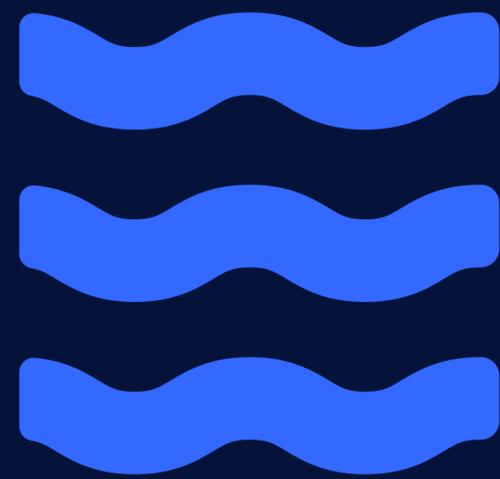


SCIENCE

COMES TO

2026  TOWN

VISUAL
IDENTITY
GUIDELINES

2025 edition

INTRODUCTION

LOGO & USAGE

- I. Color & placement
- II. Minimum size

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- II. Theme icons
- III. Core domains

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IMAGES

TEMPLATES

DESIGN GUIDELINES

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- II. Engagement guideline
- III. Basic guideline

FUNDING STATEMENT

INTRODUCTION

Science Comes to Town celebrates curiosity, creativity, and collaboration across borders, connecting researchers, communities, and cities through accessible and inspiring experiences. This brand book ensures that the project speaks with one coherent and recognisable voice across all formats and contexts. By following these guidelines, every visual - whether a poster, digital post, or event banner - will reflect the same values of openness, collaboration, and curiosity. A consistent visual identity not only strengthens the project's presence, but also builds trust, accessibility, and long-term recognition among the diverse audiences it seeks to engage.

LOGO



FULL COLOR

Used as the preferred option, on a light or neutral background, when the brand needs to be represented with its full visual identity.



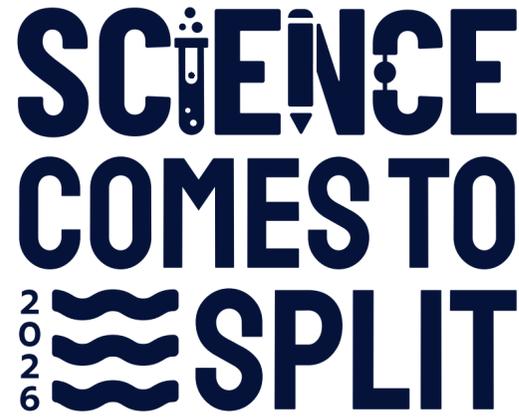
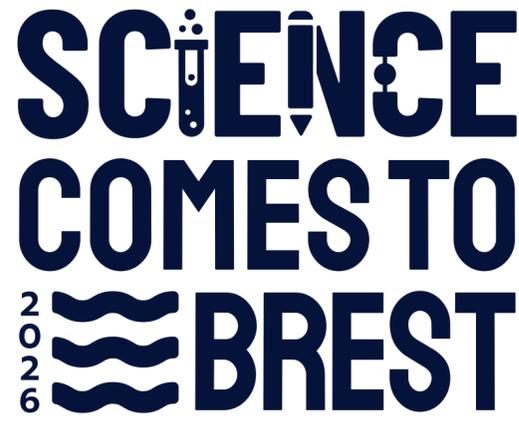
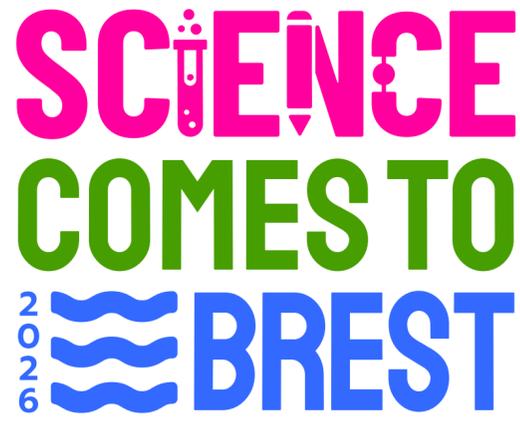
WHITE COLOR

Ideal for dark or high-contrast backgrounds where the full-color logo does not stand out sufficiently.



