



Logo Usage & **Brand Guidelines**



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Welcome

Introduction

The AgriPV-NEXUS project is an initiative promoting the integration of agroecology and agrivoltaic systems in smallholder farming across the Mediterranean. By combining food production with solar energy generation, it delivers multiple benefits, including increased productivity, reduced water use, lower greenhouse gas emissions, and enhanced rural incomes.

The project addresses the Water-Energy-Food-Ecosystem (WEFE) Nexus through a multi-actor, co-creation approach. Three Living Labs will be established to jointly develop and test climate-smart practices with farmers and local stakeholders, with a focus on soil health, carbon farming, and environmental performance.

AgriPV-NEXUS will also develop a decision-support tool, a digital twin, and a knowledge platform, while producing evidence on socio-economic viability. The project will deliver business models and policy recommendations to support the adoption of agrivoltaics and agroecological practices across the region.

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01.

Brand Logo

The Main Logo

The visual identity of AgriPV-NEXUS has been designed to reflect the project's integrated and forward-looking approach to sustainable agriculture and energy systems.

Brand Logo Mark

The AgriPV-NEXUS logo visually expresses the project's core idea of synergy between agriculture and renewable energy. The photovoltaic elements symbolize innovation, clean energy generation, and technological advancement, while the sun represents natural resources, life, and the foundation of agricultural productivity. Together, these elements convey the integration of solar power with farming systems, highlighting a balanced relationship between nature and technology.



The design reflects the project's commitment to sustainability, climate resilience, and the efficient use of resources within the Water-Energy-Food-Ecosystem Nexus.

Do not resize logomark



Do not rearrange randomly



Do not distort



You may use a vertical version



If needed you may use a monochromatic version from primary colours or b/w



02.

Brand Colors

Brand Color Palette

Primary Colours

The AgriPV-NEXUS color palette reflects its core themes: yellow symbolizes solar energy, green represents agriculture and sustainability, and blue signifies water and environmental balance. Together, they highlight the interconnected Water-Energy-Food-Ecosystem Nexus.

Primary Color	Primary Color	Primary Color
Cyan : 79	Cyan : 00	Cyan : 89
Magenta : 00	Magenta : 27	Magenta : 34
Yellow : 60	Yellow : 92	Yellow : 2
Black : 00	Black : 00	Black : 9
R : 0	R : 240	R : 0
G : 180	G : 181	G : 118
B : 143	B : 43	B : 175
HEX : #00b48f	HEX : #f0b52b	HEX : #0076af

Secondary Colours

Secondary colours provide flexibility and consistency across AgriPV-NEXUS materials. Shades of blue add depth while staying aligned with environmental themes, and an accent orange-yellow creates contrast to highlight key elements. Together, they improve clarity and visual balance.

Secondary Color	Secondary Color	Secondary Color
Cyan : 61	Cyan : 91	Cyan : 100
Magenta : 08	Magenta : 20	Magenta : 60
Yellow : 27	Yellow : 37	Yellow : 13
Black : 00	Black : 01	Black : 02
R : 133	R : 62	R : 34
G : 182	G : 143	G : 90
B : 187	B : 156	B : 150
HEX : #85b6bb	HEX : #3e8f9c	HEX : #225a96



Secondary Color	Secondary Color	Secondary Color
Cyan : 39	Cyan : 100	Cyan : 07
Magenta : 04	Magenta : 76	Magenta : 60
Yellow : 18	Yellow : 09	Yellow : 100
Black : 00	Black : 01	Black : 00
R : 179	R : 40	R : 204
G : 209	G : 71	G : 118
B : 211	B : 141	B : 000
HEX : #b3d1d3	HEX : #28478d	HEX : #cc7600

Below the table, there are three rows of color swatches. The first row shows four swatches of varying shades of teal and light blue. The second row shows four swatches of varying shades of dark blue and purple. The third row shows four swatches of varying shades of orange and light brown.

03.

Brand Typography

Primary Typeface

Typeface: **Poppins**

The AgriPV-NEXUS logo uses the Poppins font, chosen for its clean, modern, and highly legible design. Its geometric style reflects innovation and clarity, aligning with the project's focus on technology and sustainability, while ensuring a professional and accessible visual identity across all communication materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
Regular
Semi Bold
Bold

Secondary Typeface

Typeface: **Titillium**

The Titillium font serves as a strong secondary typeface, offering a slightly more technical and structured appearance. Its clean lines and contemporary style make it well suited for headings, highlights, and emphasis, helping to create visual hierarchy while reinforcing the project's innovation-driven character.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
Regular
Semi Bold
Bold

Secondary Typeface

Typeface: **DM Sans**

DM Sans provides an additional complementary option, bringing a more neutral and highly readable style for body text and longer content. Its simplicity enhances clarity across digital and print materials, offering flexibility in layout design and allowing for subtle differentiation while maintaining a cohesive overall identity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light

Regular

Semi Bold

Bold

04.

Brand Application

Brand Imagery

The AgriPV-NEXUS logo is designed for flexible use across a wide range of applications, from digital platforms and reports to signage and presentation materials. Its clear structure and balanced proportions ensure strong visibility and recognition at different sizes and formats.

Careful application of spacing, background contrast, and color variations helps maintain consistency while preserving the logo's visual impact in all contexts.



