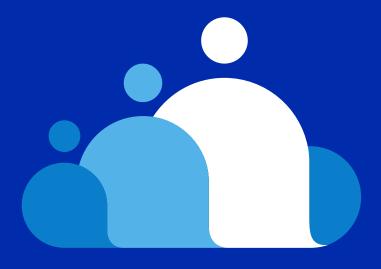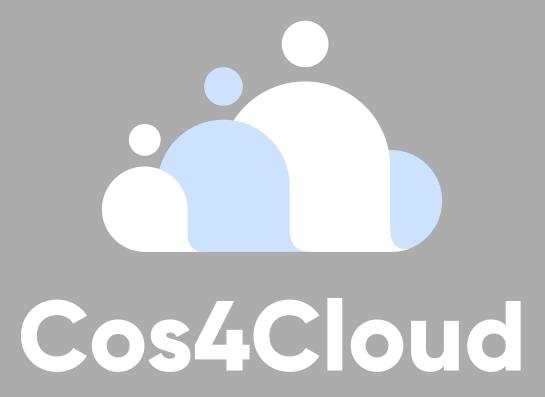# CORPORATE MANUAL Cos4Cloud

The Corporate Identity Manual collects the constituent elements of the Cos4Cloud Visual Identity.

As constitutive elements we establish the construction guidelines, the use of the typefaces and the chromatic applications of the brand. The consolidation of the new brand image needs special attention to the recommendations set forth in this Manual, as a document that guarantees us a unity of criteria in our communication and public dissemination.

The Brand Manual must therefore be a "live" tool and present in all applications of the corporate brand, and its coexistence with its Products.

The guidelines contained in this document are not intended, in any way, to restrict creativity, but to be a guide that opens up new creative possibilities of communicating its own essence.
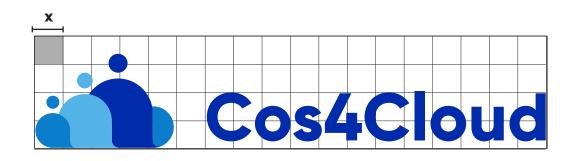
Cos4Cloud

Cos4Cloud

Cos4Cloud

x

MODULATION

The Cos4Cloud logo is set up on a modular surface of 18x4 proportions. The "X" value establishes the unit of measurement. Thus, we ensure the correct proportion of the brand on any support and measurements.

x

y

PROTECTION AREA

A protection area has been established around the logo. This area should be free of graphic elements that interfere with the perception and reading of the brand. The construction of this area is determined by the "X" measure, whenever possible, it is preferable to maximize this space by separating the logo from the rest of the elements of the page (texts and images).
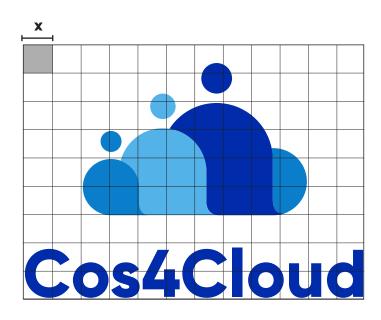
CONSTRUCTION AND APPLICATION

MODULATION

The Cos4Cloud logo is set up on a modular surface of 12x9 proportions. The "X" value establishes the unit of measurement. Thus, we ensure the correct proportion of the brand on any support and measurements.

