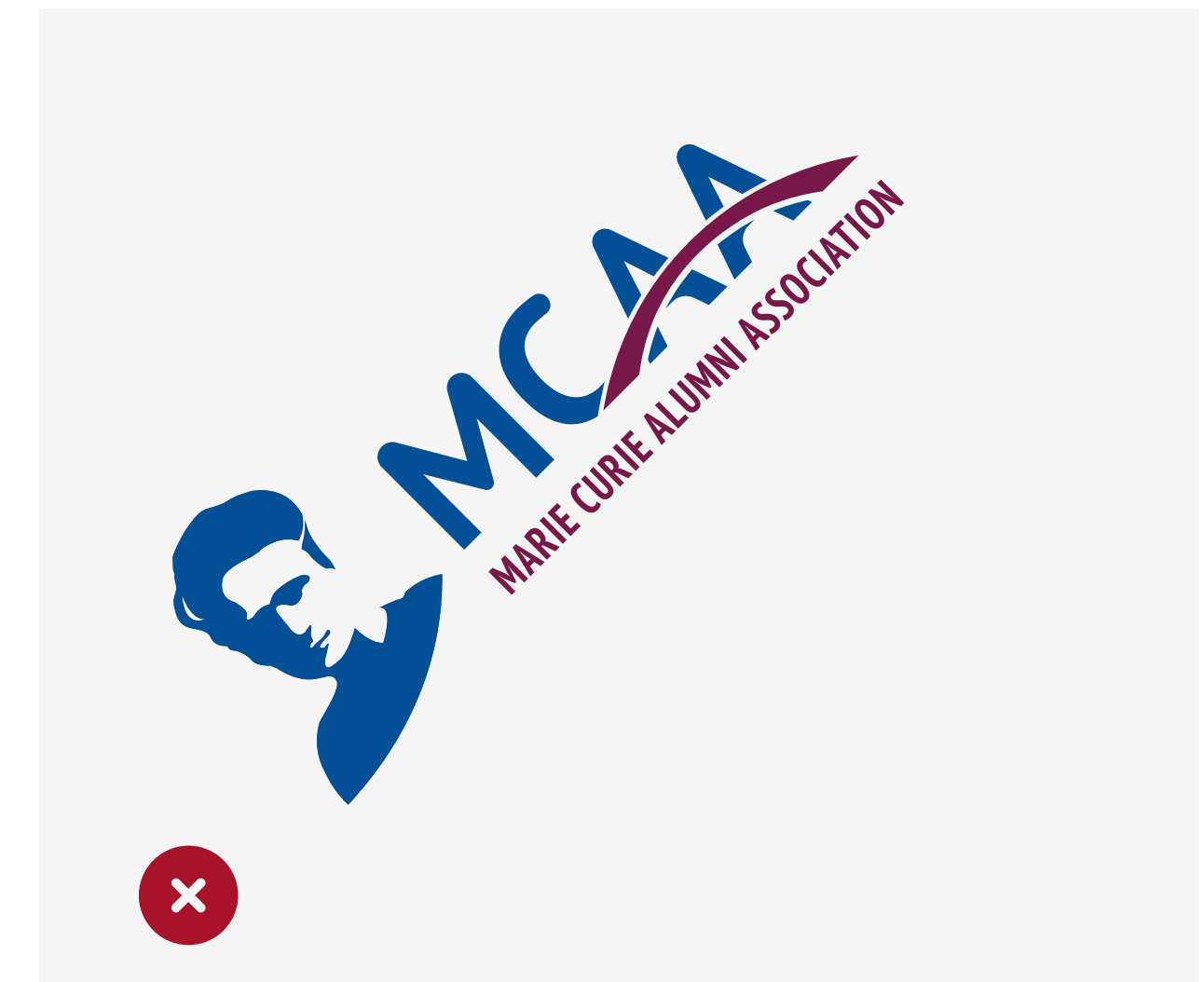
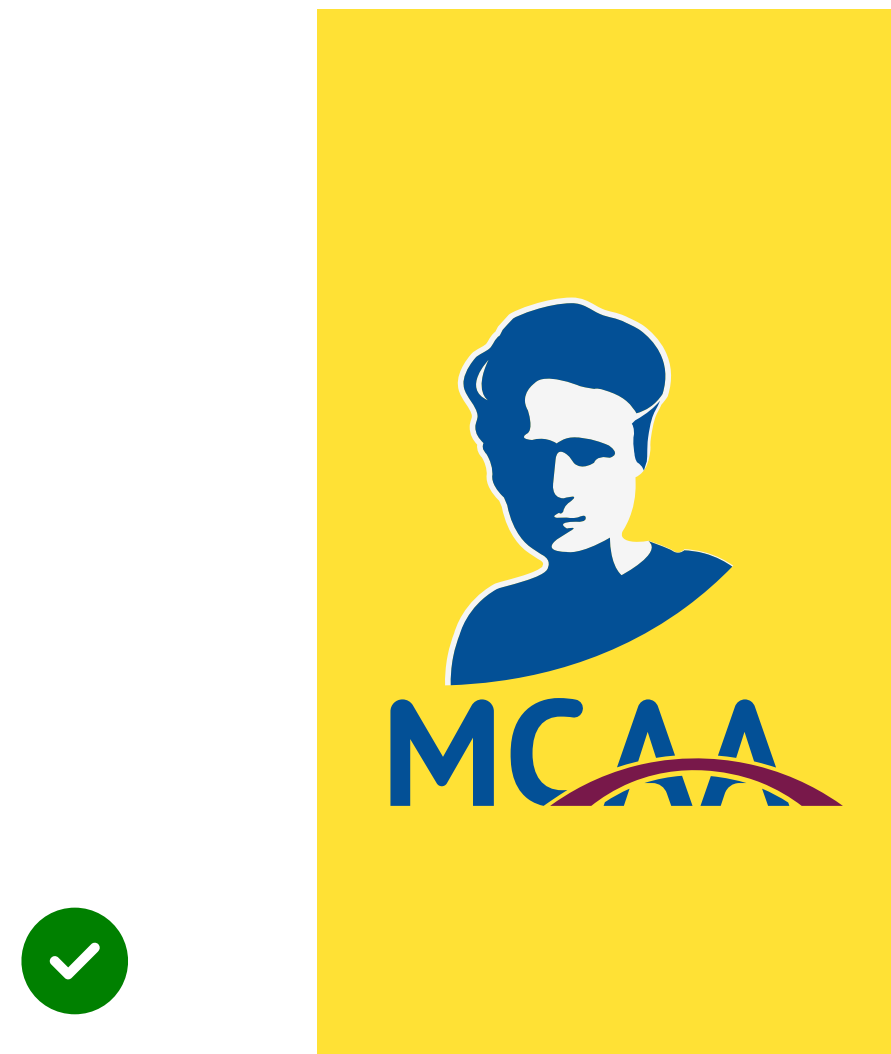
Don't rotate, slant, or turn the logo upside down.



