CON CERTO

Brand Guidelines

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Correct Variations

Monochromatic Version

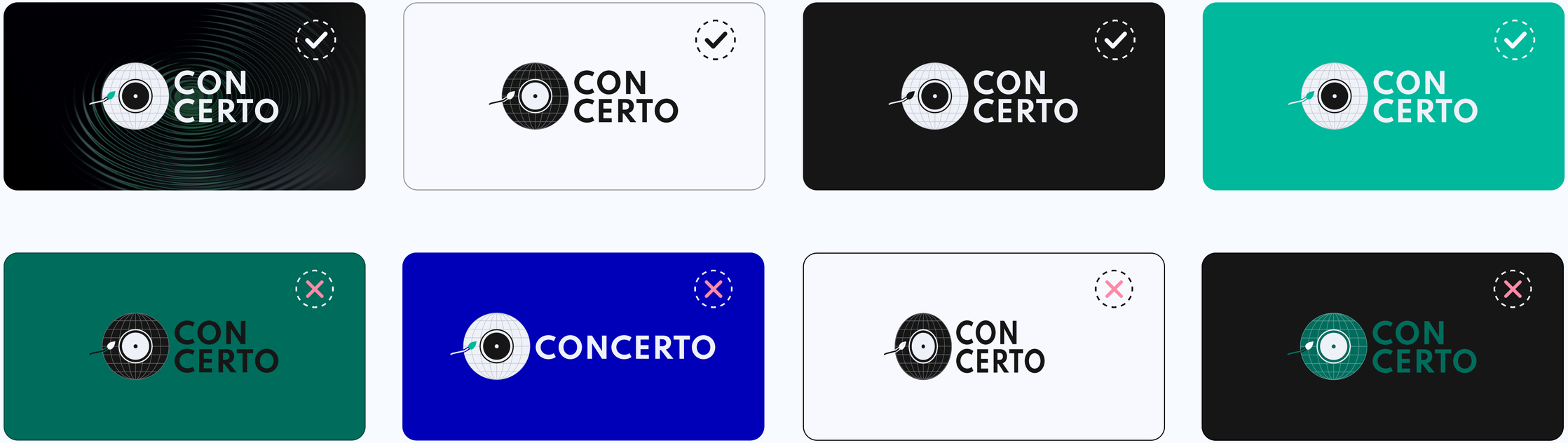
Brand Logo

Use of Logo

3.1

On a dark colored background or on an image, the logo will be used in its light version. It must not be stretched, distorted or used with different colors of the charter

