



FORWARDS PROJECT

Brand Identity Guidelines

V.1.0 – FEBRUARY 2023

INTRO

Taking inspiration from the core values and the specific goals of Forwards project, these guidelines serve the purpose of translating the project's essence and personality into visual form.

In every public manifestation, the project should look reliable, knowledgeable and – at the same time – welcoming and down-to-earth; established, still forward-looking; essential and vital.

1. MAIN LOGO



2. LOGO FOR SMALL SIZES



3. MONOCHROME LOGOS



4. COLOURS

Primary colours

DEEP GREEN

CMYK: 100, 0, 50, 75

RGB: 0, 61, 57

#003D39

BRIGHT GREEN

CMYK: 60, 0, 60, 0

RGB: 111, 188, 133

#6FBC85

Secondary colours

STREAM BLUE

CMYK: 80, 35, 0, 0

RGB: 20, 136, 202

#1488CA

FAUNA TEAL

CMYK: 80, 10, 45, 0

RGB: 0, 161, 154

#00A19A

SUNSHINE YELLOW

CMYK: 0, 5, 50, 0

RGB: 255, 237, 153

#FFED99

5. TYPOGRAPHY

BRANDON GROTESQUE BLACK

AaBbCcDdEeFfGgHhJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BRANDON GROTESQUE BOLD

AaBbCcDdEeFfGgHhJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BRANDON GROTESQUE REGULAR

AaBbCcDdEeFfGgHhJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



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