

# VISUAL IDENTITY

GUIDELINES



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The TERRA-MED logo was designed to embody the scientific and territorial ambitions of the doctoral programme supported by the Pyrénées-Mediterranean Eurorégion. It visually translates the interconnection between water, land, and energy—at the heart of the project—in a systemic and sustainable approach.

The circular shape evokes both the planet, the cycle of resources, and cross-border cooperation. It symbolises a dynamic ecosystem, a shared space where knowledge, researchers, and innovations circulate. The central point acts as a connection node: it represents the WATER – LAND – ENERGY nexus, the core of the programme, as well as the convergence of academic and non-academic expertise. The chromatic gradient, ins-

pired by Mediterranean landscapes and the Eurorégion's institutional colours, conveys transition, the complementarity of territories (Occitanie, Catalonia, Balearic Islands), and unity in diversity. It also suggests the idea of evolution and transformation in the face of climate change challenges.

The font, contemporary and structured, asserts the programme's scientific and academic dimension while maintaining visual accessibility. The overall composition forms a sober, international identity rich in meaning, reflecting both research excellence, inter-regional cooperation, and commitment to Mediterranean sustainability.



## Logo colours

The logo draws on the Eurorégion's colour palette to ensure graphic coherence and visual harmony when associated with other partner identities. However, it enriches it with complementary yellow and orange tones, introduced to evoke the programme's energy dimension, thereby complementing the chromatic references to land and sea.



C 65 M 0 J 0 N 0  
R 65 V 192 B 240  
# 40c0f0



C 50 M 0 J 100 N 0  
R 149 V 193 B 31  
# 95c11f



C 100 M 75 J 23 N 7  
R 10 V 70 B 126  
# 0a467e



C 14 M 0 J 74 N 0  
R 233 V 229 B 92  
# e9e55c



C 0 M 64 J 90 N 0  
R 238 V 117 B 38  
# ee7425

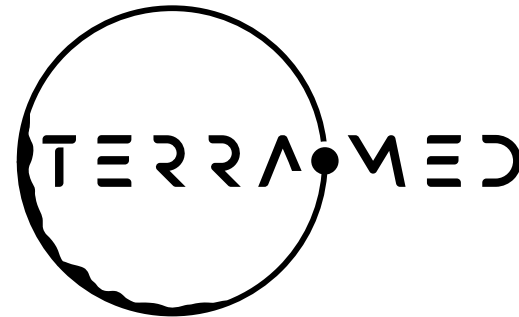
# COLOURS



N 100



N 50



## Greyscale

For the greyscale gradient version, the logo must be rendered exclusively in 100% black and 50% black to ensure optimal legibility and sufficient contrast. No percentage below 50% may be used in this version.

For applications in greyscale or strict monochrome, no variation is permitted: the logo must be reproduced either in 100% black on a light background or in white on a black background, without modification, adaptation, or addition of effects.



## Protection area

To preserve the legibility, visual impact, and integrity of the TERRA-MED logo, a mandatory protection area is defined around the logotype. This area corresponds to a reference unit determined by the bounding box of the "RR" in the wordmark TERRA-MED.

This value constitutes the minimum spacing unit to be respected on each of the four sides of the logo. No text, image, line, page edge, or other graphic element may encroach into this space.

The protection area applies to:

- the single version of the logo
- the version with signature
- any association with partner logos (European Union, Eurorégion, etc.)

Compliance with this area ensures optimal visibility and consistent institutional presentation in all contexts of use.

## Minimum size

When the TERRA-MED logo is associated with the “Cofinanced by the European Union” logo, only the simplified version (without signature) must be used.

The signature “Euroregional PhD Programme in Science and Environment” is exclusively reserved for configurations where the TERRA-MED logo is used alone or in association with the project partners’ logos.

In all cases, the following rules apply:

- Alignment on the same baseline or along a common horizontal axis.
- Respect for equivalent optical height between the logos; none must visually dominate the composition.
- Maintenance of a constant and mandatory spacing corresponding to the protection area defined by the bounding box of the “RR” in the TERRA-MED logotype. No text, image, or other logo may encroach into this area.
- No disproportionate resizing, modification, or graphic adaptation of partner logos is permitted.

The overall composition must produce a clear, balanced, and institutional layout, compliant with the visibility requirements of European partners.





## Background

Photographic or coloured backgrounds can impair the legibility and visual integrity of the TERRA-MED logo.

It is therefore imperative to prioritise a white block respecting the protection area rules, regardless of the background (photography, texture, or light colour block).

When the graphic context justifies it, the logo may be used in an all-white version, exclusively on a colour block from the official TERRA-MED palette.

In all cases, contrast, legibility, and institutional clarity must be ensured.

Any use on a background that hinders reading of the logo-type is prohibited.



## Don'ts



CMYK logo use on photographic backgrounds



White logo use on photographic backgrounds



CMYK logo use on coloured backgrounds, even light ones, without white protection area



Non-compliance with the protection area



Modification of proportions of the different blocks making up the logo

## Compact digital version

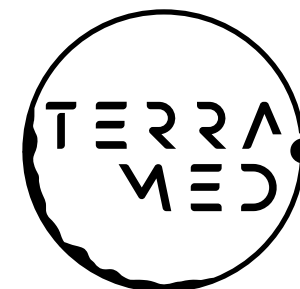
A compact version of the TERRA-MED logo has been developed to meet the specific constraints of digital environments, particularly the square or circular formats imposed by social media platforms. This variant retains the constituent elements of the visual identity (structuring circle, nodal point, official chromatic palette) in a centred and optimised composition for very small formats. It ensures legibility, immediate recognition, and visual coherence in a digital context.

