

MINI BRAND GUIDELINES



GREEN LABEL MED-ROUTES

ANATOMY

The anatomy of a logo refers to the structural arrangement of its elements, ensuring balance, alignment, and clarity. A well-designed logo follows a grid system, which helps maintain proportional relationships between its components. This grid ensures that each element—such as shapes, symbols, and text—is precisely positioned for visual harmony and consistency.



LOGO STRUCTURE

The Green Label Med-Routes logo is composed of a circular structure symbolizing unity and sustainability.

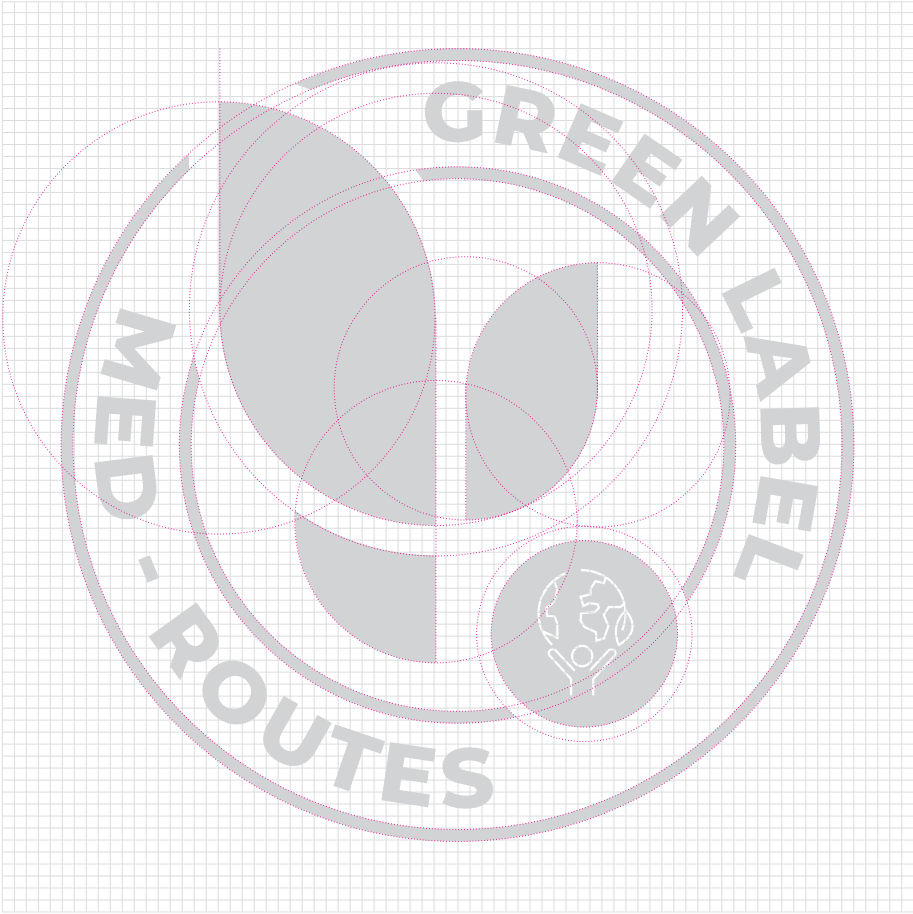
At its core, the logo features a stylized plant with two green leaves, representing environmental consciousness and growth.

A blue segment at the base signifies the Mediterranean connection, highlighting the region's influence.

Surrounding the central emblem, the text “GREEN LABEL” appears in bold, uppercase green letters, reinforcing the eco-friendly focus, while “MED - ROUTES” in a softer pink hue adds balance and approachability.

A small circular icon with a globe and sprouting plant further emphasizes global sustainability and responsible practices.

The combination of elements creates a modern, clean, and meaningful representation of the brand's mission.



LOGO SAFE SPACE USAGE

To ensure clarity and visual impact, the Green Label Med-Routes logo should always be surrounded by a clear safety space free from any other graphic elements, text, or borders.

The minimum required safety space around the logo is determined by the diameter of the pink circle within the design.

This means that no other elements should encroach within a distance equal to the size of the pink circle from the outer edges of the logo.

