

# Brand Guidelines



**Plant pest prevention  
through technology-guided  
monitoring and site-specific  
control**

Acronym: PURPEST

DOI: [10.3030/101060634](https://doi.org/10.3030/101060634)

# Using logo

PurPest represents a fusion between science, sustainability, and technology in pest control. Its logo merges the image of a leaf (nature) and a microscope (science), symbolizing innovation in agriculture and environmentally responsible solutions.

## Horizontal Use



## Vertical Use



## Symbol Use



Note: The Horizontal version is the principal use for PurPest logo

# About Brand Guidelines

## Primary Logo Versions

- Horizontal logo – for website headers, documents, and wide-format materials.
- Vertical logo – for social media profiles, square formats, mobile applications.

## Clear Space

Maintain a minimum clear space around the logo equal to the square with 0,5 cm .

## Minimum Size

- Digital use: 120 px wide (horizontal), 100 px (vertical)
- Print: Minimum 25 mm wide.



# Color logo

The logo appears with different chromatic behaviors when color reproduction of the brand is impossible, or reading conditions require it.



# Colour palette



PurPest

Brand			
Color Name	HEX	RGB	CMYK
Light Green	#8CC63E	140, 198, 62	54, 0, 95, 0
Green	#A5CB3A	165, 203, 58	44, 0, 93,0
Dark Green	#648F2C	100, 143, 44	34, 0, 64, 36
Lime Yellow	#D9E021	232, 242, 0	3, 0, 85, 12
Dark Gray	#727271	114, 114, 113	0, 0, 0, 70
Light Gray	#EBECEC	236, 236, 236	0, 0, 0, 10

Lettring			
Color Name	HEX	RGB	CMYK
Light Green	#8CC63E	140, 198, 62	54, 0, 95, 0
Dark Gray	#727271	114, 114, 113	0, 0, 0, 70

# Font

Headline Typeface:

**Typo Round Bold Demo**

I am the example of the font type

I am the example of the font type

I am the example of the font type

<b>Aa</b>	<b>Bb</b>	<b>Cc</b>
<b>Dd</b>	<b>Ee</b>	<b>Ff</b>
<b>Gg</b>	<b>Hh</b>	<b>Ii</b>
<b>Jj</b>	<b>Kk</b>	<b>Ll</b>

1 2 3 4 5 6 7 8 9 0

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# Image Style

The use of the logo should be as legible and contrast-free as possible. Any other use that does not guarantee these two principles is incorrect.





# Legal Guidelines

## Funding acknowledgement

### TO BE USED ON LIGHT BACKGROUNDS

Display the EU emblem + write 'Co-financed by the Connecting Europe Facility of the European Union'.

The EU emblem can be used in horizontal or vertical version, followed by the disclaimer phrase.



**Co-financed by the Connecting Europe  
Facility of the European Union**



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PurPest with Grant n° 101060634 is supported under HORIZON-CL6-2021-FARM2FORK-01-04-Tackling outbreaks of plant pests, by the European Research Executive Agency (REA)-Green Europe REA.B. The project is funded by the European Union. 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 Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

### TO BE USED ON DARK BACKGROUNDS

Display the EU emblem + write 'Co-financed by the Connecting Europe Facility of the European Union'.

The EU emblem can be used in horizontal or vertical version, followed by the disclaimer phrase.



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### EU emblem

Must always be on the left side or above the funding text

### Minimum size of the EU emblem

The minimum height of the EU logo must be 1,5 cm

### Font

Please always use the Arial font for the funding statements





# PurPest



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