

# BRAND GUIDELINES

**TREASURE  
EU PROJECT**



**Funded by  
the European Union**

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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

The logotype features a stylized tree combined with a circuit design, positioned above the wordmark. This fusion symbolizes the connection between nature, technology, and urban development. The tree's roots extend into building shapes, while the wind element conveys sustainability and the flow of energy.

Two human figures next to the buildings emphasize the project's focus on people and community, reinforcing its human-centered approach. The design balances the organic form of the tree with a modern, technological feel, highlighting both growth and innovation.

The bold, green TREASURE wordmark beneath the icon evokes stability, growth, and a commitment to the environment. This clean and minimalist design ensures versatility across digital and print media, supporting strong brand recognition and the project's environmental mission.



To ensure the proper visibility and impact of the Treesure 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 “X” 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 all formats.



The horizontal logotype positions the stylized tree icon to the left of the wordmark, creating a more compact and balanced composition. This layout enhances flexibility, allowing the logo to fit seamlessly in applications where a horizontal format is preferred, such as web designs and graphics.

The bold, deep green typography of the wordmark ensures readability, strength, and professionalism, harmonizing with the organic and technological design of the tree icon.

This version offers increased versatility, making it an ideal choice for various media where space or format constraints require an alternative option.



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# COLOUR PALETTE



The primary color of the identity is **Forest Green**, symbolizing stability, balance, and a strong connection to nature. This rich, deep green serves as the dominant tone across all visual applications, anchoring the overall design with a sense of growth and sustainability.

Supporting colors include **Neon**, a vibrant green that adds a modern, energetic touch, and **Dark Wood**, a deep, earthy brown that conveys strength, grounding, and a strong tie to nature. Additionally, **Soft Sand** provides a light, neutral accent, offering contrast and balance while maintaining a clean and natural aesthetic.

This harmonious combination of greens, earthy browns, and soft neutrals ensures versatility and coherence, reinforcing the project’s environmental values while enhancing recognition across both digital and printed materials.

Forest Green

HEX 0d5c35  
RGB 13 92 53  
CMYK 90 37 89 35

Neon

HEX 2AC669  
RGB 76 177 104  
CMYK 70 0 74 0

Dark Wood

HEX 0B3D22  
RGB 11 61 34  
CMYK 91 47 91 59

Soft Sand

HEX F3E5D7  
RGB 243 229 215  
CMYK 5 11 17 0

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# TYPOGRAPHY



Tanker is a bold and condensed sans-serif display font, designed to convey strength, impact, and verticality. Its tall proportions, strong strokes, and uppercase-only character set give it a distinctive presence, making it especially suitable for high-visibility applications. The typeface naturally evokes solidity and elevation, resonating with the imagery of trees—upright, stretched, and grounded.

We will use the Tanker typeface—primarily in its standard weight—as the central element of our display typography. It will be applied across titles, headings, and key communication materials—including posters, presentations, and videos—ensuring a recognizable and cohesive look that reinforces the project’s strong and nature-inspired identity.

**TANKER**

**AA BB CB 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**

Poppins is a modern, geometric sans-serif typeface that combines clean lines with rounded forms, providing a contemporary and professional feel. Its balanced proportions ensure excellent readability across both digital and print formats, making it versatile for a wide range of applications.

To maintain consistency and flexibility, we will primarily use the **Light**, **Regular** and **Bold** weights of the Poppins typeface. Light and Regular will be applied for body copy and everyday communication, while Bold will be used to highlight key information and create emphasis within the visual system.

Poppins

Aa Bb Cb 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



# USES AND VARIATIONS

Whenever possible, the mark shall be applied in its main version with its respective colours. If this is not possible for technical reasons, the positive or negative version shall be used.





The aim should be to 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 version depending on whether it is light or dark. In the case of photographic backgrounds, the same rule applies.

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

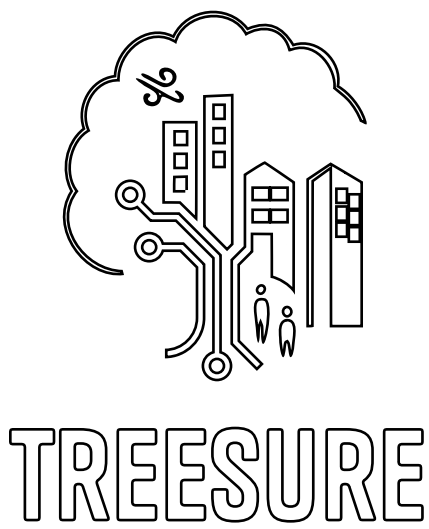


The sizes and proportions of the logo are determined by criteria of composition, hierarchy and functionality.

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



Do not distort



Do not outline



Do not reduce opacity



Do not alter colours



Do not alter proportions



Do not use gradients





# TREASURE



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