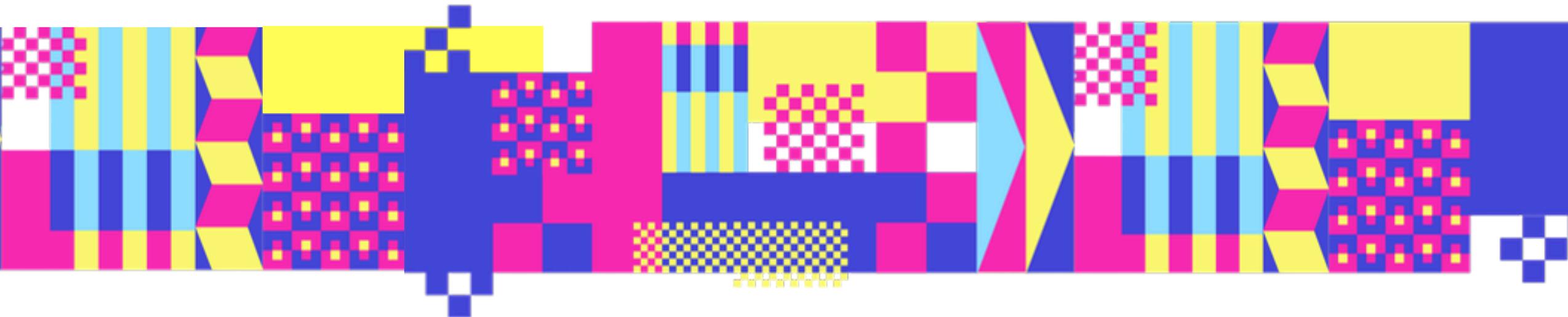# Brand Manual

LOGO

The 3DP STeF logo reflects the union of **3D printing**, **fashion**, and the **circular economy**. The colorful patterns evoke patchwork and upcycling, symbolising how different fabrics and materials can be combined to create something new.

The color palette, based on **CMYK**, connects with the essence of printing: from a few colors, infinite possibilities are generated. Blue conveys technological confidence, while the vibrant accents express creativity and freshness.

Overall, the identity communicates innovation, circularity, and conscious design—the values that define 3dp Stef's vision.

3DPSTeF

Logo variations

Color version (White background)

White version (Dark background)

Monochromatic versions

3DPSTeF

COLOUR PALETTE

Royal Blue

#3454D1

R=52, G=84, B=209

C=75%, M=60%, Y=0%, K=18%

Pink

#FC05B6

R=252, G=5, B=182

C=0%, M=98%, Y=28%, K=1%

Yellow

#EBFD4A

R=235, G=253, B=74

C=7%, M=0%, Y=71%, K=1%

Sky Blue

#8BE3FE

R=139, G=227, B=254

C=45%, M=11%, Y=0%, K=0%

3DPSTeF

TYPOGRAPHY

Lorem ipsum dolor sit amen.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Neue Montreal is the selected typeface for titles.

Neue Montreal

Open Sauce is the selected typeface for plain text.

Open Sauce

Regular   Regular Italic

Medium   *Medium Italic*

Bold   ***Bold Italic***

3DPSTeF

LOGO USAGE

Light background

Colour version

Blue version

Dark background

White version

Colour/Blue version

Image background

White version

Colour version

06

LOGO MISUSE

Do not change the corporate colors

Avoid applying effects to the logo

Do not use hollow or outlined typography

Do not elongate the logotype

Keep the elements of the logo together; do not separate them.

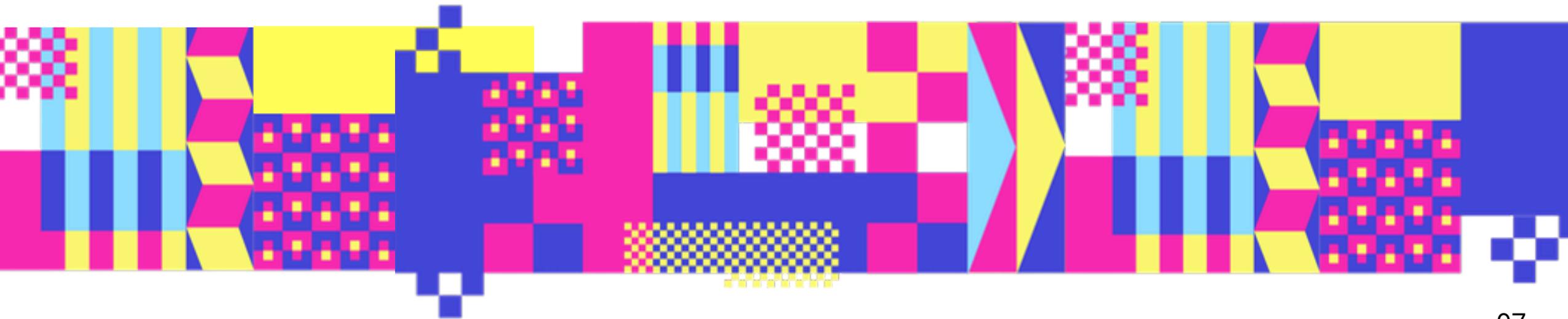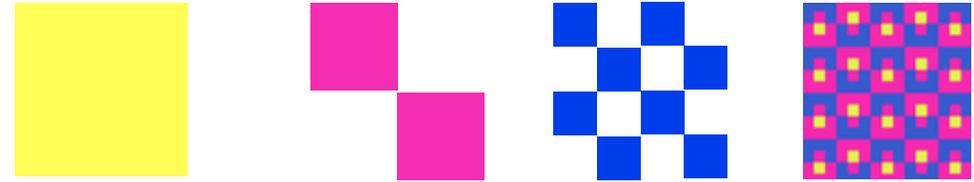Do not change the logo's typography

Do not tilt the logo.

Avoid placing the logo in colored rectangles

3DPSTeF

VISUAL IDENTITY

The brand's visual identity is supported by the logo's patterns, applying the color palette and textures to maintain consistency and convey creativity.

3DPSTeF

APPLICATIONS

3DPSTeF

VISIBILITY OF EU FUNDING

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

1 EU Flag with yellow stars + Funded by EU text

Horizontal form

Vertical form

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.

More information about EU funding guidelines:
Operational guidelines for recipients of EU funding 2021-2027

2. For any formal document or publication please add the following disclaimer:

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Swedish National Agency. Neither the European Union nor the granting authority can be held responsible for them.

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