### Usage Rules

The compact version is strictly reserved for the following uses: profile photos / avatars (LinkedIn, X, Instagram, etc.), favicon and web icons, mobile applications, digital media requiring a constrained square or circular format.

### Application of General Rules

All the rules defined in this style guide (protection area, colours, authorised versions, prohibited uses, proportions, and integrity of the design) apply fully to the compact version. This variant is a technical adaptation intended for constrained digital media and must not be considered an autonomous identity variant.



### Formally Prohibited Version for Use:

- On printed media (posters, official documents, signage, etc.)
- In institutional or scientific documents
- In association with partner logos
- As a replacement for the main logo in official communications

The main logo remains the reference version for all institutional communications.



Euroregional  
PhD Program  
in Science and  
Environment

# FONTS

## FONT

### POPPINS

abcdefghijklmnopkrstuvwxyz  
ABCDEFGHIJKLMNPKRSTUVWXYZ  
1234567890.:=?!&éeàèö\$€%(")[\*@/+]

Regular  
*italic*

**Semibold**

Medium

***medium italic***

**Bold**

***Bold italic***

This font is used for all standard texts, in various character styles.

The font used for all TERRA-MED communication materials is Poppins. Already employed by the Eurorégion, it ensures enhanced graphic coherence, institutional continuity, and excellent legibility across print and digital media.

Its geometric and contemporary design provides both clarity, modernity, and accessibility, in line with the programme's academic and international positioning.

For office applications or when access to this typeface is unavailable, Arial is permitted as a substitute. This alternative ensures maximum document compatibility while maintaining satisfactory visual homogeneity.

## OFFICE FONT

### ARIAL

abcdefghijklmnopkrstuvwxyz  
**ABCDEFGHIJKLMNPKRSTUVWXYZ**  
**1234567890.:=?!&éeàèö\$€%(")[\*@/+]**

*abcdefghijklmnopkrstuvwxyz*  
*ABCDEFGHIJKLMNPKRSTUVWXYZ*  
*1234567890.:=?!&éeàèö\$€%(")[\*@/+]*


abcdefghijklmnopkrstuvwxyz  
**ABCDEFGHIJKLMNPKRSTUVWXYZ**  
**1234567890.:=?!&éeàèö\$€%(")[\*@/+]**

*abcdefghijklmnopkrstuvwxyz*  
***ABCDEFGHIJKLMNPKRSTUVWXYZ***  
***1234567890.:=?!&éeàèö\$€%(")[\*@/+]***

# COMMUNICATION MATERIALS

## Social Media

Euroregional PhD Program in Science and Environment



### TERRA-MED

Water, Land, Energy: Pyrenees to Mediterranean

Enseignement supérieur · Perpignan, France · 3 abonnés

[+ Suivre](#) [Envoyer un message](#) [...](#)

Accueil **À propos** Posts

#### Vue d'ensemble

TERRA-MED is a joint interregional doctoral initiative led by the Euroregion Pyrenees–Mediterranean (EPM) — a collaboration between Occitanie (France), and the governments of Catalonia and the Balearic Islands (Spain). Together, these territories form a vibrant cross-border ecosystem of research and innovation, home to world-class academic and scientific institutions.

Facing the combined pressures of climate change and resource vulnerability, the project partners have united under TERRA-MED to take action on one of the greatest challenges of our time. This ambitious doctoral programme focuses on the WATER–LAND–ENERGY nexus, aiming to equip new generations of researchers with the skills and vision to foster resilience and sustainability in Mediterranean regions.

Through TERRA-MED, 33 early-stage researchers will be trained in a uniquely interregional and interdisciplinary environment. They will benefit from joint supervision across academic and non-academic sectors, and complete mandatory cross-border or international mobility experiences. The

# COMMUNICATION MATERIALS

Documents



# COMMUNICATION MATERIALS

Website

The screenshot displays the Terra-Med website with the following content:

- Navigation:** Home, The Project, Consortium, Call for Candidates, Training and Career Development, Communication, Contact.
- Header:** Terra-Med logo with the tagline "Euroregional PhD Program in Science and Environment".
- NEWS:**
  - TERRA-MED, the new Interregional PhD Project** (Feb 17 - February 16, 2024)
  - Summary text: "TERRA-MED: An interregional PhD Project for Advancing Sustainability and Climate Resilience in Occitania, the Balearic Islands, and Catalonia. TERRA-MED is a pioneering interregional PhD project led by the Euroregion..."
  - Link: [Read more >](#)
- AGENDA:**
  - Upcoming Events
  - There are no upcoming events.
- MEDIA:** (Empty section)
- SOCIAL MEDIA:**
  - Terra-Med logo
  - TERRA-MED**
  - Higher Education
  - Perpignan, France
  - 133.7k followers
  - 17-200 Employees
  - Water, Land, Energy, Pyrenees to Mediterranean
  - Follow us on LinkedIn
- Media Post:**
  - TERRA-MED February 2024
  - Introducing TERRA-MED: a new interregional PhD programme for a resilient Mediterranean 🌱
  - Text: "We are proud to launch TERRA-MED, a joint interregional doctoral initiative of 12 implementing partners led by the Euroregion Pyrenees-Mediterranean (Occitania, Catalonia, and the Balearic Islands) 🇪🇺. This eurorregional Marie Skłodowska-Curie Actions COFUND project will train 33 early-stage researchers to tackle a great challenge: how to manage the WATER-LAND-ENERGY nexus in Mediterranean regions tightly."
- Footer:** Co-funded by the European Union logo.
- Page-Footer:** 2023 Terra Med. All Rights Reserved. [Custom Policy](#) [Privacy Policy](#) [Contact](#)