Use only the MCAA logo in a horizontal or vertical (condensed) version.



Don't rotate, slant, or turn the logo upside down.



Monolith logo and its variations



The use of a **monolithic brand architecture**, visually connecting the **Chapters and Working Groups to the general Association**, strengthens and unifies the MCAA brand. The font used for the Chapter or Working Group names is Pt Sans Condensed Pro Bold and 3x in size, and for the specification “Working Group” or “Chapter” it is Pt Sans Condensed Regular and 2x in size.

Monolith logo and its variations

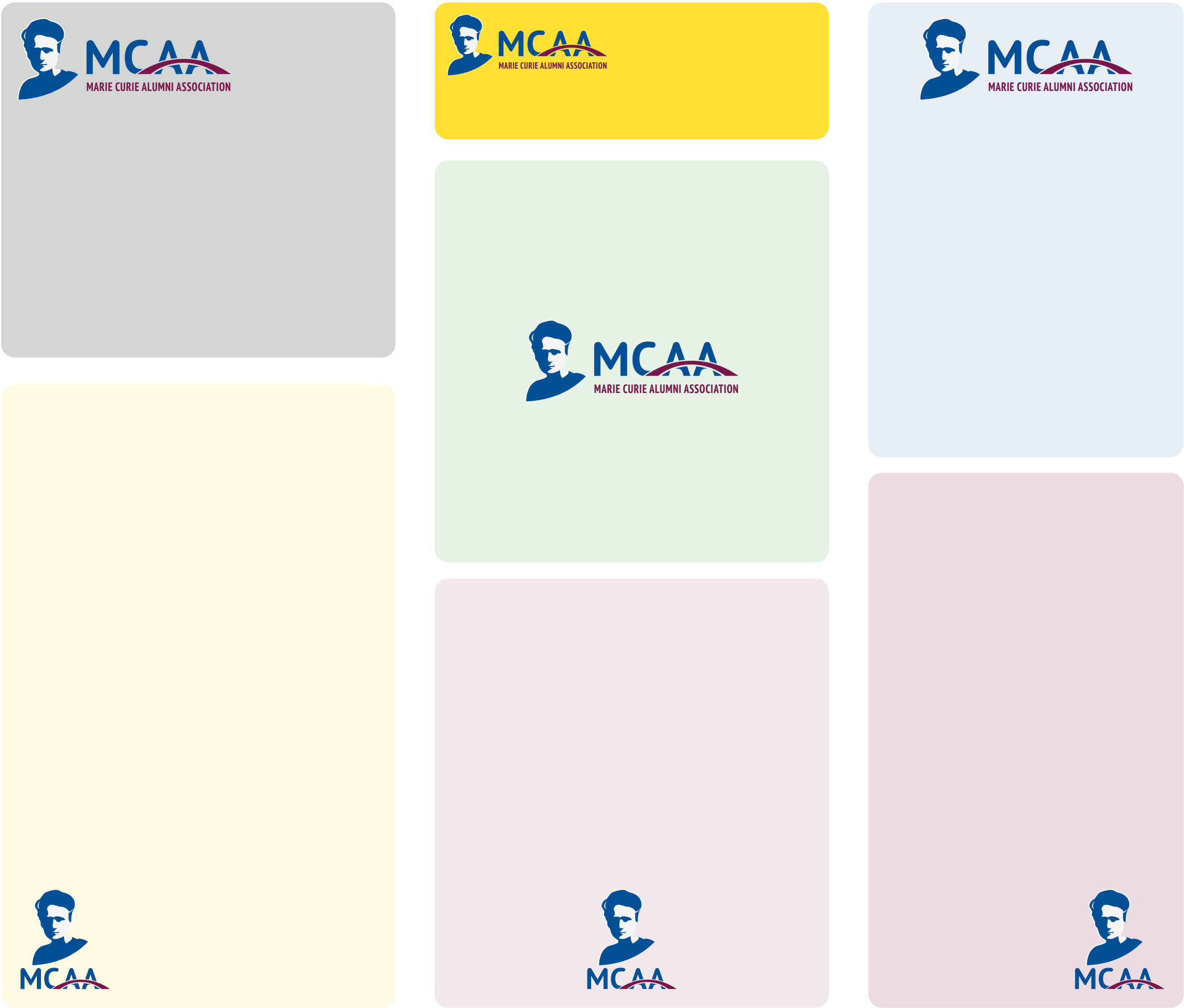


Logo placement

Only place the MCAA logo in the areas indicated in the diagram on the left and shown below.

✓	✓	✗
✓	✓	✗
✓	✓	✓

Though page compositions may vary, the MCAA logo (either full or condensed) should be placed in the most common regions of the canvas. Usually, headlines and text alignments match the logo’s horizontal alignment.



