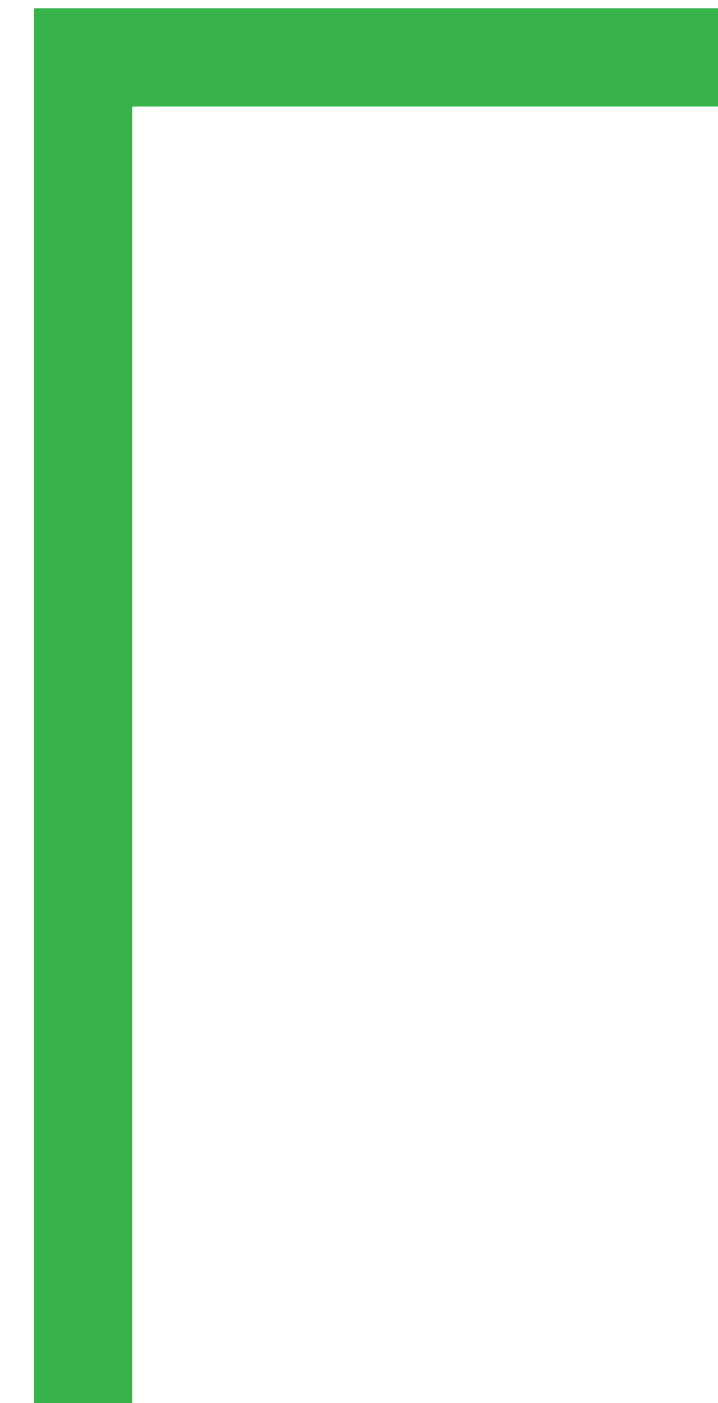
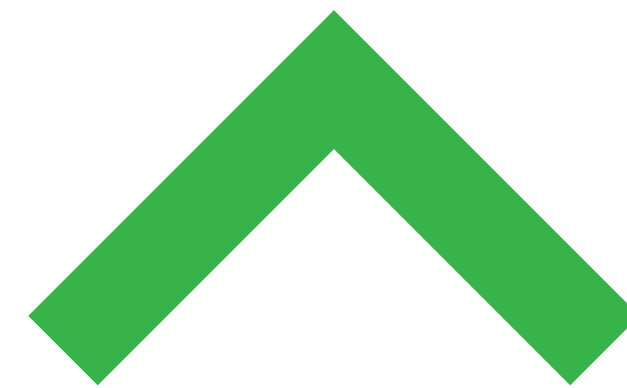
