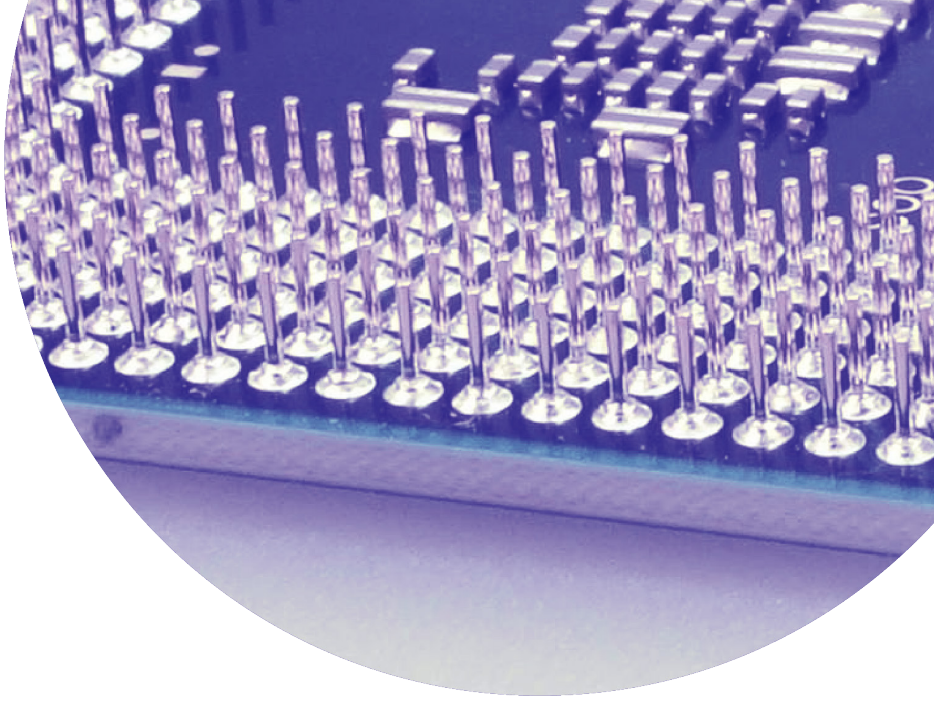

P EMS

Portuguese Competence Centre in Semiconductors

Visual Identity Guidelines

POEMS

Portuguese Competence Centre in Semiconductors, as a cutting-edge initiative under the Chips for Europe Initiative, directly addresses the critical needs outlined in Axis 1 of the National Semiconductor Strategy, targeting capacity building and key technological advancements. This strategic alignment aims to catapult Portugal to the forefront of semiconductor innovation and production, specifically focusing on microelectronics and semiconductors, pivotal for elevating the existing industrial and technological capacities to meet the key global challenges.

Focusing on the strategic areas of chip design, advanced packaging, and emerging semiconductor technologies, POEMS leverages the diverse expertise of its 16 consortium partners, including leading research and academic institutions, that bring specialised training resources and cutting-edge capabilities.

POEMS Portuguese Competence Centre in Semiconductors

Co-funded by the European Union

fct Fundação para a Ciência e a Tecnologia

The Project 101217446 - POEMS is supported by the Chips Joint Undertaking and its members, including top-up funding by FCT, Fundação para a Ciência e Tecnologia, I.P.

www.poemscentre.eu

Visual Identity Guidelines

1 Logo

2 Colours

3 Typos

4 Safe margins

5 Placement

6 Icon

7 Dont's

PEMS Portuguese Competence Centre in Semiconductors

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fct Fundação para a Ciência e a Tecnologia

1
Logo · Positive

P EMS

Portuguese Competence Centre in Semiconductors

Main Version
Vertical
Minimum height:
15 mm • 42 px

P EMS **Portuguese Competence Centre in Semiconductors**

Secondary Version A
Horizontal
Minimum height:
10 mm • 28 px

P EMS
Portuguese Competence Centre in Semiconductors

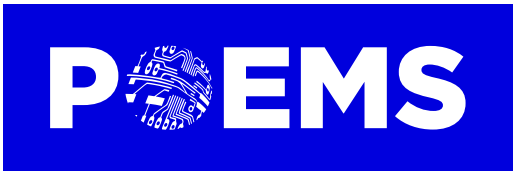
Secondary Version B
Horizontal
Minimum height:
16 mm • 46 px

P EMS

Simple Version
Minimum height:
5 mm • 15 px

1
Logo · Negative

Negative Version
Use on top of solid background colours or images



1
Logo · Positive White

Portuguese Competence Centre in Semiconductors

Positive white version
Use on top of solid dark background colours or images

2
Colour

RGB
R 0
G 0
B 221

PANTONE
2728 C

HEXADECIMAL
#0000dd

Main Colour

RGB
R 178
G 36
B 143

CMYK
C 24%
M 100%
Y 0%
K 0%

HEXADECIMAL
#b2248f

Complementary Colour
Use just on text.
Don’t use on logo.

