DESIGN GUIDE

ATMP
Sweden

LOGOTYPE

ATMP Sweden's graphic profile starts with the logotype. The colors and shapes of the blue- and yellow circle are used throughout the graphic profile to create recognition.

The projects within ATMP Sweden (CAMP and Innovation Milieu) uses the same blue- and yellow circle in combination with their project name logo.

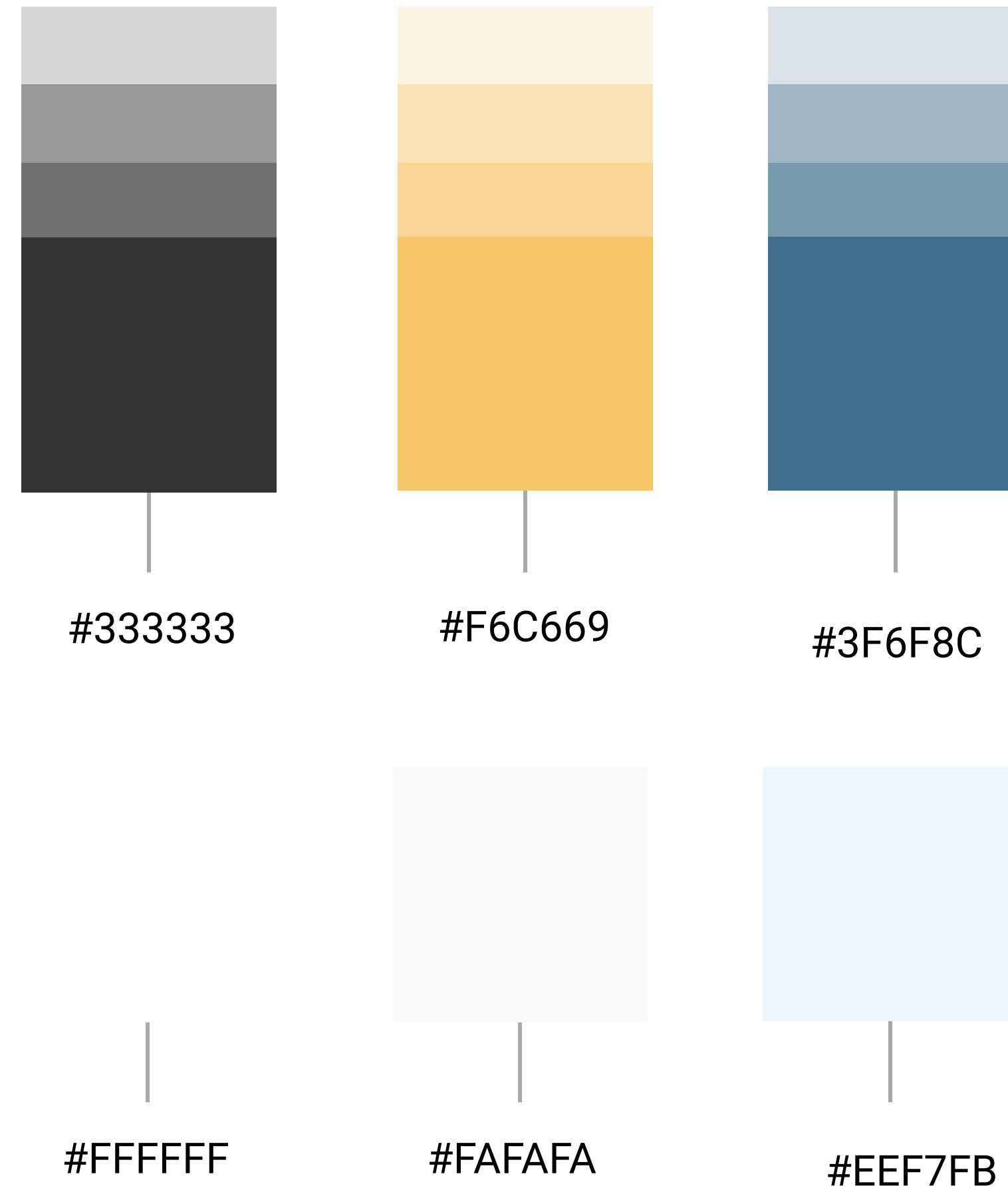**ATMP**
Sweden

CAMP
Guiding ATMPs to patiens

ATMP Sweden
World leading by 2030

COLORS

The color theme for ATMP Sweden comes from the logo. The black, blue and yellow are primary colors while the white, light grey and light blue are mostly used as background colors.

Secondary colors are created by taking down the opacity of the primary colors.

