



# USAGE GUIDELINES FOR THE CRS4 LOGO

(registered trademark)

Center for Advanced Studies,  
Research and Development in  
Sardinia

Guidelines for the correct  
placement of the CRS4 logo  
within visual communication  
materials.

Please refer to the regulations:



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**Regulations for partners and suppliers**  
**Regulations and sponsorship request form**  
<https://www.crs4.it/multimedia/logo/>

Last updated: February 6, 2025

# The CRS4 logo

The logotype displays the acronym CRS4.

The payoff is Ideas Become Life.

The pictogram features a small blue square that, as it approaches a display, transforms into a cube and then becomes a sphere after passing through it.

"CRS4 - Ideas Become Life" is a registered trademark.



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**CRS4 Logo (all versions, PDF and PNG)**

<https://www.crs4.it/repository/documents/press/media-kit/logocrs4.zip>

# Payoff font and colors used

Murecho SemiBold

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**



DOWNLOAD

Murecho - Google Fonts

<https://fonts.google.com/specimen/Murecho>



28 - 0 - 85 - 17

153, 212, 32

99D420

375 C



CMYK

RGB

EXA

Pantone



78 - 55 - 0 - 35

37, 74, 165

254AA5

293 C

Usage guidelines based on background color



# Minimum usage dimensions

Minimum logo dimensions  
including margins:

Web: 133x40 px

Print: 45 x 13.5 mm

Minimum margin dimensions  
relative to the logo:

A - Lateral margins > 8%

B - Top and bottom margins > 12%

C - Distance from other logos > 16% and  $C \geq 2*A$



ATTENTION

The logo must be reproduced in the  
form and proportions indicated.

