



BRAND GUIDELINES

March 2025



LOGOTYPE

Main



STREAMLINED
TEXTILE WASTE STREAMS
FOR RECYCLING OPTIMIZATION

The brand's main font is **DM Sans**
It's used on the logo and on other
text associated with it.

LOGOTYPE
Alternatives



STREAMLINED
TEXTILE WASTE STREAMS
FOR RECYCLING OPTIMIZATION



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STREAMLINED
TEXTILE WASTE STREAMS
FOR RECYCLING OPTIMIZATION

If needed, the **tagline**
can also be used alone,
with two versions available.

LOGOTYPE
All Black & White

STREP

STREAMLINED
TEXTILE WASTE STREAMS
FOR RECYCLING OPTIMIZATION

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COLOURS

Light Teal
R 76 G 184 B 186
C 66 M 2 Y 31 K 0

Light Teal
R 217 G 198 B 165
C 17 M 21 Y 38 K 2

Deep Blue
R 0 G 119 B 182
C 86 M 44 Y 6 K 0
text colour

Esmerald Green
R 80 G 200 B 120
C 65 M 0 Y 67 K 0

Dark Grey
R 51 G 51 B 51
C 69 M 60 Y 56 K 66
titles colour

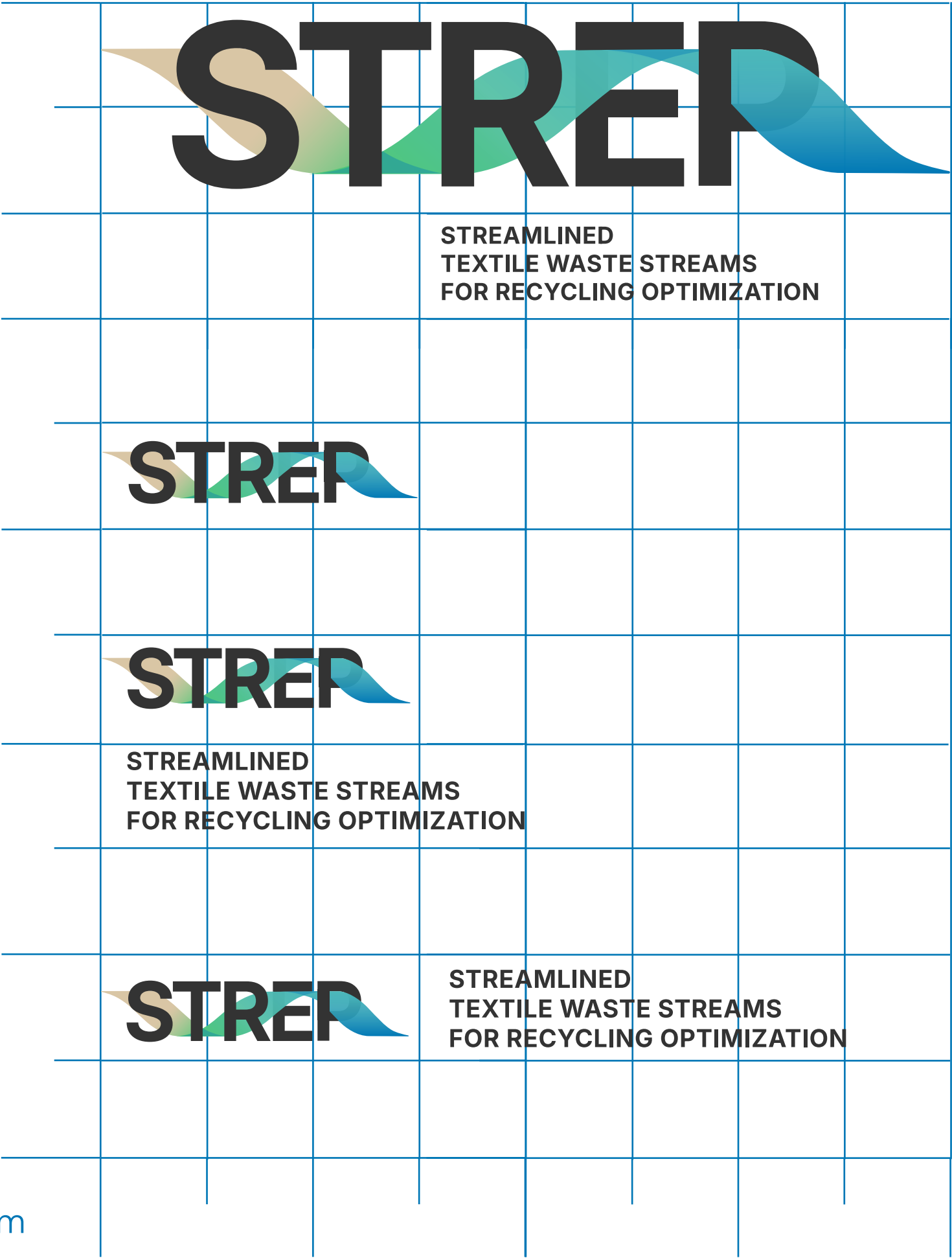
The element used for text notes and pointing out colours is based on **needle point pins**, quite used on the treatment of textiles

CLEAR SPACE



MINIMUM SPACE

Complete logotype
is 40 mm wide,
minimum



Logotype is 15mm
wide, minimum

Vertical logotype,
with focus on tagline,
is 20mm wide,
minimum

Horizontal logotype,
with focus on tagline,
is 35mm wide,
minimum

DON'TS



DON'T
apply other
colours



DON'T
distort



DON'T
rotate



DON'T
switch order
of elements



DON'T
change the font



DON'T
add effects
or shadows

Same dont's also affect
the **tagline** of the logo,
when in group or solo.

TEXT

DM Sans
for printed and digital
visual materials

Available for free
www.fonts.google.com

ARIAL
for deliverables

Available for free
apps.microsoft.com

DISCLAIMER



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All of the STREP visual productions must display the EU 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.

