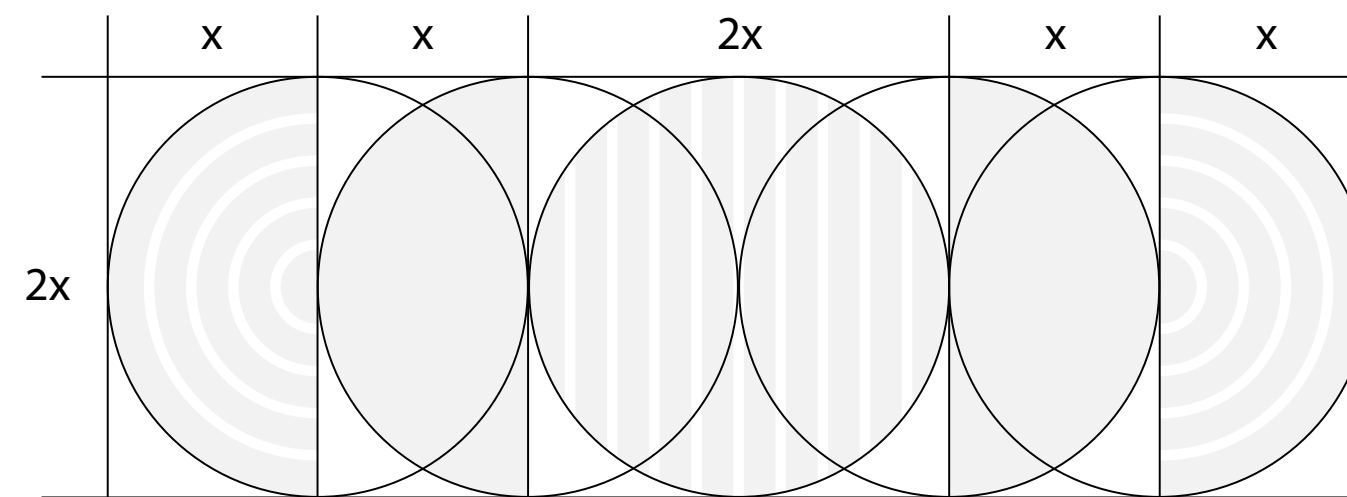


Agro2Circular

Brand guidelines 1.0

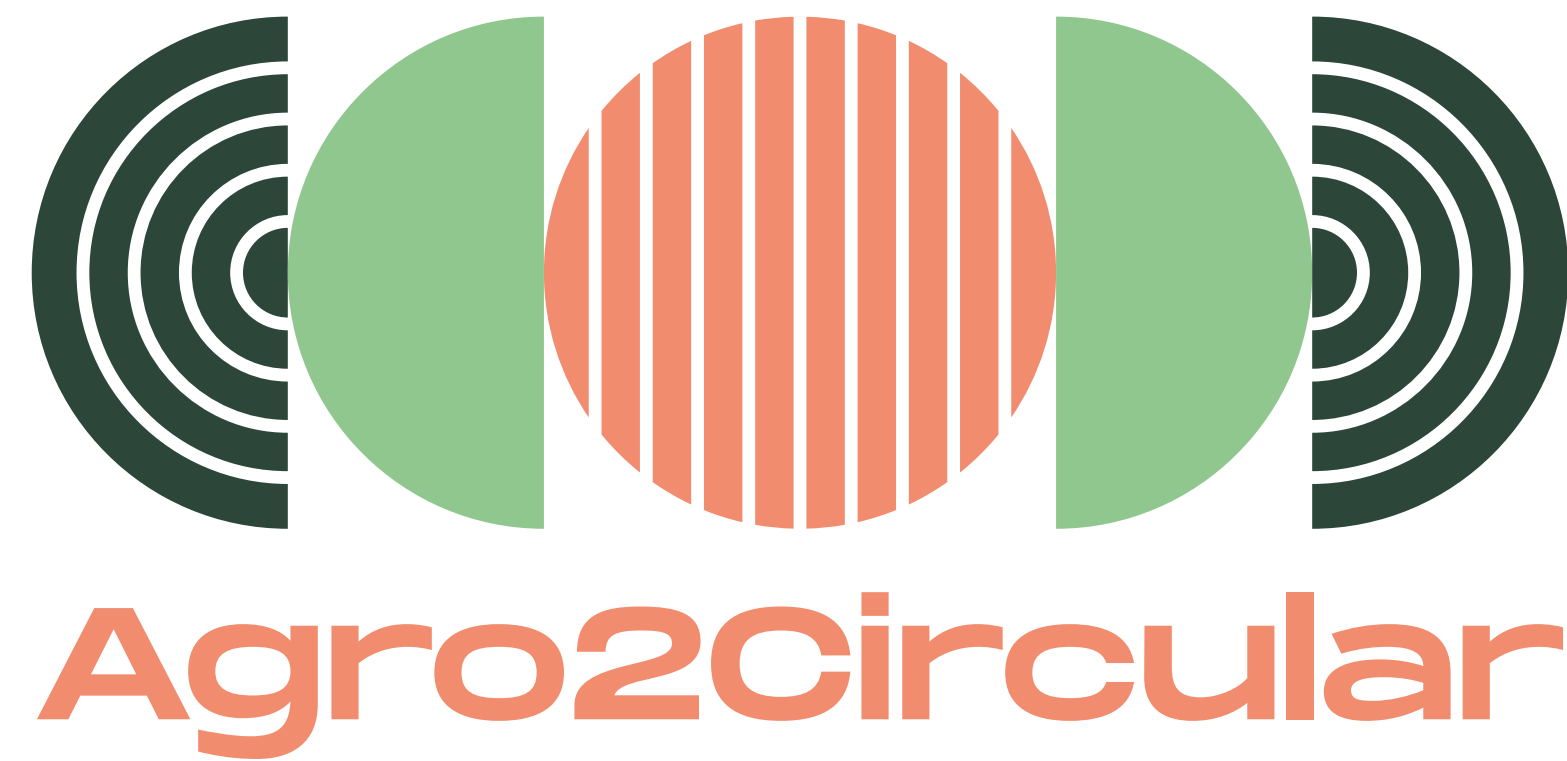


Brandmark construction



Agro2Circular

Main Brandmark



minimum height: 30 mm



minimum height: 15 mm

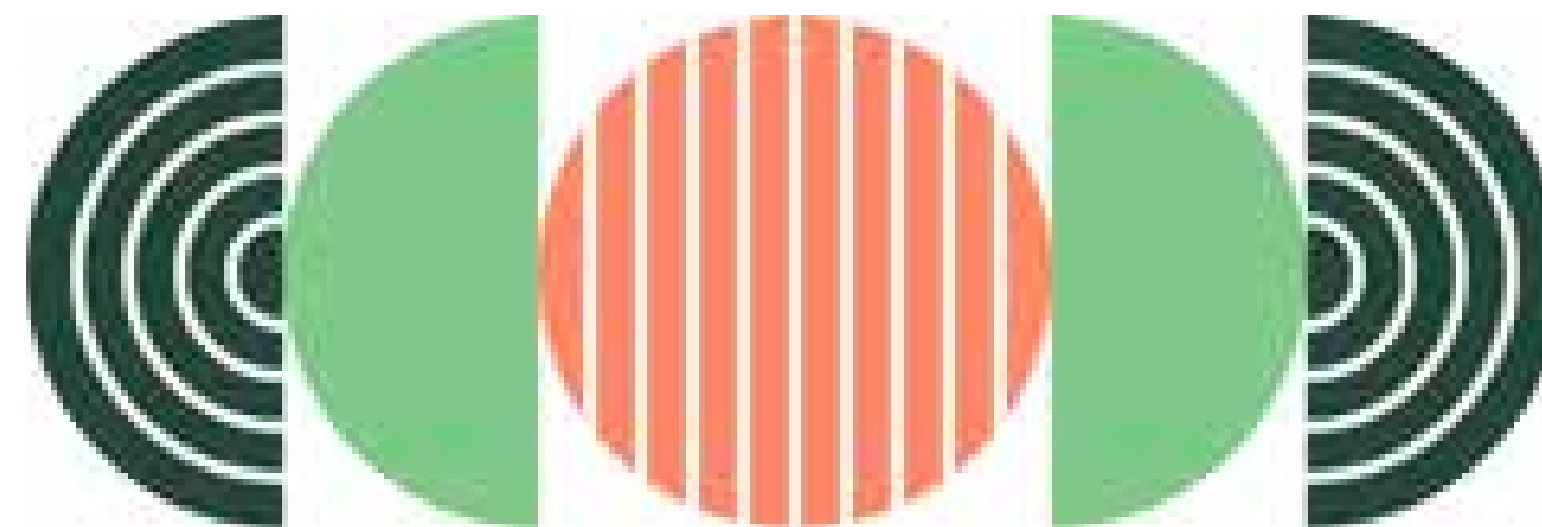
