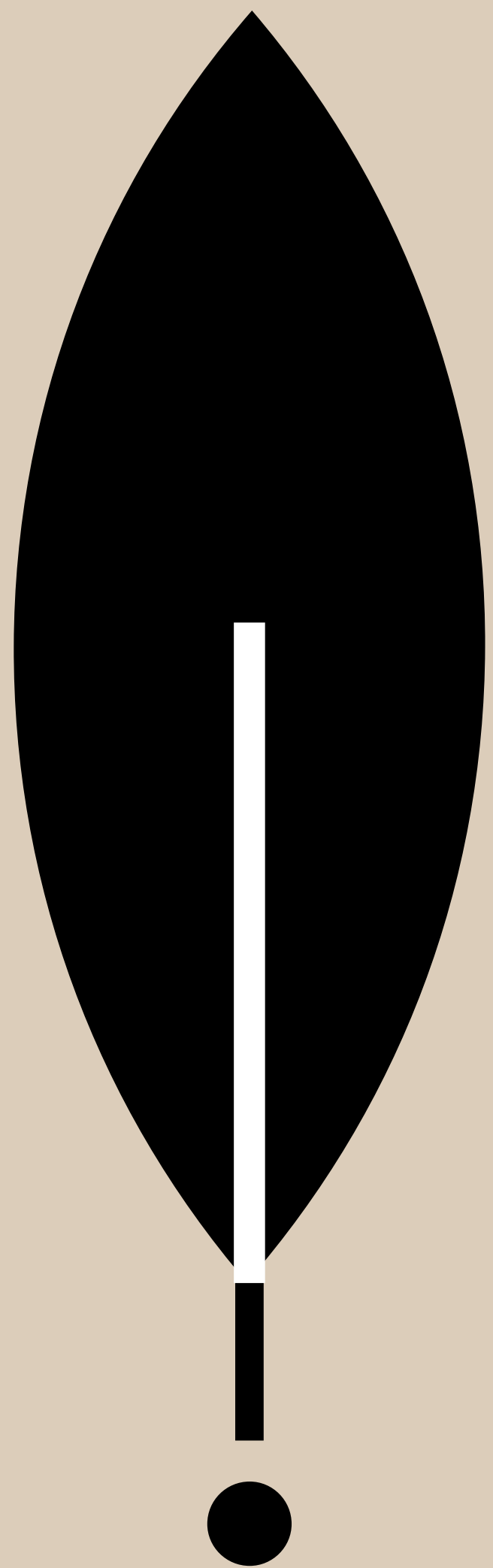


BRAND



Guidelines

PALIMPSEST

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Brand Logo



The idea behind

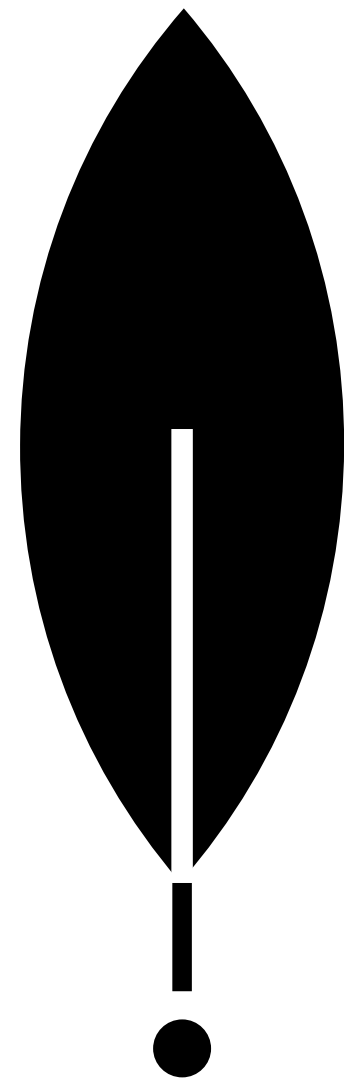
(palimpsestos, 'again' + 'scrape'), taken from the ancient greek wording. The logo designed to represent project's name and principles: The spirit of experimentation, innovation and transformation, highlighting key elements such as heritage, sustainability, arts and performance. The natural and built environment combined with the rich cultural heritage of landscape practices.

