



FEATURE

Brand guidelines



Funded by
the European Union



LogoMark

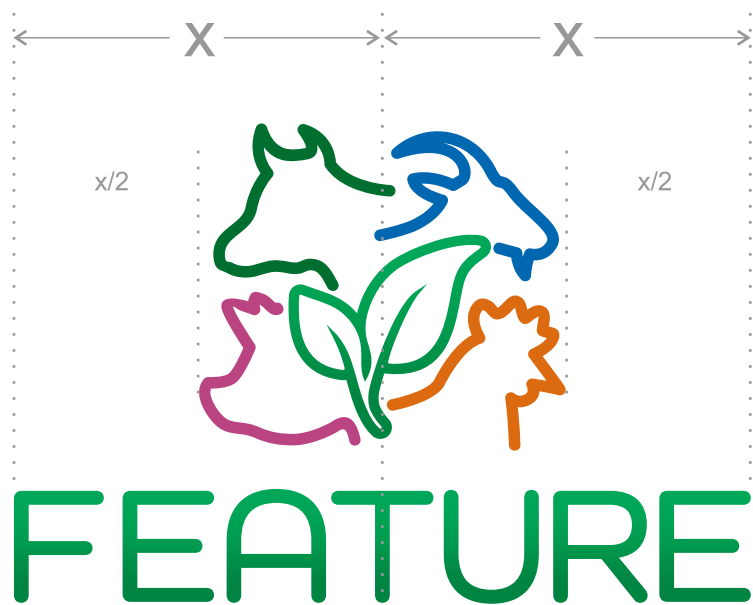


FEATURE



Our logo is the face of **FEATURE**. It is the primary visual expression of the project and we need to be careful to use it correctly and with consistency.

Vertical version



Horizontal version

Print colors



FEATURE



C:89
M:11
Y:96
K:45



C:100
M:0
Y:100
K:30



C:100
M:0
Y:100
K:0



C:15
M:84
Y:9
K:15



C:100
M:60
Y:0
K:0



C:2
M:66
Y:96
K:9

Secondary colors



C:40
M:57
Y:91
K:69



C:0
M:0
Y:0
K:80



C:100
M:60
Y:0
K:60



C:90
M:30
Y:40
K:60

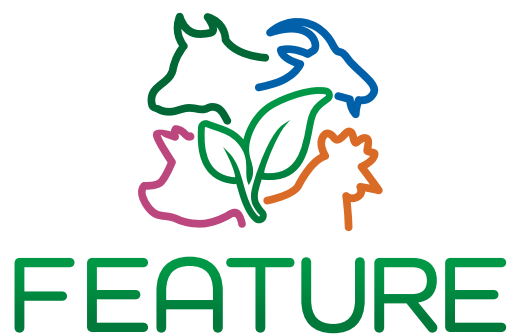


C:0
M:10
Y:20
K:0



C:14
M:3
Y:14
K:0

Web & Screens colors



R:1
G:103
B:53
#016735



R:0
G:121
B:58
#00793A



R:1
G:103
B:53
#016735



R:188
G:71
B:127
#BC477F



R:0
G:96
B:170
#0060AA



R:217
G:107
B:39
#D96B27

Secondary colors



R:82
G:62
B:36
#523E24



R:91
G:91
B:91
#5B5B5B



R:15
G:56
B:95
#0F385F



R:7
G:78
B:85
#074E55



R:253
G:234
B:210
#FDEAD2



R:226
G:235
B:225
#E2EBE1

Fonts & Typography



FEATURE

COMO SEMIBOLD

Aa	Bb	Cc	Dd	Ee	
Ff	Gg	Hh	Ii	Jj	
Kk	Ll	Mm	Nn	Oo	
Pp	Qq	Rr	Ss	Tt	
Uu	Vv	Ww	Xx	Yy	Zz

Typeface used for logotype is “Como”
a bold but curvy typeface with Symmetry in mind.
Especially the capital lettering creates a strong
feeling with natural flow instead of brutal corners.

Text & Headings

Roboto &
Roboto Condensed

Aa Aa Aa **Aa** **Aa** **Aa**
Aa Aa **Aa**

Pioneering the Future of Sustainable Livestock Feed

FEATURE is a world-class Doctoral Network training 13 PhD researchers to bridge the gap between innovative feed science and policy. We are transforming livestock production into a circular, resilient system for a climate-neutral Europe.

- [Cultivating the Next Generation of Experts](#) for a Climate-Neutral European Livestock Sector.
- [Transforming Waste into Worth](#): Engineering Circular Feed Systems for Sustainable Food Security.
- [Empowering 13 Future Leaders](#) to Pioneer Sustainable Feed Solutions for European Livestock.
- [Advancing Feed Science](#). Training Global Researchers. Securing a Sustainable Future.