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Cos4Cloud

**Co-designing Citizen Observatories Services
for the European Open Science Cloud**

Cos4Cloud

**Co-designing Citizen Observatories Services
for the European Open Science Cloud**

CONSTRUCTION AND APPLICATION

x

Cos4Cloud

Co-designing Citizen Observatories Services for the European Open Science Cloud

x

Cos4Cloud

Co-designing Citizen Observatories Services for the European Open Science Cloud

y

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CONSTRUCTION AND APPLICATION

x

Cos4Cloud
Co-designing Citizen Observatories Services for the European Open Science Cloud

x

Cos4Cloud
Co-designing Citizen Observatories Services for the European Open Science Cloud

y

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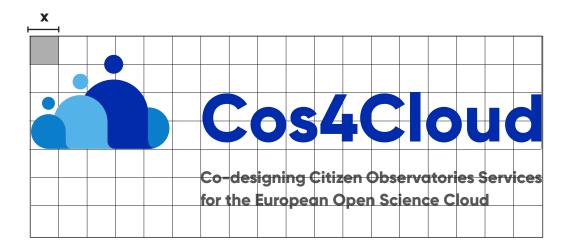
TYPOGRAPHY

TYPOGRAPHIES

Gilroy ExtraBold

aA

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ abcdefghijklmnñopqrstuvwxyz 1234567890

Gilroy Ligth

aA

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ abcdefghijklmnñopqrstuvwxyz 1234567890

DOWNLOAD GILROY: https://www.tinkov.info/downloads/Gilroy-FREE.zip

THE CORPORATE TYPOGRAPHIC FAMILY IS "GILROY". FOR USE IN ALL INTERNAL COMMUNICATION, SIGNALING AND EXTERNAL COMMUNICATION. THIS TYPE WAS CHOSEN FOR ITS CLARITY, MODERNITY AND GOOD LEGIBILITY.

SECONDARY TYPOGRAPHS

Roboto regular

aA

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

Roboto bold

aA

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

DOWNLOAD ROBOTO: https://fonts.google.com/specimen/Roboto

THE CORPORATE TYPOGRAPHIC FAMILY IS "ROBOTO" FOR SUBTITLES, "ROBOTO BOLD" FOR TITLES AND "ROBOTO" FOR TEXT. THESE THREE TYPOGRAPHIES ARE RECOMMENDED FOR USE IN ALL INTERNAL COMMUNICATION, SIGNALING AND EXTERNAL COMMUNICATION. THESE TYPOGRAPHIES WERE CHOSEN FOR ITS CLARITY, MODERNITY AND GOOD LEGIBILITY.

SECONDARY TYPOGRAPHIES EXAMPLE

**Roboto Bold
14 pt**

**Roboto Regular
12 pt**

**Roboto Light
11 pt**

COS4CLOUD (Co-designed citizen observatories for the EOS-Cloud)

Aims to design, prototyped and implemented services that address the Open Science challenges shared by Citizen observatories of biodiversity, based on the experience of platforms like: Artportalen, Natusfera, iSpot, as well as other environmental quality monitoring platforms like: FreshWater Watch, KdUINO, OdourCollect, iSpex and CanAir.io.

The innovative services will be designed, prototyped and implemented for improving the data and information quality using deep machine learning, automatic video recognition, advanced mobile app interfaces, and other cutting-edge technologies, based on data models and data protocols validated by traditional science. The new services will provide mechanisms to ensure the visibility and recognition of data contributors and the tools to improve networking between various stakeholders. Novel innovative digital services will be developed through the integration of CS products, generated by different providers, following open standards to ensure their interoperability, and offered in agile, fit-for-purpose and sustainable site available through EOSC hub, including a discovery service, to both traditional and citizen scientists. The design of new services will be user oriented, engaging a wide range of stakeholders in society, government, industry, academia, agencies, and research to co-design service requirements. As a result, COS4CLOUD will integrate citizen science in the European Open Science Cloud, bringing Citizen Science (CS) projects as a service for the scientific community and society at large.

THE CORPORATE TYPOGRAPHIC FAMILY IS "ROBOTO" FOR SUBTITLES, "ROBOTO BOLD" FOR TITLES AND "ROBOTO" FOR TEXT. THESE THREE TYPOGRAPHIES ARE RECOMMENDED FOR USE IN ALL INTERNAL COMMUNICATION, SIGNALING AND EXTERNAL COMMUNICATION. THESE TYPOGRAPHIES WERE CHOSEN FOR ITS CLARITY, MODERNITY AND GOOD LEGIBILITY.