BLACK COLOR

Used for single-color printing, invoices, documents, engraving, or branding on surfaces where the full-color version is not applicable.



Regional logo versions for Kiel, Brest, and Split are used to highlight local activities or communication specific to each city. They must always appear together with the main Science Comes to Town logo to ensure a clear connection to the overall initiative. These versions are intended for regional or city-focused contexts, while all communication should primarily promote Science Comes to Town at the general project level.

**PARTNER
VERSIONS**



Partner versions of the SCTT logo are intended for use by all project partners, in both horizontal and vertical formats. Please note that acknowledgement of EU funding is mandatory when using the logo. Both French and English versions are available. Whenever possible, please use the colour version of the logo. The black-and-white version is primarily intended for use in black-and-white documents.



English version

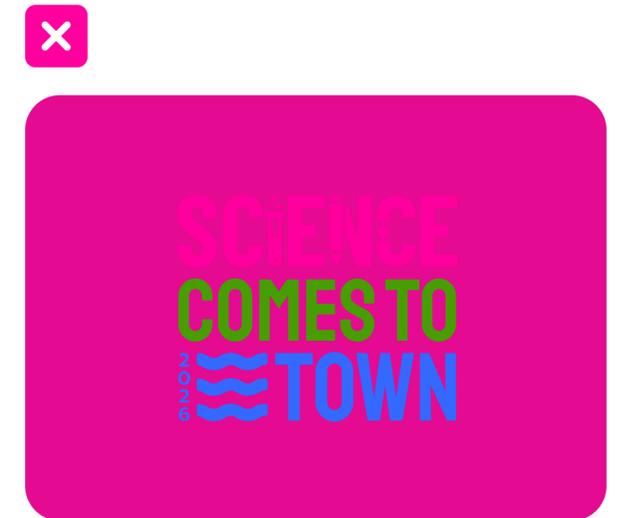
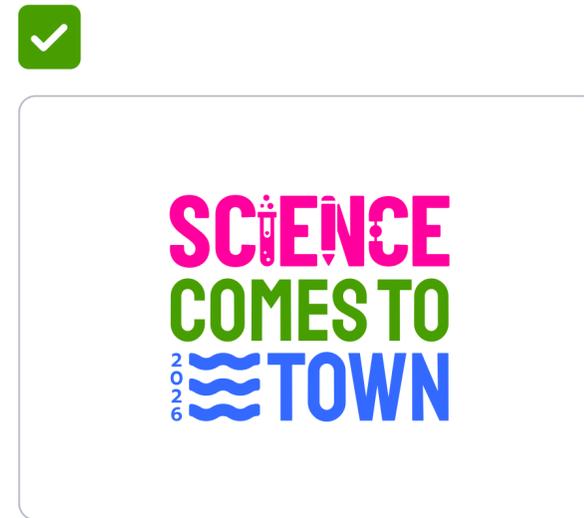