Terms and conditions



Terms and conditions for external use

General terms and conditions of use

The Marie Curie Alumni Association (MCAA) logo is a protected trademark. It may be used by external entities only under the following conditions:

Prior permission is mandatory: Written permission must be requested from and formally granted by the MCAA before the logo is used.

Alignment with MCAA values: The logo must not be used to promote or associate with any topics, activities, or positions that are incompatible with the values, mission, or goals of the MCAA.

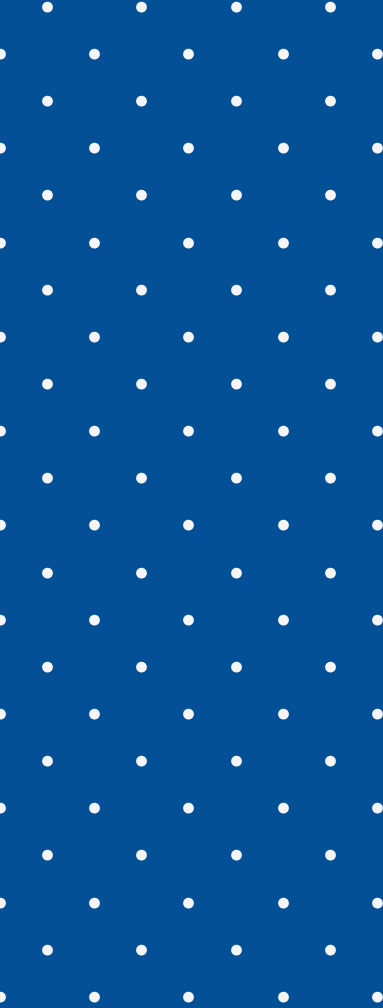
No implied endorsement: The logo's use must not imply or suggest endorsement, sponsorship, or partnership by the MCAA of the activities, objectives, products, or services of the logo user (unless this has explicitly been agreed on between the MCAA and the user).

Integrity of the mark: The logo must be used in its entirety and original form. It is strictly prohibited to distort, rotate, crop, modify, or separate any of its elements.

Visibility and readability: The logo's visibility and integrity must not be compromised. It should not be placed against patterned or highly textured backgrounds, or on colours that create low contrast with the logo. (Refer to [pages 12-14](#) of this document for specific guidelines.)

Clear space (safe zone): The required safe zone (or minimum clear space) surrounding the logo must be fully respected to ensure its prominence and legibility. (Refer to [page 11](#) of this document for specific guidelines.)

Non-exclusive right: Any permission granted confers no right of exclusivity or appropriation of the logo.



Request for permission to use the MCAA logo

Existing partners, collaborators, and organisations of which the MCAA is a member can use the logo without permission. These are listed on the MCAA website.

Others must follow these steps to use the logo:

Submission channel: Requests should be directed to the MCAA Communication Team operating under the MCAA Secretariat.

Required information: Requests must be submitted via email and must clearly include:

- An explanation of the purpose and context for using the MCAA logo.
- Possible mock-ups or examples showing how and where the logo will be used (e.g., website, brochure, presentation slide, etc.).
- The duration for which the permission is requested.

Contact: Please send all requests and supporting materials to: social@mariecuriealumni.eu.

MCAA trademark protection

The MCAA logo is a registered and protected trademark.

The MCAA reserves the right to revoke permission to use the logo at any time, for any reason.

The MCAA actively monitors the use of its logo. Any case of misuse, fraudulent use, or abuse of the logo can be pursued legally.

Downloading the MCAA logo

The MCAA logo in its officially approved formats and file types (e.g., SVG, PNG, JPEG) can be downloaded from the dedicated section for the MCAA visual identity on the association's website.

Users are responsible for ensuring they download and use the most current version of the MCAA logo.

3

Typography

Typography principles

Typography plays a key role in communicating brand identity and values.

We have selected a **sans serif typeface** because it is clear, modern, and accessible.

Sans serif fonts are characterised by a lack of decorative flourishes, making them **clean, sharp and easy to read** even at reduced sizes or in digital formats. The minimalist and linear design of the typeface evokes a sense of modernity and freshness, reflecting the desire to communicate in a direct and straightforward way.

The selected typeface fully complies with **accessibility requirements**. It is distinguishable in all forms, helping to ensure an inclusive and accessible experience for all members of the community.

Pt Sans

Condensed Pro

Bold

50 pt 70 pt 90 pt

Aa

123 Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-!?!&%\$/()@#"*{}:,

Typography category

Pt Sans

Condensed Pro

Regular

50 pt 70 pt 90 pt

Aa

123 Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-!/?&%\$/()@#"*{}:,

Typography supporting text

Pt Sans Pro

50 pt 70 pt 90 pt

Aa

123 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-!/?&%\$/()@#"*{}:,

Typography supporting text

IBM Plex
Serif

50 pt 70 pt 90 pt

Aa

123 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!?!&%\$/'()@#"*{}:,

Typography weights

The MCAA visual identity primarily utilises the Pt Sans Condensed Pro and Pt Sans Pro typefaces, with the first being used for the logo, the second for body text and other supporting elements, and IBM Plex Serif for headers.

The weights used for Pt Sans Condensed Pro are regular and bold, providing a strong and elegant appearance to the logo. Pt Sans Pro is used in regular, demi, and bold weights to provide flexibility in the visual identity. IBM Plex Serif is used in regular and medium weights to ensure a visually pleasing design.

The combination of the font weights allows for balanced and harmonious typography throughout all branding materials.

Pt Sans Condensed Pro

Regular, **Bold**

Pt Sans Condensed Pro is generally used with the bold weight for the full name of the Association in the MCAA logo, and the names of the Chapters and Working Groups. It can also be used for social media banners. If it isn't available, for example in the Canva application, the Cloud Condensed font can substitute it.

