



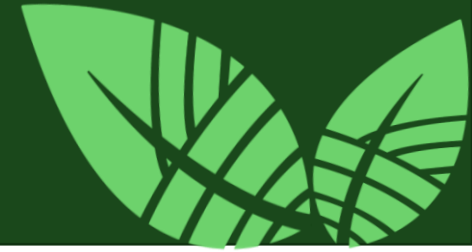
THERO**S**

BRAND GUIDELINES



The purpose of this guide is to assist the consortium in using the THEROS logo correctly and maintaining the integrity of the project's overall brand identity. It is also a useful aid when instructing typographers and other employees to produce branded items, to design and create THEROS communication material.

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THEROS 

THEROS



THEROS Logo –The idea



As a verbal logo, it was created on a minimalistic design to be simple, memorable and easily adjustable in various occasions.

The logotype letters are in bold, indicating its dynamics. Proposal name is disrupted by a light green leaf which makes a connection with the certified organic products logo.



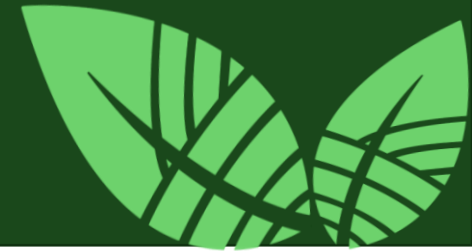
Colour Palette (1/2)

THEROS logo uses the green colour in two different variations.

Green is used, as it is pervasive in the natural environment. It also represents the emotions of safety and security and it symbolizes the freshness.

Deep Green = Deep green represents the verification, the enhanced traceability, the security and the transparency.

Light Green = Light green represents the organic nature of products.



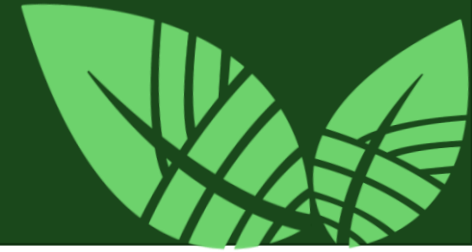
Colour Palette (2/2)

CMYK = C82 M43 Y100 K49
RGB = R26 G72 B27
#1A481B



CMYK = C55 M0 Y76 K0
RGB = R112 G213 B111
#70D56F

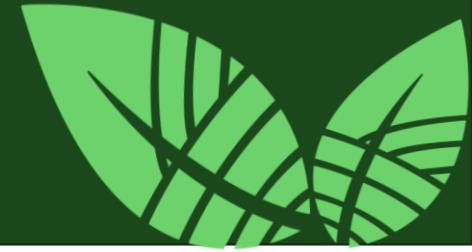
Logo Variations (1/2)



Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on next page are available for usage.

Logo Variations (2/2)



Negative Format



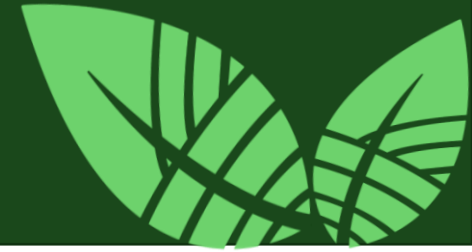
These formats of the THEROS logo are only used when placing the logo on an image, on a coloured background or on a pattern.

BW/Grayscale Format



This logo variation is meant to be printed in a grayscale or in black and white format (i.e. internal memos).

Logo Usage



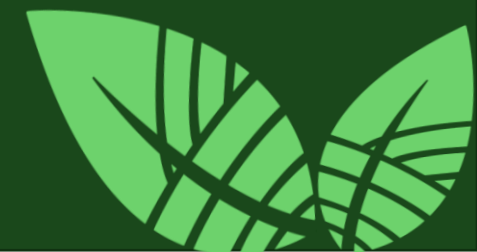
The clear space zone around the logo has been determined to ensure the proper visibility of the THEROS logotype. Maintaining the clear space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the THEROS logo always appears unobstructed and distinctly separate from any other visuals.

To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screen printing), the usage of the logo in a larger size is strongly recommended.



LOGOTYPE PRINT minimum size
32 mm W X 7 mm H
LOGOTYPE SCREEN minimum size
124,5 px W | 27,4 px H

Logo Improper use



Display the THEROS logo only in the formats that are specified in this guide.

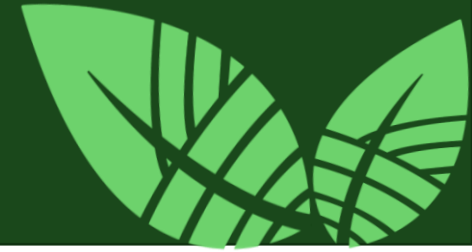
The THEROS logo may not appear in any other colours than the already specified in page 5-6 of this guide.

Do not rotate, skew, scale, redraw, alter or distort the THEROS logo in any way.

Do not combine the THEROS logo with any other element such as other logos, words, graphics, photos, slogans or symbols.



Logo usage on social media



Logo use on social media: the logo should be used in a white background.

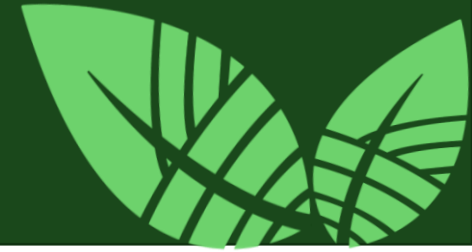


Twitter icon



LinkedIn icon

Logo usage on backgrounds

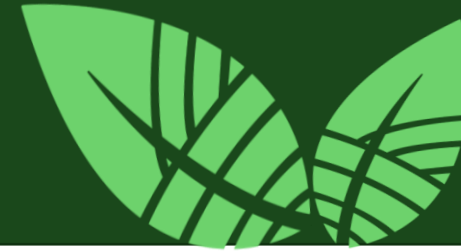


When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



Brand typography



Must be always used to all communications material and in web and media applications wherever this is possible (i.e. at the THEROS website), to retain consistency. Replacing the given typeface with others should not be done under any circumstances.

Calibri is available on most computers, as it is a system font. Calibri supports most of the languages.

Typo
graphy
BRAND

Calibri fonts family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Regular</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>



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