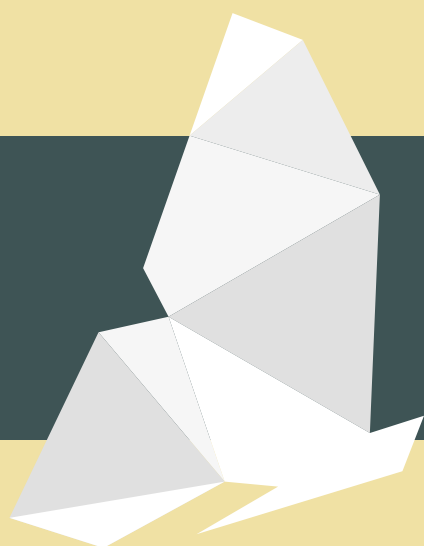


Visual Identity Guidelines



Made by
Michał Filipiak

Funded by
the European Union

version 1.0



Important note

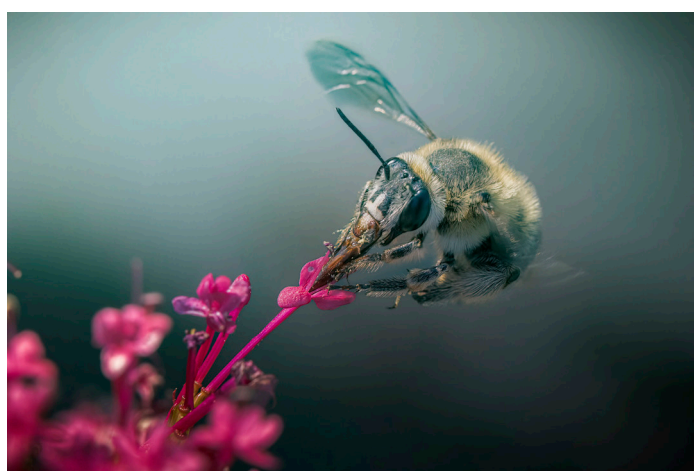


**Funded by
the European Union**

In accordance with the terms of the Grant Agreement, all communication, dissemination and exploitation activities mentioning the project, including media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc., as well as any infrastructure, equipment, vehicles, supplies or major result, must mention the project's funding statement and the European flag. A file for this purpose can be downloaded from here (different colours, and languages, two different shapes) https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en



**Funded by
the European Union**

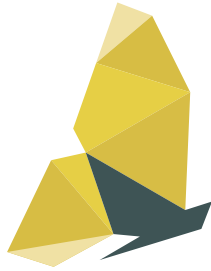


Butterfly



Logo - main version

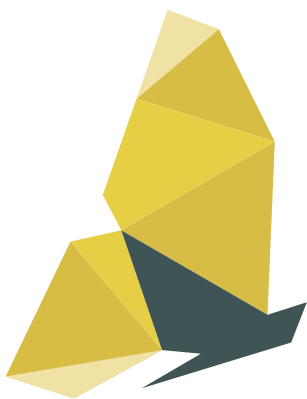
The Butterfly project logo consists of a graphic mark (origami butterfly)



and a logotype (the word "Butterfly" written with a capital letter).

Butterfly

The main logo includes both the graphic mark and the logotype in yellow-grey-ish green.



Butterfly



Butterfly

You can download different versions of the logo [here](#).

Logo design: Santiago Otalora



Full logo - versions

Always **use the full logo whenever possible**. Different colour versions of the logo can be used. Please always pay particular attention to ensuring that the colour version you use stands out well against the background. The entire logo must be clearly visible and easy to read. There are three colour and two grayscale versions of the full logo.

The main logo - **use it whenever possible**:



The green logo - for yellow or bright backgrounds:



The yellow-white logo - for dark backgrounds:



The grey logo - for all greyscale printouts:



The white logo - for all greyscale printouts on dark backgrounds:



You can download different versions of the logo [here](#).

Logo design: Santiago Otalora



Logo mark - versions

Our logo mark can be used whenever you have limited space or need a graphic shape that can be outlined with a circle or rectangle (e.g. as an avatar on various portals or social media). It can also be used as a signature on a project or as a watermark. You can also use our logo mark as a decorative element to add character to documents, as was done for this guide. There are five versions of the Butterfly project logo mark, corresponding to the five full logo versions.

The main logo mark:



The green logo mark:



The yellow-white logo mark:



The grey logo mark:



The white logo mark:



You can download different versions of the logo [here](#).

Logo design: Santiago Otalora



Use of colours



Our colour palette is made up of five colours. These colours can be used in all sort of ways. The most important thing to remember is to only use as many colours as you really need. It's also a good idea to make sure there's enough contrast between the background and the text/artwork. This will help to keep the design looking neat and tidy.



Hex #485657
R 72 G 86 B 87
C 75 M 53 Y 55 K 31



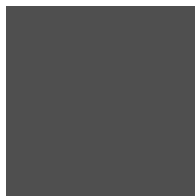
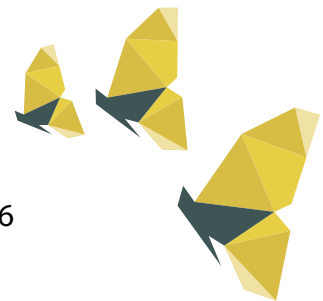
Hex #CFBD50
R 207 G 189 B 80
C 18 M 20 Y 88 K 0



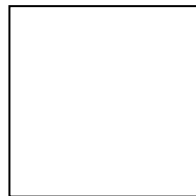
Hex #E0CE53
R 224 G 206 B 83
C 11 M 13 Y 86 K 0



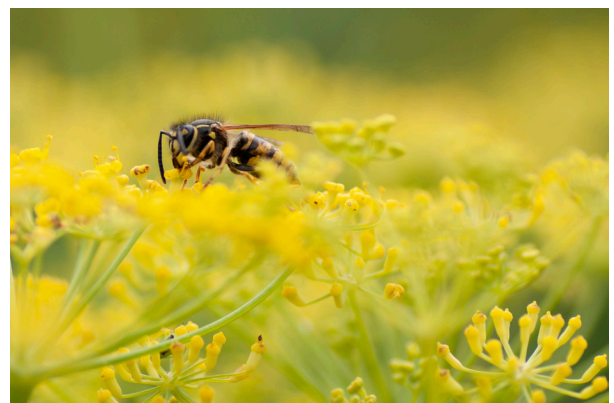
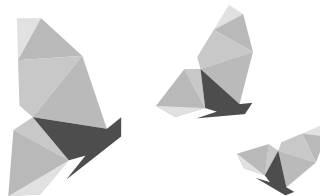
Hex #ECE1A6
R 236 G 225 B 166
C 6 M 7 Y 42 K 0



Hex #505050
R 80 G 80 B 80
C 65 M 57 Y 57 K 35



Hex #FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0





Typography



Our main font is **Funnel Display**. It can be downloaded free of cost from here.

Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025



As a secondary font we use **Afacad Flux**. It can be downloaded free of cost from here.

Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025



Whenever you need a serif font, please use **Crimson Pro**. It can be downloaded free of cost from here.

Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025
 Project Butterfly 2025

Project Butterfly 2025
Project Butterfly 2025
Project Butterfly 2025
Project Butterfly 2025
Project Butterfly 2025
Project Butterfly 2025
Project Butterfly 2025



<https://butterfly-europe.eu/>

