

# CINNAMON

## Visual Identity Guide

## 1. LOGO

**The CINNAMON logo represents the core values and scientific vision of the network.**

The circular background in green symbolizes the unity and cohesion of the European centers involved.

The central white shape, resembling a cell, represents the CAR-T therapeutic core. Its design evokes both cellular biology and the concepts of growth and regeneration. The radial symmetry suggests interconnection and balance, reflecting the harmonization of clinical practices across Europe.

The branching elements evoke neural networks and the expansion of knowledge, as well as the technical sophistication and complexity of CAR-T therapy development.

At the center, the red-orange dot represents vital drive, the patient, and the therapeutic focus. This warm accent contrasts with the cooler tones of the background, highlighting the transformative energy that CINNAMON aims to channel toward personalized medicine and the advancement of knowledge.



# 1. LOGO

The Logo Package includes different color and format versions:




## 2. TYPEFACE AND COLOURS


**Montserrat** is the characterizing typeface used in CINNAMON logo and communication materials

The identity colors of CINNAMON are turquoise green and orange

These colors will be used as primary accent to highlight and/or create contrast such as in titles, backgrounds, icons, etc.

 **CMYK:** 68 / 2 / 45 / 0  
**RGB:** 77 / 181 / 161  
**HEX:** r76g180b161

 **CMYK:** 9 / 70 / 80 / 1  
**RGB:** 222 / 102 / 59  
**HEX:** r223g101b58

 **CMYK:** 69 / 59 / 50 / 53  
**RGB:** 64 / 64 / 69  
**HEX:** r64g63b69

### 3. COST Guidelines

COST Guidelines should be followed in order to ensure that COST brand identity is used correctly when acknowledging COST funding:

[Guidelines for COST Actions to acknowledge COST as a funding source](#)

[COST Logo Package \(2021, ZIP, 24.2MB\)](#)

[Horizon Europe Logo Package \(Zip file\)](#)

[COST logo animation for COST Action use in videos](#)