

Brand Guidelines

H2VE Brand Identity



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Erasmus + EU Solidarity Corps
101194163 - H2VE - ERASMUS-EDU-2024-PEX-COVE

H2VE is a multinational educational initiative spanning Italy, Germany, Poland, Greece, Latvia, and Ghana, aimed at establishing Centres of Vocational Excellence (CoVEs) focused on hydrogen technologies. Each CoVE will serve as a regional hub for skill development, tailored to local needs and technological maturity, and will train a diverse audience including VET students, professionals, and employees. By fostering collaboration among educational institutions, industry partners, and public authorities, the CoVEs will form a knowledge-sharing network that supports the creation of Hydrogen Valleys—integrated ecosystems encompassing the entire hydrogen value chain, from green hydrogen production to its storage, distribution, and end-use. This initiative emphasizes the importance of a skilled workforce in enabling the hydrogen economy, promoting regional innovation, social inclusion, and sustainable energy transitions across diverse socioeconomic contexts.

H2VE

Hydrogen Valley Vocational
Excellence Hub

COVE

Centers of Vocational Excellence

01

Logo



Logo Mark Construction

Logo construction is vital for brand guidelines as it establishes a structured design process, ensuring precision and clarity. It helps refine and perfect the logo's elements, creating a cohesive visual identity. Effective logo construction also aids in maintaining consistency across all platforms, reinforcing brand recognition and trust.



Logo Mark

A logo mark is a distinct, graphic element within a logo that symbolizes a brand. It's the visual icon or symbol, often abstract or stylized, used to represent a company independently of its name. A well-crafted logo mark is memorable, scalable, and reflects the essence of the brand. Examples include Apple's apple, Nike's swoosh or the Twitter bird. The logo mark, when combined with the brand's name (if present), contributes to creating a unique and recognizable visual identity for the business.



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Extra Logomark

This addition logomark uses a modular hexagonal grid to symbolize structure, innovation, and connectivity. Inspired by organic networks and precision systems, it reflects the brand's focus on collaboration, scalability, and smart growth. Its geometric clarity ensures versatility and strong visual identity across all mediums.



Logo Typo

Typography is crucial for brand guidelines as it defines the visual tone and readability of the brand's message. It ensures consistency in text presentation across all platforms, enhancing brand recognition. Proper typography selection and usage convey the brand's personality and values, making communication clear and engaging for the audience.

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Horizontal Logo

Horizontal logos are essential for brand guidelines as they provide versatility in design applications, particularly in narrow or tall spaces. They maintain the integrity and recognizability of the brand when horizontal space is limited. Using horizontal logos ensures that the brand identity remains consistent and impactful across various layouts and formats.



Vertical Logo

Vertical logos are essential for brand guidelines as they offer flexibility in layouts where height is favored over width. They are especially useful in stacked designs, mobile interfaces, packaging, and promotional materials with limited horizontal space. Vertical logos help maintain brand consistency and recognizability across a wide range of formats, ensuring that the visual identity remains strong and adaptable regardless of the context.



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Correct Usage

Logo usage guidelines:

- Maintain proper spacing around the logo to ensure visibility and clarity.
- Use the logo in its original colors and proportions; avoid distorting or altering it.
- Ensure the logo is legible by using it against backgrounds with adequate contrast.
- Use high-resolution versions of the logo for crisp reproduction across various mediums.
- Avoid placing the logo in crowded or visually cluttered areas to maintain its impact.
- Do not combine the logo with other graphics or elements that may detract from its visibility or meaning.
- Always refer to the brand guidelines for specific rules and restrictions regarding logo usage.



Wrong Usage

Logo usage guidelines:

- Use only Brand Color
- Do not distort
- Do not space out of the logo
- Do not add extra copy
- Do not place on an angle
- Do not add a Stroke
- Do not add a Shadow
- Do not add a Blur
- Do not add extra Elements



Clear Space

The logo must have a minimum clear space around it equal to to the following diagramms to ensure visibility and impact. No other elements (text, graphics, or imagery) should be placed within this clear space.



Minimum Logo Size

To ensure the logo remains clear and legible in all applications, a minimum size has been defined.

Using the logo below these dimensions may compromise its visibility, recognition, and overall brand consistency.

