



arag*rn



Brand Identity Guidelines

v1.0



ARAGORN will provide better insights into contaminated sites and improve remediation and restoration decision-making by implementing robust mapping and monitoring tools that are fit-for-purpose and covers a wide range of contaminants.

The visual identity for this project is based on **pollution** seen as an **alien object** in a natural environment.

From the construction of the logo to the whole imagery assets, **nature is shown as contaminated by a contrasting and bright element that looks like an intruder in these neutral and earthly settings.**

The icon of the project serves as a polluting agent, targeting the ground and the environment that hosts it.

Matter of fact, it is shaped like a germ or a virus.

There's also a **simulation of our planet's ground**, looking like an alien's radar perлуstrating its surroundings.

The images used are also referred to this imagery: **pictures of the Earth's soil taken from above.**

The typography used also seems really **natural and in contrast with the icon.**

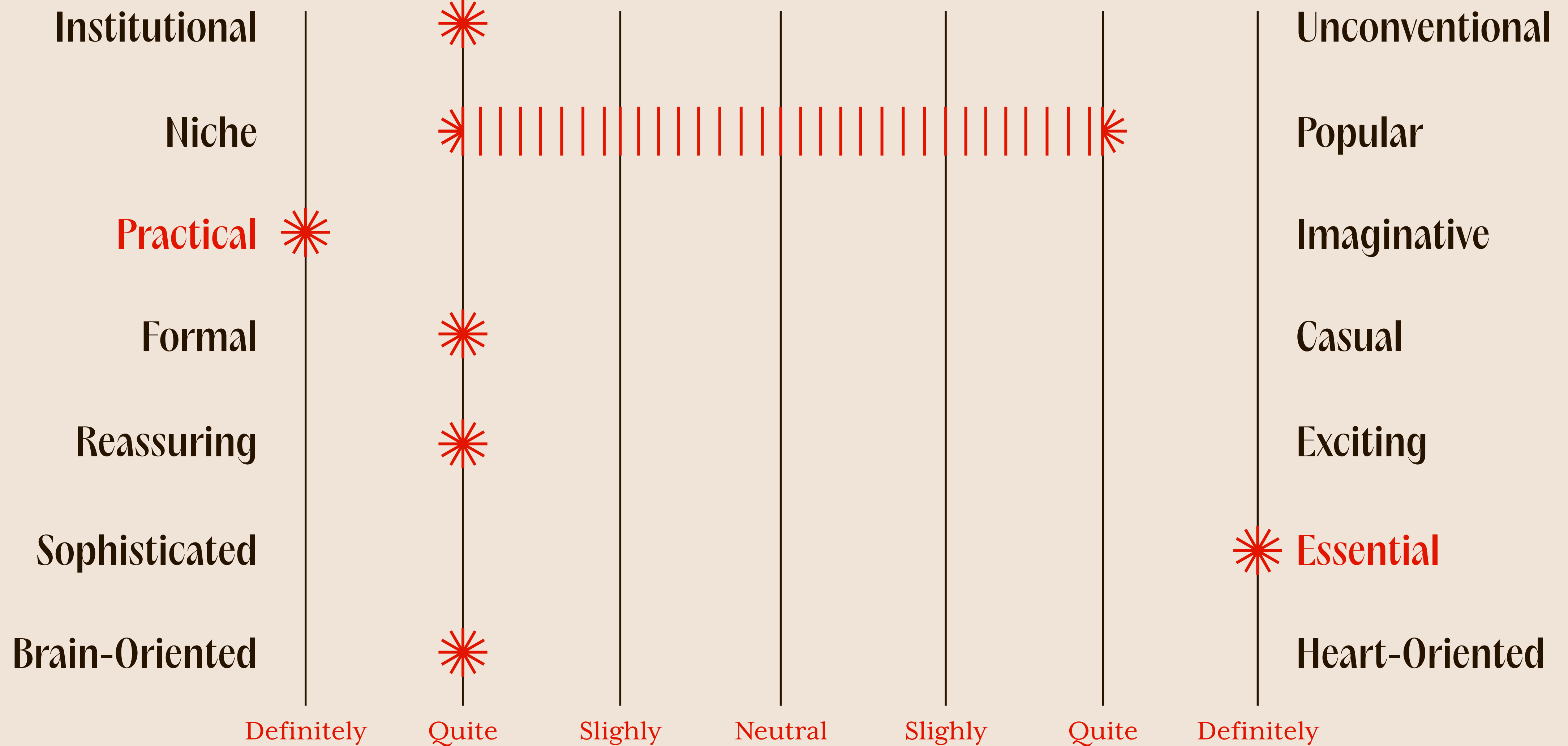


✱ Healing

✱ Pollution

✱ Targeting

These three core ideas served as key points from where the whole brand construction started. Everything that has been studied always targeted these topics.



