

SALINA

BRAND GUIDELINES

June 2026



MAIN LOGOTYPE



SALINA

Food Sector



SALINA

Cosmetics Sector



SALINA

Biomaterials Sector



SALINA

USE IN DARK/COLOURED BACKGROUND



SALINA

COLOURS

#192728
R25 G39 B40
C80 M63 Y64 K69

#fff3ea
R255 G243 B234
C0 M4 Y6 K0

#4a6a4a
R74 G106 B74
C71 M38 Y78 K26

#c44940
R196 G73 B64
C17 M85 Y79 K6

#1e6770
R30 G103 B112
C87 M45 Y47 K18

#78613d
R120 G97 B61
C45 M52 Y80 K27

BLACK AND WHITE



RECOMMENDED CLEAR SPACE



The width of the letter "S" defines
the ideal space around the logotype

TYPOGRAPHY

Zalando Sans

for printed and digital visual
materials

Available for free
fonts.google.com

Arial

for deliverables

Available for free
apps.microsoft.com

RECOMMENDED MINIMUM SIZE IN PRINT



20mm
minimum width

NOT RECOMMENDED

Applying
new colors



Distorting
the proportion



Rotating
for special effect



DISCLAIMER



Co-funded by
the European Union

The project is supported by the Circular Bio-based Europe Joint Undertaking and its members.

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All written productions, i.e., reports, must include the disclaimer alongside the logos.

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

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