

SCALES

Logo Guidelines



This manual brings together the essential guidelines for the correct use of the SCALES logo across all possible platforms and materials.

Its purpose is to ensure consistency, clarity, and recognition in every representation of the cost action. By following these guidelines, one ensures the logo is always presented in a professional and cohesive manner.

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1.a Primary Logo

Concept:

The design consists of many small vortices forming a close-up view of a big vortex, representing the different scales the collaboration is working on.

The twist at the center emphasizes the sense of rotation and dynamics.

A light blue tone is introduced to divide the vortex into two halves, conveying the concept of collaboration—the union of two parts coming together to form a cohesive whole. This colour choice is inspired by superfluids.



1.b Logo Variants



Logo vertical



Isotype

2.a Clearance Area

To ensure the optimal application and visibility of the logo across all media and formats, a clearance area has been established, defining a minimum distance from text and graphic elements. This space is defined by “2X”, where “X” is 1/3 of the letters’ height.



 clearance area

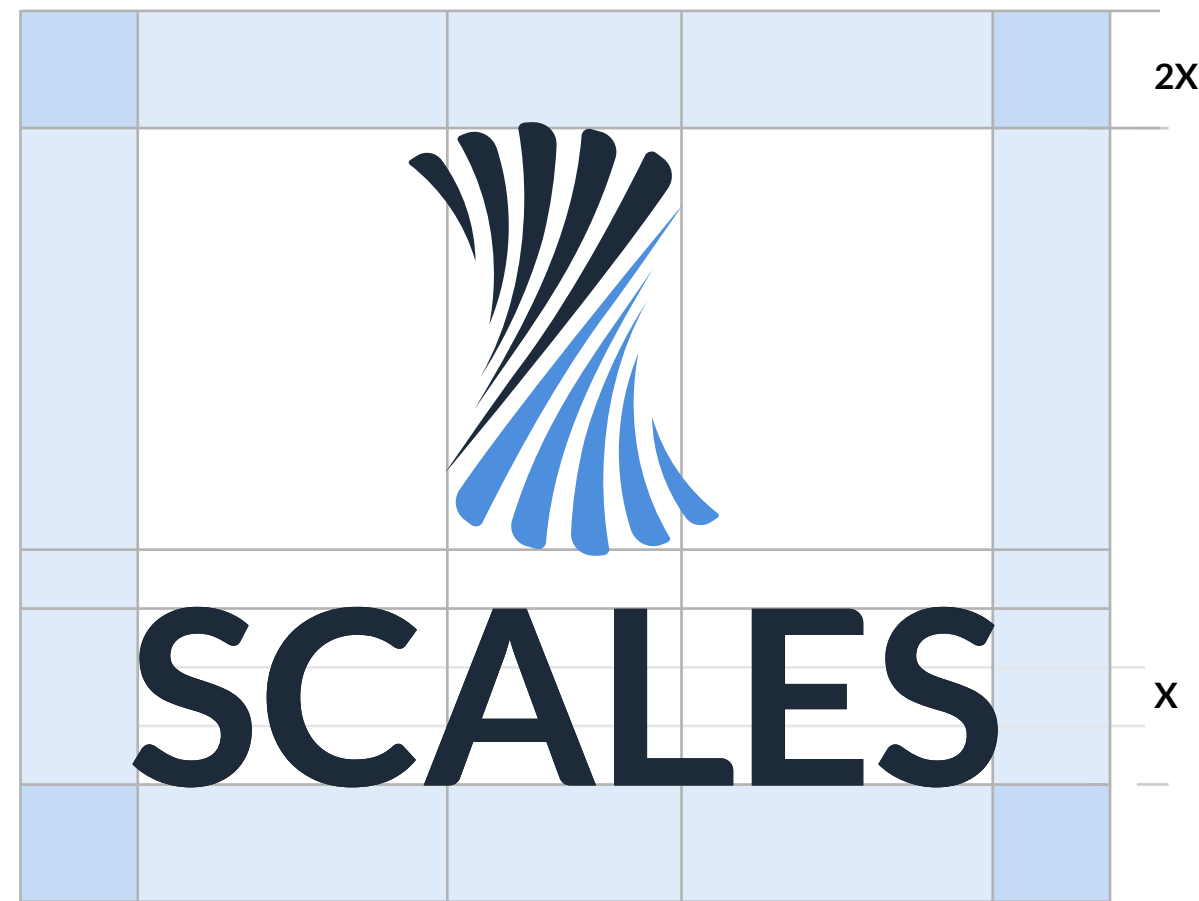
Minimum Size

To maintain clarity across both digital and print applications, the logo should never be reproduced at a size smaller than 10 mm.