SECONDARY TYPOGRAPHIES EXAMPLE

Titles 01 / 16pt

COS4CLOUD (Co-designed citizen observatories for the EOS-Cloud)

Titles 02 / 14pt

COS4CLOUD (Co-designed citizen observatories for the EOS-Cloud)

Featured 01 /12 pt

Aims to design, prototyped and implemented services that address the Open Science challenges shared by Citizen observatories of biodiversity, based on the experience of platforms like: Artportalen, Natusfera, iSpot, as well as other environmental quality monitoring platforms like: FreshWater Watch, KdUINO, OdourCollect, iSpex and CanAir.io.

Featured 01 /12 pt Bold

Aims to design, prototyped and implemented services that address the Open Science challenges shared by Citizen observatories of biodiversity, based on the experience of platforms like: Artportalen, Natusfera, iSpot, as well as other environmental quality monitoring platforms like: FreshWater Watch, KdUINO, OdourCollect, iSpex and CanAir.io.

Subtitle / 11pt

Watch

Text /11pt

The innovative services will be designed, prototyped and implemented for improving the data and information quality using deep machine learning, automatic video recognition, advanced mobile app interfaces, and other cutting-edge technologies, based on data models and data protocols validated by traditional science. The new services will provide mechanisms to ensure the visibility and recognition of data contributors and the tools to improve networking between various stakeholders. Novel innovative digital services will be developed through the integration of CS products, generated by different providers, following open standards to ensure their interoperability, and offered in agile, fit-for-purpose and sustainable site available through EOSC hub, including a discovery service, to both traditional and citizen scientists. The design of new services will be user oriented, engaging a wide range of stakeholders in society, government, industry, academia, agencies, and research to co-design service requirements. As a result, COS4CLOUD will integrate citizen science in the European Open Science Cloud, bringing Citizen Science (CS) projects as a service for the scientific community and society at large.

TESTS

MINIMUM REPRODUCTION SIZE

15 MM

18 MM

100 PX

A MINIMUM OFFSET PLAYING SIZE OF 15 MM AND 18MM WIDTH FOR SERIGRAPHY HAS BEEN ESTABLISHED. A MINIMUM SIZE OF 100 LONG PIXELS IS RECOMMENDED FOR SCREEN PLAYBACK. IN SYSTEMS WITH LOW REPRODUCTION VALUES, (RELIEFS, RECORDINGS ...), IS RECOMMENDED TO USE A GREATER SIZE, ATTENDING TO TECHNICAL CRITERIA OF THE REPRODUCTION AND LEGIBILITY SYSTEM.

18 MM

25 MM

100 PX
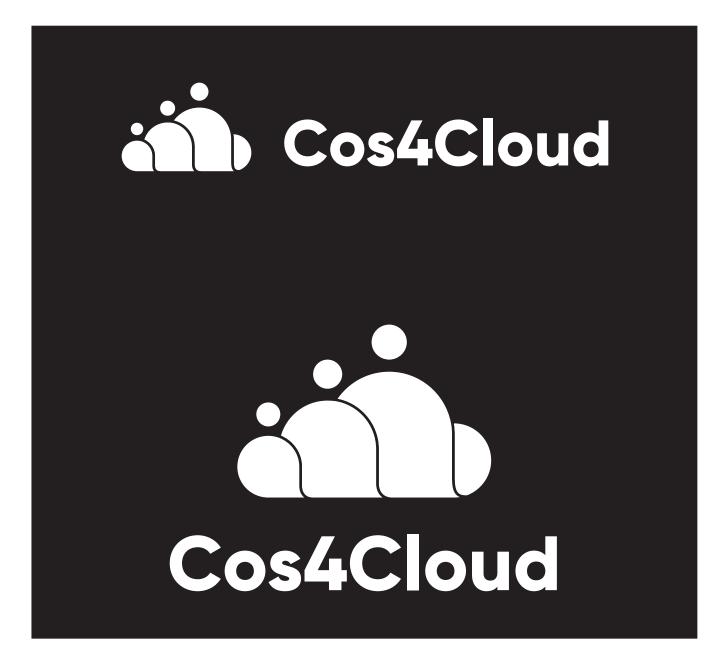
A MINIMUM SIZE OF 18 MM AND 25 MM WIDTH FOR SERIGRAPHY OFFSET PLAYBACK HAS BEEN ESTABLISHED. A MINIMUM SIZE OF 100 LONG PIXELS IS RECOMMENDED FOR SCREEN PLAYBACK. IN SYSTEMS WITH LOW REPRODUCTION VALUES, (RELIEFS, RECORDINGS ...), A GREATER SIZE IS ADVISED, ATTENDING TO TECHNICAL CRITERIA OF THE REPRODUCTION AND LEGIBILITY SYSTEM.

