

Logo & Brand Style Guidelines

PAREMPI

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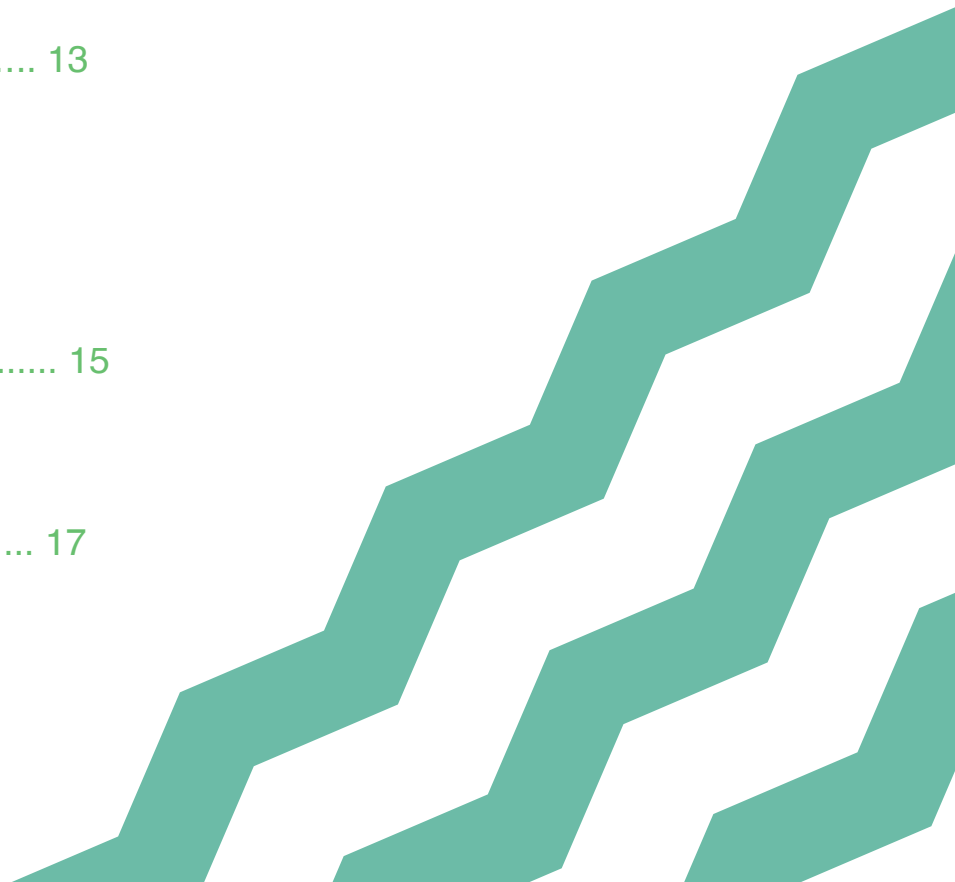
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Overview