Logomark

Print (Width) : 10mm

Digital (Width) : 30px



Full Logo

Print (Width) : 25mm

Digital (Width) : 100px



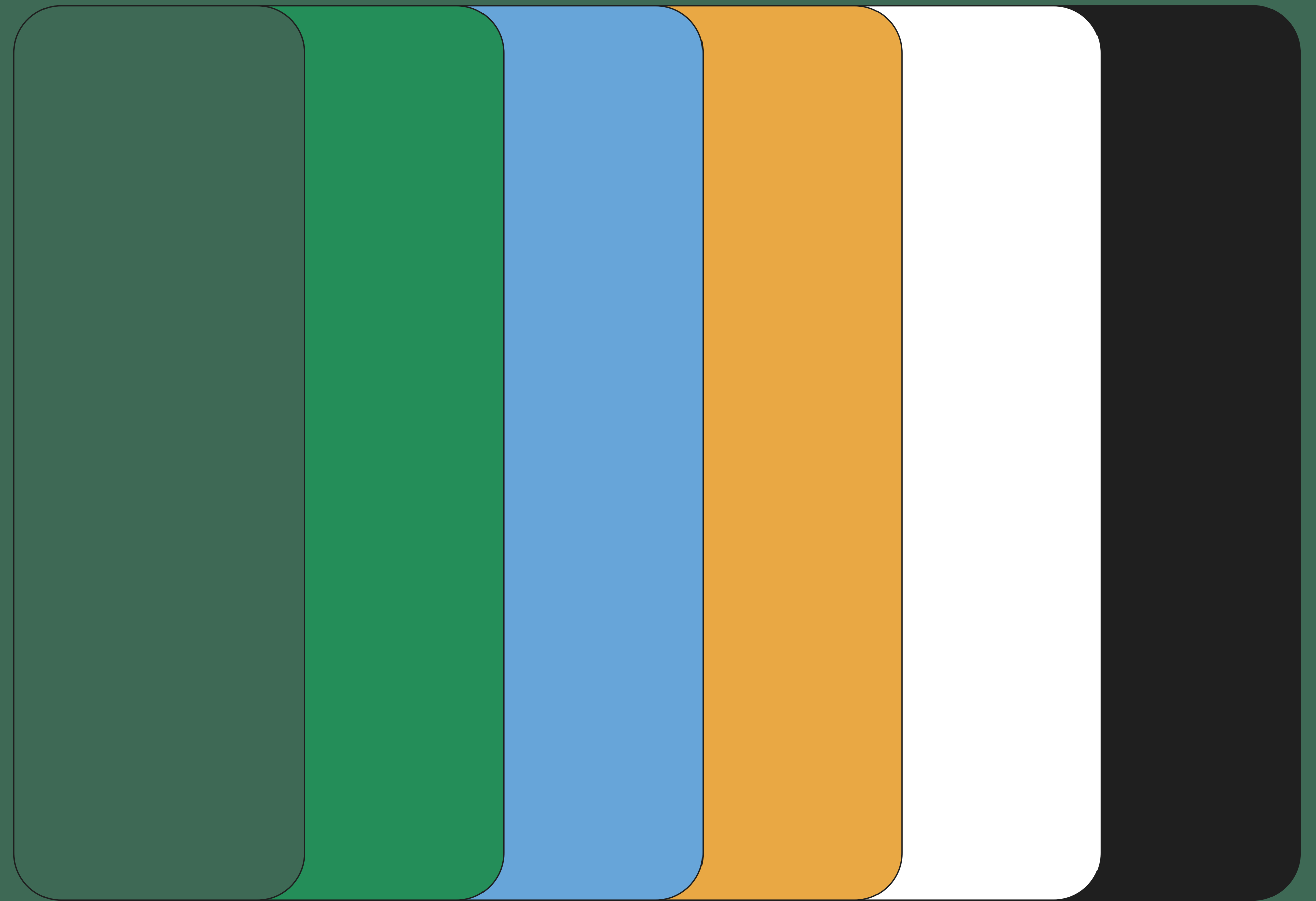
02

Colors



Color Palette

Logo colors for a company are essential for brand recognition and evoke specific emotions or associations. The choice of colors should align with the brand's identity, target audience, and industry standards. Consistent use of colors across branding materials fosters a cohesive and memorable brand image.