RGB
R 204
G 113
B 200

CMYK
C 21%
M 67%
Y 0%
K 0%

HEXADECIMAL
#cc71c8

Complementary Colour
Use on background solid colour / images.
Don’t use on logo.

RGB
R 222
G 153
B 224

CMYK
C 13%
M 46%
Y 0%
K 0%

HEXADECIMAL
#de99e0

Complementary Colour
Use on background solid colour / images.
Don’t use on logo.

3
Typos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main Typeface
Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main Typeface
Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Complementary Typeface
Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Complementary Typeface
Fira Sans

Portuguese Semiconductors

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4
Safe Margins

Horizontal display
2x “P” eye for margins
1x “P” eye for name

Vertical display
3x “P” eye

5
Placement

PEMS
Portuguese
Competence
Centre in
Semiconductors
PEMS

5
Placement

PEMS
Portuguese
Competence
Centre in
Semiconductors
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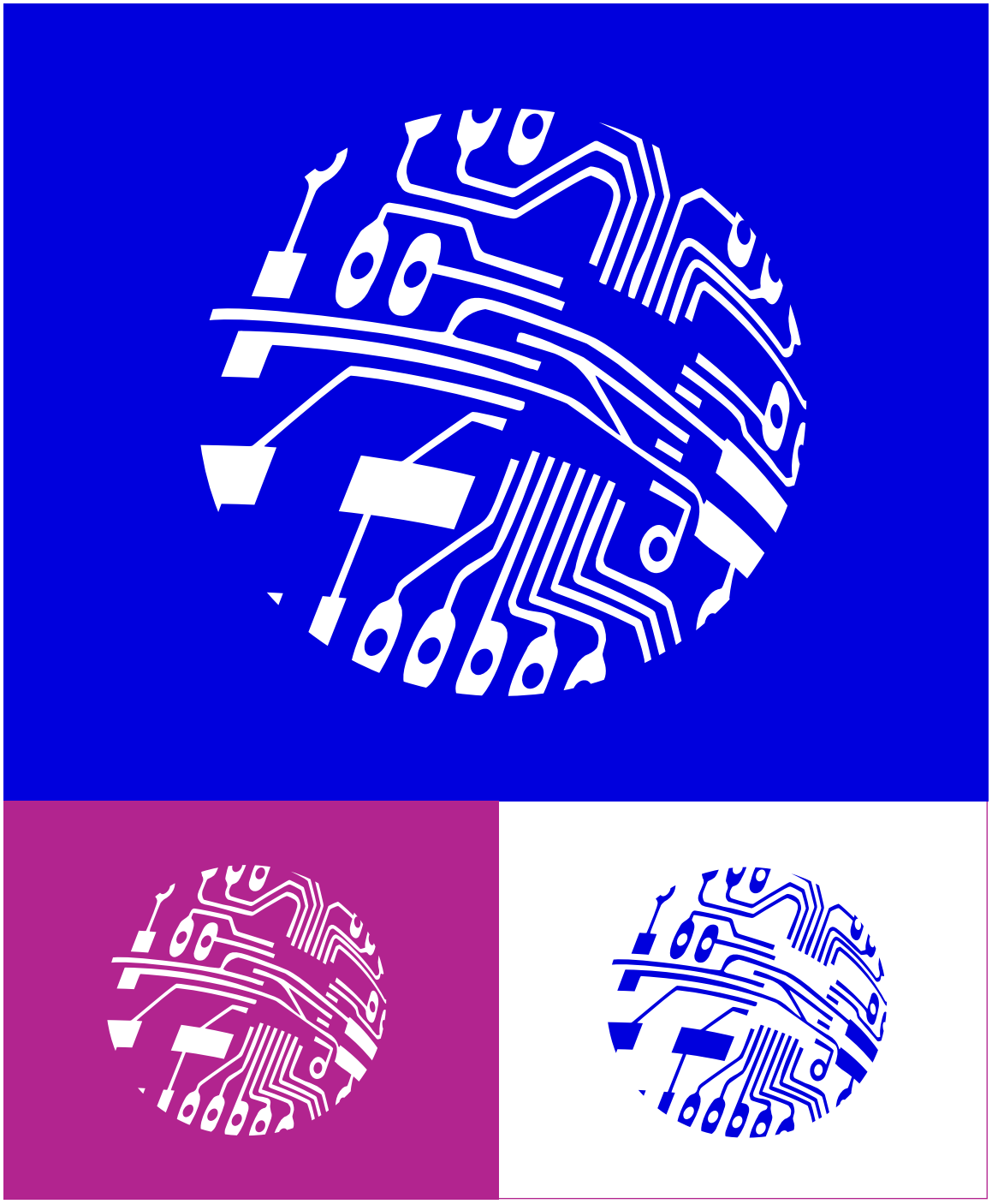
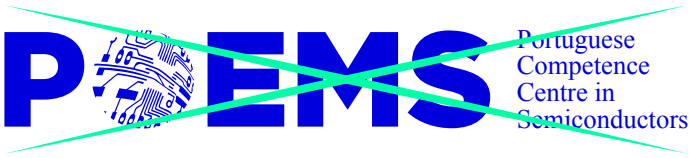
Competence
Centre in
Semiconductors
PEMS
PEMS
Portuguese
Competence
Centre in
Semiconductors
PEMS
LOREM ipsum dolor
sit amet, consectetuer
adipiscing elit, sed diam
LOREM ipsum dolor
sit amet, consectetuer
adipiscing elit, sed diam

