

Brand Guidelines

EMBEDED
Eu project



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This manual contains the constituent elements of the brand. As constituent elements, it establishes the construction guidelines, the use of typographies and the chromatic applications of the brand.



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Imagotype

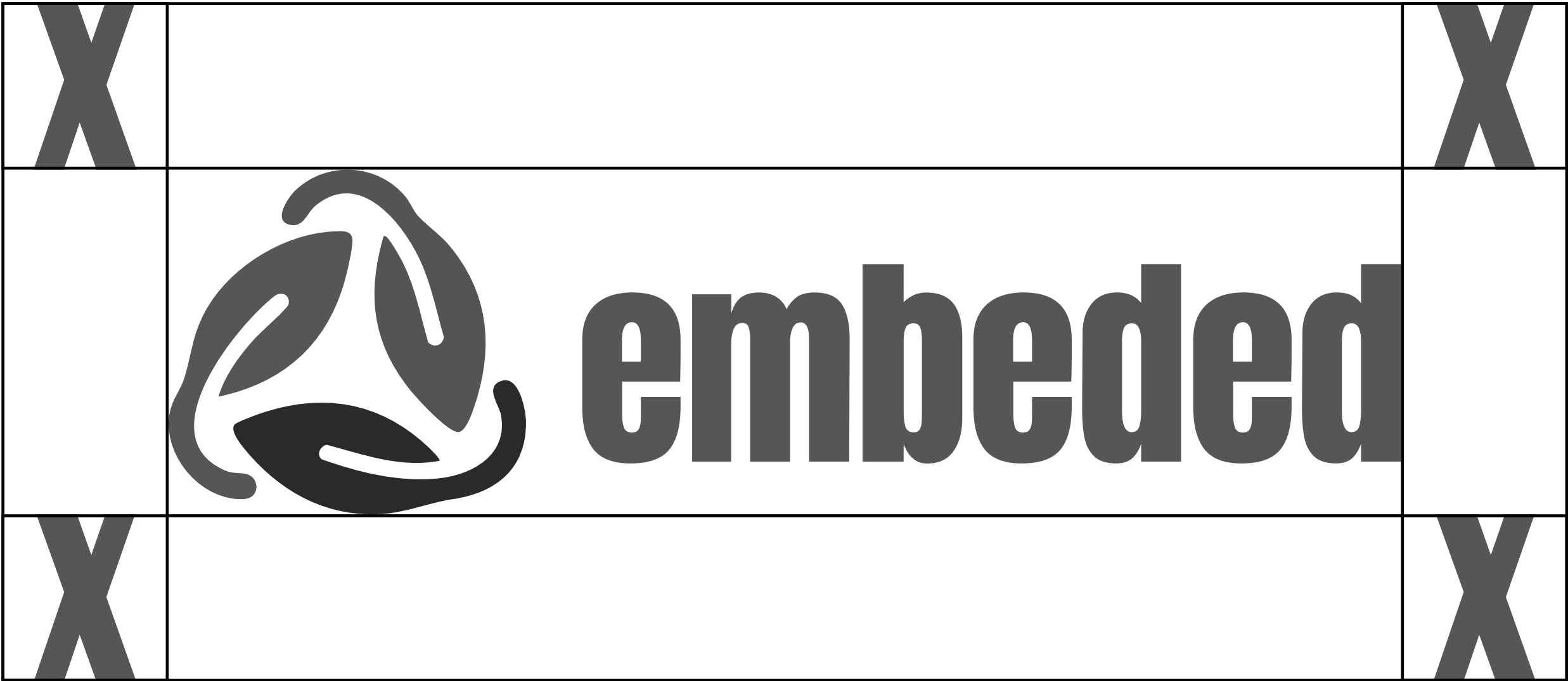
This is the primary logotype used for digital and print applications, designed for clarity, adaptability, and thematic relevance. It features the Anton Regular typeface in lowercase, presenting the project name “embedded” in a bold, condensed sans-serif style. The rounded edges and strong vertical strokes convey solidity, accessibility, and modern appeal.

