

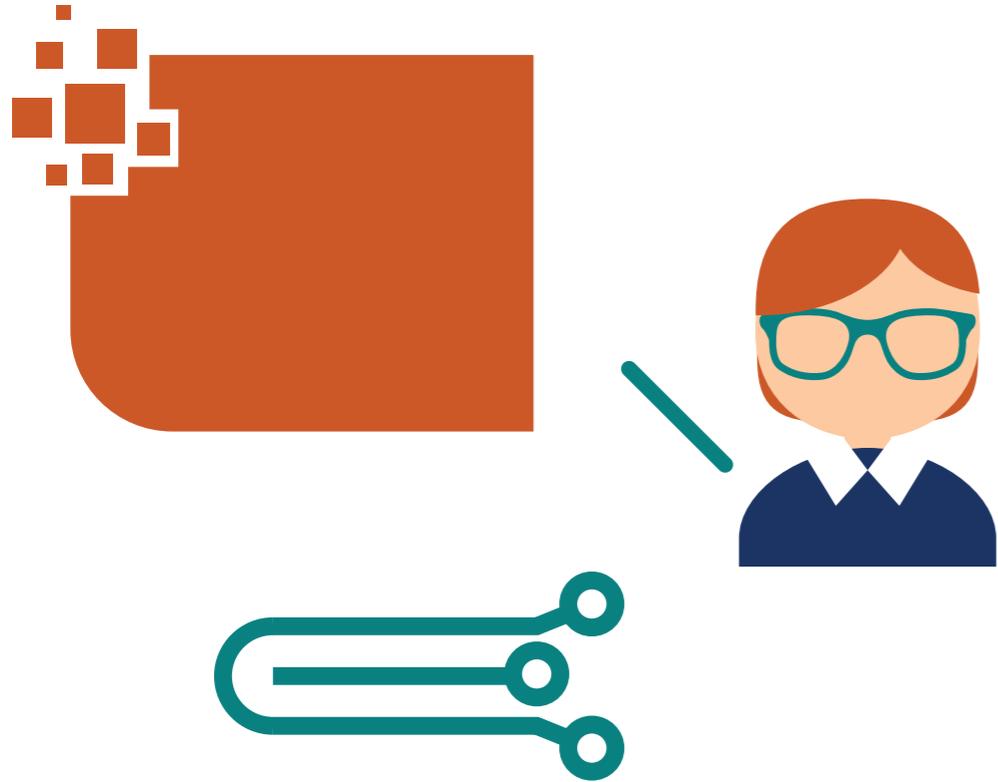
# DAMET

## Visual Identity Guidelines

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

# SAMPLE 6

# THE IDEA



This logo features a stylized teacher figure standing on a book, representing a foundation of knowledge. The book transforms into a circuit board, symbolizing the seamless integration of technology into traditional education. On the left, a blackboard with a ruler is shown, its corner made of digital squares, which represents the transition from a conventional to a digital learning environment. This design powerfully illustrates how the DAMET project empowers teachers to bridge the gap between classic teaching methods and modern digital tools.

# THE TYPOGRAPHY

# DAMET

Digital Advancement & Micro credentialing  
in Education

FOR TEACHERS

The logo uses two distinct fonts:

**PF Bague Sans Pro Medium:** This professional, monoline sans-serif is likely used for the main "DAMET" text. Its clean, modern, and humanist characteristics convey credibility, clarity, and a friendly professionalism. This choice reinforces the project's serious commitment to high-quality, accessible education.

**GB Natural Juice Regular:** This handwritten, marker-style font is likely used for the "for teachers" text. Its casual and organic feel adds a personal, human touch to the logo. This font choice is key to emphasizing that the project is designed specifically for and with teachers in mind, making it feel approachable, relatable, and authentic. The contrast between the two fonts highlights the core of the project: a professional, digital system that remains personal and centered on the teacher.



# COLOR PALETTE

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

The **DARK BLUE** is used for the text and the teacher figure's clothes, represents trust, intellect, and professionalism. Its strong presence establishes the project as a reliable and credible source for professional development.