Pt Sans Pro

Regular, **Demi, Bold**

Pt Sans Pro is generally used for body text and is half the size of the headers.

IBM Plex Serif

Regular, **Medium**

IBM Plex Serif is generally used for headers or big typesize.

Typography hierarchy

Typography hierarchy is crucial in design as it establishes a visual structure and helps **guide the viewer's attention**. The MCAA's typography hierarchy follows a clear pattern, with IBM Plex Serif being used for headings, titles, and important text elements. Pt Sans Pro is used for subheadings, body text, captions, and other supporting text elements. Additionally, the **use of different weights and sizes** within each typeface helps to establish the hierarchy and guide the viewer's eye. The MCAA's typography hierarchy ensures a cohesive and visually pleasing design that effectively communicates the intended message to the audience.

The sense of community

Celebrating the first decade

MCAA Magazine March 2024

One of the most challenging times in a PhD is the midway mark. You are far enough into the programme that the initial enamourment for your research is gone, and gone too is that sense of novelty and excitement. You are also too early for things to start working, which usually happens just a few months or weeks before the end.

[Read more](#)

Hierarchy example

Header 1

IBM Plex Serif - regular
Size: 140pt

Header 2

IBM Plex Serif - medium
Size: 70pt

Header 3

IBM Plex Serif - regular
Size: 35pt

Bodytext

Pt Sans Pro - Regular
Size: 30 pt

Call-To-Action

Pt Sans Pro - Bold
Size: 28 pt

Typography usage

The typography hierarchy is essential in maintaining the brand's values. IBM Plex Serif and Pt Sans Pro typefaces are used to create a harmonious balance between the logo and other text elements.

The hierarchy is established by using various font sizes, weights, and styles to differentiate the primary, secondary, and tertiary text elements. The primary text includes the logo and the brand name, while the secondary text includes the slogan and headings. The tertiary text includes body copy, captions, and any other supporting text.

Call for experts: Ethics in the workplace



The Marie Curie Alumni Association (MCAA) is building a list of its members who are experts in workplace environment ethics. Experts on this list can be contacted for activities and projects of the Association that require guidance on ethics and integrity issues, and invited to become a member of the MCAA Ethics Committee.

Typography usage



Use the established hierarchy. Be consistent with it.



Don't use the wrong typefaces for titles and bodytext.

To create a clear hierarchy, we use the bold and regular weights of both typefaces, along with different font sizes, to distinguish between the text elements. This helps the viewer's eyes to flow smoothly from the most important to the least important elements.



Call for experts: Ethics in the workplace



The Marie Curie Alumni Association (MCAA) is building a list of its members who are experts in workplace environment ethics.

[Read more](#)

by site Admin

20 May 2024



Call for experts: Ethics in the workplace



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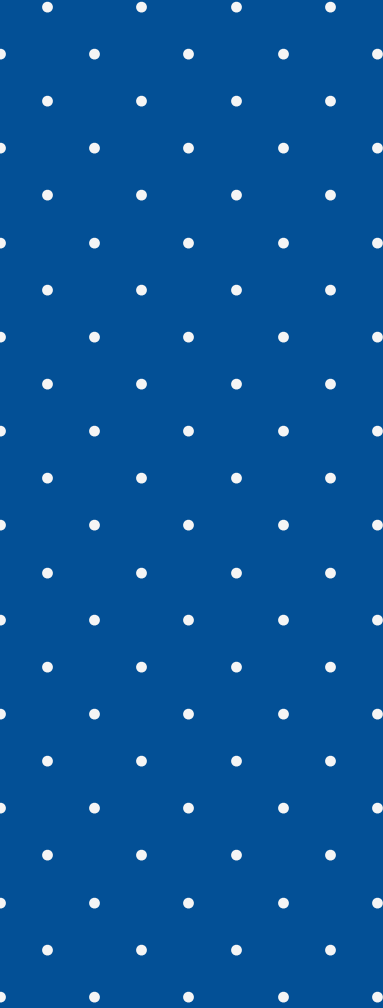
[Read more](#)

by site Admin

20 May 2024



Colour Palette



Colour principles

Colour is a powerful tool for expressing mood. It plays a crucial role in creating and projecting brand identity. Colour has the power to communicate a brand clearly and consistently. Vibrant hues and subtle contrasts can bring life and dynamism to the brand.

The new MCAA colour palette has five distinct colours. Their application throughout the Association's brand materials creates a strong and cohesive visual identity.

In order to ensure a **consistent and appropriate representation of the logo** in different contexts, a complete colour system has been developed that includes HEX colour, RGB, HSL, HSB, CMYK and PANTONE® specifications, a colour gamut that meets the accessibility requirements of WCAG 2.1 and is adapted to colour blindness, and the use of the logo with inverted colours. This approach allows virtually **unlimited design flexibility**, ensuring that the logo retains its visual integrity and adapts perfectly to any context, whether online, on screen, in print or on product.



