
BALANSED
Brand Guidelines

Table of contents

Introduction 3

Logo 5

Logo usage 8

Color palette 10

Typography 12

Project visuals 15

Funding statement 16

Introduction

BALANSED supports inclusive and evidence-based bioeconomy governance across Europe by combining participatory deliberation, modelling, and impact assessment. Through local study regions and EU-wide analysis, the project helps translate complex land, sea, and biomass use assessments into clear policy insights, supporting sustainable, regionally tailored transitions aligned with the European Green Deal.

Logo

BALANSED

The logo



Full colour

Used as the preferred option in most cases, on a light or neutral background, when the brand needs to be represented with its full visual identity.



Black colour

Used for single-color printing, invoices, documents, engraving, or branding on surfaces where the full-color version is not applicable. Also suitable for designs requiring a clean and elegant look.



White colour

Ideal for dark or high-contrast backgrounds where the full-color logo does not stand out sufficiently. Often used in minimalist designs and overlays on images.

The logo / vertical lockup

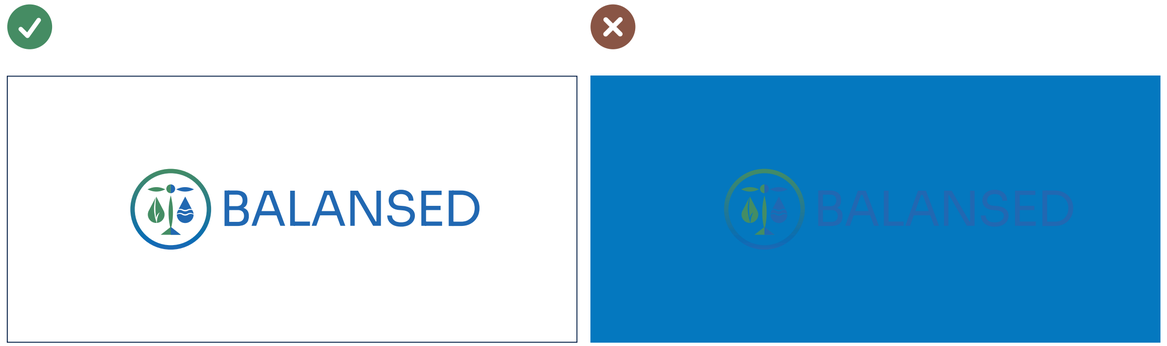


BALANSED

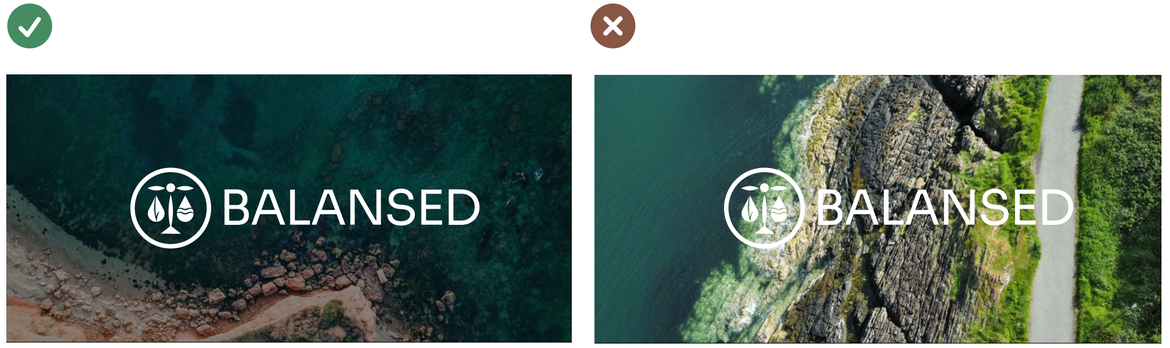
Designed for layouts where a centered, compact, or vertically oriented logo provides better visual balance than the horizontal version, such as social media profile pictures, covers, title slides, posters, badges, and narrow compositions.