French version

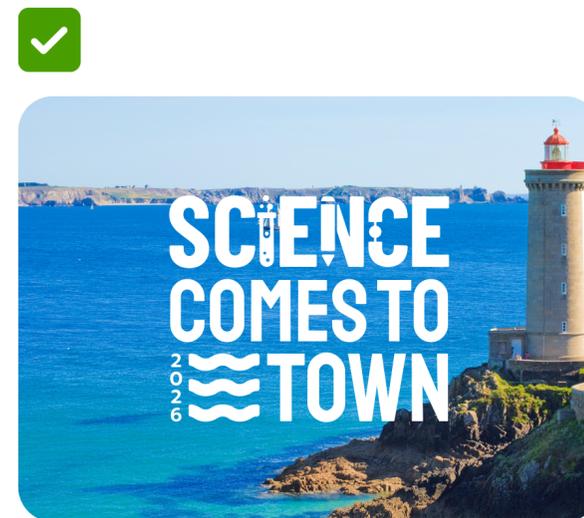


LOGO USAGE

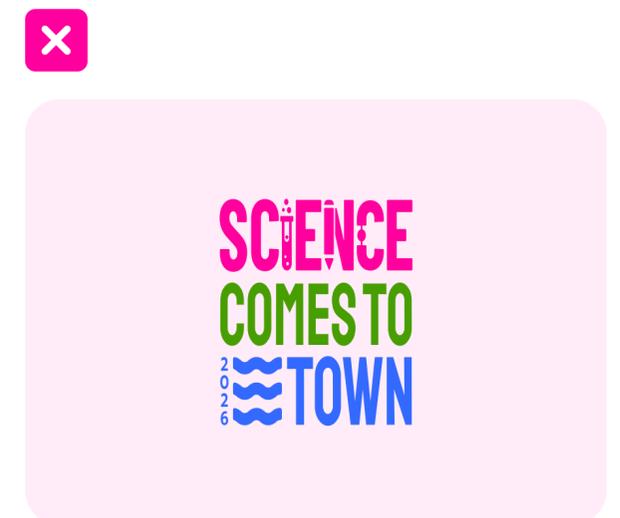
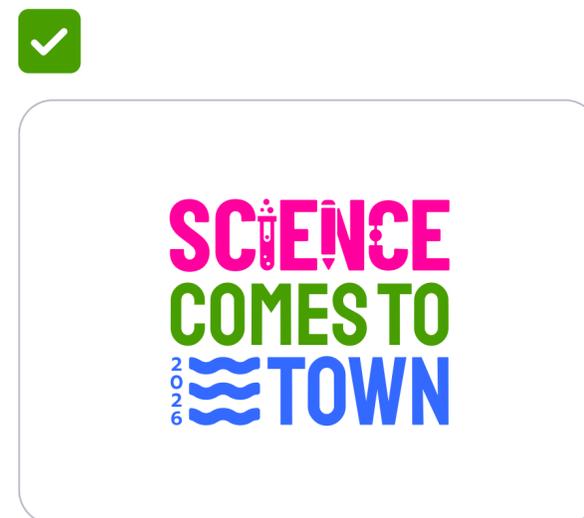
- ✓ Place the logo on white backgrounds
- ✗ Don't place the logo over similarly toned backgrounds



- ✓ White logo on clear photographic background
- ✗ Don't use on busy photographic backgrounds



- ✓ Use the logo in its original form
- ✗ Don't stretch, squeeze or rotate the logo



The logo should never appear smaller than

Recommended logo size

A4 - 35mm

A3 - 55mm

A2 - 80mm

A1 - 110mm

A0 - 150mm

Recommended logo size for digital use

Social media posts - 170px



COLOR PALETTE

When using the strong brand colors as backgrounds, always apply white text to ensure clarity, contrast, and readability across all materials.

MAGENTA

Youthful energy and creativity - engaging younger audiences and sparking curiosity.

HEX FF009E

RGB 255,0,158

CMYK 0,94,0,0

GREEN

Sustainability and action - highlighting environmental innovation and green initiatives.

HEX 489E01

RGB 71,158,1

CMYK 75,14,100,2

BLUE

Science and trust - connecting institutions, researchers, and scientific knowledge.

HEX 3268FF

RGB 51,105,255

CMYK 78,61,0,0

DARK BLUE

Professionalism and reliability - reinforcing credibility, depth, and the long-term vision of science in society.

HEX 05133A

RGB 5,19,58

CMYK 100,92,42,56

The color palette combines vibrant core tones with soft pastels, balancing energy and professionalism to express the project's dynamic, inclusive, and science-driven character.

PASTEL RED

Warmth and inclusivity -
making communication
approachable and
engaging.

