Logo Guide

The CICECO logo is the official signature of the CICECO brand — it is confident, simple and trustworthy. Our logo is our most important assets, serving as the chief expression of the brand.

The CICECO wordmark is the anchor of our brand system, and maintaining the mark's integrity across all touchpoints is critical for establishing a successful corporate identity. Modern and timeless, the mark balances trustworthiness and professionalism with an authentic scientific twist.

CICECO

Our Compact mark is the simplest form of identification for our brand. It features an 'C' mark built from cell dividing process and science–structures shapes.
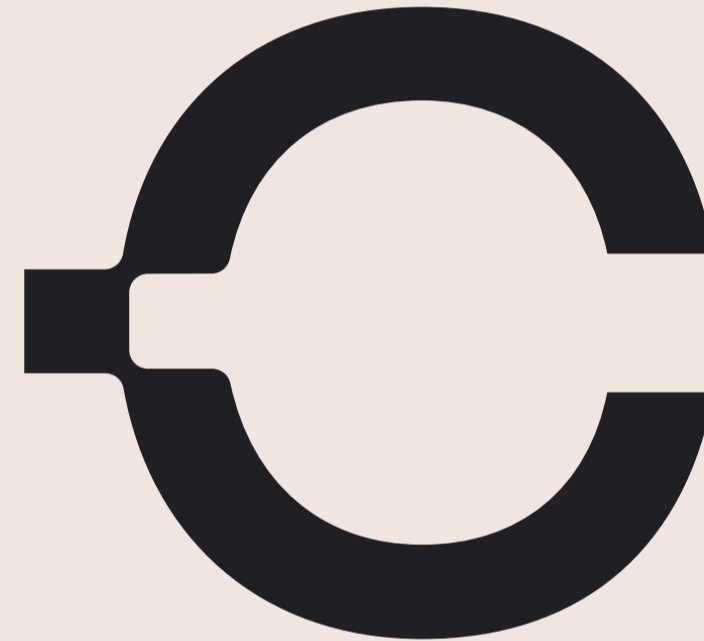
Clear space is the minimum amount of breathing room around our logos. Keep it free of graphics, text, and other marks. Clear space also defines the minimum distance from the symbol to the edge of a digital or print layout.

The amount of the clear space is equal to the height and weight of the "C" glyph.
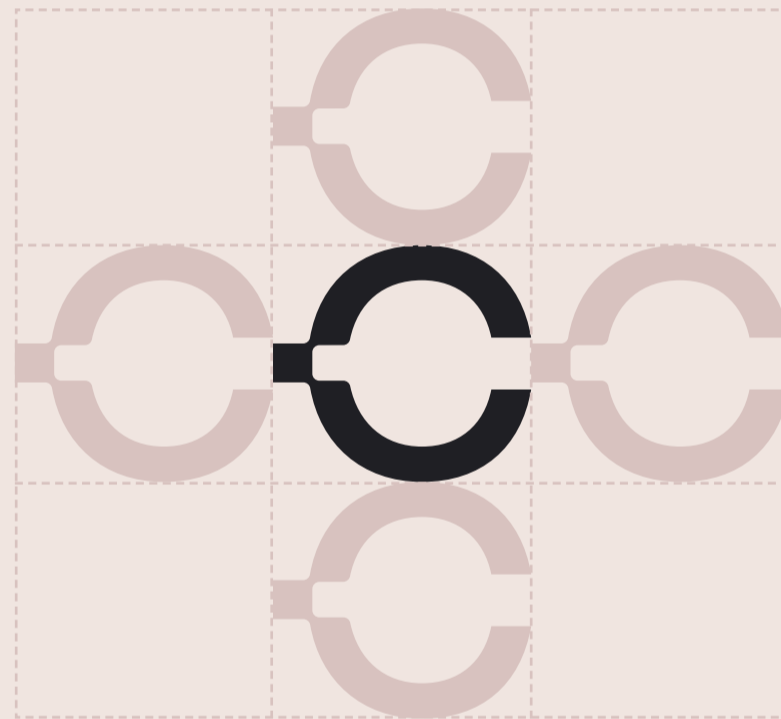
The wordmark and compact mark have all been carefully crafted to read well at all sizes.
However, if legibility becomes an issue, elements may be too large or small.

