BMD
Biodiversity Meets Data

# Brand Guidelines

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# Funding statement

**Please acknowledge funding by using the EU and the SERI logos and one of the following funding sentences as shown below.**

## Font

Please always use the Arial font for the funding statements.

## Minimum size of the logo

The minimum height of the EU emblem must be 1 cm.

## EU Emblem

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

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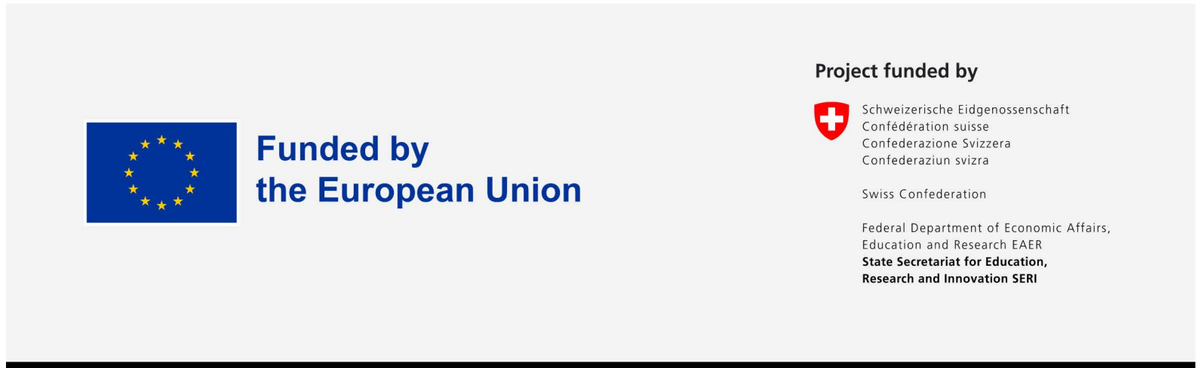
BMD (Biodiversity Meets Data) receives funding from the European Union's Horizon Europe Research and Innovation Programme (ID No 101181294) and the Swiss State Secretariat for Education, Research and Innovation (SERI) (contract number 24.00519). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, the European Research Executive Agency (REA) or SERI. The EU, REA and SERI cannot be held responsible for them.

