



Erasmus+

Co-funded by the Erasmus+
Programme of the European Union



Brand Guidelines

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Introduction

About B4CVET

The B4CVET logo communicates sustainability, circularity, and growth through its structured circular emblem and integrated plant symbol.

It visually represents the transformation of biomass into value within a circular carbon economy while reinforcing the project's commitment to green vocational education and innovation.



**BIOCHAR FOR CIRCULAR
ECONOMY IN VOCATIONAL
EDUCATION AND TRAINING**

B4CVET

BIOCHAR FOR CIRCULAR ECONOMY

The Logo

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Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

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Save Area

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SIZING

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority

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CLEAR SPACE

The minimum clear space is defined as x , where x equals the height of the letter "B" in the B4CVET wordmark located in the lower banner of the emblem.

A minimum clear space of $2x$ must be maintained on all sides of the circular logo, measured from the outer green border of the emblem.

No text, images, graphic elements, or page margins may enter this protected area.

Whenever possible, the clear space should be maximized to enhance visibility and maintain the logo's institutional integrity.

The logo must always be scaled proportionally.

Distortion, stretching, compression, or alteration of proportions is strictly prohibited.

Color Palette

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Color Application Note

CMYK values must be used for all printed materials, including brochures, flyers, reports, banners, and official project documentation. These values ensure accurate color reproduction in offset and digital printing processes.



Primary Dark Teal

Represents stability, institutional credibility, environmental intelligence, and scientific grounding. This is the primary brand color and should dominate key visual elements.

Secondary Soft Teal

Symbolizes collaboration, balance, sustainability, and approachability. Used for supportive elements, backgrounds, infographics, and secondary highlights.

Neutral White

Represents transparency, clarity, and institutional professionalism. Used for backgrounds and negative space.

Color Palette

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Primary

Aa

Montserrat
ABCDEFGHIJKLM
abcdefghijklmnopqr
z 0123456789

Secondary

Aa

OPEN SANS
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789

Typography Applied

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The B4CVET logo typography communicates institutional credibility and forward-looking innovation.

20 Pt

The B4CVET logo typography communicates institutional credibility and forward-looking innovation.

14 Pt

The B4CVET logo typography communicates institutional credibility and forward-looking innovation. The bold uppercase structure reinforces strength and clarity, while the supporting tagline positions the project within the circular carbon economy domain. The balance between emblem and typography reflects the structured yet dynamic nature of vocational education transformation.

10 Pt

Media Applied

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Social Media Applied

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

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BRAND STYLE GUIDE

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