



dRural

Brand Identity Guidelines — V.1.1 — May 2021

Concept.....	3
Logo	4
Logo variants – positive and negative	5
Logo variants – monochrome	6
Logo – DOs and DON'Ts.....	7
Icon.....	8
Colours.....	9
Typography.....	10
Imagery – Chromatic versions.....	11
Imagery – Main key visuals	12

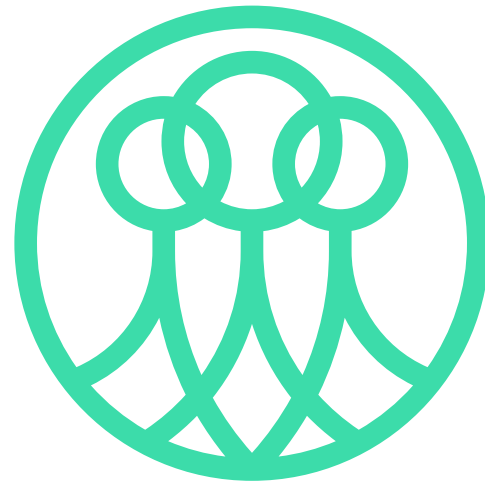
Main personality traits:
popular, practical, casual, friendly

dRural aims at developing a digital marketplace that connects users and local service providers nearby, starting from rural communities.

The visual identity of the project is designed to reflect its core aspects:

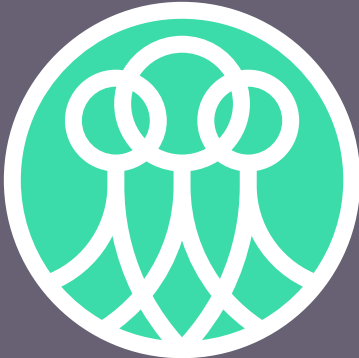
- usefulness
- reliability
- user centered approach
- connection
- smart community