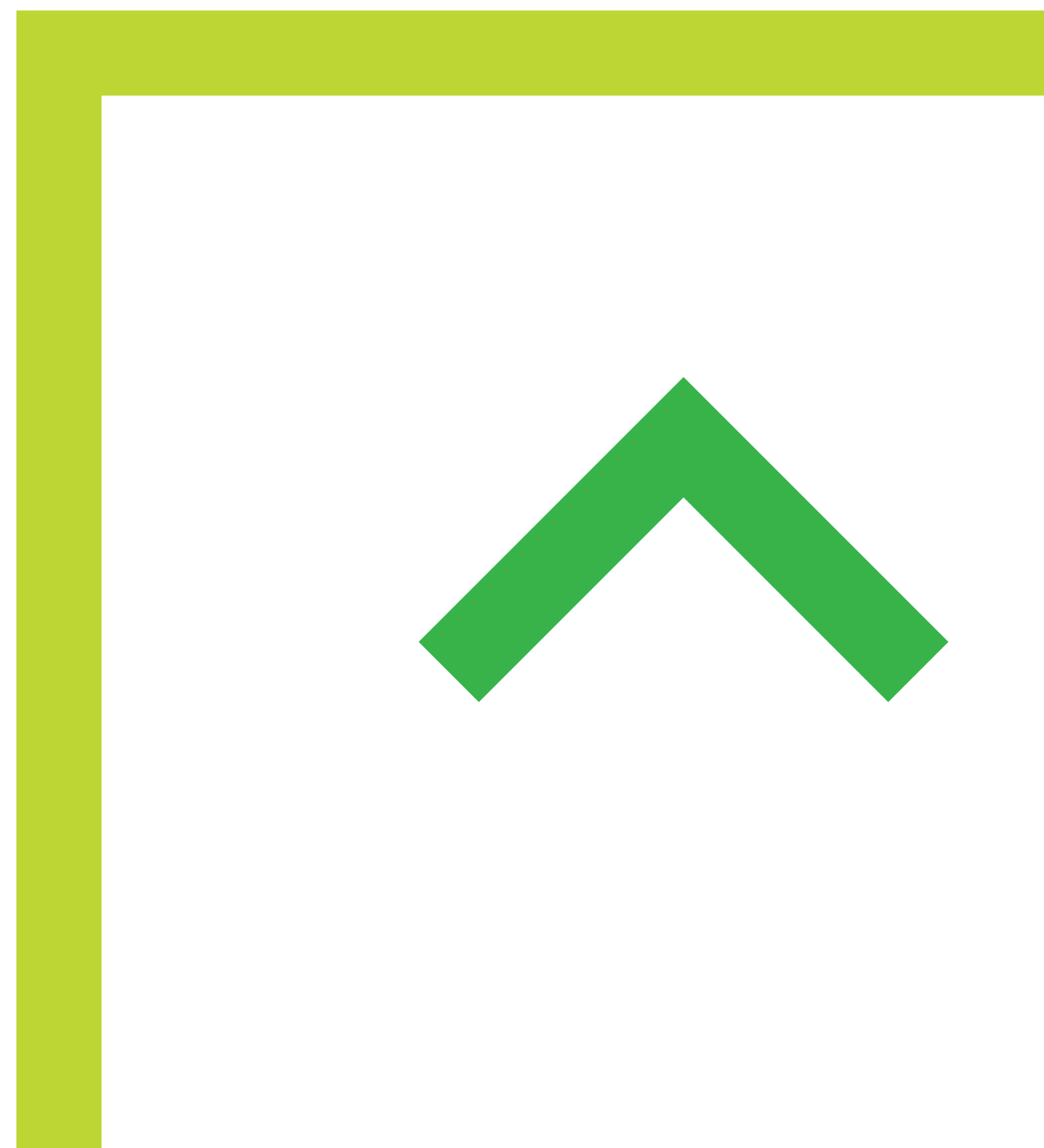
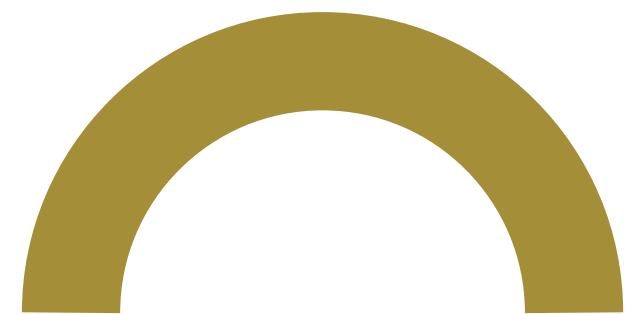


