

# IDENTITY GUIDELINES



**VINNEA**

**Interreg  
POCTEFA**



**Cofinanciado por  
la UNIÓN EUROPEA  
Cofinancé par  
l'UNION EUROPÉENNE**

# Table of contents



**INTRODUCTION** 01

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**LOGOTYPE** 02

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- Logotype
- Logotype proportions
- Clearspace
- Lockup relationships
- Versions
- Incorrect uses

**STYLE** 12

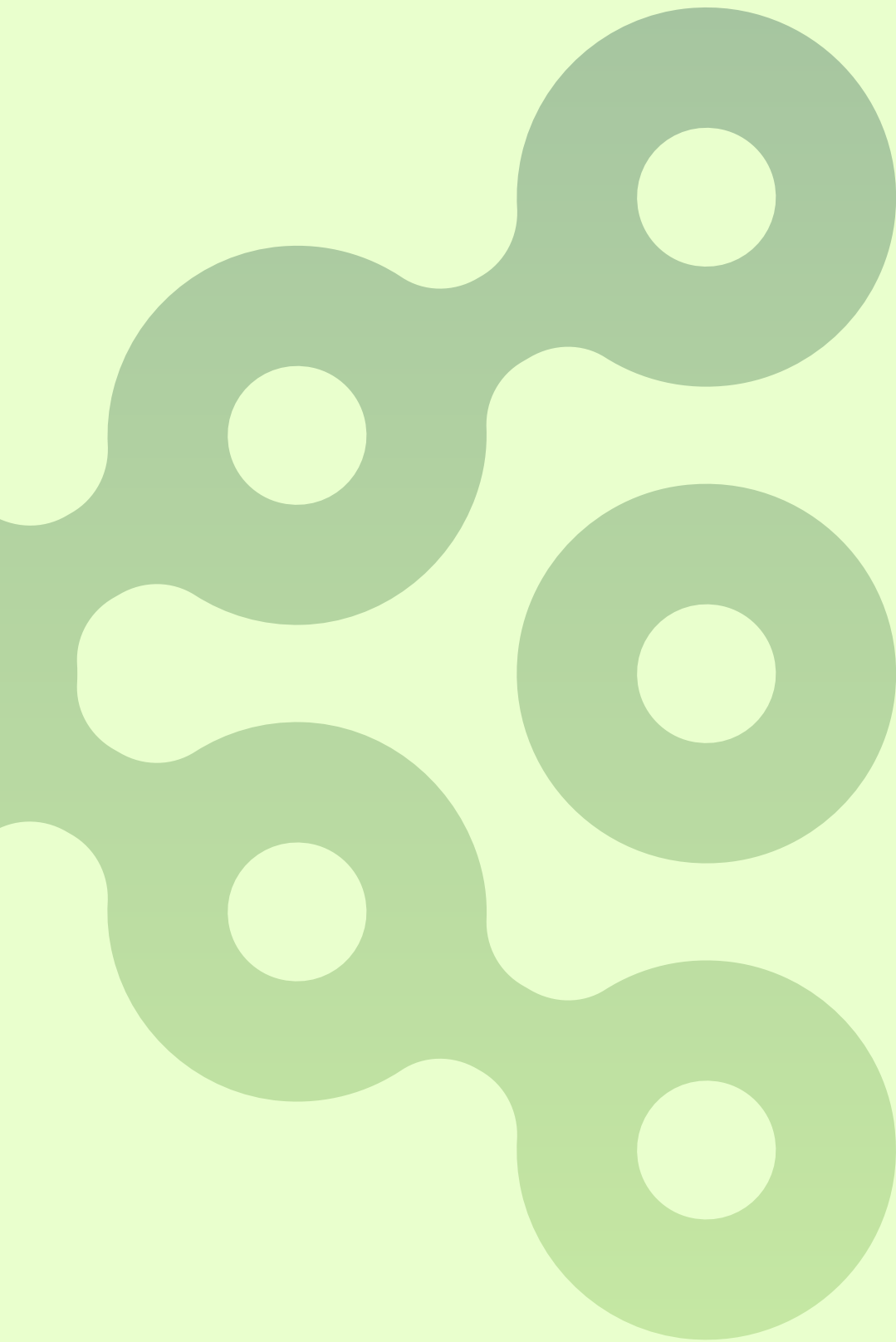
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- Color palette
- Typography
- Elements

**APPLICATION SAMPLES** 19

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# 01. Introduction



# Introduction

VINNEA leverages digitalization in viticulture through the development and application of advanced digital tools to enhance teaching, professional training, and decision-making regarding viticultural practices such as pruning and vineyard management.

A cross-border Spanish-French consortium comprising six partners with complementary profiles: agronomic research, computer science, training, engineering, and technology business.

We develop advanced digital tools—virtual reality, AI, predictive models—to transform teaching and decision-making in viticulture on both sides of the Pyrenees.

# 02. Logotype

# Logotype

The VINNEA logotype embodies the project's vision of transforming viticulture through innovation.

The geometric grape cluster symbolizes the vineyard while its interconnected, digitalized forms reflect data, technology, and smart decision-making.

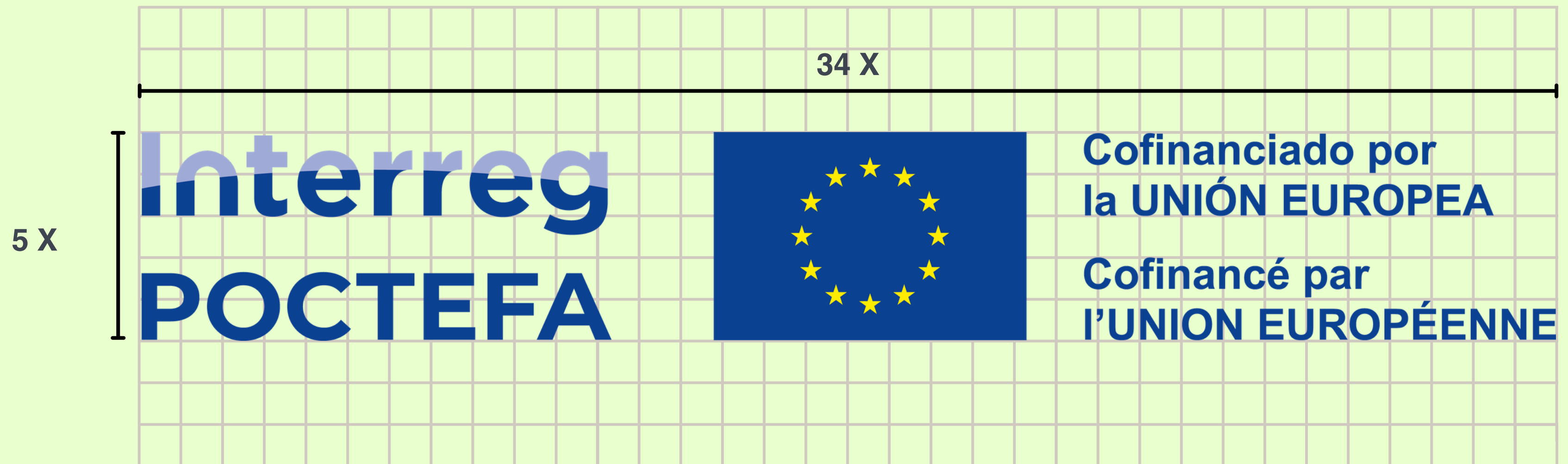
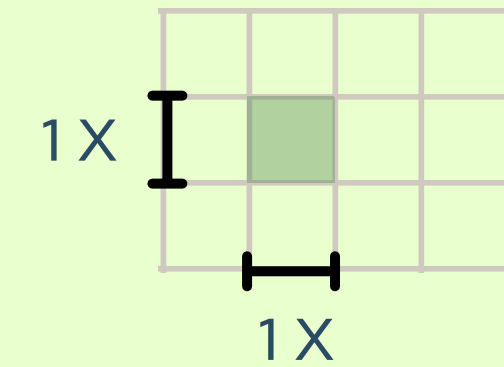
Its green palette represents sustainability, growth, and the deep connection between viticulture and the natural landscape.

