



# SEEDS

*Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response*

**BRAND BOOK & GUIDELINES**

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# LOGO

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# THE LOGO

The SEEDS logo was designed in one version. It combines a logomark with a logotype, combined into one shape. The logo should always be used in its full version.

### Leaf design

A leaf representing the Renewable Energy Sources integrated electrified heating and cooling system, used in a gradient of green.



### Sun design

A sun representing the heating systems, used in a gradient of oranges.

### The logotype

Uses the grey from the colour palette and a boxy typeface.

SEEDS

### Snowflake design

A snowflake representing the cooling systems, used in a gradient of blues.

*SEEDS full logo*

# REVERSED VERSION & COLOURWAYS

On dark backgrounds and image backgrounds, the reversed version of the logo may be used. The logo can also be used on coloured backgrounds.

*Positive*



Colour logo version

*Negative I*



Colour logo version inverted

*Negative II*



White logo version

# LOGO MISUSE

There are guidelines for using the logo. Please do not alter the logo in any way. The most common examples of misuse involve incorrect scaling or incorrect colour selection. Here are some examples of what not to do.

## Resolution

Always use the correct resolution.



## Colour

Never change the colour settings on the main logo.



## Distortion

Never stretch, warp or expand the logo to fit to a space or platform.



## Type

Never replace the logo with another typeface.



## Perspective

Never use a perspective of the logo.



## Proportion

Never scale or adjust the elements within the logo.



## Pattern

Never place the logo over a busy pattern.



## Photography

Never place the logo over a busy photograph.



# CLEAR SPACE & MINIMUM SIZING

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The logo is designed to retain clarity down to a minimum width of 79mm or 223px and 23mm or 66px height.



To work out the clearspace, take the height and width of the letter “S” of the logo.

The logo should never be used when it comes to small sizes.

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# TITLE FONT

The font used for titles is **Dortmund ExtraBold**. It should be used mainly in capital letters on on headings and titles, but can also be used in lower case on subtitles. This font is the one used in the logotype.

**DORTMUND EXTRABOLD**

**Dortmund ExtraBold**

**AaBbCcDdEeFfGgHhIiJjKkLlM**

**mNnOoPpQqRrSsTtUuVvWwX**

**xYyZz1234567890+;%@?!&€\***

*Designed by Ruls Do Paolo*

# PRIMARY TYPEFACE

The primary typeface is **Roboto Condensed**. It should be used mainly on various content texts.

Roboto Condensed Regular

*Roboto Condensed Italic*

**Roboto Condensed Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR  
rSsTtUuVvWwXxYyZz1234567890+;%@?!&€\*

*Designed by Christian Robertson*

# PRIMARY TYPEFACE

Example of primary typeface on the tagline:



*Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response*

# SECONDARY TYPEFACE

The secondary typeface is **Roboto**. It should be used in addition to the title font, for subtitles for example. Combined with the title font and the primary typeface, it creates dynamics in the text.

Roboto Regular

**Roboto Medium**

**Roboto Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR  
rSsTtUuVvWwXxYyZz1234567890+;%@?!&€\*

*Designed by Christian Robertson*


# COLOURS

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# MAIN COLOUR PALETTE

We use 3 colours from the logo.



The logo consists of three elements: a green leaf with a white lightning bolt, an orange sun, and a blue snowflake, all contained within a circular frame.

	C: 0% M: 41% Y: 94% K: 0%	R: 255 G: 168 B: 0
	C: 36% M: 34% Y: 39% K: 15%	R: 159 G: 148 B: 137
	C: 72% M: 0% Y: 20% K: 0%	R: 0 G: 184 B: 206

#ffa800

#9f9489

# SEEDS

#00b8ce

# ALTERNATIVE COLOUR PALETTE

For the SEEDS communication, an alternative colour palette is to be used on other design materials such as illustrations, infographics, typographies... This colour palette includes 5 additional colours.



#ef5d00

C: 0%  
M: 74%  
Y: 100%  
K: 0%

R: 239  
G: 93  
B: 0



#68b900

C: 64%  
M: 0%  
Y: 100%  
K: 0%

R: 104  
G: 185  
B: 0



#1b5e0d

C: 87%  
M: 36%  
Y: 100%  
K: 33%

R: 27  
G: 94  
B: 13



#1c3d65

C: 98%  
M: 76%  
Y: 34%  
K: 23%

R: 28  
G: 61  
B: 101



#0081ab

C: 83%  
M: 35%  
Y: 18%  
K: 4%

R: 255  
G: 168  
B: 0





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**Thanks for your attention!**



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