The Design

A single sign minimal design with multiple dimensions. A shape of a leaf / A decorative botanical element of an ancient art / An environmental, Art, Heritage symbol. All these included at a minimal design leaf shape in combination with a line ending in a dot like an ancient pen, writing and rewriting. Design, Art, and Architecture reconnected for the revival of landscapes heritage, speaking the language of today's world design community.

PALIMPSEST Font wording in a vintage style, with "cutting" spaces has the meaning of "rewriting" and heritage.

Logo Variations



PALIMPSEST

Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on page 6 are available for usage.

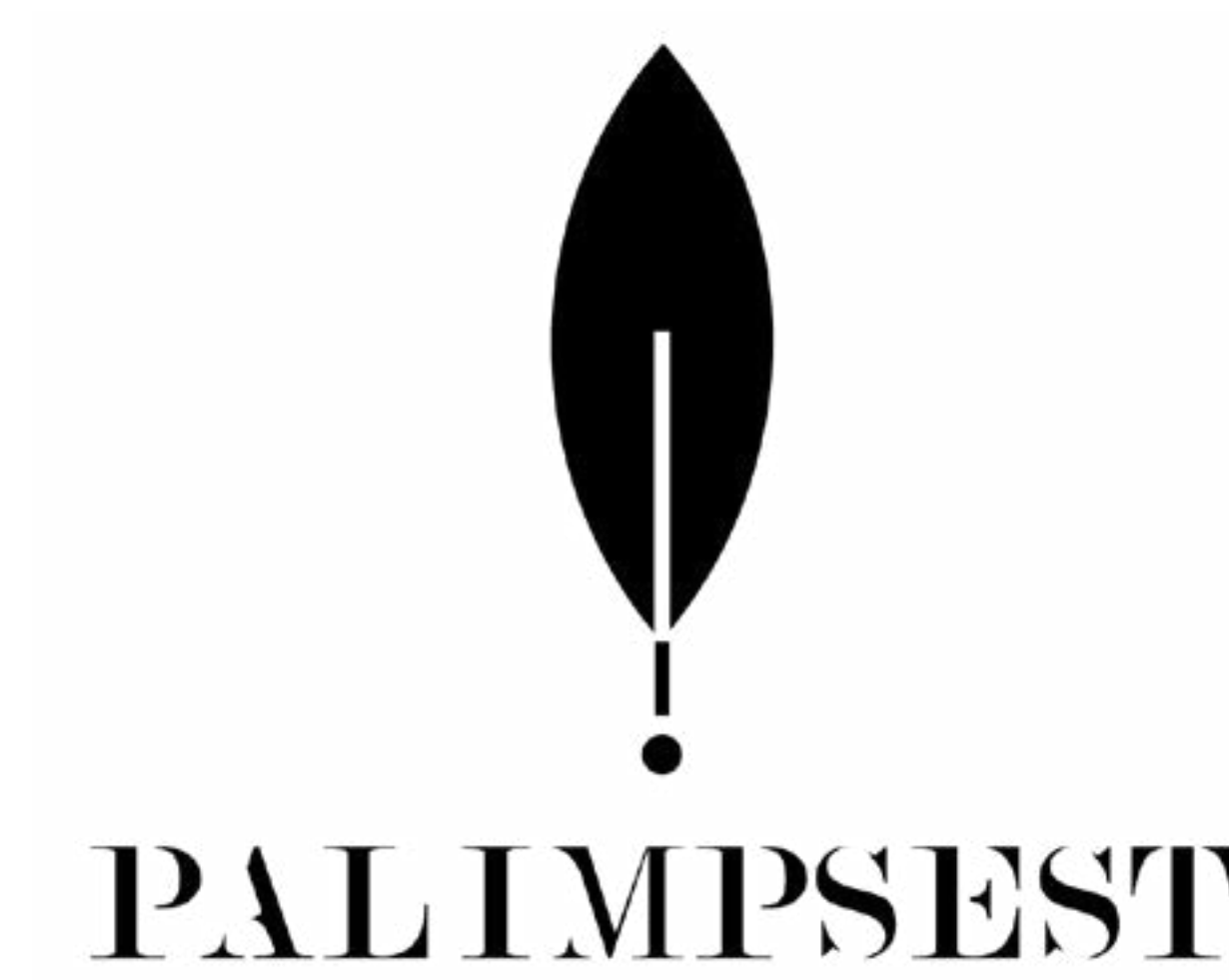
Logo Variations

a) Negative Format:



This format of the PALIMPSEST logo is only used when placing the logo on an image, a colored background or a pattern.

