



MAMBO

Visual Identity Guidelines



Funded by
the European Union

Logo

3

Colour palette

5

Fonts

7

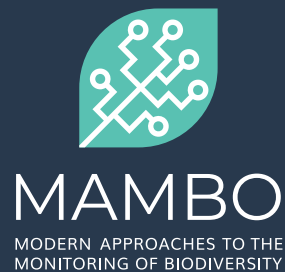
Visuals

10

Promotion

16





Colour palette/Primary colours



#44D0BD

R - 69
G - 209
B - 189

C - 61
M - 0
Y - 36
K - 0



#2a3a4e

R - 42
G - 58
B - 78

C - 86
M - 71
Y - 47
K - 40



#c8ce45

R - 200
G - 206
B - 69

C - 26
M - 7
Y - 90
K - 0



#dd3e78

R - 221
G - 62
B - 120

C - 8
M - 90
Y - 27
K - 0



#eff5f5

R - 239
G - 245
B - 245

C - 5
M - 1
Y - 2
K - 0



#fc7d7d

R - 252
G - 125
B - 125

C - 0
M - 65
Y - 40
K - 0

MAMBO logo – Montserrat regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fonts to be used in professionally designed promotional materials.

Heading 1 – Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading 2 – Lato Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Body – Lato

Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light Italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Only one simple font (Arial Microsoft) to be used by project partners in Office templates (including project deliverables).

Arial

Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

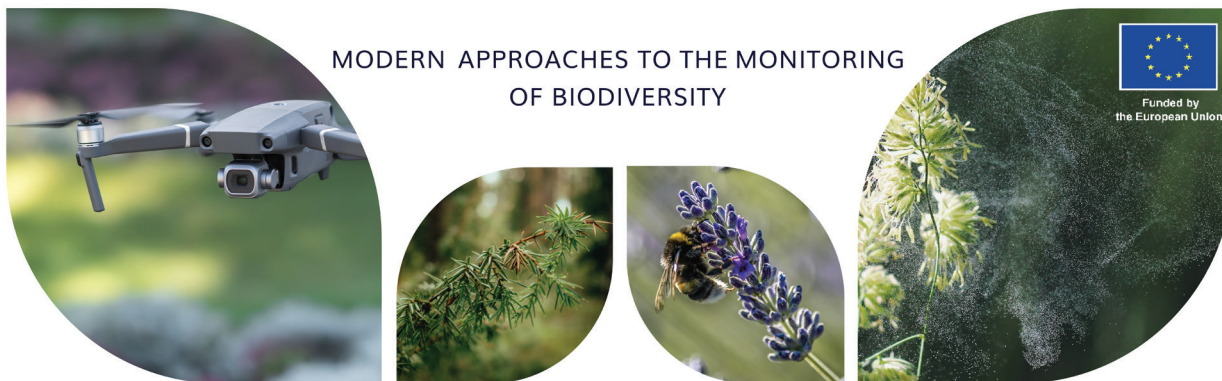
Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

