



# FASCINATE

## D2.4 Project Brand Book

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PROJECT>	FASCINATE
PROJECT NAME>	Sustainable Fashion Alliance For International Markets
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DATE>	December 2020 (M4)
AUTHOR>	Clúster Digital de Catalunya - CLDI



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of the European Union





**FASCINATE**

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# **BRAND GUIDELINES**

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**BASIC LOGOTYPE**



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**HORIZONTAL LOGOTYPE**



---

**BLACK AND WHITE  
BASIC LOGOTYPE**



---

**BLACK AND WHITE  
HORIZONTAL LOGOTYPE**



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**BASIC LOGOTYPE  
+ BASELINE**



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Sustainable fashion alliance  
for international markets

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**HORIZONTAL LOGOTYPE  
+ BASELINE**

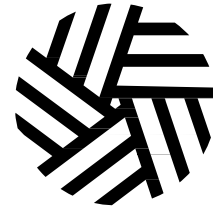


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**BLACK AND WHITE  
BASIC LOGOTYPE  
+ BASELINE**



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**BLACK AND WHITE  
HORIZONTAL LOGOTYPE  
+ BASELINE**

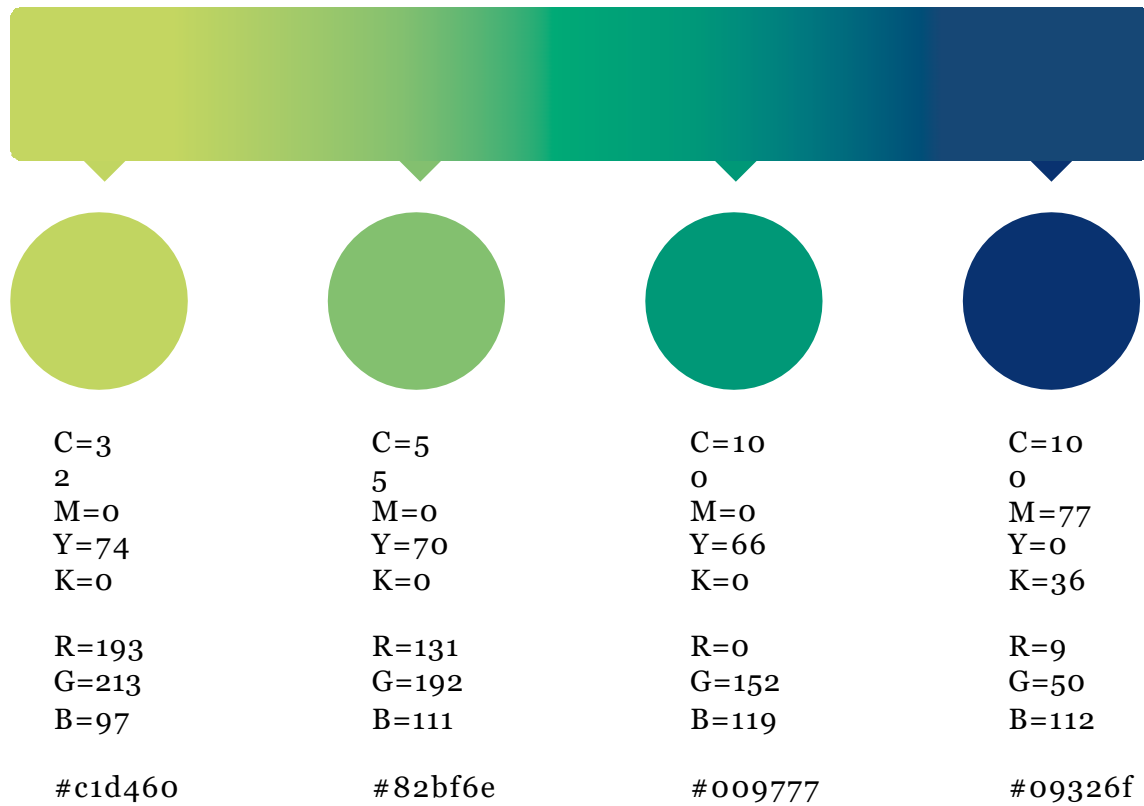


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## COLOR PALETTE





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## TYPOGRAPHY



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LOGO > Garage Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

BASELINE > Roboto Slab Bold

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

## NEGATIVE

It's not allowed to use the color logotype on color background, or images.

