PHAROS

THE GREEK AI FACTORY

Brand Book

01 Introduction

The brand identity book of PHAROS, THE GREEK AI FACTORY, contains the elements that define the project's brand communications identity.

The logo, the color palette, the letter font, the applications of the logo, as well as instructions for their use are also included.

The purpose of this guide is the harmonisation of the style, in order to ensure the unified and consistent visual identity of PHAROS across a wide range of printed and digital material.

02 The logo

The logo of PHAROS, THE GREEK AI FACTORY is the main element that differentiates and promotes the project. For this reason, it is essential that it is used consistently and correctly, in accordance with the guidelines outlined in this document.

The PHAROS, THE GREEK AI FACTORY logo is a vital component of the PHAROS, THE GREEK AI FACTORY brand identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the messaging of the PHAROS, THE GREEK AI FACTORY.
In order to preserve consistency with our identity, never attempt to recreate the logo.
The proportions and position of the symbol to the logotype should never be altered.

The following guidelines should be followed whenever creating original printed or on-screen pieces for the PHAROS, THE GREEK AI FACTORY.

MINIMUM SIZE

Minimum dimension of logo 2.5 cm

2.5 cm

2.5 cm

SAFETY MARGINS

The recommended safety margins are the empty space around the logo where no other elements such as text, images or other logos should be placed.

They aim to ensure legibility and to guarantee the clarity and maximum presence of the logo.

Where possible, leave more than the minimum safety margin around the logo.

LOGOTYPE

PHAROS

THE GREEK AI FACTORY

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LOGOTYPE

This logotype was created
using Ulm Grotesk medium typeface.
It has been converted to outlines, so
you do not need this font for reproduction.

Please do not try to recreate the logo.

SUBTITLE

This subtitle was created using
Ulm Grotesk medium but was converted
to outline so you won't need the
font for reproduction.
It is always positioned under the logotype.

TAGLINE

This tagline was created using
Ulm Grotesk medium but was converted
to outline so you won't need the
font for reproduction.

LOGO IN NEGATIVE

03 The colour of the logo in applications

BLACK & WHITE COLOUR APPLICATIONS

PHAROS

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BLACK & WHITE USAGE IN NEGATIVE
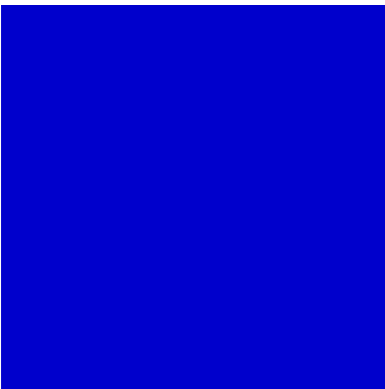

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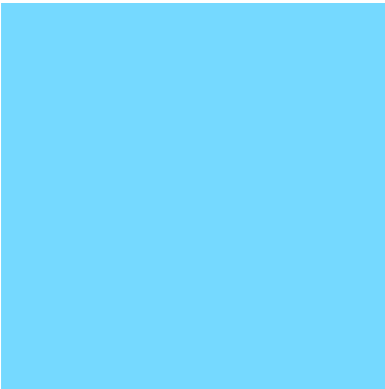# RGB COLOUR

RGB COLOUR

RGB
R: 0
G: 0
B: 204

Hex
#0000cc

PANTONE
REFLEX BLUE C

RGB
R: 201
G: 11
B: 247

Hex
#c90bf7

RGB
R: 117
G: 217
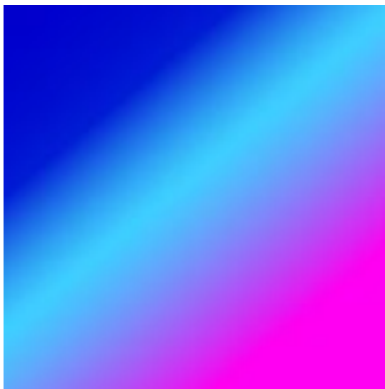B: 255

Hex
#75d9ff

RGB COLOUR

GRADIENT COLOUR RANGE

SECONDARY COLOURS

Secondary colours that can be used as
complementary or contrasting colours,
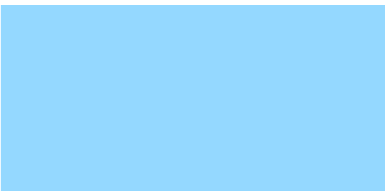for example in titles, subtitles, backgrounds etc.

RGB
R: 111
G: 37
B: 229

Hex
#6f25e5

RGB
R: 255
G: 0
B: 241

Hex
#ff00f1

RGB
R: 148
G: 216
B: 255

Hex
#94d8ff

04 Favicon for social

05 TAGLINE

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INCORRECT MISUSE / LOGO MISUSE

On this page examples of incorrect uses of the logo
are listed, which must be avoided.

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Do not distort the logo by compressing it,
either horizontally or vertically.

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Do not place the logo
at an angle.

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Do not use the logo with
an outline.

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Do not place the logo on a background
that affects its legibility

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Do not use shadow.

06 TYPOGRAPHY
& applications

PRINT FONT

The Manrope font family is the primary font to
be used for brand collateral and other print
materials.

Manrope Light or Manrope Regular
should be used for secondary headlines and body.
Manrope Medium or Manrope Bold
is to be used for all main headlines.

Abcd
Manrope
Light

ABCDEFGHIJKLMNOPQRSTUVWYXZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Abcd
Manrope
Regular

ABCDEFGHIJKLMNOPQRSTUVWYXZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Abcd
Manrope
Medium

ABCDEFGHIJKLMNOPQRSTUVWYXZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Abcd
Manrope
Bold

ABCDEFGHIJKLMNOPQRSTUVWYXZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

LETTER TEMPLATE

At the top of the first page, the logo of PHAROS, THE GREEK AI FACTORY is always placed
centered. At the bottom are placed centered the address, the phone number, the email
and the website.

The font used is Open Sans. The title is 16pt in the blue color of PHAROS, THE GREEK AI
FACTORY.

The subtitle is 12pt purple, double line spacing. The text is 11pt Black.

PHAROS
THE GREEK AI FACTORY
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Αθήνα, 11/11/11

Προς: κ.

Εδώ μπορείτε να βάλετε τίτλο

Εδώ μπορείτε να βάλετε υπότιτλο

Αγαπητέ συνάδελφε,

[Ενδεικτικό κείμενο: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut
wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in
vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero
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elit, sed diam.]

Με εκτίμηση,

[Ονοματεπώνυμο]
[Θέση]

[Υπογραφή]

Pharos: The Greek AI Factory