ARTEMIS

LOGO
GUIDELINES

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Logo Attributes

ARTEMIS attributes:

Innovative

Combines cutting-edge technologies like digital twins and AR/VR to revolutionize cultural heritage conservation and restoration.

Authentic

Honors the historical and cultural value of heritage assets, ensuring preservation with integrity and respect for authenticity.

Collaborative

Unites world-class research infrastructures, advanced research centers, and specialized SMEs for interdisciplinary solutions.

Sustainable

Promotes long-term preservation of cultural heritage by leveraging environmentally friendly digital tools and methodologies.

Accessible

Utilizes advanced visualization techniques like AR/VR to make heritage data and outcomes understandable and engaging for diverse audiences.

Visionary

Paves the way for innovative methodologies in cultural heritage research, blending tradition with future-focused technologies.

01

LOGO

Logo Mark

The logo attributes align with the logo's geometric precision and cultural inspiration.
Its clean, interlocking design reflects innovation and collaboration, while the **Cosmatesque** influence ties the project to historical artistry and authenticity.
The logo embodies the concept of **digital twins** through its "mirrored" structure, symbolizing the seamless connection between the physical and digital realms. The division in half represents the transformation of a tangible object into its virtual counterpart, emphasizing replication, and technological advancement.
Its timeless forms evoke sustainability and resilience, seamlessly integrating tradition and innovation to bridge the past and future.

Primary Logo Mark

The primary logo mark integrates the geometric elegance of the ARTEMIS symbol with clean, bold typography.

Cosmatesque Floor (Image by Closer closer.colasantiaste.com)
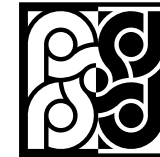
ARTEMIS

Logo Clearspace

The logo clearspace ensures that the primary logo mark remains visually distinct and legible across all applications. A minimum clearspace equivalent to two adjacent circles present within the logo design should surround the logo on all sides. This area must remain free of text, images, or other graphic elements to maintain the logo's integrity and impact.
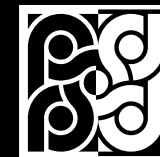
Logo Variations

To ensure adaptability across different contexts and media, logo variations are available
These variations ensure the logo maintains its integrity and clarity in all applications while adapting to the specific needs of each medium.
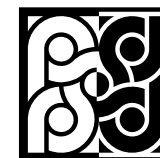

Monochrome Logo (Dark)

Monochrome Logo (Light)

Logo Vertical

Symbol

Logo Usage

Do not alter the parent logo in any way.
Always use the approved logo files as provided in the guidelines to maintain consistency and integrity.

Avoid use wordmark by itself

Avoid use drop shadows

Avoid type out the wordmark
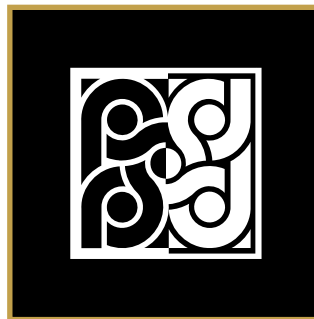
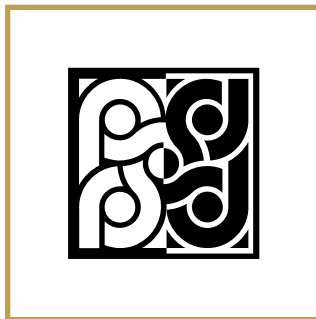Avoid use different colors

Avoid use strock

Do not distort the logo

Background

The correct use of backgrounds ensures the logo and design elements remain visually impactful and legible.
By carefully choosing backgrounds, the brand's visual identity remains consistent, professional, and effective in all contexts.
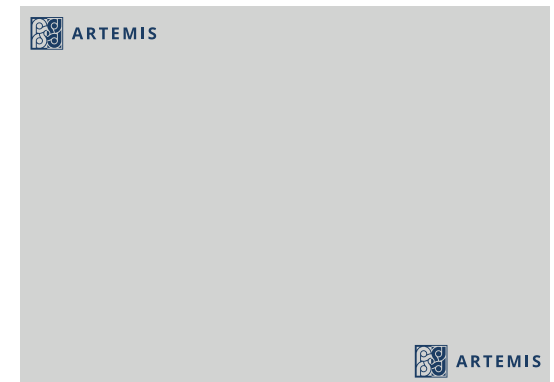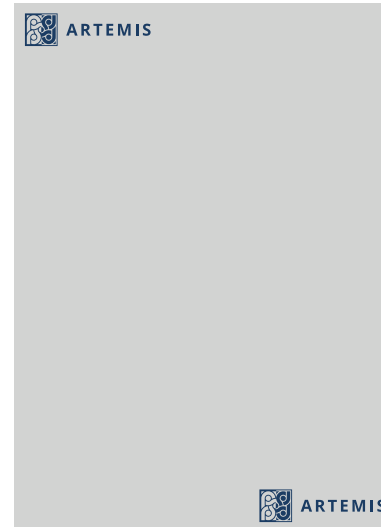
Logo Placement

The logo should always be placed in a prominent and consistent position to ensure visibility and recognition.

