



The logo features the text 'ADB4GD' in a large, bold, sans-serif font. The letters are primarily green, with the 'A' and 'D' having a light green gradient. The 'B' is uniquely styled with a vertical orange bar on its left side and a blue base. The '4' is green with a light green gradient. The 'G' and 'D' are solid green. Below this, the words 'VISUAL GUIDE' are written in a smaller, all-caps, green, sans-serif font.

ADB4GD  
VISUAL GUIDE

# DESIGN CONCEPT

The visual identity of the AD4GD project is based on 3 corner stones:

- 1.Data is often presented as a place of connections, . This is often represented with a cube, a simple form that also suggests depth.
- 2.When speaking of databases the (de)composition via a mosaic of squares that form a greater shape is often represented. The empty spaces connect to the data gaps.
- 3.The key priorities of the Green Deal Data Space are biodiversity, climate change, and pollution.

# LOGOTYPE



Transparency and overlay convey the construction of a data space, constantly enriched by new information. Information, as the pieces forming D that represents "DATA", are integrated and standardized in order to create something richer and understandable. The empty spaces represent the data gaps. Every piece of the letters dovetails with the next, like pieces of a puzzle, an example of problem solving. The three colors also represent the three key priorities. This logo defines the potential, growth capacity and multidisciplinary effort of the project.

## IMAGOTYPE

Big and medium resolution



## ISOTYPE

Small resolution, favicon



## COLOR ADAPTABILITY

ORIGINAL



GRAYSCALE



ONE COLOR



COLOR BG

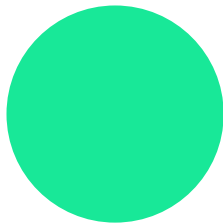


PICTURE BG



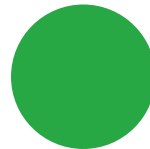
## CHROMATIC PALETTE

PRIMARY COLOR

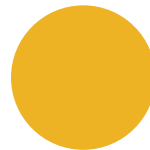


RGB: 24, 232, 152  
CMYK: 63, 0, 58, 0  
HEX: 18E898

SECONDARY COLORS



RGB: 39, 168, 69  
CMYK: 80, 6, 100, 0  
HEX: 27A845



RGB: 237, 179, 36  
CMYK: 7, 30, 98, 0  
HEX: EDB324



RGB: 54, 201, 197  
CMYK: 64, 0, 29, 0  
HEX: 39c9c5

The main color is a vivid green, which connects to the project existing within a digital environment as well as being part of the Green Deal.

Three secondary colors represent biodiversity (green), climate change (yellow) and pollution (blue). The colors are muted and closer to colors we would find in nature, since the data comes from, and will affect, our real environment.

# TYPOGRAPHY

The typography used for the logo is a modified Josefin Sans. For the titles we will use the original Josefin Sans, clean and readable and available in Google Fonts, which makes it optimal for both printed and digital media. Using this font in the logo as well as in associated text consolidates graphical identity.

## Josefin Sans

Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

The body will use Roboto Slab, contrasting the sans serif font of the titles with a serif font for the text. This typography has multiple weights and is also available on Google Fonts. It's slightly more formal than Josefin Sans, which creates a good balance when combined.

## Roboto Slab

Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**Aa Bb Çç Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**