

2026

Brand Guidelines

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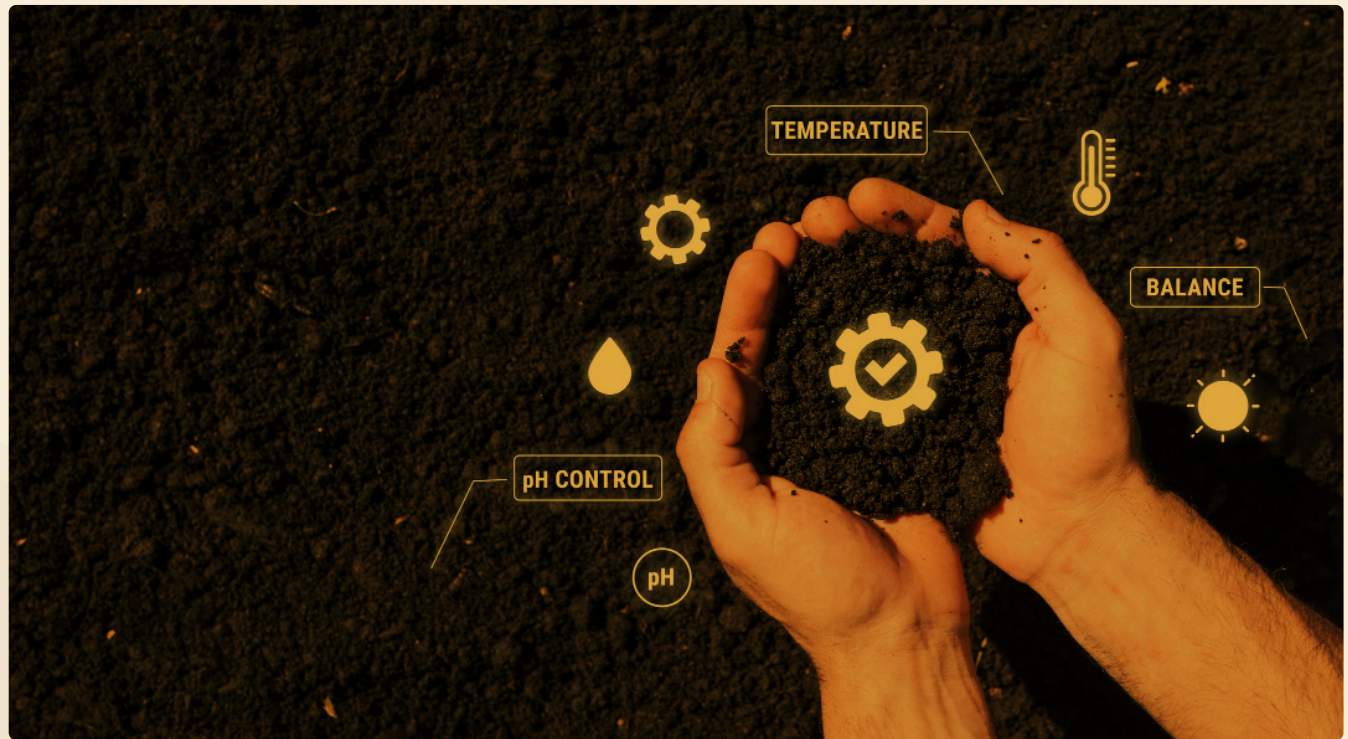
This project is part of the
PRIMA Programme supported
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MISSION

OSTARA aims to drive the transition toward sustainable and resilient Mediterranean farming systems by developing and validating an open, interoperable and energy-efficient framework for soil monitoring and agroecological data integration.



VISION

OSTARA envisions a Mediterranean region where agroecological practices are effectively operationalised at farm level, supported by harmonised soil indicators, digital tools and participatory innovation. The project promotes sustainable soil management, climate resilience and long-term agricultural viability across



OUR LOGO

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OUR LOGO

Primary Logo

Ostara's visual identity emerges from the union between the land and agroecological innovation in the Mediterranean basin. The symbol evokes the organic shape of a growing sprout, while the upper lines represent the layers of the soil. It is a solid, approachable brand deeply rooted in sustainability.



Primary version of the logo



OUR LOGO

Logo Colors

The Ostara logo must adapt cleanly to the different brand color variations. This page shows the approved combinations on the main corporate backgrounds. It is essential to respect these contrast versions and avoid altering the logo colors to ensure the identity remains consistently recognizable and legible.

The Ostara logo, consisting of a stylized 'O' icon followed by the word 'stara' in a sans-serif font, is displayed in a bright yellow color against a solid dark brown background.The Ostara logo is displayed in a dark brown color against a solid yellow background.The Ostara logo is displayed in a dark brown color against a solid green background.

OUR LOGO

Monochrome Logo

When the corporate colors cannot be used, the brand includes monochromatic black-and-white versions. These variants are reserved for single-color printing, official documents, press materials, or media with technical reproduction limitations, ensuring the identity remains clear and recognizable.