**SPURUP**  
BRAND GUIDELINES





SPURUP

The logo features the word "SPURUP" in a bold, dark blue, sans-serif font. Above the letters, there are several colorful geometric shapes: a yellow chevron above the 'S', a green arc above the 'P', a brown stepped line above the 'U', a yellow stepped line above the 'R', a green stepped line above the 'U', a brown vertical line above the 'P', and a brown arc above the final 'P'. The shapes are arranged in a way that they appear to be part of the letters themselves, creating a dynamic and modern look.



SPURUP

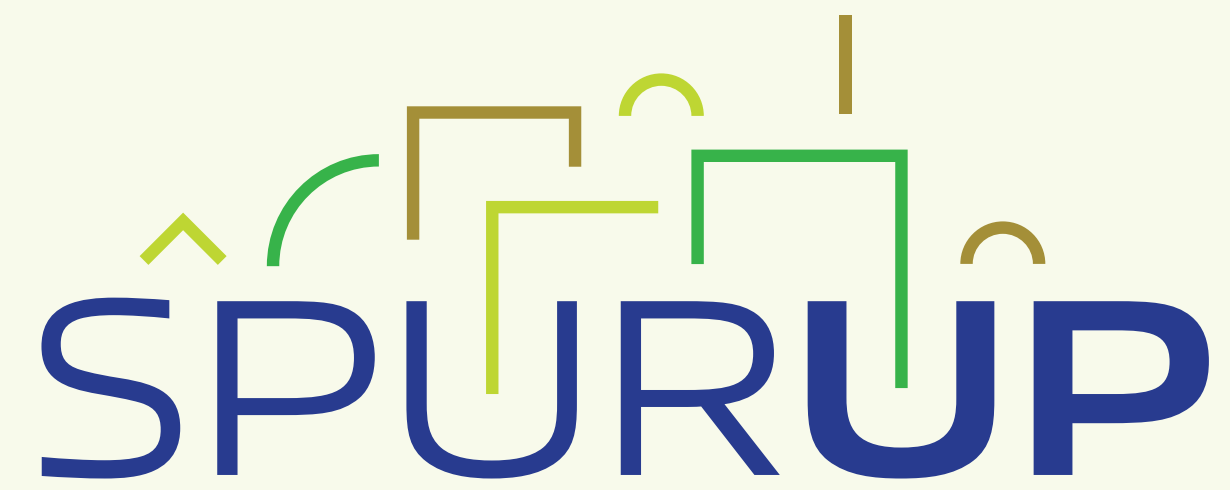
Sustainable Peri-Urban framework  
for Climate Neutral development

#293c8f  
R41 G60 B143  
C100 M92 Y7 K0  
Pantone 7686 C

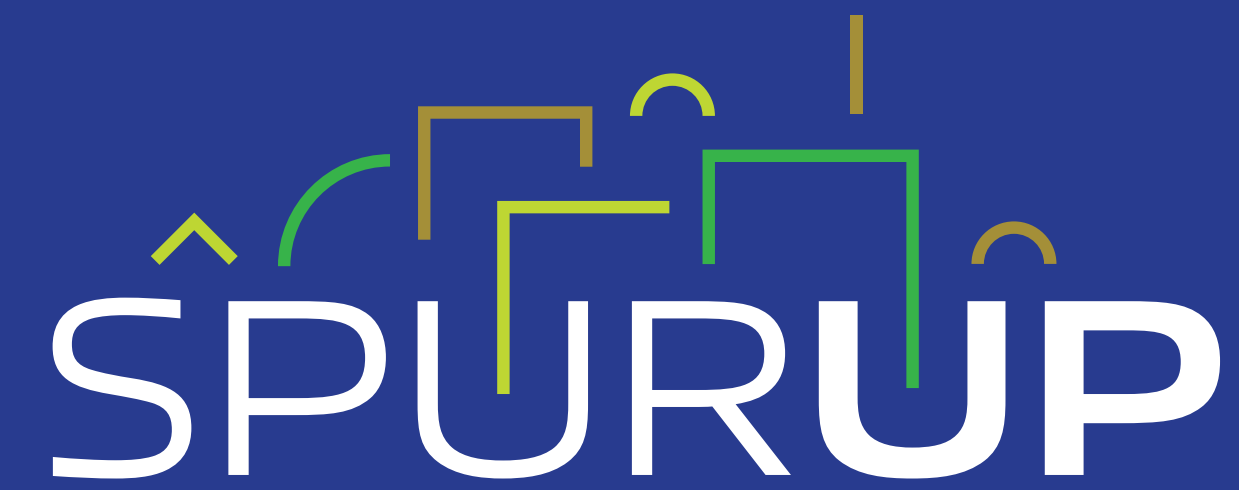
#38b34a  
R56 G179 B74  
C75 M1 Y100 K0  
Pantone 2270 C