Maintaining this spacing ensures legibility, prevents visual clutter, and preserves the logo’s integrity across different applications, whether in print or digital formats.



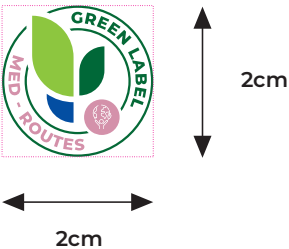
MINIMUM SIZE FOR LEGIBILITY

To maintain clarity and readability, the Green Label Med-Routes logo should never be used below a minimum diameter of 2 cm.

At this size, all elements, including the text and intricate details, remain distinguishable and legible. Using the logo smaller than this may result in loss of detail, particularly in the typography and the small circular icon.

For digital applications, a minimum size of 75 pixels in diameter is recommended to ensure visibility across different screen resolutions.

When scaling the logo, always maintain its proportions to preserve its design integrity.



COLOUR USAGE

The color usage of a logo plays a crucial role in shaping the identity and perception of a brand. Colors evoke emotions, communicate values, and make a lasting impression. By carefully selecting colors that align with the brand's personality, businesses can enhance their visual identity, increase recognition, and establish a strong emotional connection with their audience. In this context, the thoughtful use of color in a logo is not just about aesthetic appeal but also about strategic communication.



LOGO GRADIENT COLOR PALETTE

The Green Label Med-Routes logo features a harmonious color palette that reflects sustainability, nature, and regional identity

This color combination creates a visually appealing, meaningful, and recognizable identity for the brand while aligning with its sustainable and Mediterranean-focused mission.



LOGO COLOR PALETTE

Green Gradient (Leaf Elements - #A3C96F → #2E6E3F):

Symbolizes growth, sustainability, and eco-consciousness. The gradient effect adds depth, making the leaves feel more dynamic and natural.

Dark Green (#215732 - Text & Borders): Reinforces trust, stability, and a strong environmental commitment. It gives the logo a grounded and professional feel.

Blue (#15427D - Lower Segment): Represents the Mediterranean region, highlighting the connection to water, tradition, and cultural richness. The blue complements the green, adding balance.

Soft Pink (#C99AA8 - Circular Icon & “MED - ROUTES” Text): Introduces warmth and inclusivity, symbolizing collaboration and community-driven initiatives. It contrasts subtly with the green tones, ensuring a modern and inviting aesthetic.



CMYK: 50/0/100/0
RGB: 141/198/63
HEX: 8DC63F



CMYK: 90/30/95/30
RGB: 0/140/56
HEX: 006838



CMYK: 100/80/0/0
RGB: 3/78/162
HEX: 034EA2



CMYK: 15/50/15/0
RGB: 212/144/170
HEX: D490AA



LOGO BACKGROUND COLOR USAGE

Light & Neutral Backgrounds (White, Light Gray):
The full-color version of the logo is preferred on light backgrounds to maintain its original vibrancy and brand identity. This ensures maximum clarity and visibility without distortion.

Light Green Background: A white monochrome version of the logo is used to maintain contrast and legibility. This maintains a fresh and eco-friendly feel while ensuring visibility.

Dark Green Background: A white monochrome logo is applied to create high contrast, ensuring clear visibility. This reinforces the strong environmental message of the brand.

Soft Pink Background: A white monochrome logo ensures readability while maintaining a subtle and sophisticated aesthetic. The color complements the pink used in the full-color version of the logo.

Blue Background: A white monochrome logo is used to enhance contrast and clarity. The deep blue background connects to the Mediterranean identity of the brand while keeping a professional and polished look.



Light & Neutral Backgrounds



Light Green Background



Dark Green Background



Soft Pink Background



Blue Background

LOGO MONOCHROMATIC USAGE

The Green Label Med-Routes logo is designed to be versatile across different background colors and printing methods. The image showcases four variations of the logo:

Full-Color on Light Background: This is the primary version of the logo, designed to be used on white or very light backgrounds. It maintains the original color palette, ensuring brand consistency and maximum visibility.

Full-Color on Dark Background: The full-color version is used on a black background, ensuring strong contrast while preserving the brand identity. This version works best for digital applications or high-quality prints where color reproduction is precise.

