Brand Guidelines

PurPest

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

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

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

PurPest

Font

Typo Round Bold Demo

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Dd	Ee	Ff
Gg	Hh	Ii
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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.

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.

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

Follow Purpest at:

https://www.purpest.eu

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