

Guidelines

BRANDING BOOKLET



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ABOUT WEM CYBER



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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101216854

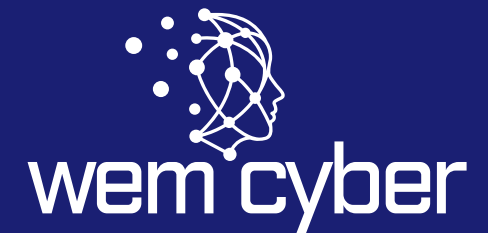
ABOUT WEM CYBER

THE PROJECT

WEM Cyber is a Horizon Europe project supporting women's participation in cybersecurity through cross-border secondments, mentoring and targeted training. The project connects organisations across Europe to strengthen skills development and collaboration between academia and industry, particularly in Widening countries.

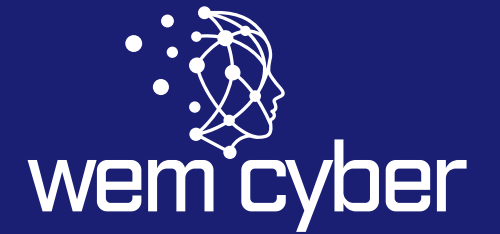


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→ Providing tangible mobility and real project-based experience, fostering lasting academia–industry cooperation aligned with market needs, and delivering practical tools and insights that benefit the wider European cybersecurity and STEM ecosystem.

ABOUT WEM CYBER **CORE VALUES**



key words research – knowledge – network – STEMS – women – diversity – innovation

visuals organic geometry – round – futurism – minimal

emotions trustworthy – empowering – connected – curious – forward looking



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VISUAL IDENTITY



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VISUAL IDENTITY **MAIN LOGO**

Minimalist woman's head combined with nets and dots to convey the idea of being full of innovative ideas. The wordmark is in lower case to appear less academic and more approachable to our target audiences.



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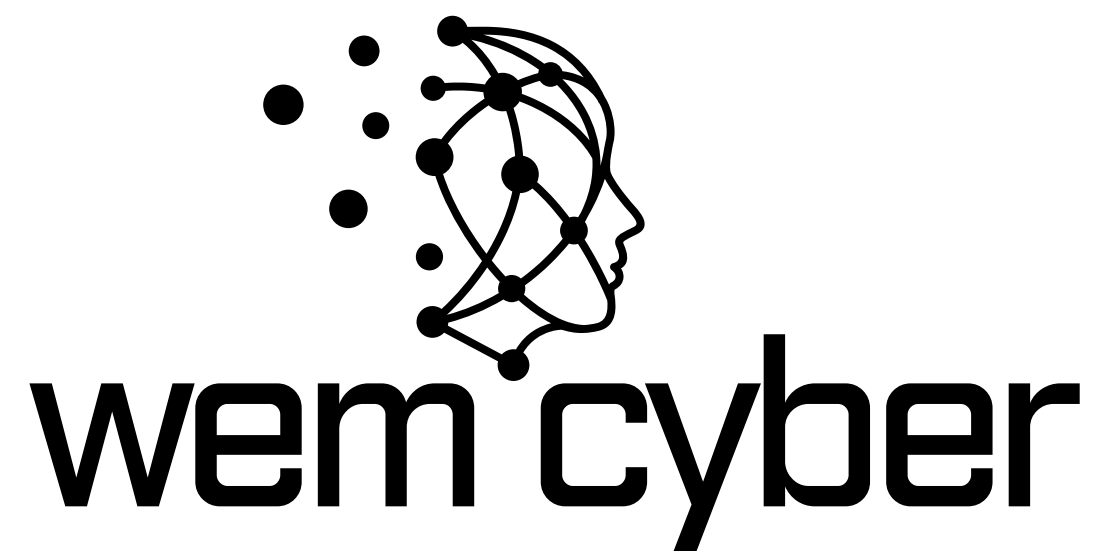
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VISUAL IDENTITY

SECONDARY LOGOS



White variation



Black variation



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VISUAL IDENTITY COLOURS

The project uses dark blue as the main colour of WEM Cyber. Purple, neon green and grey are complementary colours. Blue as a colour conveys trust, knowledge, and credibility, aligning with cybersecurity, research excellence, and European institutional values, while avoiding gender stereotypes often associated with purple or pink only

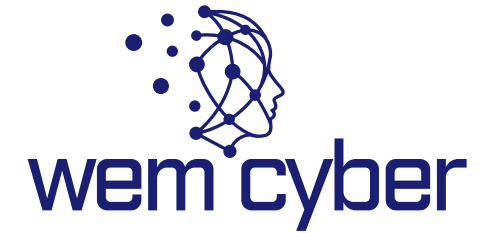


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VISUAL IDENTITY

FONTS



The main typography of the project is Poppins, a modern sans-serif with clean structure and excellent legibility. It serves as the primary font for headings and core messaging.

Neue Machina is used as an accent font, adding a distinctive and tech-oriented character. Applied selectively, it introduces contrast and reinforces the project's innovative and cybersecurity-driven identity.

Aa

Poppins; Poppins Medium; **Poppins Bold**

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqr

stuvwxyz

Aa

Neue Machina; **Neue Machina Bold**

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

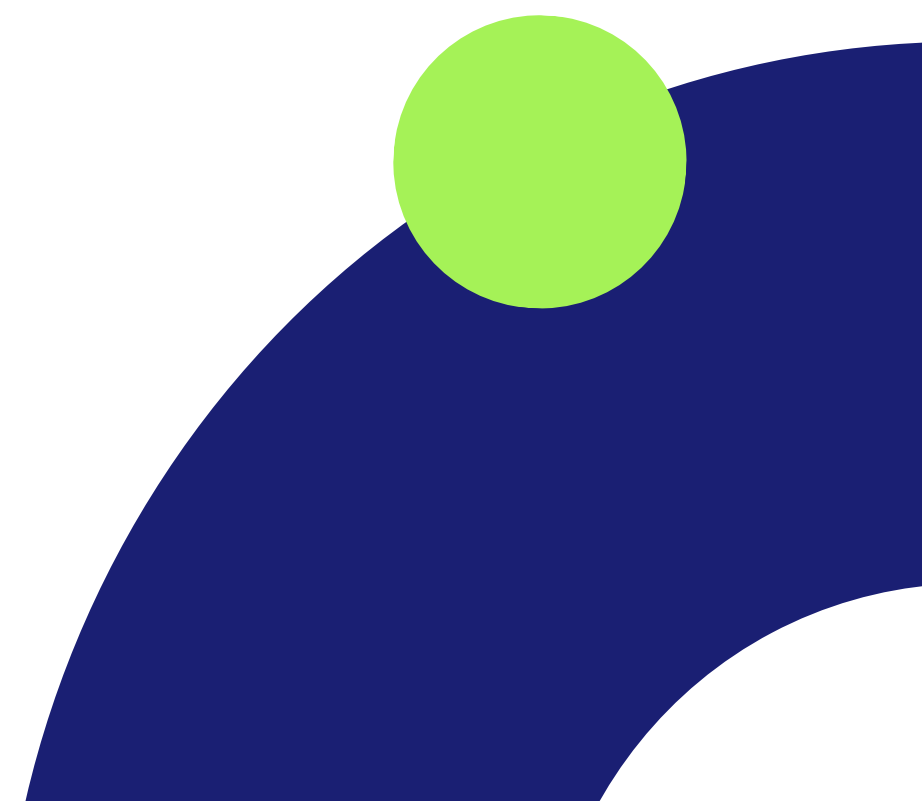
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CONSORTIUM



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