

SHARP PROJECT

Visual identity Manual

SHARP PROJECT VISUAL IDENTITY STANDARDS

This quick-reference manual defines the fundamental rules of the communication system. All essential brand elements (logos, typeface, colors) are covered here.

Please follow them to ensure visual consistency.

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The SHARP logo is inspired by the idea of hadrons as particles that can only be observed and understood through their mutual interaction. The triadic composition of the symbol reflects this collective and dynamic nature, visually expressing the concepts of structure, interaction, and spectroscopy. The typography complements this vision with a clean and contemporary language: solid and scientific, yet without excessive formality, conveying research, innovation, and openness.





NOTE:

Where possible, it is always best to leave some space around the logo. This space ensures a distinctive look and helps maintain its recognizability. It must remain free from other elements such as headlines, text, graphic components, or images.

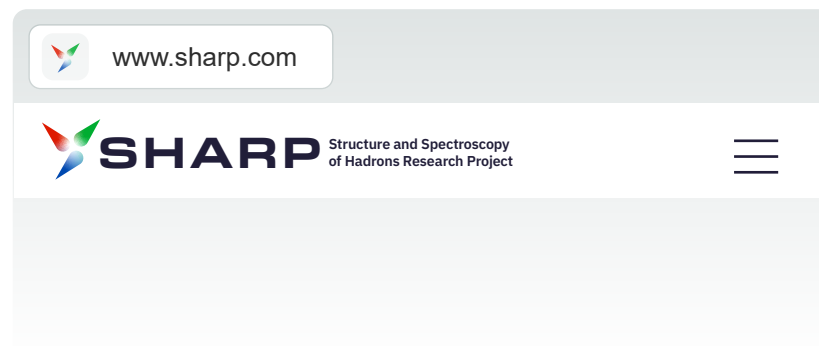
HORIZONTAL VERSION



SYMBOL

**NOTE:**

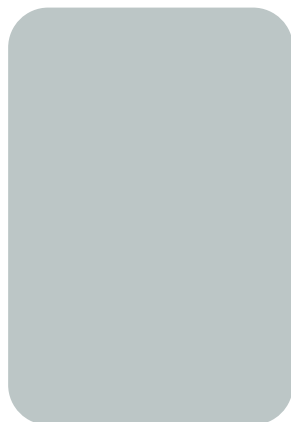
When the size renders the tagline illegible, a horizontal version of the logo should be used (for example, in website headers or banners, among other applications). The symbol alone may also be used at extremely small sizes, such as website thumbnails or similar applications.



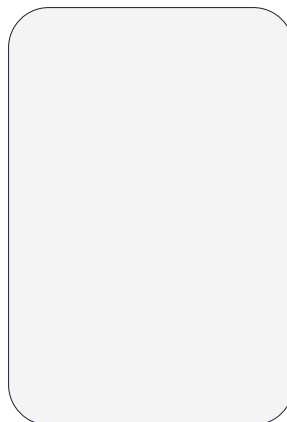


**DARK BLUE**

CMYK 95/91/43/57
RGB 33/30/57
HEX #211e39

**DARK GREY**

CMYK 30/16/21/1
RGB 188/198/198
HEX #bcc6c6

**LIGHT GREY**

CMYK 5/4/4 /0
RGB 244/244/244
HEX #f4f4f4

NOTE:

Dark Blue, Dark Grey, and Light Grey should be considered the preferred colours for institutional communications and for main text. They should be regarded as the colours to be used in greater proportions compared to the “accent” colours described alongside.

**LOGO BLUE**

CMYK 95/72/0/0
RGB 0/73/176
HEX #0049b0

**LOGO RED**

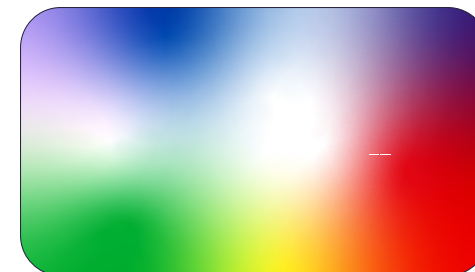
CMYK 1/100/98/0
RGB 226/6/19
HEX #e20613

**LOGO GREEN**

CMYK 78/0/100/0
RGB 0/174/49
HEX #00ae31

NOTE:

Light Blue and the shades of the individual colours may be used as accent colours or for specific applications, to highlight elements. **In particular, the primary colours of the logo, Green, Red, and Light Blue, should be used preferentially for graphics and illustrations.**

**SHARP GRADIENT****LOGO BLUE****PURPLE**

CMYK 86/89/1/0
RGB 76/54/139
HEX #4c368b

**LOGO RED****YELLOW**

CMYK 5/0/84/0
RGB 255/239/38
HEX #ffef26

**LOGO GREEN**

SUPERTITLE

IBM Plex Mono /Bold

Main Title

IBM Plex Sans /Bold

Subtitle

IBM Plex Sans /Medium

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IBM Plex Sans /Regular

NOTE:

Font hierarchy in headings and body text is essential for making a document readable and easy to understand. We use **IBM Plex** as the primary typeface for all communications. Substituting or using other typefaces should always be avoided. **IBM Plex** is available on **Google Fonts** and is distributed under the SIL Open Font License, which allows free use, modification, and distribution under certain conditions.

GET THE FONT

IBM Plex Sans

IBM Plex Mono

SHARP

SHARP

SHARP

SHARP

RESEARCH PROJECT STRUCTURE AND SPECTROSCOPY OF HADRONS

SHARP

SHARP

SHARP

SHARP

SHARP

SHARP

SHARP

APPLICATIONS

STRUCTURE AND SPECTROSCOPY OF HADRONS RESEARCH PROJECT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.

SHARP



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