Cos4Cloud

Cos4Cloud

Cos4Cloud

Cos4Cloud

Cos4Cloud

Cos4Cloud
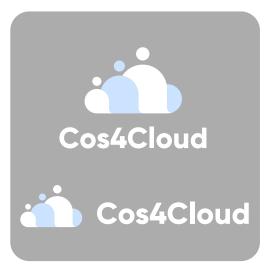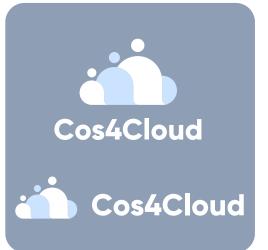
Cos4Cloud

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REVERSE THE ORDER OF THE ELEMENTS

Cos4Cloud

ALTER THE POSITION

Cos4Cloud

ALTER THE POSITION

Cos4Cloud

Cos4Cloud

ADD SHADOWS OR EFFECTS

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Cos4Cloud

PLAY IN LINE STROKE

Cos4Cloud

Cos4Cloud

EXPAND OR CONDENS

Cos4Cloud

Cos4Cloud

APPLICATION ON COLOR BACKGROUND WITHOUT CONTRAST

Cos4Cloud

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ALTERATION OF COLORS

Cos4Cloud

Cos4Cloud

APPLICATION ON PHOTOGRAPHIC GRAPHICS SENSE CONTRAST

CORPORATE COLORS

MAIN CORPORATE COLORS

C 94   R 26
M 93   G 37
Y 0   B 171
K 0

PANTONE: 2736 C
#1A25AB

C 83   R 58
M 51   G 123
Y 0   B 200
K 0

PANTONE: 660 C
#3A7BC8

C 69   R 89
M 18   G 178
Y 4   B 231
K 0

PANTONE: 292 C
#59B2E7

SECONDARY COLOURS

C 100 M 82 Y 35 K 27 — R 28 G 53 B 94 — #1c355e	C 60 M 50 Y 48 K 41 — R 87 G 87 B 87 — #575757	C 23 M 6 Y 0 K 0 — R 203 G 227 B 255 — #cbe3ff