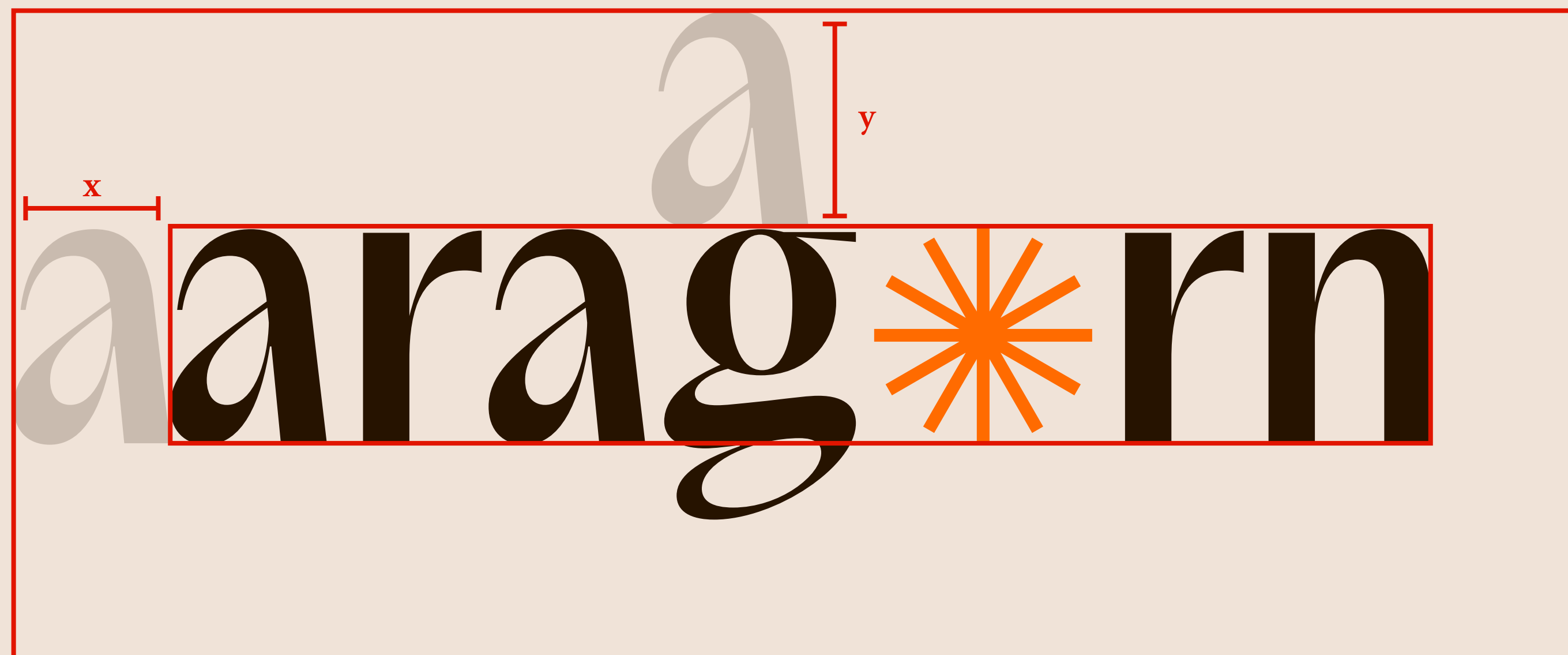
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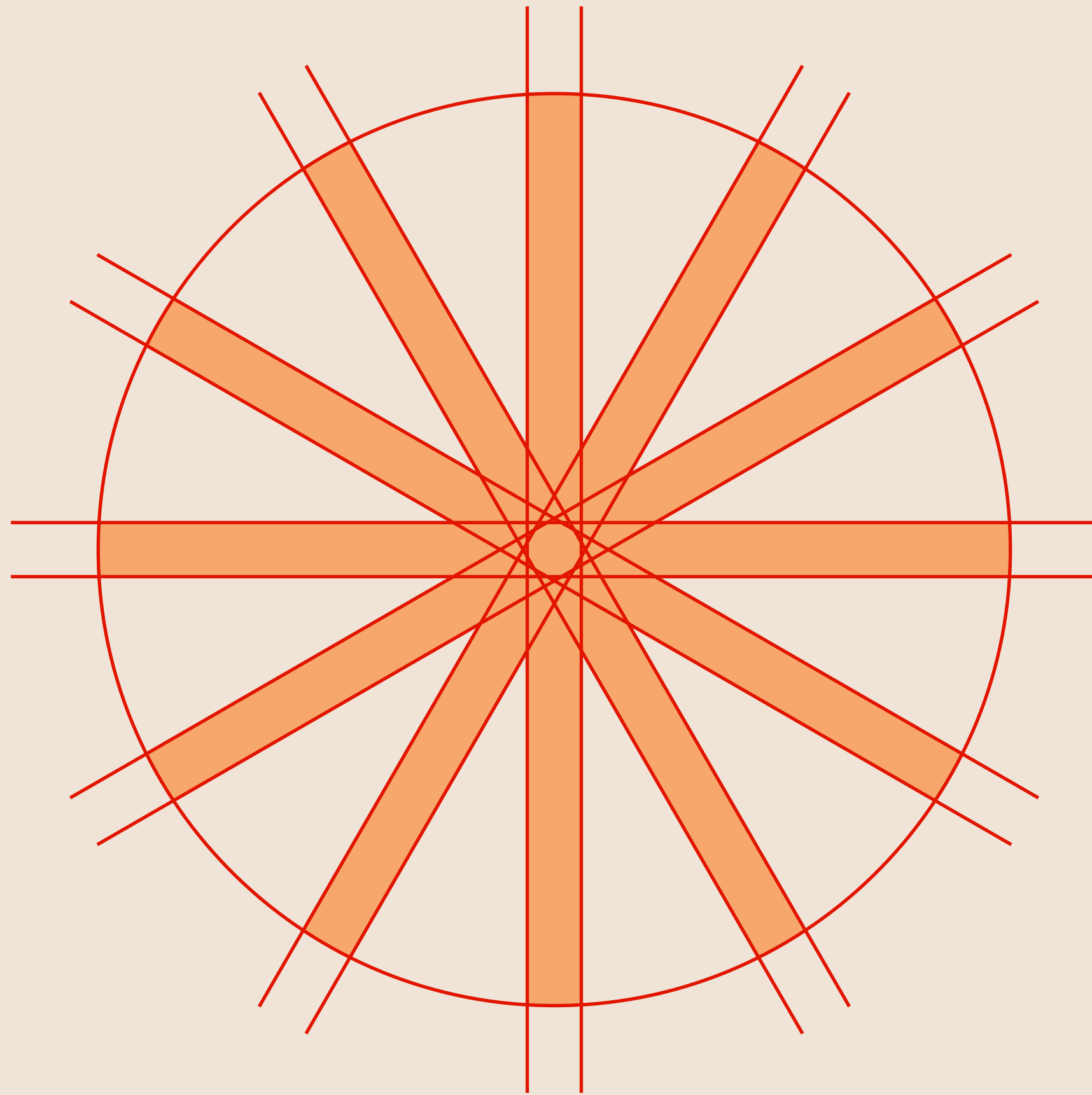