The logotype is accompanied by a triple-leaf icon, composed of three interlocking organic shapes in earthy tones—olive green, forest green, and terracotta. Each leaf suggests themes of sustainability, regeneration, and balance with nature. The smooth curves and symmetry evoke a sense of interconnected ecosystems, reinforcing the project's environmental values.

The flat design and harmonious color palette enhance its versatility across media, making it suitable for both digital platforms and printed materials while maintaining strong brand recognition.



To ensure the proper visibility and impact of the Embedded logotype, a clear space must be maintained around it, free of any graphic, photographic, or textual elements. This exclusion zone is defined by the height of the letter “X” in the logotype. This unit should be applied equally on all sides, establishing a minimum margin that preserves legibility and ensures the logo is always presented with clarity and visual balance across all formats.



colour palette

The primary color of the identity is Forest Green, conveying stability, balance, and a strong connection to nature. It will be the dominant tone across visual applications.

Supporting colors include Olive Green, which adds freshness and lightness, and Terracotta, which brings warmth and an organic feel. These will be used in applications that require contrast or visual depth.

White is reserved for backgrounds or situations where enhanced legibility is needed.

Forest Green

HEX 584F80
RGB 88 79 128
CMYK 76 72 24 8

Olive Green

HEX 7A759B
RGB 122 117 155
CMYK 59 53 21 4

White

RGB 255 255 255
HEX FFFFFFFF
CMYK 0 0 0 0

Terracota

RGB 11 11 11
HEX 0b0b0b
CMYK 0 0 0 100

Typography

Anton Regular is a bold and impactful sans-serif display font, well-suited for titles, headings, and other high-visibility text elements. Its condensed structure, clean lines, and strong vertical emphasis make it effective in creating a clear visual hierarchy and capturing attention in design applications.

We will use the Anton Regular typeface as a key element of our corporate identity. It will be featured across various materials such as posters, graphics, and videos, serving as a visual anchor in our communication.

Anton regular
Aa Bb Cb Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DM Sans is a contemporary sans-serif typeface designed for excellent readability across both digital and print formats. Its simple, geometric shapes and balanced proportions make it a versatile choice for clear and accessible communication.

To ensure simplicity and consistency in use by our partners, we will use only the Light and Bold weights of the DM Sans typeface. Light will be used for body text, while Bold will be reserved for emphasis and key headings within our visual system.

DM Sans

Aa Bb Cb Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Uses and variations

Whenever possible, the mark shall be applied in its main version with its respective colours. If this is not possible for technical reasons, the positive or negative version shall be used.

