

# **MOS2S style guide**

## Quick reference

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Project: MOS2S is an ITEA3 project from call 2  
(reference: 15022). ITEA3 is an Eureka cluster.  
The project is being managed by ITEA3.

# Logo



media orchestration  
from sensor to screen

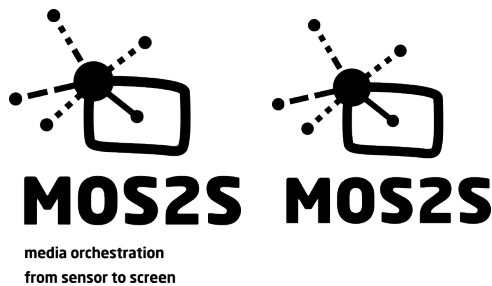
Full colour logo with tag line  
The tag line should be set in the light brown colour, left aligned beneath the MOS2S text



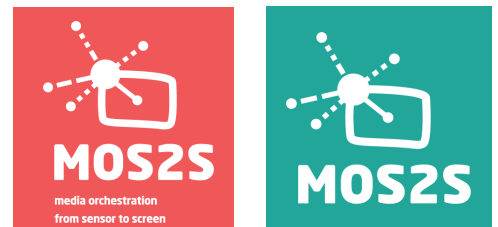
Colour logo without tag



The logo can be set on a much softer background colour than white by using the *basis background colour* setting



Black logo with or without tag line



White logo with or without tag line on top of a coloured background

# Colours



**Red** (primary highlight colour)

HEX #FF5757

RGB R:255 G:87 B:87



**Green** (secondary highlight colour)

HEX #1BA598

RGB R:27 G:165 B:152



**Dark brown**

HEX #44403A

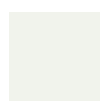
RGB R:68 G:64 B:58



**Light brown**

HEX #84786D

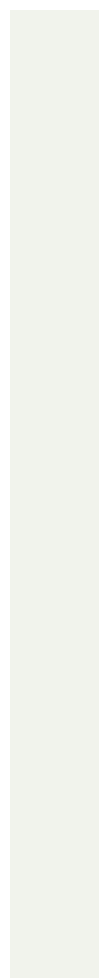
RGB R:132 G:120 B:109



**Basis background colour**

HEX #EFF2EB

RGB R:239 G:242 B:235



# Fonts

NeoSans Black for main headings.  
Sub headings can be set in NeoSans  
Regular or Bold

Use one of the two highlight fonts to have  
a more dynamic impact on the copy.

To keep font use simple, you can use  
Helvetica or Arial for the main text (11pt,  
line height 14pt)

## **NeoSans Black - main heading**

### NeoSans Regular - sub heading

## Ut enim ad minim veniam

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