

BRAND GUIDELINES

GREENSPIRE
EU Project



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Welcome

0.1

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

Horizontal Logo

1.1

The GREENSPIRE horizontal imagotype represents the project's core values through a balanced integration of symbol and logotype in a single, cohesive composition. The symbol combines three conceptual elements:

- A **stylised house silhouette**, representing the built environment and home-related textile applications.
- A **dynamic wave form**, expressing transformation, material flow, and circular processes linked to polyurethane foam and industrial innovation.
- A **leaf element**, symbolising sustainability, bio-based materials, and environmental responsibility.

Together, these elements visually communicate the project's commitment to circularity, eco-design, and sustainable material innovation within domestic and industrial contexts.

The logotype, set in a clean and modern sans-serif typeface, reinforces clarity, accessibility, and technical credibility. The colour split within the wordmark strengthens the dual focus of the project:

Bright green reflects sustainability and natural resources.

Dark green conveys stability, innovation, and applied research.

The pastel purple accent introduces differentiation and a forward-looking, innovative character.

The horizontal version is the primary and preferred application of the GREENSPIRE identity. It should be used in all standard communication materials, including digital platforms, presentations, reports, and promotional assets, whenever space allows for full-width visibility.

This configuration ensures optimal readability, brand recognition, and visual balance across formats.



Logo Security Area

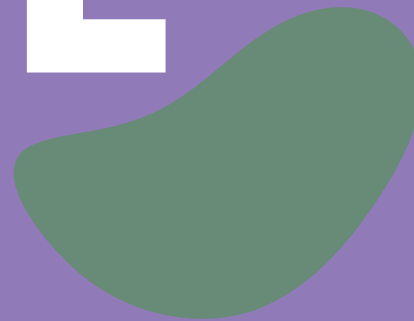
1.2

To ensure the proper visibility and impact of the GREENSPIRE 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 “G” 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 formats.





COLOUR PALETTE



Colour Palette

2.1

The GREENSPIRE palette has been carefully designed to reflect the project's core values: sustainability, material innovations, and comfort with the built environment.

- The primary, **Shale Green**, acts as the structural colour of the identity and its predominantly used in the wodmark and main graphic elements.
- Supporting this tone, **Birght Lime Green** introduces a sightly brighter natural accent that represents growth and ecological regeneration.
- To differentiate GREENSPIRE within the andscape of sustainability-focuse projects, a pastel purple, **Crocus Petal** has been introduced. This one, evokes softness, textil comfort, and material transformation.
- An optiona deeper purple, **English Lavender**, can be used as a complementary accent colour in digital applications, hover states, highligts, or typography emphasis.

Shale Green

HEX **#6F8F78**
RGB **111 143 120**
CMYK **22 0 16 44**

Bright Lime Green

HEX **#8fb35e**
RGB **143 179 94**
CMYK **20 0 47 30**

Crocus Petal

HEX **#b69ac9**
RGB **182 154 201**
CMYK **9 23 0 21**

English Lavender

HEX **#9c7db7**
RGB **156 125 183**
CMYK **15 32 0 28**

TYPOGRAPHY

Main Typography

3.1

The GREENSPIRE visual identity uses **Manrope** as its primary typeface. This modern sans-serif font was selected for its clarity, versatility, and contemporary character, aligning with the project's focus on innovation and sustainability.

Manrope offers excellent readability across both digital and print applications thanks to its clean structure and balanced letterforms. Its wide range of weights allows for clear typographic hierarchy, making it suitable for headings, body text, and highlighted content.

Manrope is the typography used across all the GREENSPIRE communication materials ensures a cohesive, modern, and professional visual identity.

Manrope

Aa Bb Cc 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

Manrope Light

The quick brown fox jumps over the lazy dog

Manrope Regular

The quick brown fox jumps over the lazy dog

Manrope Bold

The quick brown fox jumps over the lazy dog

Manrope ExtraBold

The quick brown fox jumps over the lazy dog



USES & VARIATIONS

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Proper Use

4.1

Whenever possible, the mark shall be applied in its main version with its respective colours. If its not possible fot 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



Recommended use

4.3

The aim should be 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 one, depending on wether it is light or dark. In the case of photographic backgrounds, the same ruler.

The black version of the logo will only be used when the corporate image coexists with the 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)



Incorrect use

4.4

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

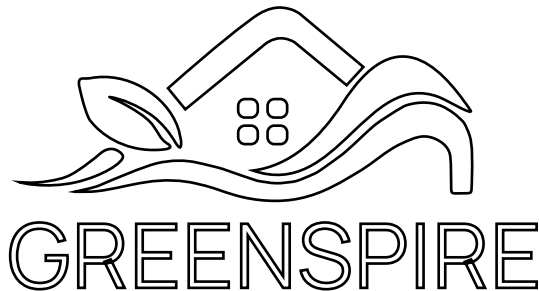
Under no circumstances should these sizes and proportions be modified. This restriction also applies to the band colours.



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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