Negative use is only allowed on dark backgrounds, or images when the contrast allows it.

Only for basic logotype. (baseline's version can't be used on color or image backgrounds)



## LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should **not be misinterpreted, modified, or added** to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document there are no exceptions.



DON'T CHANGE COLORS



DON'T CHANGE COLORS



DON'T ADD SHADOWS



DON'T CHANGE DISPOSITION



DON'T CHANGE SIZES



DON'T DISTORT

## MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The basic logo should never be smaller than 50px in digital or 17mm in print.

The horizontal logo should never be smaller than 80px in digital or 28mm in print.

The basic logo + baseline should never be smaller than 95px in digital or 33mm in print.

The horizontal logo + baseline should never be smaller than 140px in digital or 50mm in print.



50px / 17mm



80px / 28mm



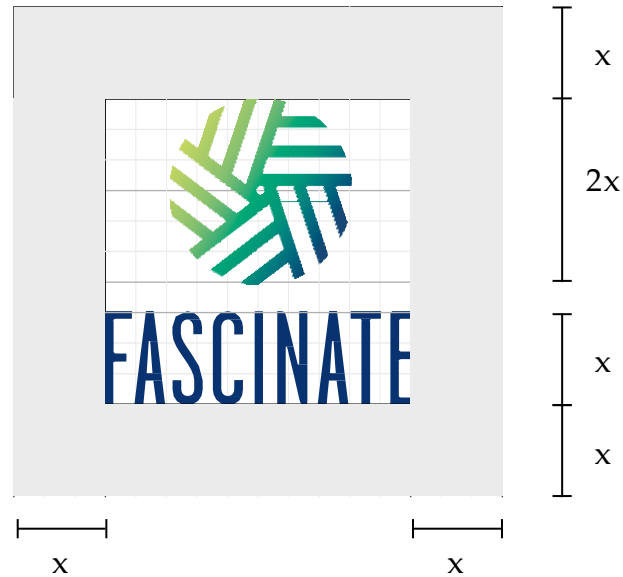
95px / 33mm



140px / 50mm

## EXCLUSION ZONE

The logo's exclusion zone is equal to the height of the text (marked as  $x$  in the diagram).



The horizontal logo's exclusion zone is equal to the height of the symbol (marked as  $x$  in the diagram).