dRural

MAIN NEGATIVE

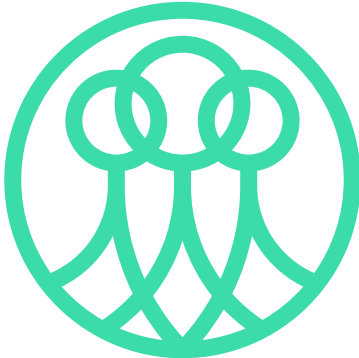


dRural

HORIZONTAL NEGATIVE



MAIN POSITIVE



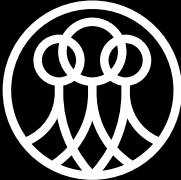
dRural

HORIZONTAL POSITIVE



Logo variants – monochrome

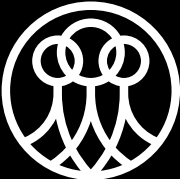
MAIN
MONOCHROME
WHITE



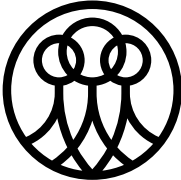
dRural

HORIZONTAL
MONOCHROME
WHITE

dRural



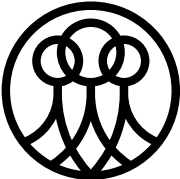
MAIN
MONOCHROME
BLACK



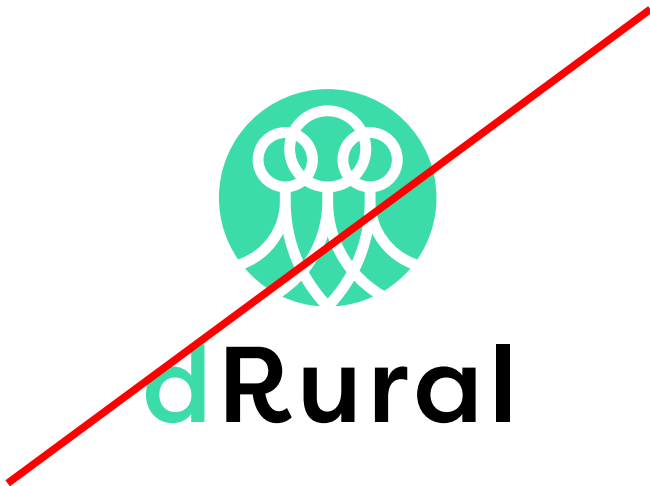
dRural

HORIZONTAL
MONOCHROME
BLACK

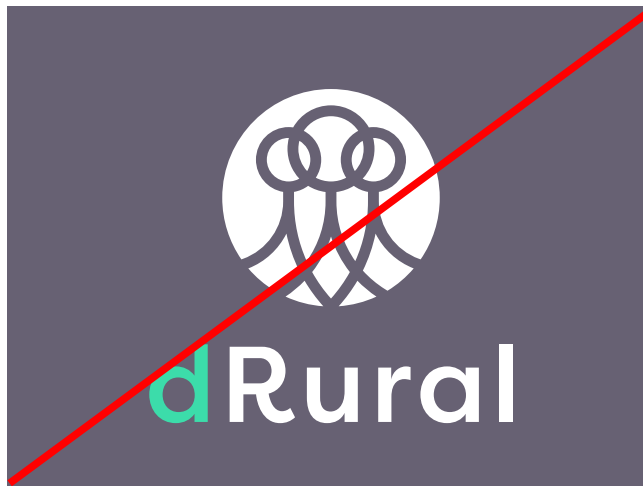
dRural



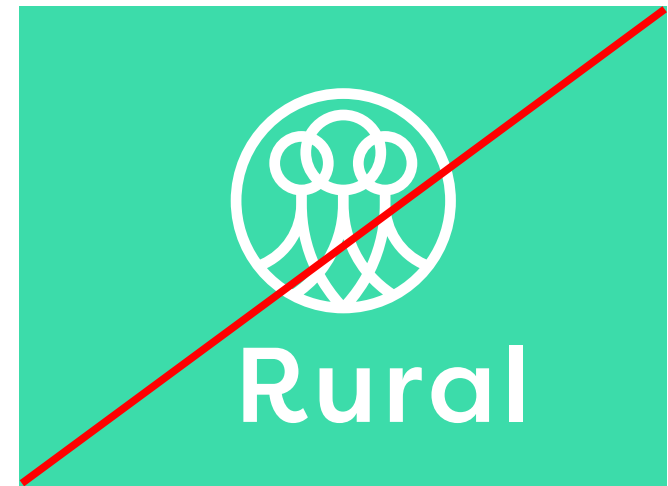
Please, use the monochromatic logo only when positive and negative variants can't be used due to technical reasons.



- ✗ Don't place the negative variant of the logo on white or light backgrounds
- ✗ Don't delete the stroke of the logo



- ✗ Don't place the positive variant of the logo on grey or dark backgrounds
- ✗ Don't delete the stroke of the logo