Black Monochrome on Light Background: A solid black version of the logo is used for single-color printing or grayscale applications. Ideal for documents, stamps, embossing, or low-color printing situations.

White Monochrome on Dark Background: A fully white version of the logo is used against a dark background for high contrast and readability. Best suited for merchandise, engraving, or scenarios where color printing is not possible.



Light & Neutral Backgrounds



Light Green Background



Dark Green Background



Soft Pink Background

LOGO USAGE ON IMAGES

When placing the Green Label Med-Routes logo on photographic backgrounds, visibility and contrast must be maintained.

On light-colored or bright images, the primary logo with a white outline should be used to ensure it stands out clearly without blending into the background.

On darker or high-contrast images, the white monochrome version of the logo should be applied to achieve maximum legibility.

This approach ensures that the logo remains distinct and visually effective across various photographic applications.



Light-Colored Or Bright Images



Darker Or High-Contrast Images



FONT AND TYPE USAGE

The use of font in a logo is essential in communicating a brand's personality and tone. A well-chosen font ensures legibility and reinforces the brand's values, whether it's conveying professionalism, creativity, or friendliness. By selecting a font that aligns with the brand's mission and audience, businesses can create a memorable and cohesive visual identity that enhances recognition and fosters a strong connection with consumers.

A large, stylized number '03' is displayed in a bold, rounded, sans-serif font. The '0' is a solid, thick ring, and the '3' is composed of two thick, rounded strokes. The entire graphic is rendered in a light pink color, matching the background.

FONT TYPE USAGE

The Green Label Med-Routes logo features Montserrat, a modern and versatile sans-serif typeface.

Montserrat is known for its clean, geometric structure, making it highly readable across different sizes and applications. Its bold yet elegant letterforms convey a sense of reliability and professionalism, aligning with the brand's commitment to sustainability and quality.

The font's contemporary aesthetic complements the circular layout of the logo, ensuring a balanced and cohesive visual identity. When used in branding materials, Montserrat should be maintained to uphold consistency and reinforce the logo's strong and approachable character.

Montserrat Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat Bold

WRONG LOGO USAGE



DO NOT SHUFFLE COLORS



DO NOT USE LOGO ON A COLOR THAT INHIBITS VISIBILITY



DO NOT OUTLINE THE LOGO



DO NOT USE UNAPPROVED COLORS



DO NOT DISTORT LOGO



DO NOT CROP THE LOGO



DO NOT ROTATE LOGO



DO NOT USE LOGO ON AN IMAGE THAT INHIBITS VISIBILITY



DO NOT ALTER THE ELEMENTS

THE CERTIFICATE



CERTIFICATE OPTION A

Logo Placement

Business Name

Business Name

Signature

Date



MED-Routes GREEN LABEL

The MED-Routes GREEN LABEL Certification committee
has decided to present the Green Label of Cultural Eco itineraries Award to

Business Name

To certify its efforts and commitment
to environmental sustainability, cultural heritage preservation,
local economic growth, and the implementation of resilient tourism practices.

During the next 24 months *Business Name* has the right to display the Award

Signature
Name Surname
Title

Date .../.../...
On behalf of the Interreg Euro-MED
MED-Routes GREEN LABEL Certification committee

CERTIFICATE OPTION B

Logo Placement

Business Name

Business Name

Signature

Date



GREEN LABEL

The GREEN LABEL Certification committee
has decided to present the Green Label of Cultural Eco itineraries Award to

Business Name

To certify its efforts and commitment
to environmental sustainability, cultural heritage preservation,
local economic growth, and the implementation of resilient tourism practices.