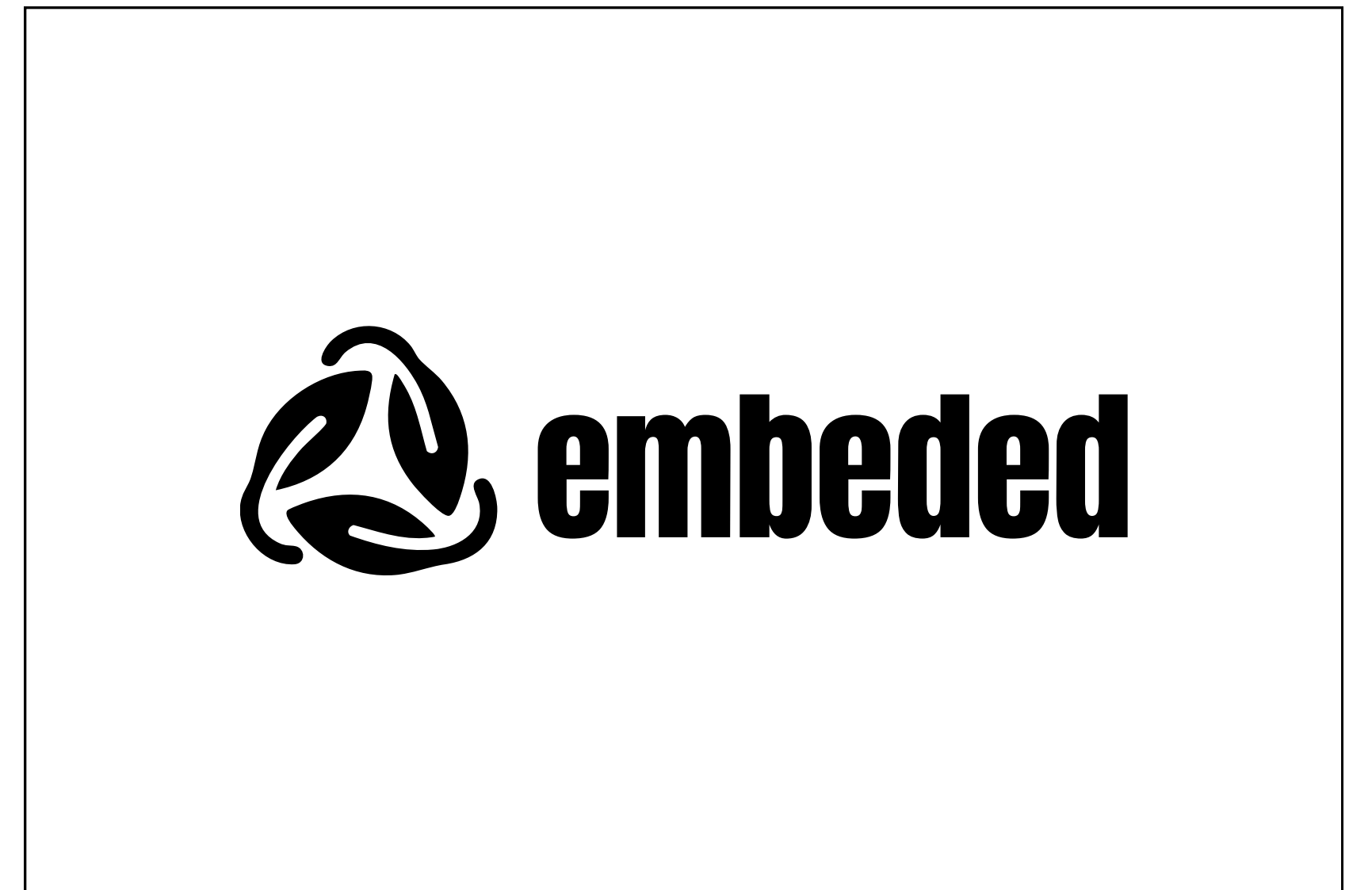
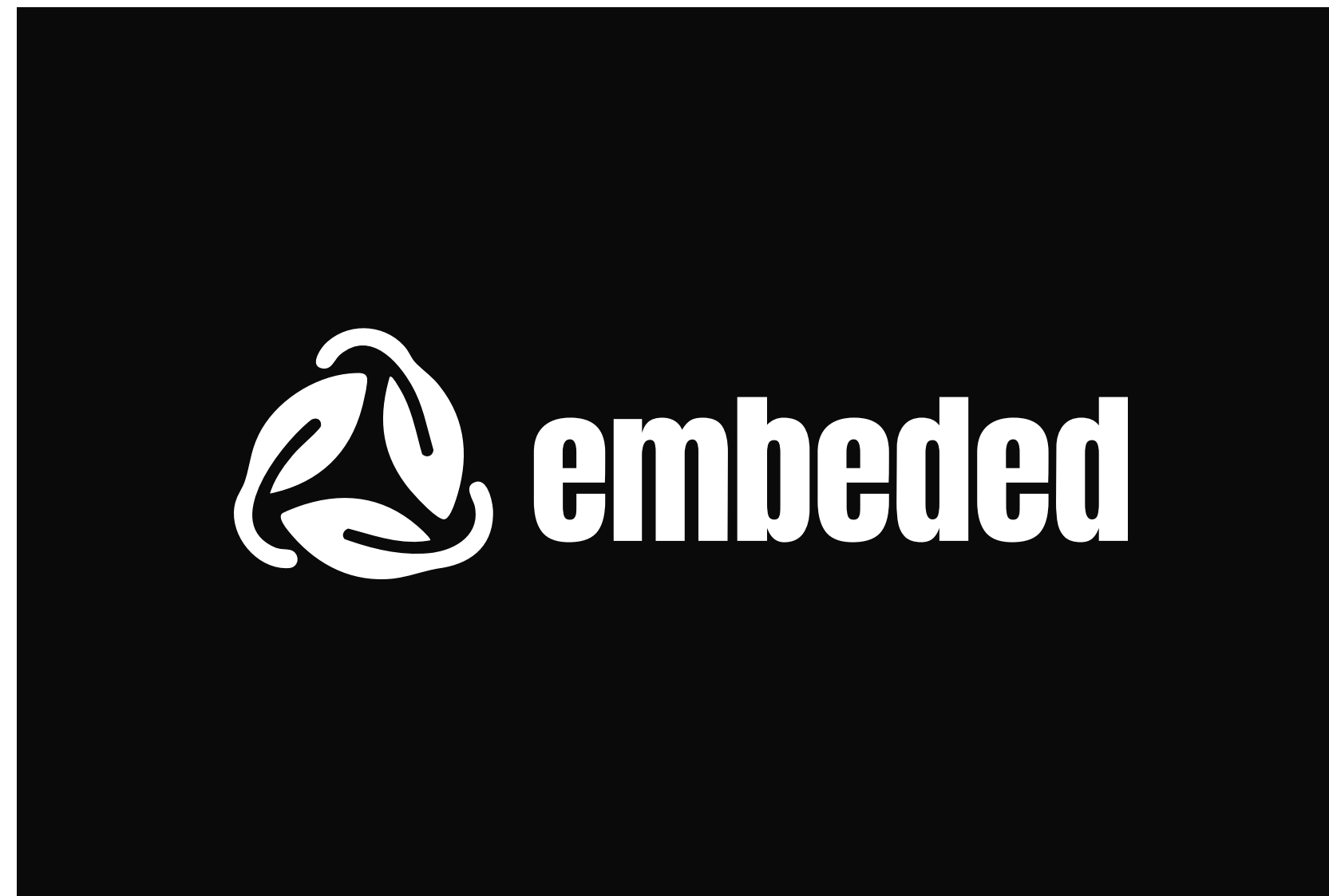
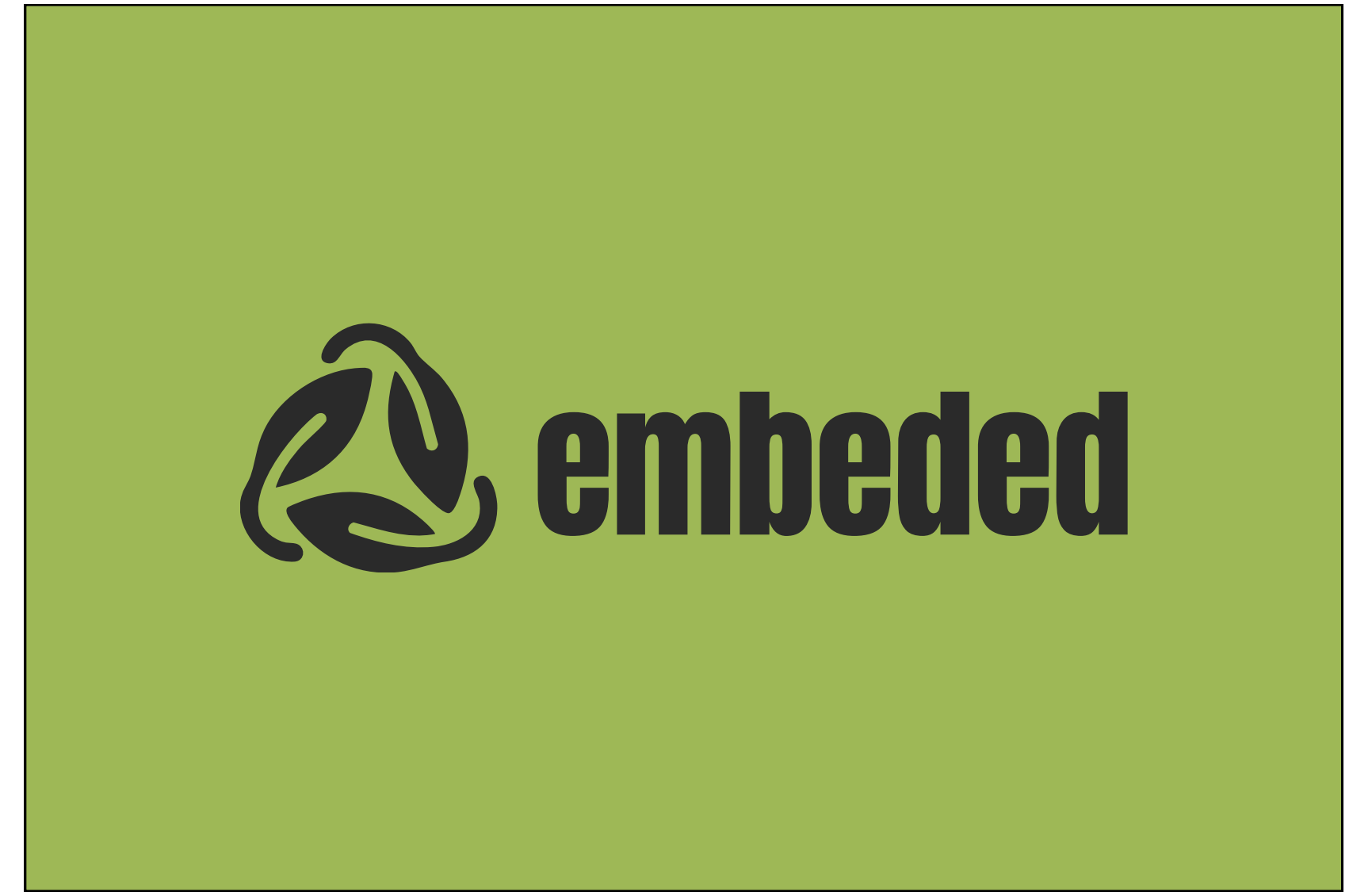


Monochrome Versions

4.2

This is the version of the logo that, due to reproduction or application needs, is presented as a continuous blob only, without gradients or shadows.

It will be used in many media and applications that require a monochrome version of the logo.



The aim should be to achieve maximum visibility when applying the identity in a graphic environment.

In the case of solid, non-corporate backgrounds, we will use the corporate version or the white version depending on whether it is light or dark. In the case of photographic backgrounds, the same rule applies.

The black version of the logo will only be used when the corporate image coexists with other images that are applied in a similar way.
(E.g. at the bottom of a poster where all the partners are shown in this way for graphic and design reasons.)



Fondo oscuro de color no corporativo



Fondo claro de color no corporativo



Fondo fotográfico claro



Fondo fotográfico oscuro

The sizes and proportions of the logo are determined by criteria of composition, hierarchy and functionality.

Under no circumstances should these sizes and proportions be modified. This restriction also applies to the brand colours.



Do not distort



Do not alter colours



Do not outline



Do not alter proportions



Do not reduce opacity



Do not use gradients



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