



sea4volt

BRAND GUIDELINES

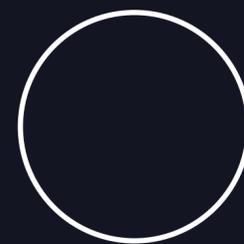
September 2025



*gradient represents the blend of nature and technology, and also how they merge to create their benefits*



*blue circle as the sea, also reflecting the most prominent element and colour of our planet*



*white empty circle as hydrogen*



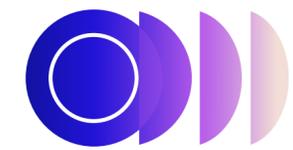
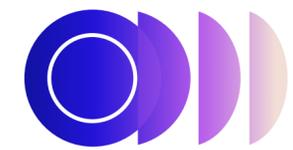
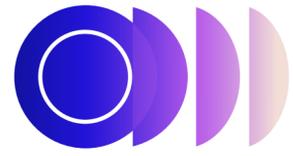
*sea waves, presented in three: two plates and a membrane, a direct reference to the project's electrolyser*



The logo's main font is **Michroma**, with the tagline being in the font **Barlow**.  
It should always be presented in a **dark background**.

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LOGOTYPE  
main, tagline

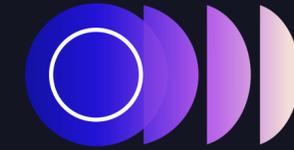


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seawater fed AEM electrolyser concept

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**#141523**  
R 20 G 21 B 35  
C 83 M 76 Y 56 K 73



**#1112a3**  
R 17 G 18 B 163  
C 100 M 98 Y 0 K 0



**#2213d7**  
R 34 G 19 B 215  
C 88 M 83 Y 0 K 0



**#b55aea**  
R 181 G 90 B 234  
C 46 M 71 Y 0 K 0

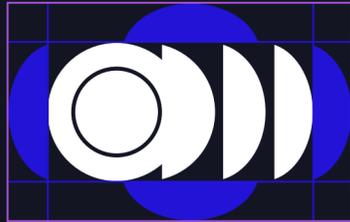


**#f2ddd6**  
R 242 G 221 B 214  
C 4 M 13 Y 12 K 0



**#ffffff**  
R 255 G 255 B 255  
C 0 M 0 Y 0 K 0

Shapes define if colour is main or secondary. Circle for main, wave for secondary.



Icon is 5 mm wide, minimum



Logotype is 15 mm wide, minimum



Logotype with tagline is 30 mm wide, minimum



5 mm



*DONT apply other colours  
in any element of the logo*



*DONT distort any  
element of the logo*



*DONT switch order  
of elements of the logo*



*DONT rotate any  
element of the logo*



*DONT change the font*



*DONT add effects  
or shadows*



**Barlow**  
for printed and digital  
visual materials

Available for free  
[www.fonts.google.com](http://www.fonts.google.com)



**Arial**  
for deliverables

Available for free  
[apps.microsoft.com](http://apps.microsoft.com)



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*All of the SEA4VOLT visual productions must display the EU funded logo.  
All written productions, i.e., reports, must include the disclaimer alongside the logo.  
Available formats for printing: eps.  
All other types of use: png.*