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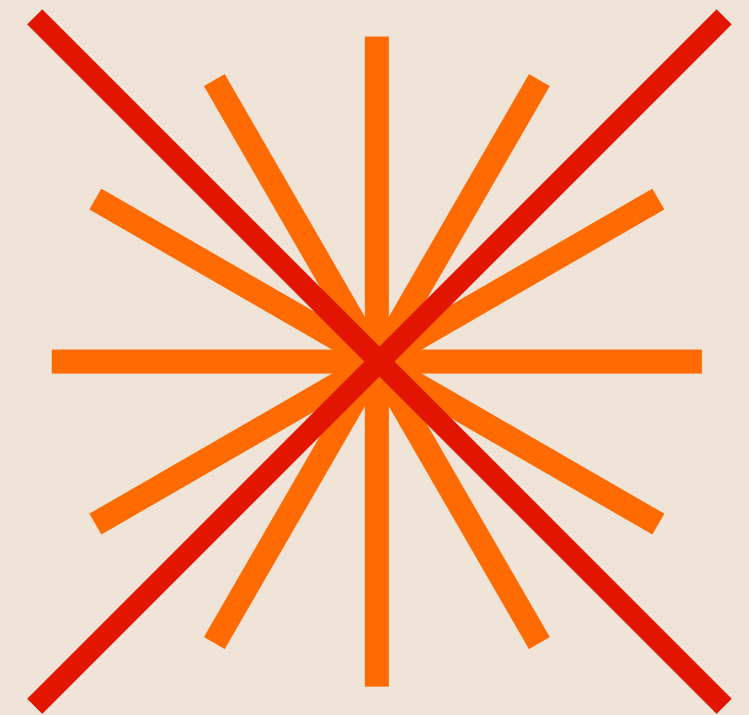






