



# U2DEMO

Brand Guidelines

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# Concept

Our logo is a combination of these key words:

- Opensource
- Social Equity
- Power Supply
- Blockchain
- Community





## Logo Versions

Vertical



**U2DEMO**

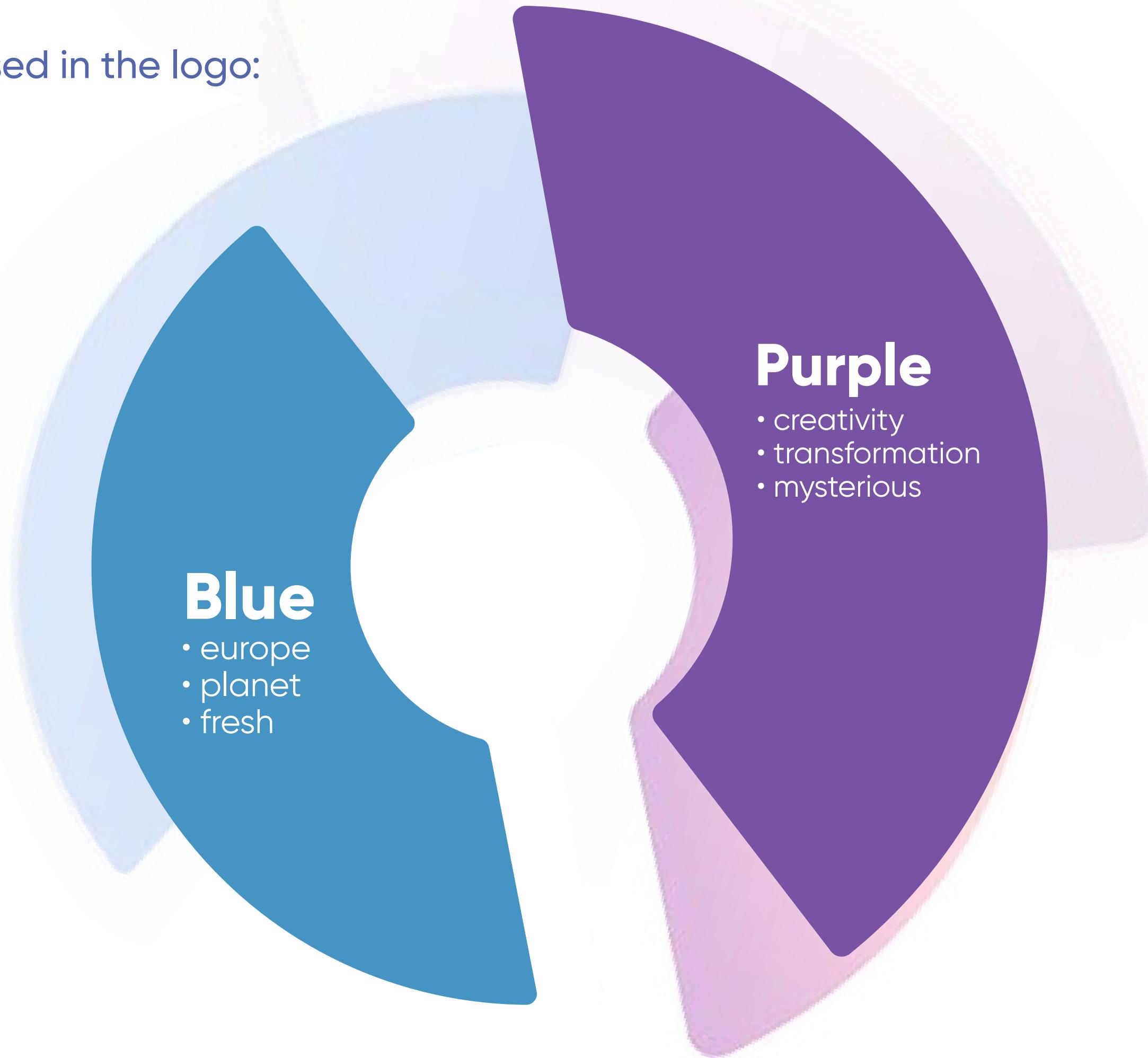
Horizontal



**U2DEMO**

## Logo Colors

These were the main colors used in the logo:



