

Net4CleanAir | Network for Indoor Air Cleaning | BRAND BOOK

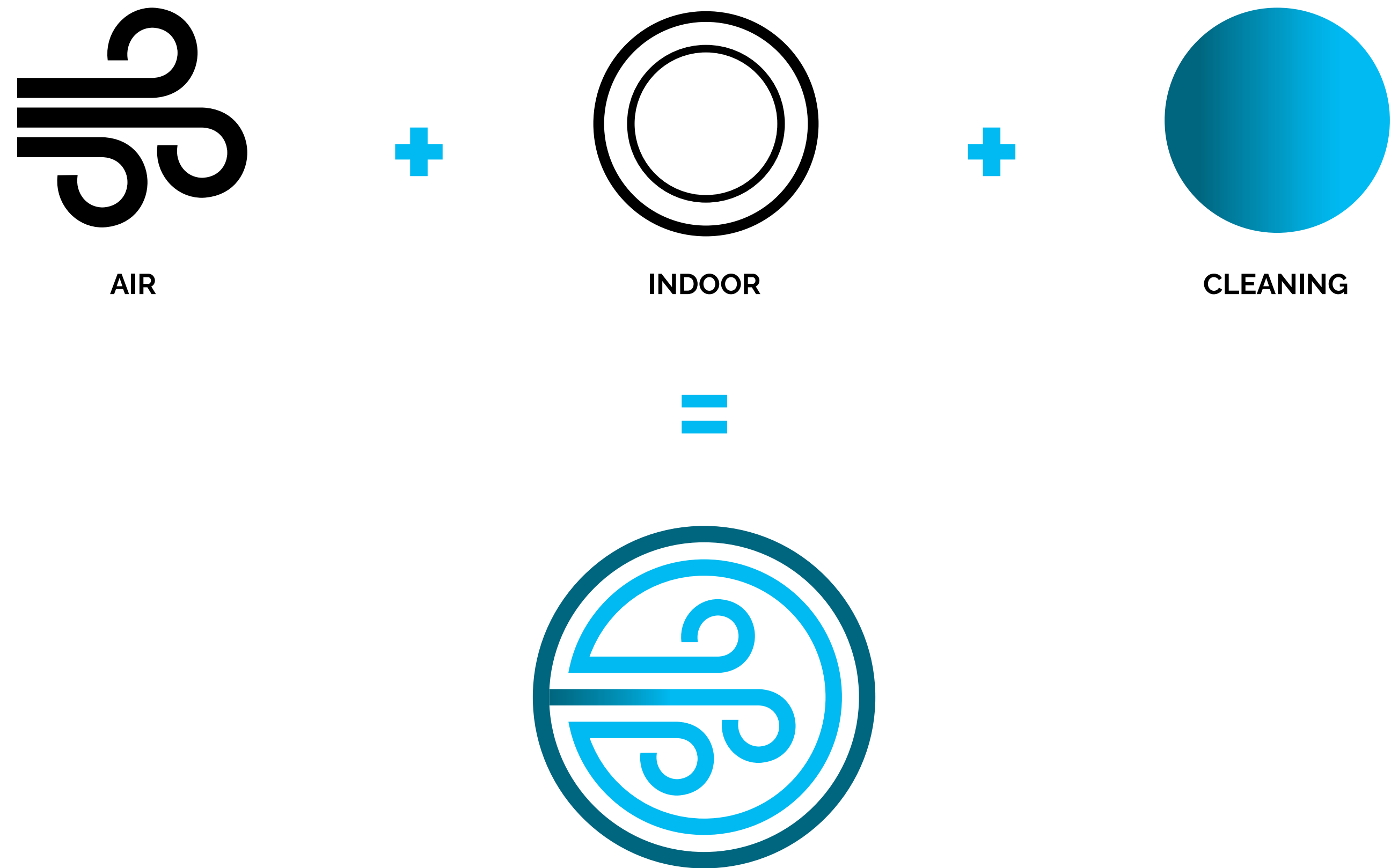
CONCEPT

A logo is a visual symbol that represents a brand, seeking to convey its identity and values in a clear and impactful way. It combines graphic elements, typography and often specific colours to create a unique and memorable image. The aim of the logo is to be easily recognisable, reflecting the essence of the brand and creating an emotional connection with the public. Simplicity and versatility are important characteristics to ensure that the logo works well in different contexts and platforms.

In creating this logo, we endeavoured to integrate 3 key elements that underpin the Net4CleanAir COST Action: **AIR + INDOOR + CLEANING.**

The logo is inspired by the core idea of this COST Action: cleaning indoor air. It features an iconographic representation of 'air' within a closed circular shape, symbolising the inward flow and cleaning of the air. The outermost circle represents 'polluted' air, which transitions to 'clean' air as it moves into the inner circle. This transformation is visually emphasized through a colour gradient that shifts from dark blue to light blue, symbolising the progression toward clean air. The two circles also reflect the concept of network, symbolising connectivity and collaboration among different stakeholders working together. Additionally, this concept extends to the logo's typography, where the same colour gradient is applied to the word 'CleanAir', further reinforcing the theme of air cleaning.

CONCEPT



LOGO

PRIMARY LOGO

This is the main version of the logo and should be used in preference to all others.

