



**TWIN4DEM: Strengthening democratic resilience through  
Digital Twins**

## **Brand guidelines**



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



## 1. Logo





## 2. Color palette

A main palette of 4 colors based on the logo color scheme.



#001B79

#1640D6

#ED5AB3

#FF90C2

R: 0

R: 22

R: 237

R: 255

G: 27

G: 64

G: 90

G: 144

B: 121

B: 214

B: 179

B: 194

## 3. Font types

The main font recommended to be used is **Arial** (both Headings and Body).

Other alternatives are:

- **Roboto** | Usage: Mobile apps, websites, and interfaces
- **Helvetica** | Usage: Professional settings, branding, and web design.