The icon of the project is really clear and simple. Its just a star with 12 points, like the twelve hours on the clock, concerning the targetting topic and the time passing.

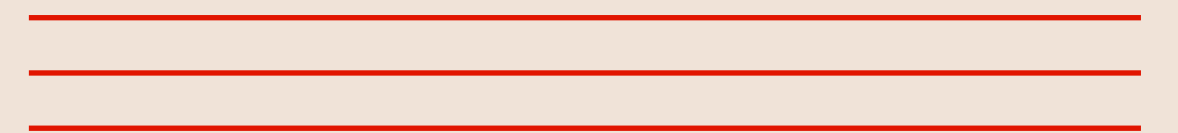
**a****36 x 39 px****12 x 13 mm****aragorn****189 x 44 px****66 x 15 mm**



Don't change colors



Never change the icon's position



Don't change the icon's lines weight

A large lowercase 'a' and a smaller lowercase 'a' in a vibrant red color.**Remote Red**

R 225 C 0
G 21 M 95
B 0 Y 100
#E11500 K 0

A large lowercase 'a' and a smaller lowercase 'a' in a bright orange color.**Grime Orange**

R 255 C 0
G 107 M 70
B 0 Y 100
#FF6B00 K 0

A large lowercase 'a' and a smaller lowercase 'a' in a dark brown color.**Dust Brown**

R 38 C 10
G 19 M 30
B 0 Y 70
#261300 K 100

A large lowercase 'a' and a smaller lowercase 'a' in a light beige color.**Dune White**

R 240 C 5
G 227 M 10
B 216 Y 15
#F0E3D8 K 0

Pay attention to the contrast between orange and white. For some people Grime Orange could be difficult to distinguish on a light background. To avoid that, always use Remote Red as an alternative for elements like paragraph texts or small icons.

PP Acma SemiBold

abcdefghijklmno

pqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

(!#€%&/.*'?:;)

||| This will be used for
titles and highlights.

Mrs Eaves XL Serif
OT Regular

abcdefghijklmno

pqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

(!#€%&/.*'?:;)

||| Paragraphs and simple,
standard texts will display
this font.