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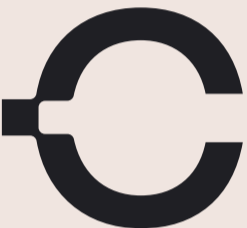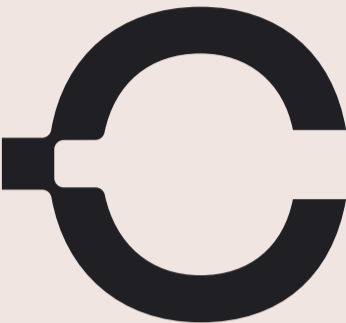
CICECO   **Minimum height:**
18 px / 5 mm
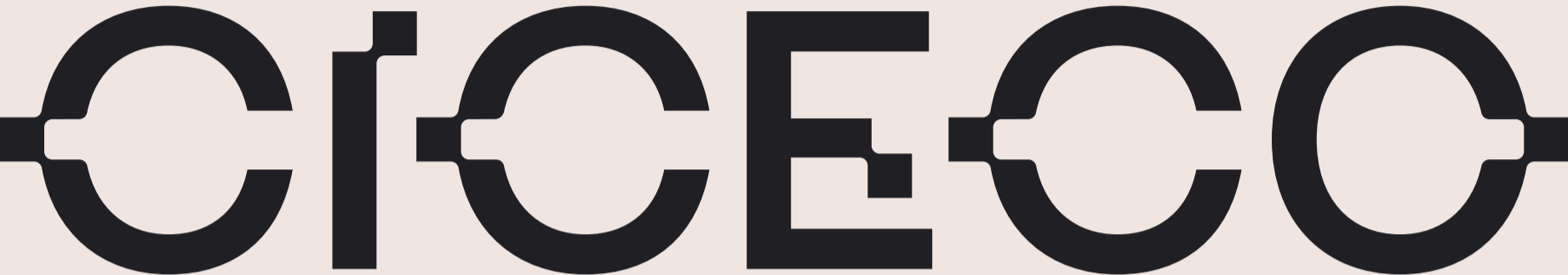
CICECO   **Minimum height:**
18 px / 5 mm

App Icon
& Avatar

Our compact mark serves as shorthand for the CICECO logo—an informal gesture and introduction to the CICECO brand system.

The compact mark features heavily in CICECO digital avatar. It embodies our identity and is used on multiple platforms as our app icon and social network avatars.
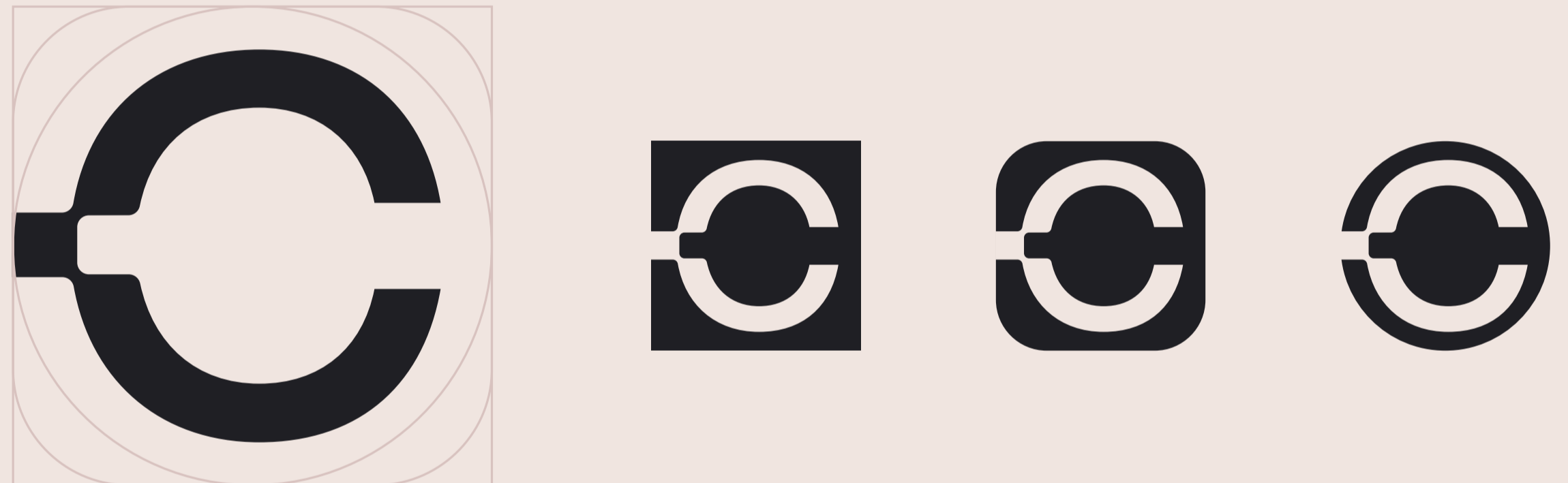
To preserve the integrity of the brand, the CICECO logo must only be displayed in a limited palette of color options. It is critical that the logo is not expressed in anything other than black and off–white. This ensures maximum impact and accessible contrast.
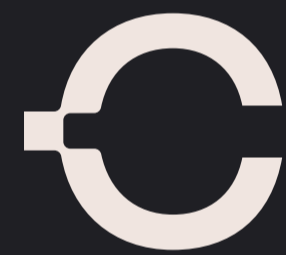
CICECO

