



PLURAL

BRAND MANUAL

October 2020



PLURAL

MAIN LOGO



Plural is an European project that aims to develop a palette of versatile, adaptable, scalable, off-site prefabricated Plug-and-Use kits.

The symbol in the logo - a simplified image of a house (building) represents a renovated facade, which is doubled - that is a link to the project name - PLURAL. The chosen typeface is strong and modern to go along with the intended progressivity of the developed solution.

All the variations and possible changes to the logos are described in this manual. All other changes are [prohibited](#).

COLOURS



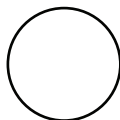
TURQUOISE
RGB 4/188/183
CMYK 98/0/3/26
HEX #04BCB7



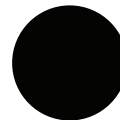
GREY
RGB 81/81/81
CMYK 0/0/0/68
HEX #515151



BLUE
RGB 0/0/0
CMYK 75/68/67/90
HEX #00000



WHITE
RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF



BLACK
RGB 0/0/0
CMYK 75/68/67/90
HEX #00000

Use the colour meant for the [colour mode/system](#) of your file.

TYPOGRAPHY

HEADERS

Headers and titles should use the **Exo-2 Bold** typeface. All the elements should be done in **capitals** and should not contain longer sentences (max. 10 words).

Headers should be done in **black** or **white**

Subheaders

Subheaders should use the **Open Sans** typeface with a **Semibold** font-weight.

Paragraph text

For paragraph text (or body text in html) use the **Open Sans** typeface with a **Regular** font-weight.

Both fonts are freely available at <https://fonts.google.com/>