Interreg
North-West Europe

EUROPEAN UNION

IMAGINE

European Regional Development Fund

MAGNET
THE IMAGINE NETWORK

VISUAL IDENTITY

IMAGINE NETWORK

A NAME
DERIVED FROM THE IMAGINE PROJECT

It appeared important to us to brand the IMAGINE network with a short, simple name that clearly defines its identity as a result of the Interreg IMAGINE project, while at the same time having meaning in relation to its purpose.

In this sense, the word MAGNET literally represents both a part of IMAGINE and at the same time a part of the network and its post-project development.

The name MAGNET not only incorporates elements from the word IMAGINE, but also holds a specific meaning related to the network platform's purpose, which is to connect individuals and facilitate the exchange and sharing of experiences around socio-professional inclusion topics.

A SYMBOL
WITHOUT AMIGUITY

In the chosen symbol for the logo, the meaning is combined with the objective of the network:

▶ The letter M, initial of the word MAGNET.

▶ The symbol has the appearance of a magnet.

COLORS
A VARIABLE ASSOCIATION

The dominant color chosen for the visual identity of the IMAGINE network is composed of purple, which is both an organic reference to agriculture (beets, onions, cabbages, eggplants, grapes, etc.) and horticulture (violets, lavender, etc.).

It is also a color that tends towards development. IMAGINE is a European program whose dominant color is blue, and purple is the result of the combination of the two primary colors blue and red, so by definition it is a color that tends towards the evolution of what IMAGINE was at the beginning and what it aims to become as a network.

The logo is designed to be adaptable to other colors as necessary.

RVB : 31 | 21 | 47
CMJN : 83 | 87 | 49 | 64
TSL : 263 | 38 | 13
HEXA : #1F152F

RVB : 106 | 100 | 242
CMJN : 69 | 66 | 0 | 0
TSL : 243 | 85 | 67
HEXA : #6A64F2

RVB : 168 | 84 | 243
CMJN : 53 | 73 | 0 | 0
TSL : 272 | 87 | 64
HEXA : #A854F3

RVB : 157 | 131 | 199
CMJN : 39 | 52 | 0 | 0
TSL : 263 | 38 | 65
HEXA : #9D83C7

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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A TYPOGRAPHY
WITH A LOT OF WEIGHT VARIATIONS

We have chosen to use a font with many variations, in order to both use it for the logo, but also to be able to use it in various web or print communication materials if necessary.

This typography can also be easily imported onto a website via https://fonts.google.com.

Montserrat

CONFIGURATION & VARIANTS
DIFFERENT POSSIBILITIES

The logo has multiple configurations possible, it can include or exclude the baseline "The Imagine Network". It can also be comprised of the symbol only, especially when used as a profile picture on social media. The typography and color scheme should be adjusted in-telligently in different situations to maintain optimal readability.

In complex scenarios, using a capsule around the symbol or a monochrome version of the logo may be preferred.

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Avec le soutien de la

Wallonie

imaginefutureEU

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www.nweurope.eu/imagine

www.imagine-future.eu