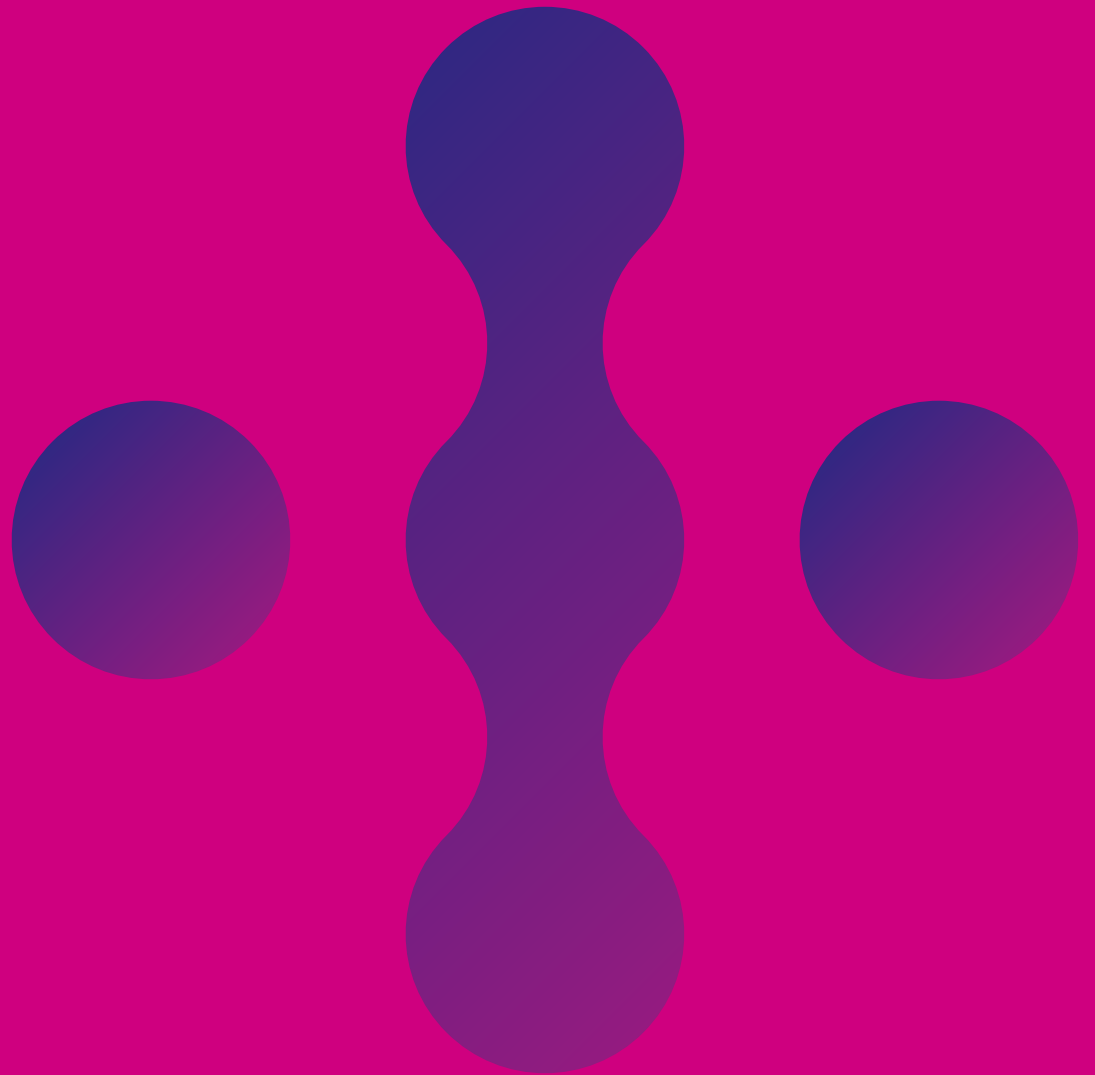






## BACKGROUND

The X2.0 promotes the growth and strengthening of relationships between moderately innovative and highly innovative regions by providing needs based, custom, industry-focused, growth programs to deep-tech startups. The project will distribute €1.5M in innovation and scaling up services to 50 deep tech startups and will contribute to the offering of the EIC program.