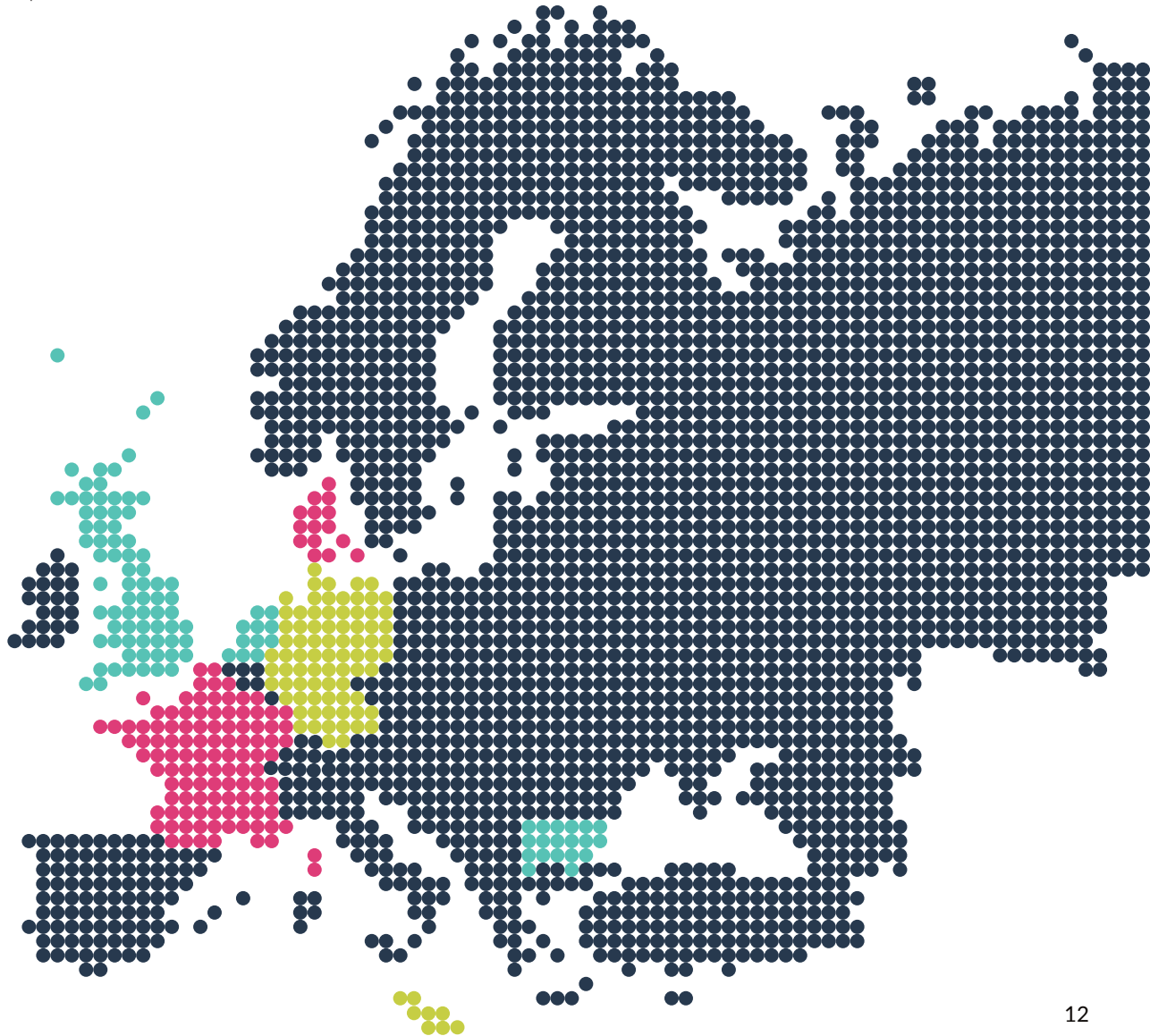
Calibri

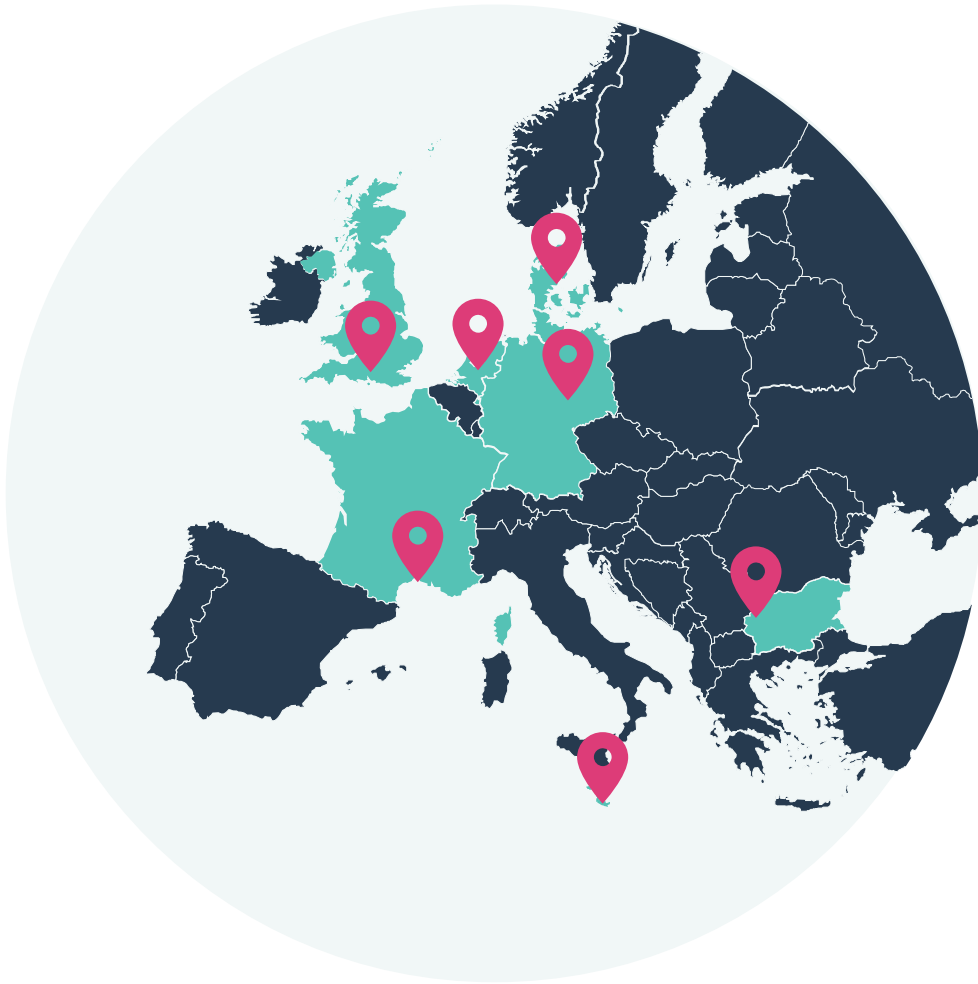
Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



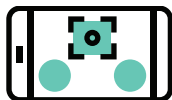






Please use either **all rounded**, **circles** and the **mambo leaf**

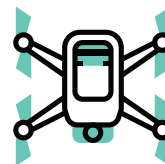




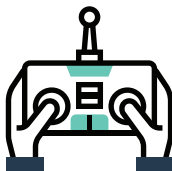
Develop, evaluate and integrate image and sound recognition-based AI solutions for EU biodiversity monitoring from species to habitats.



Develop, test, and deliver high spatial resolution regional EU habitat maps and site-specific habitat condition metrics.



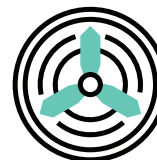
Promote the standardised calculation and automated retrieval of habitat data using deep learning and remote sensing.



Co-design MAMBO's novel ecological monitoring tools with researchers, policy makers, citizens, and other stakeholders, evaluate their costs and benefits.



Build a new global community of practice for the development and application of these cutting-edge technologies through proof-of-concept implementation across the EU.



Test existing tools in combination with MAMBO's new technologies that will contribute to an integrated European biodiversity monitoring system with potential for dynamic adaptations.




MAMBO
MODERN APPROACHES TO THE
MONITORING OF BIODIVERSITY

Click to add title

Name of presenter

Time/Date/Location

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 **MAMBO**