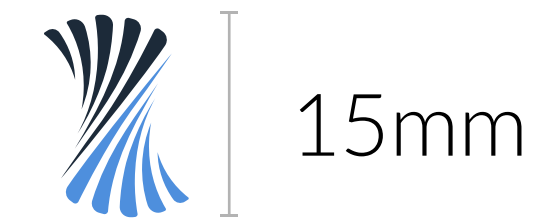
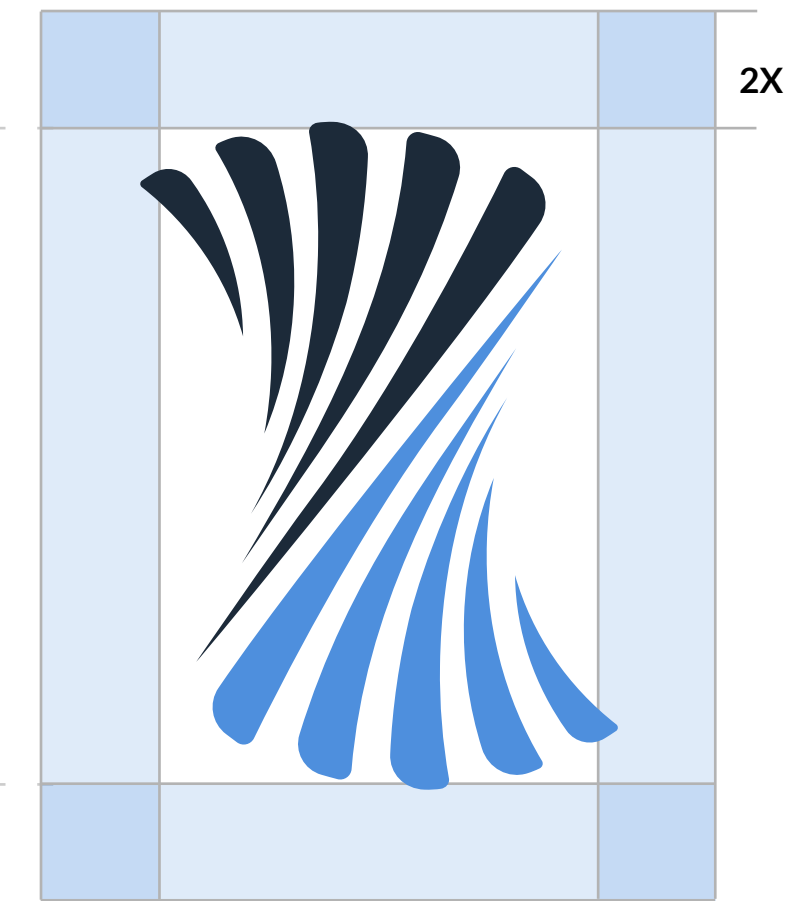