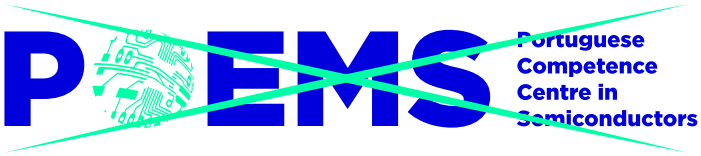
6
Icon



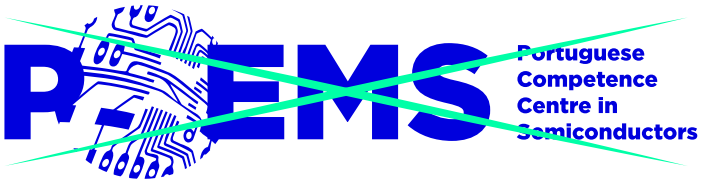
7
Dont’s



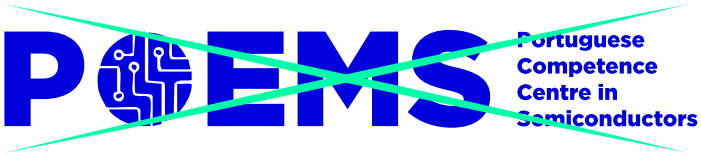
No other typo
than Gotham Black
can appear on logo



The logo is monochromatic.
Only one colour
can be used.



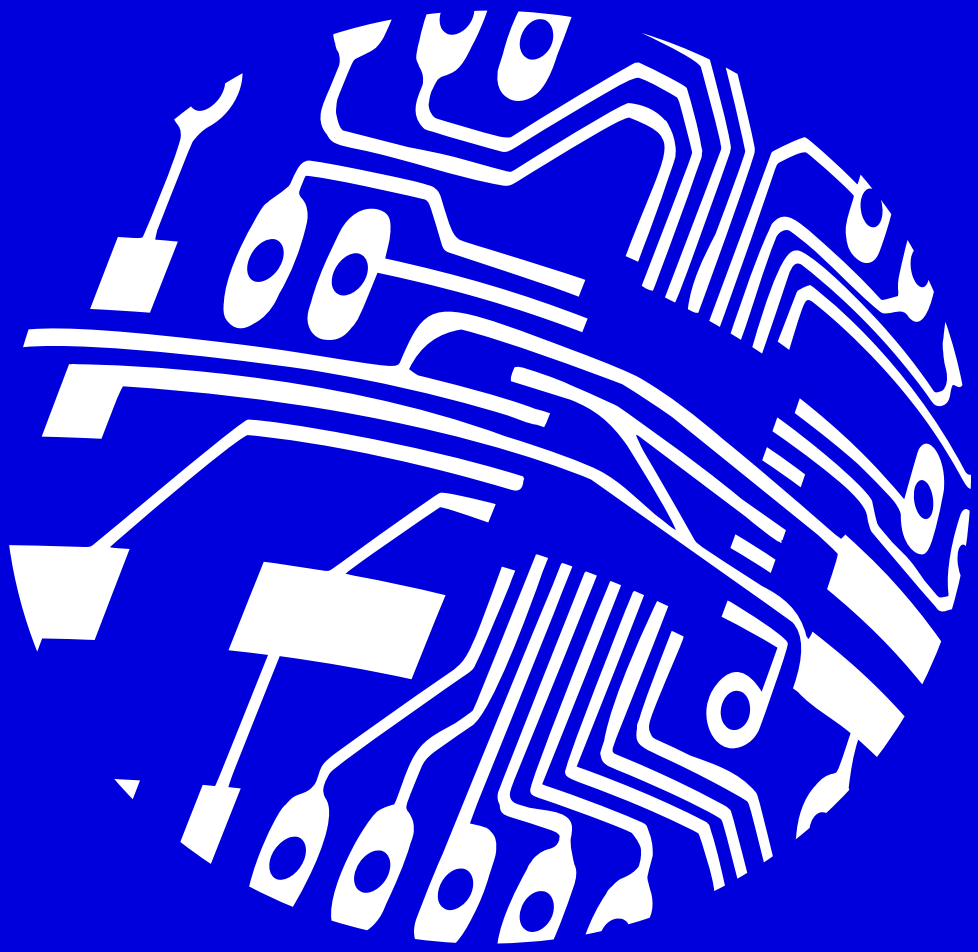
The icon can’t be resized
or repositioned.



Don’t change the icon.

Don’ use other colours
than blue, black or white.

Don’t use effects like
shadows or others
on the logo.



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