# Colors

RGB - FOR WEB

R **88**  
G **193**  
B **174**  
  
C **62%**  
M **0%**  
Y **39%**  
K **0%**

CMYK - FOR PRINT

# **58C1AE**

RGB - FOR WEB

R **14**  
G **115**  
B **185**  
  
C **87%**  
M **51%**  
Y **1%**  
K **0%**

CMYK - FOR PRINT

# **0E73B9**

RGB: R **204** G **211** B **80**  
CMYK: C **24%** M **5%** Y **85%** K **0%**  
# **CCD350**

RGB: R **94** G **186** B **233**  
CMYK: C **57%** M **10%** Y **0%** K **0%**  
# **5EBAE9**

RGB: R **227** G **127** B **51**  
CMYK: C **8%** M **60%** Y **92%** K **0%**  
# **E37F33**

RGB: R **234** G **207** B **94**  
CMYK: C **9%** M **14%** Y **76%** K **0%**  
# **EACF5E**

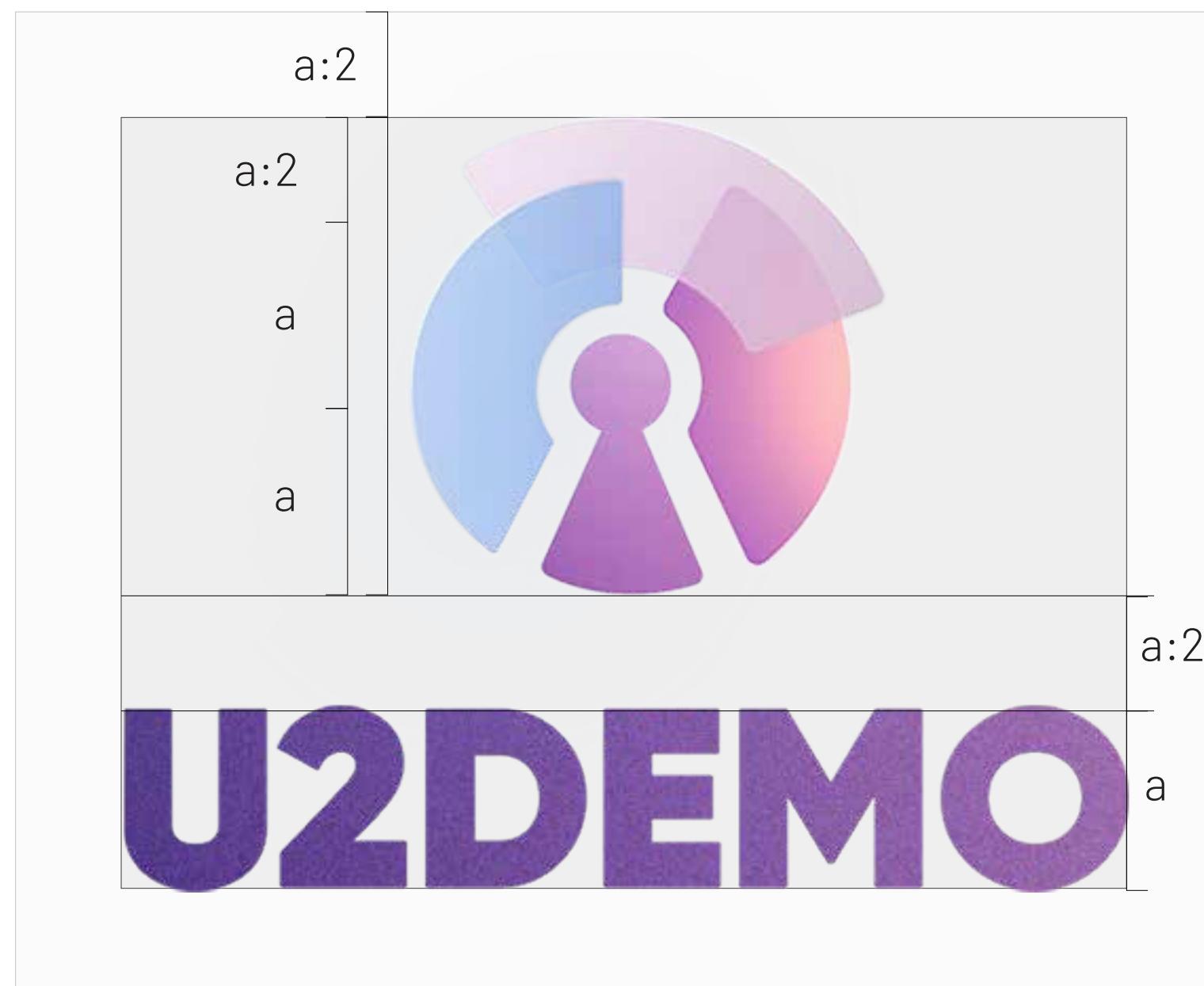
RGB: R **234** G **232** B **213**  
CMYK: C **8%** M **5%** Y **17%** K **0%**  
# **EAEE8D5**

# Backgrounds



# Structure

This margin is designed to protect the logo to always be readable on the various formats.



Security  
margin



# Dimensions

This is the smallest dimension that the logo can be.