Respect area



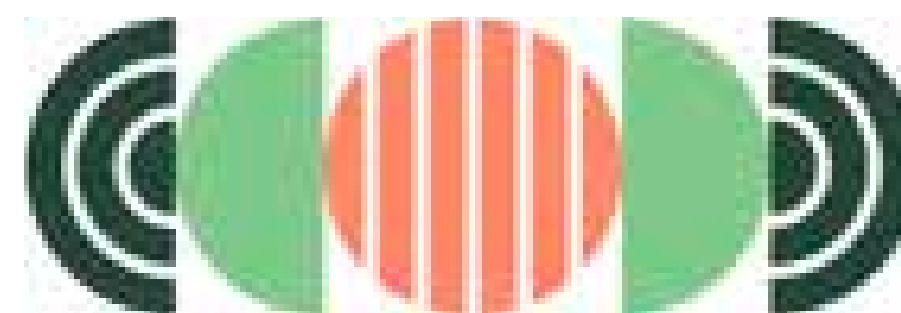
Horizontal Brandmark



Icon



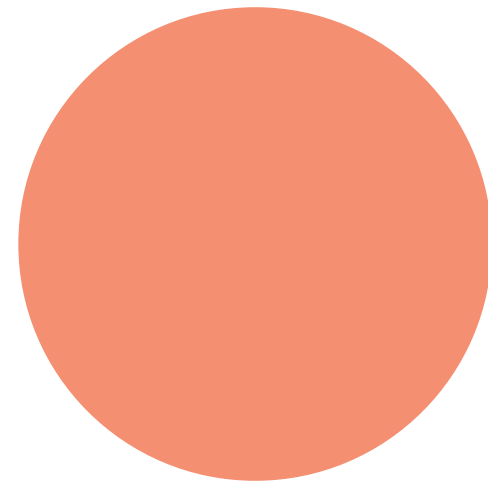
minimum height: 20 mm



minimum height: 10 mm

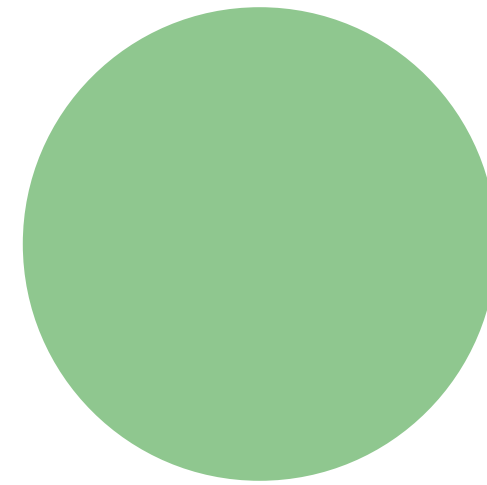
Color Palette

Primary



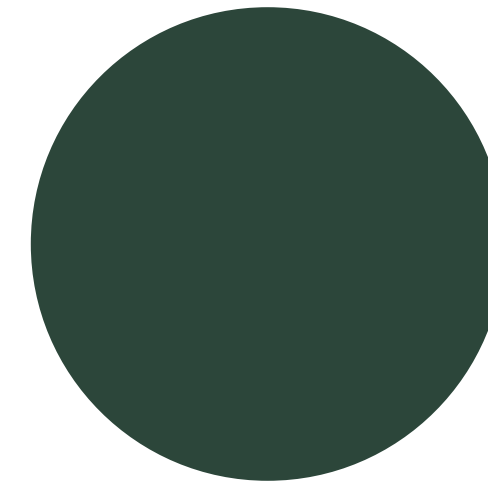