Grayscale version for media that allows the reproduction of tones and gradients.

Pure black or white version for direct applications or high-restriction silhouetted uses.



OUR LOGO

Responsiveness

To ensure proper visibility across any platform or format, the brand adapts dynamically according to the available space. The graphic system includes three levels of complexity, progressively reducing elements to prioritize legibility and immediate brand recognition above all else.



It will be used as the preferred option in large formats where the descriptor remains fully legible.



It will be used in medium-sized or digital applications where limited space makes it advisable to omit the secondary text.



Reserved exclusively for minimal environments, icons, social media avatars, or very small-scale applications.



OUR LOGO

Scalability

To guarantee that the logo is always legible and well-defined, minimum reproduction sizes have been established. Below these dimensions, the brand loses its proportions and the graphic elements become unrecognizable. These restrictions must be respected in both print and digital applications.

In digital environments, measurements are displayed in pixels. These are the optimal reduction sizes to maintain legibility:

In physical environments, measurements are displayed in millimeters (print measurements in mm are calculated at a resolution of 300 ppi (dpi) to ensure offset and digital print quality). These are the optimal sizes:



OUR LOGO

Safe Zone

The clear space area is the safety margin that must surround the logo to prevent other graphic elements, text, or margins from interfering with its visibility. Respecting this space ensures that the brand maintains its integrity and stands out correctly in any composition.



To calculate this clear space area, the width of the letter “t” in the logotype is used as the height safety unit (X), while the width of the letter “a” is used as the width safety unit (Y). These measurements establish the minimum separation margin that must be proportionally applied on all four sides of the brand.

This space must remain free of any elements unrelated to the brand.



OUR LOGO

Incorrect uses

To preserve the integrity and visual strength of Ostara, the logo must always be applied in accordance with the guidelines established in this manual. Under no circumstances may the original composition of its graphic, typographic, or chromatic elements be modified, distorted, or altered, as any change compromises brand recognition.



Stretching or distorting the logo, altering the scale of its components, or modifying the official typefaces is not permitted.



Altering the original color palette, applying non-corporate colors, or arbitrarily inverting the tones of the elements is not permitted.



Adding drop shadows, unauthorized gradients, bevels, or any effects that distort the cleanliness of the design is not permitted.



The logo must not be placed on low-contrast backgrounds, harsh colors, or images with complex textures that hinder its legibility.



COLOR PALETTE

1.1 Primary Colors

1.2 Secondary colors

1.3 Variations

1.4 Use of colors

COLOR PALETTE

Primary Colors

Ostara’s color palette is inspired by the earth, vegetation, and Mediterranean landscapes. These tones not only define the brand’s visual personality, but also ensure its consistency. It is essential to respect the specified technical values (HEX, RGB, and CMYK) to avoid unwanted color variations across different devices or printing processes.

RGB 58, 27, 14
CMYK 49, 78, 78, 77
LAB 18, 76%, 23%
HEX #3A1B0E

80%

50%

20%

These are the identity colors that should dominate across all communications.

Opacity variations and tints are permitted to create visual hierarchies without the need to introduce new colors.

RGB 221, 167, 59
CMYK 13, 35, 84, 3
LAB 40, 73%, 87%
HEX #DDA73B

80%

50%

20%

#75401E

#b06e1e

#efd999

RGB 143, 158, 123
CMYK 85 53 85 69
LAB 86, 22%, 62%
HEX #8F9E7B

80%

50%

20%

#3A4232

#AEB99D

#CDD4C2



COLOR PALETTE

Secondary Colors

The secondary palette complements the primary tones, bringing greater versatility and dynamism to Ostara’s visual system. These colors have been selected for use in supporting graphic elements, illustrations, highlights, or backgrounds, expanding the project’s communication possibilities while preserving its chromatic harmony and essence.

RGB 70, 102, 117
CMYK 73, 46, 38, 25
LAB 199, 40%, 46%
HEX #466675

80%

50%

20%

#1e282e

#323E47

#9cbac4

RGB 74, 93, 35
CMYK 70, 42, 100, 37
LAB 80, 62%, 36%
HEX #4A5D23

80%

50%

20%

#1c250e

#69832D

#A5C15A



COLOR PALETTE

Use of Colors

To ensure effective visual communication, it is essential to select color combinations that provide optimal contrast. This section demonstrates the correct use of the different tones within the Ostara palette when applied to backgrounds and graphic or typographic elements. The goal is to guarantee legibility while maintaining a balanced and harmonious aesthetic across all design pieces.



The tones have been grouped into chromatic families to facilitate the creation of soft or accentuated contrasts, always ensuring that the content remains accessible and visually coherent.



TYPOGRAPHY

1.1 Primary

1.2 Secondary

TYPOGRAPHY

Primary

Get font



“Poppins” has been selected for its excellent legibility, geometric design, and contemporary character; qualities that reinforce the brand’s image of innovation. Its wide range of weights allows for the creation of a clear hierarchy across all types of content, from high-impact headlines to long-form text blocks.