During the next 24 months *Business Name* has the right to display the Award

Signature
Name Surname
Title

Date .../.../...
On behalf of the Interreg Euro-MED
GREEN LABEL Certification committee

THE PLATE _STICKER

05

PLATE_STICKER

Certified

Logo

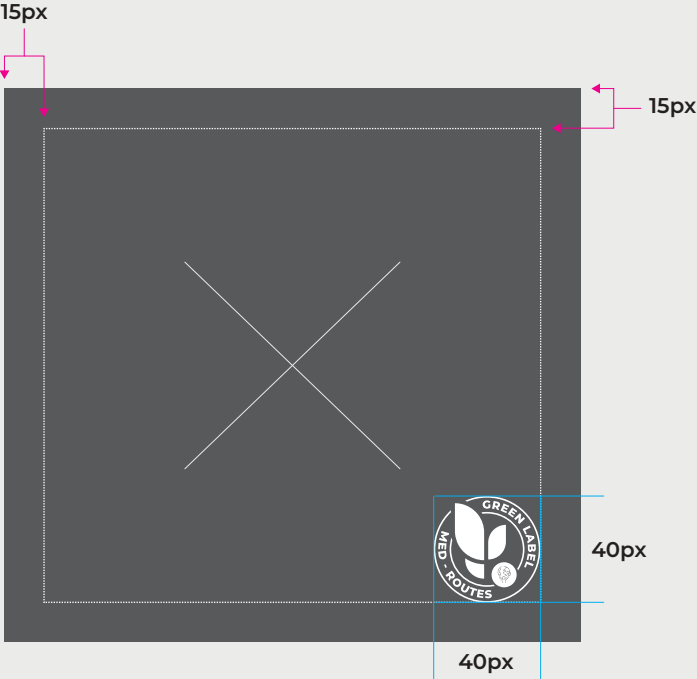
Certified



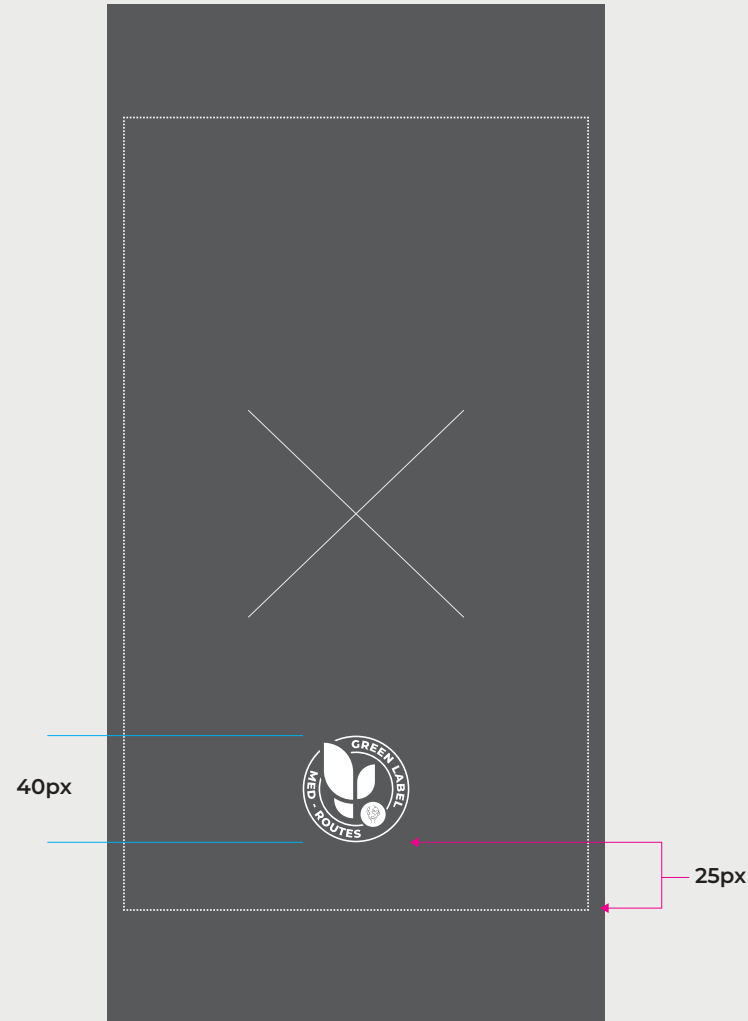
THE SOCIAL MEDIA GUIDES

06

FACEBOOK FEED POST SQUARE



INSTAGRAM STORY





MINI BRAND GUIDELINES
GREEN LABEL MED-ROUTES