

# Brand Guidelines

Radiance  
EU project



Funded by  
the European Union

Funded by the European Union under grant agreement N° 101235536. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

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.



## 01. Imagotype

- p. 5 Horizontal imagotype
- p. 6 Logo Security Area
- p. 7 Vertical imagotype
- p. 8 Logo Security Area

## 02. Colour palette

- p.10 Colour palette

## 03. Typography

- p. 12 Main typography
- p. 13 Text typography
- p. 14 Document typography

## 04. Uses and variations

- p. 14 Proper use
- p. 15 Monochrome Versions
- p. 16 Recommended use
- p. 17 Incorrect use
- p. 18 Proper use
- p. 19 Monochrome Versions
- p. 20 Recommended use
- p. 21 Incorrect use

---

# Imagotype

The logotype is accompanied by a stylized drone icon, rendered in clean, geometric shapes and a modern flat design. The use of blue tones conveys trust, technology, and innovation, while the simple silhouette ensures instant recognition. The drone motif highlights the project's technological focus and its association with aerial monitoring and advanced systems.

The rounded typography of the wordmark complements the icon with a friendly yet professional tone, balancing precision with approachability. This combination reinforces the identity's futuristic character while remaining accessible and versatile.

The clear design and consistent color palette enhance adaptability across media, ensuring strong brand recognition in both digital and printed applications.



To ensure the proper visibility and impact of the Radiance 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 vertical logotype presents the drone icon positioned above the wordmark, creating a balanced and compact composition. This arrangement is designed to support editorial print formats and a wide range of merchandising applications, where vertical versions are often easier to apply and ensure greater adaptability.



As in the horizontal version, the vertical logotype also requires a clear space around it, free of any graphic, photographic, or textual elements. In this case, the exclusion zone is equally defined by the height of the letter "X" in the wordmark. This unit must be applied consistently on all sides, ensuring that the composition maintains its legibility, balance, and visual impact across editorial formats and merchandising applications.



---

# Colour palette

# Colour palette

The primary color of the identity is Forest Green, conveying stability, balance, and a strong connection to nature. It will be the dominant tone across visual applications.

Supporting colors include Olive Green, which adds freshness and lightness, and Terracotta, which brings warmth and an organic feel. These will be used in applications that require contrast or visual depth.

White is reserved for backgrounds or situations where enhanced legibility is needed.

## Tech Green

HEX 02634C  
RGB 2 99 36  
CMYK 89 35 72 30

## Dark Green

HEX 042321  
RGB 4 35 33  
CMYK 93 58 64 77

## Neon Green

HEX 5AB677  
RGB 90 182 119  
CMYK 66 0 67 0

## Chalk White

HEX f1f7f6  
RGB 241 247 246  
CMYK 7 1 5 0

---

# Typography

Orbitron is a sleek and futuristic sans-serif display font, designed to convey innovation, precision, and forward-thinking aesthetics. Its geometric shapes, smooth curves, and contemporary character set make it especially suitable for technology-driven projects. The typeface naturally evokes a sense of modernity and dynamism, making it an ideal choice for high-visibility text elements such as titles and headings.

We will use the Orbitron typeface—primarily in its Bold weight—as a central element of our visual identity. It will be applied across titles, headings, and key communication materials—including posters, presentations, and videos—ensuring a distinctive and recognizable look that reinforces the project’s technological vision.

**ORBITRON**  
**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**

Poppins is a modern geometric sans-serif typeface designed for excellent readability across both digital and print formats. Its clean shapes, open forms, and balanced proportions make it highly versatile and a perfect complement to our display typeface, Orbitron. The typeface ensures clarity and accessibility, supporting effective communication in a wide range of applications.

To maintain consistency and simplicity, we will use only the Light and Bold weights of the Poppins typeface. Light will serve as the primary style for body text, while Bold will be applied to emphasize key information within our 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.



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.

It will be used in many media and applications that require a monochrome version of the logo.



# Recommended use

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.)



Non-corporate dark color background



Non-corporate light color background



Light photographic background



Dark photographic background

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 alter colours



Do not outline



Do not alter proportions



Do not reduce opacity



Do not use gradients

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.



# Monochrome Versions

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.

It will be used in many media and applications that require a monochrome version of the logo.



Aptos is a contemporary humanist sans-serif typeface included as a system font across modern operating systems, ensuring universal availability and consistent rendering in all our deliverable documents. Its clean structure, open forms, and balanced proportions make it highly legible and reliable, while its neutral yet modern character aligns seamlessly with our corporate identity.

Aptos supports clear, accessible communication and performs well in both digital and printed formats, making it an ideal choice for standardized documentation.

## Aptos

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

# Recommended use

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 alter colours



Do not outline



Do not alter proportions



Do not reduce opacity



Do not use gradients

---



# RADIANCE



**Funded by  
the European Union**

Funded by the European Union under grant agreement N° 101235536. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.