Its proportions, colours and fonts must be fully respected, in accordance with the rules set out below.



SYMBOL

Net4CleanAir

WORDMARK

NETWORK FOR INDOOR AIR CLEANING

TITLE

LOGO

SECONDARY LOGO

The secondary logo version should be used when space permits, but always respecting the defined proportions.



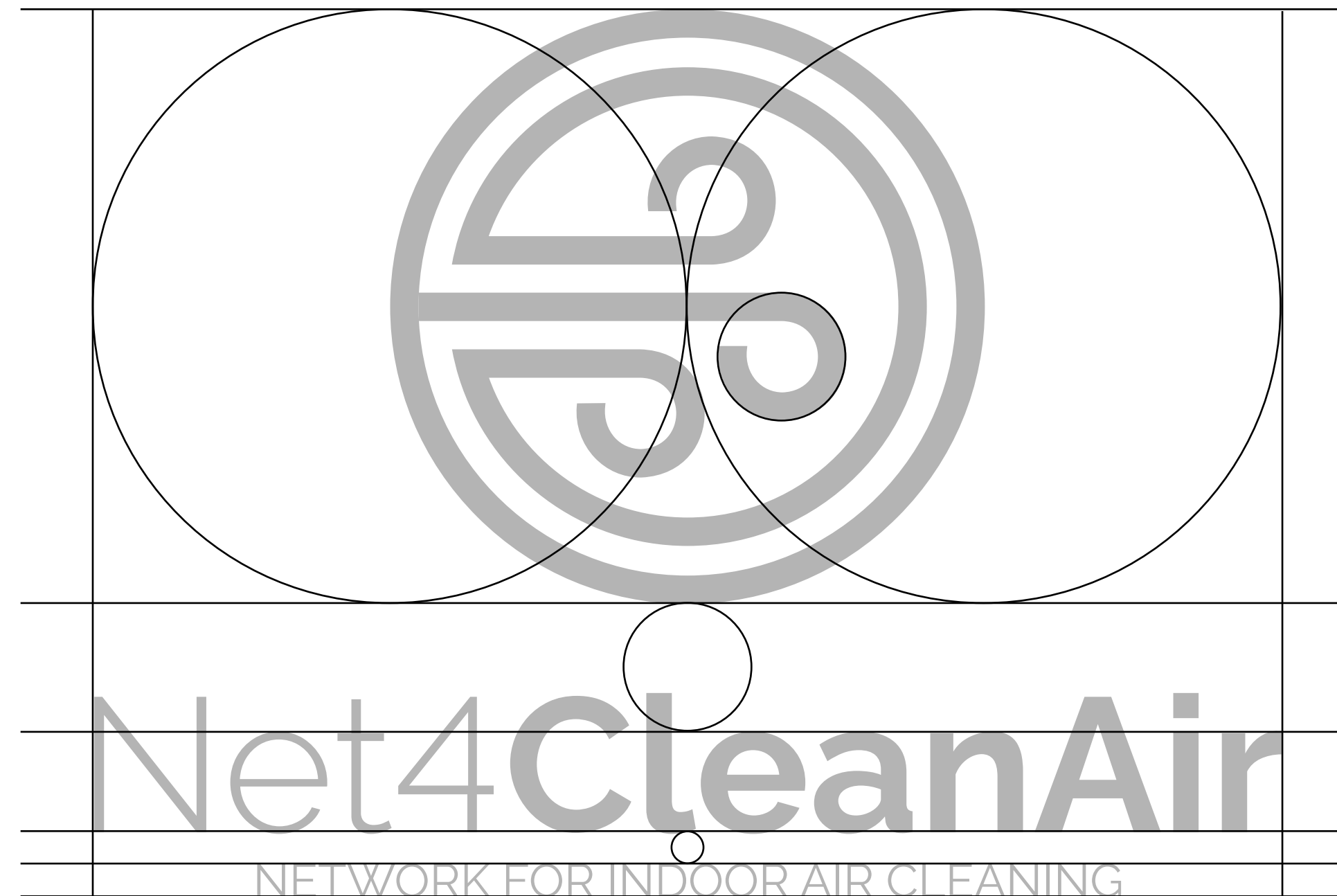
Net4CleanAir
NETWORK FOR INDOOR AIR CLEANING

CONSTRUCTION GRID

PRIMARY LOGO

These guidelines show the grid used to establish the relationship between the elements that make up the logo.

This carefully studied relationship represents the basis of the identity system. It should never be altered in proportion.



CONSTRUCTION GRID

SECONDARY LOGO

These guidelines show the grid used to establish the relationship between the elements that make up the logo.

This carefully studied relationship represents the basis of the identity system. It should never be altered in proportion.

CONSTRUCTION GRID | SECONDARY LOGO



CHROMATIC BEHAVIOR

These are the different behaviours that the logo can have. Only these, and no others, should exist, colours must always be maintained so that your identity is recognised.

MONOCHROMATIC



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NEGATIVE



FONT

Typography is a fundamental element in brand building. The fonts used are free fonts.

The main font is a Google font that can be easily downloaded. Always try to use this font.

The secondary font is a system font.

FONT

MAIN FONT

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890