The clean, contemporary design expresses VINNEA's cross-border European identity, bringing together tradition, science, and advanced digital tools to shape the future of viticulture.



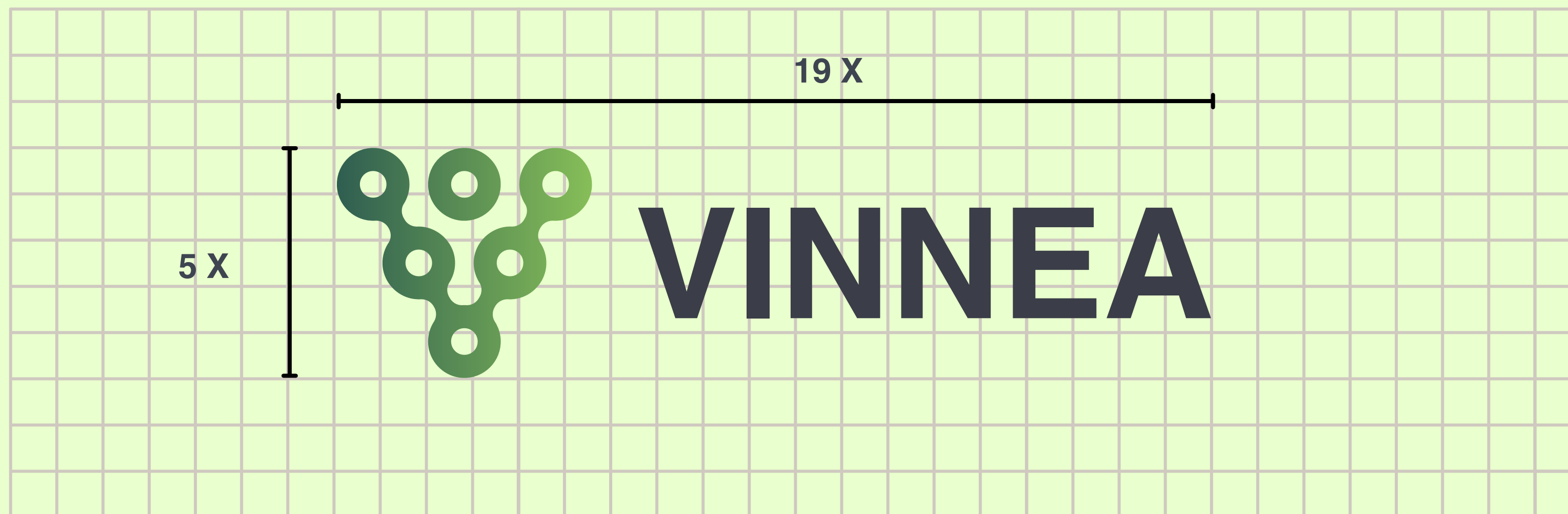
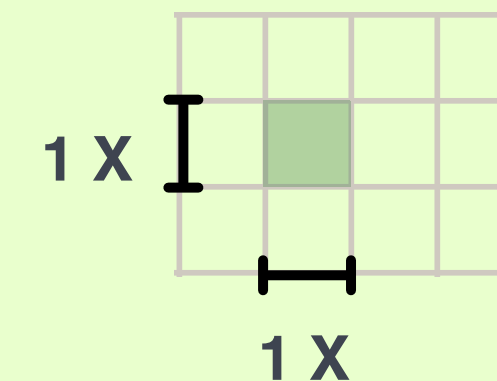
# IDENTITY GUIDELINES

## Logotype proportions



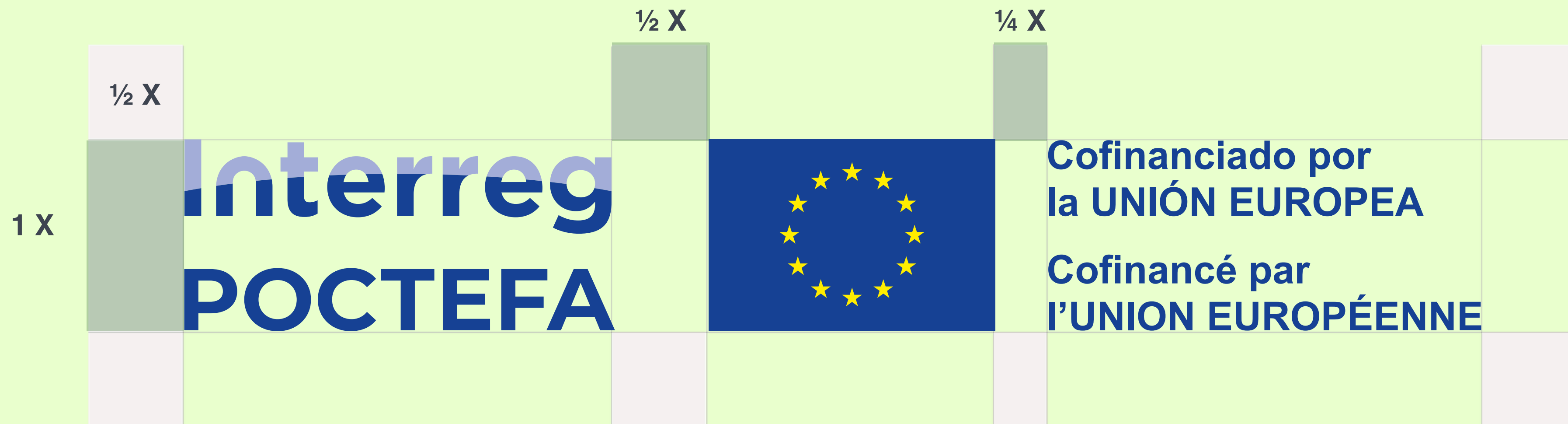
The logo should maintain its proportions at all times.