For most applications:

Position the logo in the top left or bottom right corner for balance and alignment with visual hierarchies.

Always adhere to the clearspace guidelines to maintain the logo's integrity and prominence.

02

Colours

Logo Colours

The palette is inspired by the Cosmatesque floors of Romanesque churches:

Deep Blue: represent technology, innovation and sophistication.
Ivory Cream: mimics the light hues of marble tiles.
Terracotta Red: reflects the warm tones of red marble tesserae.
Marble Green: represents the green stones used in geometric patterns.
Antique Gold: evokes the precious golden accents of mosaics.

Cosmatesque Floor (Image by Closer closer.colasantiaste.com)

DEEP BLUE	IVORY CREAM	TERRACOTTA RED	BLACK

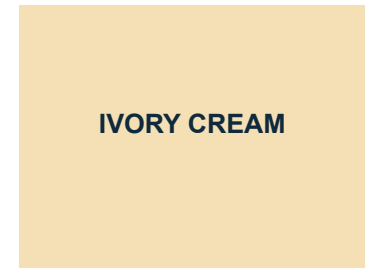| ANTIQUE GOLD	MARBLE GREEN	GREY

Primary Colours

The primary colours provide consistency and recognizability across all applications. Proper use of the primary colour guarantees a cohesive look, reinforcing the brand's presence and identity.

DEEP BLUE

CMYK 98 76 34 25
RGB 26 60 99
HEX: 1A3C62
PMS 534 C

IVORY CREAM

CMYK 5 13 34 0
RGB 245 223 81
HEX: F4DEB4
PMS 7506 C

BLACK
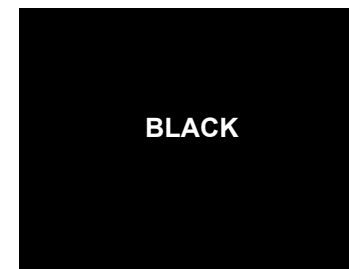
CMYK 0 0 0100
RGB 29 29 27
HEX 1B1B1B
PMS 419 C

TERRACOTTA RED

CMYK 26 82 57 22
RGB 162 63 73
HEX A23F4A
PMS 4062 C

Secondary Colours

The secondary colours complement the primary colour, adding depth and versatility to the brand's visual identity. They are used to highlight specific elements, create contrast, or support the overall design in applications such as dissemination materials, presentations, and digital interfaces. These colours should be applied sparingly to maintain balance and ensure the primary colour remains the focal point. Together, the primary and secondary colours create a harmonious palette that enhances the brand's flexibility and adaptability across diverse mediums.

ANTIQUE GOLD

CMYK 23 31 78 9
RGB 194 161 73
HEX C2A149
PMS 7407 C

MARBLE GREEN

CMYK 67 37 94 28
RGB 86 18 47
HEX 566C2F
PMS 3508 C

GREY

CMYK 23 17 18 1
RGB 204 204 204
HEX CCCCCC
PMS Cool Gray 2 C

03
Typography

Typography

The primary font, Arial, provides a clean and modern aesthetic, making it ideal for body text and functional content across both print and digital mediums. Complementing this, Georgia is selected as the secondary font, adding elegance and sophistication with its serif design. Georgia is used for titles, subtitles, and headings, creating a clear contrast and visual hierarchy.

To maintain proportionality and harmony, a typographic scale based on a 1.25x ratio is applied. For example, body text is set at 12 pt, subsections at 16 pt, subtitles at 20 pt, and main titles at 28 pt.

Main Title

Font : Georgia | Font Size : 28 | Font Style : Bold

Subtitle

Font : Georgia | Font Size : 20 | Font Style : Bold

Subsection

Font : Georgia | Font Size : 16 | Font Style : Regular

Body Text

Font : Arial | Font Size : 12 | Font Style : Regular

Primary Font

Arial is the primary font for the logo, chosen for its clean, modern design and exceptional readability. Its versatility makes it ideal for body text and functional content, ensuring clarity across both print and digital formats.