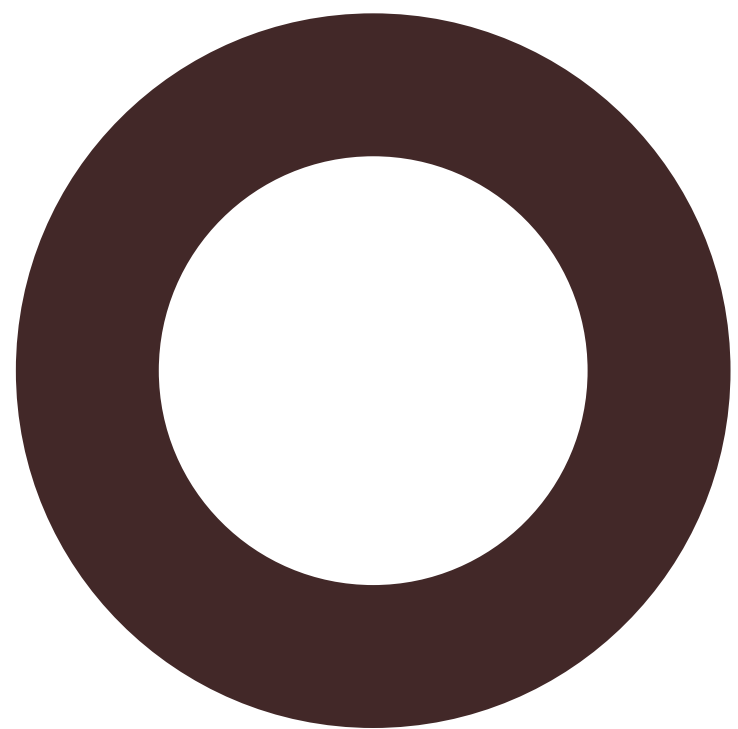
b) BW/Grayscale Formats



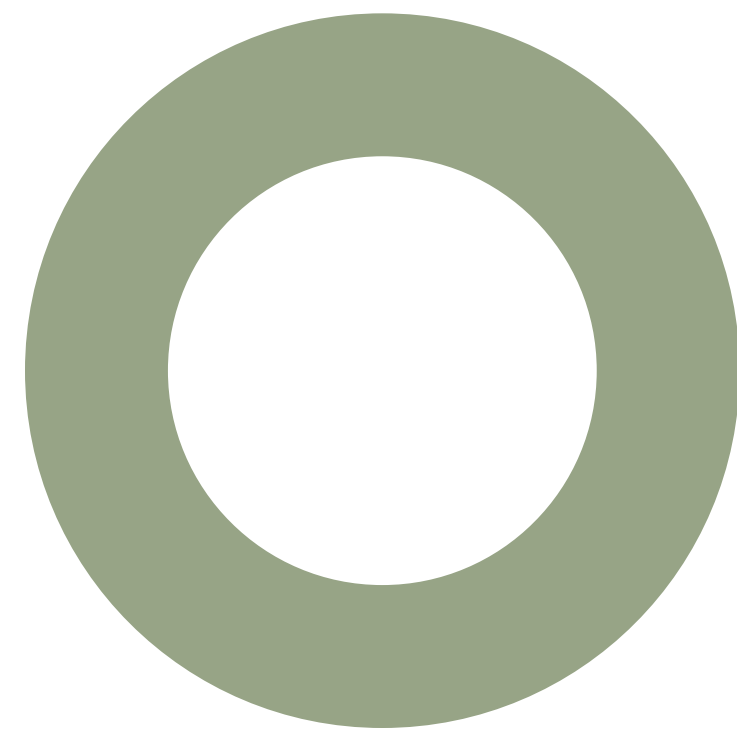
These logo variations are meant to be printed in a grayscale or black and white format (i.e. internal memos).