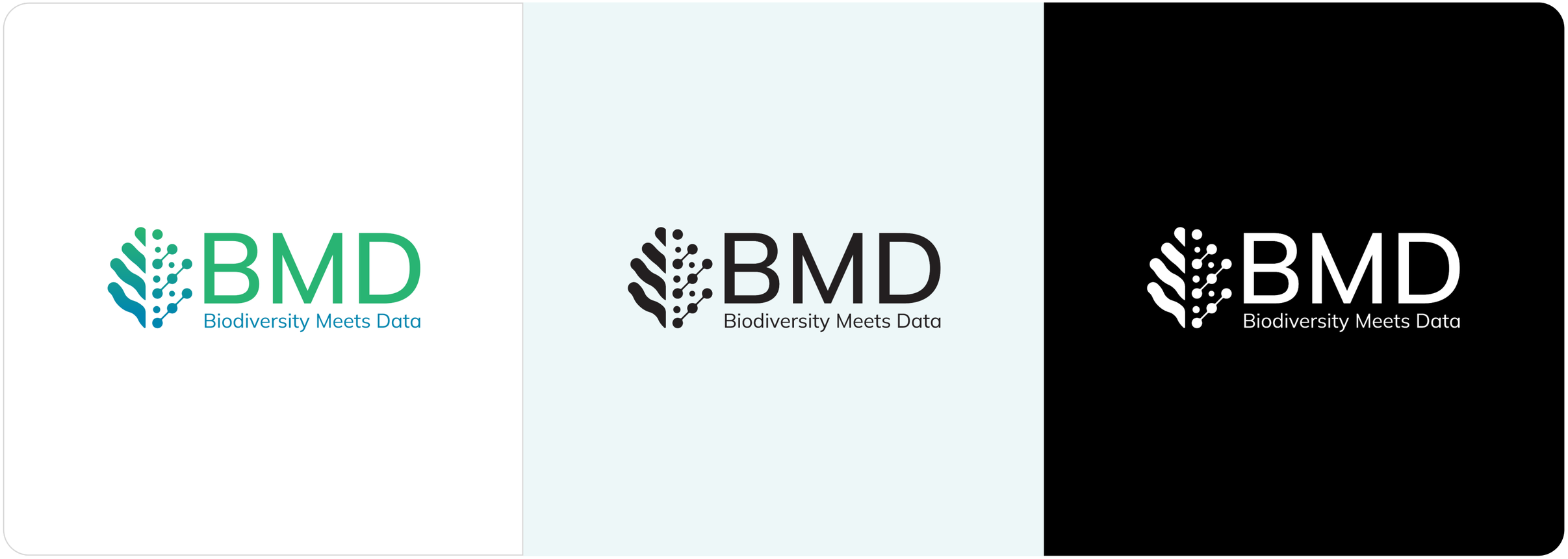





# Logo

# Horizontal logo






## Full colour

Ideal for presentations, headers, and documents with limited vertical space.

## Black colour

Suitable for high-contrast designs on light backgrounds

## White colour

Suitable for dark backgrounds in presentations, digital use, or when overlaying on images.

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# Vertical logo






## Full colour

Used in promotional materials, presentations, and documents. Works best on light backgrounds.

## Black colour

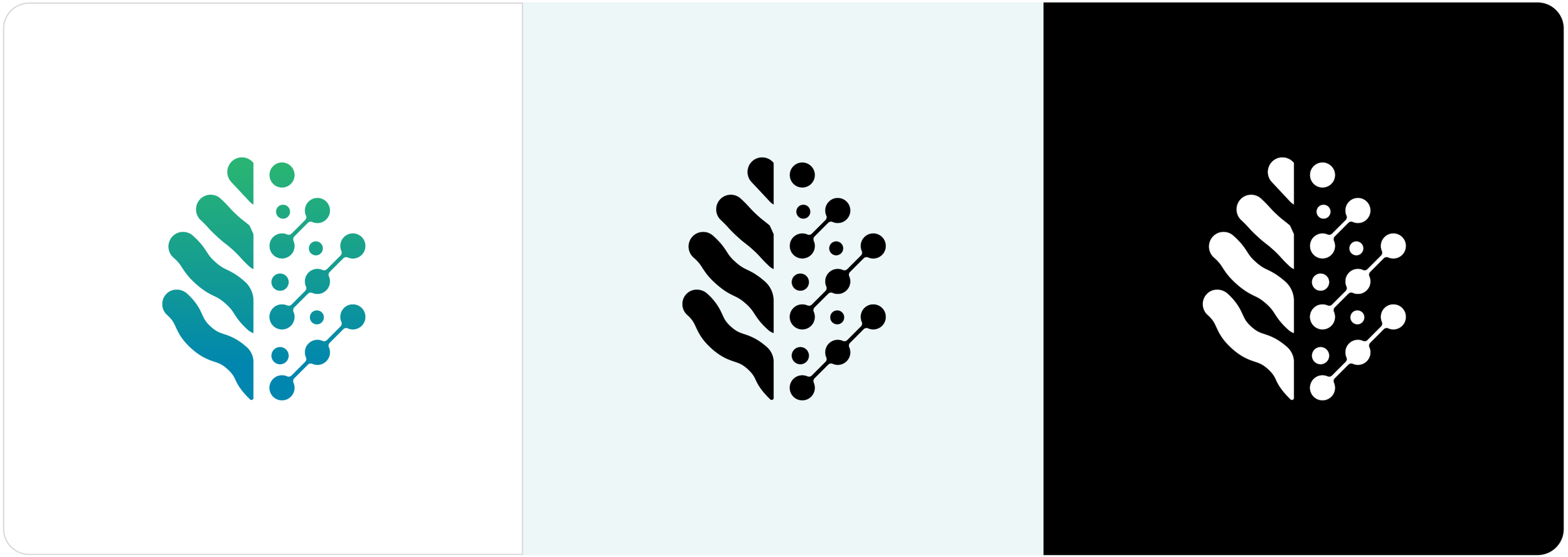
Use on light or minimalistic backgrounds when color is not suitable.

## White colour

Ideal for dark or textured backgrounds where color may not be visible.

# Symbol logo





## Full colour

Used independently in social media or in spaces with limited space.

## Black colour

Perfect for light backgrounds. Ideal for documents and official materials.

