

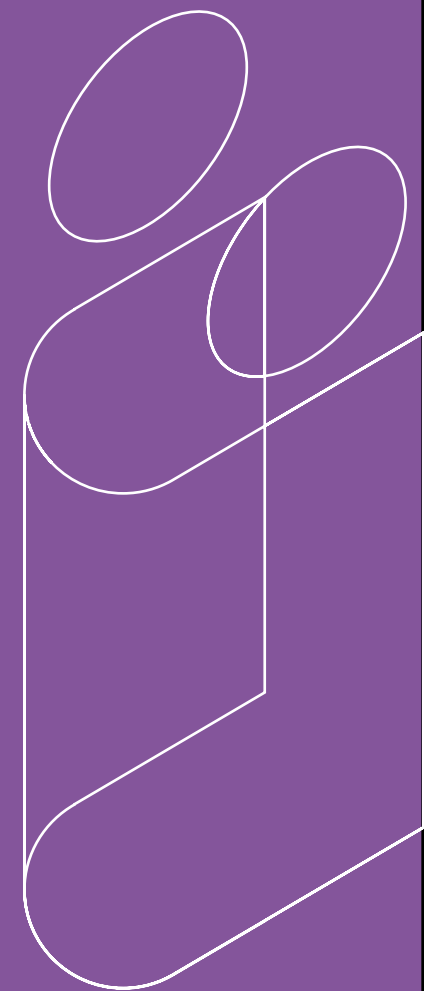


Visual Identity Manual

Digital Scouts

Enhancing the Digital Literacy
and Participation in Europe

January 2023



Introduction

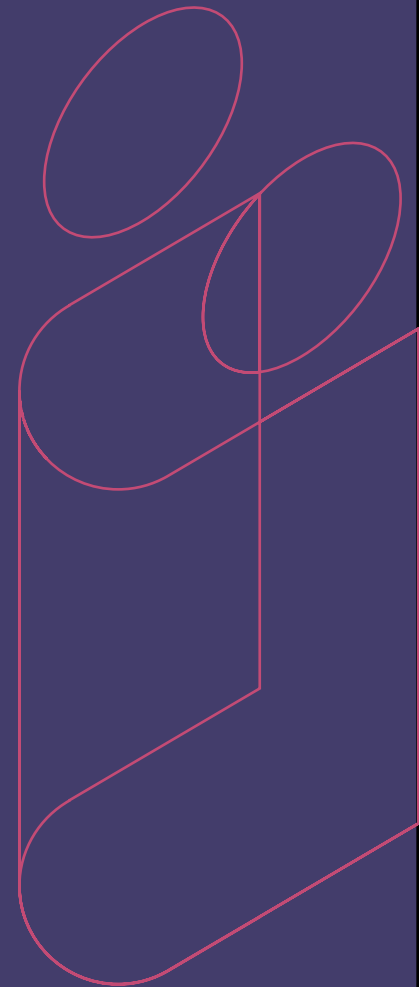
Visual Identity Manual

WELCOME to the visual identity manual of Digital Scouts, Enhancing the Digital Literacy and Participation in Europe. Given the importance of the graphic image and the identity of a logo, this manual in order to define and standardize the use of the image.

Therefore, it is fundamentally necessary that the use of the elements in this manual obey strictly to the rules set forth herein. This manual is intended to be a useful working tool.

Throughout this Manual, the rules will be applied by way of example, where, the set of its elements, the color, typography and composition contribute to the construction of a cohesive identity.

None of the elements explained and illustrated should be changed. The standards de-scribed in this identity manual must be respected because the modifications could weaken the identity.



1. Brand Elements

1.2 Primary Logo



1.3 Complementary Logo



1.4 Primary Logo Color Variation White



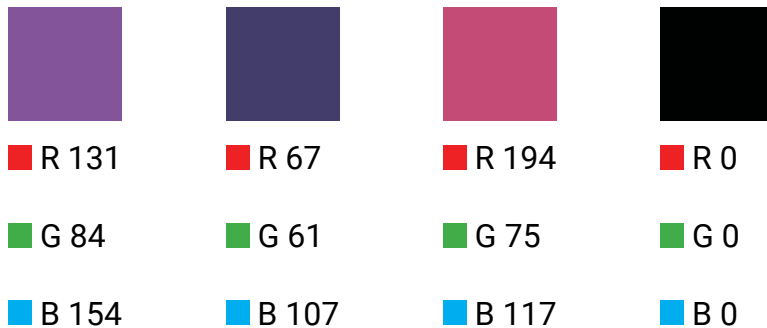
1.5 Primary Logo Color Variation Black



2. Color Palete



2.1 RGB Color



2.1 CMYK Color



3. Typefaces and Clear Space

3.1 Typeface



Segoe UI Emoji Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

3.2 Clear Space



25px



25px

5. Behavior On Backgrounds



