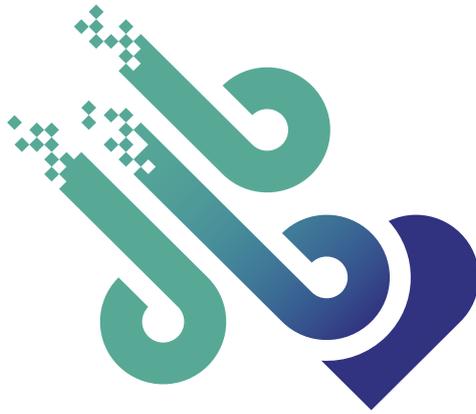




mistral

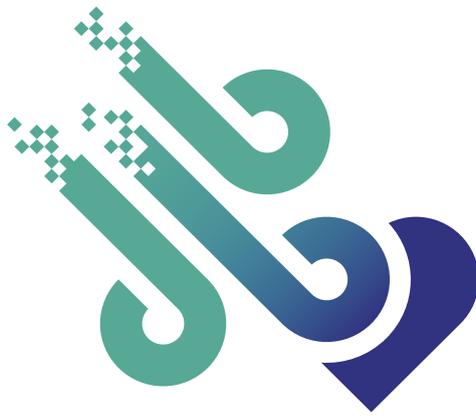
Logo & identity basic guidelines

The content of this brief manual provides the basic tools and guidelines to ensure the correct use of Mistral's visual identity elements: logo, typeface and colour palette.



mistral

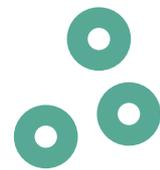
References for the logo design.



NW WIND

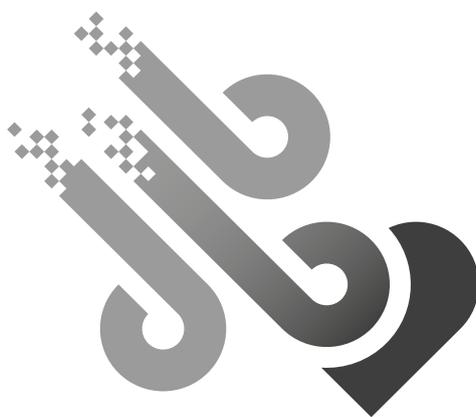


HEALTH



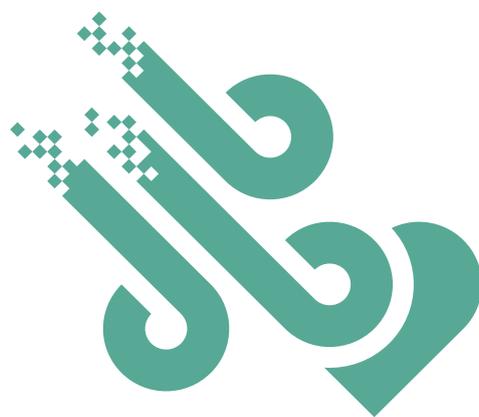
3 CASE STUDIES

Grayscale version of the logo.



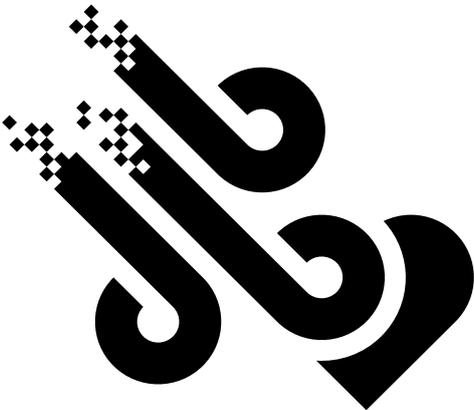
mistral

Monochrome version of the logo.



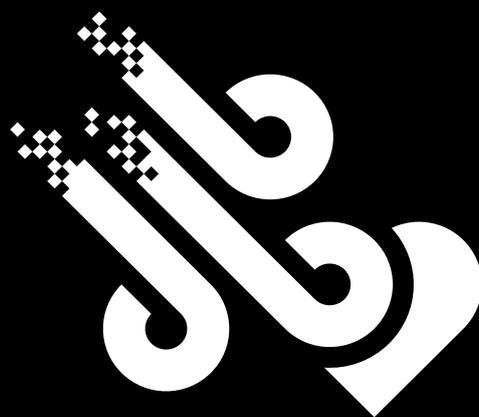
mistral

Black version of the logo.



mistral

White version of the logo.



mistral

Clear space.

