

PSS-Pass
BRAND GUIDELINES



LOGOTYPE





Shaping a Sustainable Future with
Digital Product-Service Ecosystems

COLORS

#133155
R19 G49 B85
C75 M47 Y0 K70
Pantone 534C

#39b54a
R57 G181 B74
C75 M0 Y100 K0
Pantone 2422C

#f7941d
R247 G148 B29
C0 M50 Y100 K0
Pantone 1375C

INVERTED COLOR CONFIGURATION

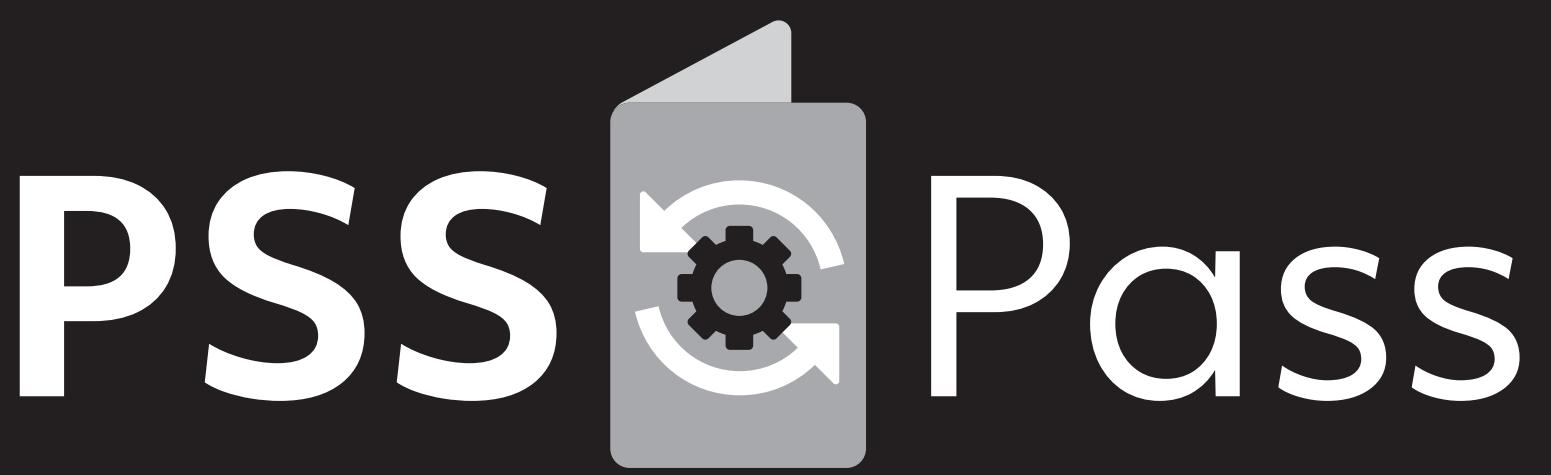


The color intensity on light
backgrounds should be minimal



On dark backgrounds
the text is rendered in white

GREY SCALE



MONOCHROMATIC

PSS  Pass

PSS  Pass



The height of the font is used
as a unit of measurement

Poppins
for digital
and print
materials

Free download at [Google Fonts](#)

RECOMMENDED MINIMUM SIZE IN PRINT

30 mm



15 mm



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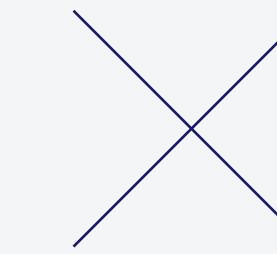
with tagline



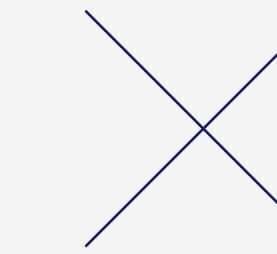
without tagline

NOT RECOMMENDED

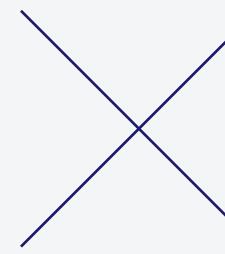
Modifying
the colors



Distorting
the proportions



Rotating for
special effect





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All the PSS-Pass productions must display the EU funded logo.

All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats for printing: EPS
All other types of use: PNG

[DOWNLOAD](#)

PSS-Pass Brand Guidelines
NOVEMBER 2024

