

GroundUp



Brand Guidelines



Funded by
the European Union

Brand

CBRNE



CHEMICAL



BIOLOGICAL



RADIOLOGICAL



NUCLEAR



EXPLOSIVE

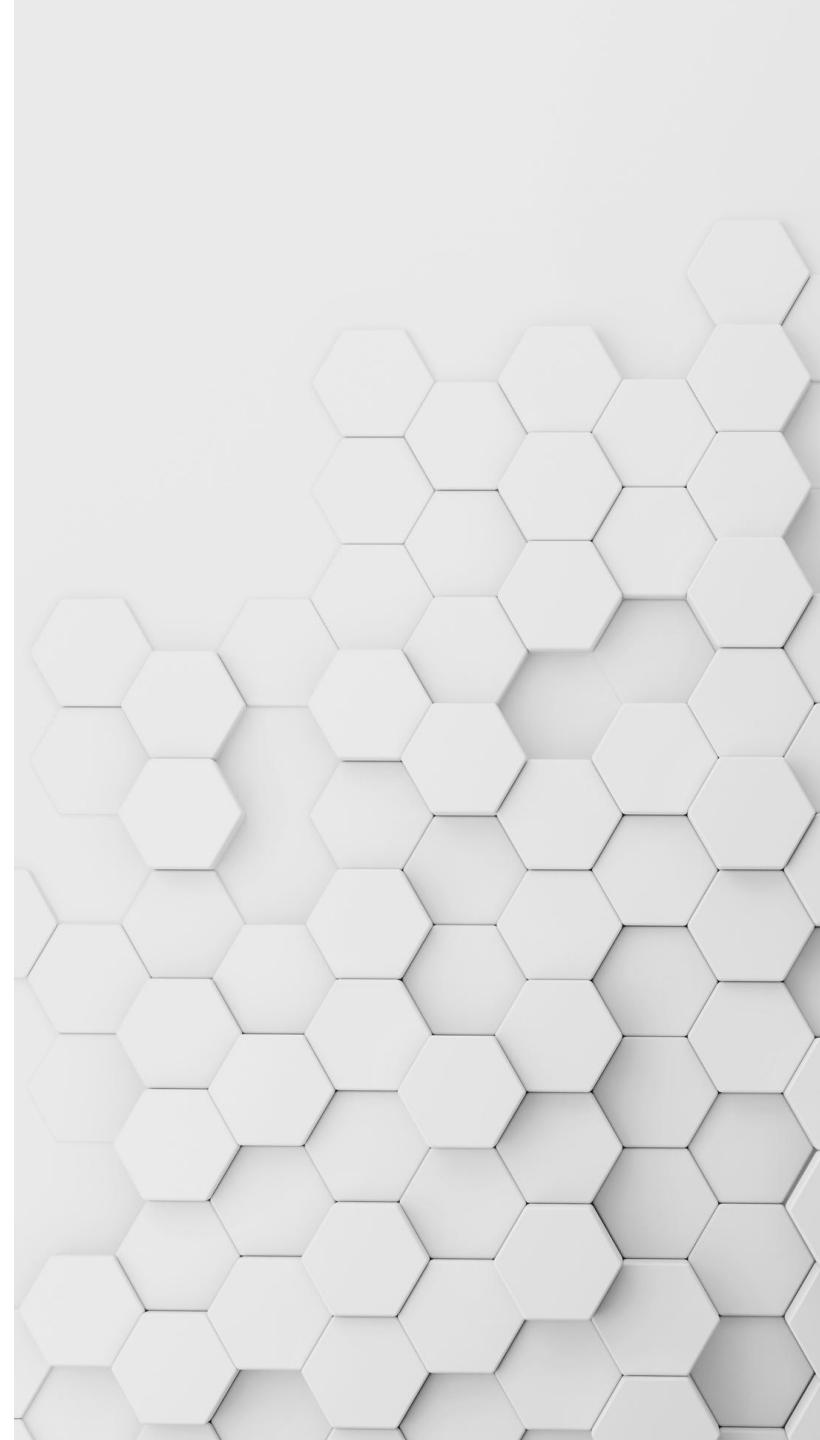
Essence

The GroundUp project aims to build a **robust CBRNE innovation ecosystem in the Southern CEE region** by connecting researchers, students, businesses, and public sector stakeholders to address regional safety and security challenges.