# Logotype proportions

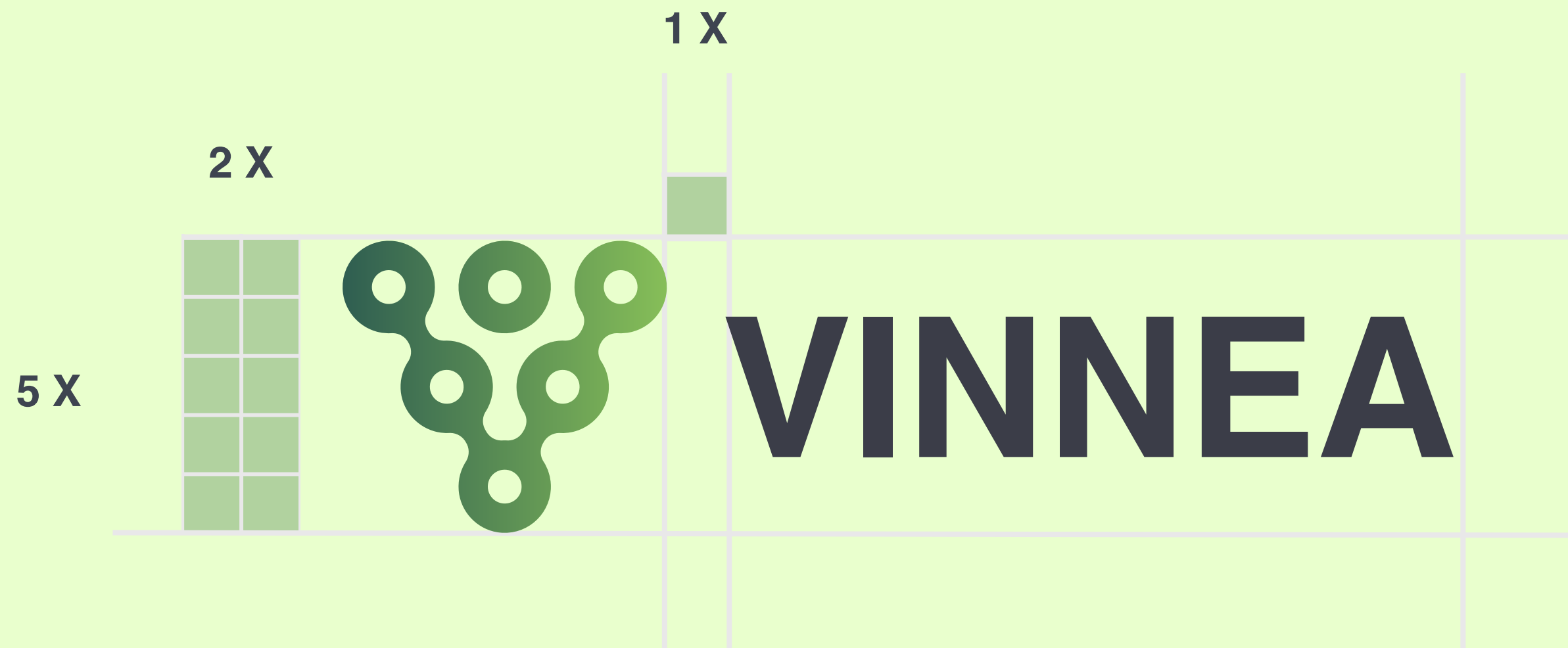
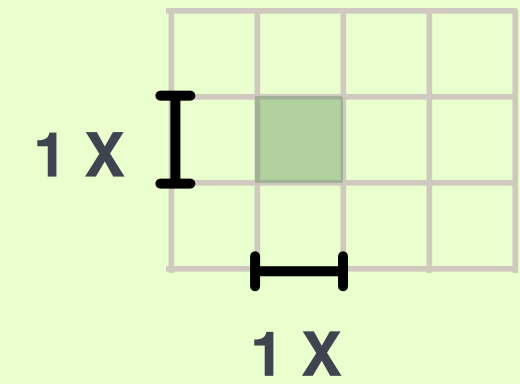


The logo should maintain its proportions at all times.

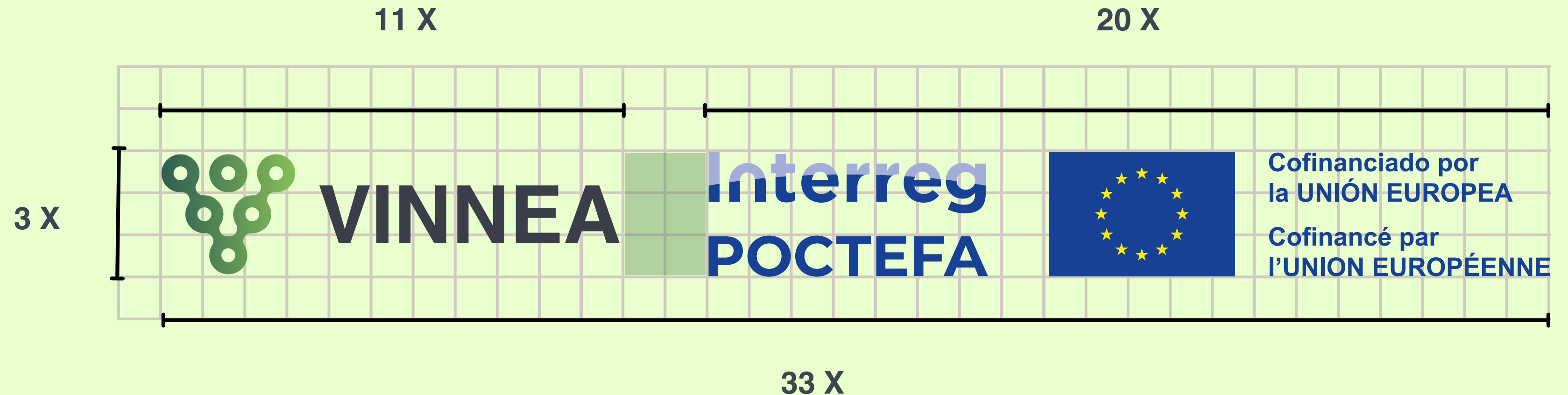
# Logotype clearspace



# Logotype clearspace



# Lockup relationships



The Programme logotype (Interreg POCTEFA) includes the European flag together with the reference to the European Union. It is important to note that the Programme logotype and the VINNEA logotype must always be displayed together, and that the European Union logo must be at least the same height as the tallest element of the VINNEA logo.

