

# DAMET

## Visual Identity Guidelines

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

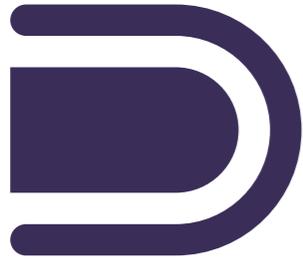
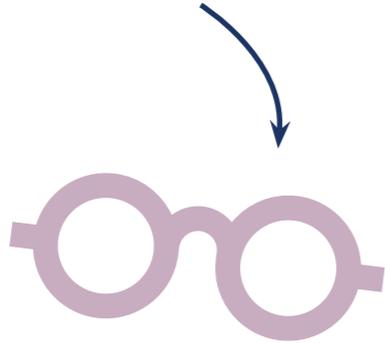
# SAMPLE 2

# THE IDEA

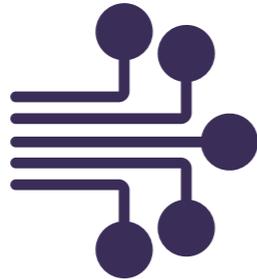
checkmark  
micro-credentialing



glasses - teacher, knowledge



book - education



circuit  
digital advancement

This version of the DAMET logo emphasizes a modern, digital-first identity while keeping educators at the center.

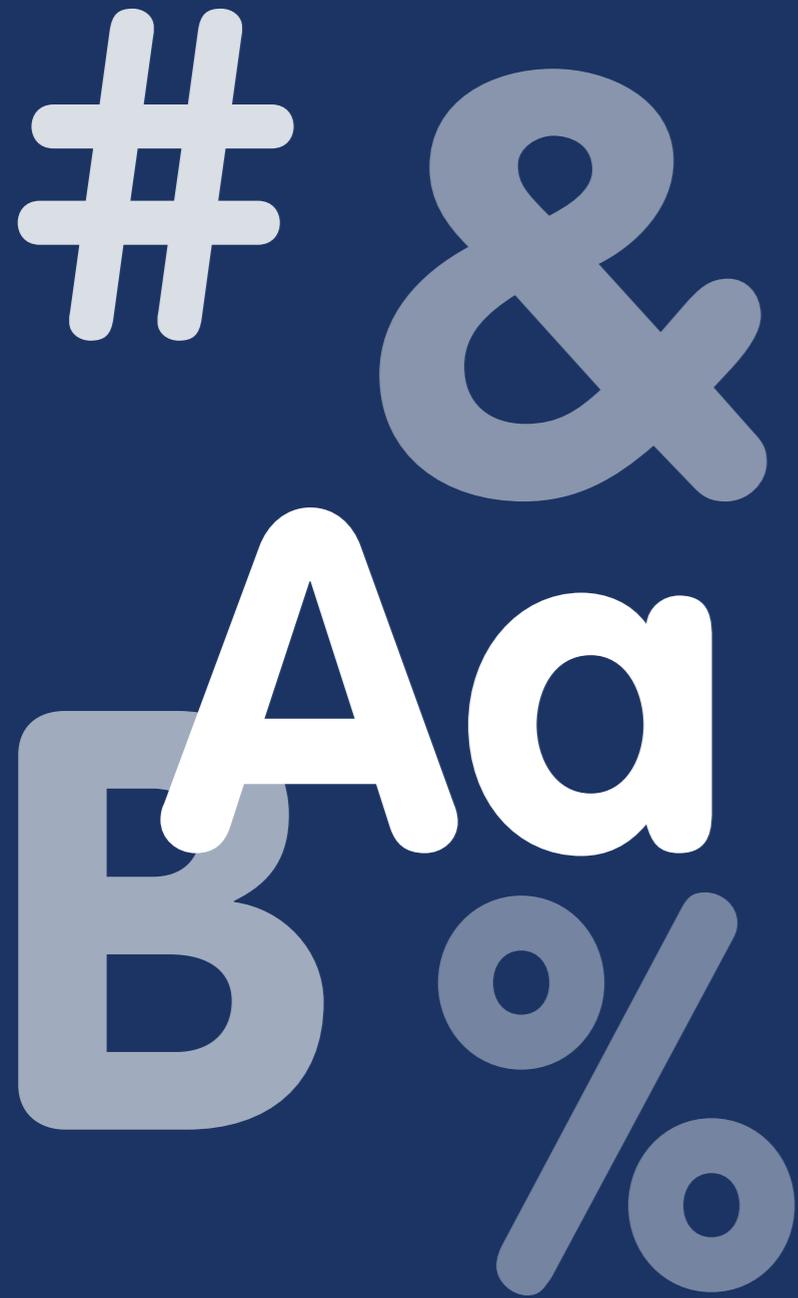
The “D” is shaped as an open book, symbolizing knowledge, learning, and education as the foundation of the project.

