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BRAND GUIDELINES

Contact Apodissi Marketing Team

GH SAFE

Co-funded by the European Union

LEAP-SE

This project has been funded by ANR, FCT, MESRI, MUR, DSTI-NRF, ARI, Projekträger Jülich PTJ, LGI under the LEAP-SE project that has received funding from the European Union's Horizon Europe Program Cofund Action under Grant Agreement 101172838

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BRAND FOUNDATIONS 01

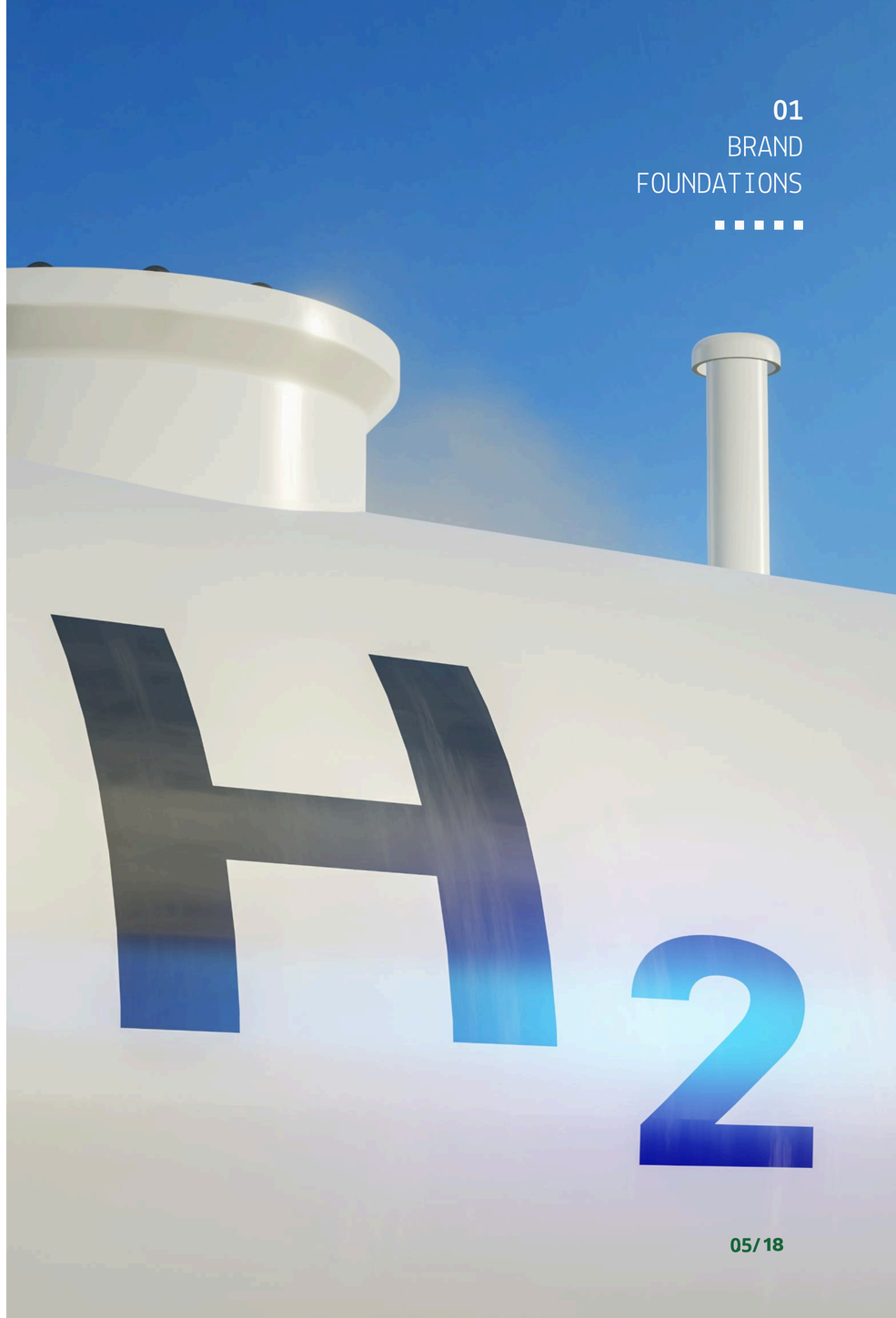
ABOUT US

GH-SAFE is a Horizon Europe and LEAP-SE funded research and innovation project developing a solar-to-hydrogen energy storage system for off-grid rural communities across Africa. The project brings together European and African universities, SMEs, research centres, and NGOs to design, test, and demonstrate an integrated green hydrogen solution capable of delivering reliable and sustainable electricity in remote regions. The project will demonstrate technology feasibility in Senegal, South Africa and Morocco.

OUR MISSION

To support a clean, inclusive, and reliable energy transition in Africa through innovative hydrogen-based storage technologies adapted to rural communities.

Our vision is a future where off-grid communities across Africa have access to affordable, sustainable, and continuous electricity powered by renewable energy and green hydrogen.