C 0 M 0 Y 0 K 37 — R 185 G 184 B 184 — #b9b8b8

C:56% M:32% Y:23% K:0% — R:141 G:158 B:181 — #8d9eb5

C:76% M:49% Y:27% K:0% — R:99 G:123 B:156 — #637b9c

C:90% M:96% Y:30% K:1% — R:61 G:49 B:114 — #3d3172

C:76% M:62% Y:60% K:10% — R:88 G:96 B:96 — #586060

COMPLEMENTARY COLORS

C: 38% M: 0% Y: 61% K: 9% — R:166 G:195 B:120 — #a6c377

C:30% M:44% Y:66% K:0% — R:182 G:150 B:106 — #b6966a

C: 33% M: 53% Y: 100% K: 0% — R: 185 G: 127 B: 30 — #B97F1E

C:24% M:17% Y:12% K:0% — R:204 G:208 B:218 — #ccd0da

C:44% M:76% Y:62% K:3% — R:142 G:93 B:91 — #8e5d5b

C: 25% M: 35% Y: 100% K: 0% — R: 202 G: 162 B: 15 — #CAA20F

C:40% M:72% Y:22% K:0% — R:155 G:106 B:147 — #9b6a93

C:52 % M:99 % Y:100 % K:43 % — R 82 G 22 B 18 — #521612

C: 44% M: 74% Y: 100% K: 13% — R: 145 G: 79 B: 34 — #914F22

C:29% M:85% Y:71% K:1% — R:168 G:81 B:76 — #a8514c

C:50% M:31% Y:82% K:0% — R:153 G:157 B:88 — #999d58

C:76% M:62% Y:60% K:10% — R:88 G:96 B:96 — #586060

STATIONERY

BUSINESS CARDS

Cos4Cloud
Co-designing Citizen Observatories Services for the European Open Science Cloud

Jaume Piera
Coordination

Cos4Cloud

coordination@cos4cloud-eosc.eu

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Barcelona, Spain

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Barcelona, Spain / www.cos4cloud-eosc.eu

Cos4Cloud

40 PX

500 PX

Typographic

First and last name:
Gilroy ExtraBold - 18 pt. Color #1a2c4a

Charge:
Gilroy Light - 15 pt. Color #1a2c4a

Mail, telephone:
Roboto Light 13 pt. Color #575757

Address:
Roboto Light 13 pt. Color #1a25ab

Cos4Cloud

Co-designing Citizen Observatories Services
for the European Open Science Cloud

Dear James,

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?" "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?" "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Cos4Cloud

coordination@cos4cloud-eosc.eu – Tel. +34 93 230 95 00 – Barcelona, Spain – www.cos4cloud-eosc.eu

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Dear Jaume,

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?" "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

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COORDINATION

CSIC

Institut
de Ciències
del Mar

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 863463

CONSORTIUM

COLOMBIA	FRANCE	GERMANY	GREECE	NETHERLANDS	SPAIN	SWEDEN	UNITED KINGDOM
Trébola Organización Ecológica	Inría	ecsa European Citizen Science Association / 52north exploring horizons / Secure Dimensions	HELLENIC REPUBLIC National and Kapodistrian University of Athens	DDQ Pocket Science	Bineo CONSULTING / CREAF / iFCA Instituto de Física de Cantabria / Science for Change	SLU SWEDISH SPECIES INFORMATION CENTRE	DynAIkon / EARTHWATCH INSTITUTE / The Open University

PRESENTATION LETTER DIN A4

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PRESENTATION LETTER DIN A4

ENVELOPES

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PORTFOLIO FOLDER DIN A4

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		52north exploring horizons			CREAF	SWEDISH SPECIES INFORMATION CENTRE	earthwatch EUROPE
		Secure Dimensions			iF(A Instituto de Física de Cantabria		The Open University
					Science for Change		

PORTFOLIO
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		52north exploring horizons			CREAF		earthwatch EUROPE
		Secure Dimensions			iFCA Instituto de Física de Cantabria		The Open University
					Science for Change		

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MERCHANDISING

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for the European Open Science Cloud