DOWNLOAD HERE

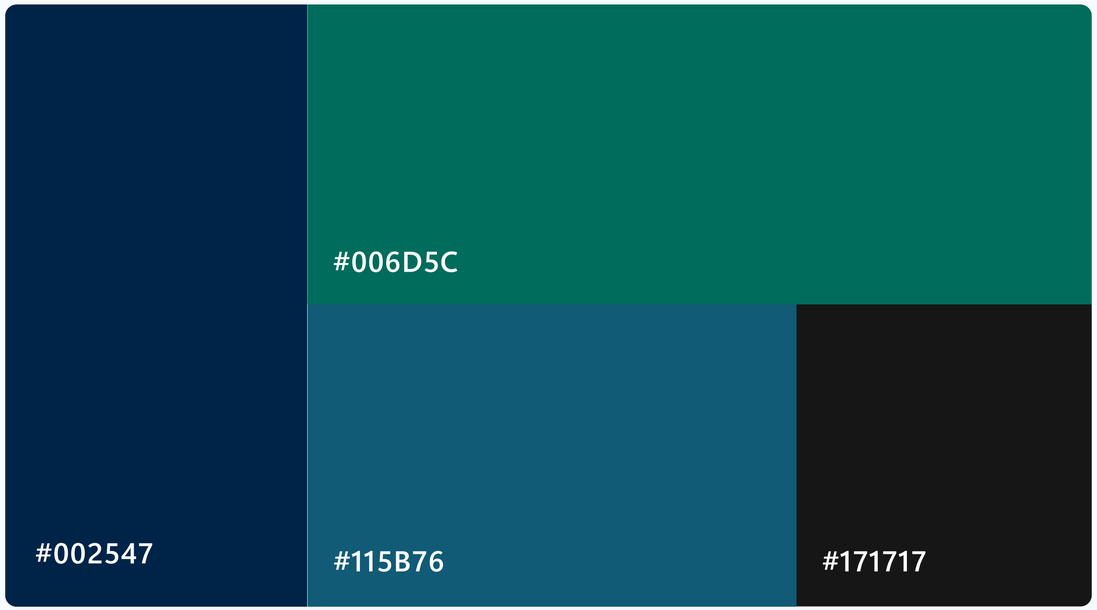


Colour Palette

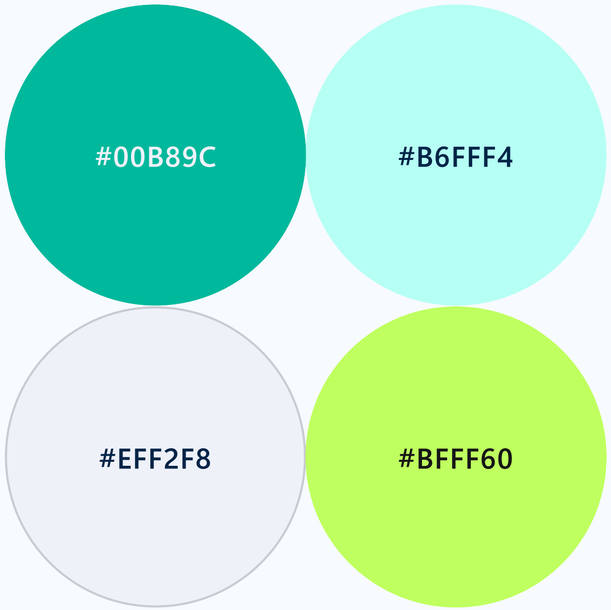
The palette reflects CONCERTO's focus on Earth's carbon cycle—deep blues and greens represent land and ocean systems, while bright highlights represent the clarity and precision CONCERTO brings to climate modelling and policy solutions.

The contrast between dark and bright tones ensures versatility in design, allowing for both strong visual impact and readability across different backgrounds.

Primary



Secondary



Typography

05

The typography combines strength and clarity, with a structured logo font, balanced headings, and a modern body text—ensuring readability while reinforcing CONCERTO’s scientific and collaborative identity.

CON
CERTO

Innovative
Frameworks for
Carbon Neutrality

About Us

Mission Vision Goal

Earth system models (ESM) show diverging estimates of ecosystem carbon (C) uptake which drives persistent uncertainty about future climate and limits the realisation of policy mitigation goals. The CONCERTO project aims to strengthen the European research ecosystem by creating an innovative scientific collaborative framework that enhances our understanding, monitoring, and modelling of the terrestrial cycle (CC). This leads

Typography / Headings

5.1

The Headings Font balances an impactful presence with readability, creating a strong yet approachable look.

DOWNLOAD HERE

Segoe Bold

Segoe SemiBold

Advancing Climate Change Predictions: Enhancing Carbon Cycle Modeling with CONCERTO

Advancing Climate Change Predictions: Enhancing Carbon Cycle Modeling with CONCERTO

Typography / Body Text

The Body Text is clean and modern, optimizing legibility for complex scientific content.