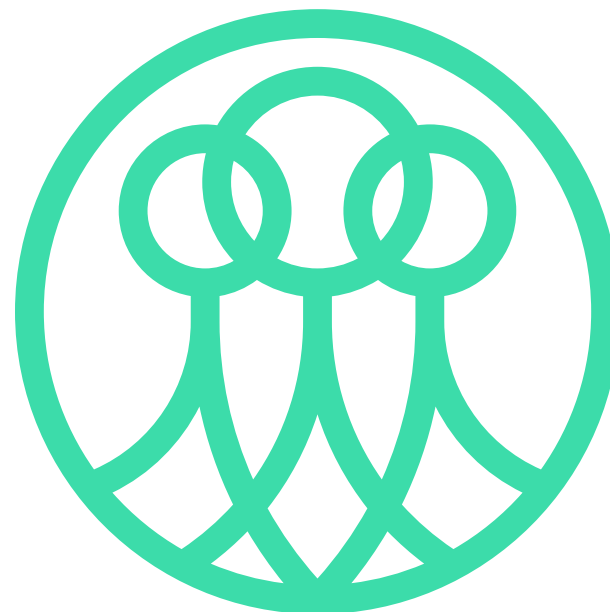


- ✗ Don't place the logo on green backgrounds

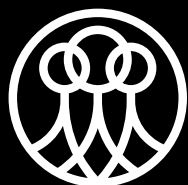
NEGATIVE



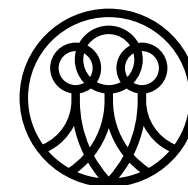
POSITIVE



ICON
MONOCHROME
WHITE



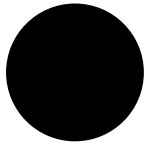
ICON
MONOCHROME
BLACK



BASIC

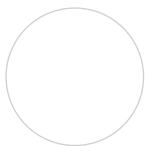
PRIMARY

SECONDARY



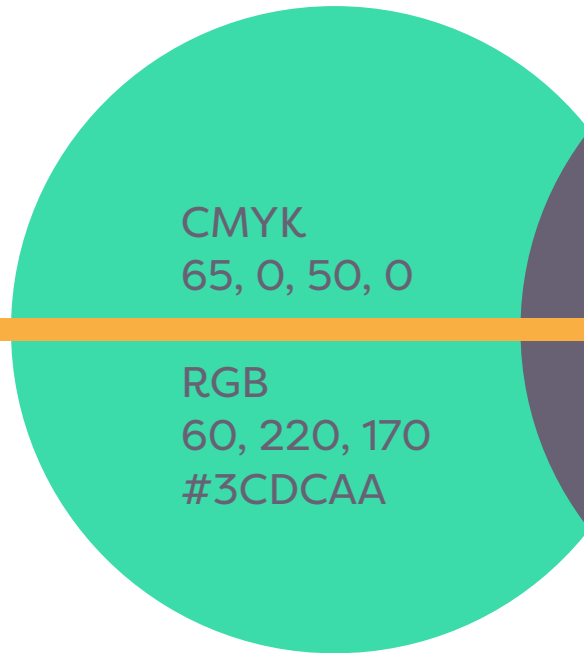
CMYK
0, 0, 0, 100

RGB
0, 0, 0
#000000



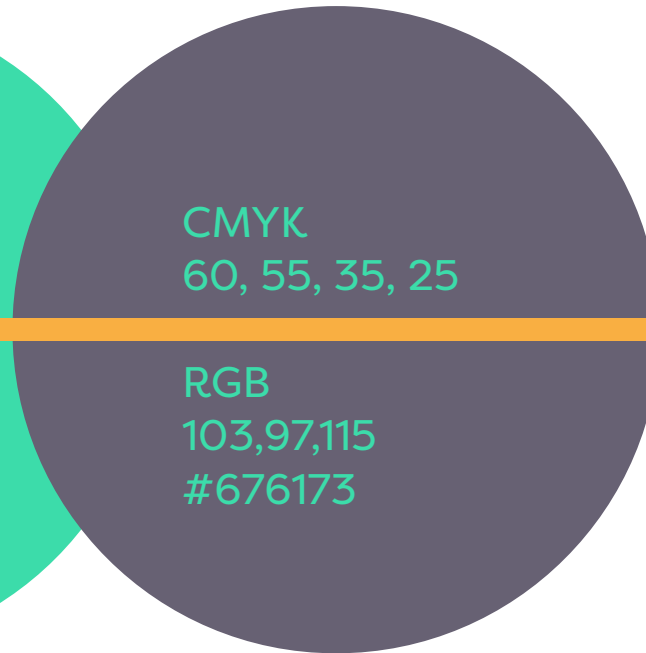
CMYK
0, 0, 0, 0

RGB
255, 255, 255
#FFFFFF



CMYK
65, 0, 50, 0

RGB
60, 220, 170
#3CDCAA



CMYK
60, 55, 35, 25

RGB
103, 97, 115
#676173



CMYK
0, 35, 80, 0

RGB
249, 175, 66
#F9AF42

Filson Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Filson Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Filson Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

On MS Office applications (or whenever identity fonts are not available) please use Tw Cen MT Font family as a fallback solution.



Pictures can be used in their original chromatic version when they are used with no overlapping objects.



Bichromatic pictures are used as background images.

Imagery – Main key visuals



RURAL AREAS

RURAL LIFE

CONNECTED PEOPLE



dRural

The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules. For further information please contact:

MARCELLO BARDELLINI

Senior project manager

marcello.bardellini@icons.it

ANGELA MARZORATI

Project Manager

angela.marzorati@icons.it

GIULIO BORDONARO

Design Director

giulio.bordonaro@icons.it



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017304