

**INNOVATEMED**





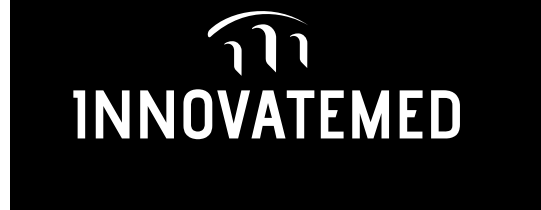
For INNOVATEMED's logo, we firstly searched for a common link among all the Mediterranean. Besides its clima, the Mediterranean is known for great civilizations: Romans, Greeks, Egyptians etc. Among them, the Romans ruled the Mediterranean as centre of the world for about 500 years. Because of the Roman Empire's vast extent and long endurance, the influence of its culture over the language, religion, architecture, philosophy, law and government of nations around the world lasts up to now.

The symbol was inspired by the roads and bridges that linked all Roman Empire, and therefore, the whole Mediterranean. These roads and bridges were used to communicate easily and exchange products (commerce); thus a roman bridge, symbol of innovation, was the chosen element. The bridge concept represents the link between the Mediterranean SME's and new markets, as well as an innovative way of promoting trade.

The used colors refer to the Mediterranean. Toasted yellow – melancholic sun – and light blue – clear crystal waters.

The chosen typography was “advent pro” due to its unique character, giving the logo a sense of unity and legibility (especially in small bodies).

VERSION - POSITIVE / NEGATIVE



APPLICATION ON COLORED BACKGROUND



# MAXIMUM REDUCTION



# COLORS



C3M21Y100K6  
R232G186B0



C48M8Y0K19  
R84G186B207

# TYPOGRAPHY

advent pro Bd3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ª\!|"@#\$~%€&☒/( )=?¿`^ [+\*] ' " " { } } - \_ . : ; < >