## SOCIAL MEDIA

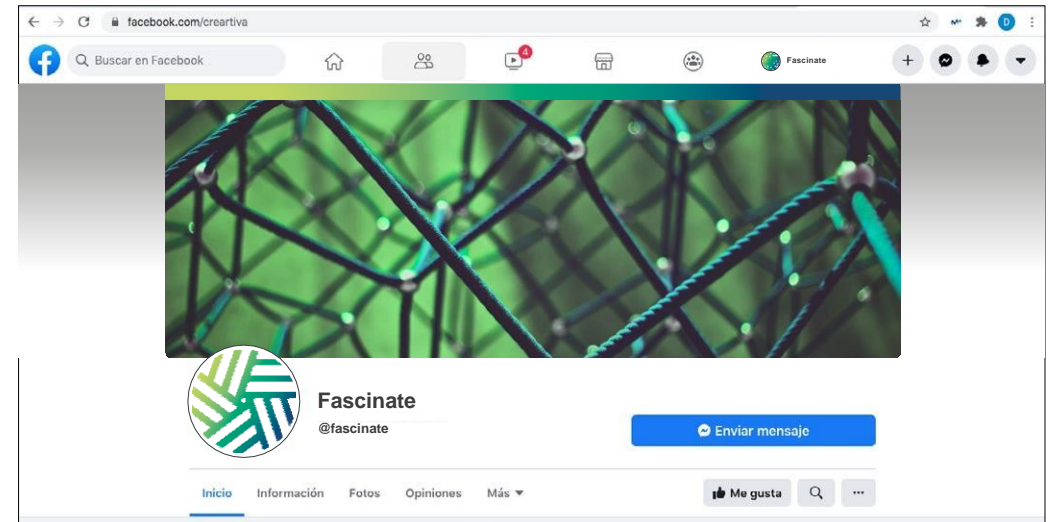
### AVATAR



### INSTAGRAM



### FACEBOOK



### TWITTER



## LAYOUT - POWER POINT





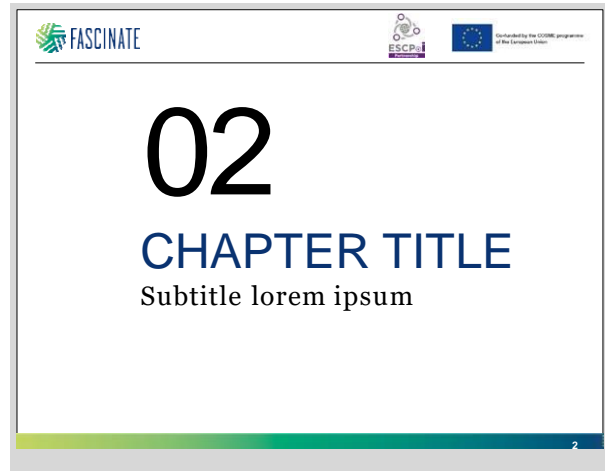
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# TITLE LOREM IPSUM

Subtitle lorem ipsum

Location, 20th November 2020






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# 02

## CHAPTER TITLE

Subtitle lorem ipsum

2






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## CHAPTER 02

### Subtitle lorem ipsum

Location, 20th November 2020. Nam qui blacienimolo bea ipientorum qui occus si doluptiate serior arciam aut ommissi mporio quam repta earum hits aut viduciam, cus, omnia sam fugit, ute offiectetur ant ius sinusdaepe pari conet facepta ptaquis ma consero cus quiaept aturis rempos iliquatur apient aut et latium esequi doluptiscia adit velique milluvolest ut dolorepere elluptaspero molore in rem harupis nus.

**Subtitle 2 lorem ipsum**

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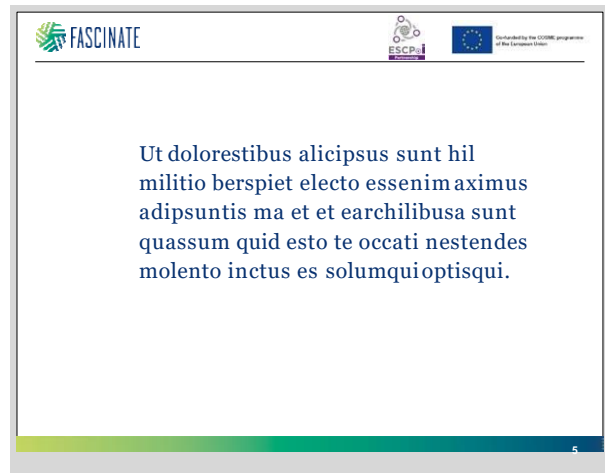






