

Logo Guidelines

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 COUPLED

The logo features the word "COUPLED" in a bold, dark grey sans-serif font. The letter "O" is replaced by a circular graphic consisting of two overlapping arrows forming a loop. The left arrow is light green and points clockwise, while the right arrow is teal and points counter-clockwise. A black number "2" is centered within the teal arrow's path.

CO₂ COUPLED

CO₂ Utilisation Process via Looping
tEchnology Demonstration



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INTRODUCTION

The visual identity of COUPLED reflects the project's core values and distinctive character.

It brings together the key elements that define its look and feel – logo, color system, typography, graphic motifs, and imagery.

By applying these components consistently, we ensure a unified and recognizable brand presence, strengthening the clarity, professionalism, and impact of Verti-go across all communication materials.



2

RGB, Hex and CMYK color

The RGB and Hex color logo should be used in all applications for web and video communication.

The reproduction of the logo in four-color process must be used in all cases where the printing in the four selection colors is required.

TECH TEAL

HEX: #2B997B
RGB: 43, 153, 123
CMYK: 96, 1, 64, 0

Energy Lime

HEX: #88b03c
RGB: 136, 176, 60
CMYK: 61, 4, 100, 0

DEEP OLIVE GREY

HEX: #2a3321
RGB: 42, 51, 33
CMYK: 79, 55, 84, 70

Grey

HEX: #bcbcbc
RGB: 188, 188, 188
CMYK: 29, 22, 23, 3

Light grey

HEX: #ededed
RGB: 237, 237, 237
CMYK: 8, 6, 7, 0



B/W version



Grayscale version

3

B/W and grayscale logo versions

If the printing don't allow the reproduction of the color or grayscale logo, the monochromatic B/W version must be used.

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Reversed logo

In cases where its not possible to reproduce the logo in positive, its allowed to reproduce the logo in the reversed version.

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Logo on colored backgrounds

The logo can be reproduced on color backgrounds in its reversed version.



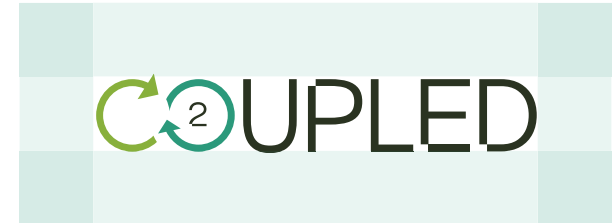
6

Logo on photographic backgrounds

For the images, we apply a Tech Teal or Deep Olive Grey background and add a transparency to the image (20-30%, adjustable depending on the photo itself).

We make sure to place the logo in a clean area.

When placed on backgrounds, the logo should maintain proper clear space from the edges.



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Clear space

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand clean.

Do not place any graphics or typography within the clear space area.

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 COUPLED
30 mm

8

Minimum size

When reproducing the logo, in case of reduction respect the minimum width of 30 mm.

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Typography

The institutional font for the project's communication tools is a Google font Stack Sans Notch.

Free download here
<https://fonts.google.com/specimen/Stack+Sans+Notch>

Stack Sans Notch

Extralight
Light
Regular
Medium
Semibold
Bold

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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