

SNUG
BRAND GUIDELINES

January 2024



MAIN LOGOTYPE



SNUG



SNUG

Landscape



SNUG

Innovative circular
economy & AI methodology
for sustainable high-energy
performance buildings

With project description





SNUG

Landscape



SNUG

Innovative circular economy & AI methodology for sustainable high-energy performance buildings

With project description

#82C676
R130 G198 B118
C52 M0 Y72 K0
Pantone 2269 C

#494E55
R73 G78 B85
C70 M59 Y52 K33
Pantone Cool Gray 11 C

10%

30%





The height of the capital letters define the ideal space around the logotype

POPPINS
for printed and digital
visual materials

Available for free
www.fonts.google.com

Arial Nova Light
for text on deliverables

Available for free
apps.microsoft.com



SNUG

20mm
for the regular logo



SNUG

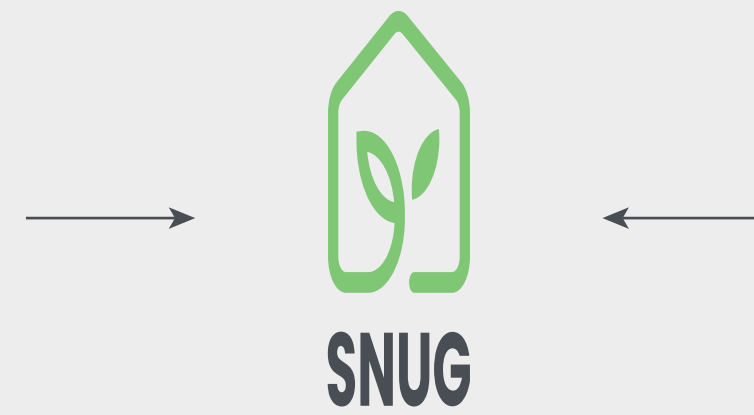
Innovative circular
economy & AI methodology
for sustainable high-energy
performance buildings

35mm
for the logo + slogan

Applying
new colors



Distorting
the proportion



Rotating
for special effect





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Available formats
for printing: *eps*.
All other types of use: *png*.

Project funded by



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Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

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