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### Subtitle 2 lorem ipsum

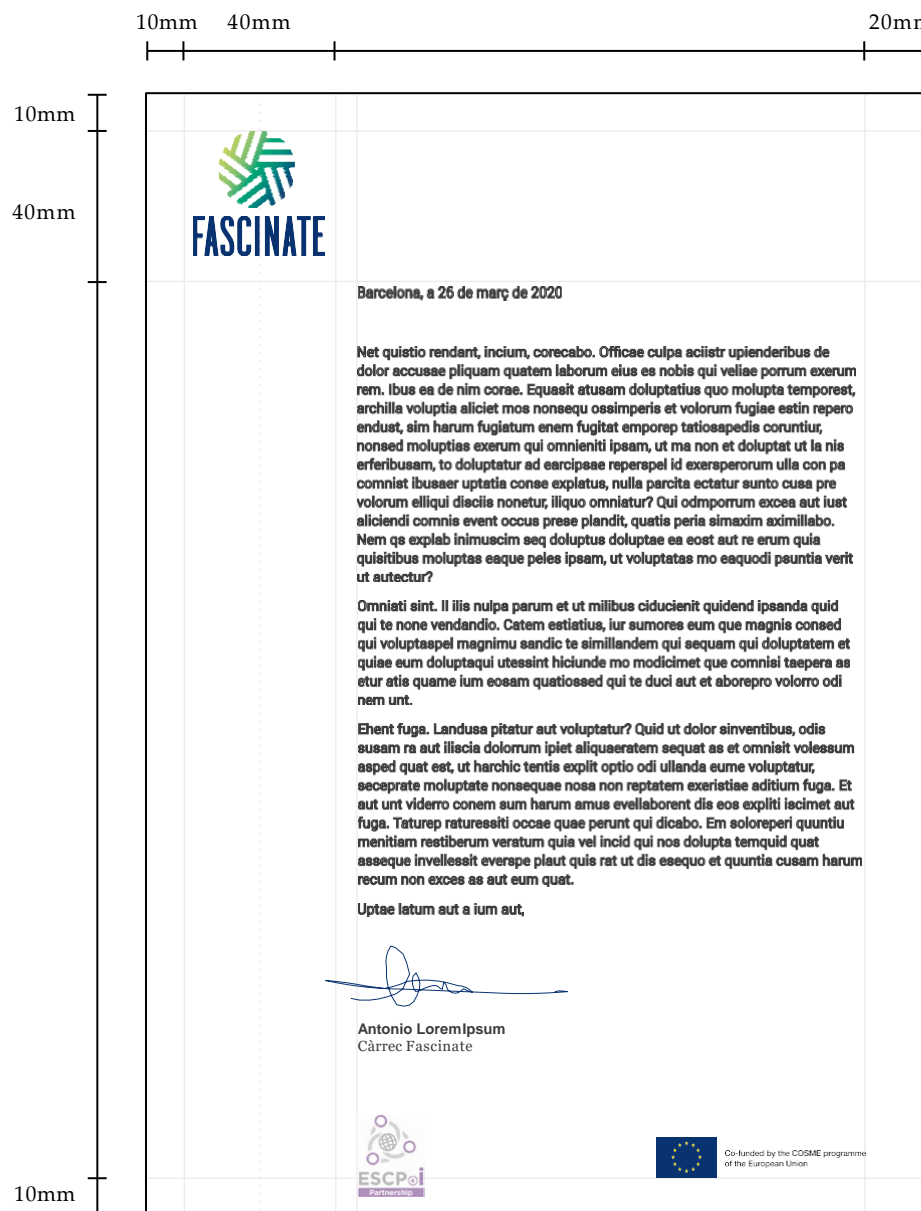
Location, 20th November 2020. Nam qui blacienimolo bea ipientorum qui occus si doluptiate serior arciam aut ommissi mporio quam repta earum hits aut viduciam, cus, omnia sam fugit, ute offiectetur ant ius sinusdaepe pari conet facepta ptaquis ma consero cus quiaept aturis rempos iliquatur apient aut et latium esequi doluptiscia adit velique milluvolest ut dolorepere elluptaspero molore in rem harupis nus.

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<b>1.127</b> <small>lorem ipsum</small>	<b>34.2%</b> <small>lorem ipsum</small>	<b>29.5%</b> <small>lorem ipsum</small>
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## LAYOUT - LETTER





## FACT – SHEET (Triptic Brochure)

**FASCINATE's** aim is to support the internationalization of **EU textile and fashion SME clusters** that are working towards the development of **circularity and sustainability** in these industries.

The partnership will also seek a **cross-sectoral collaboration** with the **technology and footwear sectors**, a initiative generate sinergies towards addressing the needs of fashion companies when they decide to sell to the world.