# Versions

ORIGINAL		<b>VINNEA</b>	<b>Interreg POCTEFA</b>		Cofinanciado por la UNIÓN EUROPEA Cofinancé par l'UNION EUROPÉENNE
POSITIVE VERSION		<b>VINNEA</b>	<b>Interreg POCTEFA</b>		Cofinanciado por la UNIÓN EUROPEA Cofinancé par l'UNION EUROPÉENNE
NEGATIVE VERSION		<b>VINNEA</b>	<b>Interreg POCTEFA</b>		Cofinanciado por la UNIÓN EUROPEA Cofinancé par l'UNION EUROPÉENNE

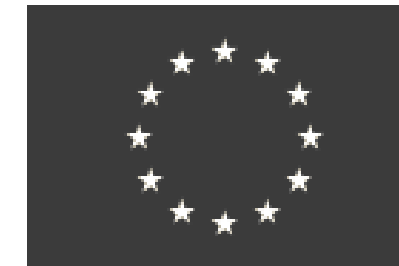
# Versions

GREY



**VINNEA**

**Interreg  
POCTEFA**



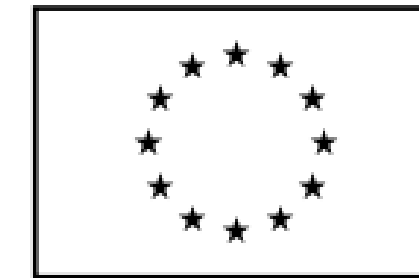
Cofinanciado por  
la **UNIÓN EUROPEA**  
Cofinancé par  
l'**UNION EUROPÉENNE**

BLACK



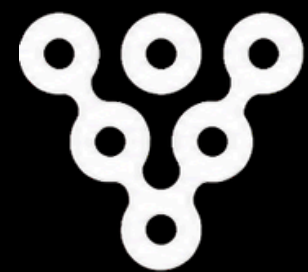
**VINNEA**

**Interreg  
POCTEFA**



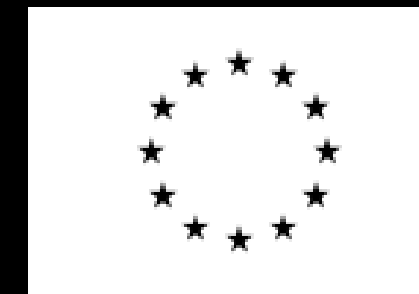
Cofinanciado por  
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Cofinancé par  
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WHITE