## White colour

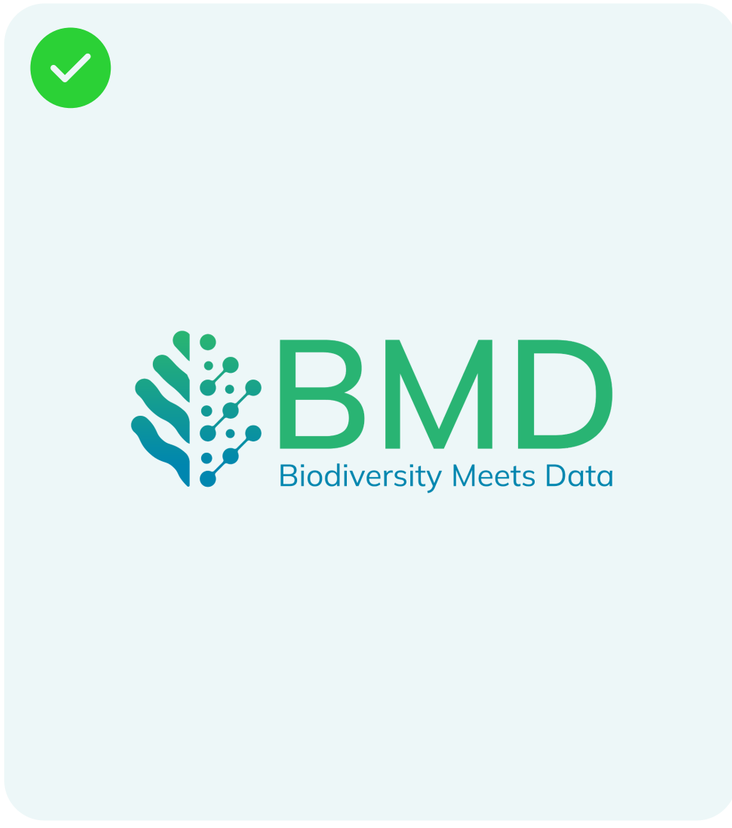
Best used on dark backgrounds or in places where the logo needs to stand out subtly.

# Logo usage



## Clear space

Ensure there is adequate space around the logo to maintain its visibility and integrity. The minimum clear space should be at least the height of the logo.



