



AI powering circular bio-based value chains

Brand Guidelines

biovalueai.eu



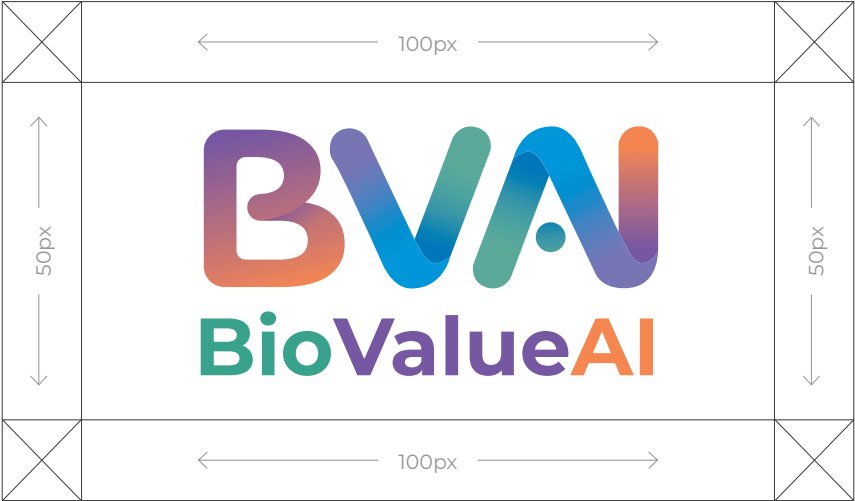
Funded by
the European Union

Brand Logo



01

Logo Mark



Logo in full colour

Logo colour options



Logo in full colour



Logo in black & white gradient



Logo in reverse in black and white gradient

Logo possibilities in specific conditions



Logo in primary colour



Logo in primary colour



Logo in primary colour



Logo in primary colour

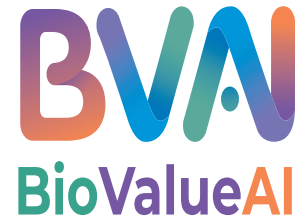


Logo in total black



Logo in total white

Kindly avoid



Don't compress the logo either vertically or horizontally



Don't use in random colours

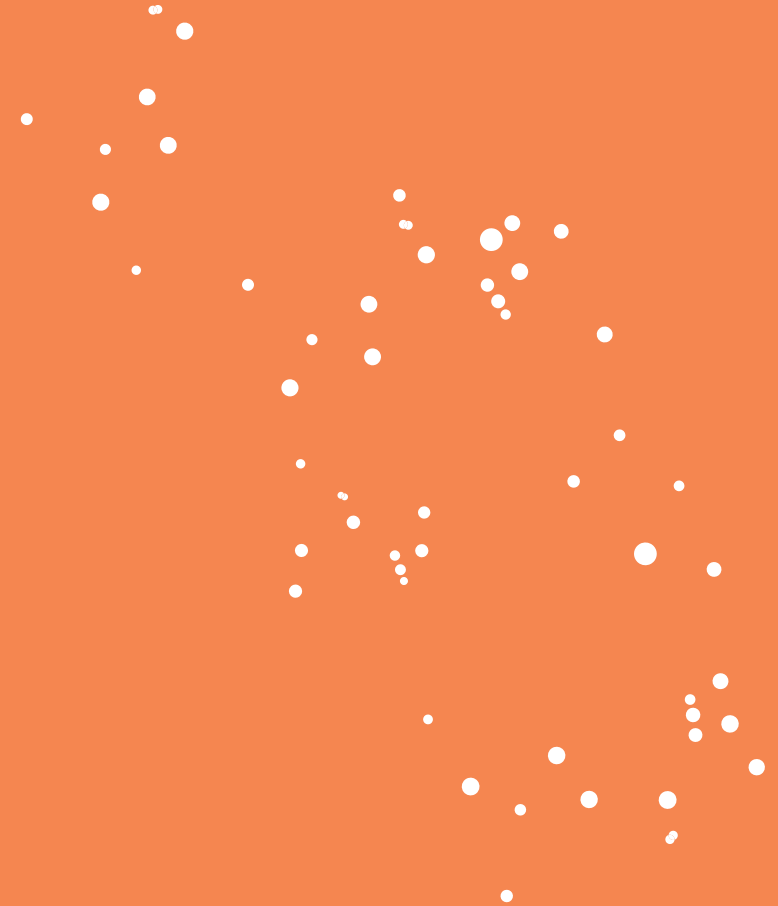


Don't use full colour on dark background



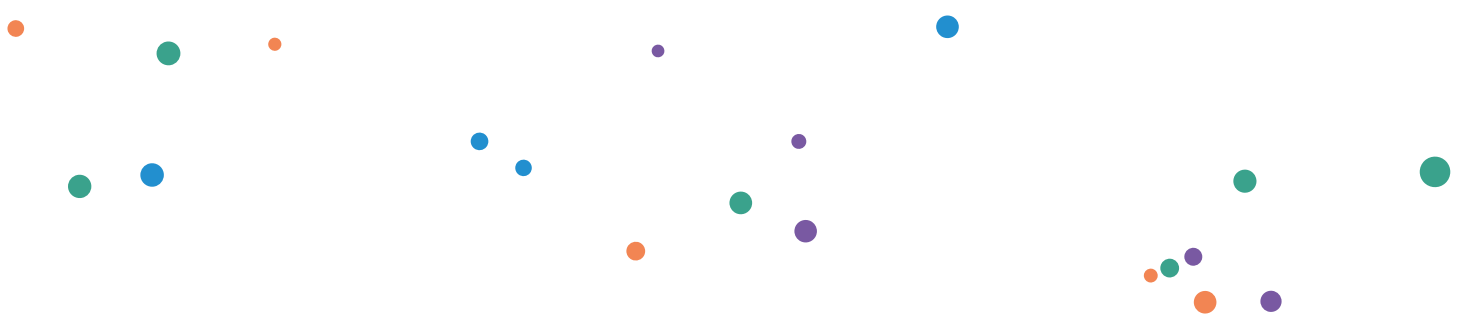
Brand Color

02



Colour Palette

<p>Primary Color</p> <hr/> <p>C 74, M 14, Y 54, K 1</p> <hr/> <p>Hex Code : #6c9e84</p> <hr/> <p>RGB : R 108, G 157, B 131</p>	<p>Primary Color</p> <hr/> <p>C 63, M 76, Y 2, K 0</p> <hr/> <p>Hex Code : #6f4d95</p> <hr/> <p>RGB : R 111, G 77, B 150</p>	<p>Primary Color</p> <hr/> <p>C 0, M 58, Y 74, K 0</p> <hr/> <p>Hex Code : #d57e47</p> <hr/> <p>RGB : R 213, G 126, B 70</p>	<p>Primary Color</p> <hr/> <p>C 95, M 47, Y 2, K 0</p> <hr/> <p>Hex Code : #1991d4</p> <hr/> <p>RGB : R 46, G 110, B 179</p>
