

30/04/24

Logo e - Q u o L

CLIENTE:
ISGLOBAL

beltimore.net

e-QuoL is a european project that will provide children and young adults who have survived cancer with **e-health tools** –specifically made for and with them– **to be able to manage their health.**

This projecte brings together 30 partners from 16 different countries; it is lead by HUGO and supported by PanCare and Harmonic consotium; which brands should be somehow reflected in the new logo.

The e-QuoL brand will have to be modern, dynamic, young and related to its target patients; as well as to the brand identities of the leading organisations (HUGO, PanCare and Harmonic).

The final logo should include a version with the words “Survivors, care, quality of life”. It won’t need transalated versions to other languanges.

KEY WORDS

e-health
App
Cancer survivors
Pediatric patients
Children & young adults
Digital tools
Europe
Participatory research
Co-creation (develop the tools together with the patients)

BRAND VALUES

Equality
Quality of life
Empowerment
Care
Resilience

PERSONALITY

Ambitious
Modern
Young
Dynamic

BRIEF

ISGLOBAL

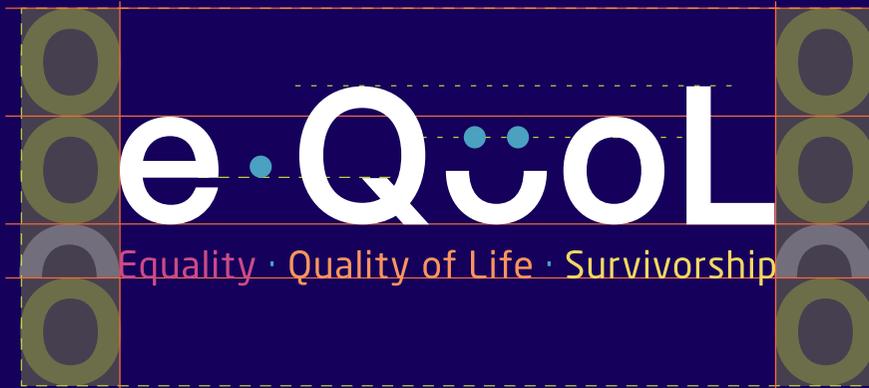
PREMIUM	<input type="radio"/>	POPULAR				
FEMENINE	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	MASCULINE
MODERN	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	CLASSICAL
MATURE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	YOUNG
INFORMAL	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	FORMAL
COLORFUL	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	NEUTRAL
ELEGANT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	CASUAL
HUMAN	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	TECNOLOGICAL
CLOSE	<input type="radio"/>	ELITIST				
FUNNY	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SERIOUS
STATIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	DYNAMIC
GEOMETRIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	ORGANIC
COMPLEX	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	SIMPLE

MAIN LOGO

ISGLOBAL



SAFE AREA



REDUCTION
TEST

MINIMUM SIZE

10 mm
(40px)



COLOR VARIANTS

ISGLOBAL

e·QüoL

e·QüoL

e·QüoL

e·QüoL

e·QüoL

e·QüoL

e·QüoL

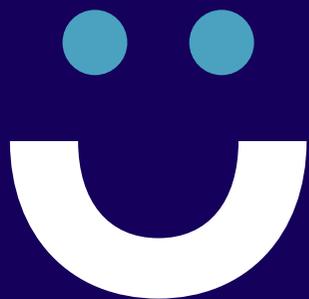
e·QüoL

e·QüoL

E-QUOL **SYMBOL** IN CORPORATE COLORS



E-QUOL **SYMBOL** ON CORPORATE COLORS



COLORS

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R21 G1 B91
C100 M98 Y32 K33
#15015B

R76 G41 B100
C83 M96 Y26 K17
#4C2964

R106 G59 B204
C79 M79 Y0 K0
#6A3BCC

R74 G161 B192
C69 M20 Y18 K1
#4AA1C0

R204 G74 B135
C18 M82 Y13 K1
#CC4A87

R253 G148 B93
C0 M52 Y64 K0
#FD945D

R244 G216 B98
C7 M12 Y71 K0
#F4D862

PROJECT NAME

NOHEMI

by Rajesh Rajput, 2023

REGULAR

abcdefghijklmnopqrstuvxyz
1234567890?!-+ /

ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!-+ /

EXTRA BOLD

**abcdefghijklmnopqrstuvxyz
1234567890?!-+ /**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!-+ /**

SUBTITLE

NEO SANS PRO

by Monotype, 2005

REGULAR

abcdefghijklmnopqrstuvxyz
1234567890?!-+ /

ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!-+ /

MEDIUM

**abcdefghijklmnopqrstuvxyz
1234567890?!-+ /**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!-+ /**