Medium Elctric Blue

#035096

main colour

RGB (3, 80, 150)
HSL (208.57°, 96.08%, 30.00%)
HSB (208.57°, 98.00%, 58.82%)
CMYK (98.00%, 46.67%, 0.00%, 41.18%)
Pantone® 2945 C (99.4% similar)

Pansy Purple

#78184A

secondary colour

RGB (120, 24, 74)
HSL (328.75°, 66.67%, 28.24%)
HSB (328.75°, 80.00%, 47.06%)
CMYK (0.00%, 80.00%, 38.33%, 52.94%)
Pantone® 4074 C (98.3% similar)

Banana Yellow

#FFE135

highlight colour

RGB (255, 225, 53)
HSL (51.09°, 100.00%, 60.39%)
HSB (51.09°, 79.22%, 100.00%)
CMYK (0.00%, 11.76%, 79.22%, 0.00%)
Pantone® 114 C (97.6% similar)

White Smoke

#F5F5F5

text/background colour

RGB (245, 245, 245)
HSL (0°, 0.00%, 96.08%)
HSB (0°, 0.00%, 96.08%)
CMYK (0.00%, 0.00%, 0.00%, 3.92%)
Pantone® 663 C (97.3% similar)

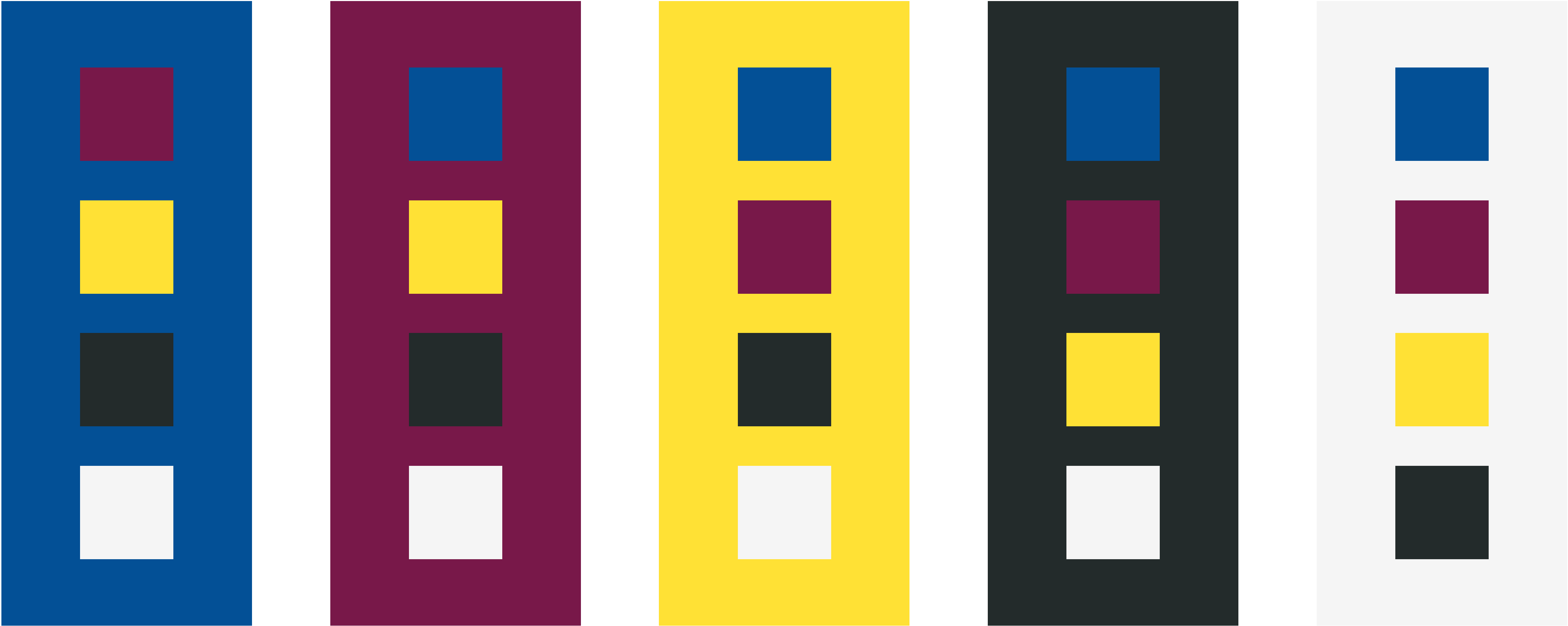
Charleston Green

#232B2B

text/background colour

RGB (35, 43, 43)
HSL (180°, 10.26%, 15.29%)
HSB (180°, 18.60%, 16.86%)
CMYK (18.60%, 0.00%, 0.00%, 83.14%)
Pantone® 426 C (98.4% similar)