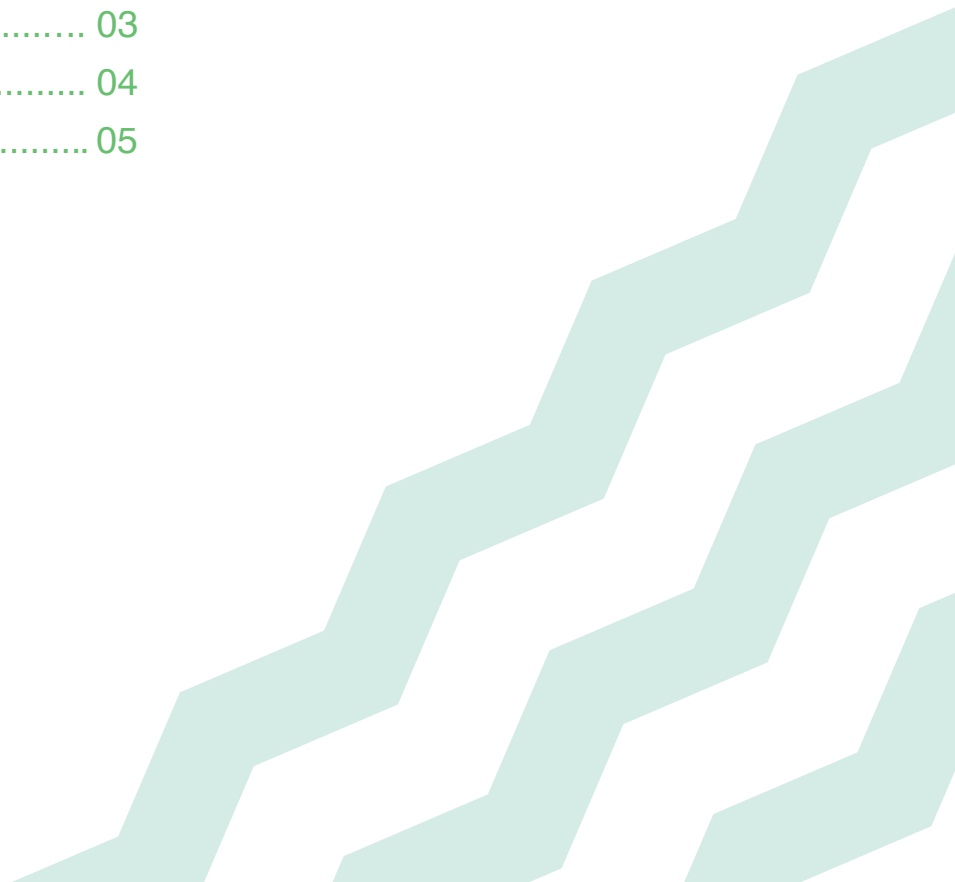
This document communicates the brand identity of PAREMPI, clearly articulating the mission, values and person for the design of all subsequent brand artefacts.



01

Introduction

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Introduction

About us

PAREMPI stands for Particle emission prevention and impact: from real-world emissions of traffic to secondary PM of urban air.

It's funded under the Horizon Europe programme under the call: Prevent smog episodes in Europe: Air quality impact of engine-emitted volatile, semi volatile and secondary particles.

36
months

8
partners

6
countries

3mil €
budget

Introduction

Values

Cleanness

Security

Efficiency

Modernity



Introduction

Mission

The main objective of the project is to develop a novel digital software (ePMI module) which will reveal the contribution of the secondary aerosols (SecA) from transport sources to ambient PM_{2.5} levels as well as via increased understanding of precursors, their atmospheric reactions.

The ultimate goal is to significantly contribute to making transportation systems in Europe clean, secure, and efficient.



02

Logotype

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Logotype

Primary logo

The official full-fledged logo of PAREMPI should be used in all instances related to this brand.

The combination of symbols representing air, wave, and road signifies that PAREMPI is committed to preserving clean and secure transportation across all modes, including road, air, and maritime.



PAREMPI

Logotype

Variations



Logotype

Colour versions

Our logo's primary colour is green, the cornerstone of our brand identity. It's the preferred choice for marketing materials, websites, and digital assets.

Black and white versions of the logo are available for use on faxes, photocopies, packaging, embroidery, and screen-printed items where colour may not be appropriate or reproduce correctly.

These colour variations ensure that our logo always represents our brand in the best light, no matter the context.



PAREMPI



PAREMPI



PAREMPI



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Logotype

Exclusion zone

4x amount of space should the exclusion zone. It is prohibited to use any sort of artwork, typography or any other graphical artefacts between this 4x exclusion zone.



