

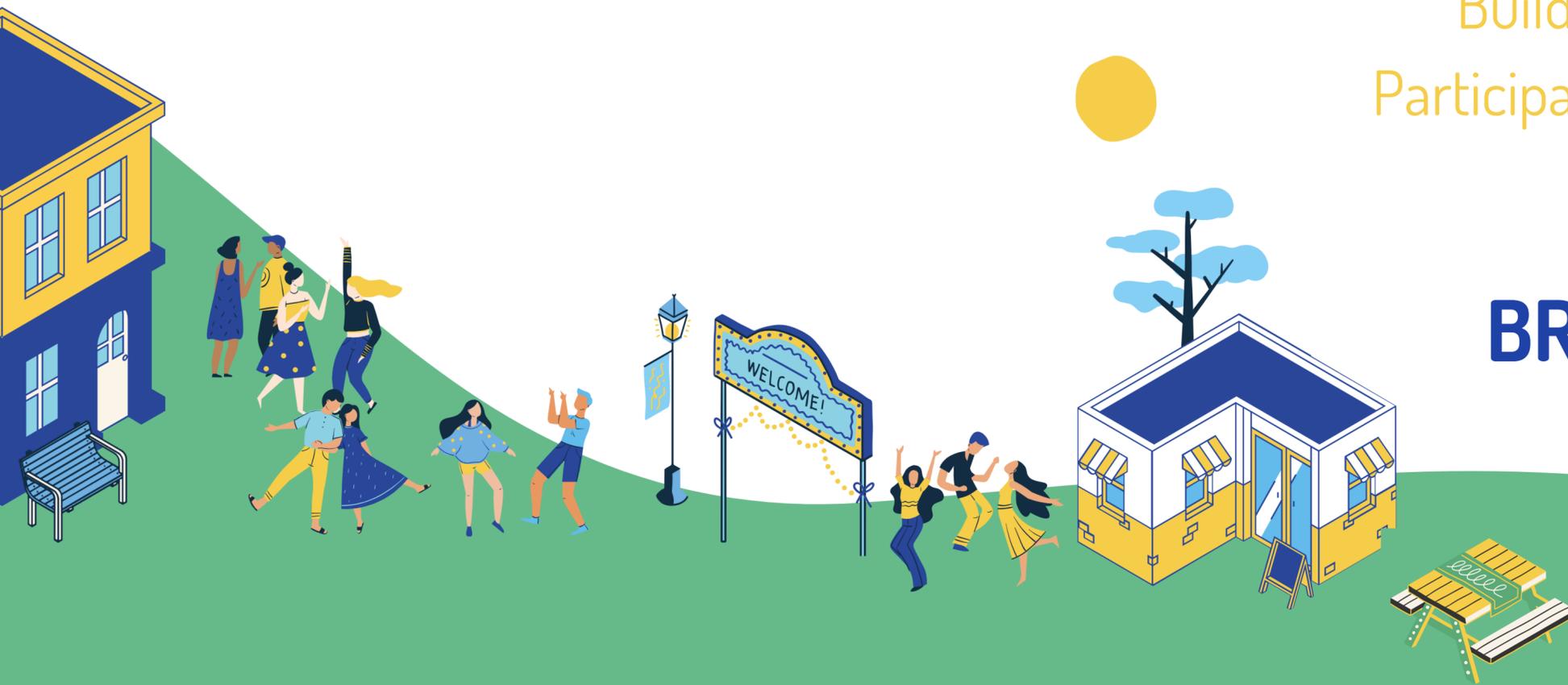


BLUEPRINT

Building Living Urban Ecosystems through
Participatory Renovation and Innovation Tools

BRAND BOOK & GUIDELINES

February 2026



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LOGO

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THE LOGO

The BLUEPRINT logo was designed in one version. It combines a logomark with a small logotype, combined into one shape. The goal was to mend the concept of a finger print, a blueprint, as well as an urban district, to reflect the intent of the project. The logo should always be used in its full version.



BLUEPRINT final logo

REVERSED VERSION & COLOURWAYS

On dark backgrounds and image backgrounds, the reversed version of the logo may be used. The logo can also be used on coloured backgrounds.

