



Visual Identity Guidelines

December 2025



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the European Union**

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Introduction

The SPHEERE visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the SPHEERE team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please contact the Communication leads.

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The logo

About the logo and its meaning

Rationale

The **SPHEERE** project is developing an innovative, prefabricated and multifunctional retrofit solution for building envelopes, targeting the renovation of the European building stock by improving energy efficiency, reducing emissions and supporting circular economy principles through digitally enabled design and delivery.

The **SPHEERE** logo represents the project through a stylised globe formed by layered elements, symbolising prefabrication, assembly and system integration. The green–yellow–red gradient references the EU energy efficiency scale, linking the visual identity directly to performance, sustainability and energy transition.



SPHEERE

Visual Identity Guidelines

The logo

Logo colour variations



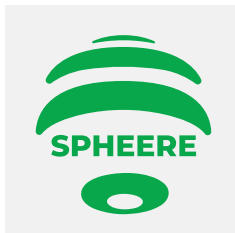
Main logo

This is the default version of the logo, to be used on white or light backgrounds.



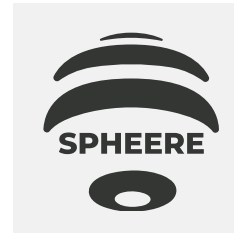
Negative

This version of the logo is to be used on colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.



Green

This version of the logo is to be used on white layouts or light backgrounds as a secondary logo.



Black

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.



Negative white

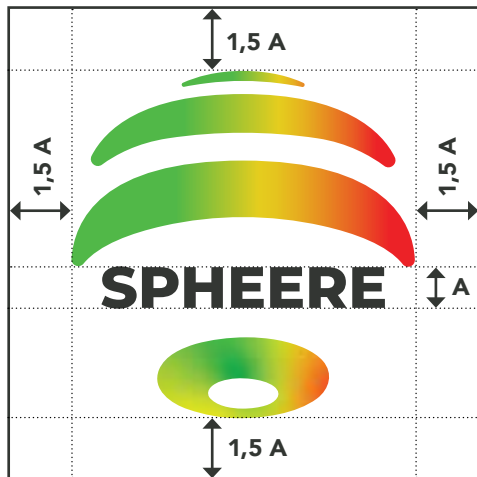
This version of the logo is only to be used on darker colored backgrounds and photographs, when the color negative does not stand out enough against the background..

The logo

Safe area and minimum sizes

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space around the logo is equal to 1,5 times the height of the wordmark.



SPHEERE

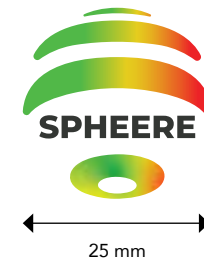
Visual Identity Guidelines

Minimum sizes

The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

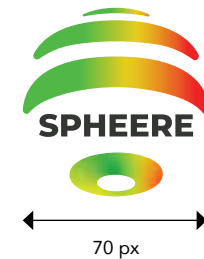
Printing

The width of the logo should never be smaller than 25 mm.



Digital media

The width of the logo should never be smaller than 70 px.



Colours

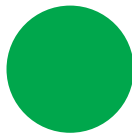
The project has an extended colour palette to meet all communication. The project colour palette is based on the energy efficiency ratings, which are associated with colours ranging from green to red. SPHEERE communications should mainly rely on the green hues A, B and C, since they are associated with higher energy efficiency rating. The E, F and especially the G colours are to be used only in small quantities, for example for "call to action" elements or highlights.

Primary Colours



Dark Green

CMYK: 85, 30, 100, 30
RGB: 28, 105, 51
HEX: # 1C6933



A

CMYK: 85, 5, 100, 0
RGB: 0, 167, 76
HEX: # 00A74C



B

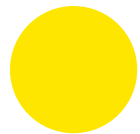
CMYK: 70, 0, 100, 0
RGB: 80, 184, 72
HEX: # 50B848



C

CMYK: 30, 0, 100, 0
RGB: 191, 215, 48
HEX: # BFD730

Secondary Colours



D

CMYK: 0, 5, 100, 0
RGB: 255, 230, 0
HEX: # FFE600



E

CMYK: 0, 30, 100, 0
RGB: 253, 185, 19
HEX: # FDB913



F

CMYK: 0, 70, 100, 0
RGB: 243, 112, 33
HEX: # F3702



G

CMYK: 0, 100, 100, 0
RGB: 237, 28, 36
HEX: # ED1C24

SPHEERE

Visual Identity Guidelines

Messages

Lorem ipsum dolor sit amet, consectetur adipiscing

Tagline

Making buildings renovations simpler, smarter and better for cities and citizens.

Golden paragraph

SPHEERE is reinventing how Europe renovates buildings. By developing fast-to-install, prefabricated façade solutions, it makes renovations quicker, quieter and more affordable, while improving comfort and cutting energy use. Combining digital tools, smart design and circular principles, SPHEERE shows how sustainable renovation can become simple, scalable and accessible for every city.

Typography

The typeface used for SPHEERE communications is **Avenir**

SPHEERE

Making building renovations simpler, smarter and better for cities and citizens

SPHEERE is reinventing how Europe renovates buildings. By developing fast-to-install, pre-fabricated façade solutions, it makes renovations quicker, quieter and more affordable, while improving comfort and cutting energy use. Combining digital tools, smart design and circular principles, SPHEERE shows how sustainable renovation can become simple, scalable and accessible for every city.

SPHEERE delivers a prefabricated, digitally enabled envelope retrofit system designed for rapid installation, high performance and minimal disruption. Integrating off-site manufacturing, a digital backbone and circular design, it provides evidence-based solutions that reduce energy consumption, installation time and lifecycle impacts. SPHEERE helps industry and policymakers scale efficient, high-quality renovation across Europe.

Avenir Black

Avenir Heavy

Avenir Roman
Minimum font size for body text: 9pt

Avenir Light
Minimum font size for body text: 9pt

SPHEERE

Visual Identity Guidelines

Typography

When the recommended typeface is not available, SPHEERE communications are to use the font **Montserrat**

SPHEERE

Making building renovations simpler, smarter and better for cities and citizens

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Montserrat Bold

Montserrat SemiBold

Montserrat Regular
Minimum font size for body text: 8pt

Montserrat Light
Minimum font size for body text: 8pt

SPHEERE

Visual Identity Guidelines

Additional branding

Other logos and mentions to include in SPHEERE communications

As a Horizon Europe funded project, SPHEERE communication activities and products must also include the EU flag and following disclaimer:



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Contact

For any questions regarding these guidelines, please contact the communication partner:

Contact person

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