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**VINNEA**

**Interreg  
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# Incorrect uses



Do not use over busy-backgrounds and/or with similar colors



Do not change the colors



Do not distort the shapes

# Incorrect uses



Do not use perspectives or shades



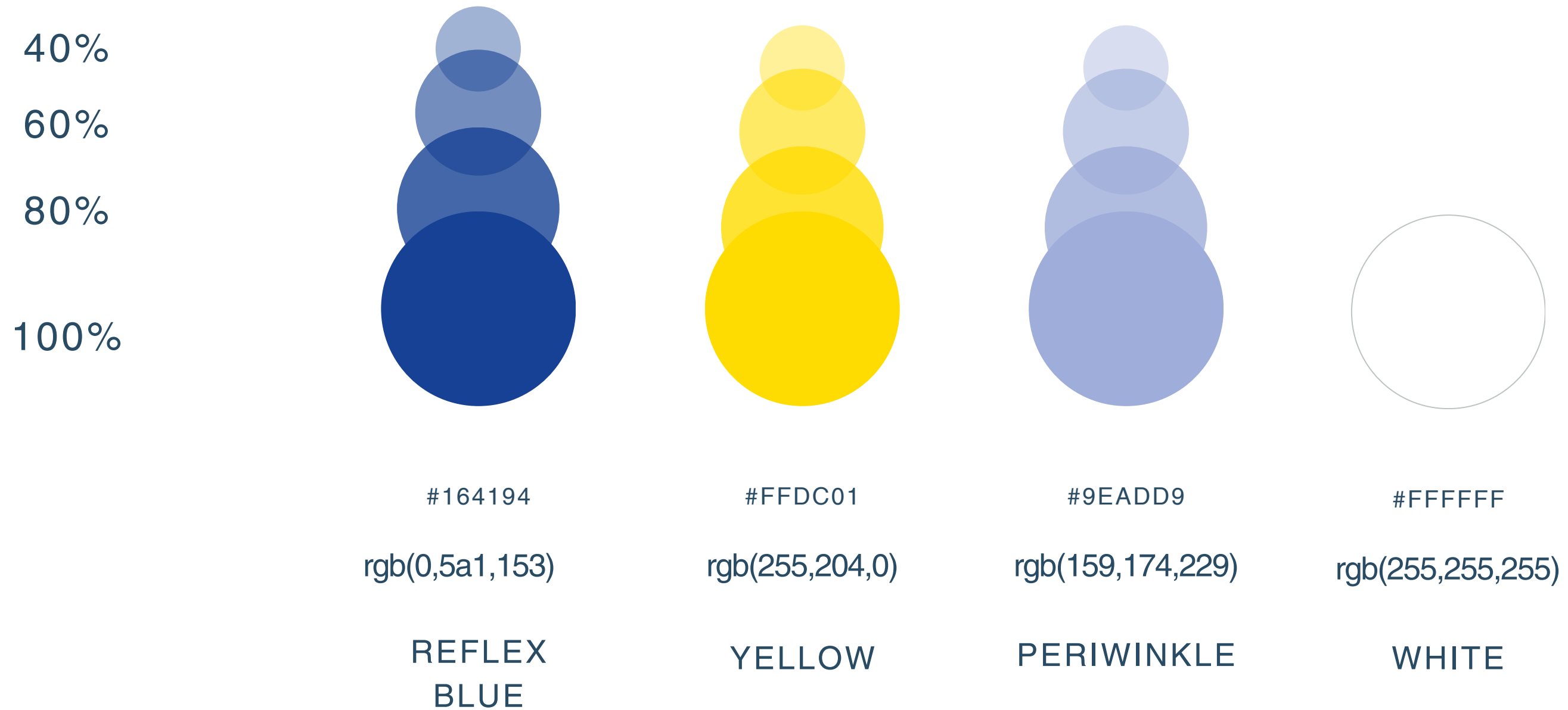
Do not change proportions



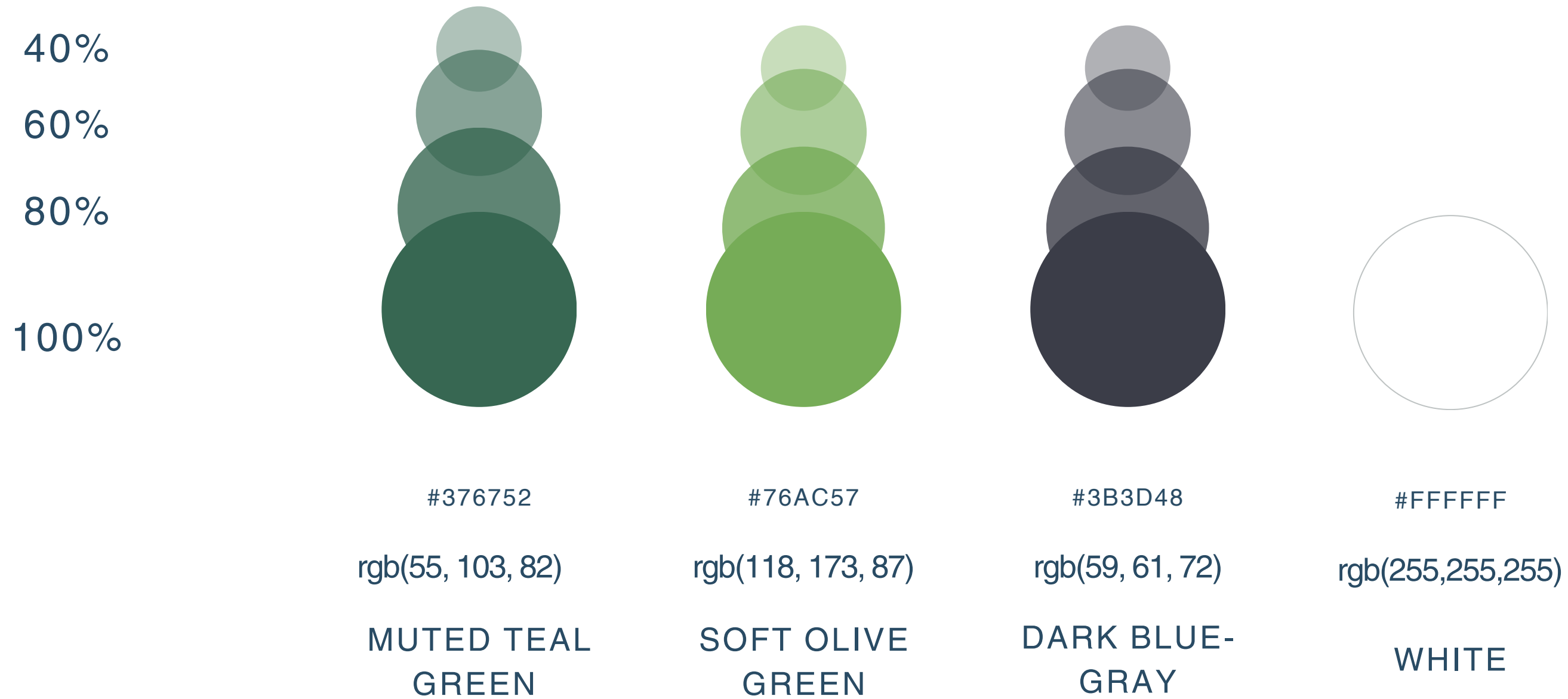
Do not use off-brand fonts

# 03. Style

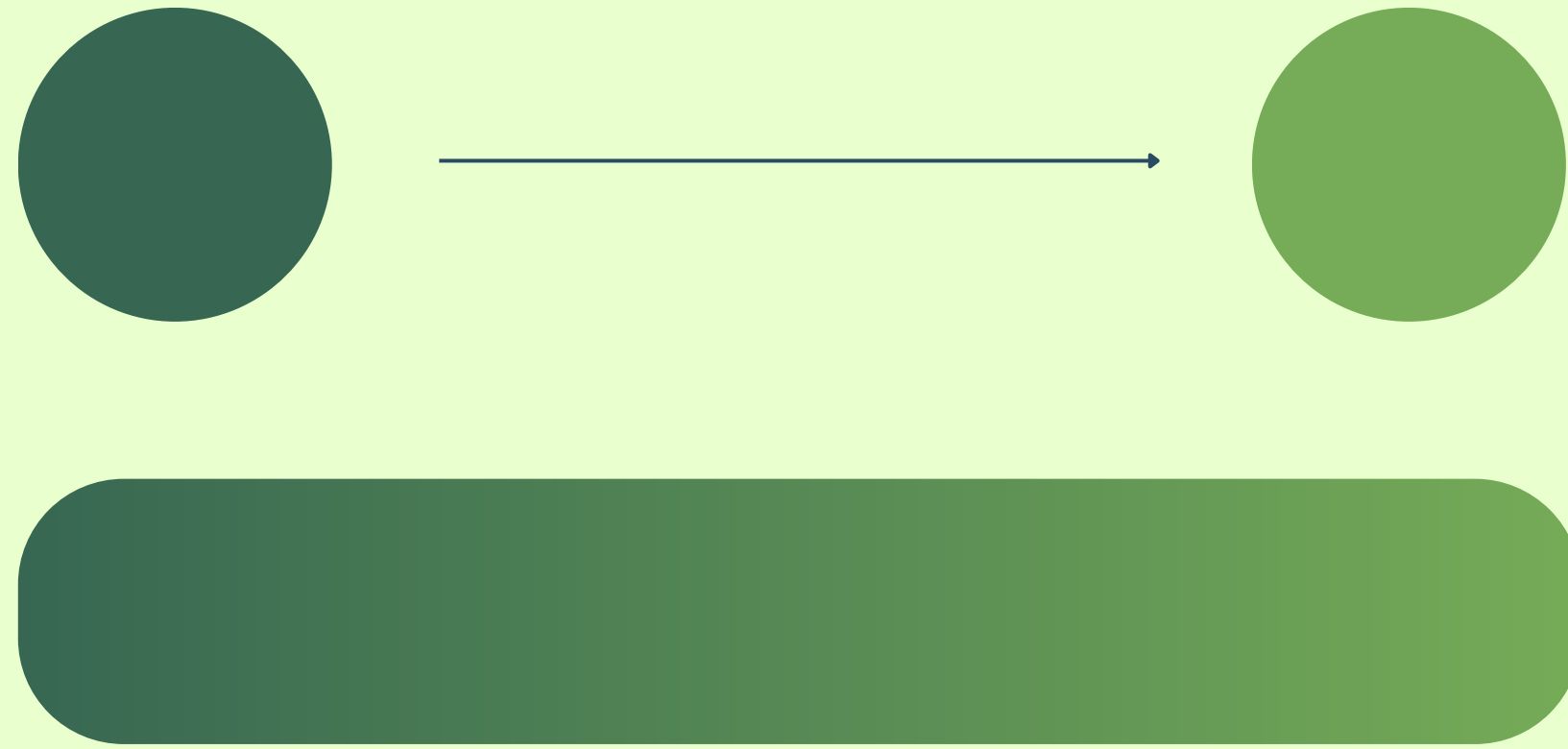
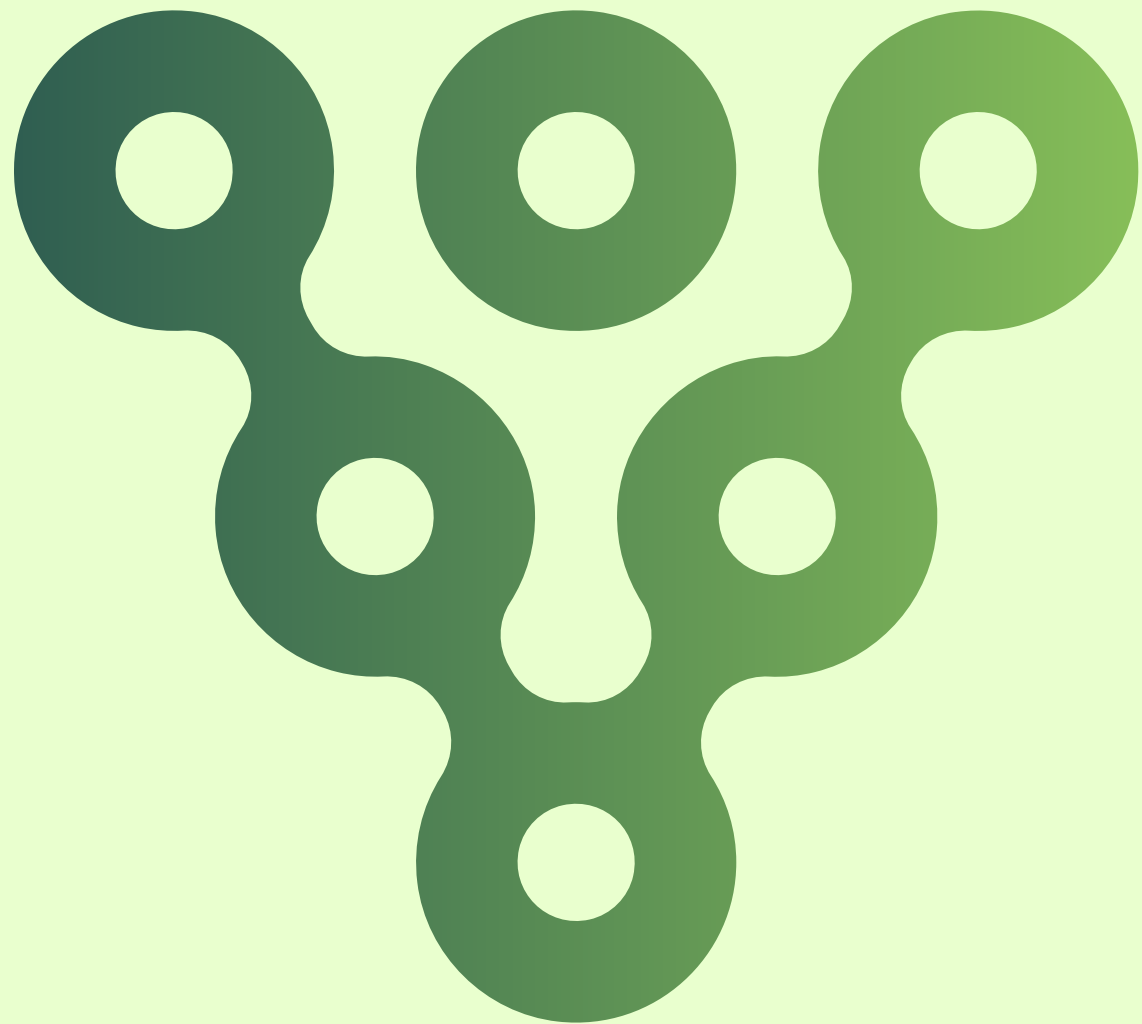
# Color palette