#a58f39  
R165 G143 B57  
C15 M22 Y83 K29  
Pantone 457 C

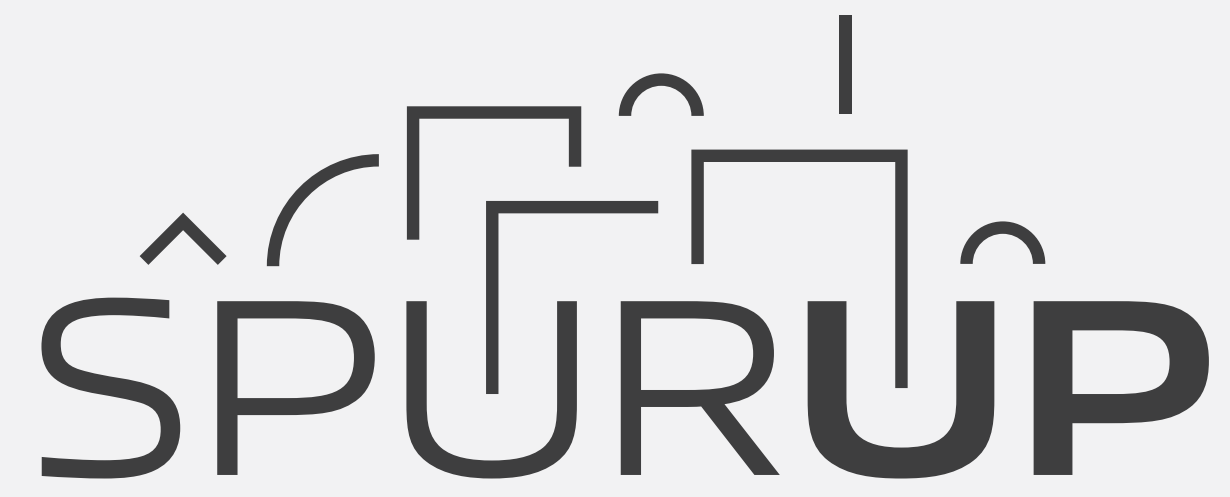
#bfd732  
R191 G215 B50  
C30 M0 Y100 K0  
Pantone 382 C



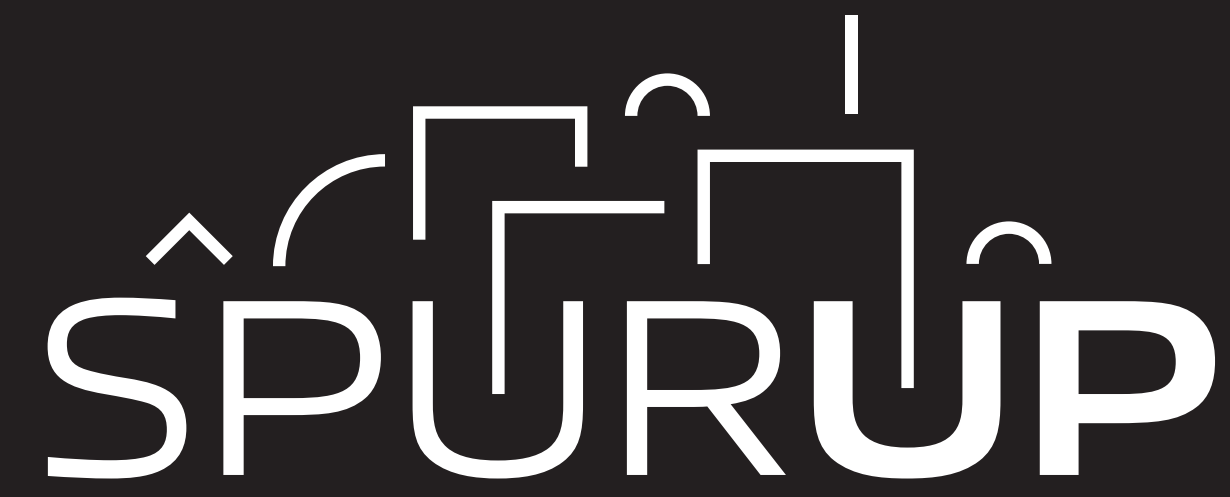
The color intensity of light backgrounds should be minimal