HEX FFECF8

RGB 255,236,248

CMYK 0,8,0,0

PASTEL GREEN

Balance and renewal -
supporting themes of
growth and
sustainability.

HEX E5F5D9

RGB 229,245,217

CMYK 10,0,18,0

PASTEL BLUE

Clarity and openness -
conveying transparency
and trust.

HEX E9EFFF

RGB 233,239,255

CMYK 7,3,0,0

T Y P O G R A P H Y

FONT INTRODUCTION

Chosen for its bold, structured, and modern feel, reflecting the project's forward-looking, science-driven mission while ensuring clarity and impact in all headings.

Leading - as the font size increases, the line spacing should proportionally decrease

4-6PT more than the size of the text

STAATLICHES

Headings

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ

1234567890 ‘?’“!”(%) [#][@]/&<-

+÷×=> ® © \$ € £ ¥ ¢ ::, . *

Kerning

35PT Canva

40PT Adobe Indesign

FONT INTRODUCTION

Chosen for its clean, neutral, and highly legible design, making it ideal for supporting text and multilingual content across the project, while ensuring accessibility and consistency in both print and digital formats.

Leading - as the font size increases, the line spacing should proportionally increase

10-30PT more than the size of the text

Inter

Body text

ABCĆDEFGHIJKLMNOPQRSŠTUVW
XYZŽabcćdefghijklmnopqrsštuvwxyz
zž 1234567890 '?!"(%)[#]{@}/&←
+÷×⇒®©\$€£¥¢:;,.*

Kerning

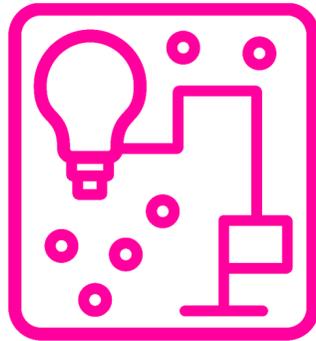
35PT Canva

40PT Adobe Indesign

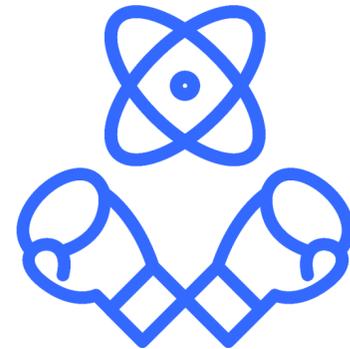
ICONS

The icons feature a clear, modern outline style that helps visually communicate the project's mission and make complex ideas more accessible. Their colors may be adapted to suit different contexts while staying within the project palette.

