



RURBANIVE

RURAL · URBAN · IMMERSIVENESS

Brand Guidelines.

Rural
Urban
Immersiveness



rurbanive-project.eu



Welcome to Our Project Brand Guideline.



RURBANIVE

RURAL · URBAN · IMMERSIVENESS

RURBANIVE.

Title.

RURal-uRBAN synergies emerged
in an immersIVE innovation ecosystem.

Logo Horizontal



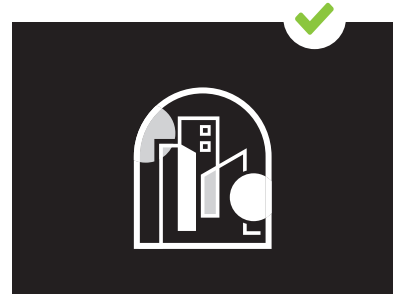
Logo Vertical



Dark and Light



Icon Dark and Light



typography.

RIGHTEOUS.

Font in Logo.

This is
Righteous
Typeface

Typography.

Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (€?!/.,; - _ *")

Context Text and Headlines

Headline Text

Write Your Text Here

Righteous
8 pt Type / 9.6 Leading

typography.

Montserrat.

Font to complement needs for more amount of text.

**This is
Montserrat
Typeface**

Typography.

Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

Context Text and Headlines

Headline Text

Write Your Text Here

Montserrat Bold
8 pt Type / 9.6 Leading

Body Text

Write Your Text Here

Montserrat Light
8 pt Type / 9.6 Leading

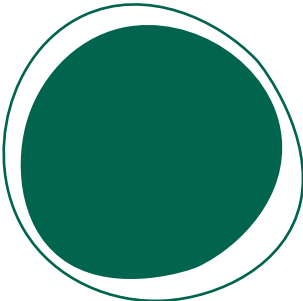
Caption Text

Write Your Text Here

Montserrat Light
8 pt Type / 9.6 Leading

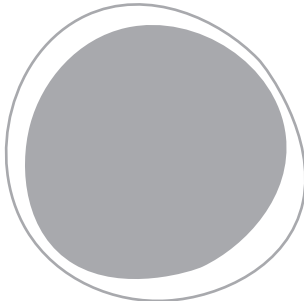
color palette.

Color Palette. Primary Color System



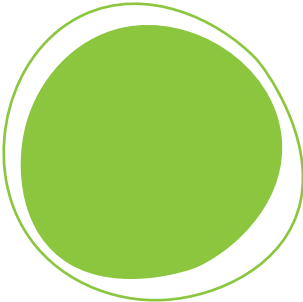
Dark Green

CMYK 100 / 30 / 75 / 30
Pantone 7483 C
RGB 50 / 100 / 80
HTML #326450



Grey

CMYK 0 / 0 / 0 / 40
Pantone 421 C
RGB 175 / 176 / 176
HTML #AFB0B0



Light Green

CMYK 50 / 0 / 100 / 0
Pantone 583 C
RGB 165 / 190 / 60
HTML #A5BE3C

Color Palette. Secondary Color System

Black



CMYK 0 / 0 / 0 / 100
Pantone Black C

RGB 33 / 33 / 37
HTML #212125

Yellow



CMYK 0 / 25 / 100 / 0
Pantone PMS9241

RGB 236 / 191 / 0
HTML #ECBF00

project mockup set.

Examples of use of logo

