

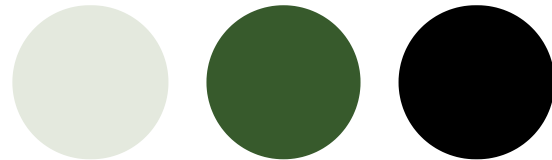
RESPONSIBLE

B R A N D B O O K

01 Brand Overview

RESPONSIBLE is an Erasmus+ cooperation partnership that provides educators with practical zero-waste toolkits, circular economy resources, and STEAM-based materials. The project empowers schools across Europe to lead in sustainability by integrating environmental literacy and ethical integrity directly into the classroom curriculum.

"Empowering schools to lead in sustainability through practical zero waste toolkits."



02. Brand Logo



Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

15 px on each side

Minimum Size



Below this size, clarity is lost. Always honor the minimum.

0.83 inch / 80 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

bricolage-grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%\$

SECONDARY TYPEFACE

instrument-sans

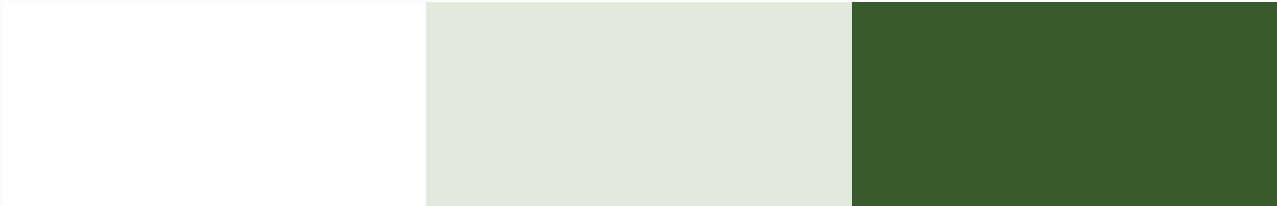
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%\$

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Pure White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%

Warm Linen

Hex #E4E9DE
RGB 228, 233, 222
CMYK 2%, 0%, 5%, 9%
HSL 87, 20%, 89%

Ivy Green

Hex #375A2C
RGB 55, 90, 44
CMYK 39%, 0%, 51%, 65%
HSL 106, 34%, 26%



Jet Black

Hex #000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%
HSL 0, 0%, 0%

05. Imagery



VALUES

"Sustainability, Innovation, Zero Waste, Integrity, Collaboration"

AESTHETIC

Eco-Academic Minimalism
Muted Organic Serenity
Grounded Clarity
Nature-Rooted Structure
Verdant Professionalism

TONE OF VOICE

Professional
Inspiring
Educational
Empowering