# Color palette



# Color palette



Follow the gradient from the darker to the lighter color

# Typography

## LOGO & TITLES

### Helvetica Thai Bold

**AaBbCcDdEeF f**  
**G H I J K L M N O P Q R**  
**S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**  
**& @ \$ % { } ! \* ° ” ; .**

# Typography

WEB & MAIN TEXT

Helvetica Thai  
Regular

AaBbCcDdEeF f  
G H I J K L M N O P Q R  
S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9  
& @ \$ % { } ! \* ° ” ; .

# Typography

TEXT

Helvetica Thai Light

AaBbCcDdEeF f

G H I J K L M N O P Q R

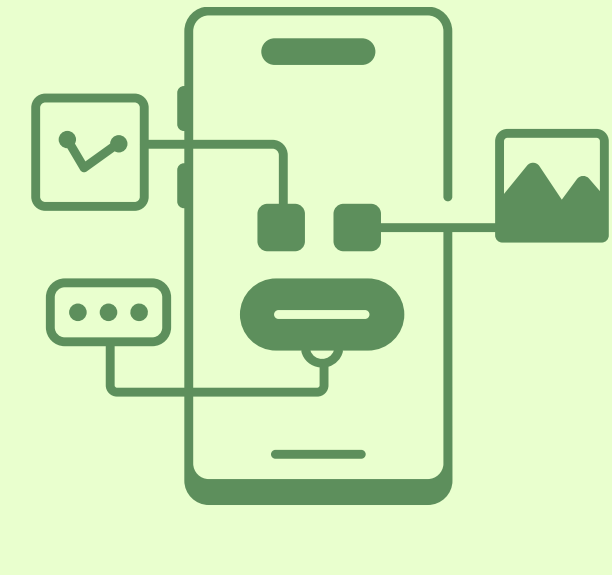
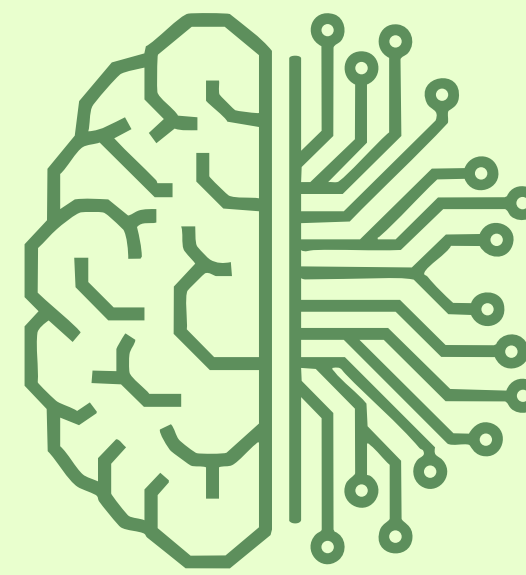
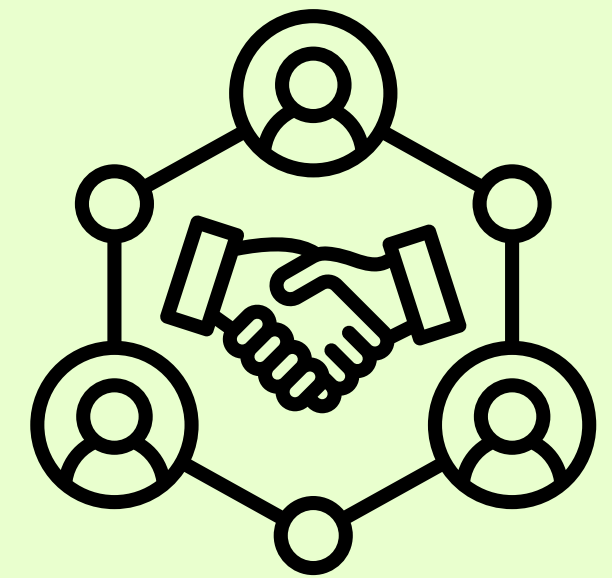
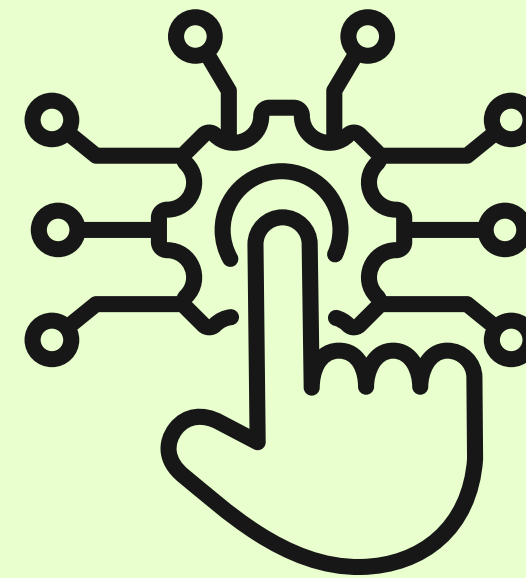
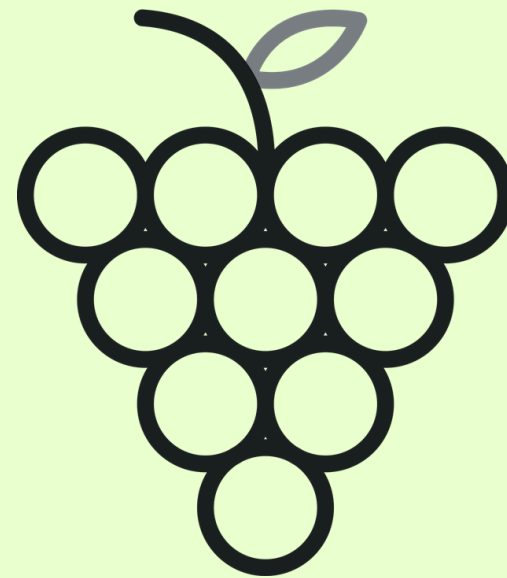
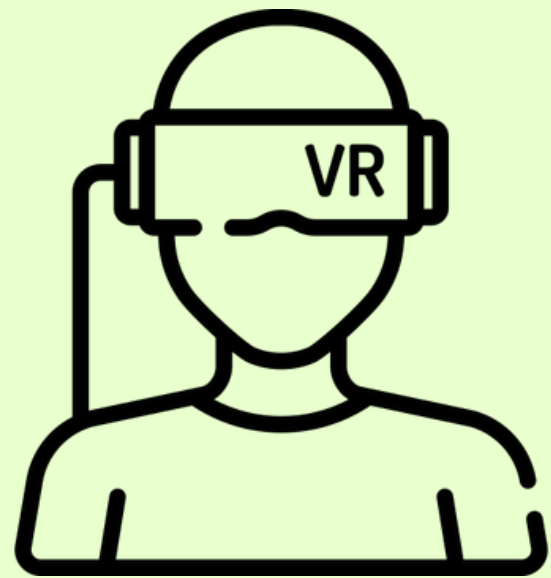
S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

& @ \$ % { } ! \* ° ” ; .

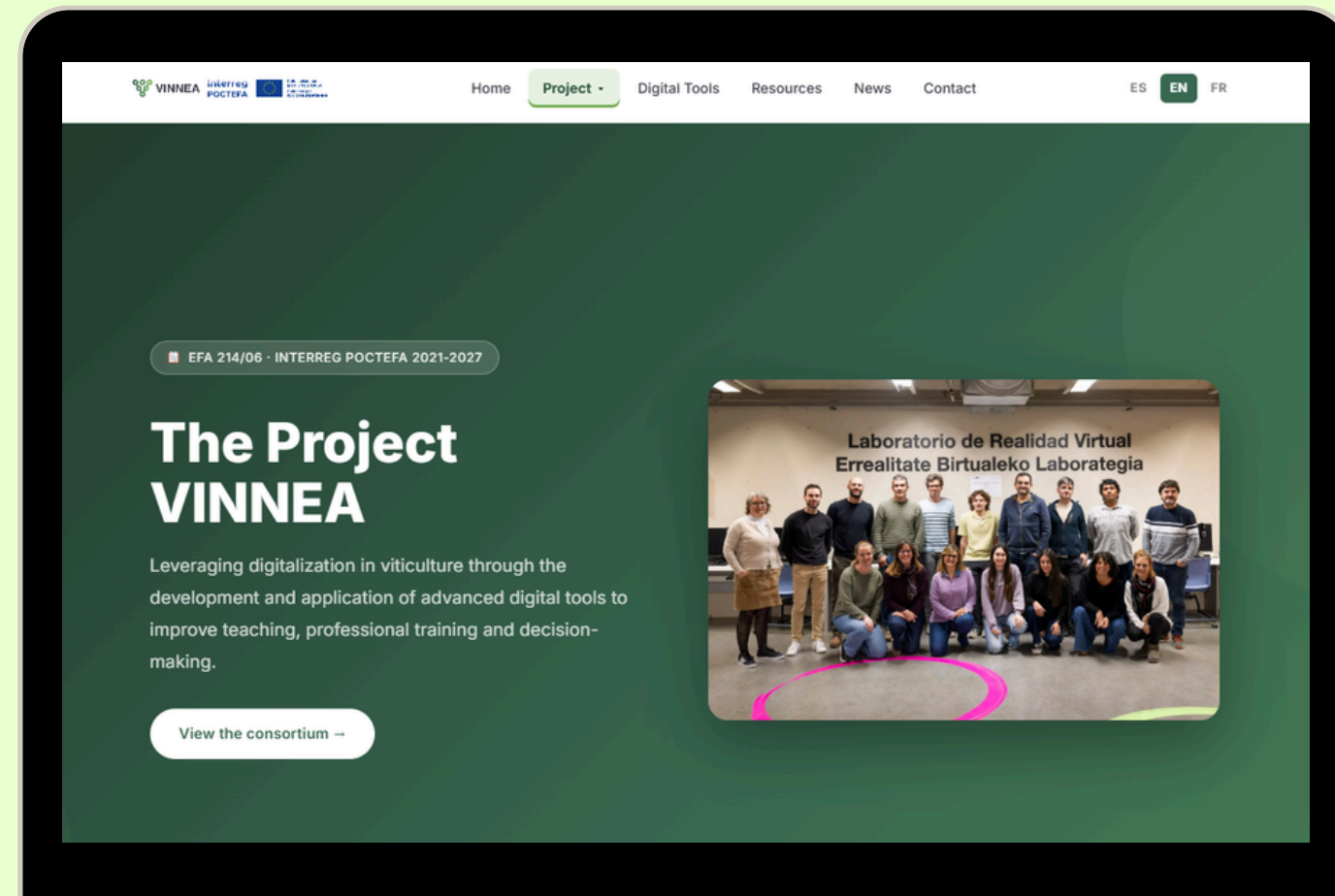
# Elements

Utilize brand elements, such as gradients, patterns, shapes, and graphical motifs, consistently to reinforce the brand's visual identity.



