



ATALANTA Brand Book-Logo Manual



Funded by
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This guide is designed to help the consortium use the ATALANTA logo correctly and consistently, ensuring the integrity of the project's overall brand identity.

Maintaining a strong and cohesive visual identity requires proper application of all elements outlined in the brand book. This guide also serves as a valuable resource for typographers, designers, and other team members involved in creating branded materials and ATALANTA communication assets.

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ATALANTA logo –The concept

The ATALANTA logo is a dynamic and symbolic representation of the project’s core mission: *Empowering women in Maritime.*

Female–Atalanta Emblem: The stylised circle with its dynamic upward stroke merges the universal female symbol with the myth of Atalanta, the swift and determined huntress. It represents women’s strength, resilience, and leadership, reflecting the project’s mission to elevate women as visible, active protagonists in the maritime and blue-economy sectors.

Magenta Cross: Placed at the heart of the emblem, the magenta cross highlights gender equality, inclusion, and empowerment. Its vivid colour brings women to the centre of the visual narrative, underlining the project’s commitment to challenge stereotypes and open new career routes for women in maritime professions.

Flowing Waves: The layered waves beneath the symbol represent the sea and the wider blue economy—ports, coasts, shipping, and offshore activities. Their forward, rising motion symbolizes progress, lifelong learning, and the continuous upskilling journey that ATALANTA supports through training, mentoring, and innovative learning tools.

Wave-Shaped “A” Typography: The bold wordmark “ATALANTA” uses clean, modern lettering to express confidence and clarity. The central “A,” shaped as a wave or bridge, visually connects the name to the sea while symbolizing the bridging of gaps—between men and women, education and industry, and traditional skills and emerging technologies.



Colour Palette (1/2)

ATALANTA logo uses two (main) different colour palettes:

Shades of Blue

Maritime Expertise & Trust: Dark blue anchors the logo in the world of the sea and shipping. It evokes depth, professionalism, and technical reliability—core qualities of the ATALANTA project as it works with maritime stakeholders and the wider blue economy.

Stability & Safety: Blue shade suggests robustness and security, reflecting ATALANTA's commitment to safe, high-quality training pathways and trustworthy partnerships across ports, companies, and education providers.

Seriousness with Purpose: Blue shade underlines the project's responsible, mission-driven character, signalling that gender equality in maritime is not a trend but a serious, long-term transformation.



Magenta

Women's Empowerment & Visibility: The energetic magenta highlights women at the very centre of the visual identity. It symbolizes empowerment, confidence, and the active presence of women in roles traditionally dominated by men.

Breaking Stereotypes: Magenta acts as a disruptive accent, signalling ATALANTA's ambition to challenge outdated norms in the sector and open new, modern career paths for women.

Energy & Engagement: Its vivid tone conveys dynamism and enthusiasm, mirroring the project's interactive learning approaches, mentoring, and community-building activities.

Colour Palette (2/2)

CMYK: 0, 73, 23, 34

RGB: 168, 46, 119

#A82E77

CMYK: 99, 35, 0, 64

RGB: 1, 60, 92

#013C5C

CMYK: 100, 30, 0, 49

RGB: 0, 91, 130

#005B82

CMYK: 86, 21, 0, 32

RGB: 24, 136, 173

#1888AD

Logo Variations (1/2)



ATALANTA

Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on next page are available for usage.

Logo Variations (2/2)

Negative Format

These formats of ATALANTA logo are only used when placing the logo on an image, on a coloured background or on a pattern.



BW/Grayscale Format

This logo variation is meant to be printed in a grayscale or in black and white format (i.e. newspapers, internal memos).



Logo Usage

The clear space zone around the logo has been determined to ensure the proper visibility of the ATALANTA logotype. Maintaining the clear space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that ATALANTA logo always appears unobstructed and distinctly separate from any other visuals.

To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screen printing), the usage of the logo in a larger size is strongly recommended.



Print Size

2 cm X 1,9 cm



Screen size

94 px X 90 px

Logo Proper & Improper use



ATALANTA

- ✓ Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.



ATALANTA

- ✗ Never stray from the color palette



ATALANTA

- ✗ Never rearrange elements of the design



ATALANTA

- ✗ Never stretch or distort the Logo



ATALANTA

- ✗ Never change or alter any fonts.



ATALANTA

- ✗ Never change the orientation of the logo with angles different than 0 or 90

Display the ATALANTA logo only in the formats that are specified in this guide.

ATALANTA logo may not appear in any other colours than the already specified in this guide. Do not rotate, skew, scale, redraw, alter or distort the ATALANTA logo in any way.

Do not combine ATALANTA logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

Logo usage on social media

Logo use on social media: the logo should be used in a white background.



Logo usage on backgrounds

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



ATALANTA typography (1/2)

For Posters, flyers, Roll-ups and other external printed materials use Montserrat typeface.

ATALANTA logo typeface is Myriad Pro.

This typeface has been carefully selected to give prominence to the brand image and must be always used to retain consistency – especially within the logo graphical elements.

Replacing fonts with alternatives should not be done under any circumstances.

Myriad Pro fonts family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Semi bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

Typo
graphy
BRAND

ATALANTA typography (2/2)

For Word documents and Power Point presentation use Calibri typeface.

ATALANTA documents and presentations typeface is Calibri.

This typeface has been carefully selected to give our materials a clean, modern, and highly readable appearance. Calibri is available on most computers, as it is a system font. Calibri supports most of the languages

Replacing fonts with alternatives should not be done under any circumstances.

Calibri fonts family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Regular</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>



www.atalantaproject.eu



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