Arial

A

12 Regular

12 Italic

08 Regular

08 Italic

ABCDEFGHIJKLMNOPQRSTUVWXZ

abcdefghijklmnopqrstuvwxyz

012345678990~!@#$%^&*()_+

Secondary Font

Georgia is the secondary font for the logo, selected for its elegant serif design that adds sophistication and contrast to the modern simplicity of Arial. Ideal for titles, subtitles, and headings, Georgia enhances the visual hierarchy.

Georgia

B

12 Regular

12 Italic

08 Regular

08 Italic

ABCDEFGHIJKLMNOPQRSTUVWXZ

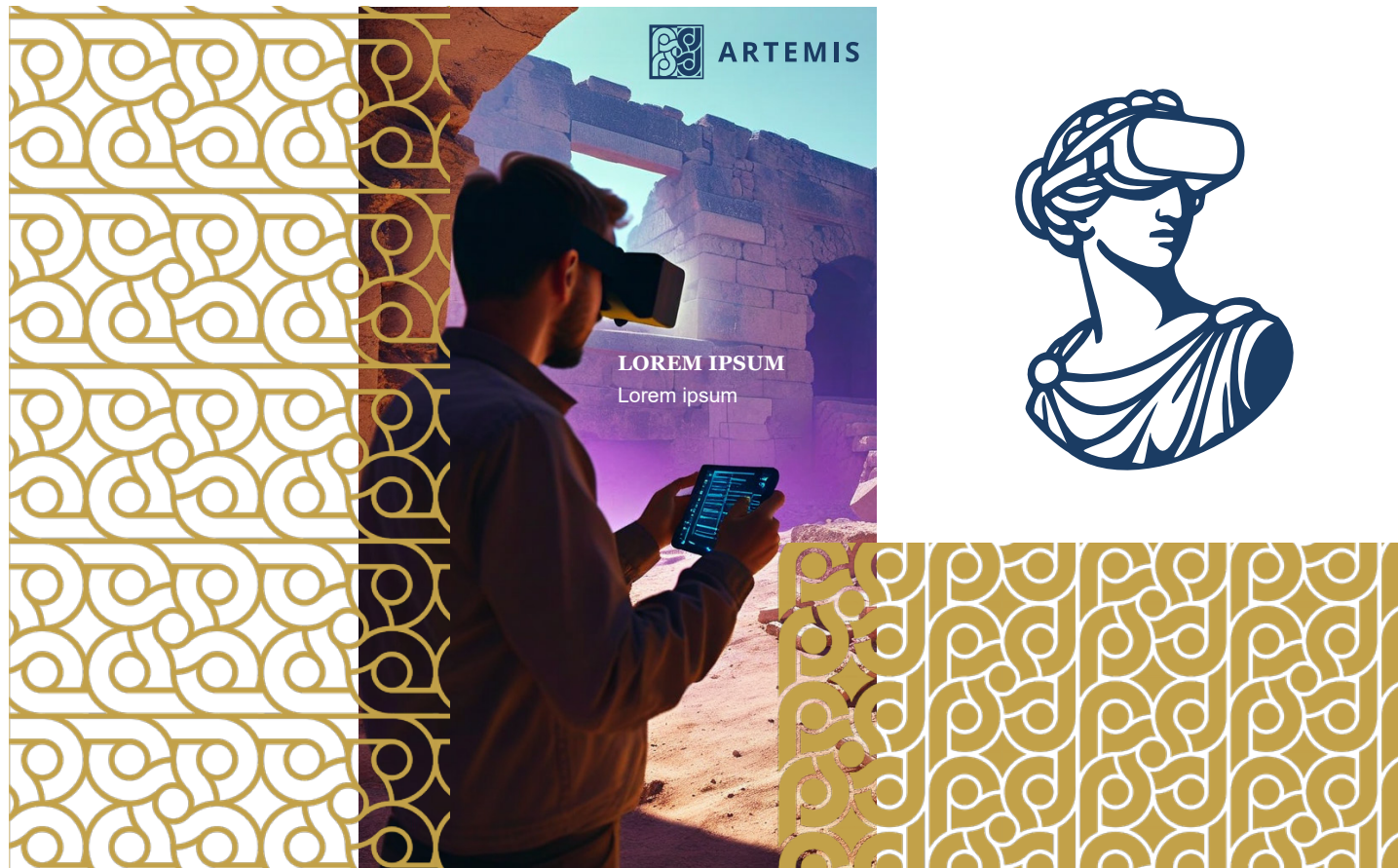abcdefghijklmnopqrstuvwxyz

0123456789 0~!@#$%^&*()_+

04

Graphics

Graphic Elements

Graphic Elements

The graphic elements are designed to complement the logo, creating a cohesive and recognizable visual identity. These repeating patterns or graphics reinforce the brand's message, ensuring consistency across all applications.

For more information please contact:

user@example.com | www.example.com

Thank You