



# HarvRESt

## Visual Identity Guidelines

January 2024



Funded by  
the European Union

## Visual Identity Guidelines

# Logo Guidelines

Logogram



Logogram + Logotype



**HarvRESt**  
Greener Farming with RES

# Logo Guideline

## Visual Identity Guidelines 01

### Main Logo



**HarvREST**  
Greener Farming with RES

### Monochrome



**HarvREST**  
Greener Farming with RES



**HarvREST**  
Greener Farming with RES



## Visual Identity Guidelines

# Typography

The font called “Roboto Condensed” will be used for print and web. As Roboto Condensed is not a standard font in all Microsoft Office programmes such as Word and PowerPoint, Calibri light will be used in these contexts.

# Roboto Condensed

Regular

**Bold**



# Color Palette

Primary

#BCDD9A

Secondary

#003639

Secondary

#719A74

Secondary

#5C8467

03

Visual Identity Guidelines





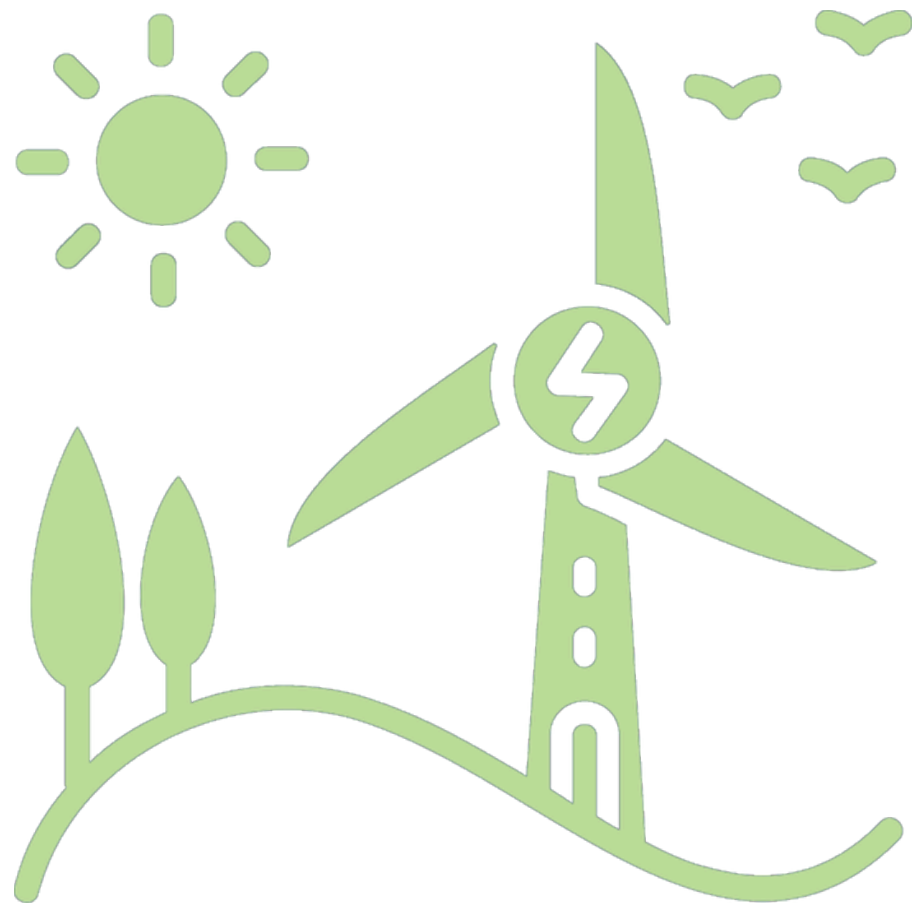
## Visual Identity Guidelines

# Brand Imaginery





# Visual Identity Guidelines



## Iconography





# HarvREST

Greener Farming with RES





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# Contact

For any questions regarding these guidelines, please contact the communication partner:

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