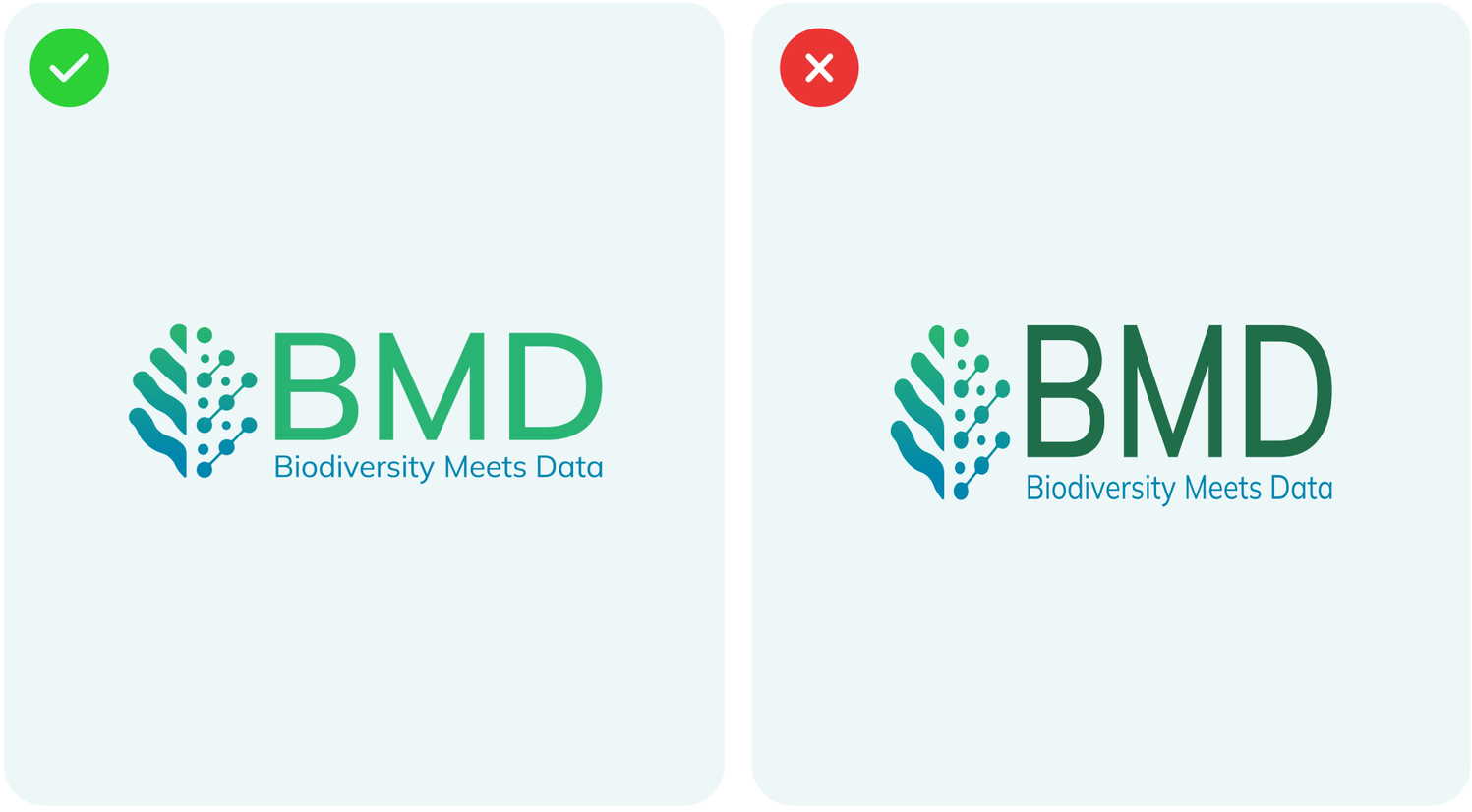



# Logo usage



## Do not alter the logo

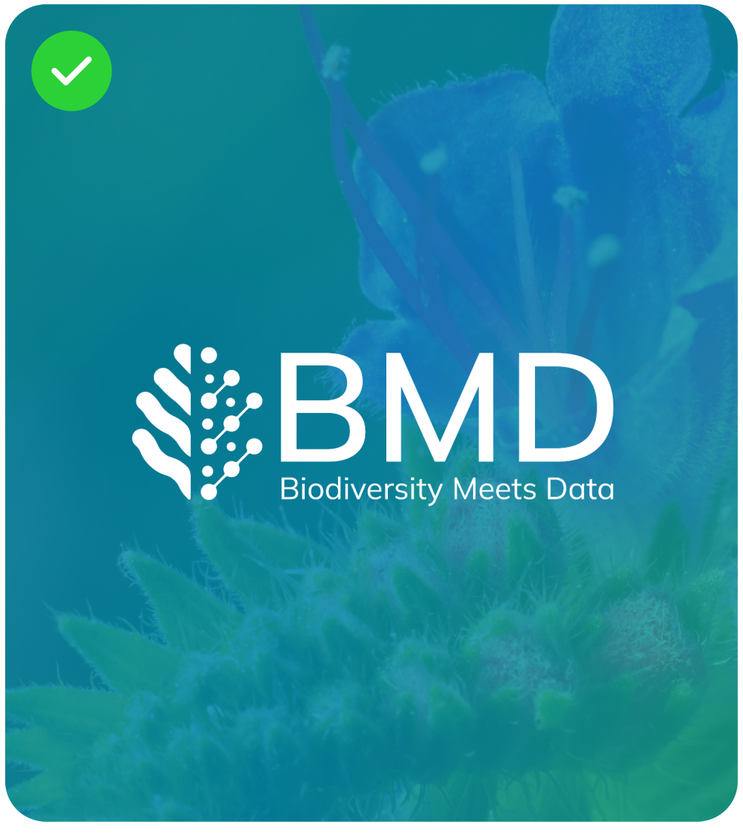
Never modify, distort, or change the color of the logo.
This includes stretching, rotating, or adding effects.
The logo must always appear as provided.

