



# Brand guidelines

Version 2.0 | 2026

[WWW.ISPT.EU](http://WWW.ISPT.EU)

Questions about our logo or other communication activities? Reach out to us via [communications@ispt.eu](mailto:communications@ispt.eu)

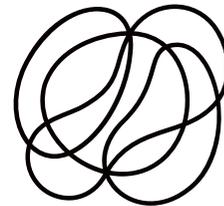
# 1. The logo

The ISPT logo is a redesign of the former logo. It is made up from intertwining shapes, a divider line and typography.

There are two primary types; one full color logo and one in either black or white depending on the background or surface.



**Institute for  
Sustainable  
Process Technology**



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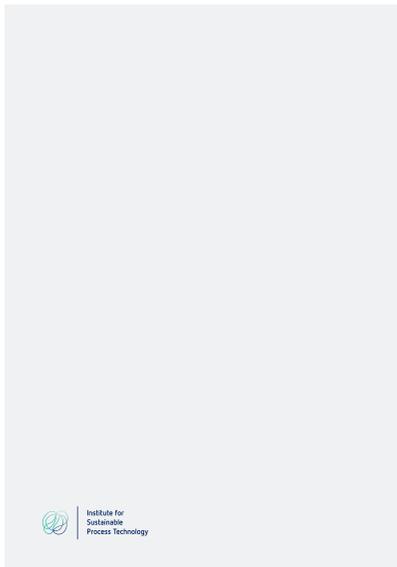
# Placement

The logo sits comfortably in every corner of a canvas.  
Please take some space around the logo in account.

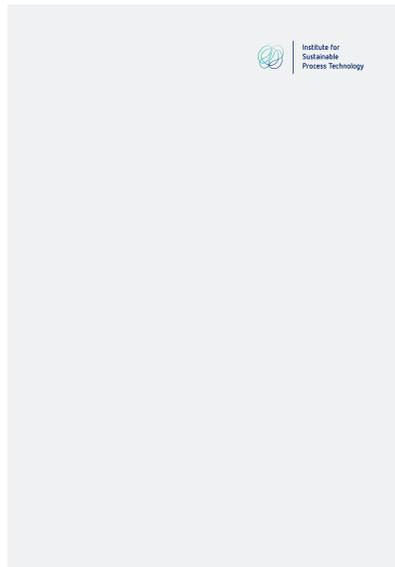


Business card example

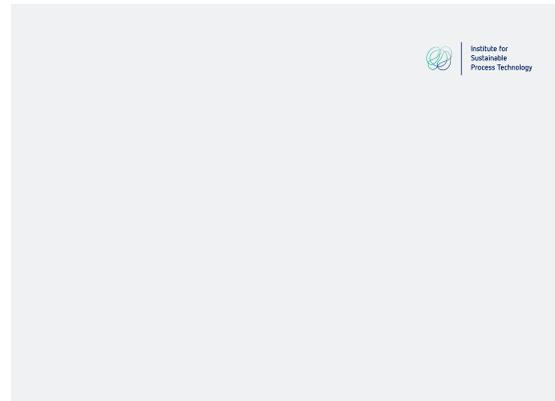
White paper example



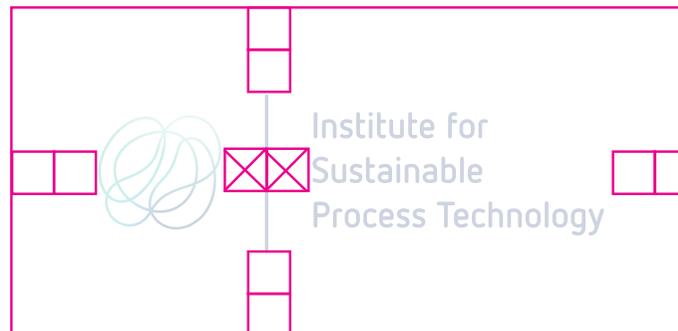
Letterhead example



Powerpoint template example



Website example



Please allow enough space around the logo. At least 2 times 'x'.  
More is also good, white space is our friend.

# Use on a background

The full color logo is happy on a white background. The white fill logo works on most backgrounds with plenty of contrast. If the logo is placed over a picture, make sure that there is a layer (gradient or even fill).



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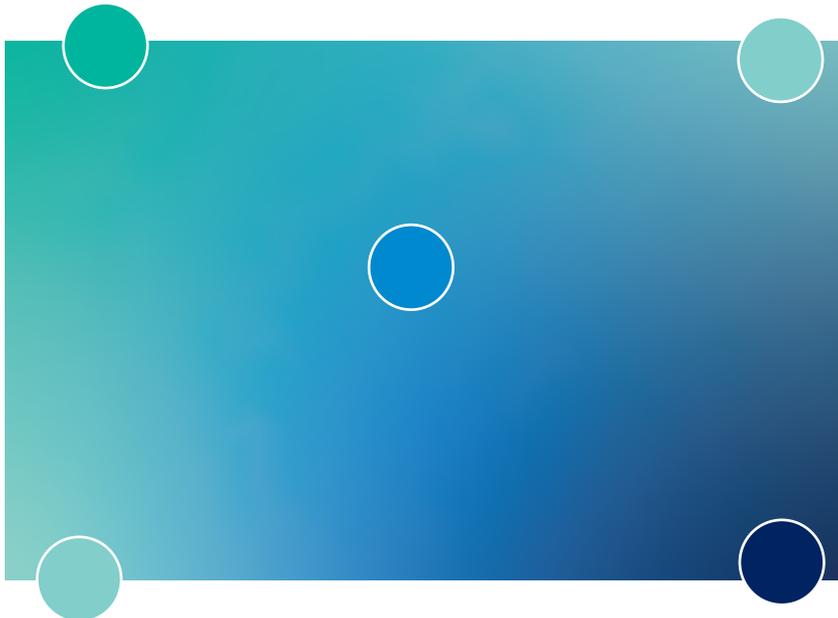


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## 2. Colors

There are 4 primary colors in CMYK, RGB and HEX values. When creating gradients, make them dynamic instead of linear. This adds to the magic.



C 47	R 146	#92cfcc
M 0	G 207	
Y 24	B 204	
K 0		



C 80	R 0	#00ab97
M 0	G 171	
Y 50	B 151	
K 0		



C 100	R 0	#0080c9
M 30	G 128	
Y 0	B 201	
K 0		



C 100	R 15	#0f265c
M 80	G 38	
Y 0	B 92	
K 50		

## 2. Additional colors

Additional there are colors that will help with contrast or attention value. the dark green color is used as a high contrast green tint on light green surfaces. The additional orange color is used for items that need to draw attention, for instance call to action buttons on the web.



C 86	R 1	#016C6E
M 33	G 108	
Y 49	B 110	
K 24		



C 0	R 255	#00ab97
M 79	G 78	
Y 94	B 0	
K 0		