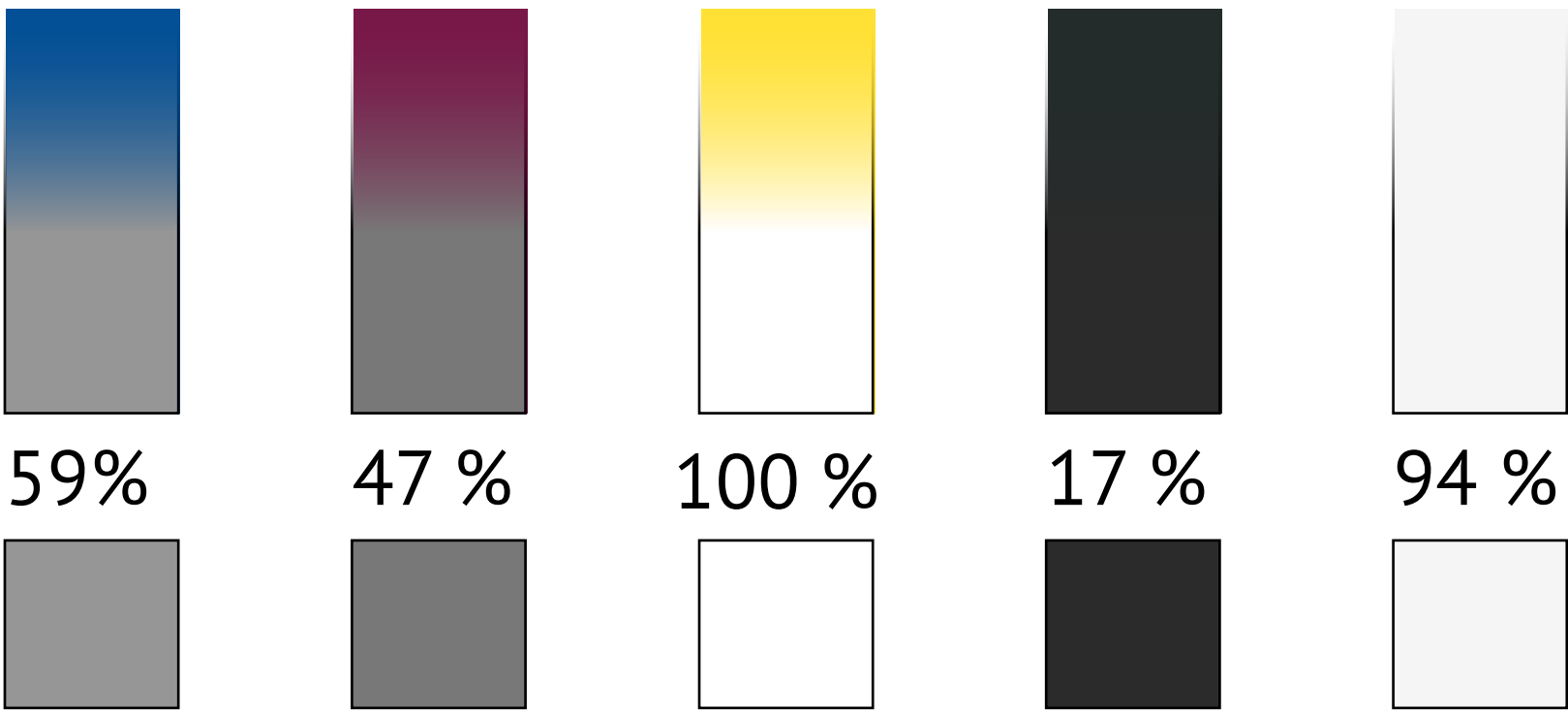
Colour combination in RGB



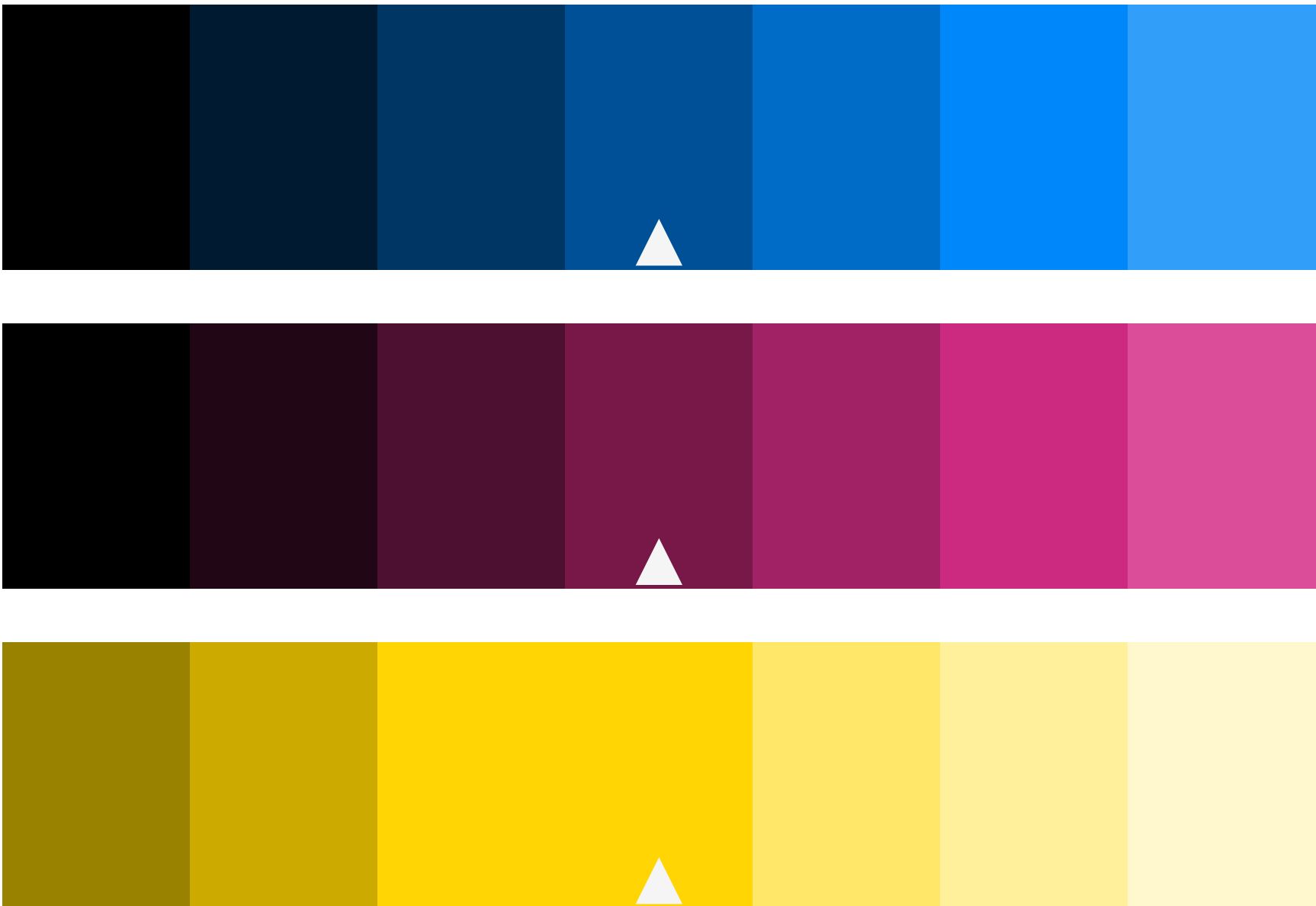
Colours on light and dark background in RGB



