# RE**ROOTED**

BRAND GUIDELINES





REROOTED

LOGOTYPE WITH TAGLINE



# REROOTED

Resilient European rural outlooks: opportunities for transformation, empowerment and development

#a01d26
R160 G29 B38
C24 M100 Y92 K20
Pantone 7621 C

#0087c9
R0 G135 B201
C81 M36 Y0 K0
Pantone 2925 C

#ed6725
R237 G103 B37
C2 M74 Y98 K0
Pantone 2018 C

#1c1c1c
R28 G28 B28
C77 M66 Y65 K76
Pantone 447 C

#eb2027
R235 G32 B39
C2 M98 Y95 K0
Pantone Warm Red C

#c5832a
R197 G131 B42
C21 M51 Y100 K4
Pantone 7563 C

#479042
R71 G144 B66
C76 M21 Y100 K6
Pantone 7739 C

All colors can be used with varying degrees of transparency.

# SECONDARY COLOR CONFIGURATION




The color intensity on light backgrounds should be minimal




On dark backgrounds the dark text becomes lighter

GREY SCALE/MONOCHROMATIC



## RECOMMENDED CLEAR SPACE




The shapes of the icon are used
as a symbolic reference for safe space

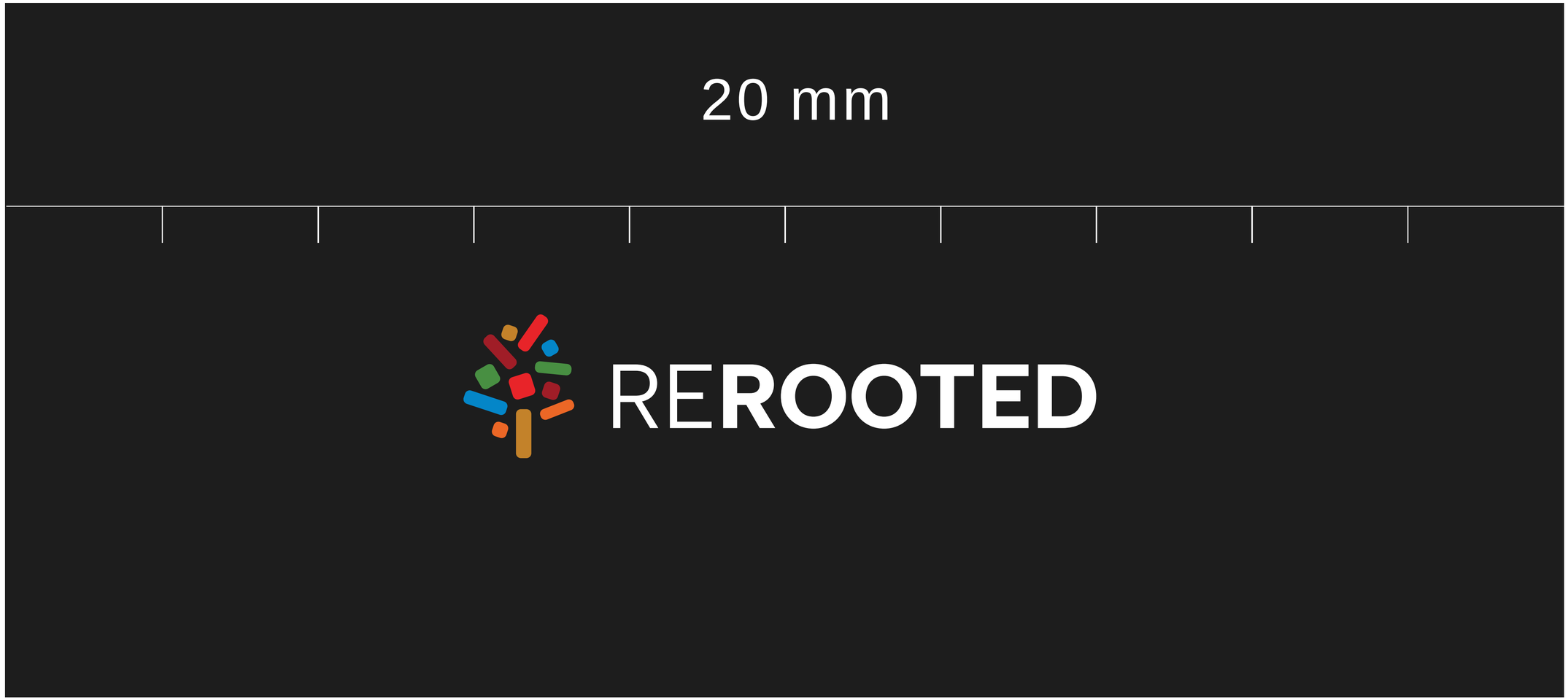
## TYPOGRAPHY

**Albert Sans**
to be used in digital
and print materials

**Arial**
for Deliverables

Free download at Google Fonts

RECOMMENDED MINIMUM SIZE IN PRINT



NOT RECOMMENDED

Modifying
the color scheme




Distorting
the proportions




Rotating for
special effect



**Funded by the European Union**

Funded by the European Union. 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 European Union nor the granting authority can be held responsible for them.

All of the REROOTED visual productions must display the EU co-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.

DOWNLOAD

REROOTED BRAND GUIDELINES
**JUNE 2026**