C 1
M 55
Y 55
K 0

R 240
G 140
B 110
#F29073



C 50
M 0
Y 55
K 0

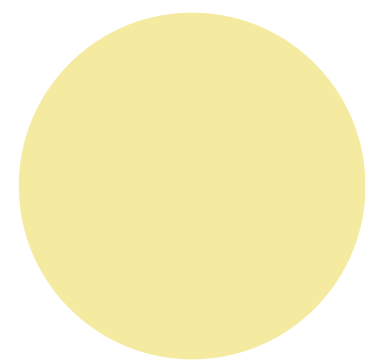
R 143
G 200
B 143
#8FC78F



C 77
M 48
Y 70
K 55

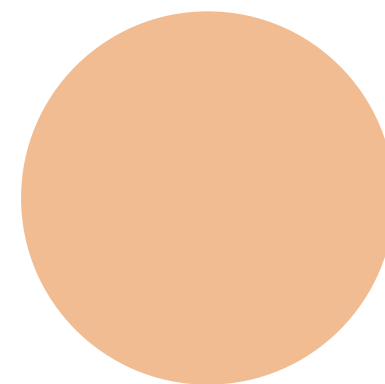
R 45
G 70
B 60
#2C463A

Secondary



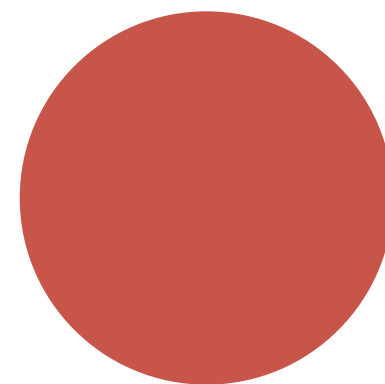
