

BRAND GUIDELINES

VISION

DIGI-METER envisions a future where digital competence is assessed in a fair, inclusive, and meaningful way across European education systems. By turning DigComp 2.2 into an adaptive and ethically grounded assessment ecosystem, the project aims to support resilient, data-informed, and future-ready learning environments for all.

MISSION

To make digital competence assessment practical, inclusive, and meaningful by translating DigComp 2.2 into adaptive, user-friendly tools for learners, educators, and institutions. Through ethical AI and cross-European collaboration, the mission is to support better learning, improved teaching, and evidence-based decision-making.

2026

Made by:
OUTSIDE MEDIA & KNOWLEDGE

Logo Usage



DIGImeter
Measuring Digital Competence

Brandmark



DIGImeter
Measuring Digital Competence



DIGImeter
Measuring Digital Competence



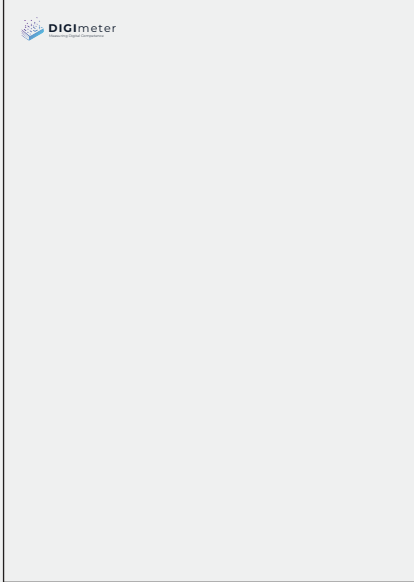
DIGImeter
Measuring Digital Competence



DIGImeter
Measuring Digital Competence

Usage Examples

A4



A5



ENVELOPE



CARD

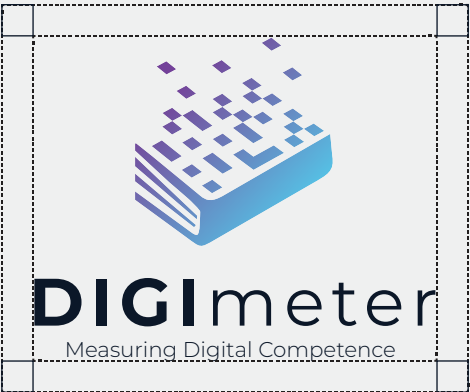


Clear Space

To preserve visibility and impact, the logo must always be surrounded by sufficient clear space free from text, graphics, or other visual elements. The minimum clear space should be based on the height of a key element within the logo and consistently applied across all formats and applications.

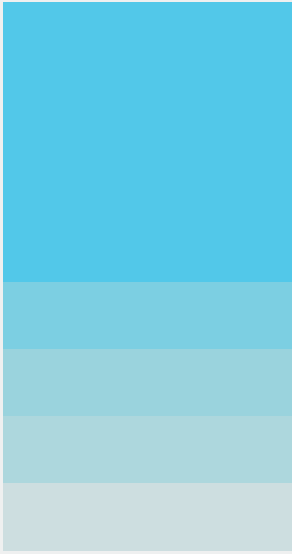
Legal and Compliance

All uses of the brand must comply with European Union visibility requirements and acknowledge project funding where applicable. Branding materials should also respect accessibility, data protection, and ethical communication principles, ensuring that all visual and written content is clear, inclusive, and aligned with relevant project and regulatory standards.

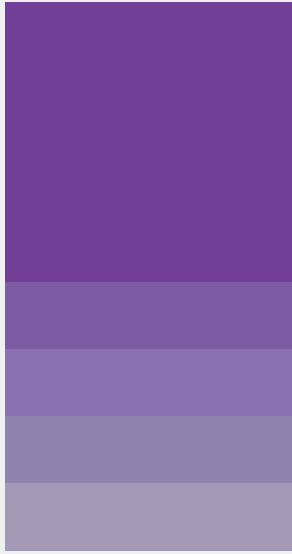


Color Palette

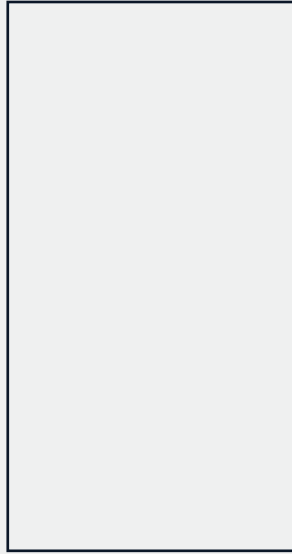
The color palette should reflect innovation, trust, clarity, and digital transformation. Primary colors should be used consistently across all brand materials, while secondary and accent colors may support hierarchy, highlight key information, and add flexibility without compromising visual coherence.



Sky blue
#53C8EA



Purple
#734099



Off White
#F0EFEF



Charcoal
#0D1828

The palette combines clarity, trust, innovation, and inclusiveness reflecting the project's focus on ethical digital assessment, accessible learning, and future-ready education.

Imagery



Erasmus+ logo and Disclaimer



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Document Typography

ARIAL

Heading

Subhead

Vulputate ut pharetra sit amet aliquam id diam maecenas. Neque viverra justo nec ultrices dui. Massa ultricies mi quis hend rerit dolor magna. In arcu cursus euismod quis.

Pellentesque nec nam aliquam sem et tortor consequat id porta. Ipsum suspendisse ultrices gravida dictum fusce ut. Viverra nibh cras pulvinar mattis nunc sed blandit libero volutpat amet venenatis.

Aa

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Font Name Bold

Aa

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NOPQRSTUVWXYZ
abcdefghijklmnop
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Font Name Regular