Color Pallette

Main Colors

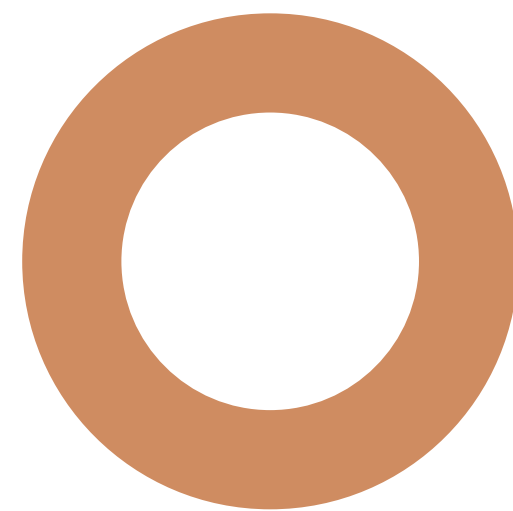


CMYK = C52 M72 Y65 K62
RGB = R66 G40 B40
#ff8e2c

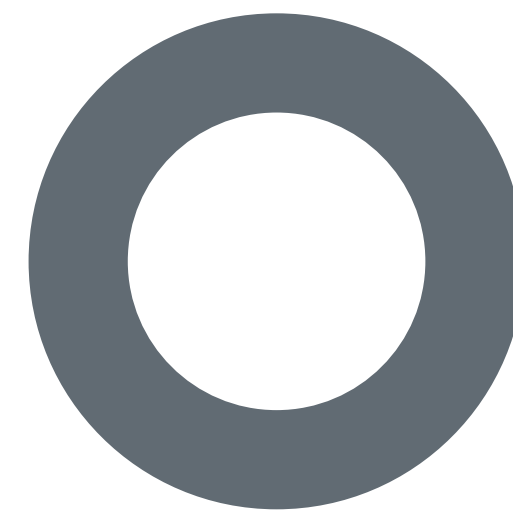


CMYK = C43 M25 Y52 K0
RGB = R151 G164 B134
#97a486

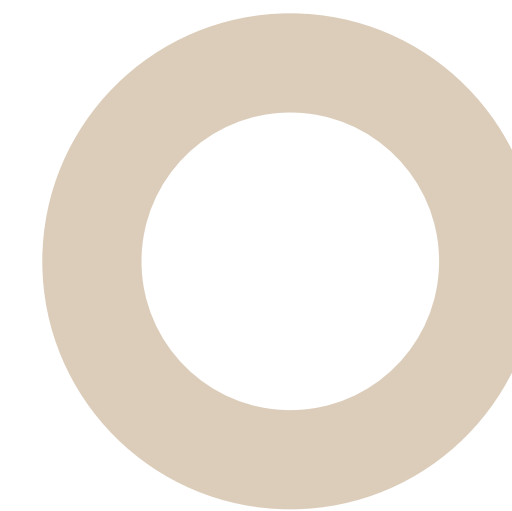
Additional Colors



CMYK = C43 M50 Y67 K0
RGB = R207 G14 B97
#cf8c61



CMYK = C65 M50 Y44 K15
RGB = R97 G107 B115
#616b73



CMYK = C13 M16 Y25 K0
RGB = R220 G205 B86
#dcccba



CMYK = C4 M5 Y6 K0
RGB = R242 G237 B233
#f2ede9

MAIN and ADDITIONAL COLORS

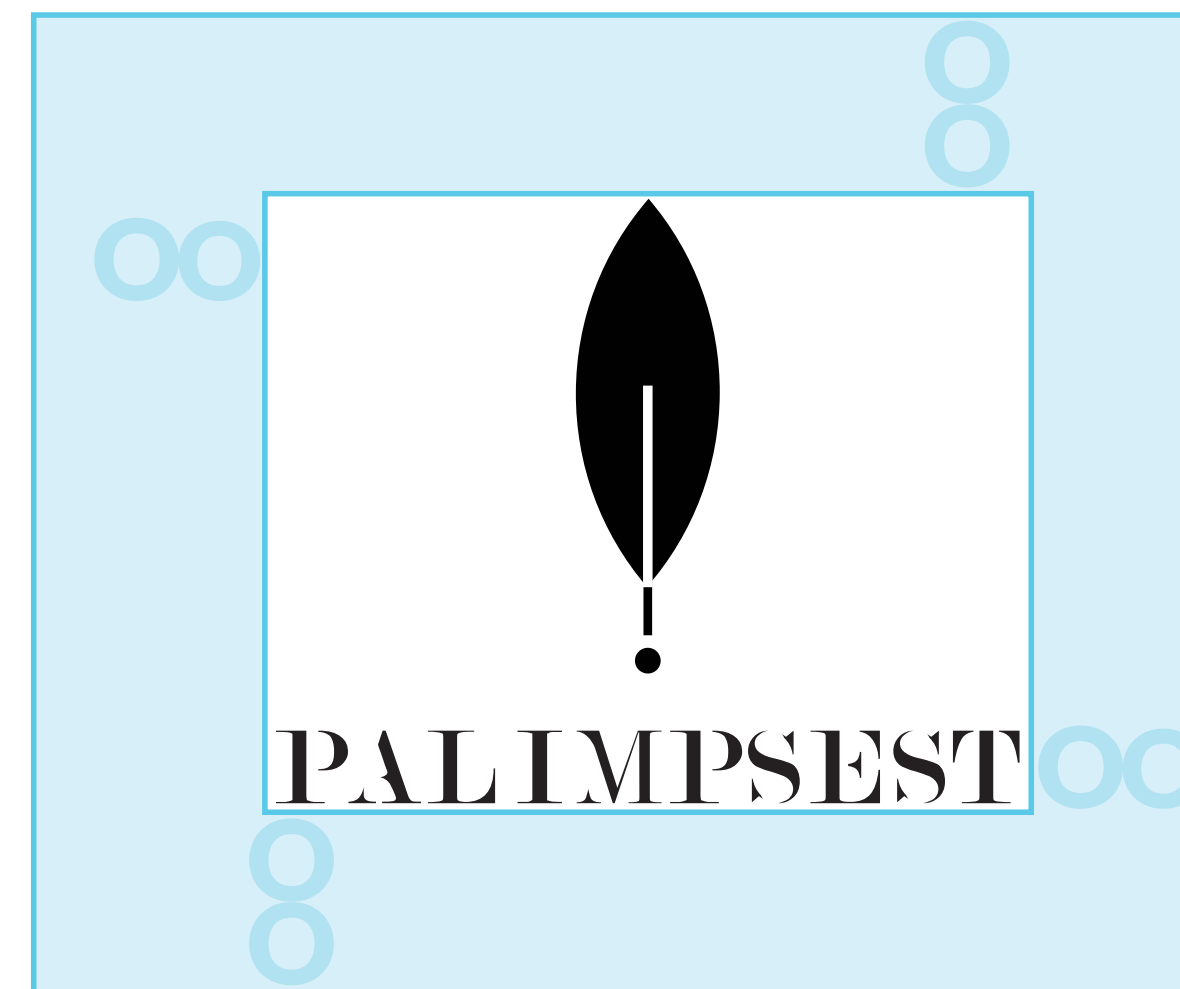
CMYK colors are used in printing material.

RGB colors are used on web applications

Additional color pallette can be used for layouts and artworks such as website/posters/leaflets e.t.c. in case you need a small touch of color contrast. These colors cannot replace main color pallette or logotype official colors

Logo Usage

The Clear Space zone around the logo has been determined to ensure the proper visibility of the PALIMPSEST logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the PALIMPSEST logo always appears unobstructed and distinctly separate from any other visuals. To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended.



LOGOTYPE PRINT minimum size
28 mm W X 28 mm H

LOGOTYPE SCREEN minimum size
176 px W | 176 px H

Logo Improper use

Display the PALIMPSEST logo only in the formats that are specified in this guide.

The PALIMPSEST logo may not appear in any other colors than the already specified in page 7 of this guide.

Do not rotate, skew, scale, redraw, alter or distort the PALIMPSEST logo in any way.

Do not combine the PALIMPSEST logo with any other element such as other logos, words, graphics, photos, slogans or symbols.