When the Mistral logo is used with other logos or other elements, a clear space should be maintained to ensure integrity, legibility and visibility. No other element should fall within this area. Use the height of two letters 't' of the Mistral wordmark as a measuring tool to help maintain clearance.



Minimum size.

The minimum size allowed for the use of the logo is 10mm base.



Typography.

For all paper or digital documentation, the use of the Open Source sans serif typeface *Public Sans* is suggested.

This typeface has a very large family, with a large number of different weights in both the roman and italic versions.

Public Sans

www.fontsquirrel.com/fonts/public-sans

Aa

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^””.

LIGHT

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^””.

REGULAR

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^””.

MEDIUM

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^””.

SEMIBOLD

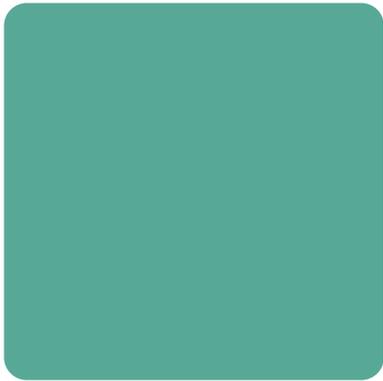
ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^””.

BOLD

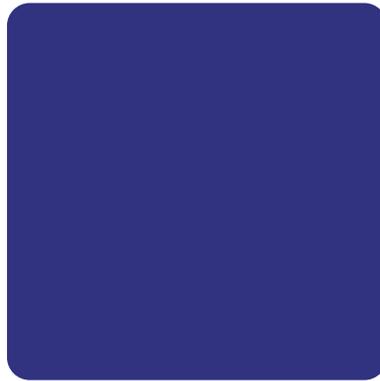
ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^””.

EXTRABOLD

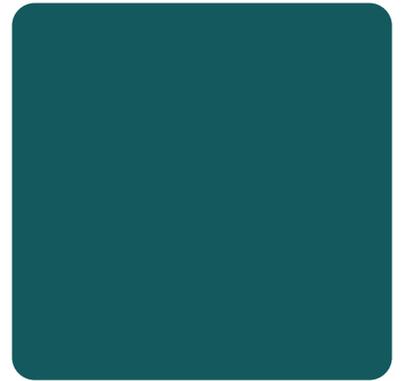
Color palette.



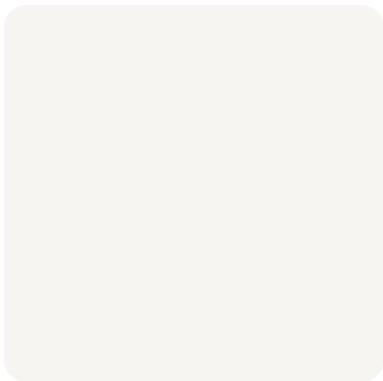
CMYK 80/0/50/0
RGB 90/170/150
HEX #5AAA96



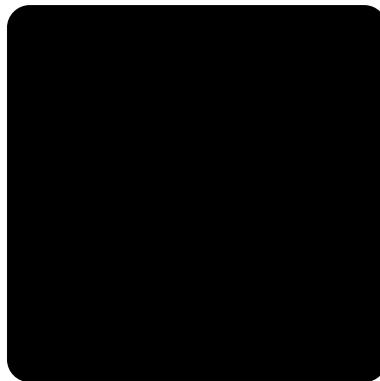
CMYK 100/95/5/0
RGB 50/50/130
HEX #323282



CMYK 100/30/50/40
RGB 20/90/90
HEX #145A5A



CMYK 0/0/3/5
RGB 246/245/241
HEX #F5F5F0



CMYK 0/0/0/100
RGB 34/34/34
HEX #222222

Allowed and not allowed variants.

Here are some examples of logo variations that can be used and others of variations that should be avoided.



