PANORAMA

observe | connect | protect

Content

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The PANORAMA Brand Guidelines is a key resource that shapes the project's visual and communication identity. It provides clear guidelines to maintain consistency across platforms, ensuring that PANORAMA's values and message are effectively conveyed to its audience.

Project branding

The Panorama brand identity is built around the core principles of Observe | Connect | Protect, reflecting the project's mission to leverage technology for environmental monitoring and disaster prevention. The branding emphasizes clarity, precision, and resilience, aligning with the project's role in collecting and analyzing data from multiple sources to enhance decision-making and risk assessment.

The visual identity combines a modern and trustworthy aesthetic, with a strong typographic presence and a color palette inspired by technology, earth, and sky, symbolizing observation and protection. The logo represents the integration of diverse data streams, highlighting the project's commitment to using advanced technology for a safer and more sustainable future.

observe   connect   protect

Tone of Voice

PANORAMA's voice is clear, credible, and purpose-driven — grounded in science and innovation, but always communicating with relevance and precision. Whether addressing researchers, policymakers, or stakeholders, the tone should remain confident and forward-thinking.

Tone
- Professional but never overly complex
- Concise but informative
- Technically sound yet easy to follow
- Scientifically grounded with real-world relevance

Use well-structured language and avoid unnecessary jargon, especially in outreach materials. Always aim to bridge the gap between advanced research and real-world impact.

Key messages
Strategic phrases that express PANORAMA's mission, impact, and added value. The following core messages help unify communication across platforms and express PANORAMA's mission and impact:
- Turning next generation earth observation into real-world impact.
- Transforming satellite data into insight
- Supporting climate action, disaster resilience, and sustainable development

Professional	Concise
Purposeful	Forward-thinking

Logo

The PANORAMA logo is the primary visual mark of the project and should be used consistently to ensure brand recognition across all platforms. It reflects the project's clean, forward-looking identity and should always be displayed with clarity and appropriate spacing.

Primary version

The primary logotype includes the signature tagline "observe | connect | protect" and is designed for use on light backgrounds. This version should be the default wherever possible.

Usage Guidelines

- Maintain clear space around the logo equal to the height of the "P" in PANORAMA.
- Do not stretch, rotate, or alter the colors or proportions.
- Use the appropriate file format for the medium (e.g., SVG for digital, PNG/JPG for presentations, EPS/PDF for print).
- When placed on dark backgrounds, use the reversed version provided.

Incorrect Uses

Avoid placing the logo over busy images, applying shadows, changing fonts, or modifying the tagline. Always preserve the integrity of the original design.

logotype

PANORAMA
observe | connect | protect

tagline

PANORAMA
observe | connect | protect

dark background

Logomark

The PANORAMA logomark is a simplified version of the full logo, used when the project is already clearly identified or when space is limited. It captures the essence of PANORAMA through a stylised Earth and orbital paths — representing observation, connectivity, and protection.

Usage

Use the logomark in digital icons, social media avatars, favicons, branded assets, or layout elements where the full logo may not fit.
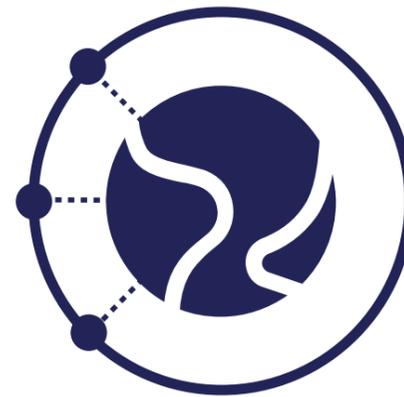
Available Versions

The logomark is available in:
· Primary (color) – for use on light backgrounds
· Reversed (white) – for dark backgrounds
· Monochrome (dark grey) – for grayscale printing or minimal use

Guidelines

· Do not crop, distort, or rotate the logomark
· Maintain clear space around the icon
· Use only the approved color versions shown here

Logo x EU

Colors

The PANORAMA colour palette reflects the project's scientific foundation, environmental focus, and innovative spirit. It ensures clarity, consistency, and recognisability across all communication materials — from digital media to print. The primary colours convey trust, innovation, and the project's connection to satellite-based observation, while the secondary colours offer flexibility and visual balance. Consistent application of these colours reinforces PANORAMA's identity and strengthens its presence across platforms.