Logo usage on social media

Logo use on social media: the logo should be used in a white background.



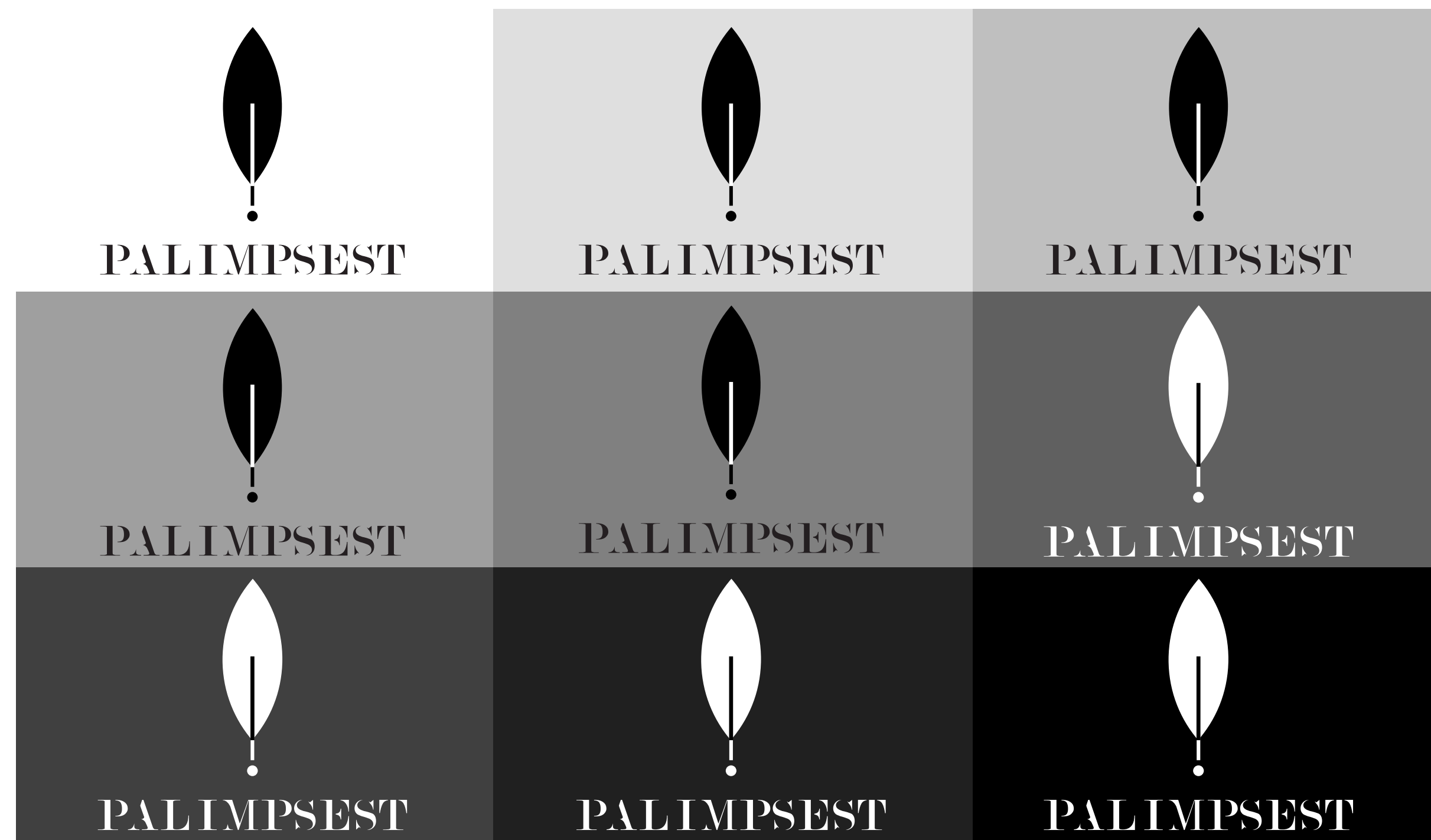
twitter icon



linkedin icon

Logo usage on backgrounds

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.