Mrs Eaves XL Serif
OT Bold

abcdefghijklmno

pqrstuvwxyz

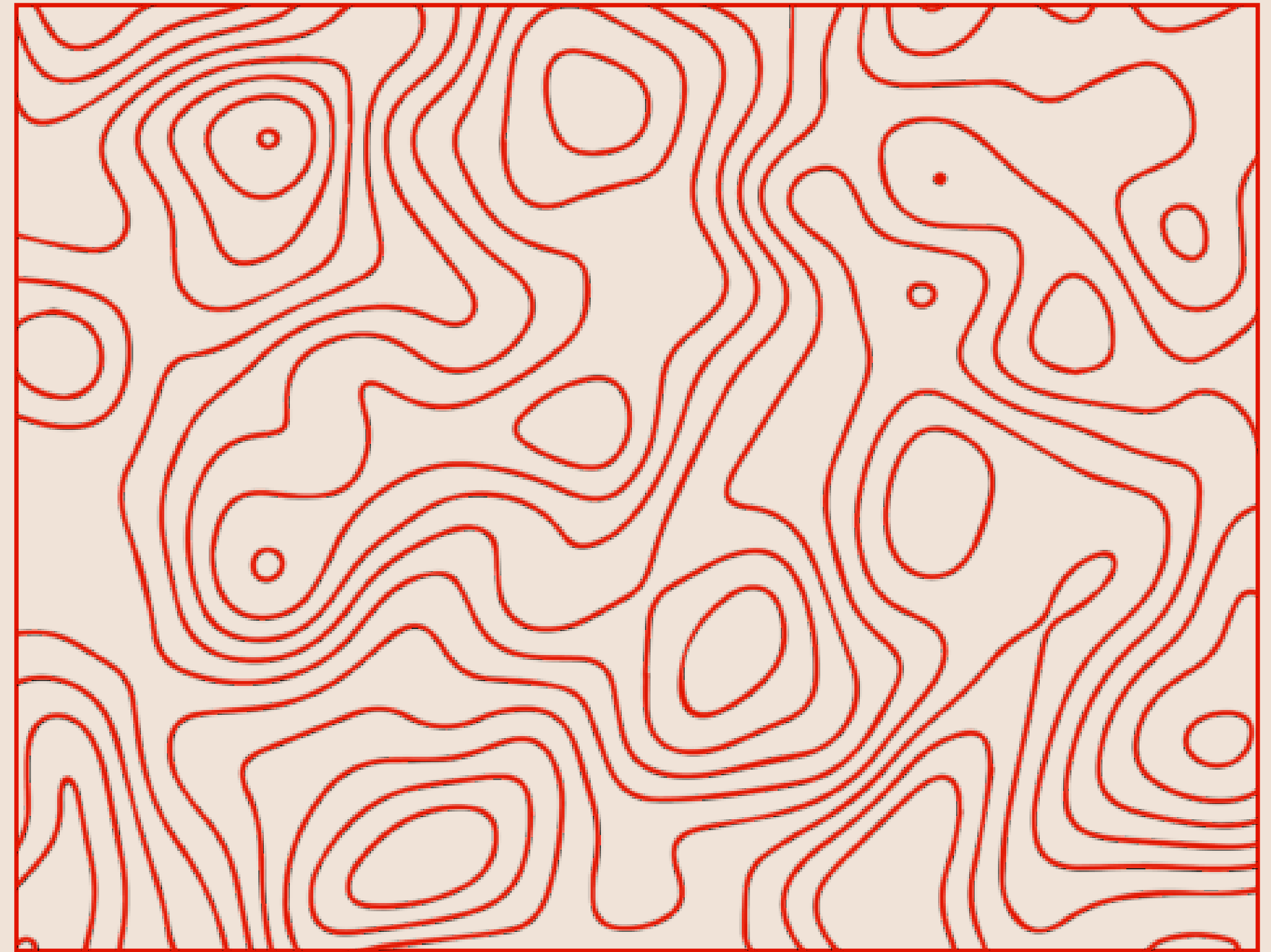
ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

(!#€%&/.*'?:;)

||| Use this when the
paragraph needs another
level of importance.



When using stock images, always choose some that display grounds and soils depicted from above .

Another valuable asset is this “ground mapping” graphic that is used as a texture or pattern element.



Latest Update: January 2024

The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules.

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