Vertical



Smallest size



Icon

Bellow 3 cm we use  
only the icon



Horizontal



Icon

Bellow 3 cm we use  
only the icon



## Dont's



**U2DEMO**

Don't distort the logo in any way



**U2DEMO**

Don't change the gradient



**U2DEMO**

Don't change the letter spacing



**U2DEMO**

Don't add drop shadow

# Typography

The font of our logo is Gilroy

## Gilroy

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  
0123456789  
~ ! @ # \$ % & / | \ () []

		Thin	A B C19	A B C19	Italic
		Light	A B C19	A B C19	
		Regular	A B C19	A B C19	
		Medium	A B C19	A B C19	
		Semi Bold	A B C19	A B C19	
		Bold	A B C19	A B C19	
		Extra Bold	A B C19	A B C19	
		Black	A B C19	A B C19	



# Typography

For documents

Regular A B C 1 9

**Bold** A B C 1 9

## Arial

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

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % & / | \ () []

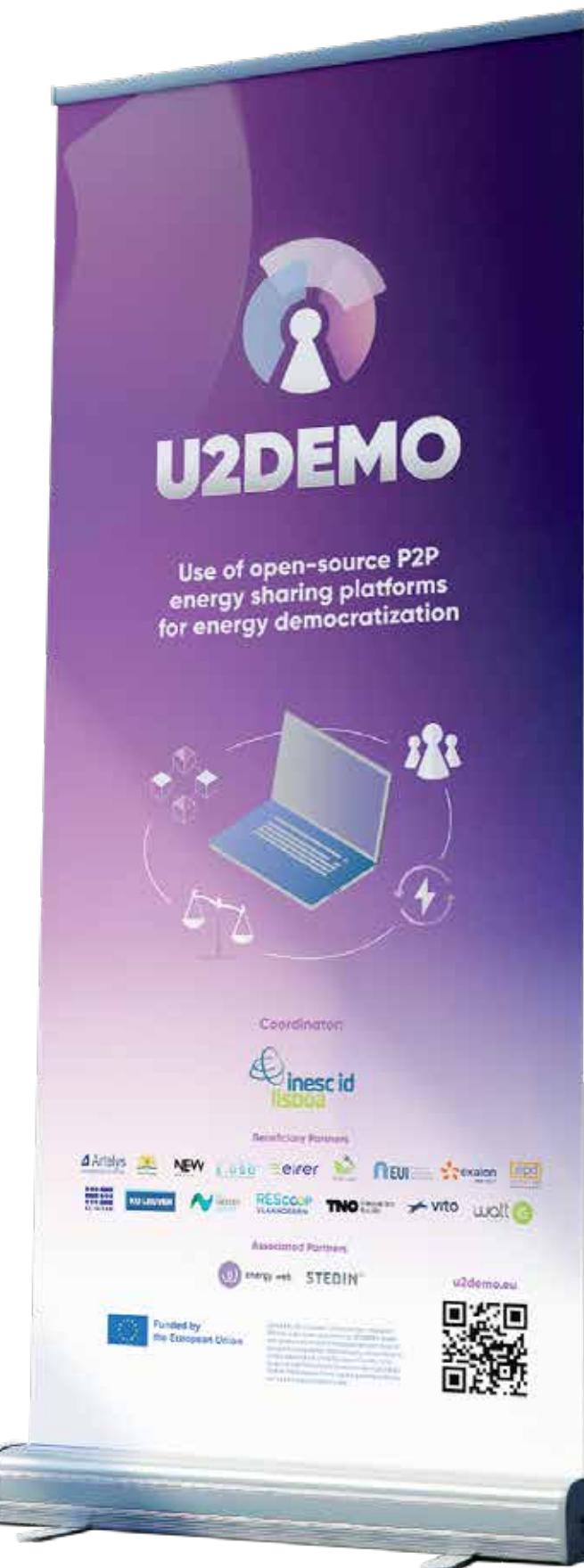
# Graphic elements

Some graphic elements that we use in the project .



# Branding Examples

## Roll-up



## Social banners

A screenshot of a LinkedIn profile for "U2Demo". The profile picture is a stylized keyhole icon. The cover photo features a laptop and people icons with the text "Empowering Citizens through Energy Sharing". The profile summary states: "Use of open-source P2P energy sharing platforms for energy democratization. Funded by Horizon EU (GA no. 101160684)". It also mentions "Research Services · 178 followers · 11-50 employees". Below the summary are buttons for "+ Follow" and "Message". The navigation bar at the bottom includes Home, About, Posts (which is underlined), Jobs, and People.

A screenshot of a Twitter profile for "U2Demo". The profile picture is the same stylized keyhole icon. The bio reads: "The U2Demo project aims to develop consumer-centered management strategies for energy sharing. #HorizonEU project (GA no. 101160684)". It has 35 followers and 38 following. The sidebar on the left shows options like Página Inicial, Explorar, Notificações, Mensagens, Grok, Itens salvos, Comunidades, Premium, and Em... with a 30% de desconto badge.



# U2DEMO

[u2demo.eu](http://u2demo.eu)



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