Color Palette

Forest Deep

HEX
3e6955

RGB
62 105 85

CMYK
76 39 69 25

Verdant Pulse

HEX
248e59

RGB
36 142 89

CMYK
75 0 37 44

Sky Current

HEX
67a5d9

RGB
103 165 217

CMYK
53 24 0 15

Golden Ember

HEX
e9a844

RGB
233 168 68

CMYK
0 28 71 9

Cloud Base

HEX
ffffff

RGB
255 255 255

CMYK
0 0 0 0

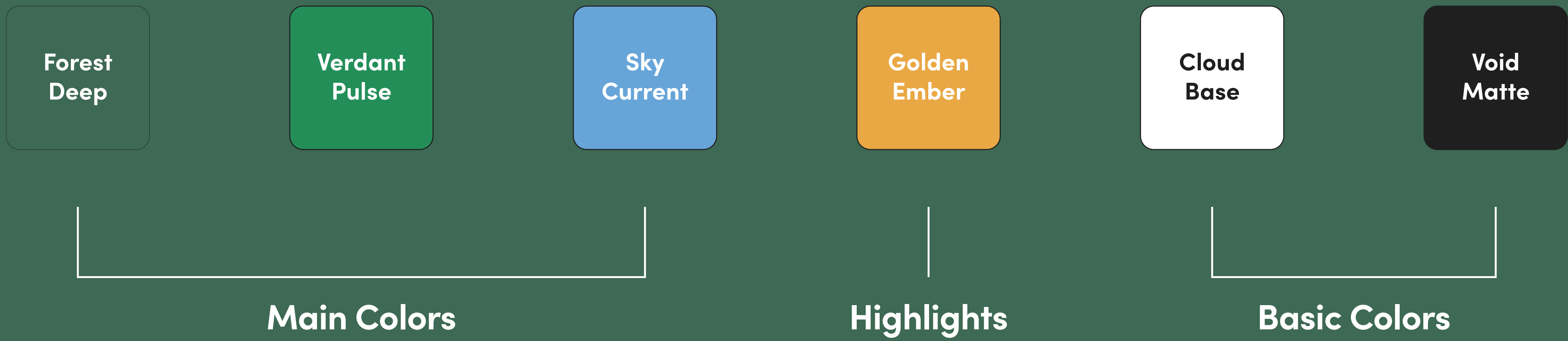
Void Matte

HEX
f1f1f

RGB
31 31 31

CMYK
0 0 0 88

Color Palette



03

Typography



Typography

Typography hierarchy for a company involves organizing text elements to prioritize information. This is achieved through variations in font size, weight, and style to guide readers' attention and convey the importance of different content. It enhances readability and helps communicate messages effectively.

Primary

SOFIA PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=

!@#\$%^&*()_+

ULTRA LIGHT
EXTRA LIGHT
LIGHT
REGULAR

MEDIUM
SEMI BOLD
SEMI BOLD ITALIC
ULTRA LIGHT ITALIC

EXTRA LIGHT ITALIC
LIGHT ITALIC
REGULAR ITALIC
MEDIUM ITALIC

BOLD
BOLD ITALIC
BLACK
BLACK ITALIC

Typography

CoFo Kabeltouw is a modular typeface that is not afraid of serious challenges. Its industrial look is based on modern maritime transportation: containers, cargo cranes, curved metal pipes, signal colors, stencil typography, and pictograms. With a limited number of modules, this typeface combines strict mechanical logic with the warmth of manually painted letters. The name of the typeface, Kabeltouw, comes from a nautical measure of length equal to 1/10 of a nautical mile and a braided cable of this length. CoFo Kabeltouw has a recognizable character in all-caps settings, as well as a generous choice of alternates (so you won't even feel the absence of lowercase letters).

Secondary (Logotype)

COFO KABELTOUW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=

!@#\$%^&*()_+

SOLID 0
STENCIL 20

STENCIL 38
STENCIL 56

Suggested Sized & Usage

The right size ensures readability, accessibility, and visual harmony across all platforms.

Titles & Headlines

Heading Type	Print Size (pt)	Web Size (px)	Weight	Line Height
H6	-	16 px	Medium	1.3
H5	-	21 px	Medium	1.3
Smallest Printed Subtitle - H4	15 pt	28 px	Medium	1.3
Small Printed Subtitle - H3	25 pt	37 px	Bold	1.3
Section Printed Title - H2	40 pt	49 px	Bold	1.3
Main Printed Title - H1	65 pt	65 px	Bold	1.2

Buttons & Call-to-Action Text

Button Type - Only for Web	Web Size (px)	Weight	Line Height
Small Buttons (Secondary CTA, Labels)	16 px	Medium	1.3
Medium Buttons (Default CTA, Forms, UI)	16 px	Bold	1.3
Large Buttons (Primary CTA, Hero Sections)	21 px	Bold	1.2
XL CTA (Prominent Headlines, Standalone CTAs)	28 px	Bold	1.1

