

**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 is supported by the Chips Joint Undertaking and its members, including top-up funding by FCT - Fundação para a Ciência e Tecnologia, I.P., under grant agreement n.º 101217646.

www.poemscentre.eu

Visual Identity Guidelines

1 Logo

2 Colours

3 Typos

4 Safe margins

5 Placement

6 Icon

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Logo - Positive



**Portuguese
Competence
Centre in
Semiconductors**

Main Version

Vertical

Minimum height:

15 mm • 42 px



**Portuguese
Competence
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Secondary Version A

Horizontal

Minimum height:

10 mm • 28 px



Portuguese Competence Centre in Semiconductors

Secondary Version B

Horizontal

Minimum height:

16 mm • 46 px



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



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Positive white version

Use on top of solid
dark background
colours or images



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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

Logo Typeface
Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

title Typeface
Fira Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Complementary Typeface
Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Complementary Typeface
Fira Sans

Portuguese Semiconductors

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Safe Margins



Horizontal display
2x "P" eye for margins
1x "P" eye for name



Vertical display
3x "P" eye

5

Placement



5

Placement

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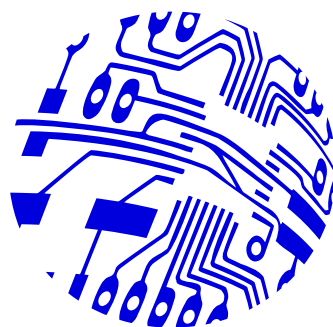
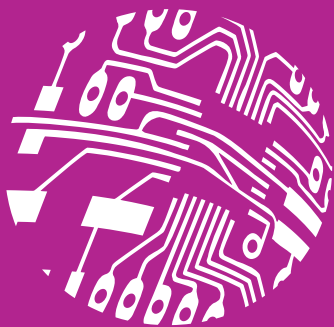
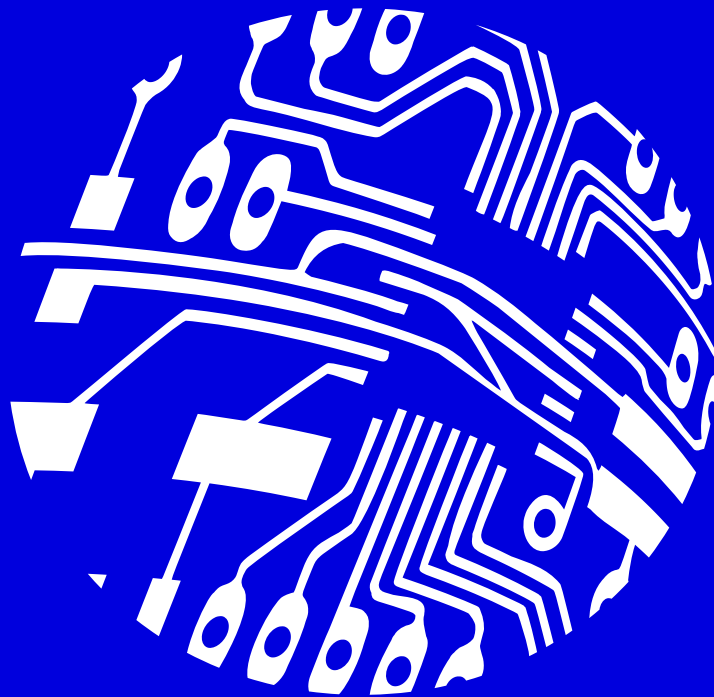
PEMS

LOREM ipsum dolor
sit amet, consectetur
adipiscing elit, *sed diam*

LOREM ipsum dolor
sit amet, consectetur
adipiscing elit, *sed diam*

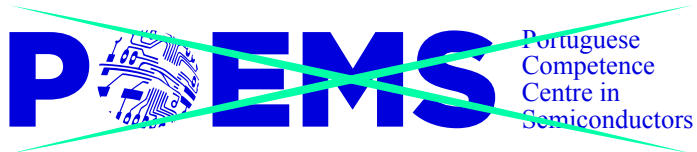
6

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.



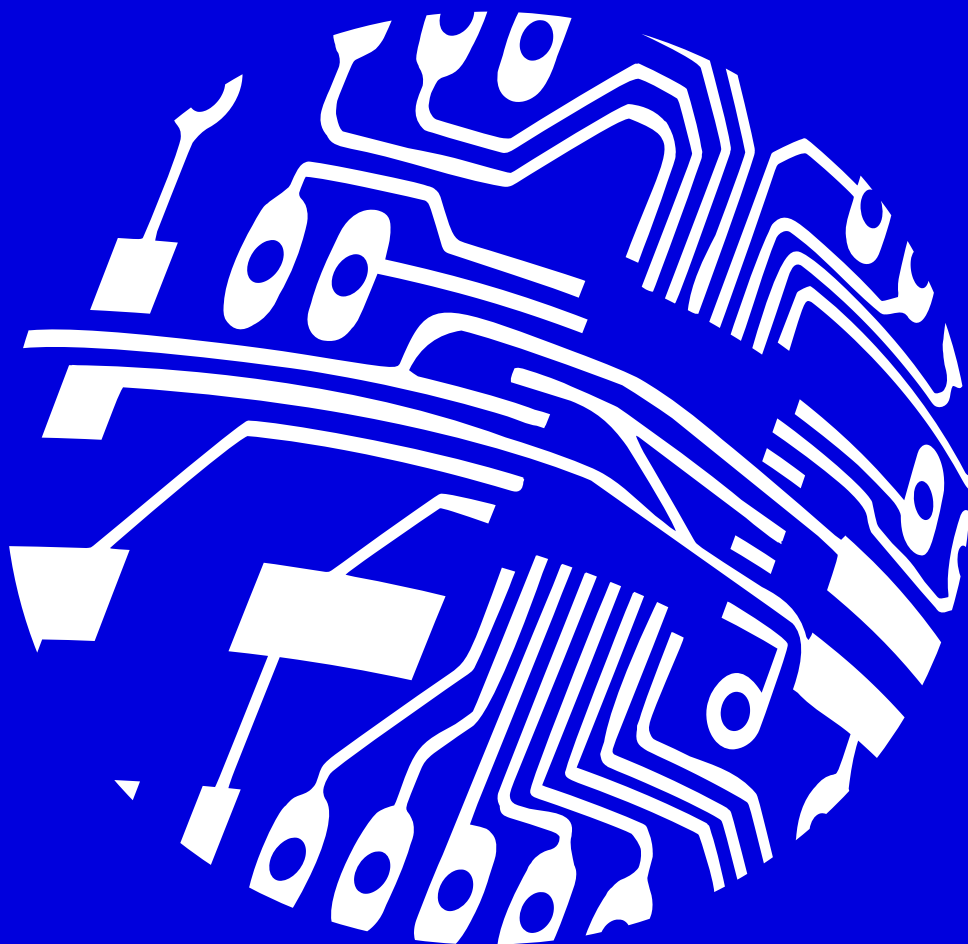
Don't change the icon.



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



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



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