

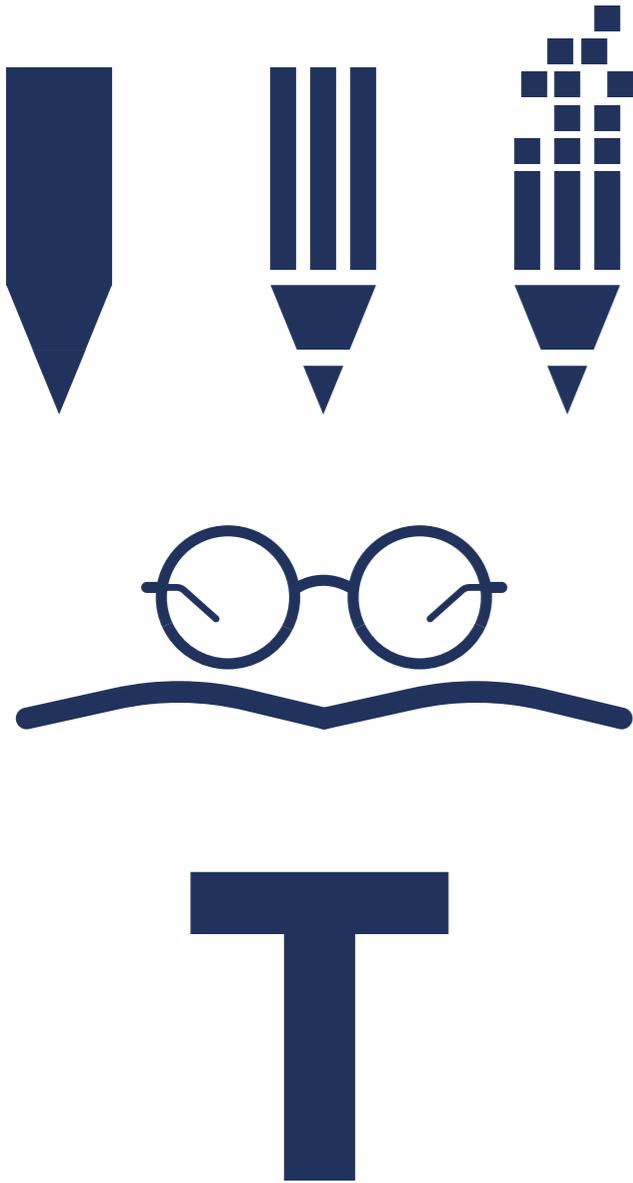
DAMET

Visual Identity Guidelines

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

SAMPLE 5

THE IDEA



This logo features the project name "DAMET" with a dynamic visual at its center. The "M" is stylized with a pencil resting on its peak, symbolizing the core tools of education. The pencil tip transforms into scattered digital squares, representing the transition from traditional learning to a new, modern, and micro-credentialed system. To the right, a book and a pair of glasses rest on the "T," signifying the foundation of education and the clear vision of the teacher. The "T" is a distinct color to highlight its connection to Teachers, the ultimate beneficiaries and focus of the DAMET project.

THE TYPOGRAPHY



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

DAMET

The font Commissioner Bold, a modern humanist sans-serif typeface. This choice is significant for several reasons:

- **Professionalism and Authority:** As a bold, clean sans-serif, Commissioner Bold conveys a sense of strength and professionalism. It gives the logo a solid, dependable feel, reinforcing the project's credibility in the education sector.
- **Modernity and Clarity:** The font's modern, straightforward design ensures excellent readability, making the project name easy to read and recognize. Its clean lines align with the project's focus on clarity and efficiency in digital learning.
- **Human-Centered Touch:** Despite its modern appearance, Commissioner is described as a humanist sans-serif. This means it has a subtly friendly and approachable feel, which is perfect for a project focused on supporting teachers—highlighting the human element at the core of DAMET's mission.

COLOR PALETTE

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

The **Dark Blue** is used for the "T" and the glasses, signifies trust, reliability, and intellect. Its use on the "T" specifically represents the teacher as a pillar of knowledge and authority in the classroom.

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

This lighter shade of blue conveys clarity, calmness, and openness. It suggests an accessible and user-friendly approach to learning and technology, welcoming teachers to the project.

#E8C446
RGB: 232/196/70
CMYK: 10/20/85/0

The **BRIGHT YELLOW**, used for the book and the pencil, symbolizes knowledge, optimism, and enlightenment. It represents the valuable insights that teachers will gain through the project and the bright future it offers.