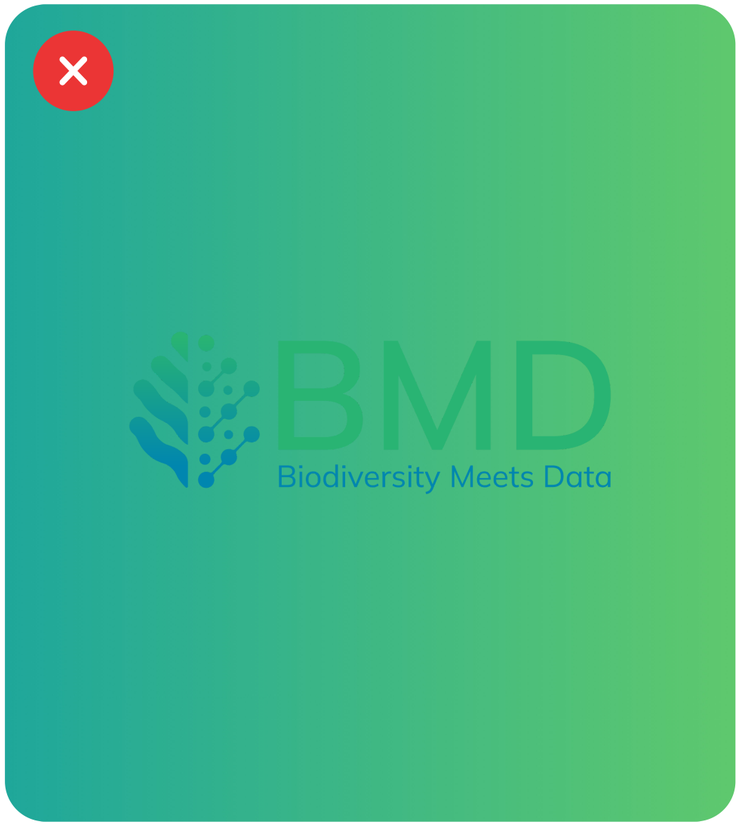


# Logo usage

## Appropriate backgrounds

The logo should be placed on backgrounds that allow for maximum visibility and clarity. Use the black or white version of the logo on dark or light backgrounds, respectively.



# Colour Palette

# Primary colours



**#0086AF**

RGB: 0, 135, 176

CMYK: 100%, 23%, 0%, 31%

**#2AB474**

RGB: 42, 180, 116

CMYK: 77%, 0%, 36%, 29%

**#E3F2F6**

RGB: 225, 240, 245

CMYK: 8%, 2%, 0%, 4%

# Secondary colours



**#0D969C**

RGB: 12, 149, 156

CMYK: 92%, 4%, 0%, 39%

**#142F2B**

RGB: 20, 47, 43

CMYK: 57%, 0%, 9%, 82%

**#20A683**

RGB: 32, 166, 131

CMYK: 81%, 0%, 21%, 35%

# Typography

# Author

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 0 1 2 3 4
5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ + =
{ } [ ] : ; " ' < > , . ? /

Used on the website and promotional materials

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# Mulish

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u v
w x y z 0 1 2 3 4 5 6 7 8 9 ! @
# $ % ^ & * ( ) - _ + = { } [ ] : ; "
' < > , . ? /

Used for the logo

Download font

# Typography



# Calibri

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 0 1 2 3 4
5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ + =
{ } [ ] : ; " ' < > , . ? /

Used In Deliverables, Milestones And Presentations

# Visuals

# Images








* Please use these photos solely for your promotional activities related to BMD, and refrain from any commercial exploitation or use outside the project.

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# Meeting backgrounds









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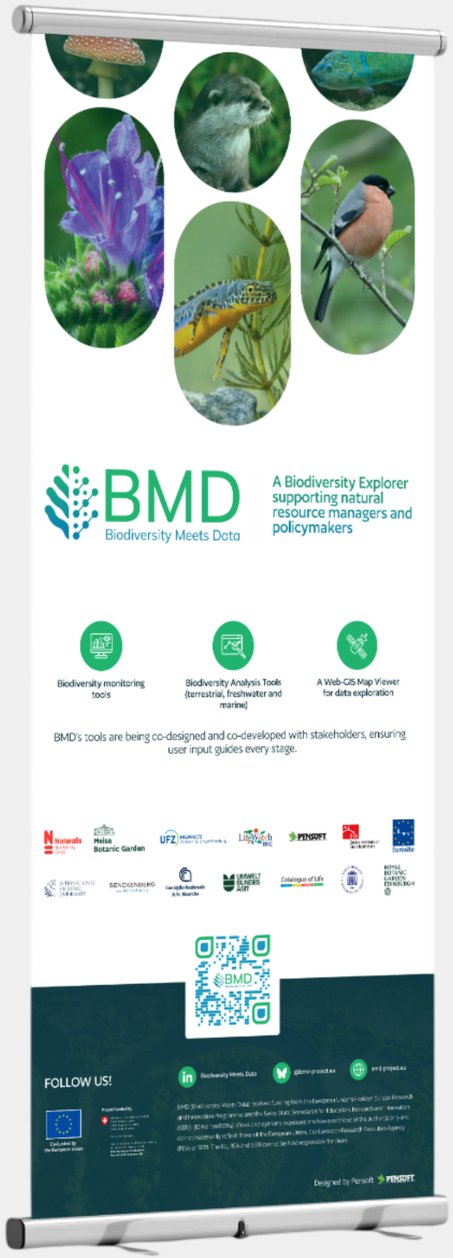
# Roll-up banner



