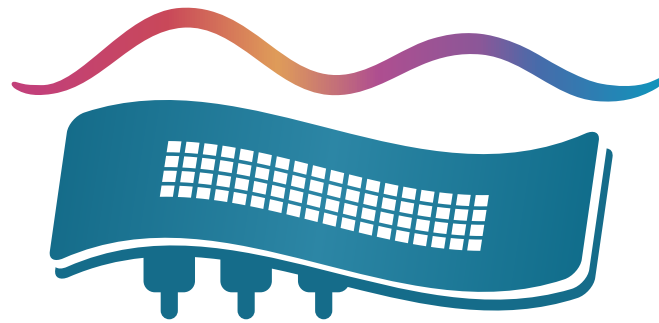


SWIR
Flex-DT

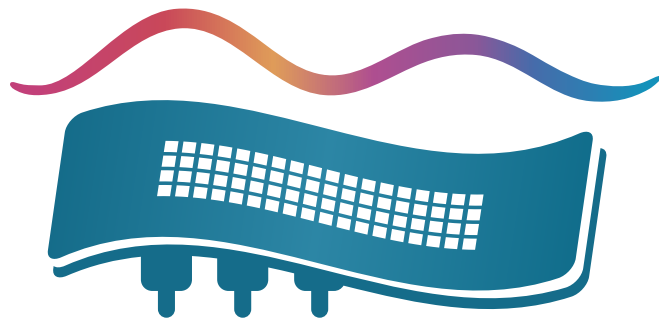
Logo Guidelines

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SWIR

Flex-DT



SWIR

Flex-DT



1

INTRODUCTION

The visual identity of SWIRFlex-DT reflects the project's core values and distinctive character.

It brings together the key elements that define its look and feel — logo, color system, typography, graphic motifs, and imagery.

By applying these components consistently, we ensure a unified and recognizable brand presence, strengthening the clarity, professionalism, and impact of SWIRFlex-DT across all communication materials.



2

RGB, Hex and CMYK color

The RGB and Hex color logo should be used in all applications for web and video communication.

The reproduction of the logo in four-color process must be used in all cases where the printing in the four selection colors is required.

DEEP OCEAN BLUE

HEX: #1c6084
RGB: 28, 96, 132
CMYK: 100, 48, 28, 16

PHOTON TEAL

HEX: #2d7592
RGB: 45, 117, 146
CMYK: 93, 32, 29, 11

GRAPHITE GREY

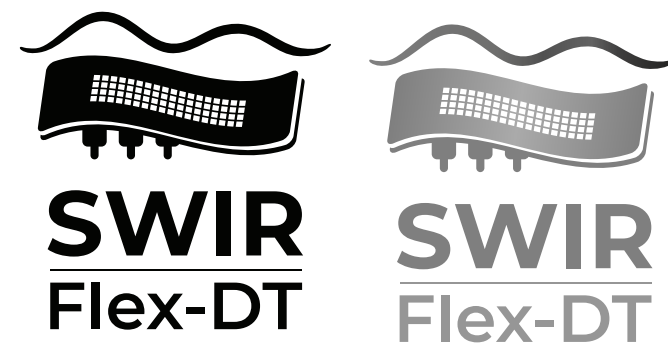
HEX: #444444
RGB: 68, 68, 68
CMYK: 65, 55, 53, 55

LIGHT GRAPHITE GREY

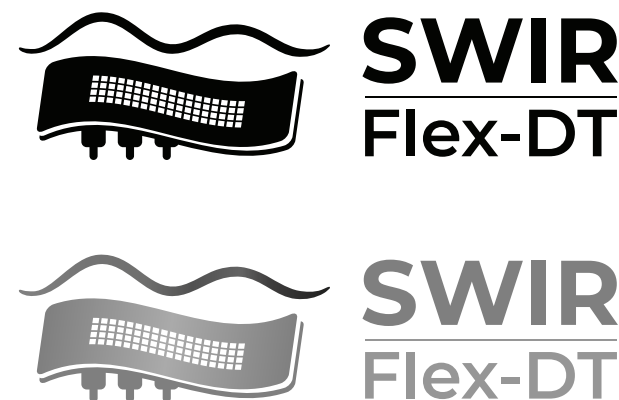
Opacity: 20%

LIGHT PHOTON TEAL

Opacity: 20%



B/W version



Grayscale version

3

B/W and grayscale logo versions

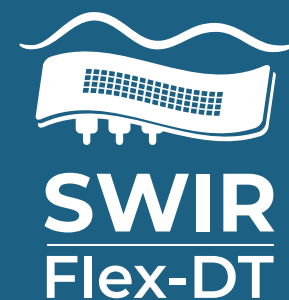
If the printing don't allow the reproduction of the color or grayscale logo, the monochromatic B/W version must be used.



4

Reversed logo

In cases where its not possible to reproduce the logo in positive, its allowed to reproduce the logo in the reversed version.