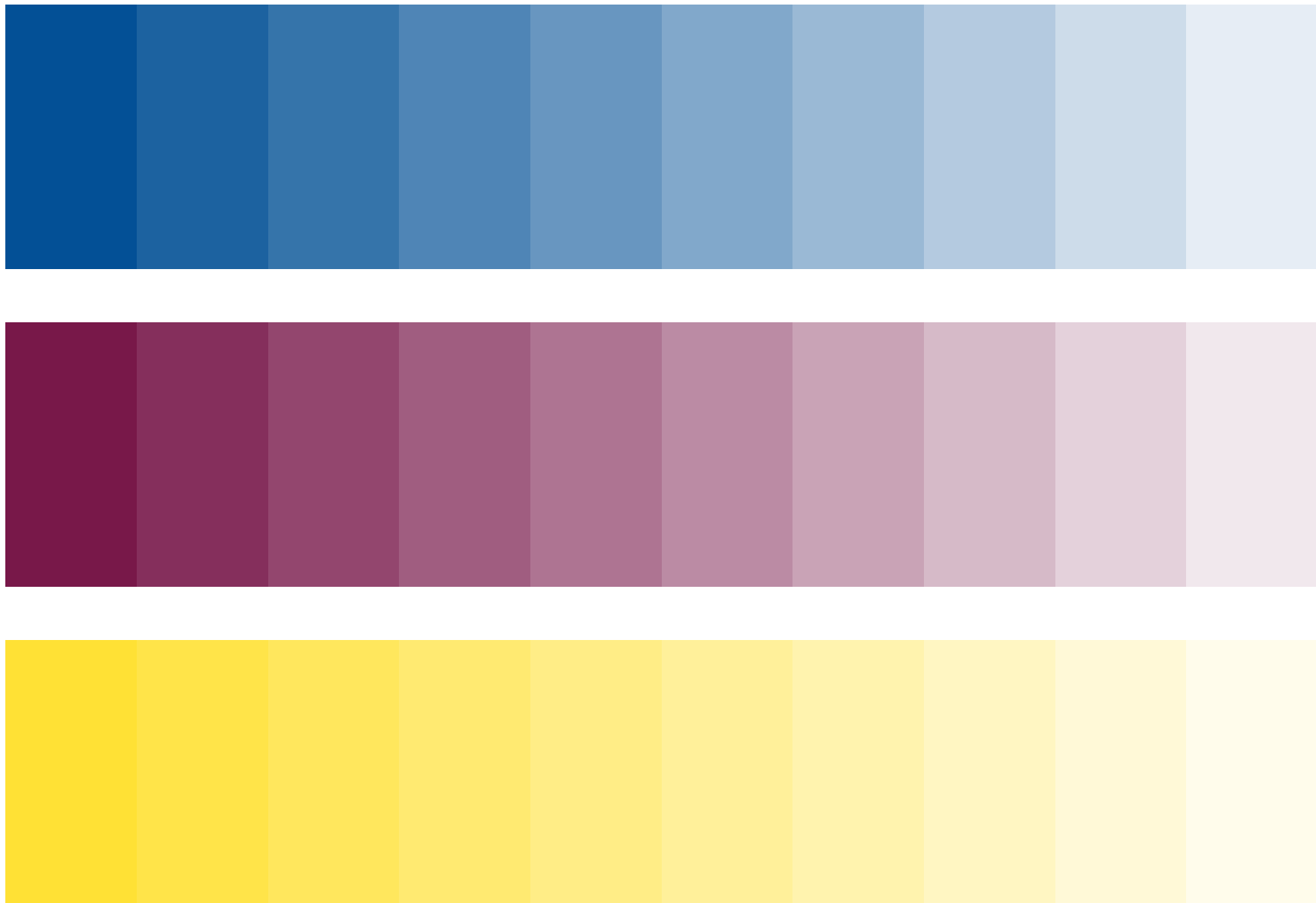
Brightness %



Monochromatic colour palette



Tints



Colours accessibility combinations

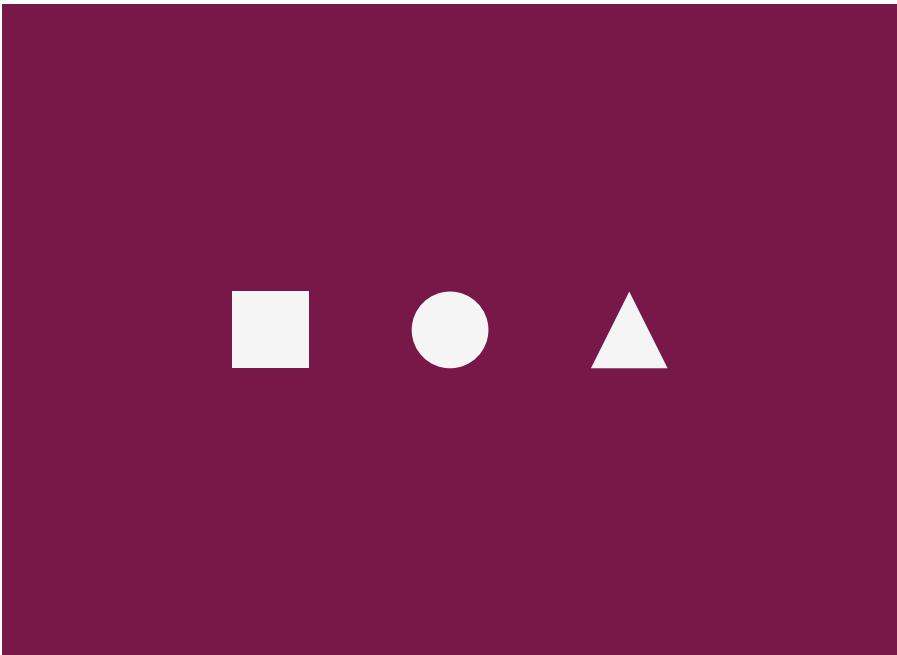
Example of combinations in normal text, large text and graphic elements