2.b Clearance Area Variants

Logo vertical



Isotype



clearance area

3.a Colours & Logo Usage



HEX
#1c2a39
RGB
28, 42, 57



HEX
#4e8fdd
RGB
78, 143, 221



HEX
#ffffff
RGB
255, 255, 255

Colour version

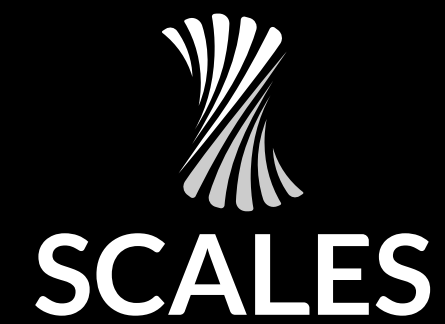


Grayscale version



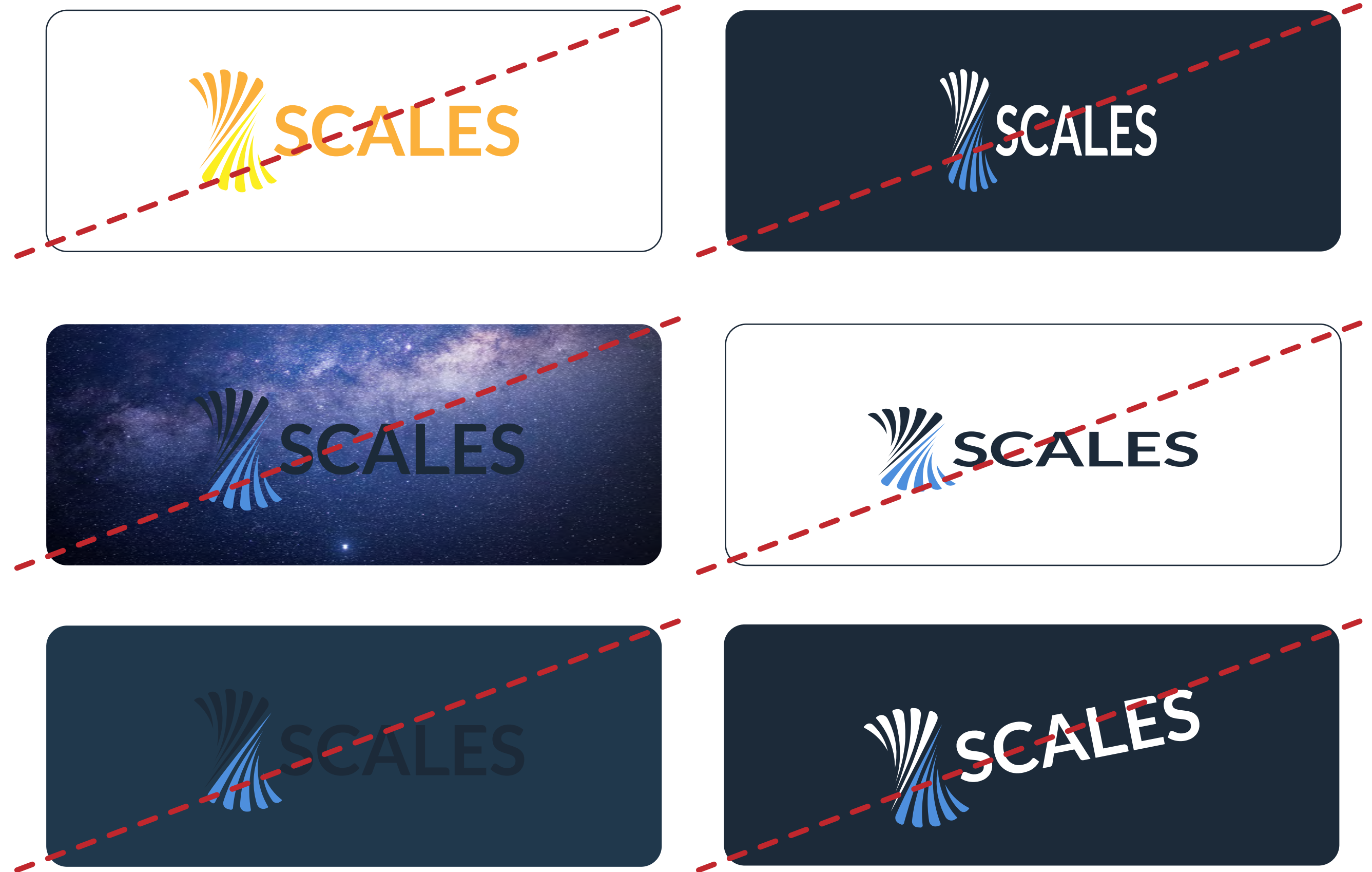
3.b Correct Logo Application

This refers to the consistent and accurate use of the logo across all materials and platforms. Maintaining proper size, placement, and colour helps preserve the logo's integrity, strengthens brand recognition, and ensures a cohesive and professional image.



3.C Incorrect Logo Application

Situations in which the logo is used incorrectly or inconsistently are shown. This guideline helps prevent common mistakes, ensuring that the logo is always correctly sized, positioned, and coloured in order to maintain a professional image.



Thank you

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