



# Visual Identity Guidelines

NOVEMBER 2024



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# Introduction

The PHAntastic visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the PHAntastic team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please contact the Communication leads.

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# The logo

## About the logo and its meaning

### Rationale

The PHAntastic project is facilitating the sustainable transition of the agricultural sector by addressing the environmental impacts of agrochemicals and plastic pollution. By developing delivery systems based on PHAs, a type of bio-based, biodegradable polymers, the project replaces non-biodegradable plastics and synthetic agrochemicals with eco-friendly mulch films and growth foams.

The logo prominently features the letters "PHA" in the wordmark, designed to echo the hexagonal structures commonly found in chemical representations. This design choice serves to emphasize the project's core focus on PHA polymers and their potential to reduce fertilizer and pesticide use, while decreasing microplastic pollution and promoting soil health.

The color palette selected for the project features vibrant and engaging hues, intentionally chosen to evoke a sense of innovation, optimism, and progress. It also includes some more muted dark green and brown hues for a more natural and earthy look.

The color palette includes vibrant hues, evoking a sense of innovation and progress. The chosen typeface, Dita, is a rounded sans serif that blends the freshness of display type with the discipline of a text face, giving the branding a contemporary and approachable feel.



### PHAntastic

#### Visual Identity Guidelines

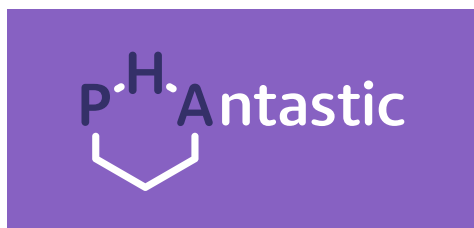
# The logo

## Logo colour variations



### Fullcolour

This is the default version of the logo, to be used on white or light backgrounds.



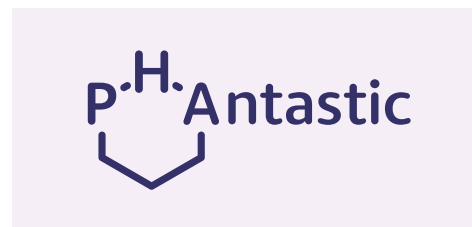
### Dark purple + White

For use on lighter coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.



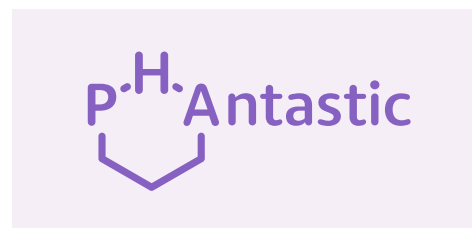
### Purple + White

For use on darker coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.



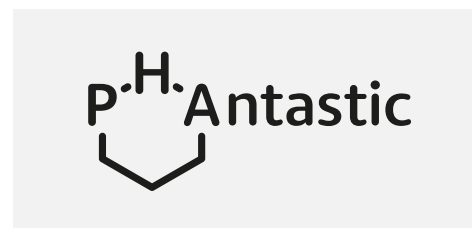
### Dark purple

For use on monochrome layouts or documents, or when the colour versions of the logo do not sufficiently stand out against the background.



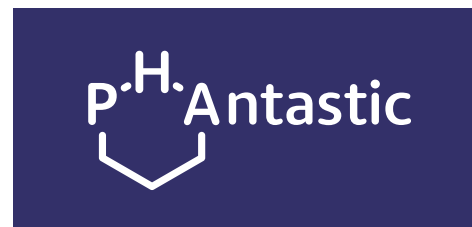
### Purple

For use on monochrome layouts or documents, or when the colour versions of the logo do not sufficiently stand out against the background.



### Black

For use on black and white layouts or documents, on dark backgrounds, or when the colour versions of the logo do not sufficiently stand out against the background.



### White

For use on monochrome layouts or documents, on dark backgrounds, or when the colour versions of the logo do not sufficiently stand out against the background.

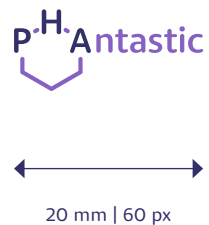
# The logo

## Minimum size and safe area

### Minimum sizes

The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

The width of the inline logo should never be smaller than 25 mm in print or 70 px in digital media.



### Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum safe area is equal to the cap-height of the logo text.