C 5
M 3
Y 45
K 0

R 249
G 237
B 164
#f9eda4



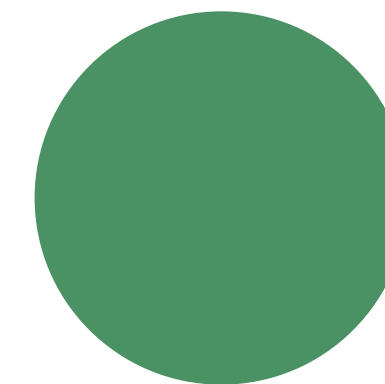
C 5
M 32
Y 45
K 0

R 240
G 188
B 145
#f1bc91



C 7
M 75
Y 63
K 15

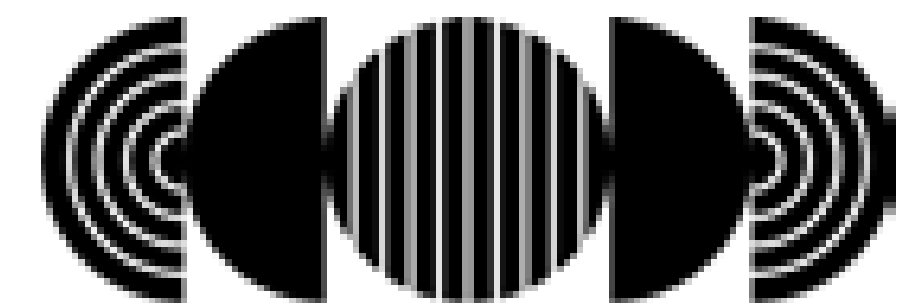
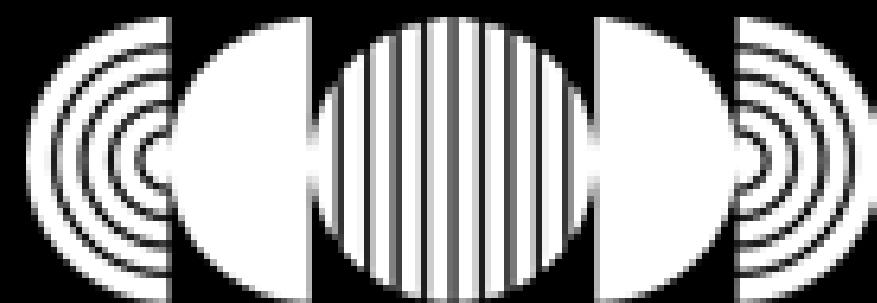
R 200
G 85
B 74
#c8554a



