



PLANETS

Visual Identity Guidelines

Acknowledgement

All communication related to the project (including electronic communication, using social media, etc.) and all infrastructure, equipment or major results funded under the grant must display the EU emblem and include the following text:

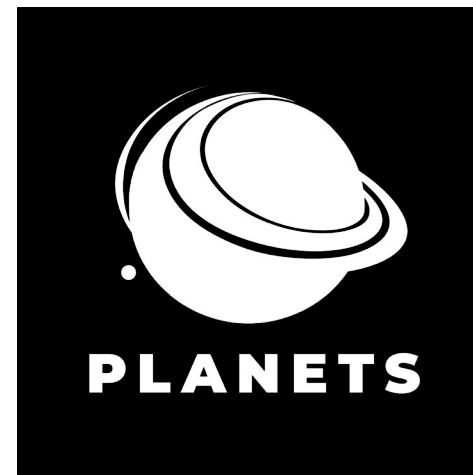


**Funded by
the European Union**

This project received funding from the European Union's Horizon Europe research and innovation programme under grant agreement n° 101177608. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Logo

The PLANETS project logo combines elements of a stylized Earth-like planet with dynamic rings, symbolizing movement, exploration, and collaboration. The use of blues and greens reinforces themes of sustainability and innovation, while the orbiting elements suggest scientific research and discovery. The clean, modern typography ensures readability and professionalism, making the logo a strong visual representation of the project's goals within the European Commission framework. This logo can be used in the colored version as well as monochrome in white.



Icon

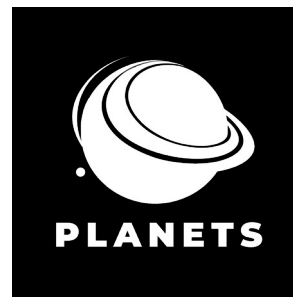
The PLANETS icon shows the planet with its dynamic rings without the acronym and is used for circular or square applications such as the social media profile pictures.



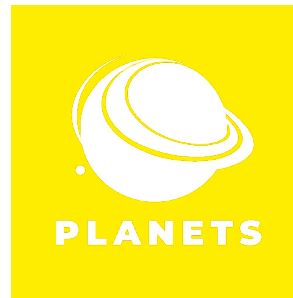
Correct Use

Use the colored logo only on white or very light colored background.

On dark background colors or colorful background images the white logo has to be used.



Incorrect Use



Typography

Montserrat Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

Montserrat Black is the font used for the project logo and for some graphical elements..

Free download here:

<https://www.fontsquirrel.com/fonts/montserrat>

How to install a font in Windows:

1. Open Control panel – Appearance and Personalization – Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the “Install Font”-button at the bottom of the preview.

Poppins Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Poppins Bold is a Google font used for all headings on the website and in other applications as well as the button texts.

Free download here:

<https://font.download/font/poppins>

How to install a font in Windows:

1. Open Control panel – Appearance and Personalization – Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the “Install Font”-button at the bottom of the preview.

DM Sans Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

DM Sans Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

DM Sans is a Google Font which is used for all text on the website as well as in other applications, usually in Regular.

Free download here:

<https://font.download/font/dm-sans>

How to install a font in Windows:

1. Open Control panel – Appearance and Personalization – Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the “Install Font”-button at the bottom of the preview.

Century Gothic Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in templates such as deliverables or PowerPoint presentations is Century Gothic Regular or Bold. The project acronym always has to be written in CAPITAL letters like this: PLANETS.

Century Gothic Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

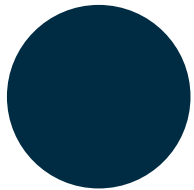
0123456789

Colors

The brand colors consist of the five colors used in the logo as well as their color gradations, various shades of grey and white as well as two complementary colors that are used for graphics.

Primary colors

The primary colors are used in the logo, for text elements and headlines, on the website for buttons and background colors and for illustrations.

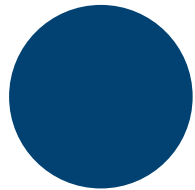


Space Blue

CMYK: 100 | 76 | 47 | 51

RGB: 0 | 44 | 67

HEX: #002C43

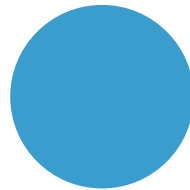


Galaxy Blue

CMYK: 100 | 74 | 30 | 15

RGB: 1 | 66 | 114

HEX: #014272

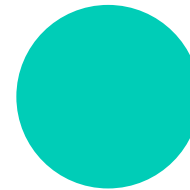


Sky Blue

CMYK: 72 | 23 | 8 | 0

RGB: 58 | 157 | 205

HEX: #3A9DCD

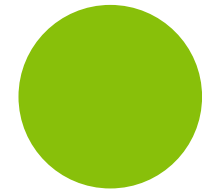


Turquoise

CMYK: 68 | 0 | 39 | 0

RGB: 0 | 205 | 183

HEX: #00CDB7



Mars Green

CMYK: 54 | 0 | 100 | 0

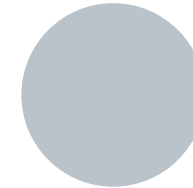
RGB: 136 | 192 | 10

HEX: #88C00A

Secondary colors

The secondary colors are color gradations of the primary colors and are mainly used for background elements and illustrations.

The different shades of grey are used for body texts on the website as well as other applications.

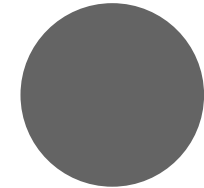


Satellite Silver

CMYK: 32 | 18 | 18 | 1

RGB: 185 | 195 | 201

HEX: #B9C3C9

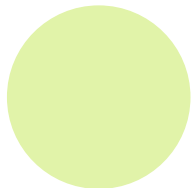


Meteor Grey

CMYK: 56 | 46 | 45 | 34

RGB: 100 | 100 | 100

HEX: #646464

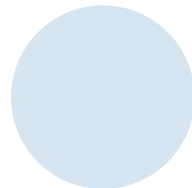


Nebula Green

CMYK: 17 | 0 | 43 | 0

RGB: 225 | 243 | 169

HEX: #E1F3A9

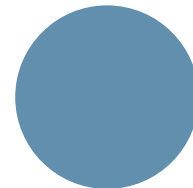


Lunar Ice

CMYK: 19 | 5 | 4 | 0

RGB: 214 | 299 | 240

HEX: #D6E5F0

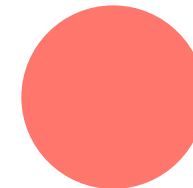


Stargaze Blue

CMYK: 65 | 34 | 20 | 4

RGB: 99 | 143 | 175

HEX: #638FAF

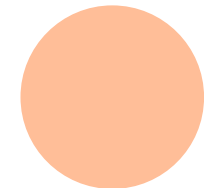


Coral Flare

CMYK: 0 | 66 | 50 | 0

RGB: 255 | 119 | 108

HEX: #FF776C



Cosmic Peach

CMYK: 0 | 33 | 41 | 0

RGB: 255 | 190 | 152

HEX: #FFBE98

Copyright

This brand guideline is an internal document aimed at presenting the basic principles ruling the corporate design of PLANETS.

If you have any questions, please contact us at:

info@project-planets.eu

Revised: February 2025