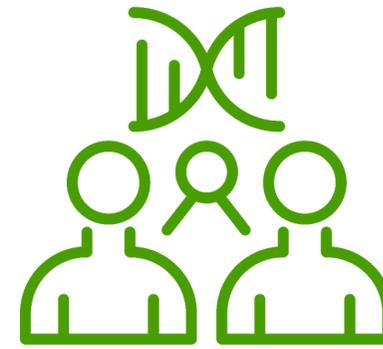
Activity icons



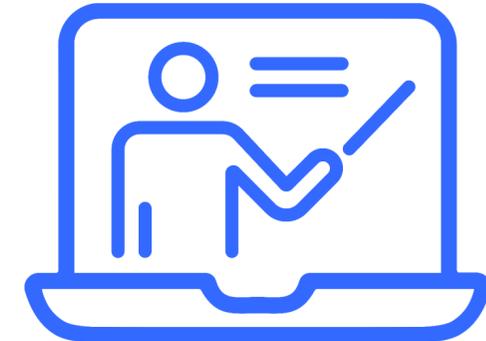
Co-creation projects



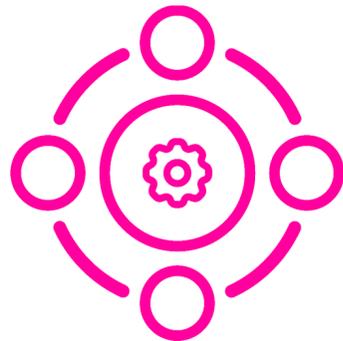
Science battle



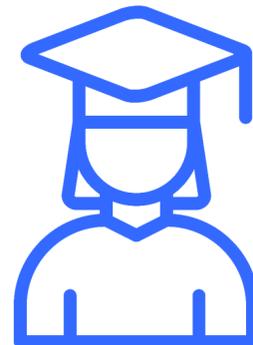
Joint citizen science projects



Teacher training



Mutual training



Children university



Science battle

These icons highlight the project's diverse focus areas and should be used in their corresponding brand colors to ensure consistency and thematic clarity across all materials. They can also be used without the background squares, in the appropriate colors, when a lighter or more minimal application is preferred.

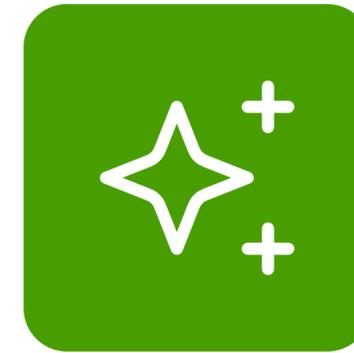
Theme icons



Sea and water



Health and wellbeing



Talents



Cultural heritage



Sustainability



Europe

The logo icons represent the core domains of the project - science, connection, and knowledge - reinforcing its identity and creating a clear visual link across all communication materials. Their colors may be adapted to suit different contexts while staying within the project palette.

Core domains

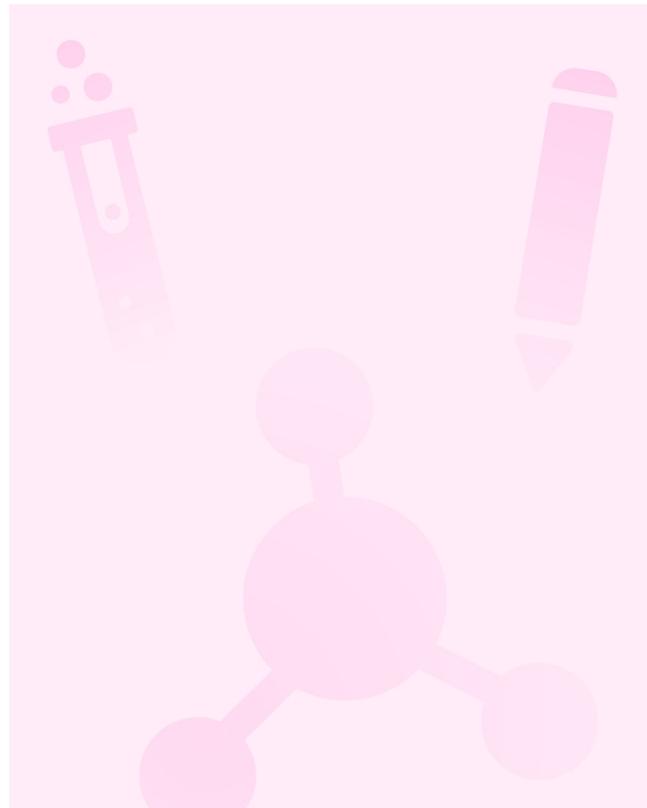


DESIGN ELEMENTS

These background shapes add depth and visual interest while reinforcing the project's scientific theme. Their soft gradient can be adapted in any of the brand colors and positioned flexibly to support the composition without overpowering the main content.

LINEAR GRADIENT

15% FF009E & 15% FFECF8



LINEAR GRADIENT

15% 3268FF & 15% E9EFFF



LINEAR GRADIENT

15% 489E01 & 15% E5F5D9



SCIENCE
COMES TO
TOWN

LOREM **IPSUM** DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT.
PRAESENT ***** FELIS NIBH,
TRISTIQUE AC **ORCI VEL.**

Funded by
the European Union

A banner for 'Science Comes to Town' with a pink-to-white gradient background. It features the project logo at the top, placeholder text in various colors and weights, and the European Union logo at the bottom. Faint scientific icons are visible in the background.

