CRETE VALLEY

BRAND IDENTITY GUIDELINES

V 0.1 - APRIL 2024

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CONCEPT

ENERGY TRANSITION AND DYNAMISM:

The CRETE VALLEY logo design symbolises the energy transition the project aims to achieve. The grid of visual elements composing the logo gradually morphs from a squared shape to a rounded, leafy one. The use of colour and the slight inclination of the grid help convey this message, providing a sense of movement, change, and transition.
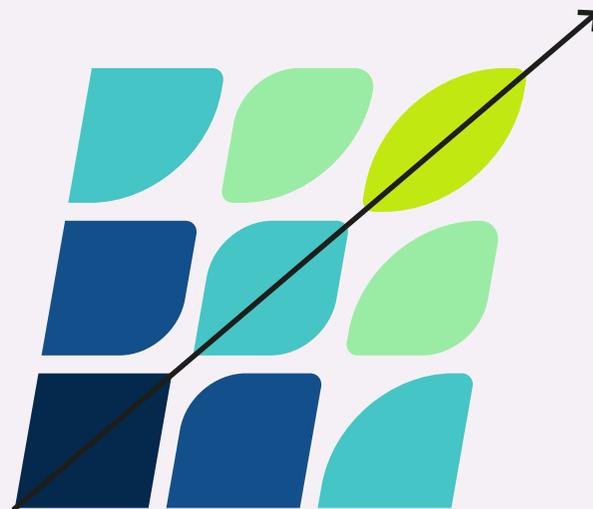
BRAND PERSONALITY:

UNCONVENTIONAL
POPULAR
PRACTICAL

3

LOGO - *Main version*

Min 4cm

When you have a **LARGE SPACE** available for displaying the logo, utilize the main version and ensure that the core design elements are clearly visible and impactful.

Use the black and white version of the logo in situations where color may not be practical, such as print materials, grayscale environments, accessibility needs, legal documents...

4

LOGO - *Compact version*

Min 3cm

When you have a **SMALL SPACE** available for displaying the logo, utilize the compact version and ensure that the core design elements are clearly visible and impactful.

5

LOGO - *Icon*

< 3 cm
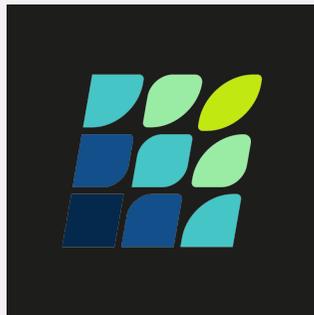
When you have a very **SMALL SPACE** available for displaying the logo (especially if it has a square shape), utilize the icon version to optimize the space and the readability of the logo.

Use these social badges only if the project's name is clearly stated and associated to the icon in textual form.

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LOGO *- Respect area and construction grid*
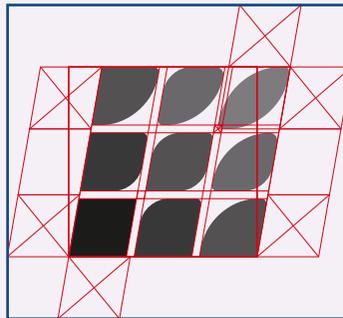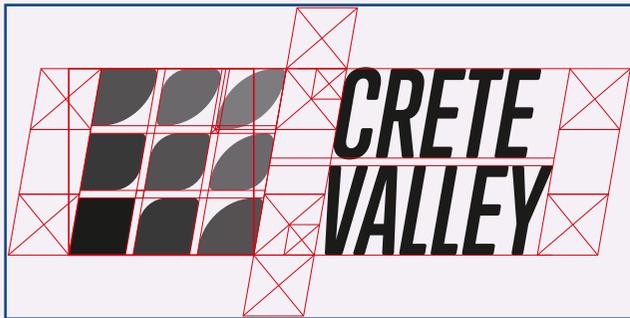
When displaying the logo, it's recommended to maintain some **CLEAR SPACE** around it. Using a single element of the icon as a unit, we can find the right space for each side and elemets.

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COLORS

HEX | #05294C
RGB | 5, 41, 76
CMYK | 100, 84, 43, 42
Aa

HEX | #FFFFFF
RGB | 255, 255, 255
CMYK | 0, 0, 0, 0
Aa

HEX | #134F8A
RGB | 19, 79, 138
CMYK | 96, 70, 18, 0
Aa

HEX | #F5F0F6
RGB | 245, 240, 246
CMYK | 10, 10, 0, 0
Aa

HEX | #45C5C5
RGB | 69, 197, 197
CMYK | 65, 0, 30, 0
Aa

HEX | #1D1D1B
RGB | 29, 29, 27
CMYK | 0, 0, 0, 100
Aa

HEX | #9AECA4
RGB | 154, 236, 164
CMYK | 43, 0, 50, 0
Aa

HEX | #C2E812
RGB | 194, 232, 18
CMYK | 35, 0, 100, 0
Aa

TYPOGRAPHY

HEADLINES ARE SET IN TRUMP SOFT PRO BOLD

SUB-HEADINGS ARE SET IN PERIDOT PE VARIABLE BOLD

Body copy is set in PERIDOT PE VARIABLE BOLD

MS Office safe font is **CALIBRI** for headlines and body copy.

Canva alternatives are **HEADING NOW 31-38** for headlines and **HEADING NOW 61-68** for the bodycopy

TRUMP SOFT PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!#€%&/.|*'@,?:;)

PERIDOT PE VARIABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!#€%&/.|*'@,?:;)

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CRETE VALLEY

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

FOR FURTHER INFORMATION PLEASE CONTACT:

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