Body Text

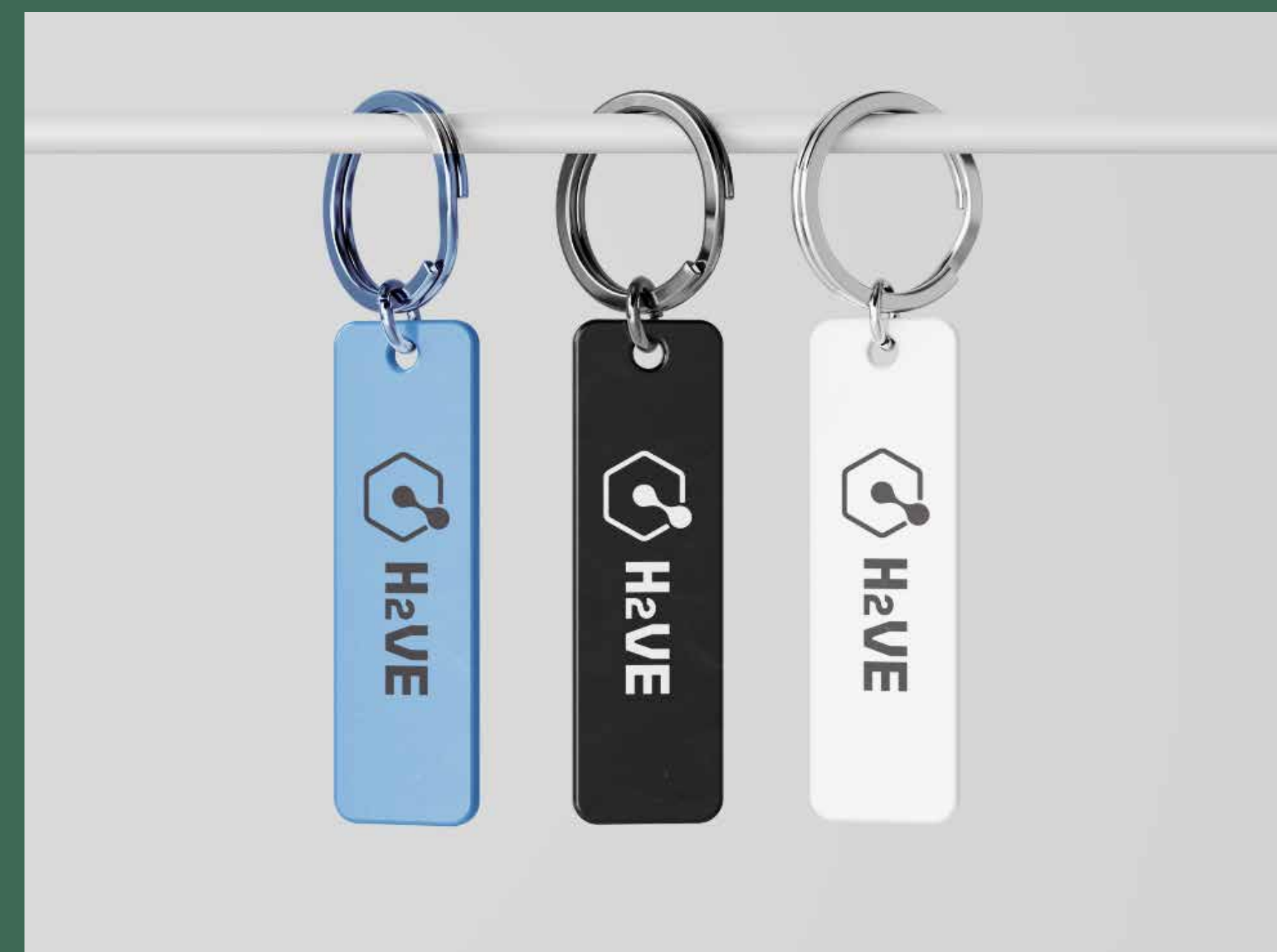
Text Type	Print Size (pt)	Weight	Line Height
Standard Paragraph	12 pt	Regular	1.5
Minimum Size (Small Text, Captions, Footnotes)	10 pt	Regular	1.3
Emphasized Text (Subtitles, Highlights, Callouts)	15 pt	Medium	1.5
Subparagraph / Quote	19 pt	Medium	1.5
Large Body Text (Intro Paragraphs, Special Sections)	24 pt	Medium	1.5

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Mockups











Disclaimer

The European flag (1) must be prominently displayed alongside the funding statement: "Co-funded by the European Union." This statement must appear on all communication materials, including websites, social media posts, noticeboards, printed materials (such as brochures and posters), and presentations. Additionally, the funding statement (2) and/or the project identification text (3) should be displayed alongside the European flag whenever applicable.

(1) European Flag



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Source:

https://www.eacea.ec.europa.eu/about-eacea/visual-identity/visual-identity-programming-period-2021-2027/european-flag-emblem-and-multilingual-disclaimer_en

(2) Funding statement

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(3) Project identification

Erasmus + EU Solidarity Corps

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