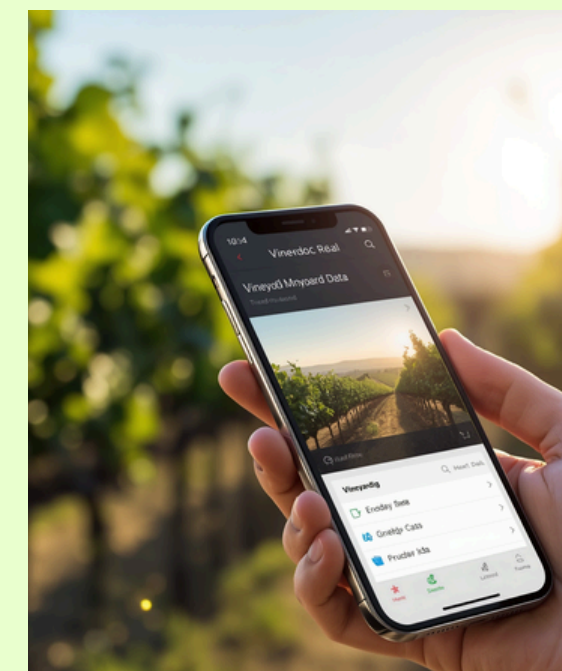
# Elements

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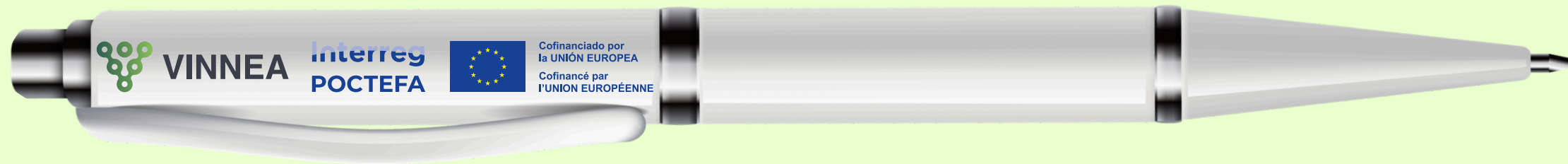
## IDENTITY GUIDELINES

INtelligent  
Viticulture  
through  
New Digital  
Tools



# 04. Application samples

# Application samples



IDENTITY GUIDELINES



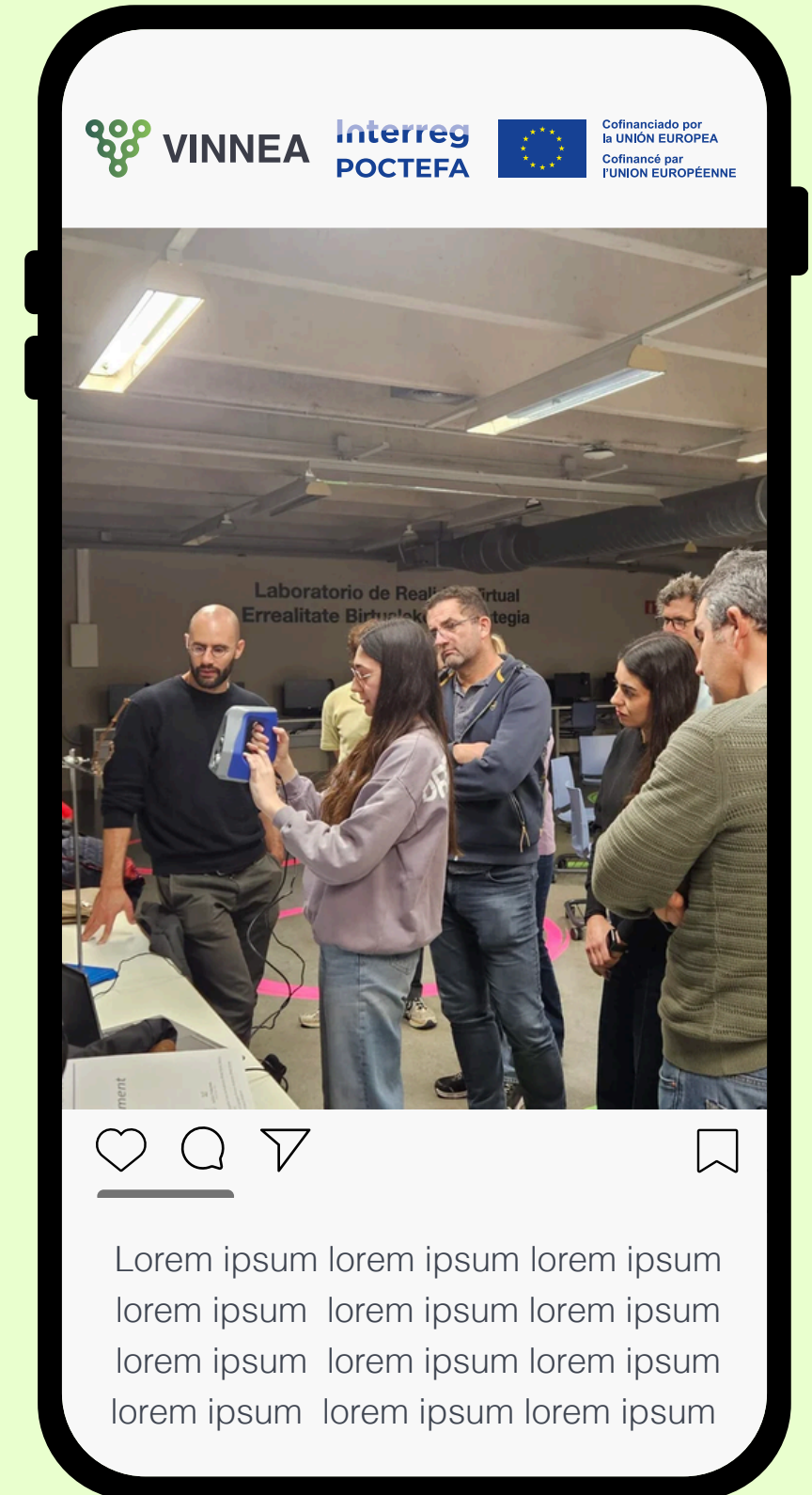
APPLICATION 19  
SAMPLES

# Application samples



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