Main logo



Grayscale variant is allowed



Do not rotate



Do not deform



Do not change the colours



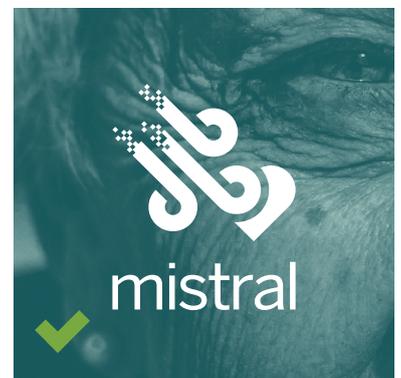
Do not use a different font



Do not apply any effect



Do not apply to backgrounds that hinder readability



Monochrome version can be applied on coloured backgrounds, taking care that legibility is preserved.

Examples of embossed use.



Example of a monochrome version of the logotype being used on a photograph.



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A toolkit for dynamic health impact analysis to predict disability-related costs in the aging population based on three case studies of steel-industry exposed areas in Europe.

Example of a monochrome version of the logo used on a slide in a presentation.



Example of using the logo in the header of a website.



Project

Partners

Deliverables

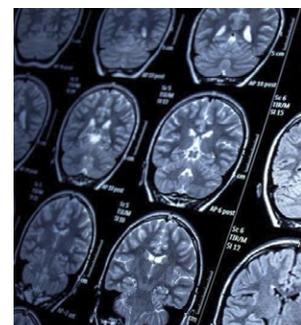


Public and environment

Ilibusant alictur a

Mus corum impo
pudit aut mi, exer
ipicium fugias do
era dit laborrum l
quam numquantu
Gitatqui cor sit q

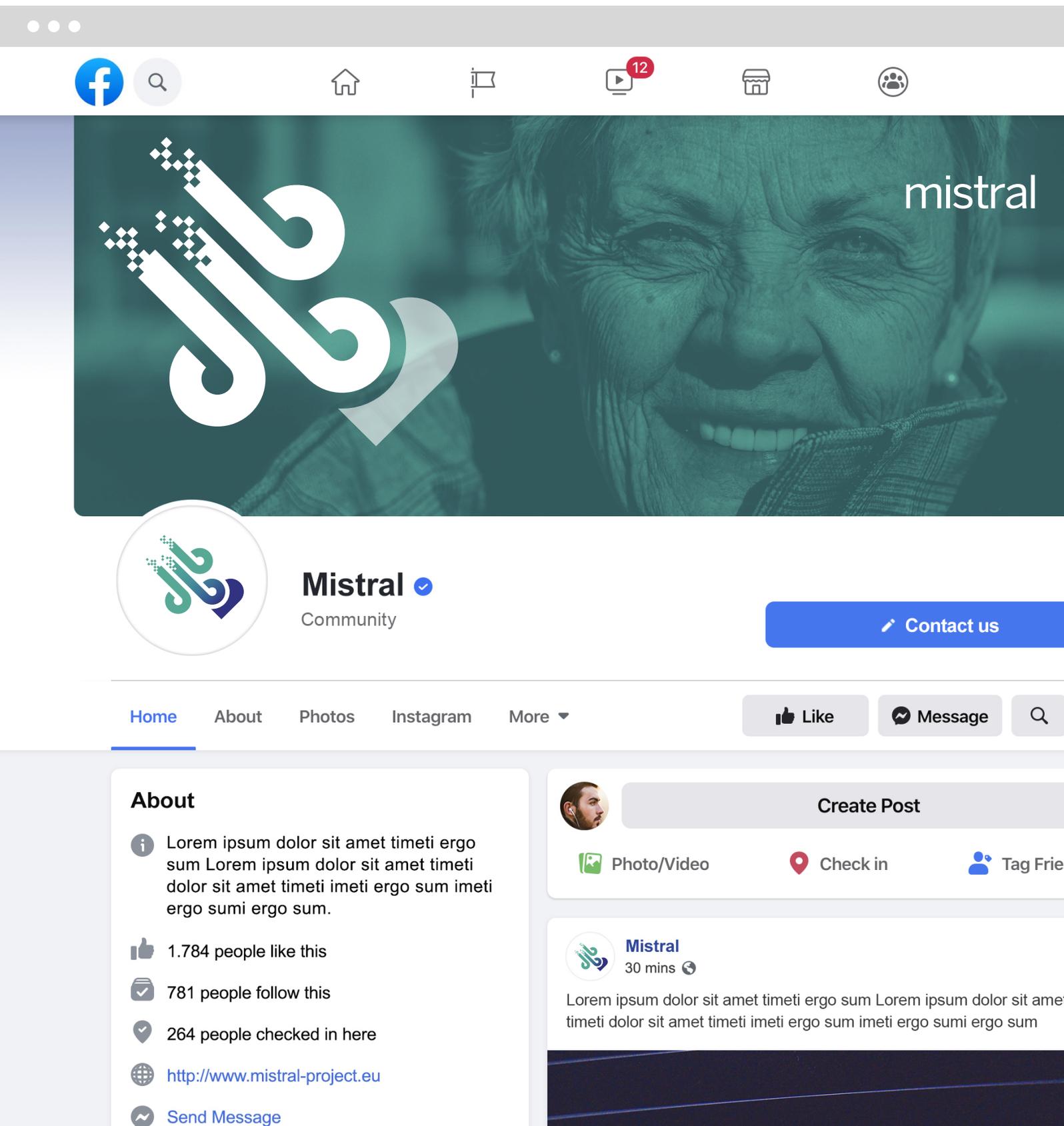
[Read More >](#)