BRAND PERSONALITY

The GH-SAFE visual identity should communicate:

INNOVATIVE
Advanced renewable energy technology with real-world impact.

RELIABLE
A trustworthy scientific project backed by leading institutions.

INTERNATIONAL
A strong collaboration between Europe and Africa.

SUSTAINABLE
A clean-energy future built around environmental responsibility.

LOGO GUIDELINES

LOGO

The GH-SAFE logo is the primary visual identifier of the project and should be used consistently across all communication materials.

SAFETY AREA

A minimum clear space must always surround the GH-SAFE logo to ensure visibility and readability. No graphic elements, text, or images may interfere with this area.

LOGO PLACEMENT

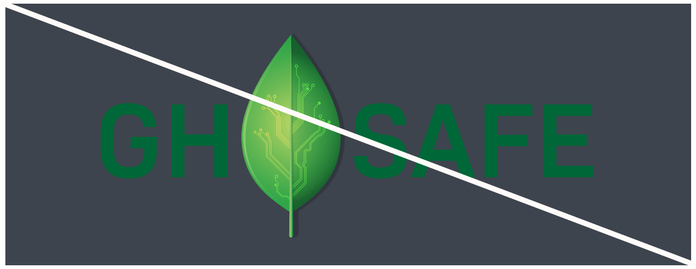
The logo should be placed on brand colors, white, or black backgrounds. While it can be positioned on images, prioritize readability, as some images may not be suitable.

Logo can be placed on one of the brand colours

Logo can be placed on one of the brand colours

Logo can be placed on white backgrounds

Logo can be placed on images that allow maximum visibility and readability



Logo can’t be placed on backgrounds not included in the brand colour palette

Logo can’t be placed on images that don’t permit optimal visibility and legibility

DO’S AND DONT’S

The logo should be placed on brand colors, white, or black backgrounds. While it can be positioned on images, prioritize readability, as some images may not be suitable.

Don’t rotate the logo

Don’t stretch or distort the logo

Don’t place any elements within the logo’s safety area

Don’t add shadow or 3d effects

VISUAL IDENTIFICATION

COLOR PALETTE

The GH-SAFE colour palette reflects: renewable energy, hydrogen innovation and environmental sustainability.

MIST SILVER

HEX	#FAFAFA
RGB	250 250 250
CMYK	2 1 2 0

HYDROGEN BLUE

HEX	#CADAF6
RGB	202 218 246
CMYK	24 11 0 0

SPROUT

HEX	#B4DC64
RGB	180 220 100
CMYK	38 0 72 0

TRUE GREEN

HEX	#006838
RGB	0 104 56
CMYK	90 32 92 25

DARK FOREST

HEX	#003403
RGB	0 52 4
CMYK	87 53 91 66

TYPOGRAPHY

The GH-SAFE logo is the primary visual identifier of the project and should be used consistently across all communication materials.

PRIMARY: WORK SANS

LIGHT
REGULAR
SEMI BOLD
BOLD

Aa

ACCENT: LEKTON

LIGHT
REGULAR
SEMI BOLD
BOLD

Bb

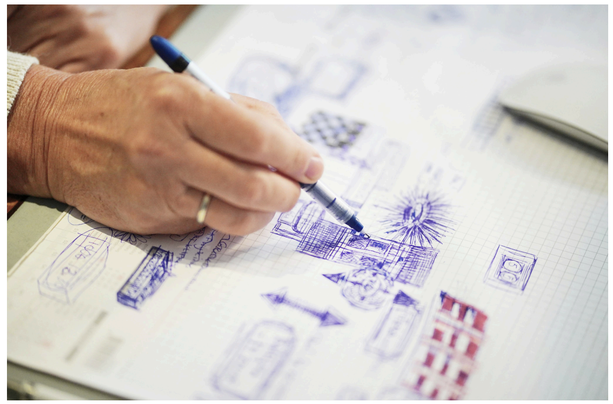
DOCUMENTS: LATO

LIGHT
REGULAR
SEMI BOLD
BOLD

Cc

PHOTOGRAPHY STYLE

The GH-SAFE photography style combines clean technology, scientific innovation, and human-centred sustainability. Imagery should feel authentic, modern, and optimistic, reflecting the project's mission to deliver reliable green energy solutions for rural African communities.



All the GHSafe project graphic assets, including this Brand Guidelines and the Workday and Lekton open source fonts, can be downloaded on the GHSafe project repository.

Scan here to be taken to the repository

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LEAP-SE & EC RECOGNITION

Below are examples of how the funding acknowledgement elements should appear across different backgrounds and communication materials.

The European Union flag and the LEAP-SE logo may not be altered, modified, distorted, recoloured, or recreated in any way. Their use must strictly follow the official EU and LEAP-SE co-branding.

Both funding elements should remain clearly visible, balanced, and legible across all materials.

The EU logo and recognition may not be altered in any way and should follow the strict EU guidelines, which can be accessed here: https://ec.europa.eu/regional_policy/information-sources/ logo-download-center_en

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