PaluWise

Brand Guidelines

March 2025

Narrative

Sun; **Renewal** element;
Action upon land

Typha, a plant common
on swamps; the letter
W, for Wise

Reed, a plant common
on swamps; **Leaf** shape;
letter **P,** for Palu

Water element; that
enters the leaf shape,
simbolizing water saturated
natural lands, like **Peatlands**

▷ Applied action regreens ▷

◁ Water as basis for all ◁

Logotype
Main

Logotype
Inverse and Icon

PaluWise

PaluWise

PaluWise

Logotype
With Tagline

PaluWise
PRODUCTION SOLUTIONS
FOR REWETTED PEATLANDS

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Colours

#fcc556
R 252 G 197 B 86
C 0 M 26 Y 74 K 0

#39b253
R 57 G 178 B 83
C 73 M 0 Y 84 K 0

#5ad1ed
R 90 G 209 B 237
C 73 M 0 Y 84 K 0

#062623
R 6 G 38 B 35
C 92 M 56 Y 66 K 76

#1a443e
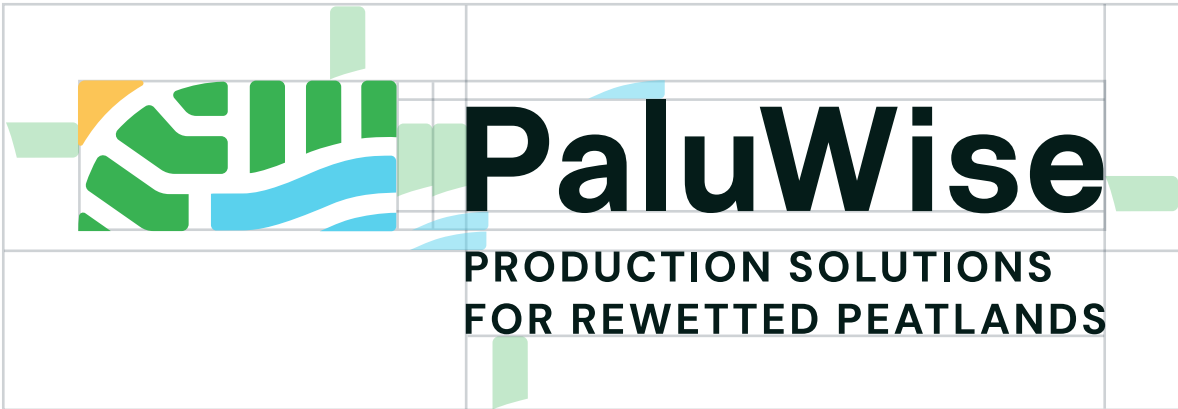R 26 G 68 B 62
C 85 M 46 Y 63 K 55

highlight colour

background colour

background
detail colour

Clear Space

Minimum Space

Icon is 5mm wide, minimum

Logotype is 15mm wide, minimum

Logotype, with tagline, is 20 mm wide, minimum

5 mm

Dont's

PaluWise

DON'T
apply other colours

PaluWise

DON'T
distort

PaluWise

DON'T
rotate

PaluWise

DON'T
switch order of elements

PALUWISE

DON'T
change the font

PaluWise

DON'T
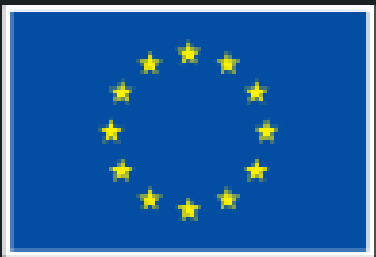add effects
or shadows

Text

DM Sans
for printed and digital visual materials

Available for free
www.fonts.google.com

ARIAL
for deliverables

Available for free
apps.microsoft.com

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All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats for printing: eps.
All other types of use: png.