Example of using the logo
in the interface of a device.



Example of using the logo in social media.



The image shows a Facebook profile page for 'Mistral Community'. The profile picture is a circular logo featuring a stylized white and green circuit-like design. The cover photo is a close-up of an elderly woman's face, overlaid with a semi-transparent green filter and the word 'mistral' in white lowercase letters. The navigation bar at the top includes the Facebook logo, a search icon, a home icon, a flag icon, a video icon with a '12' notification badge, a shop icon, and a friends icon. Below the cover photo, the profile name 'Mistral' is displayed with a verified badge and the word 'Community' underneath. A blue 'Contact us' button is located to the right. The main navigation tabs are 'Home', 'About', 'Photos', 'Instagram', and 'More'. Action buttons for 'Like', 'Message', and a search icon are also visible. The 'About' section on the left contains placeholder text and statistics: 1,784 likes, 781 followers, and 264 check-ins, along with a website link and a 'Send Message' button. The 'Create Post' section on the right shows options for 'Photo/Video', 'Check in', and 'Tag Friends'. A recent post from 'Mistral' is shown at the bottom, featuring the same logo and placeholder text.

Facebook navigation icons: Home, Search, Home, Flag, Video (12), Shop, Friends

Profile Name: **Mistral** ✓
Community

Buttons: Contact us

Navigation: Home, About, Photos, Instagram, More

Action Buttons: Like, Message, Search

About

- Information icon: Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum.
- Like icon: 1.784 people like this
- Follow icon: 781 people follow this
- Check-in icon: 264 people checked in here
- Globe icon: <http://www.mistral-project.eu>
- Message icon: Send Message

