

DAMET

Visual Identity Guidelines

E  **VIO** SOCIAL SOLIDARITY
CULTURE
ENVIRONMENT AND HEALTH

SAMPLE 1

THE IDEA

person with glasses
teacher figure



This logo reflects the DAMET project's mission to enhance digital competences among educators through AI tools and micro-credentialing. The teacher figure at the center represents adult educators, the focus of the project.

The book symbolizes knowledge, learning, and the foundations of education, reminding that all digital innovation builds upon solid teaching practices.

The circuit-like design emphasizes digital advancement and AI integration into teaching practices.

The checkmark symbolizes micro-credentialing, ensuring recognition of professional skills.

The circular frame illustrates the idea of continuous professional growth and adaptability in a rapidly changing digital world.

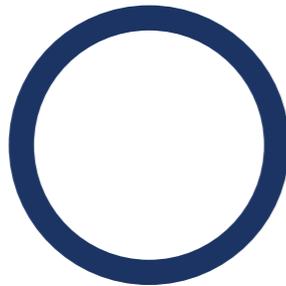


checkmark
micro-credentialing

book education



technology
digital advancement
AI integration



continuous
professional
growth and
adaptability

THE TYPOGRAPHY

The font “PF Agora Slab Pro” Regular is used for the creation of the logo

DAMET

Digital Advancement & Micro credentialing in Education for Teachers

PF Agora Slab Pro Regular, is a modern slab serif typeface. Its clean lines and solid structure convey professionalism, trust, and clarity, reflecting DAMET’s credibility in education. At the same time, its contemporary style connects with the project’s innovative and forward-looking approach to digital transformation.



COLOR PALETTE

#1C3664
RGB: 28/54/100
CMYK: 100/87/33/23

The **DARK BLUE** conveys trust, professionalism, and authority, grounding the project in educational credibility.

#008080
RGB: 0/128/128
CMYK: 86/31/49/8

The **TEAL/GREEN** symbolizes innovation, digital literacy, and growth, aligned with DAMET's focus on advancing teachers' skills through technology.

#CB5727
RGB: 203/87/39
CMYK: 15/78/100/4

The **ORANGE** represents creativity, enthusiasm, and motivation, traits that drive teachers to embrace innovation.

#FCC7A0
RGB: 252/199/160
CMYK: 0/25/37/0

The **SKIN TONE** stands for the human-centered focus of the project, emphasizing educators as the core of digital transformation.



The color scheme balances professionalism (dark blue) with innovation and growth (teal/green), while adding human warmth (orange and skin tone). Together, they reflect DAMET's vision of empowering teachers through a harmonious blend of tradition, technology, and recognition.

THE LOGO



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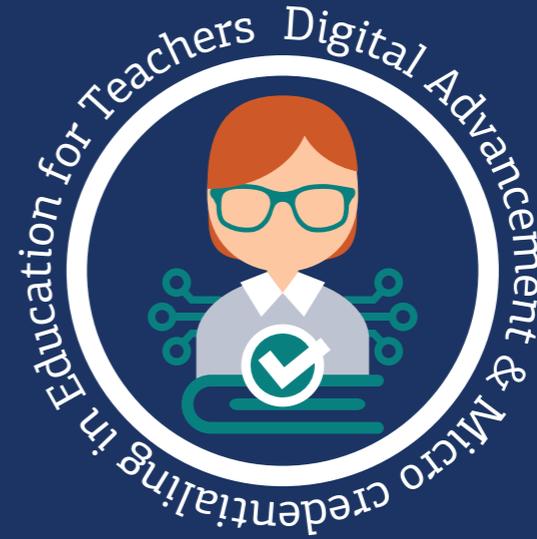


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**USE OF LOGO
ON DARK
BACKGROUNGS**

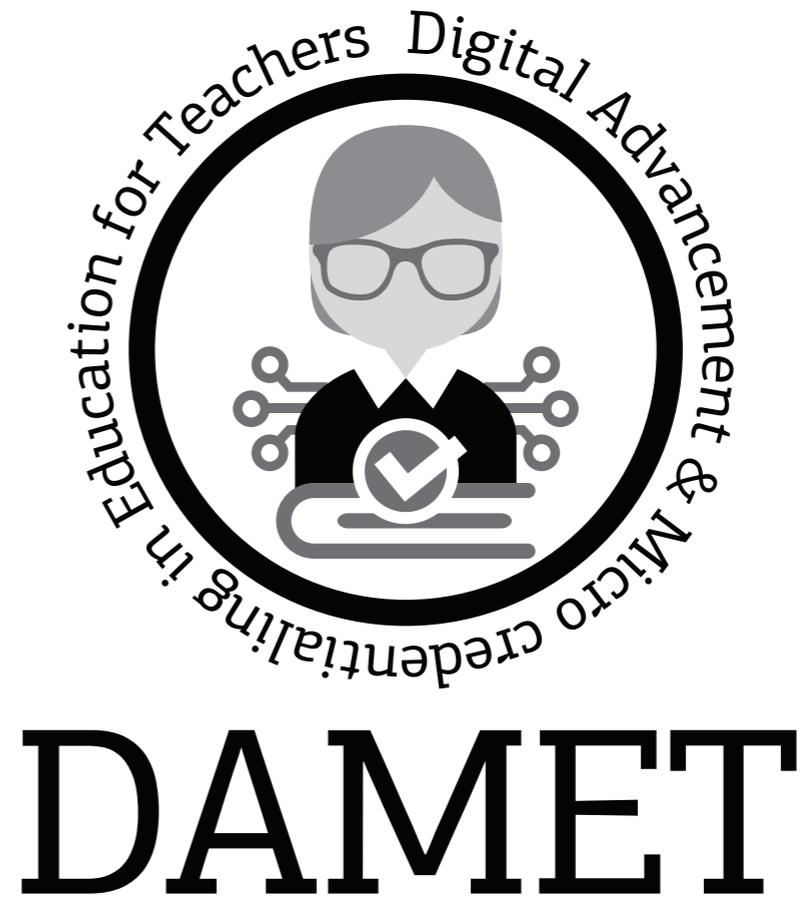


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**LOGO
IN GRAYSCALE**



SOCIAL PROFILE & APP ICON



FAVICON



Thank you

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CULTURE
ENVIRONMENT AND HEALTH