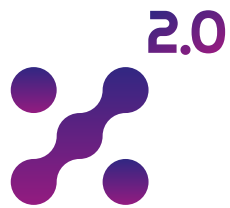


## BRAND CONCEPTS

Technology is the main concept of this corporate image, represented as a fluid element instead of a rigid one, making reference to the union between different ideas to generate improvements in progress.

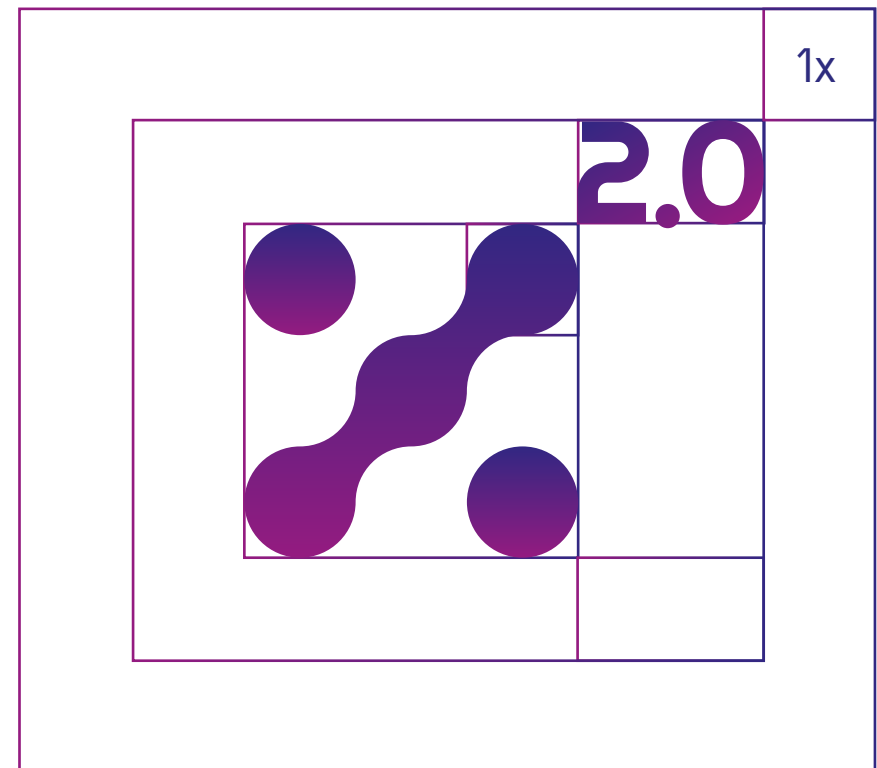
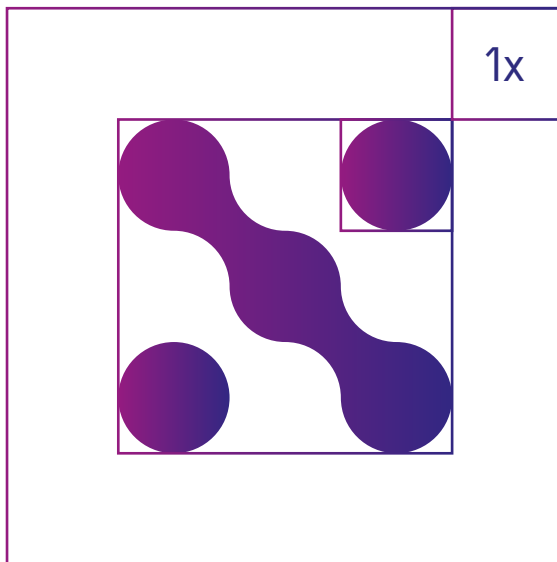
The union would be the second point represented, it is represented through joined circles, or circles that give rise to other circles, in the same way that ideas, when joined together generate new ideas.







