

BrandBook

e-oilé

Sustainable End-Of-Life
routes for single-use
monodose packaging
for oily products.



Funded by
the European Union

A large, stylized leaf graphic in a light olive green color, positioned on the left side of the page. It has a long, curved shape with a pointed tip and a stem-like base.

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BACKGROUND AND OBJECTIVES

E-Oilé will address safe and sustainable biodegradable packaging solutions close to the market by a demonstrating at TRL 7 biodegradable materials based on novel biopolyesters and polysaccharides, engineered to enhance barrier and mechanical performance for the packaging of highly demanding oily products.

EXPECTED RESULTS

- Promote bio-based and biodegradable materials
- Create high-quality knowledge on biodegradable materials solutions
- Boost the replacement of non-biodegradable SUP packaging

THE BRAND

E-oilÉ

In a highly competitive context within the cosmetics and food industries, where differentiation and environmental responsibility are increasingly valued, the identity of E-OilÉ is strategically positioned with a contemporary, technically and emotionally appealing aesthetic.

The visual identity was designed to clearly and distinctively convey the main values of the project: sustainability, circularity, innovation, and environmental responsibility, focusing on the creation of biodegradable solutions for monodose packaging of oily products in the cosmetics and food sectors.

The central symbol results from the fusion of four essential elements:

- The letter “E” – the project’s initial, serving as the graphic base and visual anchor.
- The drop of oily product – directly representing the project’s field of action.
- The circle of circularity – evoking cycles of reuse and the circular economy.
- The leaf of sustainability – reinforcing the link to nature and environmental commitment.

The vertical arrangement of the drop conveys fluidity and naturalness, while the harmonious integration of the elements creates a unique and distinctive icon.

BRAND ELEMENTS

Name and Symbol

The primary identity of E-oilé is composed of the symbol and the name. Two variations are defined. In the main signature, the configuration presented below is used. This signature should be applied in promotional materials and across most communication channels. For certain institutional applications and in specific cases where the format requires it, the other variations may and should be used.

Main Signature



Main Signature
01 Symbol + name



Secondary signature
02 Symbol + name + signature



Sustainable End-Of-Life routes for single-use monodose packaging for oily products.

03 Symbol



CONSTRUCTION GRID

Brand

The guidelines present the base grid that defines the relationship between the elements that compose the brand. This relationship, carefully designed, must never be altered in its proportion or position.



SAFETY MARGINS

Brand

To ensure the correct legibility and representation of the logo, a minimum space must always be maintained between it and other graphic elements. This grid defines the mandatory minimum margins, based on the graphic element in the dot of the “i”.

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MINIMUM DIMENSIONS

Scale and legibility

To ensure clear legibility of the brand, it should never be reduced to a size smaller than the dimensions indicated.



16 mm



505 mm

RESPONSIVENESS

Brand

If the medium or material requires reducing the logo below the recommended minimum size, the following brand adaptations should be considered.



COLOUR IDENTITY

Brand



Colour is a fundamental element of the visual identity; whenever possible, the logo should be used in the specified colours to ensure its recognition.

Main Colours



CMYK 61 41 83 33
RGB 95 102 56
HEX #5f6638
PANTONE 5753C



CMYK 28 11 51 0
RGB 198 205 147
HEX #c6cd93
PANTONE 7493C

Complementary Colours



CMYK 13 3 27 0
RGB 231 235 203
HEX #e7ebcb
PANTONE 7485C



CMYK 23 16 38 2
RGB 205 201 168
HEX #cdc9a8
PANTONE 454C



CMYK 42 34 56 18
RGB 146 140 109
HEX #928c6d
PANTONE 871C

Gradient



CMYK 61 41 83 33
CMYK 28 11 51 0

USAGE ON BACKGROUNDS

Brand

It is essential that the identity remains clearly legible when applied over coloured backgrounds or images. Its placement should always ensure sufficient contrast to guarantee readability.





USAGE ON BACKGROUNDS

The brand should be used on solid backgrounds; if this is not possible, it is advisable to protect the logo with a solid colour container or one with a low level of transparency.

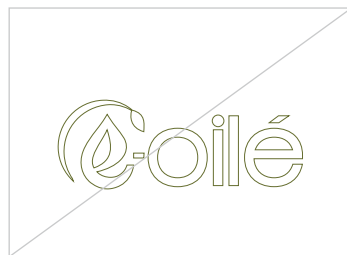


MISUSE Brand

To ensure the correct application of the identity, this manual also presents a set of misuse examples. These illustrate practices that should be strictly avoided.



The logo must not be distorted.



The logo must not be used in outline.



The logo must not be inverted.



Do not use colour schemes other than those defined in this manual.



Do not use fonts other than those defined in this manual.



Do not create formal layouts other than those defined in this manual.

TYPOGRAPHY

Brand

This is the typeface that was used as the basis for designing the name E-oilÉ.

Qurova

A B C D E F G H I J K
L M N O P Q R S T
U V W X Y Z

abcdefghijklmnopqrstuvwxyz

0123456789\!"\$%&'()*=?

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Complementary Typeface

This complementary typeface is used in all communication materials whenever it is necessary to include additional text and descriptions.

Open Sans

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789\|'#\$%&/()=?><<

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

e-oilé



eoileproject.eu

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2025



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