Normal text

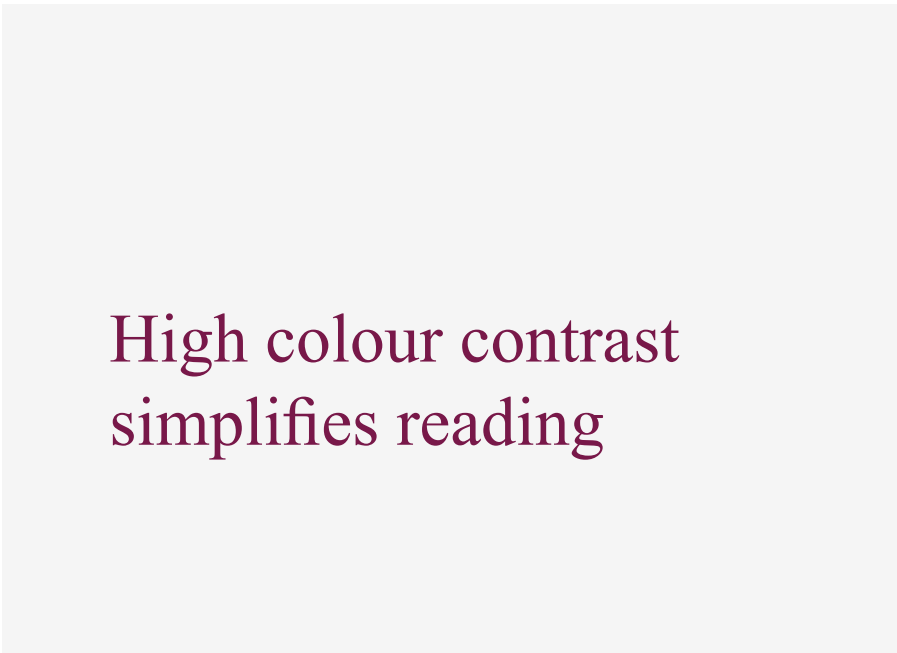


Large text



Graphic elements

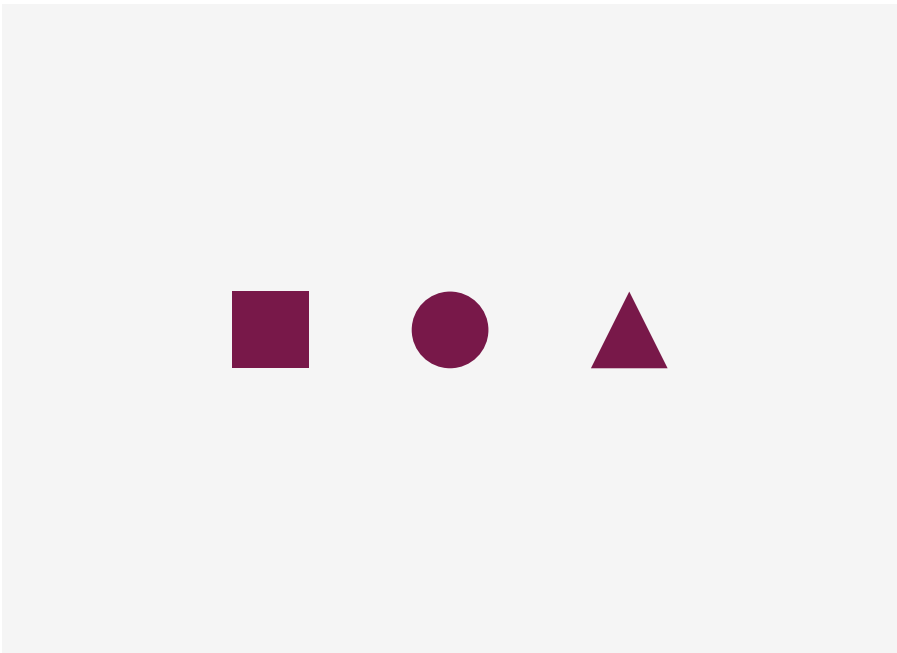
AAA Level WCAG 2.1 - Contrast rate - 9,5 : 1



Normal text



Large text

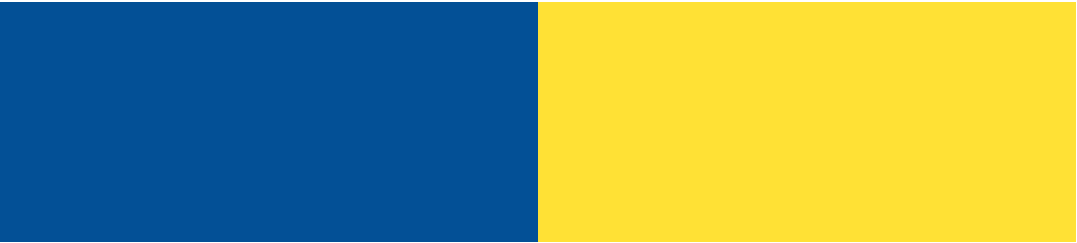


Graphic elements

Working combination in AAA



Working combination in AA



Working only for arge text and graphic elements in AAA

Colours blindness simulation

Colour palette



Blindness simulation

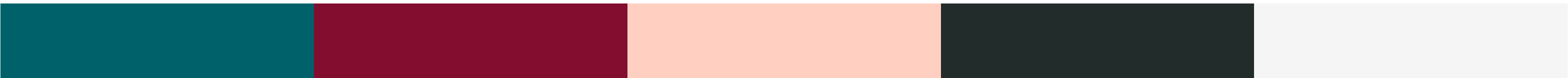
Deuteranopia



Protanopia



Tritanopia





Bridging minds, building futures.