C 65
M 0
Y 64
K 28

R 75
G 146
B 100
#4b9264

Brandmark B/W



Brandmark on different background



The coloured version of the brandmark can be used just on white background. Whenever it has on a picture or on a colour, prefer the white version.

Typography: fonts

Monument extended

Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Bicyclette

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

On MS-Office “Trebuchet MS” should be used for titles and “Arial” for body text as alternate fonts.

Typography: size & font

**H1: Monument extended
4x on 4x**

Heading 2: Monument extended 2x on 3x

Heading 3: Monument extended 3/2x on 5/2x

HEADING 4: BICYCLETTE 4/3X ON 2X

Body text: Bicyclette Regular 1x on 3/2 x.

The basic typographic system is set starting with an X value equal to the body text size and its relation with line-height

Typography: grid

Title of the paragraph

INTRODUCTION

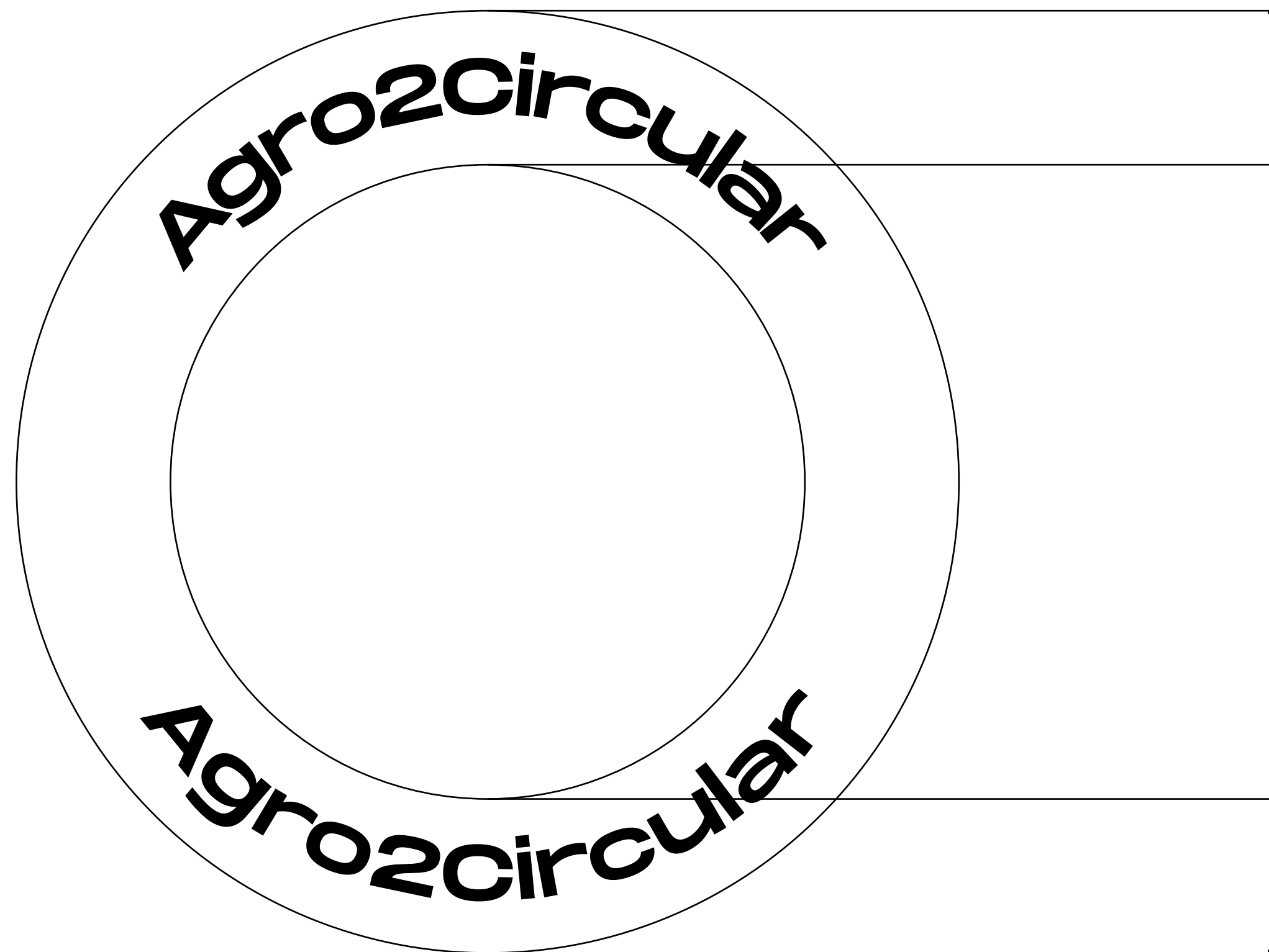
Body textIgendam fugiae expla voloreh eniam, que reperup tatquat inullatem. Itas adiore et, con nos il est, non ent debis net ea il mi, que niatiatiunt ut labo. Itatem ad mint escid ulpa corerio incto tem dolore as dellabo. Itatur sequi blandae nes anto vendipsum quo omnis alisitat etus exceperum re mosae pore, conectatio.