MERCHANDISING

Cos4Cloud

Jaume Piera
Coordination

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POWERPOINT

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Cos4Cloud

Co-designing Citizen Observatories Services
for the European Open Science Cloud

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TITLE

AUTHOR
PLACE DATE

COORDINATION
CSIC — Institut de Ciències del Mar

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POWERPOINT

Cos4Cloud

Co-designing Citizen Observatories Services
for the European Open Science Cloud
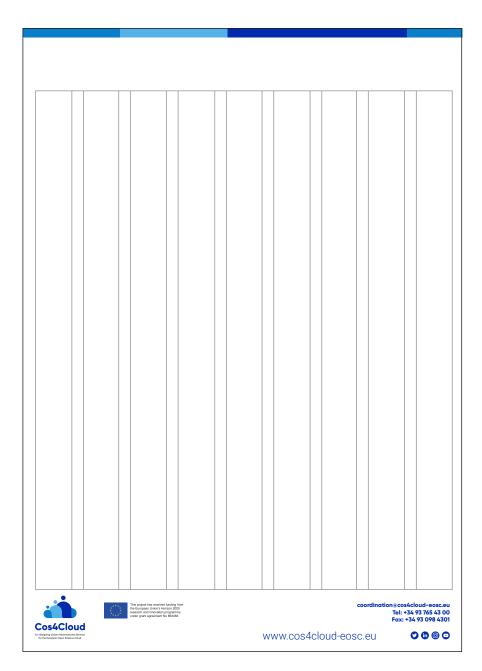
COS4CLOUD (Co-designed citizen observatories for the EOS-Cloud)

AIMS TO DESIGN, PROTOTYPED AND IMPLEMENTED SERVICES THAT ADDRESS THE OPEN SCIENCE CHALLENGES SHARED BY CITIZEN OBSERVATORIES OF BIODIVERSITY, BASED ON THE EXPERIENCE OF PLATFORMS LIKE: ARTPORTALEN, NATUSFERA, ISPOT, AS WELL AS OTHER ENVIRONMENTAL QUALITY MONITORING PLATFORMS LIKE: FRESHWATER WATCH, KDUINO, ODOURCOLLECT, ISPEX AND CANAIR.IO.

The innovative services will be designed, prototyped and implemented for improving the data and information quality using deep machine learning, automatic video recognition, advanced mobile app interfaces, and other cutting-edge technologies, based on data models and data protocols validated by traditional science. The new services will provide mechanisms to ensure the visibility and recognition of data contributors and the tools to improve networking between various stakeholders. Novel innovative digital services will be developed through the integration of CS products, generated by different providers, following open standards to ensure their interoperability, and offered in agile, fit-for-purpose and sustainable site available through EOSC hub, including a discovery service, to both traditional and citizen scientists. The design of new services will be user oriented, engaging a wide range of stakeholders in society, government, industry, academia, agencies, and research to co-design service requirements. As a result, COS4CLOUD will integrate citizen science in the European Open Science Cloud, bringing Citizen Science (CS) projects as a service for the scientific community and society at large.

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POSTER**

POSTER

Cos4Cloud

Jaume Piera
Coordination

AIMS TO DESIGN

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AIMS TO DESIGN

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Cos4Cloud
Co-designing Citizen Observatories Services
for the European Open Science Cloud