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# Flyer






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# Lectern poster






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# Deliverable & Milestone






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# Presentation template






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# Meeting notes template






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# Stickers






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# QR Code



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# Comprehensive slide deck

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# Brochure






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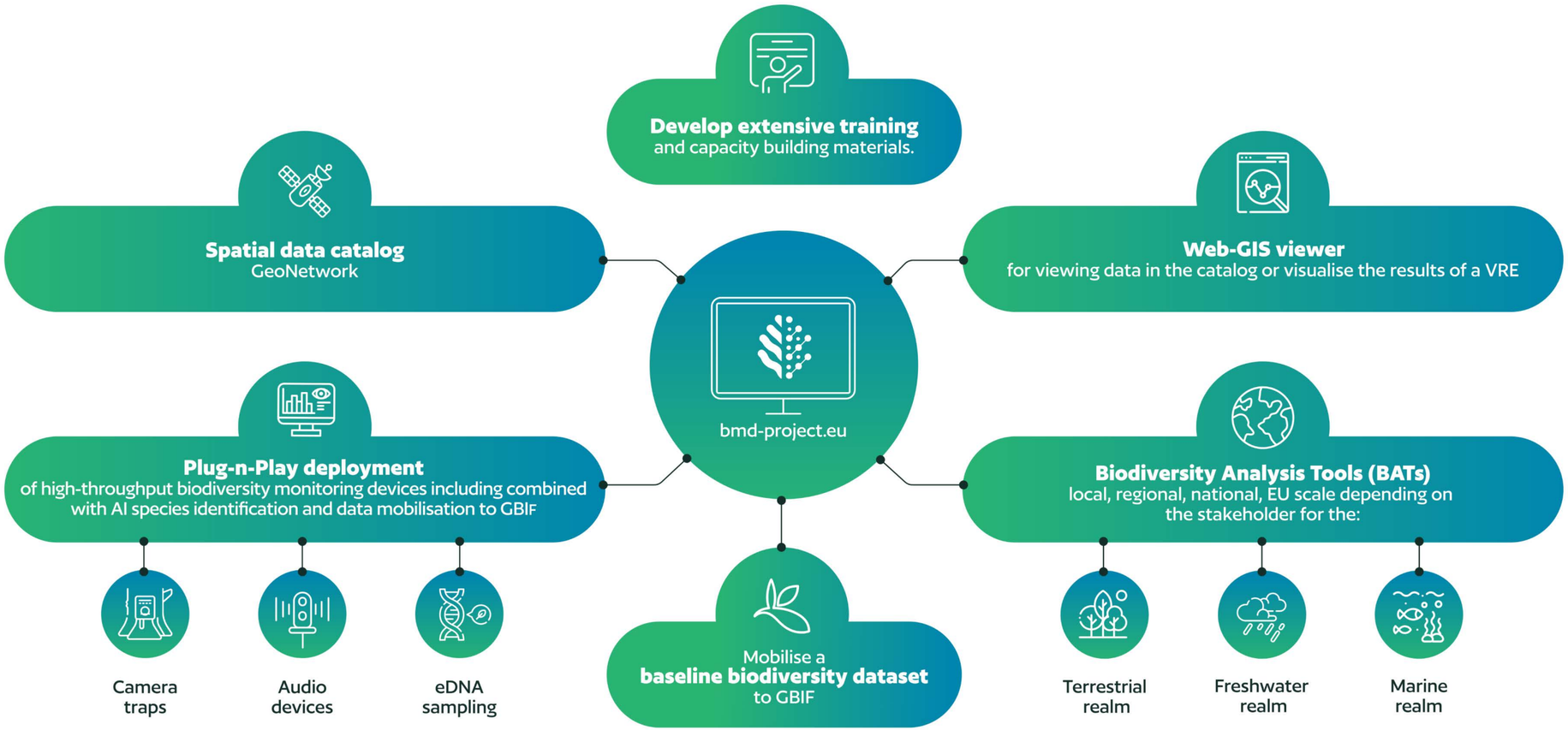
# Infographic



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# Introductory presentation



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