Positive



Colour logo version

Negative I



Colour logo version inverted

Negative II



White logo version

LOGO MISUSE

There are guidelines for using the logo. Please do not alter the logo in any way. The most common examples of misuse involve incorrect scaling or incorrect colour selection. Here are some examples of what not to do.

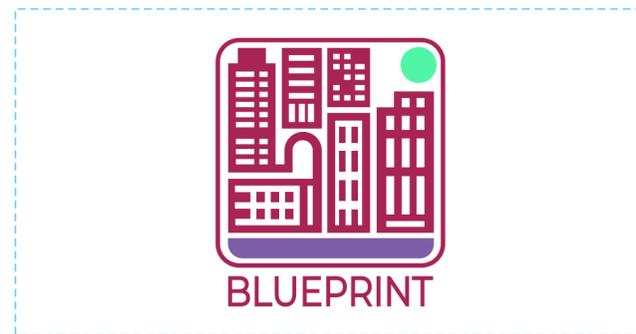
Resolution

Always use the correct resolution.



Colour

Never change the colour settings on the main logo.



Distortion

Never stretch, warp or expand the logo to fit to a space or platform.



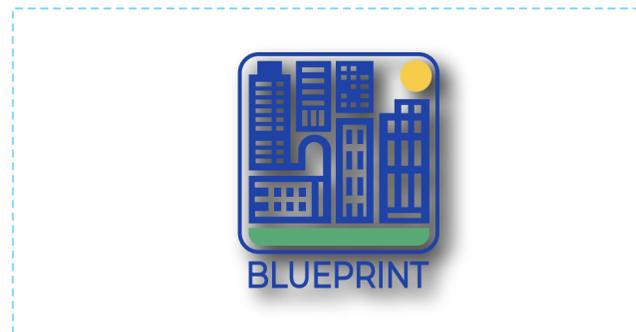
Type

Never replace the logo with another typeface.



Shadow

Never add shadows behind the logo.



Proportion

Never scale or adjust the elements within the logo.



Photography

Never place the logo over a busy photograph.





TYPOGRAPHY

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TITLE FONT

The font used for titles is Montserrat Regular. It should be used mainly in capital letters on on headings and titles, but can also be used in lower case on subtitles. This font is the one used in the logotype.

MONTSERRAT REGULAR

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlM

mNnOoPpQqRrSsTtUuVvWwX

xYyZz1234567890+;%@?!&€*

PRIMARY TYPEFACE

The primary typeface is Dosis. It should be used mainly on various content texts.

Dosis Regular

Dosis Medium

Dosis Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz1234567890+;%@?!&€*

PRIMARY TYPEFACE

Example of primary typeface on the tagline:



Building Living Urban
Ecosystems through
Participatory Renovation and
Innovation Tools



COLOURS

Main colour palette.....12

Alternative colour palette.....13

MAIN COLOUR PALETTE

We use 3 colours from the logo.



#1f42a7

C: 95%
M: 77%
Y: 0%
K: 0%

R: 31
G: 66
B: 167



BLUEPRINT



#f5cd4a

C: 5%
M: 19%
Y: 79%
K: 0%

R: 31
G: 66
B: 167



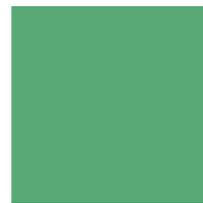
#59a976

C: 67%
M: 10%
Y: 65%
K: 0%

R: 89
G: 169
B: 118

ALTERNATIVE COLOUR PALETTE

For the BLUEPRINT communication, an alternative colour palette is to be used on other design materials such as illustrations, infographics, typographies... This colour palette includes 2 additional colours.



#62bbea

C: 60%
M: 9%
Y: 0%
K: 0%

R: 98
G: 187
B: 234

#abb5d4

C: 38%
M: 26%
Y: 7%
K: 0%

R: 171
G: 181
B: 212



BLUEPRINT

Thanks for your attention!



Funded by
the European Union

Funded by the European Commission under the Built4People programme, the BLUEPRINT project aims to enable the sustainable and inclusive transformation of neighbourhoods and urban districts through participatory digital solutions, sustainable renovation practices, and an evidence-based framework using multiscale digital twins.