# Colours

The project has an extended colour palette to meet all communication needs



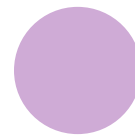
**Dark purple**

CMYK: 94 / 93 / 29 / 18  
RGB: 52 / 48 / 104  
HEX: #343068



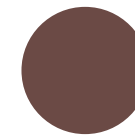
**Purple**

CMYK: 56 / 70 / 0 / 0  
RGB: 134 / 97 / 193  
HEX: #8661C1



**Light purple**

CMYK: 17 / 35 / 0 / 0  
RGB: 206 / 170 / 214  
HEX: #CEAAD6



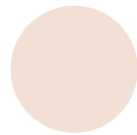
**Brown**

CMYK: 47 / 64 / 64 / 35  
RGB: 106 / 75 / 68  
HEX: 6A4B44



**Orange**

CMYK: 0 / 58 / 59 / 0  
RGB: 255 / 135 / 102  
HEX: #FF8766



**Beige**

CMYK: 4 / 11 / 15 / 0  
RGB: 243 / 225 / 211  
HEX: F3E1D3



**Dark green**

CMYK: 75 / 51 / 64 / 39  
RGB: 56 / 79 / 72  
HEX: #384F48



**Green**

CMYK: 70 / 0 / 47 / 0  
RGB: 0 / 201 / 167  
HEX: #00C9A7



**Light green**

CMYK: 19 / 0 / 12 / 0  
RGB: 199 / 252 / 236  
HEX: ##C7FCEC

# Messages

Tagline and golden paragraph to describe the project

## Tagline

PHA-based innovative  
agricultural solutions to deliver  
bio-based fertilizers and plant  
protection products

## Short tagline

Bioactive Polymers for Healthier Soil

## Golden paragraph

The PHAntastic project is facilitating the sustainable transition of the agricultural sector by addressing the environmental impacts of agrochemicals and plastic pollution. By developing delivery systems based on PHAs, a type of bio-based, biodegradable polymers, the project replaces non-biodegradable plastics and synthetic agrochemicals with eco-friendly mulch films and growth foams. Through demonstrations on horticultural crops and trees in Northern and Southern Europe, these proposed solutions, containing active bioproducts such as amino acids and microelements, have the potential to reduce fertilizer and pesticide use, while decreasing microplastic pollution and promoting soil health.



# Typography

The typeface used for PHAntastic communications is Dita

## Bioactive Polymers for Healthier Soil

Dita Medium

### **PHA-based innovative agricultural solutions to deliver bio-based fertilizers and plant protection products**

Dita Bold

The PHAntastic project is facilitating the sustainable transition of the agricultural sector by addressing the environmental impacts of agrochemicals and plastic pollution. By developing delivery systems based on PHAs, a type of bio-based, biodegradable polymers, the project replaces non-biodegradable plastics and synthetic agrochemicals with eco-friendly mulch films and growth foams. Through demonstrations on horticultural crops and trees in Northern and Southern Europe, these proposed solutions, containing active bioproducts such as amino acids and microelements, have the potential to reduce fertilizer and pesticide use, while decreasing microplastic pollution and promoting soil health.

Dita Regular  
Minimum font size for body text: 9pt

# Typography

When the recommended typeface is not available, PHAntastic communications are to use the system font Calibri

## Bioactive Polymers for Healthier Soil

### PHA-based innovative agricultural solutions to deliver bio-based fertilizers and plant protection products

The PHAntastic project is facilitating the sustainable transition of the agricultural sector by addressing the environmental impacts of agrochemicals and plastic pollution. By developing delivery systems based on PHAs, a type of bio-based, biodegradable polymers, the project replaces non-biodegradable plastics and synthetic agrochemicals with eco-friendly mulch films and growth foams. Through demonstrations on horticultural crops and trees in Northern and Southern Europe, these proposed solutions, containing active bioproducts such as amino acids and microelements, have the potential to reduce fertilizer and pesticide use, while decreasing microplastic pollution and promoting soil health.

Calibri Bold

Calibri Regular  
Minimum font size for body text: 9pt

# Additional branding

## Other logos and mentions to include in PHAntastic communications

As a Horizon Europe funded project, PHAntastic communication activities and products must also include the EU flag and following disclaimer:



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# Contact

For any questions regarding these guidelines, please contact the communication partner:

## Contact person

**Dorottya Kalo**

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# Follow our project

[phantastic-project.eu](http://phantastic-project.eu)



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