coordination@cos4cloud-eosc.eu
Tel: +34 93 765 43 00
Fax: +34 93 098 4301

www.cos4cloud-eosc.eu

WEB

Cos4Cloud

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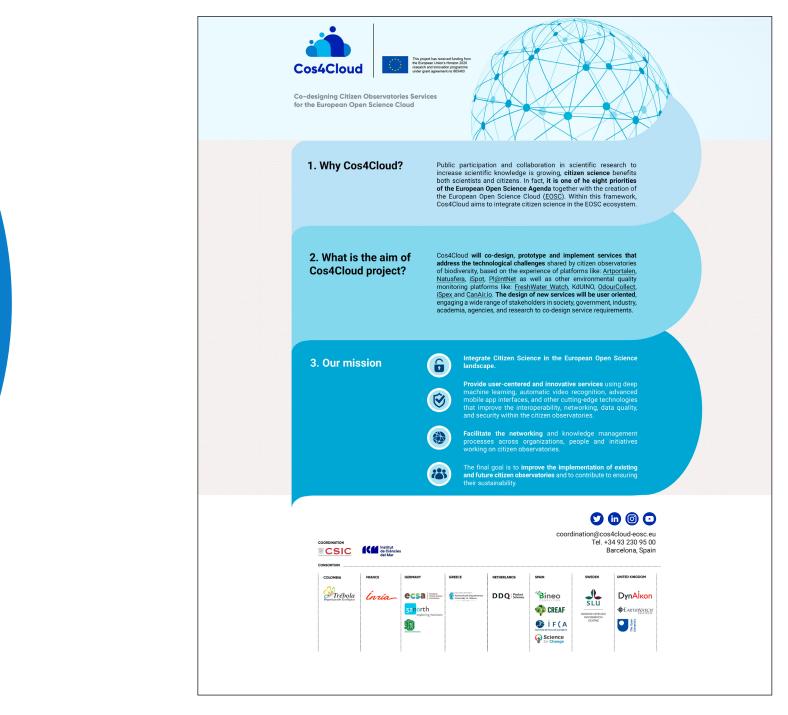
1. Why Cos4Cloud?

Public participation and collaboration in scientific research to increase scientific knowledge is growing, **citizen science** benefits both scientists and citizens. In fact, **it is one of he eight priorities of the European Open Science Agenda** together with the creation of the European Open Science Cloud (EOSC). Within this framework, Cos4Cloud aims to integrate citizen science in the EOSC ecosystem.

2. What is the aim of Cos4Cloud project?

Cos4Cloud **will co-design, prototype and implement services that address the technological challenges** shared by citizen observatories of biodiversity, based on the experience of platforms like: Artportalen, Natusfera, iSpot, Pl@ntNet as well as other environmental quality monitoring platforms like: FreshWater Watch, KdUINO, OdourCollect, iSpex and CanAir.io. **The design of new services will be user oriented**, engaging a wide range of stakeholders in society, government, industry, academia, agencies, and research to co-design service requirements.

3. Our mission

Integrate Citizen Science in the European Open Science landscape.

Provide user-centered and innovative services using deep machine learning, automatic video recognition, advanced mobile app interfaces, and other cutting-edge technologies that improve the interoperability, networking, data quality, and security within the citizen observatories.

Facilitate the networking and knowledge management processes across organizations, people and initiatives working on citizen observatories.

The final goal is to **improve the implementation of existing and future citizen observatories** and to contribute to ensuring their sustainability.

coordination@cos4cloud-eosc.eu
Tel. +34 93 230 95 00
Barcelona, Spain

COORDINATION
CSIC
Institut de Ciències del Mar

CONSORTIUM

COLOMBIA	FRANCE	GERMANY	GREECE	NETHERLANDS	SPAIN	SWEDEN	UNITED KINGDOM
Trébola Organización Ecológica	Inria	ecsa European Citizen Science Association / 52north exploring horizons	National and Kapodistrian University of Athens	DDQ Pocket Science	Bineo / CREAF / iFCA Instituto de Física de Cantabria / Science for Change	SLU / SWEDISH SPECIES INFORMATION CENTRE	DynAikon / EARTHWATCH INSTITUTE / The Open University

Acknowledgement to the EU funding

Obligation and right to use the EU emblem

Unless the Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:
(a) display the EU emblem and
(b) include the following text:

For communication activities:
"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 863463".

For infrastructure, equipment and major results:
"This [infrastructure][equipment][insert type of result] is part of [a project/Cos4Cloud] that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 863463".

https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

Logo

When displayed together with another logo, the EU emblem must have appropriate prominence.
Beneficiaries of EU funding should use the European emblem (flag) and not the logo of any of the European Institutions or bodies.
Basic rules when using the EU logo together with the disclaimer

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• The name of the European Union shall always be spelled out in full.
• The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
• The positioning of the text in relation to the EU emblem is not prescibed in any particular way but the text should not interfere with the emblem in any way.
• The font size used should be proportionate to the size of the emblem. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

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