There is no change in the color scheme when logo is set on dark backgrounds

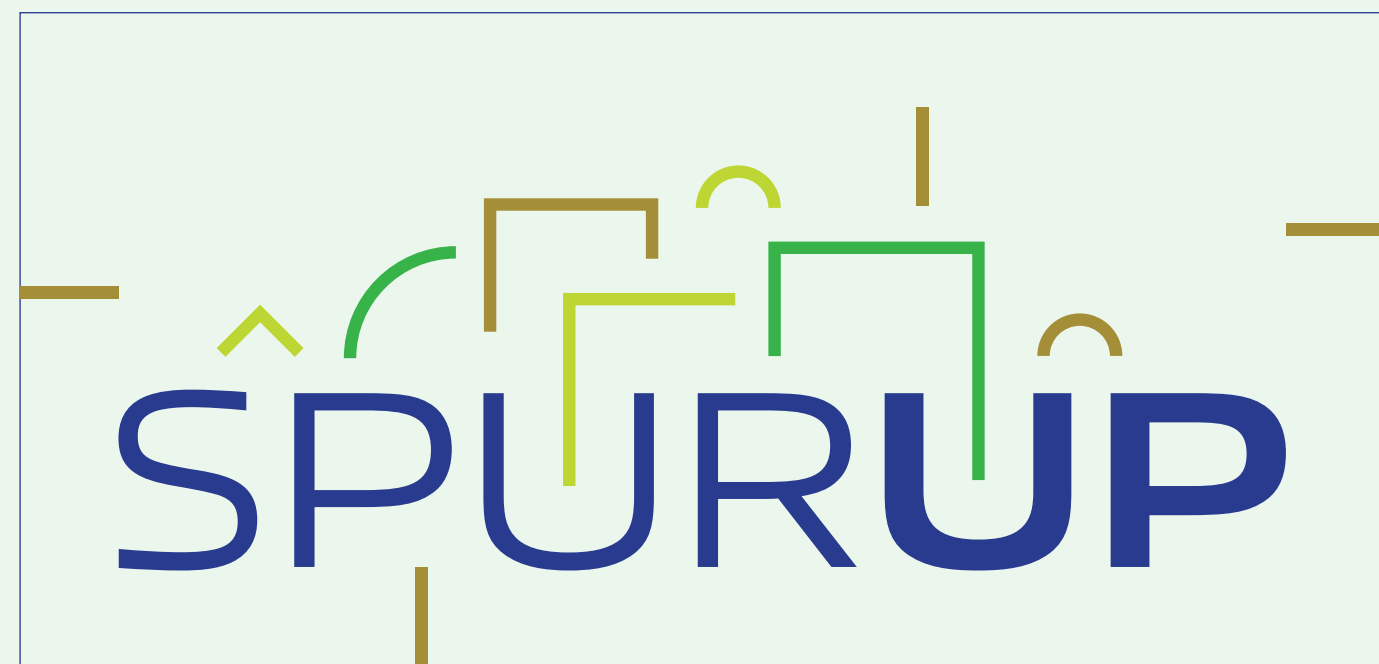


SPURUP

The logo for SPURUP is a stylized, geometric design. The letters 'S', 'P', 'U', 'R', 'U', and 'P' are interconnected with various lines, curves, and shapes. Above the letters, there are several decorative elements: a small triangle above the 'S', a curved line above the first 'P', a small circle above the first 'U', a vertical line above the 'R', another small circle above the second 'U', and another small triangle above the second 'P'. The entire logo is rendered in a dark grey color against a light grey background.

