



lethe

Digital Cognitive Biomarkers

Basic logo & identity guidelines

The content of this brief manual provides the basic tools and guidelines to ensure the correct use of Lethe's visual identity elements: logo, typeface and colour palette.



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Clear space.

When the Lethe logo is used with other logos or other elements, a clear space should be maintained to ensure integrity, legibility and visibility. No other element should fall within this area. Use the height of the letter 't' of the Lethe wordmark as a measuring tool to help maintain clearance.

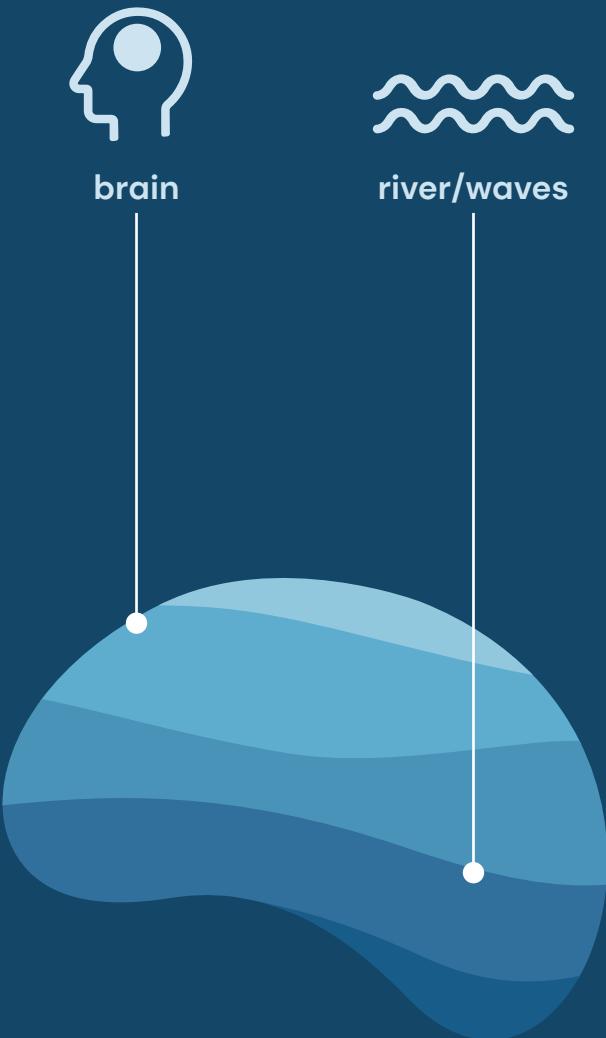


Minimum size

The minimum size allowed for the use of the logo is 25mm base for the payoff version and 15mm for the non-payoff version.



References for the logo design.



Wordmark construction.



Monochrome versions of the logo.



Monochrome black versions of the logo.



Monochrome white versions of the logo.



Typography.

DM Sans

Primary Typeface

<https://fonts.google.com/specimen/DM+Sans>

Aa

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*~".

BOLD • 700

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*~".

MEDIUM 500

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*~".

REGULAR 400

DM Serif Display

Secondary Typeface

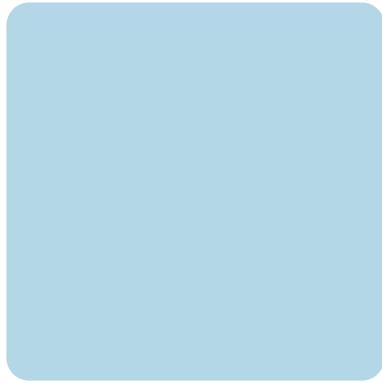
<https://fonts.google.com/specimen/DM+Serif+Display>

Aa

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890'?!%#@&*~".

REGULAR 400

Color palette.



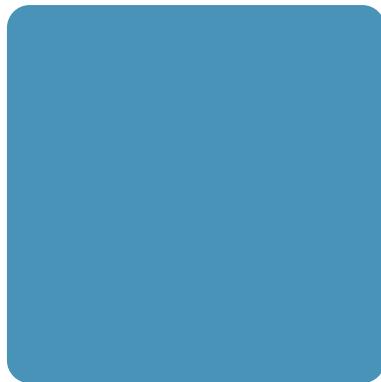
CMYK 40/0/9/0
RGB 175/211/226
HEX #AFD3E2



CMYK 55/0/12/0
RGB 146/200/221
HEX #92C8DD



CMYK 75/5/15/0
RGB 94/173/207
HEX #5EADCF



CMYK 82/20/18/3
RGB 74/147/184
HEX #4A93B8



CMYK 90/35/13/18
RGB 49/112/156
HEX #31709C



CMYK 100/50/17/18
RGB 25/91/137
HEX #195B89



CMYK 100/50/20/45
RGB 19/70/103
HEX #134667

Allowed and not allowed variants.

Here are some examples of logo variations that can be used and some examples that should be avoided.



Main logo



Grayscale variant is allowed



Do not rotate



Do not deform



Do not change the colours



Do not use a different font



Do not apply any effect



Do not apply to backgrounds that hinder readability



Monochrome version can be applied on coloured backgrounds

Examples of embossed use.