DOWNLOAD HERE

Segoe Regular

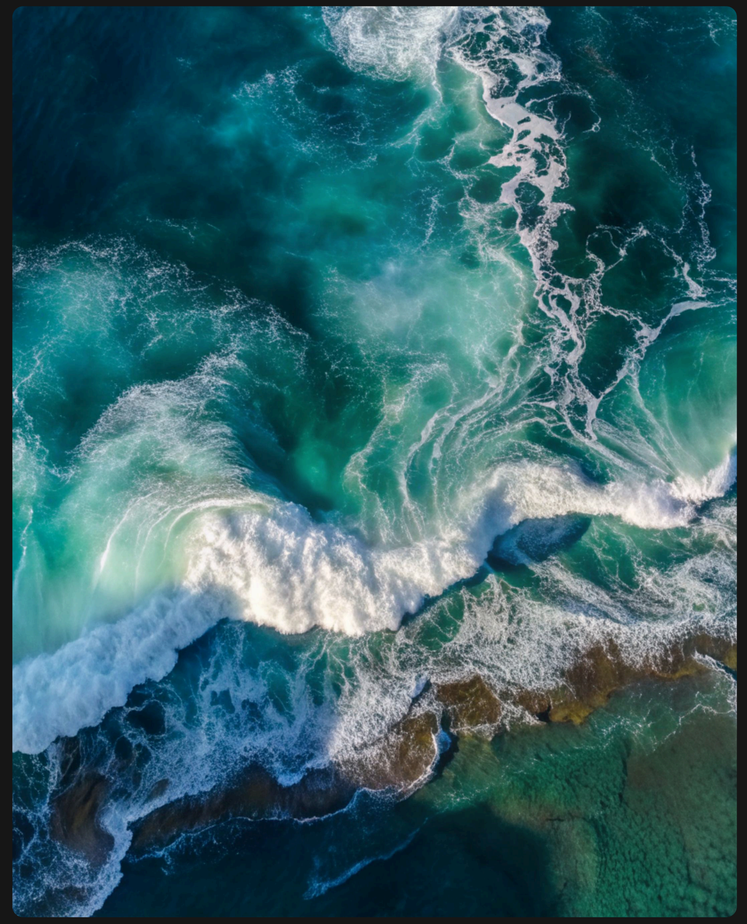
Segoe Light

CONCERTO improves carbon cycle modeling to reduce uncertainties in climate predictions.

CONCERTO improves carbon cycle modeling to reduce uncertainties in climate predictions.

Visuals

DOWNLOAD HERE

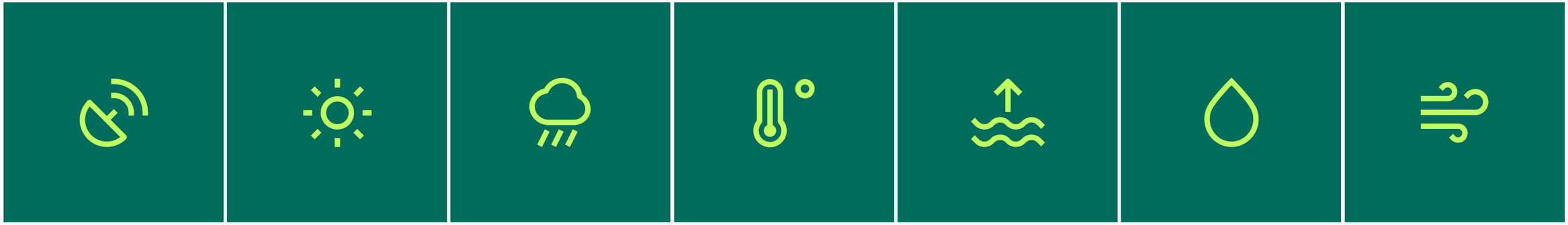


Iconography

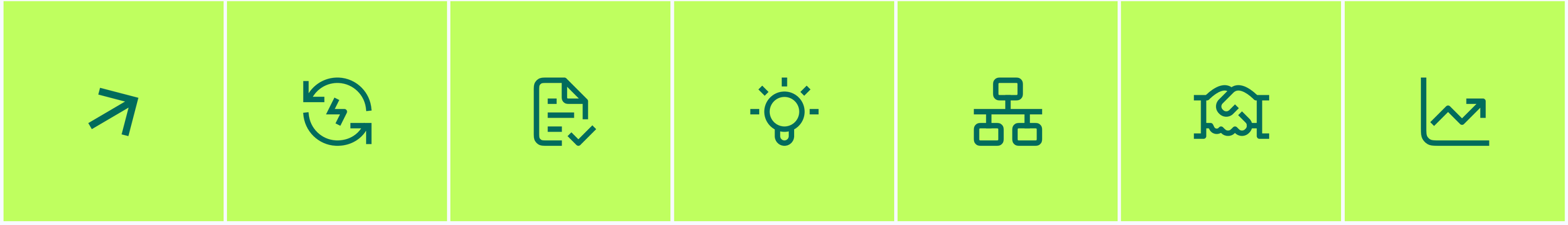
DOWNLOAD HERE

Opt for a clean, geometric style for the icon set, focusing on minimal detail to ensure clarity and consistency.

Environmental & Climate Science



Sustainability & Policy



Presentation Templates

08

Use the presentation templates to maintain a consistent and professional look by applying the brand’s colors, typography, and icons. Ensure clear hierarchy, balance text with visuals, and utilize white space for readability and engagement.

DOWNLOAD HERE

Funding Acknowledgement

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown below:

DOWNLOAD HERE

Co-funded by
the European Union

CONCERTO receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101185000. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the EU nor CINEA can be held responsible for them.

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For dark backgrounds please use
the version with white letters

Co-funded by
the European Union

Co-funded by
the European Union

Font

Please always use the arial font for the funding statements

EU emblem

Must always be on the left side or above the funding text

Minimum size of the logo

The minimum height of the EU emblem must be 1 cm