Text alternative

Oswald

Aa Aa Aa **Aa** **Aa** **Aa** **Aa**

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Color / Monochrome Use



Full color

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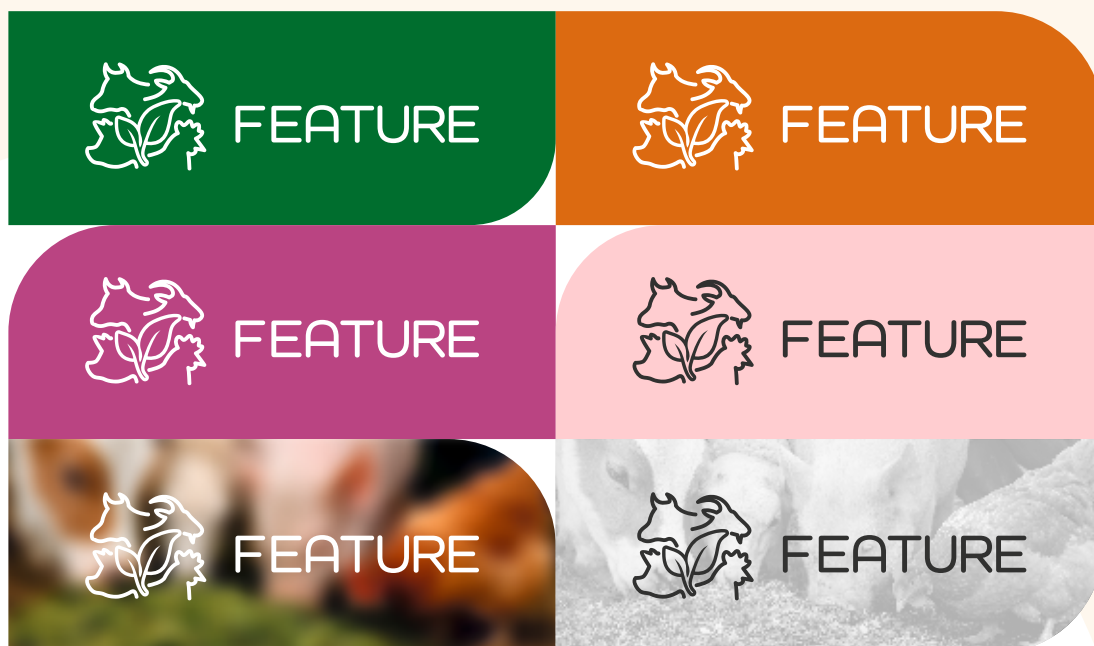
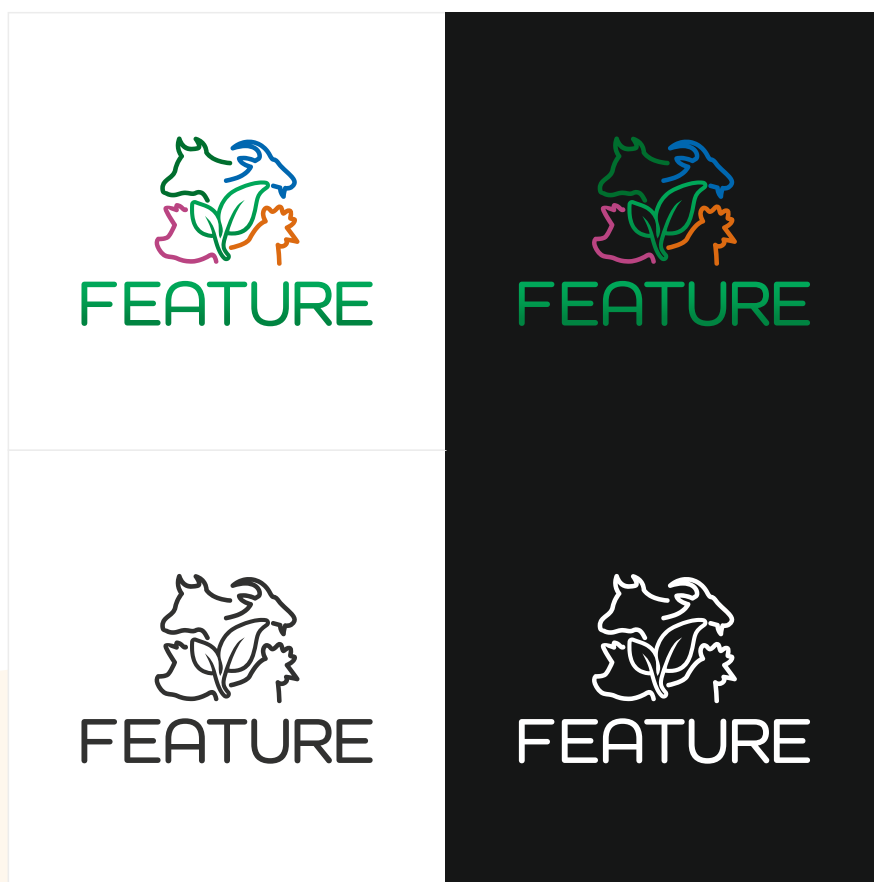


Monochrome
(90% black)

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Use on an application
will often depend on
the background and
production method

On black or white background
both color and monochrome versions
are acceptable



On color and multicolor background
better use of monochrome version
depending on background brightness

Applications



Things to avoid



FEATURE

COLOR NOT SUGGESTED



FEATURE

COLOR NOT SUGGESTED



FEATURE

WRONG PLACEMENT



FEATURE

COLOR NOT SUGGESTED



FEATURE

WRONG TYPEFACE



FEATURE

DON'T STRETCH / DISTORT



FEATURE

LOW RESOLUTION



FEATURE

LOW CONTRAST



FEATURE

BAD SYMMETRY / PARTIAL DISTORTION



FEATURE

MIRRORED



FEATURE

Pioneering the Future of **Sustainable Livestock Feed**



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