You can follow us or reach us online at:

-  FascinateEu
-  fascinate-eu
-  fascinate@modacc.cat

Or visit our ECCP web profile

 **EUROPEAN CLUSTER COLLABORATION PLATFORM**

[www.clustercollaboration.eu/eccp-profiles/fascinate](http://www.clustercollaboration.eu/eccp-profiles/fascinate)



### Connecting Europe's SMEs & the world



- 5 Strategic Cluster & Business Networks
- 5 new trans-national value chains
- 650+ European entities represented (480 SMEs)
- More than 170 supporting organizations
- Collaboration with 10 international networks
- 3 international third countries markets targeted
- 60 SMEs from 4 EU countries to be trained on international, sustainability and circularity
- One Joint Internationalization Strategy
- 15 European strategic partners and 5 cooperation agreements
- A sound sustainability plan towards a future  $\phi$  Joint Governance Structure and many synergies with many stakeholders

#TEXTILE #FASHION #TECHNOLOGY #FOOTWEAR #INTERNATIONALIZATION

### Sustainable fashion alliance for international markets

A European Strategic Cluster Partnership – Going International (ESCP-4)

### A Joint Internationalization Strategy for EU textile & fashion SME clusters

Consortium Partners: 



Lifestyle & Design Cluster, DENMARK

CLUSTER TEXTIL, PORTUGAL

Modacc, BFA, BULGARIAN FASHION ASSOCIATION, BULGARIA

SPAIN, SPAIN

FASCINATE is a COSME Go International project funded by the European Commission under grant agreement number 951192.

New business models



### The OBJECTIVES

- Building an European clusters & companies network collaboration related to the development of circularity and sustainability, in the fashion, textile and footwear industries.
- To promote new European value chains incorporating different cross-sectoral cooperations between fashion/textile, footwear & technology by means of cooperation, exchange of knowledge and good practices.
- To activate the internationalization of sustainable EU fashion brands and companies towards targeted third countries interested in sustainable fashion products.



### Increase EU SMEs Competitiveness

- Access to new responsive markets
- Help scaling-up "niche" business
- Access to digital technologies and sustainable recycled materials
- Establish Supply-chain transparency




## ROLL - UP

2000mm

800mm



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### A Joint Internationalization Strategy for EU textile & fashion SME clusters

A European Strategic Cluster Partnership – Going International (ESCP-4i)  
#TEXTILE #FASHION #TECHNOLOGY #FOOTWEAR #INTERNATIONALIZATION

**Fascinate objectives aims at:**

- Building an **European clusters & companies network collaboration** related to the development of **circularity and sustainability**, in the fashion, textile and footwear industries.
- To promote **new European value chains** incorporating different cross-sectoral cooperations between fashion/textile, footwear & technology by means of **cooperation, exchange of knowledge and good practices**.
- To activate the **internationalization of sustainable EU fashion brands and companies** towards targeted third countries interested in sustainable fashion products.

**Connecting Europe's SMEs and the world**  
5 Strategic Cluster & Business Networks  
480+ European SMEs represented  
More than 170 supporting organizations  
Collaboration with 10 international networks  
at least 3 third countries markets targeted  
and many synergies with many stakeholders

You can follow us or reach us online at:  
[FascinateEu](#) [fascinate-eu](#) [fascinate@modacc.cat](#)

**Partners:**

**Modacc** **Cluster Digital** **BFA**  
BULGARIAN FASHION ASSOCIATION

**CLUSTER TEXTIL** **Lifestyle & Design Cluster.**  
tecnologia e moda

FASCINATE is a COSME Go International project funded by the European Commission under grant agreement number 951192.

## APPLICATIONS

All European projects shall use the European emblem (flag) to acknowledge the support received under EU programmes.  
All FASCINATE documents must include the logo below, as shown on pages 14 and 15 of the Brand Book.  
Partners can also use the different versions in their own language as shown below.



Cofinanciado por el Programa  
COSME de la Unión Europea



Co-funded by the COSME programme  
of the European Union



Cofinanciado pelo programa  
COSME da União Europeia



С финансовата подкрепа на програма  
COSME на Европейския съюз



Medfinansieret af Den Europæiske Unions  
program COSME



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