GREEN TALENT

Brand Guidelines

Table of contents

Introduction 3

Logo 5

Logo usage 6

Colour palette 8

Typography 10

Visuals 12

Funding statement 19

Introduction

GREEN TALENT boosts research and innovation for the green transition in four Widening Countries. It offers open training, hands-on secondments, and cross-sector collaboration to tackle climate and biodiversity challenges.

For official documents, headings and titles, we will use the official title "GREEN TALENT". For all other conversational purposes, such as social media, presentations, etc., you can refer to the project as "Green Talent".

Logo

The logo

Download

Full colour

Used as the preferred option in most cases, on a light or neutral background, when the brand needs to be represented with its full visual identity.

Black colour

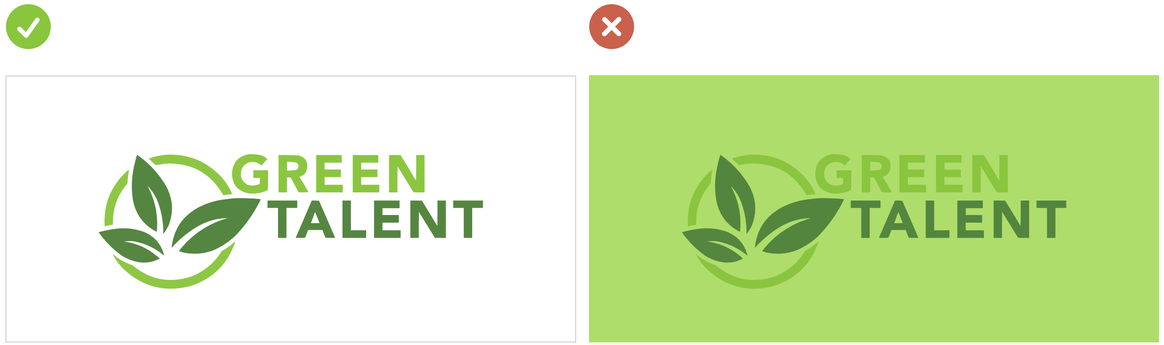
Used for single-color printing, invoices, documents, engraving, or branding on surfaces where the full-color version is not applicable. Also suitable for designs requiring a clean and elegant look.

White colour

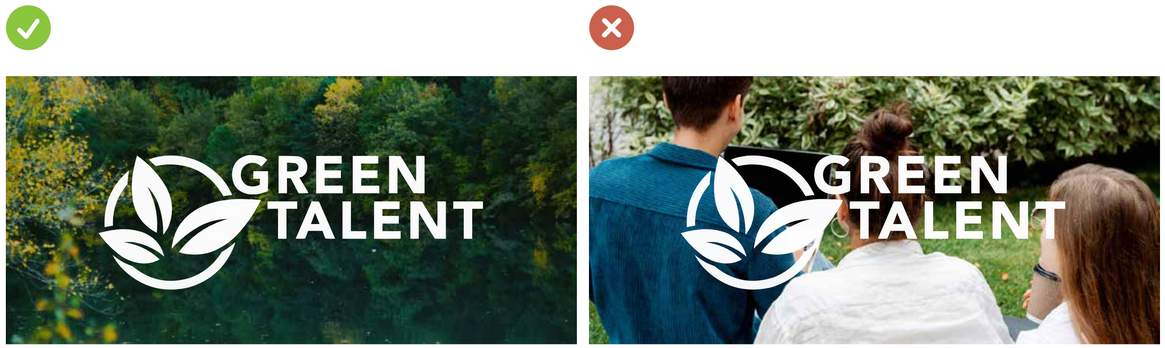
Ideal for dark or high-contrast backgrounds where the full-color logo does not stand out sufficiently. Often used in minimalist designs and overlays on images.

Logo usage

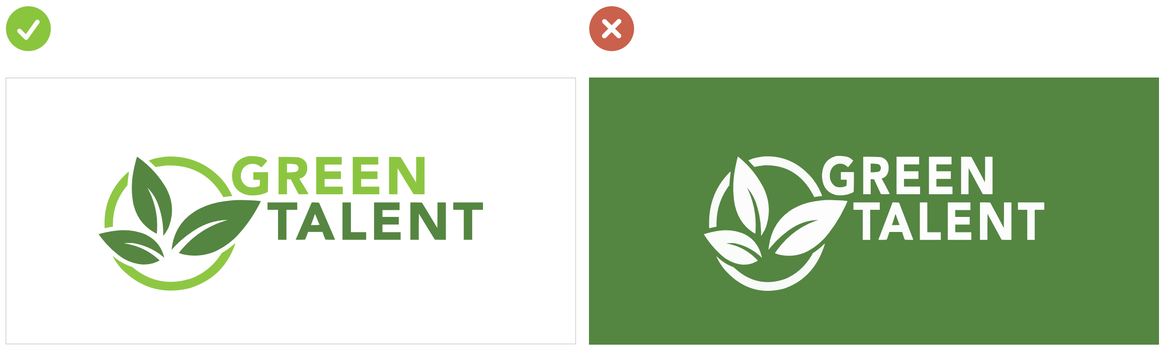
- Place the logo on white backgrounds
- Don’t place the logo over similarly toned backgrounds