Create Post

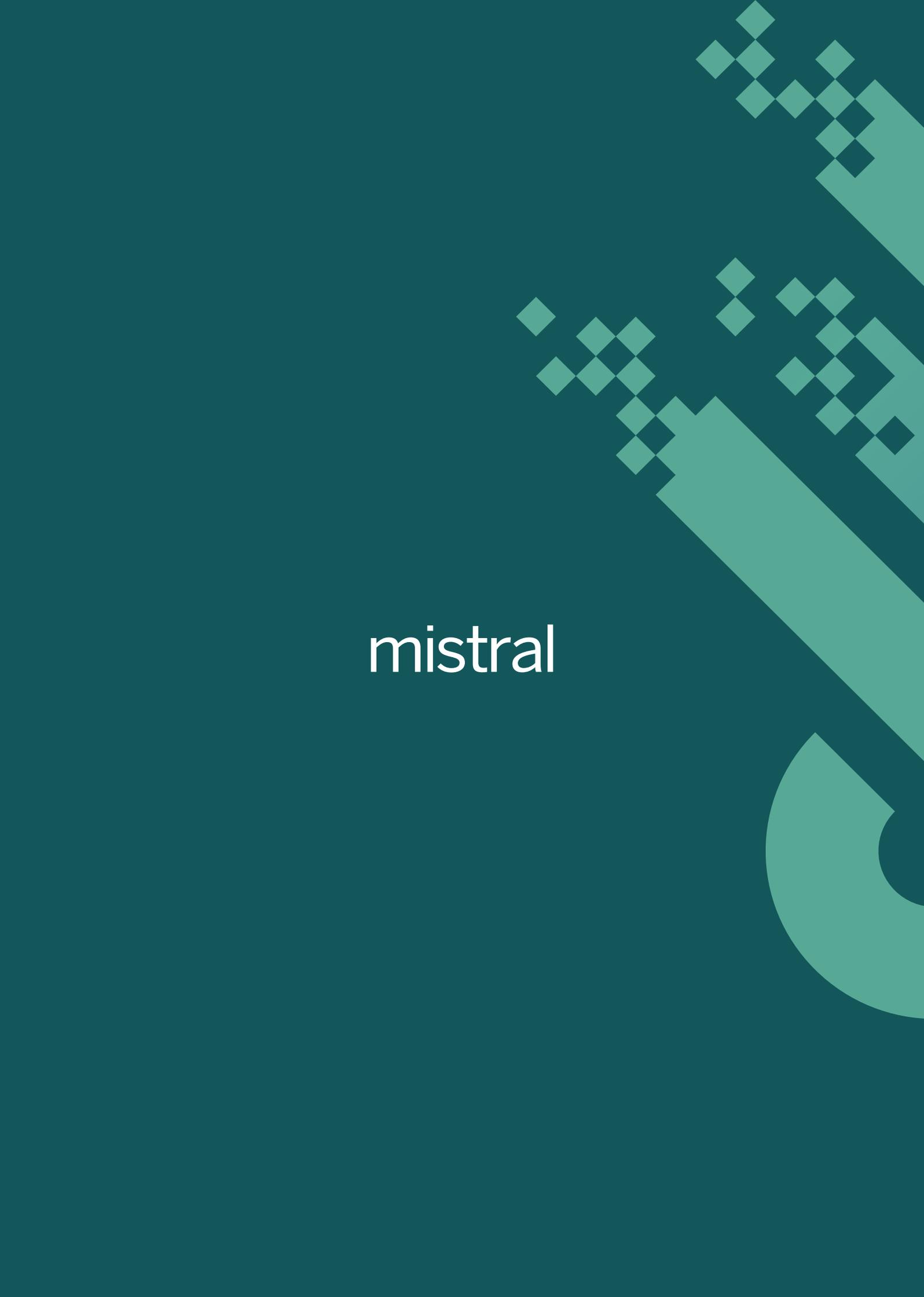
- Photo/Video icon
- Check in icon
- Tag Friends icon

Mistral 30 mins

Post Content: Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum

Logo file directory.

 mistral	VECTOR	mistral-logo-colors.pdf	CMYK • transparent background
	RASTER	mistral-logo-colors.tif mistral-logo-colors.jpg mistral-logo-colors.png	CMYK RGB RGB • transparent background
 mistral	VECTOR	mistral-logo-monochrome-green.pdf	CMYK • transparent background
	RASTER	mistral-logo-monochrome-green.tif mistral-logo-monochrome-green.jpg mistral-logo-monochrome-green.png	GRAYSCALE RGB RGB • transparent background
 mistral	VECTOR	mistral-logo-grayscale.pdf	CMYK • transparent background
	RASTER	mistral-logo-grayscale.tif mistral-logo-grayscale.jpg mistral-logo-grayscale.png	GRAYSCALE RGB RGB • transparent background
 mistral	VECTOR	mistral-logo-monochrome-black.pdf	CMYK • transparent background
	RASTER	mistral-logo-monochrome-black.tif mistral-logo-monochrome-black.jpg mistral-logo-monochrome-black.png	GRAYSCALE RGB RGB • transparent background
 mistral	VECTOR	mistral-logo-monochrome-white.pdf	CMYK • transparent background
	RASTER	mistral-logo-monochrome-white.png	RGB • transparent background



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