The size of the colour swatches indicates their recommended hierarchy and relative frequency of use across all applications. Primary colours should dominate most designs, while secondary colours serve as accents to support and enhance the overall visual system.
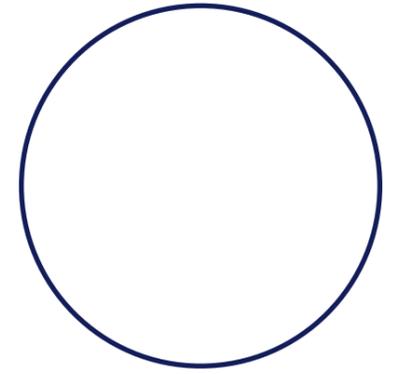
primary
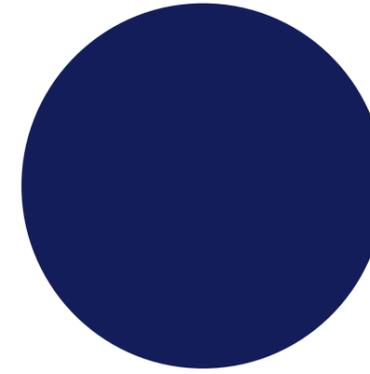
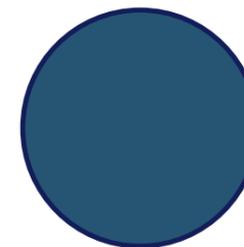**PAN Space**

#121d59
RGB 18, 29, 89
CMYK 80, 67, 0, 65
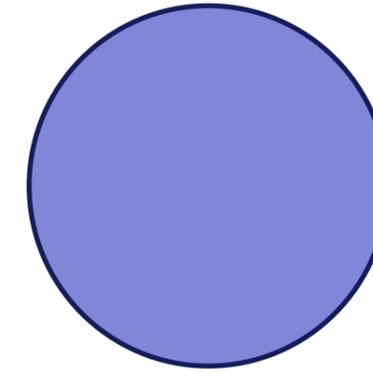
PAN Orbit

#8286d9
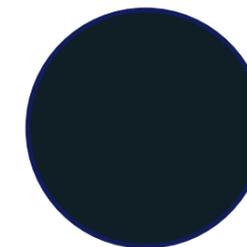RGB 130, 134, 217
CMYK 40, 38, 0, 15

PAN Polar

#FFFFFF
RGB 255, 255, 255
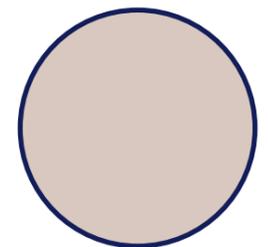CMYK 0, 0, 0, 0

secondary

PAN Ocean

265573
RGB 38, 85, 115
CMYK 67, 26, 0, 55

PAN Midnight

#101E26
RGB 16, 30, 38
CMYK 58, 21, 0, 85

PAN Dust

#D9C8BF
RGB 217, 200, 191
CMYK 0, 8, 12, 15

Typography

PANORAMA's typography combines clarity, modernity, and visual strength. Two typefaces are used across materials to support a flexible but cohesive identity system.

Montserrat is used for body text, subheadings, and general layout elements. It is versatile, highly legible, and well-suited for digital and print applications.

Futura PT is used primarily for titles, headings, and the logotype. Its bold geometric character reinforces the project's forward-looking and scientific tone. While Futura PT is used in print materials and the PANORAMA logotype, the website uses Montserrat exclusively for practical consistency and web accessibility.

