

# IFIGENEIA

**BRANDBOOK**

May, 2025

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## INTRODUCTION

### About project

The IFIGENEIA project addresses the challenges of modern nuclear medicine by introducing advanced LINAC (Linear Accelerator) technology as a sustainable and environmentally friendly alternative to traditional radioisotope production sources. The project will establish three Excellence Hubs in Greece, Slovenia, and Cyprus, serving as innovation centers for the development, validation, and commercialization of radioisotopes and related technologies. The main goal is to support research, diagnostics, therapy, and theranostics by utilizing LINAC technology, which enables high flexibility, safety, and accessibility. Each Hub brings together key stakeholders from research, industry, public sector, and civil society in a quadruple-helix model, while aligning with regional RIS3 strategies. In addition to the technological dimension, the project includes the development of investment strategies, the strengthening of entrepreneurial skills, and mentoring activities for Western Balkan countries, with the aim of fostering long-term European integration and knowledge transfer.

### Rationale behind the logo development

It is challenging to represent such a complex concept through a single visual element. The core idea behind the logo's development was the path of an atom. However, we intentionally avoided a direct or literal representation. Instead, it adopts an abstract visual language that reflects the dynamic and multifaceted nature of the project.

This abstraction allows for multilayered interpretation, aligning with IFIGENEIA's broad vision that bridges technology, science, healthcare, and international cooperation. By not being confined to a single recognizable symbol, the logo opens up space for a deeper, more imaginative engagement, representing various aspects of the initiative – from advanced nuclear medicine and theranostic technologies to regional integration and knowledge transfer. Abstract form ensures strong international recognizability and adaptability across different cultural and institutional contexts, including Greece, Slovenia, Cyprus, and the wider Balkan region.

## MAIN VERSIONS OF LOGO



Vertical



Horizontal



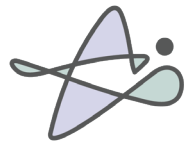
## SAFETY AREA

The safety zone of the IFIGENEIA logo was determined by the use of a module that is 100% of the size of the small circle in the sign.

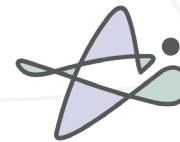
There must be no foreign text or graphic objects in this space.



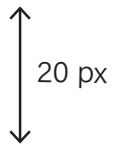
## MINIMUM SIZE



IFIGENEIA



IFIGENEIA



## TYPOGRAPHY

The Dubai typeface was chosen for the IFIGENEIA logo due to its modern, and clear design. With its geometric structure and represent high legibility convey professionalism and stability, while its neutral and approachable character supports the project's values.

The **Roboto** typeface was selected for headings due to its clean, modern, and highly legible design that ensures clarity and impact in all visual materials. Its geometric yet friendly structure aligns with the project's innovative and professional character. For body text, **Roboto Condensed** was chosen for its space-efficient form and excellent readability, enabling the clear presentation of complex information across print and digital formats. Together, the two fonts create a cohesive and accessible typographic system.

Fonts are available here:

Roboto: <https://fonts.google.com/specimen/Roboto>

Roboto Condensed: <https://fonts.google.com/specimen/Roboto+Condensed>

AaBbCc

DdEeFf

GgHhIi

AaBbCc

DdEeFf

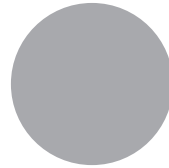
GgHhIi

## COLOUR PALETTE



The color palette was carefully selected to reflect the project's identity with relying on conventional visual elements typically associated with the medical field. These familiar references were reinterpreted through modern, vivid shades to convey innovation, energy, and a forward-looking approach.

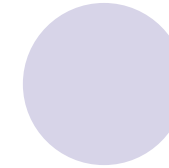
### Light variations



C 0 M 0 Y 0 K 40  
R 167 G 169 B 172  
#a7a9ac



C 22 M 8 Y 16 K 0  
R 199 G 214 B 209  
#c7d6d1

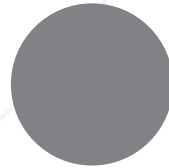


C 14 M 14 Y 1 K 0  
R 214 G 212 B 232  
#d6d4e8

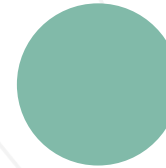


C 18 M 8 Y 6 K 0  
R 204 G 217 B 227  
#ccd9e3

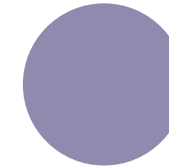
### Main colours



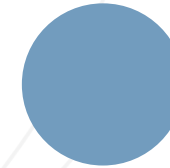
C 0 M 0 Y 0 K 60  
R 128 G 130 B 133  
#808285



C 50 M 10 Y 38 K 0  
R 131 G 187 B 169  
#83bba9

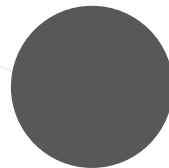


C 47 M 44 Y 15 K 0  
R 144 G 139 B 174  
#908bae

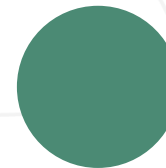


C 57 M 29 Y 13 K 0  
R 115 G 157 B 191  
#739dbf

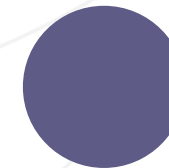
### Dark variations



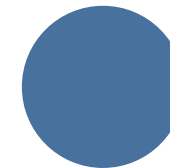
C 0 M 0 Y 0 K 80  
R 88 G 89 B 91  
#58595b



C 72 M 28 Y 60 K 8  
R 77 G 138 B 116  
#4d8a74



C 71 M 68 Y 26 K 7  
R 95 G 92 B 133  
#5f5c85



C 77 M 53 Y 20 K 2  
R 75 G 113 B 156  
#4b719c

## ALTERNATIVE VERSIONS OF LOGO

Logo variations with  
long title of the project



**IFIGENEIA**

Innovative Facility for Isotope GENERation  
with Efficient Ion Accelerator



**IFIGENEIA**

Innovative Facility for Isotope GENERation  
with Efficient Ion Accelerator

Logo variations  
with motto



**IFIGENEIA**

*Scientific Knowledge for the Health  
of Tomorrow*



**IFIGENEIA**

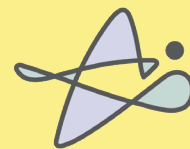
*Scientific Knowledge for the Health  
of Tomorrow*

## APPLICATION ON A BACKGROUND

The logo in the basic version looks best on a white background and it should be used this way most often. If it is necessary to use it on a dark background, the inscription should be presented in white.



**IFIGENEIA**



**IFIGENEIA**

## INCORRECT USE



Don't replace the order of the elements.

Don't place on an aggressive background.



Don't change the typography.

Don't change the colours.



**Funded by  
the European Union**

The Brandbook was prepared at Jožef Stefan Institute, May 2025.

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Grant Agreement No: 101186921.

[www.ifigeneia.eu](http://www.ifigeneia.eu)