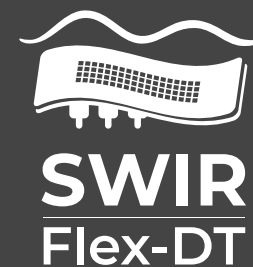
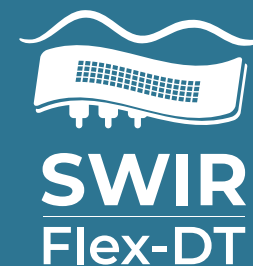
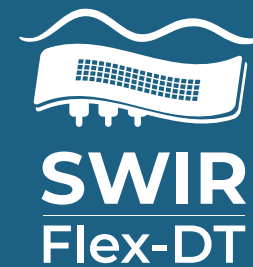




5

Logo on colored backgrounds

The logo can be reproduced on color backgrounds in its reversed version.





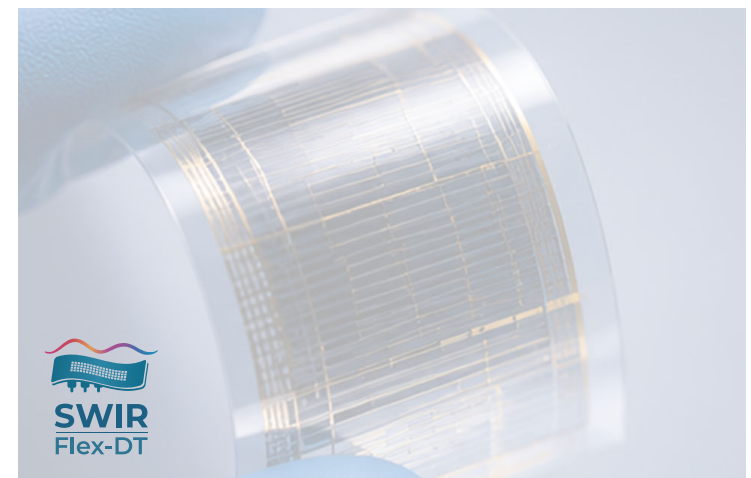
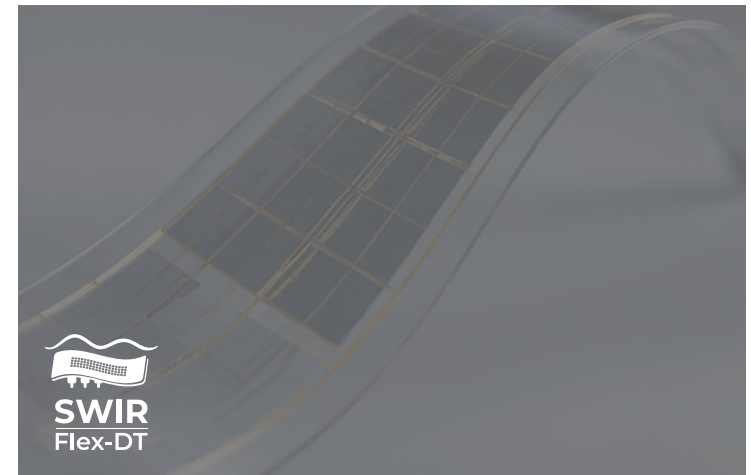
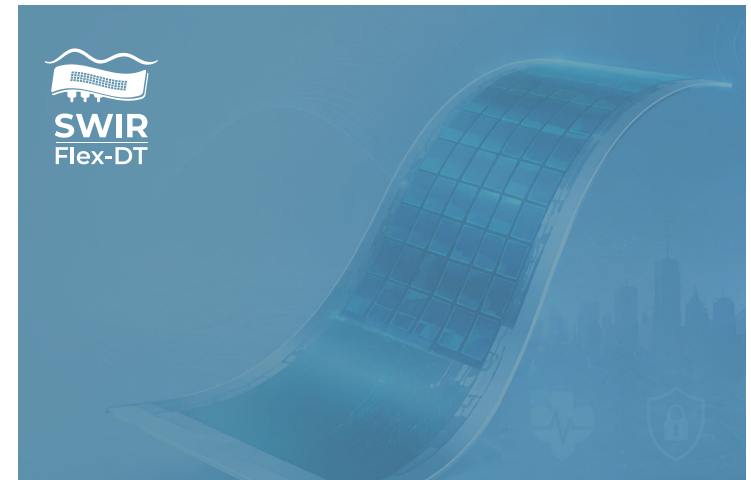
6

Logo on photographic backgrounds

For the images, we apply a colored background and add a transparency to the image (20-30%, adjustable depending on the photo itself).

We make sure to place the logo in a clean area.

When placed on backgrounds, the logo should maintain proper clear space from the edges.





7

Clear space

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand clean.

Do not place any graphics or typography within the clear space area.





8

Minimum size

When reproducing the logo, in case of reduction respect the minimum width of 20 mm.



9

Typography

The institutional font for the project's communication tools is a Google font Montserrat.

Free download here
<https://fonts.google.com/specimen/Montserrat>

Montserrat

Regular
Medium
Semibold
Bold

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