Vision

Through targeted collaboration, mentoring, and upskilling activities, the GroundUp project will strengthen innovation capacity, promote technology uptake, and bridge the gap between research and market application across the EU.

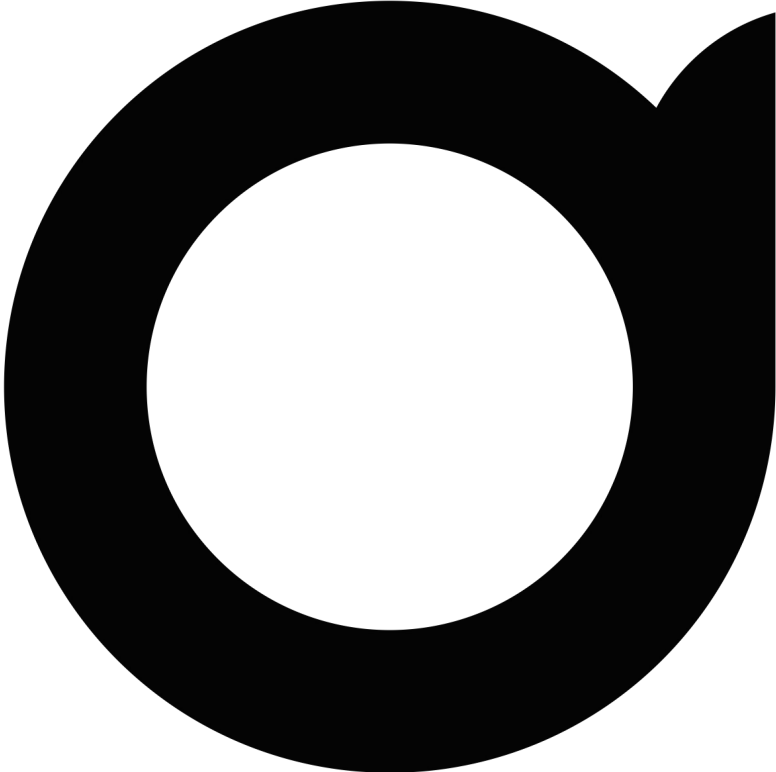
- 01 **Establish a Business Community linking global CBRNE market stakeholders.**
- 02 **Create a CBRNE Education and Research Hub connecting universities and RTOs.**
- 03 **Boost entrepreneurship and market adoption by connecting young innovators with enterprises.**
- 04 **Amplify project impact through extensive communication and clustering efforts.**



Personality

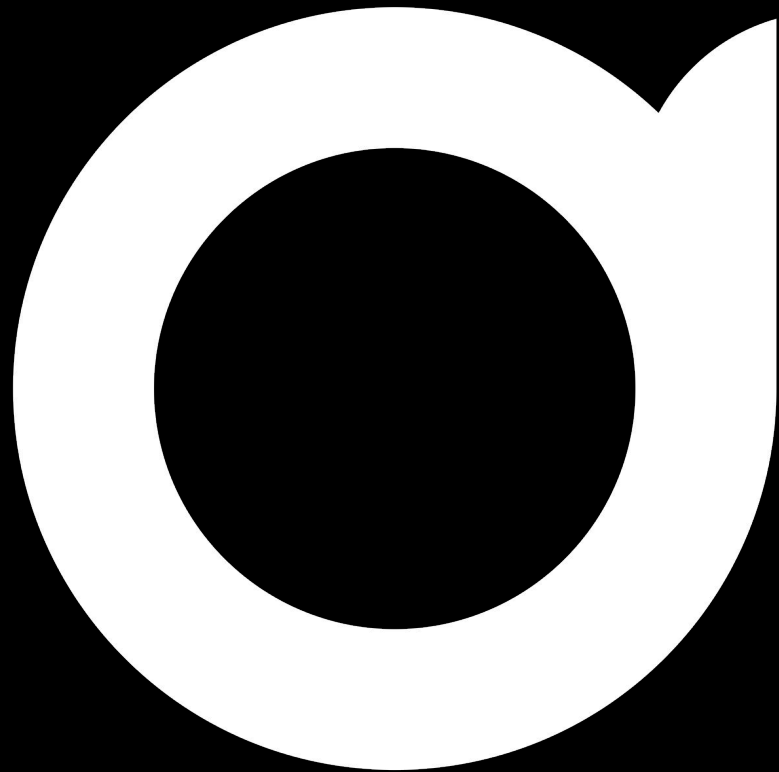
The GroundUp brand personality is **strategic**, **resilient**, and **purpose-driven**, reflecting its mission to build a long-term innovation ecosystem that addresses critical CBRNE challenges in the Southern CEE region. Rooted in **collaboration**, the project brings together stakeholders from academia, business, and government, fostering inclusive partnerships and meaningful knowledge exchange. This forward-thinking and professional identity is visually supported by a **simple black logo** and a **minimalistic style**, conveying **clarity**, **seriousness**, and **credibility**. The understated aesthetic reinforces the project's **commitment to impact and innovation** without unnecessary complexity, aligning with its goal of bridging research and market application in a focused and efficient manner.

