

Brand Guidelines

STORCITO
Eu project



**Funded by
the European Union**

Project funded by the European Union. The views and opinions expressed belong to the author(s) and do not necessarily reflect those of the European Union.

This manual contains the constituent elements of the brand. As constituent elements, it establishes the construction guidelines, the use of typographies and the chromatic applications of the brand.



01. Imagotype

- p. 5 Horizontal imagotype
- p. 6 Logo Security Area
- p. 7 Circular imagotype
- p.8 Logo Security Area

02. Colour palette

- p. 10 Colour palette

03. Typography

- p. 12 Main typography
- p. 13 Text typography

04. Uses and variations

- p. 15 Proper use
- p. 16 Monochrome Versions
- p. 17 Recommended use
- p. 18 Incorrect use
- p. 19 Proper use
- p. 20 Monochrome Versions
- p. 21 Recommended use
- p. 22 Incorrect use

Imagotype

Horizontal Imagotype

This is the primary logotype used for web and graphic applications due to its simplicity and ease of integration. It features a bold, geometric sans-serif typography in Bebas Neue, displaying the project name “STORCITO” in uppercase letters. This conveys strength, clarity, and modernity. The text is accompanied by a minimalist icon resembling a stylized flower or plant in soft earthy tones, symbolizing themes of nature, growth, and sustainability. The clean, linear composition and flat design make it highly versatile and visually effective across digital platforms.



To ensure the correct visibility and impact of the STORCITO logotype, a clear space must be maintained around it, free from any graphic or textual elements. This safety area is defined using the height of the letter “O” in the logotype. This measurement should be applied uniformly on all sides of the logo, acting as a minimum margin that guarantees legibility and visual balance in any composition.



This is the circular version of the STORCITO logotype, reserved for large-scale and print applications such as brochures, roll-ups, and exhibition materials, where its detailed elements can stand out and shine. It features an isologotype composed of three stylized plants and a radiant sun above them, evoking themes of nature, growth, and sustainability.

The name “STORCITO” appears in bold uppercase Bebas Neue typography beneath the illustration. All elements are enclosed within a hand-drawn circular frame, which adds an organic, approachable, and handcrafted feel to the composition. This version enhances visual impact in physical formats, emphasizing the project’s identity and values.



To ensure the correct visibility and impact of the STORCITO logotype, a clear space must be maintained around it, free from any graphic or textual elements. This safety area is defined using the height of the letter “O” in the logotype. This measurement should be applied uniformly on all sides of the logo, acting as a minimum margin that guarantees legibility and visual balance in any composition.



Colour palette

Typography

Bebas Neue is a highly functional and visually striking sans-serif display font, ideal for use in titles, headings, and other prominent text elements. Its clean lines, bold presence, and modern aesthetic make it particularly effective in grabbing attention and creating strong visual hierarchy in design applications.

We will use the Bebas Neue typeface as a core element of our corporate identity. It will be applied across various materials, including posters, graphics, and videos, serving as a visual highlight.

BEBAS NEUE
AA BB CB DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

Inter is a modern sans-serif typeface designed for optimal readability on digital interfaces. With its clean, open shapes and functional design, Inter performs exceptionally well across a variety of screen-based and print applications.

To ensure simplicity and consistency in use by our partners, we will use only the Light and Bold weights of the Inter typeface. Light will be used for body text, while Bold will be reserved for emphasis and key headings within our visual system.

Inter

Aa Bb Cb Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Uses and variations

Whenever possible, the mark shall be applied in its main version with its respective colours. If this is not possible for technical reasons, the positive or negative version shall be used.



This is the version of the logo that, due to reproduction or application needs, is presented as a continuous blob only, without gradients or shadows.

It will be used in many media and applications that require a monochrome version of the logo.



The aim should be to achieve maximum visibility when applying the identity in a graphic environment.

In the case of solid, non-corporate backgrounds, we will use the corporate version or the white version depending on whether it is light or dark. In the case of photographic backgrounds, the same rule applies.

The black version of the logo will only be used when the corporate image coexists with other images that are applied in a similar way.

(E.g. at the bottom of a poster where all the partners are shown in this way for graphic and design reasons.



Incorrect use

The sizes and proportions of the logo are determined by criteria of composition, hierarchy and functionality.

Under no circumstances should these sizes and proportions be modified. This restriction also applies to the brand colours.



Do not distort



Do not alter colours



Do not outline



Do not alter proportions



Do not reduce opacity



Do not use gradients

Proper use

Whenever possible, the mark shall be applied in its main version with its respective colours. If this is not possible for technical reasons, the positive or negative version shall be used.



This is the version of the logo that, due to reproduction or application needs, is presented as a continuous blob only, without gradients or shadows.

It will be used in many media and applications that require a monochrome version of the logo.



Recommended use

4.7

The aim should be to achieve maximum visibility when applying the identity in a graphic environment.

In the case of solid, non-corporate backgrounds, we will use the corporate version or the white version depending on whether it is light or dark. In the case of photographic backgrounds, the same rule applies.

The black version of the logo will only be used when the corporate image coexists with other images that are applied in a similar way.

(E.g. at the bottom of a poster where all the partners are shown in this way for graphic and design reasons.



The sizes and proportions of the logo are determined by criteria of composition, hierarchy and functionality.

Under no circumstances should these sizes and proportions be modified. This restriction also applies to the brand colours.



Do not distort



Do not alter colours



Do not outline



Do not alter proportions



Do not reduce opacity



Do not use gradients

STORCITO



**Funded by
the European Union**

Project funded by the European Union. The views and opinions expressed belong to the author(s) and do not necessarily reflect those of the European Union.