Typography brand

Must be always used to all communications material and in web and media applications wherever this is possible (i.e. at the PALIMPSEST website), to retain consistency. Replacing the given typeface with others should not be done under any circumstances.

Noto Serif Display

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Manrope fonts family

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Typography brand

1) For MS templates and publications

HEADING 1

**Calibri bold,
18pt black colors**

HEADING 2

**Calibri bold,
16pt, blue colors
(RGB R37 G60 B126)**

HEADING 3

**Calibri bold,
14pt, blue colors (RGB R37 G60 B126)**

HEADING 4

**Calibri bold,
14pt, blue colors (RGB R37 G60 B126)**

Body text

Montserrat-Regular, 11pt, black colors

2) For Website and other web-applications

HEADING 1

**Noto Serif Display, black,
18pt black colors**

HEADING 2

**Noto Serif Display, black,
16pt, black colors
(RGB R37 G60 B126)**

HEADING 3

**Noto Serif Display, black
14pt, black colors (RGB R37 G60 B126)**

HEADING 4

**Manrope semibold,
14pt, black colors (RGB R37 G60 B126)**

Body text

Manrope Regular, 11pt, black colors

3) For leaflets and other material

HEADING 1

**Noto Serif Display,
black,
18pt black colors**

HEADING 2

**Noto Serif Display, black,
16pt, black colors
(RGB R37 G60 B126)**

HEADING 3

**Noto Serif Display, black
14pt, black colors (RGB R37 G60
B126)**

HEADING 4

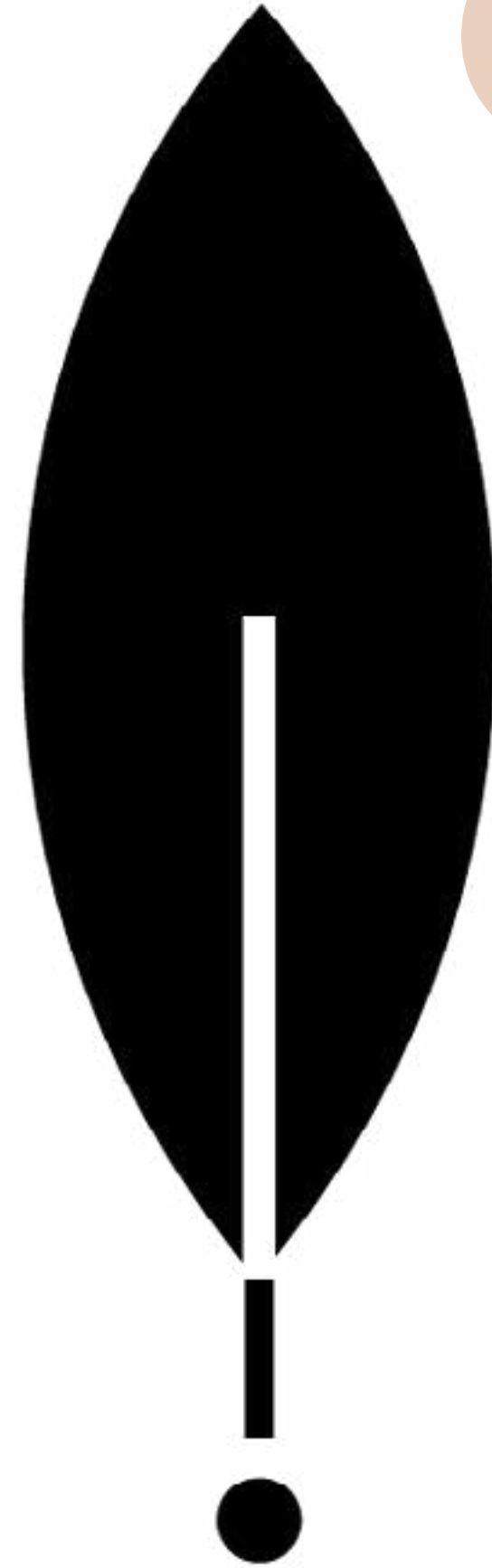
**Manrope semibold,
14pt, black colors (RGB R37 G60 B126)**

Body text

Manrope Regular, 11pt, black colors

BRAND

Guidelines



PALIMPSEST