These background shapes add depth and visual interest while reinforcing the project's scientific theme. Their soft gradient can be adapted in any of the brand colors and positioned flexibly to support the composition without overpowering the main content.

LINEAR GRADIENT

15% FF009E & 15% FFECF8



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15% 3268FF & 15% E9EFFF



LINEAR GRADIENT

15% 489E01 & 15% E5F5D9

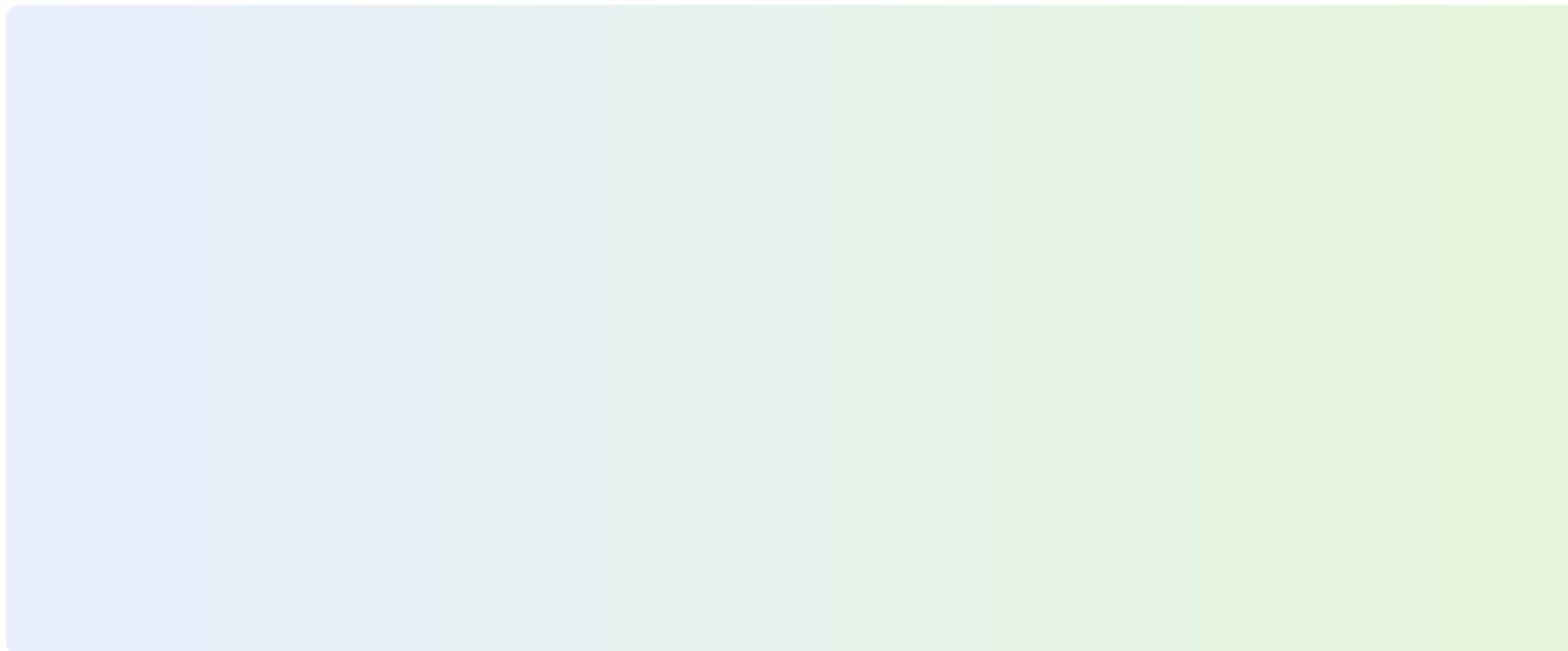


A final design layout on a solid blue background. At the top right is the logo 'SCIENCE COMES TO TOWN' with a stylized 'i' and 'O' and a wave symbol. Below it is a large block of white text: 'LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. PRAESENT * FELIS NIBH, TRISTIQUE AC ORCI VEL.' The word 'ORCI' is highlighted in a white rounded rectangle. At the bottom right is the European Union flag logo with the text 'Funded by the European Union'. Faint, semi-transparent scientific icons are visible in the background.