Lockups
Proportions, size, and spacing relationships

A lockup is a visual arrangement with our wordmark and certain product, solution, program, and customer–facing department names. Because logo lockups have market and legal implications, please don't create your own. If you'd like to request a new lockup, reach out to the Brand team.

Horizontal lockup
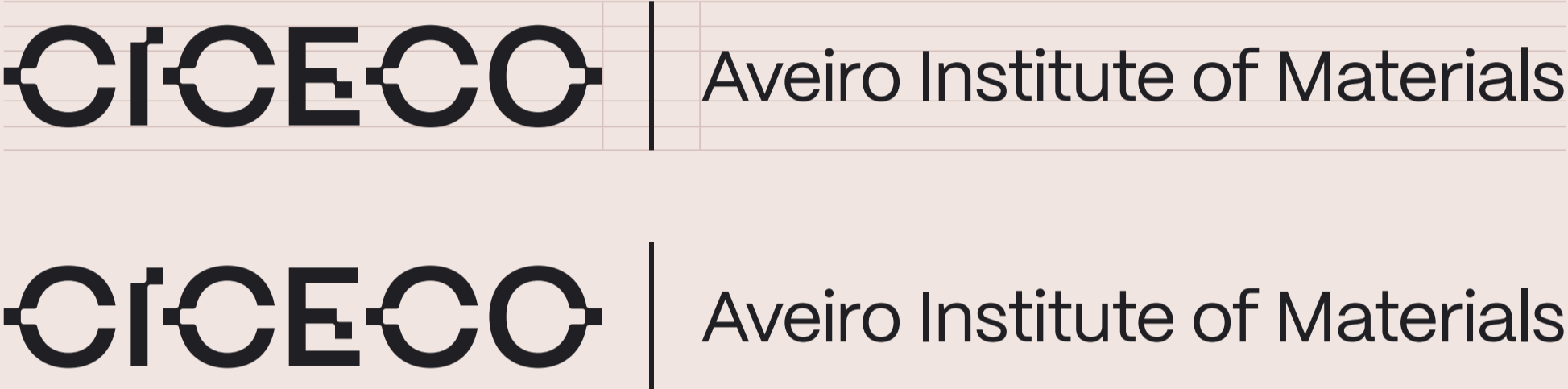
Vertical lockup
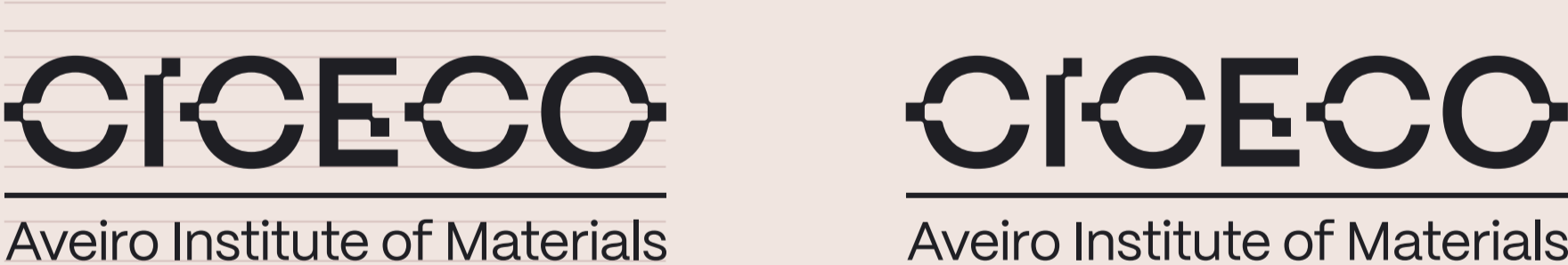
Lockups
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Variant with University of Aveiro