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Colour Palette

Secondary Color	Secondary Color	Secondary Color	Secondary Color
C 70, M 15, Y 00, K 00	C 60, M 50, Y 00, K 00	C 00, M 35, Y 85, K 00	C 70, M 05, Y 35, K 00
Hex Code : #6ea9de	Hex Code : #7978b4	Hex Code : #e4ad3c	Hex Code : #75b1ae
RGB : R 110, G 169, B 222	RGB : R 121, G 120, B 180	RGB : R 228, G 173, B 60	RGB : R 117, G 177, B 174

Typography



A B
K D 4
8 C F
7 E ! L G J 6
(9 { Y O 1
H N I M - X
W ^ Q U 2 X +
R S T P #
V 3
? Z \$) @ 5
% 0

03

Montserrat

Nn ↗

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 % ^ &

Regular

Nn ↗

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 % ^ &

SemiBold

Nn ↗

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 % ^ &

Bold

Vibe

TYPE

Inter



Nn

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 % ^ &

Regular

Nn



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 % ^ &

SemiBold

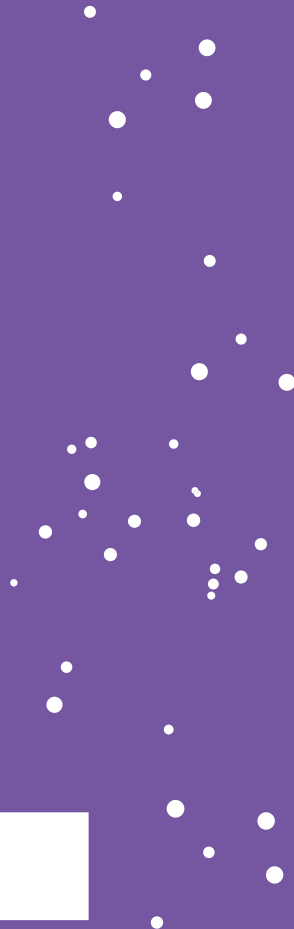
Nn



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 % ^ &

Bold

Use of Brand



04





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