

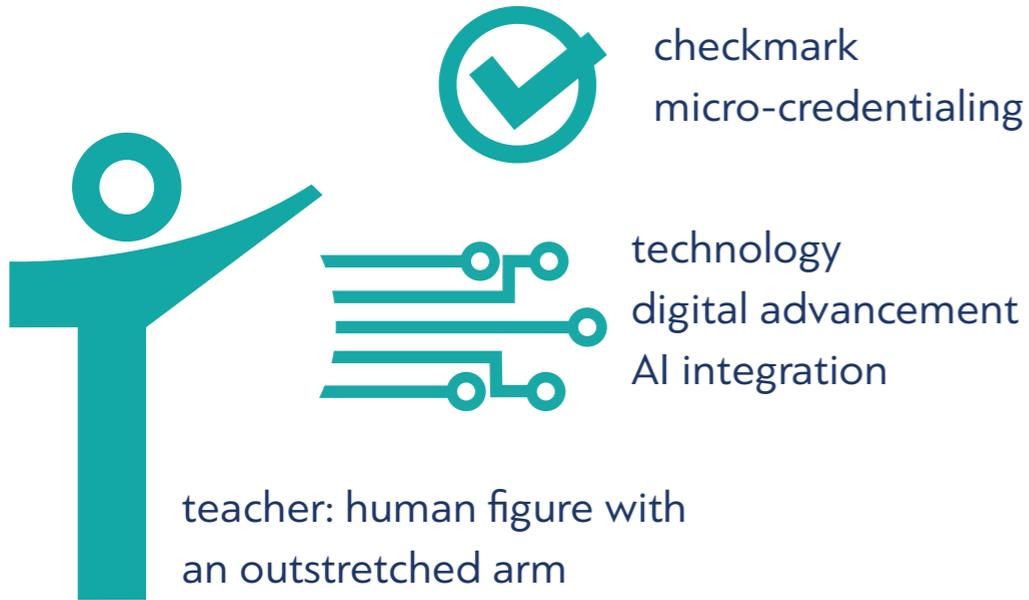
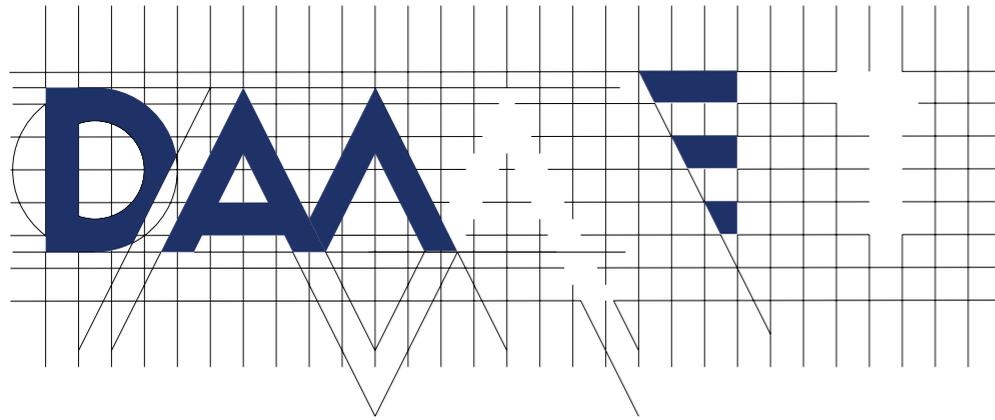
DAMET

Visual Identity Guidelines

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

SAMPLE 3

THE IDEA



This DAMET logo combines typography and symbolism to highlight both the digital and human-centered aspects of the project.

The letters D, A, M, E are bold and solid, reflecting stability and professionalism in education.

The “T” is transformed into a human figure with an outstretched arm, symbolizing teachers, empowerment, and achievement.

The checkmark inside the figure reinforces micro-credentialing and recognition of skills.

The circuit lines extending from the “T” represent digital advancement and AI tools, directly linking to the project’s innovative focus.

The tagline beneath the acronym ensures clarity of the project’s mission.

THE TYPOGRAPHY



The font “Noir Pro” Bold
is used for the creation of the logo

Digital Advancement & Micro credentialing IN EDUCATION FOR TEACHERS

It is a strong geometric sans-serif typeface. Its bold weight and clean design convey stability, confidence, and authority, aligning with DAMET’s professional and structured approach to education. At the same time, its modern geometric form reflects innovation and adaptability, echoing the project’s focus on digital advancement.

COLOR PALETTE

#213368

RGB: 33/51/104

CMYK: 100/90/30/20

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

#00A8A5
RGB: 0/168/165
CMYK: 80/10/40/0

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

The image features a vertical split background. The left side is a solid dark blue, and the right side is a solid teal. The text is positioned on the white background of the right side.

The combination of dark blue and teal balances professionalism with innovation. Blue emphasizes DAMET's credibility and structure, while teal highlights its forward-looking vision and transformative role in digital education. Together, the colors communicate trust, growth, and adaptability.

THE LOGO



Digital Advancement & Micro credentialing
IN EDUCATION FOR TEACHERS

**USE OF LOGO
ON DARK
BACKGROUNGS**



LOGO
IN GRAYSCALE



SOCIAL PROFILE & APP ICON



FAVICON



Thank you

E♥VIO SOCIAL SOLIDARITY
CULTURE
ENVIRONMENT AND HEALTH