Horizontal lockup

CICECO | Aveiro Institute of Materials
University of Aveiro

CICECO | Aveiro Institute of Materials
University of Aveiro

Vertical lockup

CICECO
Aveiro Institute of Materials
University of Aveiro

CICECO
Aveiro Institute of Materials
University of Aveiro

CISS | Centre for imaging and structural studies

CMDT | Centre for materials design and technology

KR | Knowledge refinery

FAI | Finance, accounting and information

CiSS | Centre for imaging and structural studies

CMDT | Centre for materials design and technology

KR | Knowledge refinery

FAI | Finance, accounting and information

G1 | Porous Materials and Nanosystems

G2 | Photonic, Electronic and Magnetic Materials

G3 | Electrochemical Materials, Interfaces and Coatings

G4 | Renewable Materials and Circular Economy

G5 | Biomimetic, Biological and Living Materials

G6 | Virtual Materials and Artificial Intelligence

G1 | Porous Materials
and Nanosystems

G2 | Photonic,
Electronic
and Magnetic
Materials

G3 | Electrochemical
Materials,
Interfaces and
Coatings

G4 | Renewable
Materials and
Circular Economy

G5 | Biomimetic,
Biological and
Living Materials

G6 | Virtual
Materials
and Artificial
Intelligence

L1 │ Digitization

L2 │ Energy

L3 │ Sustainability

L4 │ Health

SC | Scientific Council

DB | Directing Board

IAB | International Advisory Board

PHDSC | PhD Students Council

SC | Scientific
         Council

DB | Directing
         Board

IAB | International
          Advisory Board

PHDSC | PhD
            Students
            Council

03   Typography

PP Mori is our primary typeface. It works well across print, digital, and product applications. Mori is a versatile and sophisticated gothic sans serif. While keeping all the functionality of a workhorse Grotesk, Mori is far from being boring. You can find some unique and subtle shapes and curves that makes it stand out from the crowd.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

PP Mori

Weights

Extra-light

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

Light

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

Semi-bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789.&?!www©
↑→↓←

All typography should only be aligned in 2 ways: left or center–aligned. Justified or right–alignment is never acceptable.

Here's a left aligned short title.

Leverage this synergistic dummy text generator to capitalize on the disruptive science of materials buzzword filled lorem ipsum for your next agile project.

Here's a center aligned short title.

Leverage this synergistic dummy text generator to capitalize on the disruptive science of materials buzzword filled lorem ipsum for your next agile project.

Leading, Tracking and Hierarchy

Leading refers to the space between lines of type. It is important to keep these spaces consistent whenever text is set. Multiply the point size by the appropriate multiplier to get the correct leading.

Tracking refers to the horizontal spacing between a range of letters or characters. Tracking should generally be rather tight in the case of headlines, while slightly more relaxed tracking is more appropriate for bodies of text that are smaller in size.

Hierarchy is a system that uses typography – the size, font and layout of different pieces of text.
Our typefaces are all from the same family and are designed to work together. Weight are the primary differentiators between uses.

As a general rule of thumb, please avoid using more than three type sizes and weights in one communication piece.

Large headlines are set tight

Large headlines

Weight
PP Mori Semi–bold

Leading
ex. 100pt type × 0.86 = 86pt leading

Tracking
–25

Smaller headlines and subheads are set solid.

Smaller headlines and subheads

Weight
PP Mori Medium

Leading
ex. 40pt type × 1.00 = 40pt leading

Tracking
–10

Leverage this synergistic dummy text generator to capitalize on the disruptive science of materials buzzword filled lorem ipsum for your next agile project.

Body text

Weight
PP Mori Regular

Leading
ex. 18pt type × 1.22 = 22pt leading

Tracking
0

Core palette

Our brand colors are the two colors acceptable for expressing our brand marks and logo. Bold and distinctive, this palette is restrained and must always remain consistent. These colors can be used across all branded materials and assets.