The glasses above the “D” symbolize teachers, knowledge, and wisdom, clearly linking the project to educators.

The checkmark again represents micro-credentialing and validation of skills.

The circuit design integrated into the “T” highlights digital advancement and AI tools, showcasing the project’s innovative approach.

# THE TYPOGRAPHY



The font “PF FuturaNeu Rounded” Light is used for the creation of the logo

# DAMET

PF FuturaNeu Rounded, a geometric sans-serif typeface with smooth, rounded edges. Its modern and approachable design communicates innovation, openness, and adaptability, aligning with DAMET’s mission to integrate digital tools into education. The rounded forms also add a sense of friendliness and accessibility, keeping the project teacher-centered and human-focused.

# COLOR PALETTE

**#3B2D59**  
**RGB: 28/54/100**  
**CMYK: 85/90/35/30**

The **DEEP PURPLE** symbolizes trust, professionalism, and authority, highlighting strong educational foundations. This color, used for the book, represents wisdom, dignity, and a sense of tradition. It grounds the project in the established principles of education while also signifying quality and ambition.

**#21AAA1**  
**RGB: 33/170/161**  
**CMYK: 76/10/43/0**

The **TEAL** symbolizes innovation, clarity, and growth. It bridges the gap between the familiar world of education and the digital future, representing progress and forward-thinking in technology.

**#CAAEC3**  
**RGB: 202/174/195**  
**CMYK: 20/32/10/0**

The **LIGHT MAUVE** adds a touch of creativity and thoughtfulness. It suggests a gentle approach to learning and highlights the user-friendly nature of the digital tools being introduced.



The combination of deep purple and teal creates a harmonious contrast. The deep purple offers a sense of stability and authority, while the teal introduces dynamism and modernity. This dualism reflects the project's mission: to responsibly and thoughtfully integrate new technology (teal) into the foundational and respected field of education (purple). The light mauve in the glasses provides a subtle highlight, making the logo feel welcoming and accessible.

**THE LOGO**



DAMET

**USE OF LOGO  
ON DARK  
BACKGROUNGS**



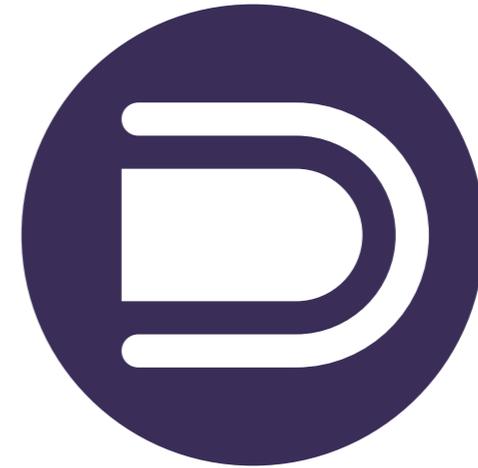
LOGO  
IN GRAYSCALE



**SOCIAL PROFILE  
& APP ICON**



**FAVICON**



# Thank you

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