This blue-green gradient background adds a calm, scientific tone that provides a clean, modern backdrop without distracting from the key content.

LINEAR GRADIENT

100% E9EFFF & 100% E5F5D9



Wie sauber ist die Luft in unserer Straße?

Welche Pflanzen und Tiere leben auf unserem Schulhof?

Welche Spuren hat die Vergangenheit in unserem Dialekt hinterlassen?

CO-CREATION WETTBEWERB

SCIENCE COMES TO TOWN

Schickt uns eure Idee bis zum **30.11.2025**.

Infoveranstaltung:
10.11.2025 von 16 bis 18 Uhr
im Baukulturforum,
Waisenhofstraße 3 in Kiel

Bis zu 1.000 € Preisgeld für euer Forschungsprojekt in Kiel und der Kiel Region.

Funded by the European Union

sctt-2026.eu

THE WAVE

SYMBOL

The wave is a key design symbol representing Science Comes to Town's values of movement, connection, and continuity. It adds rhythm and visual identity across all materials. The waves are always used along the horizontal axis, but their placement, color, and scale remain flexible so they can adapt naturally to different layouts and content compositions.



These are the original colors of the wave symbol, appearing in both solid and pastel versions. The solid colors provide a strong visual presence, while the pastel tones offer a lighter, more subtle option for softer compositions. Both versions should be used within the official brand palette to ensure visual consistency across materials.



HEX FF009E



HEX 489E01



HEX 3268FF



HEX FFECF8



HEX E5F5D9



HEX E9EFFF

To provide orientation, the waves are typically applied in four main ways

On white background - use solid color waves with around 5-10% opacity to maintain subtle visibility.



To provide orientation, the waves are typically applied in four main ways

On dark backgrounds - use solid or pastel waves in full opacity for strong contrast and recognition.



To provide orientation, the waves are typically applied in four main ways

On content-heavy layouts - when the wave's presence is essential but should not distract from text or visuals, lower the opacity slightly to maintain readability and balance.



To provide orientation, the waves are typically applied in four main ways

On layouts featuring the three cities -
when used in designs that combine visuals from Kiel, Brest, and Split, the wave appears in white over the images to create a subtle rippled effect

SCIENCE COMES TO TOWN
2026

Science Comes to Town will bring science to life in cities across Europe and set it more into the societal focus.

1,000+ Engaging activities
70+ Committed partners

We aim to inspire a broad audience (from children to seniors, from young professionals to experts and from individuals to groups) to co-create knowledge, spark curiosity, and shape a more informed, connected future.

sctt-2026.eu

Funded by the European Union

The graphic features a white wave pattern across the top and bottom. It includes a photo of four people at an event, a QR code, and three scenic images of coastal cities: Split, Brest, and Kiel.

IMAGES

The imagery showcases authentic, human-centred moments that connect science with everyday life. Bright, open, and collaborative scenes reflect curiosity, community, and the project's accessible, optimistic spirit. Use softly rounded corners for all image and shape frames - approximately 20-30 px (6-10 mm) radius, depending on format. The rounding should be visually balanced - noticeable enough to soften the geometry but not overly curved.



TEMPLATES

The templates use bold titles, vibrant color spaces, and flexible layouts to create a clear, recognisable look while allowing room for engaging imagery and key project messages.