Poppins
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0
" " * , ` ¿? ! ; : . ^ > <

Poppins
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0
" " * , ` ¿? ! ; : . ^ > <

Poppins
Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0
" " * , ` ¿? ! ; : . ^ > <

Poppins
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0
" " * , ` ¿? ! ; : . ^ > <



TYPOGRAPHY

Secondary

[Get font](#)

As a complement to the primary type family, a secondary typeface has been established for use in long-form text, administrative communications, or digital environments where the primary font may not be accessible. It maintains a clean aesthetic that does not compete with the main identity, but rather reinforces it and enhances readability.

Aa
Roboto
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
" ' * , ` ¿ ? ! ; : . ^ > <

Aa
Roboto
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
" ' * , ` ¿ ? ! ; : . ^ > <

Aa
Roboto
Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
" ' * , ` ¿ ? ! ; : . ^ > <

Aa
Roboto
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
" ' * , ` ¿ ? ! ; : . ^



SOCIAL MEDIA

1.1 Profiles

1.2 Examples

SOCIAL MEDIA

Profiles

Ostara's presence across digital platforms must convey a professional, coherent, and recognizable image. To ensure consistent visual impact, all publications must respect the official color palette and project typography, creating a unified digital ecosystem that strengthens the brand identity.



Balanced compositions should be prioritized, avoiding the saturation of visual elements. The avatar or profile image will exclusively use the symbol (isotype), centered to ensure legibility at reduced sizes.



SOCIAL MEDIA

Image styles

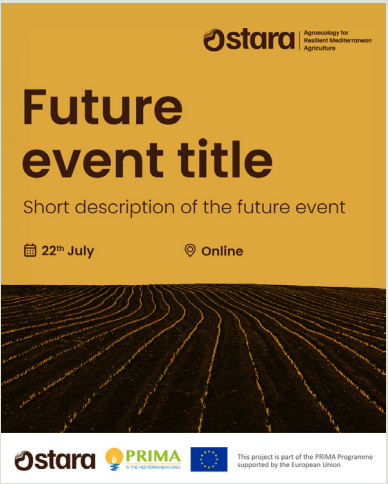
The images used should depict natural environments, agriculture, or technology with a realistic, sharp, and high-quality approach. Aggressive filters that alter the brand's natural colors should be avoided, always aiming to reflect the project's sustainability and scientific rigor.



SOCIAL MEDIA

Publications

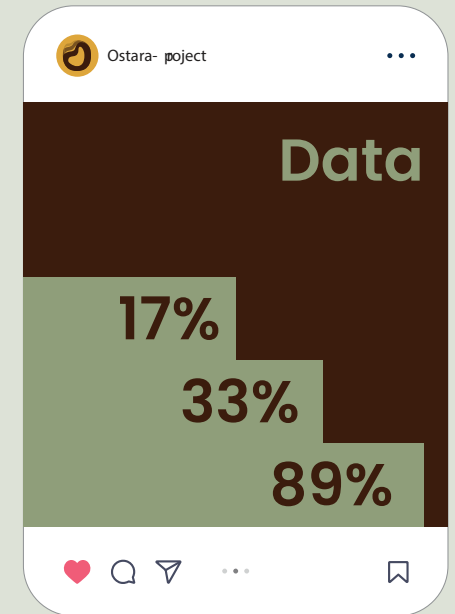
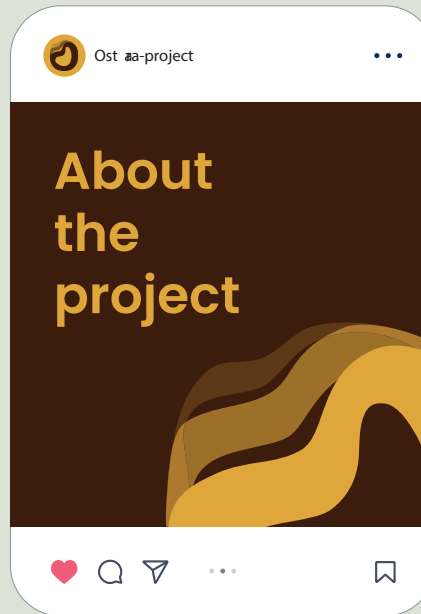
Social media posts must follow an organized structure that guarantees brand recognition. Corporate colors will be used in combination with high-quality imagery integrated in a clean and balanced way. Titles must maintain a clear hierarchy, while the white lower band will be reserved exclusively for the main logo and collaborator or co-financing blocks.



SOCIAL MEDIA

Text and Graphics

When including text in publications, the corporate typefaces must be used while always ensuring optimal contrast against the background. Supporting graphic elements such as icons, shapes, or opacity overlays should be applied subtly to create visual hierarchy without competing with the main content.



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