Logo

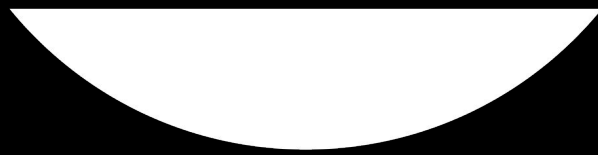


GroundUp





GroundUp



Color Palette

Black

HEX #000000

#171717

#2E2E2E

#454545

#5C5C5C

Gray

HEX #797979

Light Gray

HEX #C0C0C0

Typography

Montserrat

Ee

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

01

0123456789

Used for: Logo / Website Headings (Medium)

#!

!@#\$%^&*()_+{}:"'<>?

Open Sans

Used for: Website Body

Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

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Verdana

Used for: Document Headings

Ee

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Yy Zz

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Arial

Used for: Documents Body

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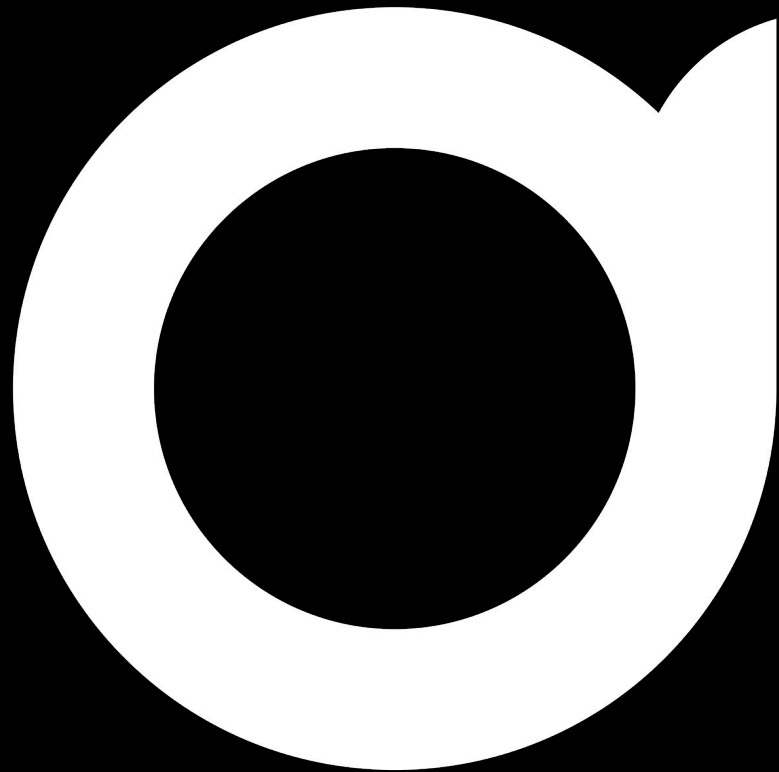
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Imagery



Images should be impactful, and aligned with GroundUp's minimalistic aesthetic, using black and white tones to convey clarity, professionalism, and depth.





GroundUp