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

The **TEAL** used for the digital squares, signifies innovation, clarity, and growth. It highlights the digital and technological aspects of the project, adding a modern and dynamic touch.

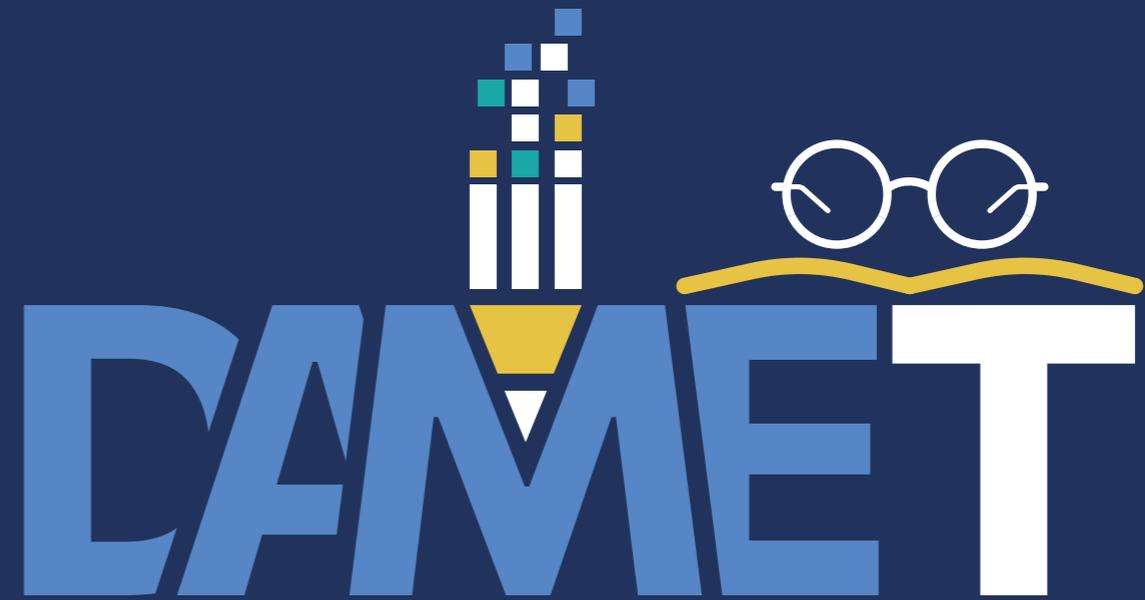


The combination of different shades of blue establishes a tone of professionalism and trust. The strategic use of a darker blue for the "T" places special emphasis on the project's direct focus on teachers. The addition of yellow brings in a sense of optimism and enlightenment, while the teal underscores the innovative, digital focus of the project. This palette as a whole suggests that DAMET is a credible, forward-thinking project that offers a clear and bright path for teachers' professional growth.

THE LOGO



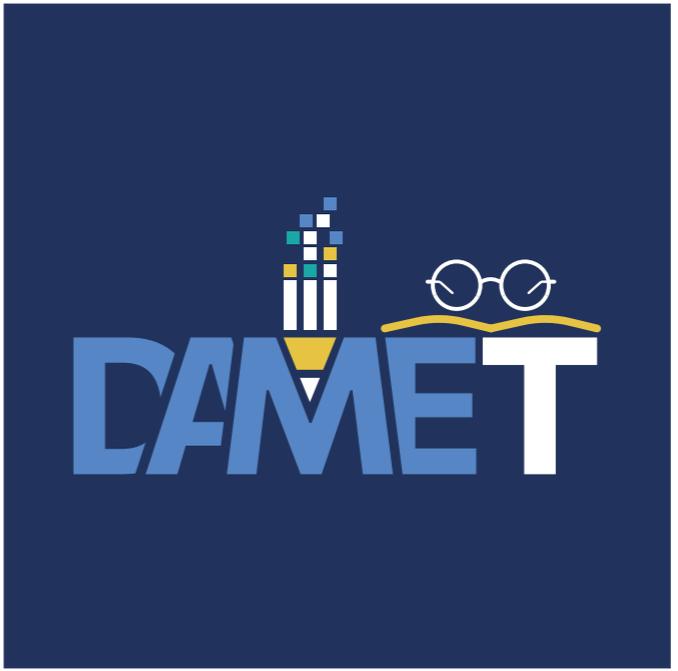
**USE OF LOGO
ON DARK
BACKGROUNGS**



LOGO
IN GRAYSCALE



**SOCIAL PROFILE
& APP ICON**



FAVICON



Thank you

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