Logo usage

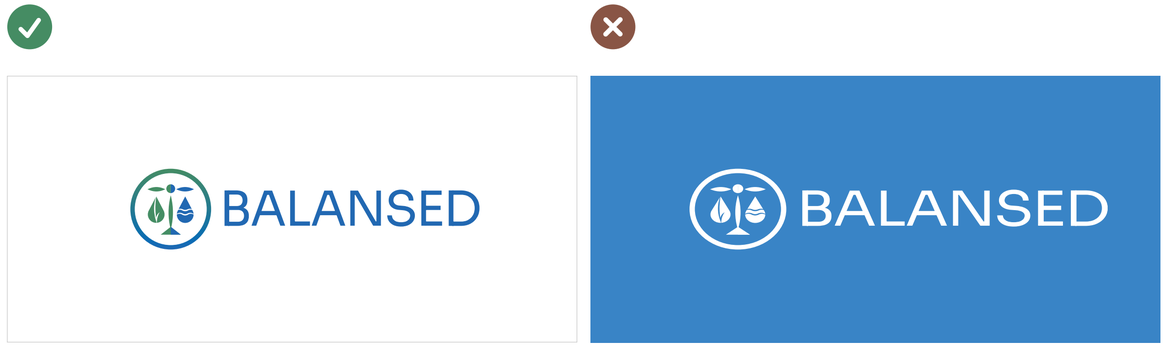
- Place the logo on white backgrounds
- Don’t place the logo over similarly toned backgrounds



- White logo on clear photographic background
- Don’t use on busy photographic backgrounds

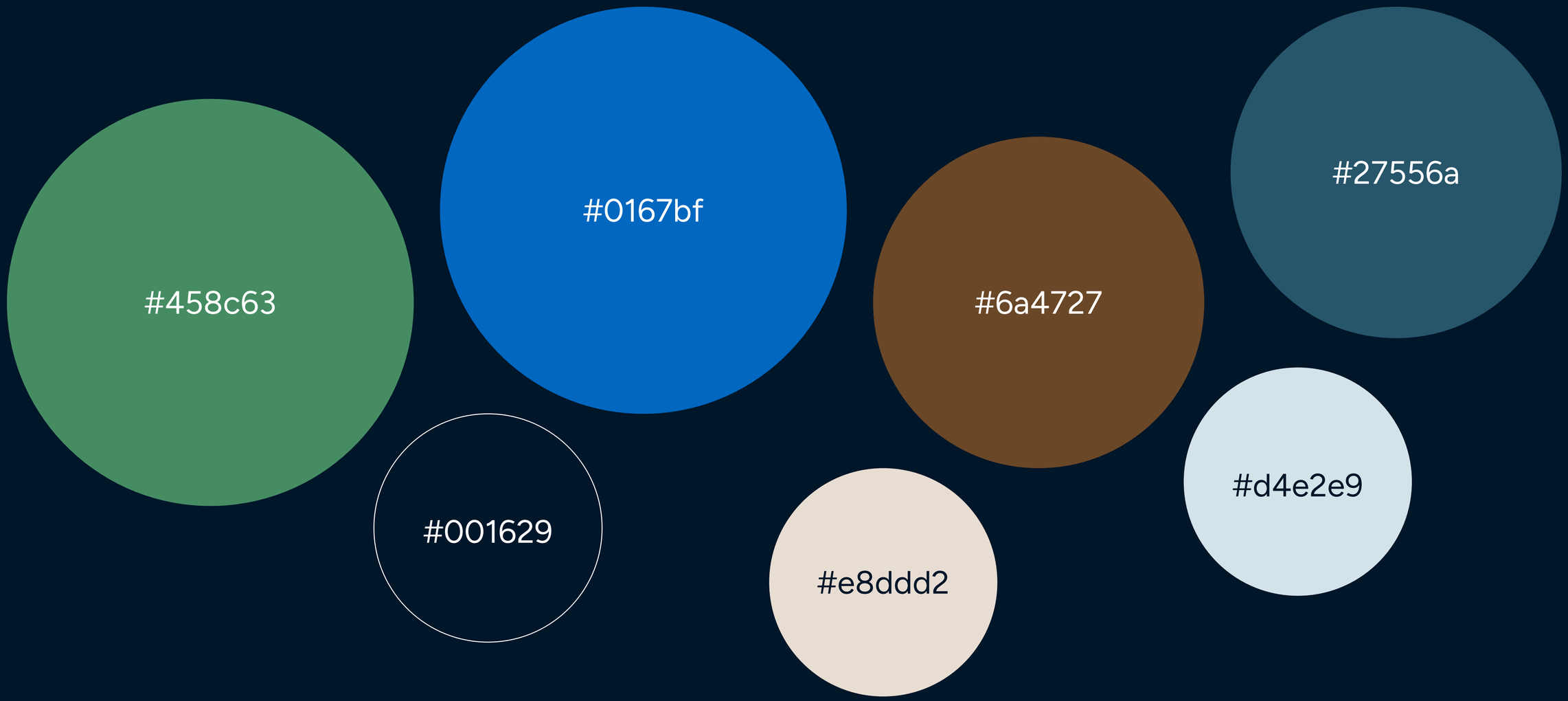


- Use the logo in its original form
- Don’t stretch, squeeze or rotate the logo



Color palette

Color palette



Typography

Typography

Font introduction

A modern sans-serif typeface with a distinctive, structured character. Its balanced proportions and confident presence make it ideal for headings, adding clarity, personality, and a strong visual rhythm to the identity.