- White logo on clear photographic background
- Don’t use on busy photographic backgrounds



- Use the logo in its original form
- Don’t stretch, squeeze or rotate the logo



Colour Palette

Colour palette

Earthy green

Used for titles, header sections, and primary buttons

#52843E

Lime green

Used for icons and infographics

#8ac53e

Soft lime

Large UI sections (e.g. About), Info cards, UI highlights

#c3eb91

Light blue

Large UI sections (e.g. About), Info cards, UI highlights

#d2dfff

Deep forest green

Used for button hover states, supporting elements in charts & diagrams

#2f5520

Nearly black green

Body text, footnotes, footer background

#182d10

Typography

Typography

Download

Font introduction

Parkinsans is a contemporary sans-serif typeface with a bold, structured character—perfect for creating clear, confident headings in brand communications.

Parkinsans

Headings

ABCĆDEFGHIJKLMNOPQRSŠ
TUVWXYZŽabcćdefghijklmn
opqrsštuvwxyzž 1234567890
‘?’“!”(%) [#]{@}/&‹–+÷×=›
®©$€£¥¢:;„.*

Typography

Download

Font introduction

Fustat is a clean, approachable sans-serif font designed for comfortable reading, making it ideal for body text in both print and digital brand applications.

Fustat

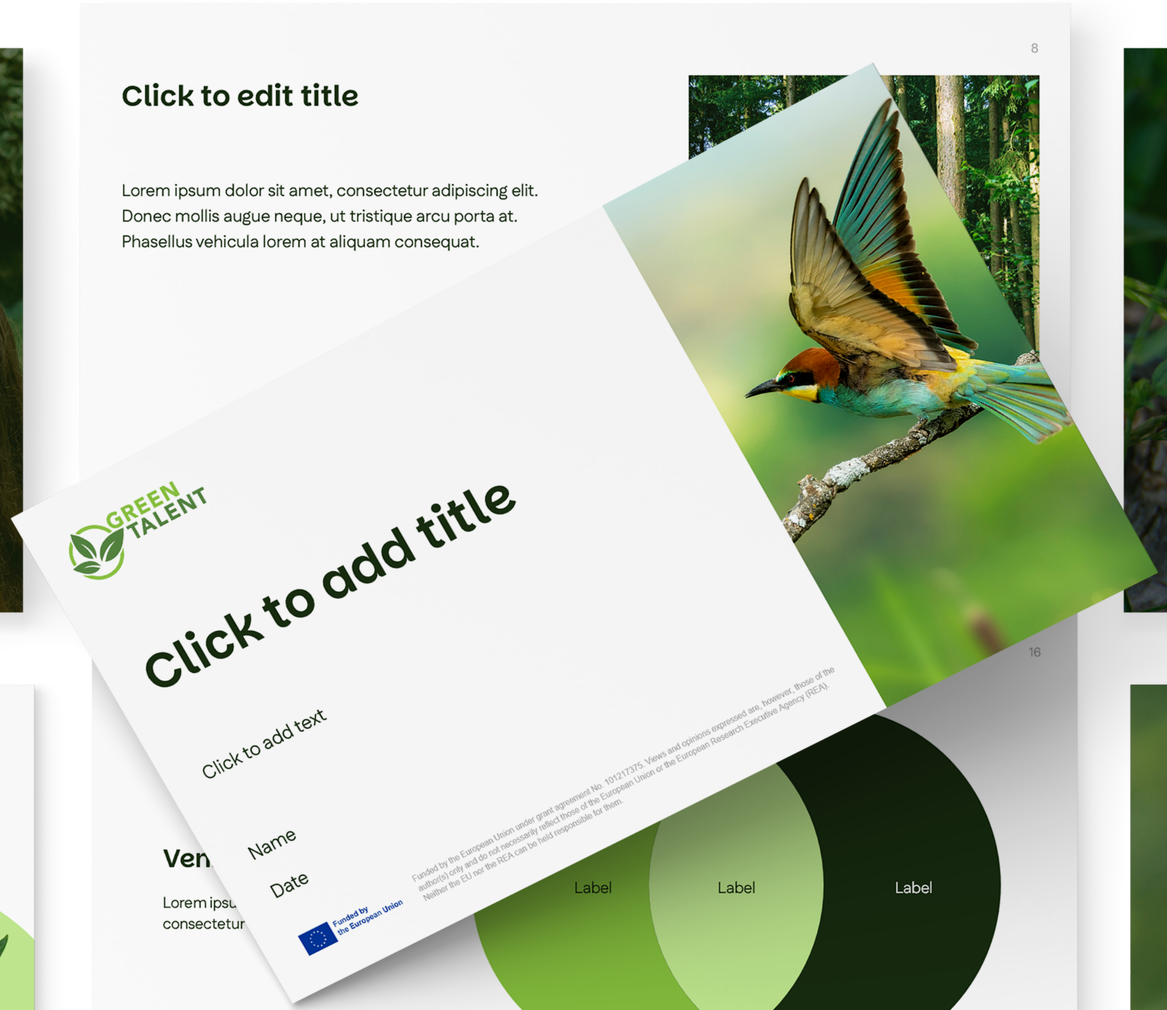
Body text

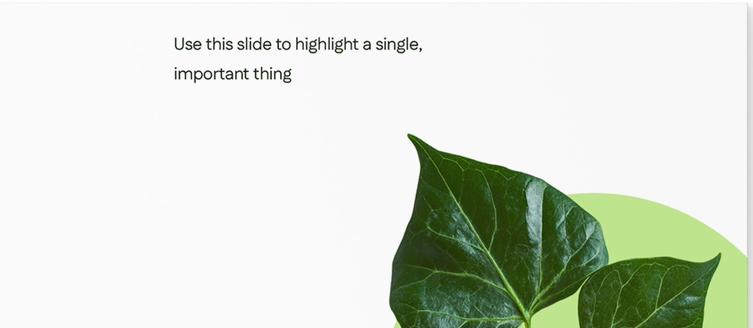
ABCĆDEFGHIJKLMNOPQRSŠTU
VWXYZŽabcćdefghijklmnopqrsš
tuvwxyzž 1234567890 ‘?’“!”(%)
[#]{@}/&<-+÷×=> ®©$€£¥¢:;,.*

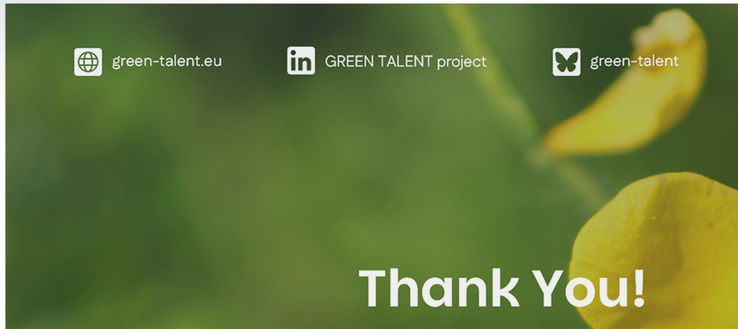
Visuals

Presentation template

Download







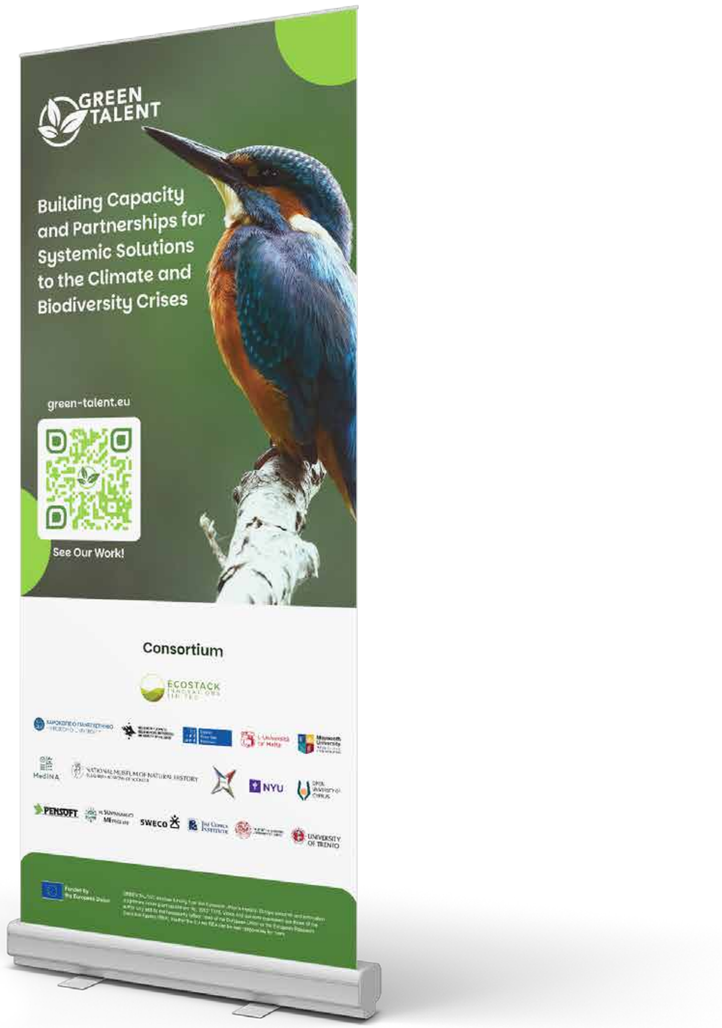
Deliverable & Milestone templates

Download

Promotional materials

Download sticker

Download roll-up banner



Funding

Download

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown below:

Funded by the European Union

Funded by the European Union under grant agreement No. 101217375.
Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor the REA can be held responsible for them.

Funded by the European Union

Funded by the European Union under grant agreement No. 101217375.
Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor the REA can be held responsible for them.

Font

Please always use the Arial font for the funding statements

EU emblem

Must always be on the left side or above the funding text

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm

For dark backgrounds please use the version with white letters

Funded by the European Union

Funded by the European Union