

RURALITIC

Brand guidelines



Funded by
the European Union



What's in?

Logo	3
Colours	5
Typography	7
Icons	8
Patterns	10
Look & feel	11



RURALITIC

RURAL REVIVAL,
A LIFE IN THE INSPIRATIONAL
COUNTRYSIDE



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Colours

Green

CMYK 62 28 53 11
RGB 105 142 122
HEX #698e7a

Yellow

CMYK 7 27 76 0
RGB 239 190 80
HEX #efbe50

Blue sky

CMYK 40 4 13 0
RGB 164 211 222
HEX #a4d3de

Beige

CMYK 10 7 14 0
RGB 234 233 223
HEX #eae9df

Blue navy

CMYK 75 65 33 26
RGB 75 78 108
HEX #4b4e6c

Orange brown

CMYK 4 62 87 0
RGB 233 121 46
HEX #e9792e

Colours | right combinations & contrasts



Typography

MAIN FONT

Poppins

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Light
Regular
Medium
Semi bold
Bold
Extra bold

ALTERNATIVE FONT FOR MICROSOFT AND FREE ONLINE TOOLS

Arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Regular
Bold

Icons | main icon set



Village



Residential
mobility



Demography



Digitalisation



Circulation



Village



Residential
mobility



Demography



Digitalisation



Circulation

Icons | various



Forest



Inhabitants



Agriculture



River, water



Farming



Wildlife



Energy, technology



Forest



Inhabitants



Agriculture



River, water



Farming



Wildlife



Energy, technology

Pattern examples

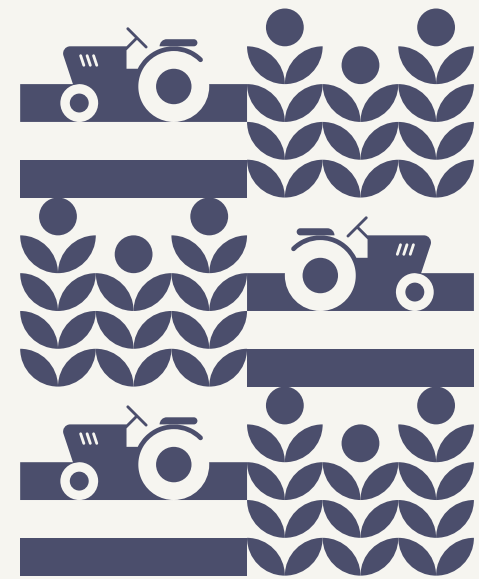
Wildlife, nature



Town, inhabitants



Farming, agriculture



Look & feel



RURAL