SCIENCE COMES TO TOWN 2026 LOREM IPSUM DOLOR SIT AMET CONSECTETUR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer consectetur ut nibh quis tincidunt. Ut condimentum ultricies massa ac consequat. Duis eu porttitor nulla. Etiam pretium lorem in ipsum pulvinar, eget vulputate nulla faucibus. Donec quis quam condimentum, sagittis risus vitae, vestibulum

scct-2026.eu

Funded by the European Union

SPLIT **BREST** **KIEL**

LOREM IPSUM DOLOR SIT AMET

SCIENCE COMES TO TOWN

scct-2026.eu

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis lectus mattis, aliquet nunc ut, pretium lorem. Ut finibus, lacus nec rhoncus ornare, eros sapien elementum sem, vitae tristique velit nibh a lacus.

Funded by the European Union

CO-CREATION SCIENCE COMES TO TOWN

Mach mit beim Co-Creation-Projekt!

Hast du dich schon einmal gefragt, wie sauber die Luft in deiner Straße ist oder ob Pflanzen mit Musik schneller wachsen? Genau solchen Fragen gehen wir gemeinsam nach – im Co-Creation-Projekt von Science Comes to Town 2026.

WER KANN MITMACHEN?

Egal ob jung oder alt, mit oder ohne Vorkenntnisse – jede Perspektive zählt. Ob alleine, mit Freund*innen, deiner Familie, Schulklasse oder deinem Verein: Bewirb dich mit deiner Idee!

WAS BEDEUTET CO-CREATION?

Bürgerinnen und Wissenschaftlerinnen entwickeln Ideen, stellen Fragen, finden Antworten und setzen Lösungen praktisch um. Es geht nicht um komplizierte Laborexperimente, sondern um Projekte, die Wissenschaft direkt mit unserem Alltag verbinden – in Nachbarschaften, Schulen, Vereinen oder ganzen Städten.

WAS ERWARTET DICH?

- Preisgeld von bis zu 1.000 €
- Unterstützung durch Expertinnen / Wissenschaftlerinnen
- Eine Plattform, um Ergebnisse öffentlich sichtbar zu machen

ZEITPLAN

1. OKT – 30. NOV 2025 **BEWERBUNGSPHASE**

19 – 22 JANUAR 2026 **BEKANNTGABE DER PROJEKTE**

Funded by the European Union

LOREM IPSUM DOLOR Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sagittis rutrum.

Funded by the European Union

DESIGN GUIDELINES

II. Engagement guideline

Use speech bubbles as the main graphic element to create a dynamic, conversational layout designed for call-to-action or participatory formats that invite public interaction. Place the engagement icon at the front to establish immediate visual context, and position the SCTT logo in colour at the top or centre. Depending on the background colours, add waves in solid tones - either at full opacity or reduced to 5-10% - positioned flexibly along the horizontal axis with the EU-funded logo integrated, ensuring a lively and approachable overall composition. Circular frames or shapes should not be used as design elements, as they do not align with the project's visual style.



III. Basic guideline

Use a color field in the header area with at least one rounded corner, placing the SCTT logo in white at the top right. Create a clear content area for structured text or angled images, and add waves in solid tones - either at full opacity or reduced to 5-10% - positioned flexibly along the horizontal axis with the EU-funded logo included. Circular frames or shapes should not be used as design elements, as they do not align with the project's visual style.

CO-CREATION

SCIENCE COMES TO TOWN

Mach mit beim Co-Creation-Projekt!

Hast du dich schon einmal gefragt, wie sauber die Luft in deiner Straße ist oder ob Pflanzen mit Musik schneller wachsen? Genau solchen Fragen gehen wir gemeinsam nach – im Co-Creation-Projekt von Science Comes to Town 2026.

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- Eine Plattform, um Ergebnisse öffentlich sichtbar zu machen

ZEITPLAN

I. OKT – 30. NOV 2025	BEWERBUNGSPHASE
19 – 22 JANUAR 2026	BEKANNTGABE DER PROJEKTE

Funded by the European Union

FUNDING STATEMENT

Please acknowledge funding by using the EU logo and one of the following funding sentences shown below:



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Font

Please always use the Arial font for the funding statements

EU emblem

Must always be on the left side or above the funding text

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm

For dark backgrounds please use the version with white letters