Montserrat Black

Montserrat Bold

Montserrat Medium

Montserrat Regular

## Futura PT Extra Bold

Futura PT Bold

Icons

Each pilot is represented by a custom icon that visually reflects its theme and area of focus. These icons support quick recognition and add visual consistency across project materials, presentations, and digital platforms.
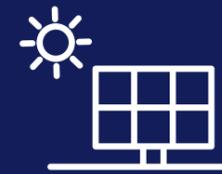
Illustrations

The PANORAMA illustrations are custom-designed to visually communicate the project's mission, technologies, and real-world applications. They follow a flat, minimal style with soft gradients and rounded forms, reflecting both scientific precision and accessibility. The palette is fully aligned with PANORAMA's core colors, ensuring visual harmony. These illustrations appear throughout the website and materials to support storytelling, enhance engagement, and bring complex topics to life in a clear, human-centered way.
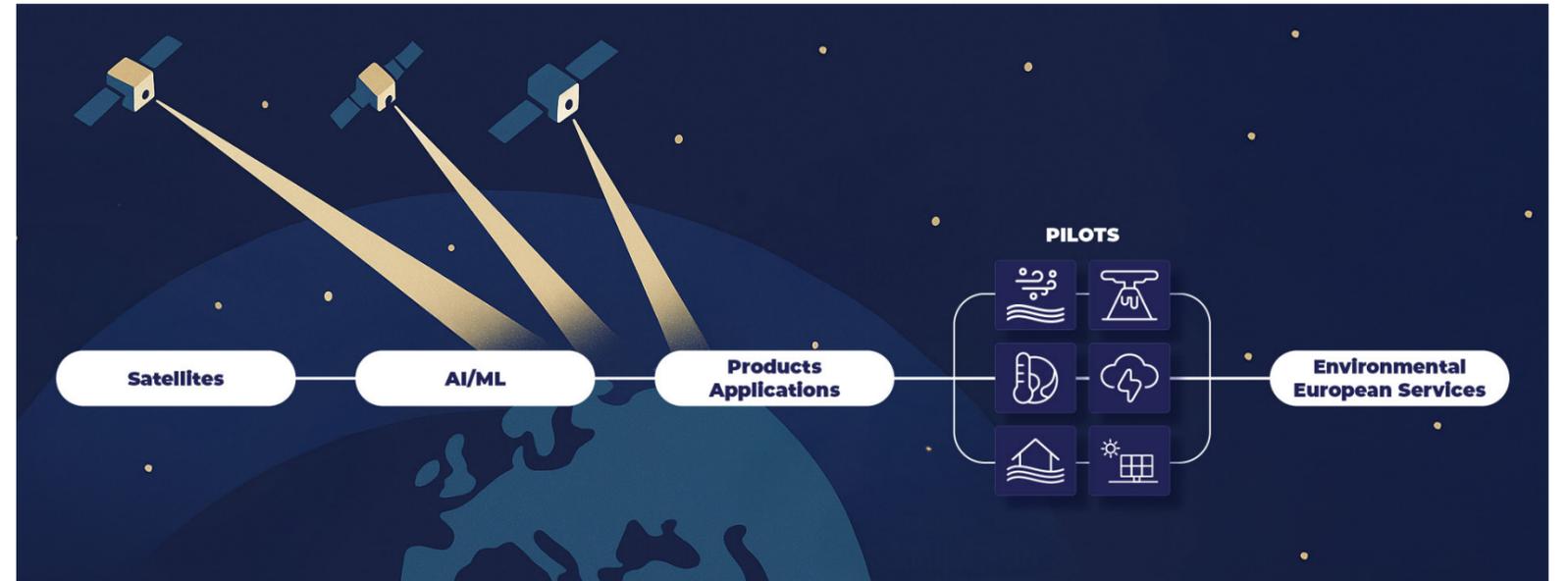
Dissemination materials

Roll-up Banner [85x200cm]

Poster [70x100cm]

Leaflet [21x29.7cm bifold]

Lanyard

Templates

Presentation

Deliverable

cover page

back page

Press Release