

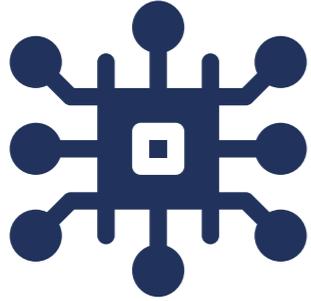
DAMET

Visual Identity Guidelines

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

SAMPLE 4

THE IDEA



This logo features a book, representing the foundational knowledge of education. A pair of glasses, symbolizing the teacher's vision and perspective, rests on top of the book. Perched on the glasses is a small digital circuit, signifying the integration of technology and micro-credentialing into the teaching profession. The design conveys the project's goal of empowering teachers with the digital tools and clear vision needed to excel in modern education.

THE TYPOGRAPHY



The font “PF BeauSans Pro”
is used for the creation of the logo

DAMET

Digital Advancement & Micro credentialing
in Education for Teachers

The font used in the logo is PF BeauSans Pro, a modern sans-serif typeface. This choice of typography is significant because it projects a clean, contemporary, and professional identity. The sans-serif style ensures high readability, making the project name clear and accessible. Its clean lines and balanced forms give the logo a polished and trustworthy feel, aligning with DAMET's mission to provide credible and high-quality educational credentials. The font's modern aesthetic further emphasizes the project's focus on digital advancement and innovation.

COLOR PALETTE

#25345D
RGB: 37/52/93
CMYK: 95/85/36/28

The **Dark Blue** is used for the text "DAMET," this color represents trust, reliability, and intellect. It gives the logo a sense of authority and professionalism, reassuring users of the project's serious and credible nature.

#5886C5
RGB: 88/134/197
CMYK: 68/42/0/0

This lighter shade of blue is used for the glasses, providing a sense of calmness and clarity. It symbolizes the clear vision and thoughtful approach that the project brings to education.

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

The **CORAL** is a warm color, used for the book, brings energy, creativity, and approachability to the design. It symbolizes the human element and passion within the teaching profession.

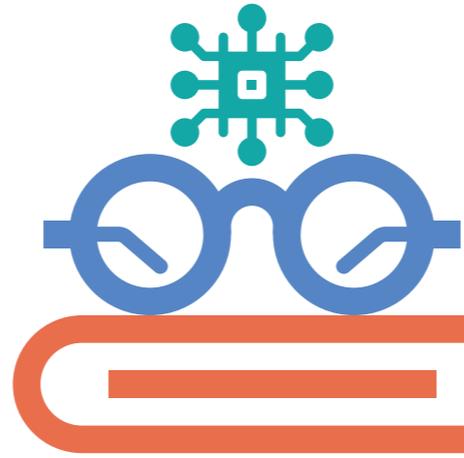
#00A8A5
RGB: 0/168/165
CMYK: 80/10/40/0

The **TEAL** used for the circuit, signifies innovation, clarity, and growth. It represents the digital advancement and forward-thinking aspects of the project, creating a modern and dynamic feel.



The color scheme masterfully blends a traditional, trusted color (blue) with a more modern and dynamic one (teal), all tied together by the warm and inviting coral. The combination of dark and light blue in the glasses represents both the stability and clarity that DAMET provides. This palette as a whole suggests that the project is reliable, innovative, and human-centered, building upon the trusted foundations of education with a clear vision for the future.

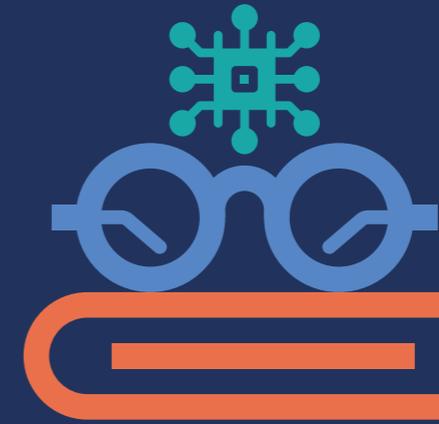
THE LOGO



DAMET

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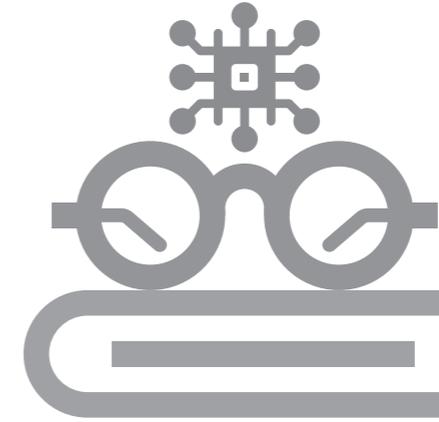
**USE OF LOGO
ON DARK
BACKGROUNGS**



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**LOGO
IN GRAYSCALE**



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**SOCIAL PROFILE
& APP ICON**



FAVICON



Thank you

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CULTURE
ENVIRONMENT AND HEALTH