SPURUP

The logo for SPURUP is a stylized, geometric design. The letters 'S', 'P', 'U', 'R', 'U', and 'P' are interconnected with various lines, curves, and shapes. Above the letters, there are several decorative elements: a small triangle above the 'S', a curved line above the first 'P', a small circle above the first 'U', a vertical line above the 'R', another small circle above the second 'U', and another small triangle above the second 'P'. The entire logo is rendered in white against a solid black background.



The **top stroke is the** reference for the distance to surrounding objects

**Montserrat**  
for digital  
and print  
materials,

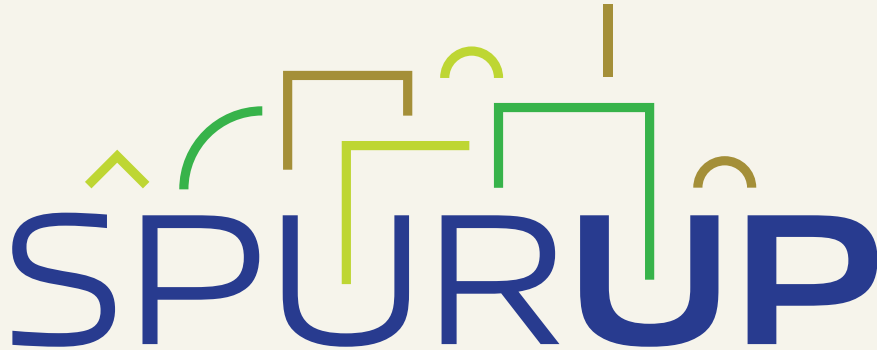
**Arial for documents.**

Free download at Google Fonts



RECOMMENDED MINIMUM SIZE IN PRINT

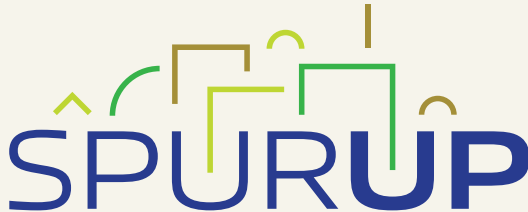
25 mm



Sustainable Peri-Urban framework  
for Climate Neutral development

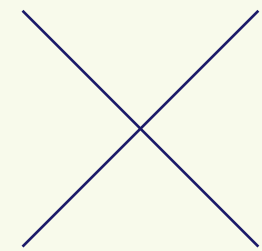
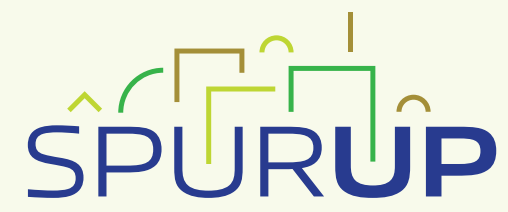
with tagline

15 mm

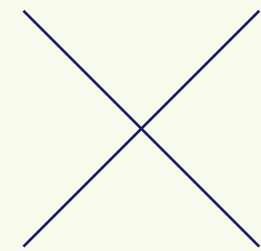


without tagline

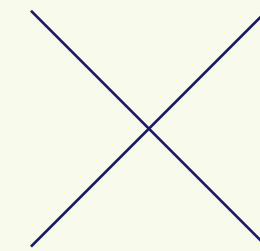
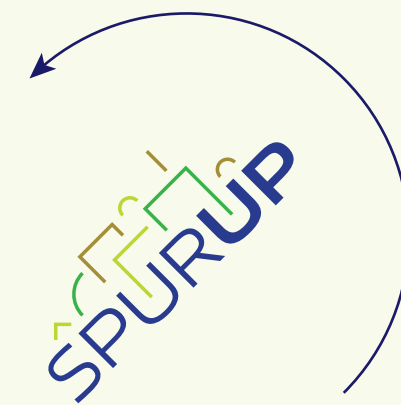
Modifying  
the colors



Distorting  
the proportions



Rotating  
for special effect





## Funded by the European Union

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All SPURUP visual 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 & SVG

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