Nam qui quiate volupta ssumquam eseditin pe niaes aut quam, evelecerum quas eum duciliqui nihit, que magnis doluptus aut enem ipis ipsunt voluptaquae volores assit, inum faccus reici cusdandus dolessit voluptaes eum autem no



Upper and lower line are **16 px** away from text

Typography: Circular writing



Inner Circle diameter: $6x$

Outer circle diameter: $9x$

Upper Writing circle diameter: $7.5x$

Writing height: x

Center Aligned

Reflect if in the lower part

Typography: Circular writing



Circular writing can be surrounded by pictures. Mind the text respect area, avoid stroke.

Incorrect uses



Do not use colored Logo on photographic background



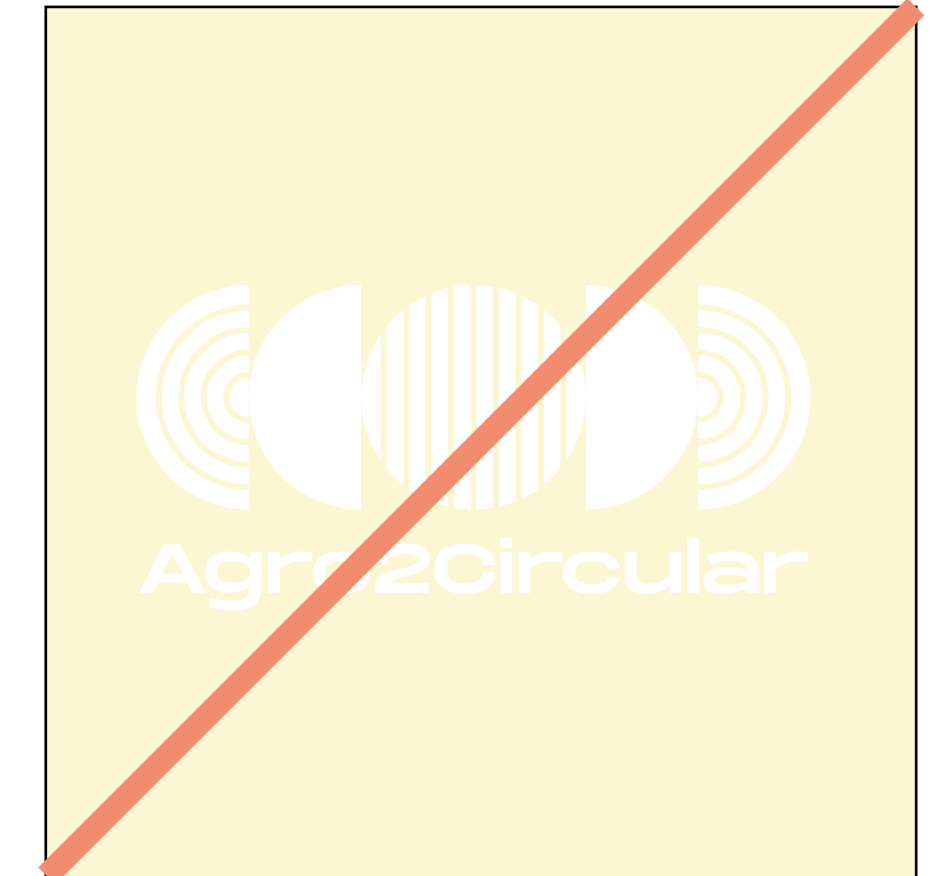
Do not Stretch logo



Do not put the logo too close to the edges

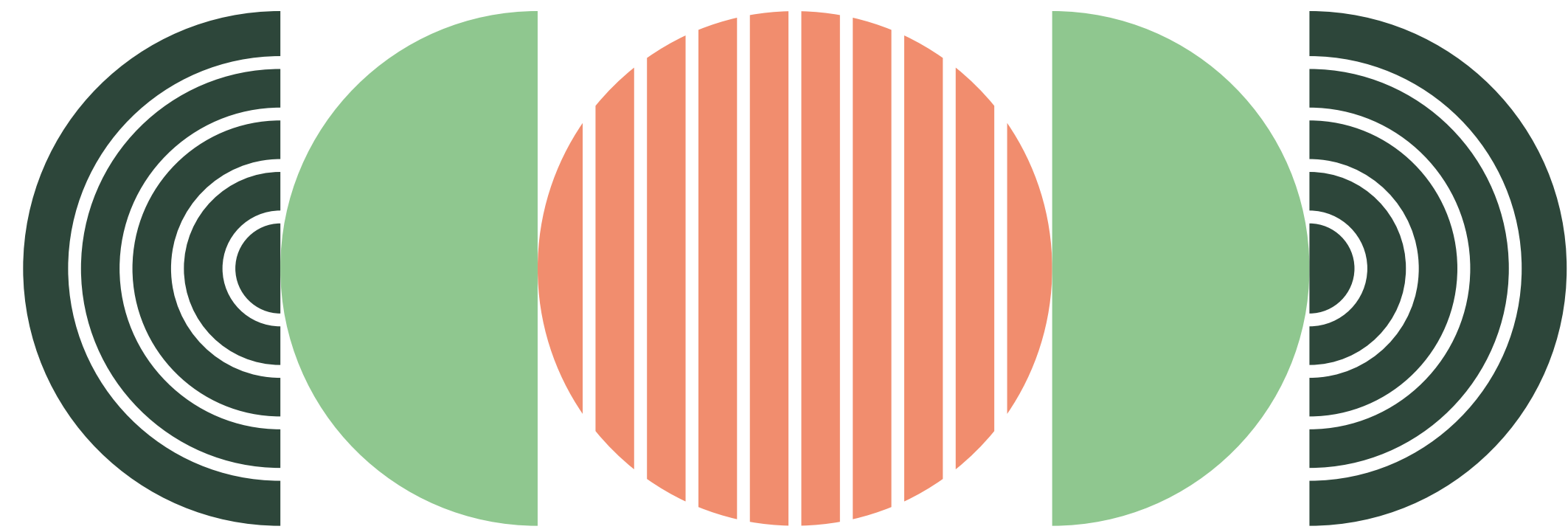


Don't use different colors



Make sure the logo is visible and the contrast is enough

Brand guidelines 1.0



Agro2Circular

The specified rules in this Brandbook are to be considered guidelines to better understand the project and to look at when designing something new, evolving the identity, or even when breaking the rules.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036838.