Purple

Ash grey

Black

Off white

Yellow

Blue

Red

Green

Orange

Ash grey

Purple
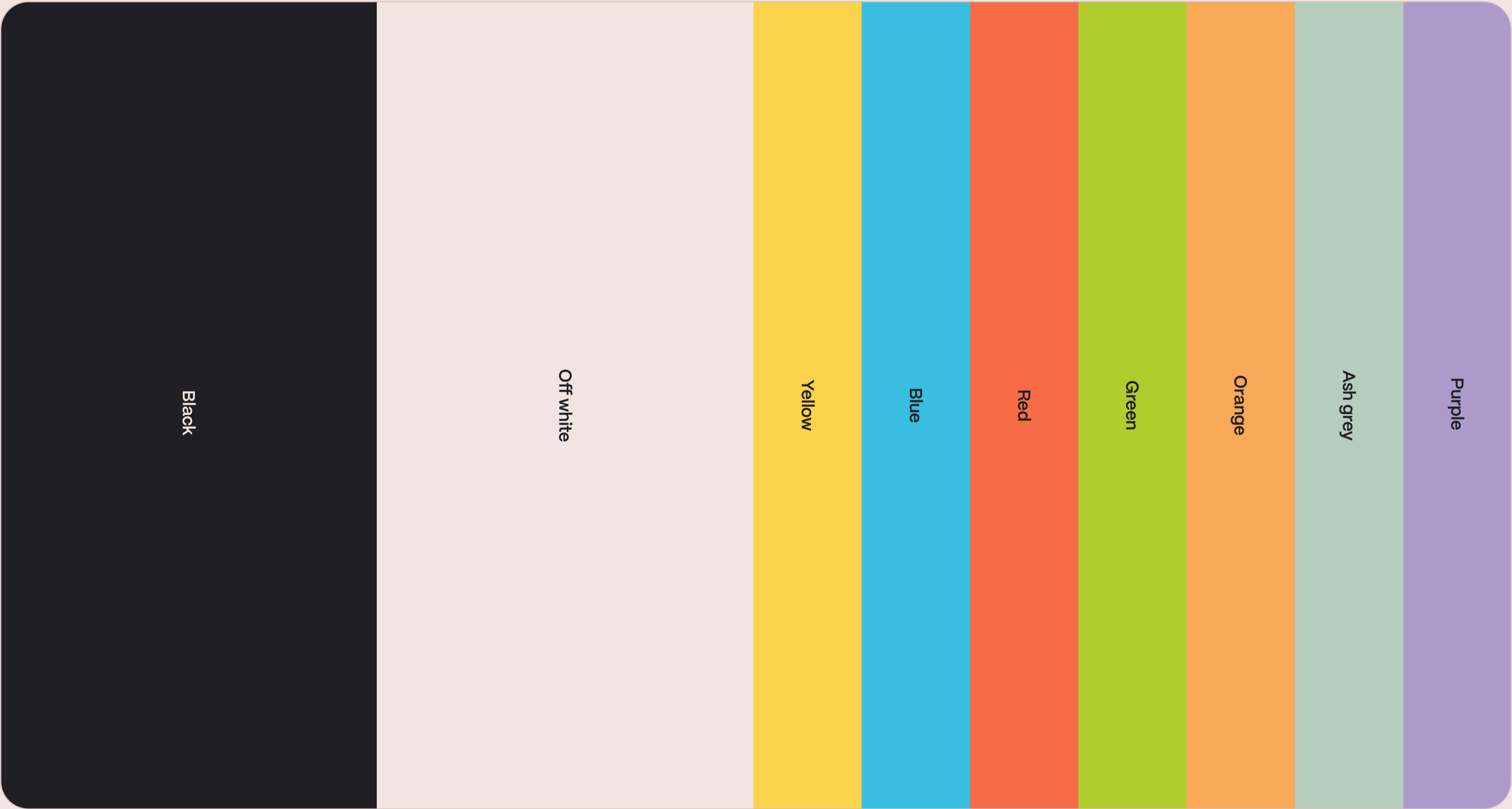
Mustard and black is for ↓
Centre for imaging and structural studies

Mustard

HEX: #fad24b
RGB: 250 / 210 / 75
CMYK: 0 / 16 / 70 / 2
PMS: PANTONE 113

CISS

Mustard on black

CISS

Blue

HEX: #39bde1
RGB: 57 / 189 / 225
CMYK: 75 / 16 / 0 / 12
PMS: PANTONE 908

Blue on black

CMDT

CMDT

Red

HEX: #f76b45
RGB: 247 / 107 / 69
CMYK: 0 / 57 / 72 / 3
PMS: PANTONE Warm Red

KR

Red on black

KR

Green and black is for ↓
Finance, accounting and information

Green

HEX: #b2cc2d
RGB: 178 / 205 / 45
CMYK: 13 / 0 / 78 / 20
PMS: PANTONE 387

FAr

Green on black

FAr

Orange

HEX: #f7a857
RGB: 247 / 168 / 87
CMYK: 0 / 32 / 65 / 3
PMS: PANTONE 1365

Orange

G1 G2 G3 G4 G5 G6

G1 G2 G3 G4 G5 G6

Ash grey

HEX: #b6cdbe
RGB: 182 / 205 / 190
CMYK: 11 / 0 / 7 / 20
PMS: PANTONE 9543

L1 L2 L3 L4

Ash grey on black

L1 L2 L3 L4

Purple

HEX: #ab92e1
RGB: 171 / 146 / 225
CMYK: 24 / 35 / 0 / 12
PMS: PANTONE 935

Purple on black

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