PRIMARY TEXT COLOR: #333333

LINK COLOR: #3F6F8C

PRIMARY HIGHLIGHT COLOR: #F6C669

#333333   #F6C669   #3F6F8C

#FFFFFF   #FAFAFA   #EEF7FB

TYPOGRAPHY

Roboto Regular

Use for body text, preamble, breadcrumbs and bigger headings

Roboto Medium

Use for headings primarily

Roboto Bold

Use for sub headings and links

Example text

ATMP Sweden is a national network for activities within medicines based on genes, cells or tissue engineering, classified as Advanced Therapy Medicinal Products (ATMPs) in Europe. Our goal is to promote the collaboration and communication that is needed for accelerated and effective ATMP based patient solutions.

We provide centralizing, coordination and communication functions to Swedish ATMP stakeholders towards making Sweden world leading in ATMP by 2030. We are open to all Swedish ATMP stakeholders and aim to be an internationally leading center in facilitating the implementation of ATMPs.

Read more

ICONOGRAPHY

The icon library used for ATMP Sweden is Fontawesome, which is an open souce icon library. Fontawesome if free and can be used by anyone as long as you give appropriate credit, provide a link to the license, and indicate if changes has been made.

A way to skip the attribution restriction is to get the paid Pro Plan.

More info can be found on their web page:

https://fontawesome.com/
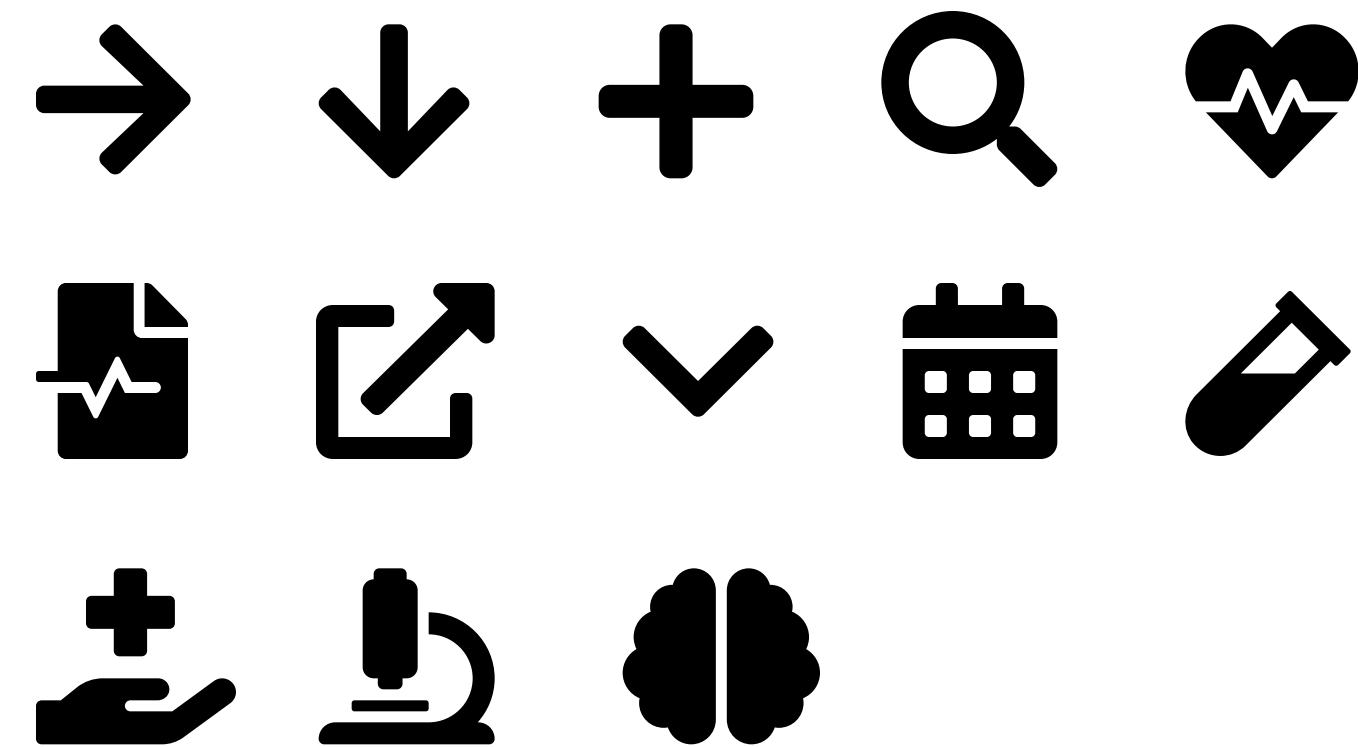
IMAGERY

The tone and mood of the brand imagery is conveying:

- **trust**
- **hope**
- **professionalism**
- **innovation**
- **warmth**