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

The **TEAL/GREEN** is used for the circuit board, the digital squares, and the ruler, signifies innovation, clarity, and growth. It clearly represents the digital advancement and forward-thinking aspects of the project, connecting the teacher figure to the technological skills they will gain.

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

The **ORANGE** is warm, energetic color is used for the teacher figure's skin and hair. Orange symbolizes creativity, enthusiasm, and warmth. Its use highlights the passion and human-centered nature of the teaching profession, making the logo feel inviting and approachable.

**#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 effectively balances the professionalism of dark blue with the creativity and warmth of orange, while the teal injects a sense of modernity. This combination shows that DAMET is both a serious educational endeavor and an inspiring, creative journey for teachers.

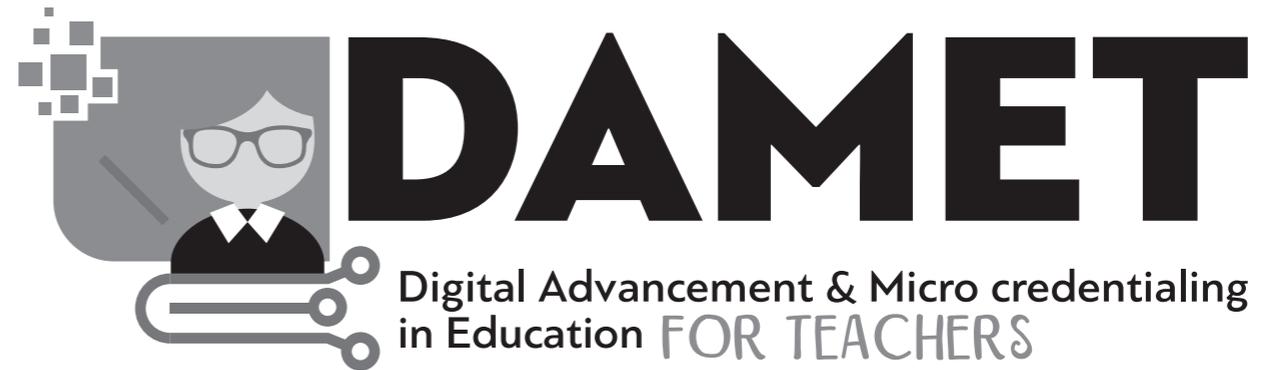
**THE LOGO**



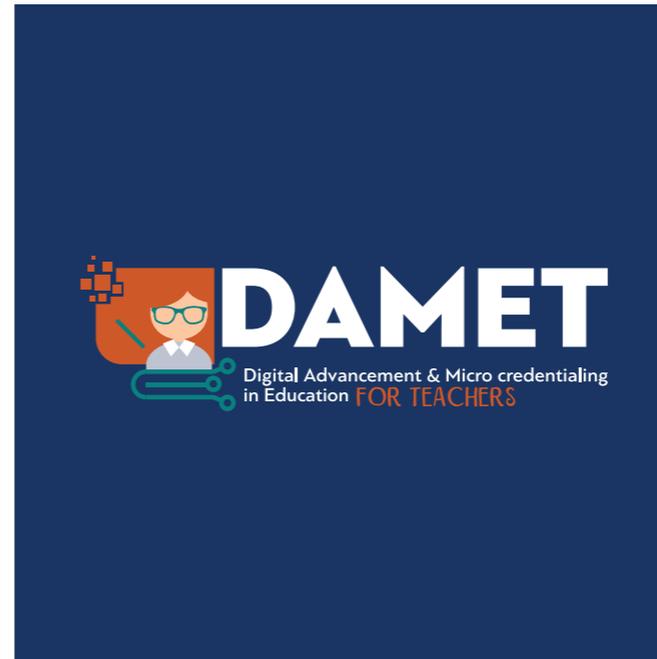
**USE OF LOGO  
ON DARK  
BACKGROUNGS**



LOGO  
IN GRAYSCALE



# SOCIAL PROFILE & APP ICON



FAVICON



# Thank you

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