Logotype

Do's and don'ts

01. Don't change alignment
02. Don't change brand colours
03. Don't squeeze out the logo
04. Don't change the typeface
05. Don't change to stroke
06. Don't use drop shadow

01

**PAREMPI**

02

**PAREMPI**

03

**PAREMPI**

04

**PAREMPI**

05

**PAREMPI**

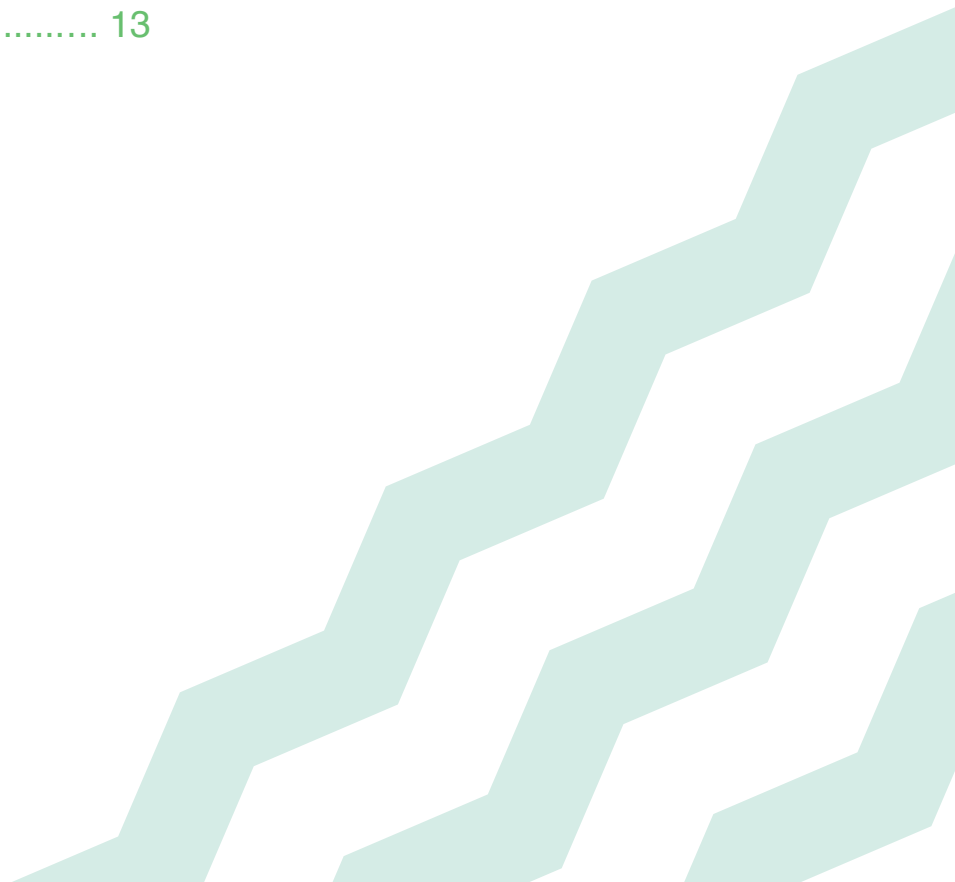
06

**PAREMPI**

Typography

03

Typeface..... 13



Typography

Typeface

“ **Helvetica** ” font is the official font of our brand.

Helvetica

Aa

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour Palette

03

Colours 15



Colour Palette

Colours

Our colour palette consists of 2 degrees of green.

<p><u>Hex</u> #2E9F82</p>	<p><u>Hex</u> #68C170</p>
<p><u>RGB</u> 46 159 130</p>	<p><u>RGB</u> 104 193 112</p>
<p><u>CMYK</u> 78 15 61 1</p>	<p><u>CMYK</u> 61 0 76 0</p>
<p>90%</p>	<p>90%</p>
<p>70%</p>	<p>70%</p>
<p>50%</p>	<p>50%</p>
<p>30%</p>	<p>30%</p>
<p>10%</p>	<p>10%</p>

On Photographs

04

Logo on photographs..... 17



On Photographs

Logo on photographs

These usage of our logo should be maintained at any cost.

Place the logo in less crowded or busy areas of any picture.

Try to have maximum contrast.





PAREMPI

Brand book guidelines
2023