# CONSTRUCTION AND PROTECTION AREA



# Typography

Aa

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING

**Electrolize**  
headlines

Aa

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT,

**Aller**  
offline text

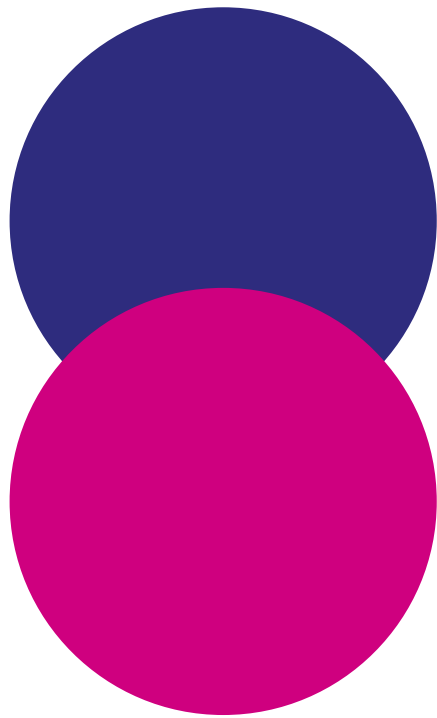
Aa

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT,

**Allerta**  
offline and  
online text

# Color

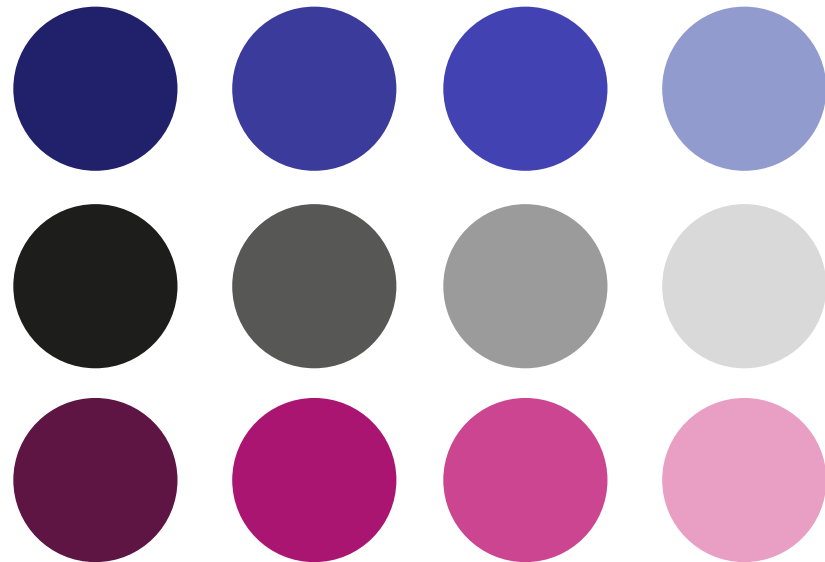
## Main color



#2e2c7e  
46 44 126  
100% 95% 13% 2%

#cf007f  
207 0 127  
16% 99% 1% 0%

## Secondary color





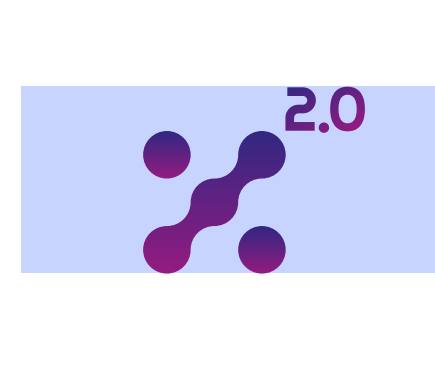
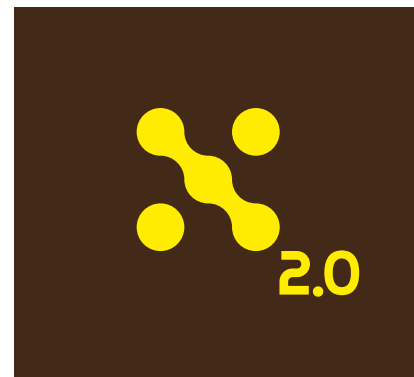
## CORRECT USES







## INCORRECT USES





# LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPIESCING ELIT, SED DIAM

Lorem ipsum dolor sit amet, consectetur 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 dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur 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. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

LOREM IPSUM DOLOR SIT

# SMART CITIES AND SUSTAI- NABILITY