**Example of a monochrome version
of the logotype being used on a
photograph.**



**A personalized prediction
and intervention model for early
detection and reduction of risk
factors causing dementia, based on
AI and distributed Machine Learning.**



Example of a monochrome
version of the logo used on a slide
in a presentation.



Example of using the logo in the header of a website.

• • •



Project

Partners

Deliverables

Press

Co



Technolog

Quia
dolo

Otae secu
porum issi
es velessi
cuptatia vo

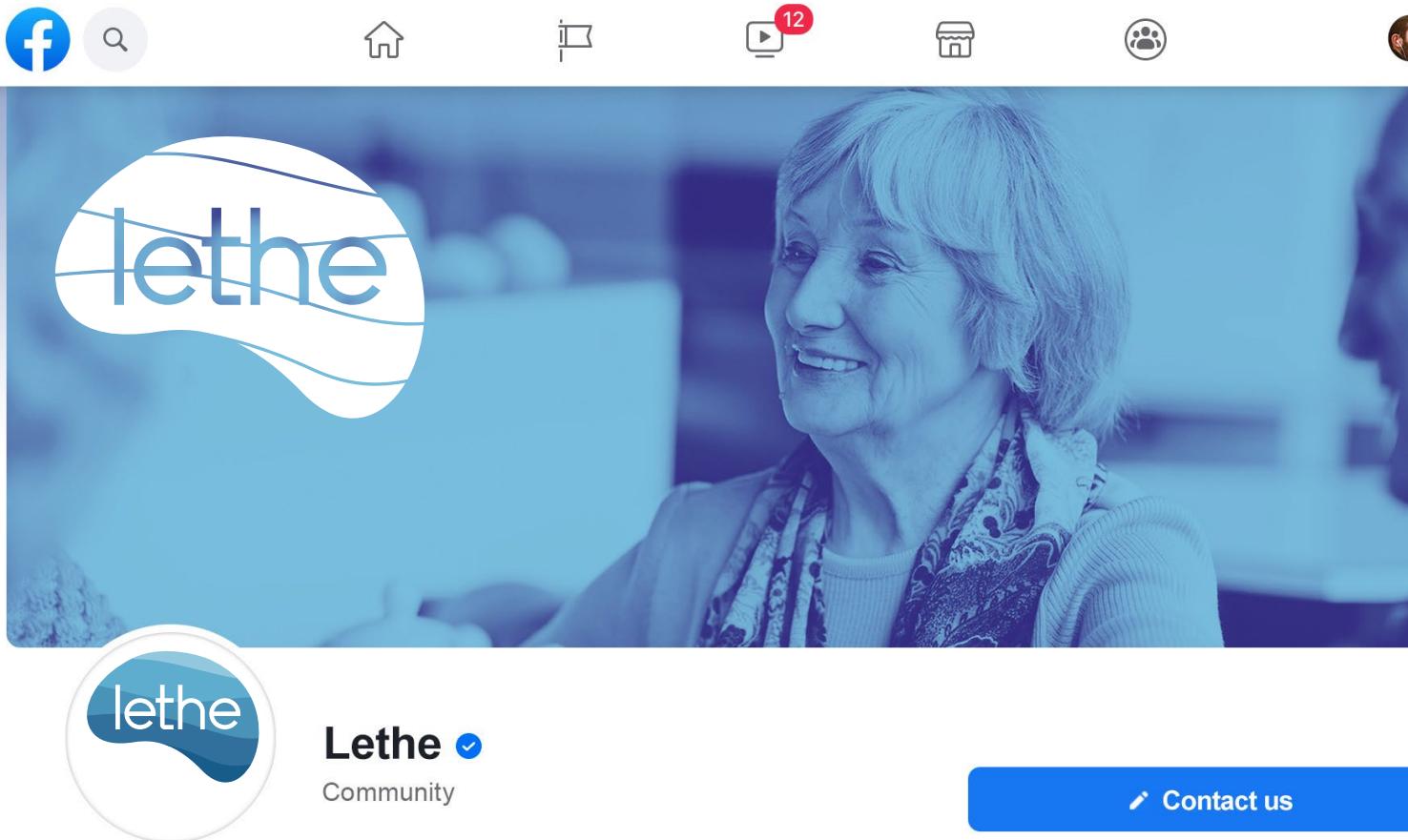
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Example of using the logo in the interface of a device.



Example of using the logo in social media.



A screenshot of a Facebook page for "Lethe". The page header shows a profile picture with the word "lethe" inside a white speech bubble on a blue background, followed by the page name "Lethe" with a blue verified checkmark and the category "Community". Below the header, there's a "Contact us" button. The main content area has tabs for "Home", "About", "Photos", "Instagram", and "More". The "About" tab is selected, showing a bio placeholder text: "Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum." Below the bio are engagement metrics: 15.784 likes, 2.781 follows, 1.264 check-ins, a website link to "http://www.lethe.com/", and a "Send Message" button. To the right of the "About" section is a sidebar with options to "Create Post", "Photo/Videos", "Check in", and "Tag Friends". A recent post from the page "Lethe" is visible, showing a profile picture, the name "Lethe", a timestamp of "30 mins", and a placeholder post text: "Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum".