Download

Sora

Headings

ABCĆDEFGHIJKLMNOPQRS
ŠTUVWXYZŽabcćdefghijklm
nopqrsštuvwxyzž
1234567890 ‘?’“!”(%)
[#]{@}/&<-+÷×=>
®©$€£¥¢:;,.*

Typography

Font introduction

A clean and refined sans-serif typeface designed for comfortable reading. Its soft geometry and open letterforms make it well suited for body text, supporting a modern, approachable, and highly legible visual system.

Download

Figtree

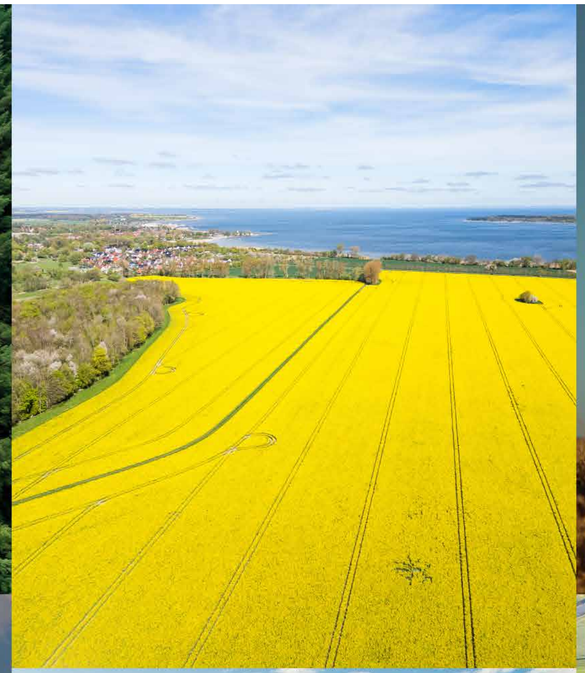
Body text

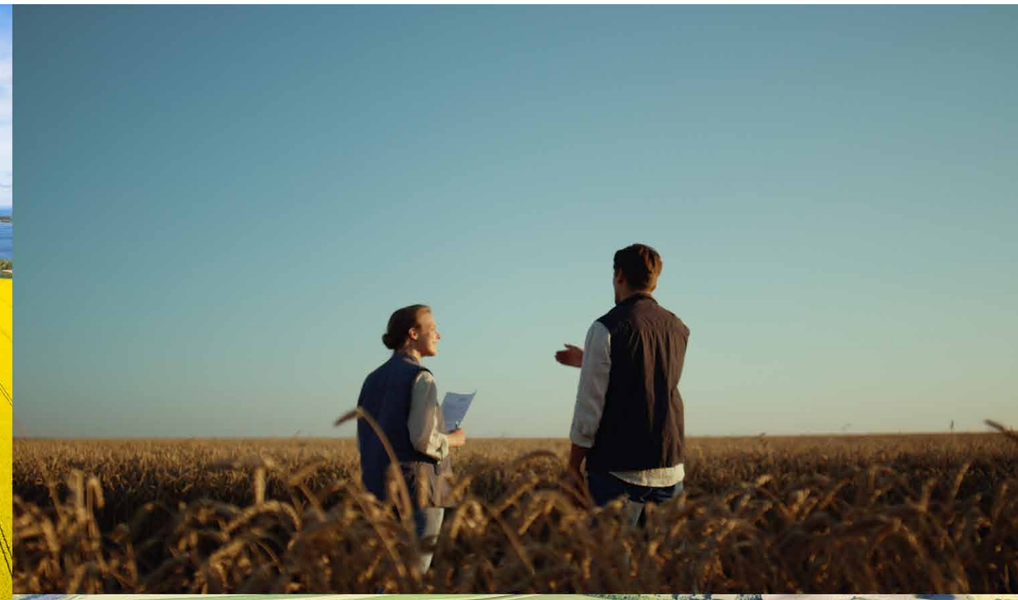
ABCĆDEFGHIJKLMNOPQRSŠT
UVWXYZŽabcćdefghijklmnopqr
sštuvwxyzž 1234567890
‘?’“!”(%) [#]{@}/&<-+÷×=>
®©$€£¥¢:;,.*

Project visuals

Project visuals













Funding statement

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown below:

Funded by
the European Union

BALANSED receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101296065. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.



Funded by
the European Union

BALANSED receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101296065. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.

Font

Please always use the Arial font for the funding statements

EU emblem

Must always be on the left side or above the funding text

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm

For dark backgrounds please use the version with white letters

Funded by
the European Union

Funded by
the European Union