



ECOPILOT

Brand Guidelines

PROJECT DESCRIPTION

ECOPILOT

Life Cycle Assessment (LCA) is essential for safe and sustainable innovation, yet its uptake remains limited by data gaps, methodological complexity, and the lack of accessible digital tools. ECOPILOT addresses this challenge by developing a conversational, AI-enabled PEF Copilot that makes advanced sustainability assessment transparent, reproducible, and usable by SMEs and innovators, in line with the Safe-and-Sustainable-by-Design (SSbD) framework.

ecpilot

Idea



LOADING SYMBOL = DIGITAL, PILOT



LEAF = ECO, SUSTAINABILITY

other
Versions

ec🌿pilot
ec🌿pilot



Black & White



Color Palette

Soft Mint

HEX b4efcb
RGB 180 239 203
CMYK 28 0 27 0

Deep Pine

HEX 0c3d1c
RGB 12 61 28
CMYK 85 47 94 58

Typography

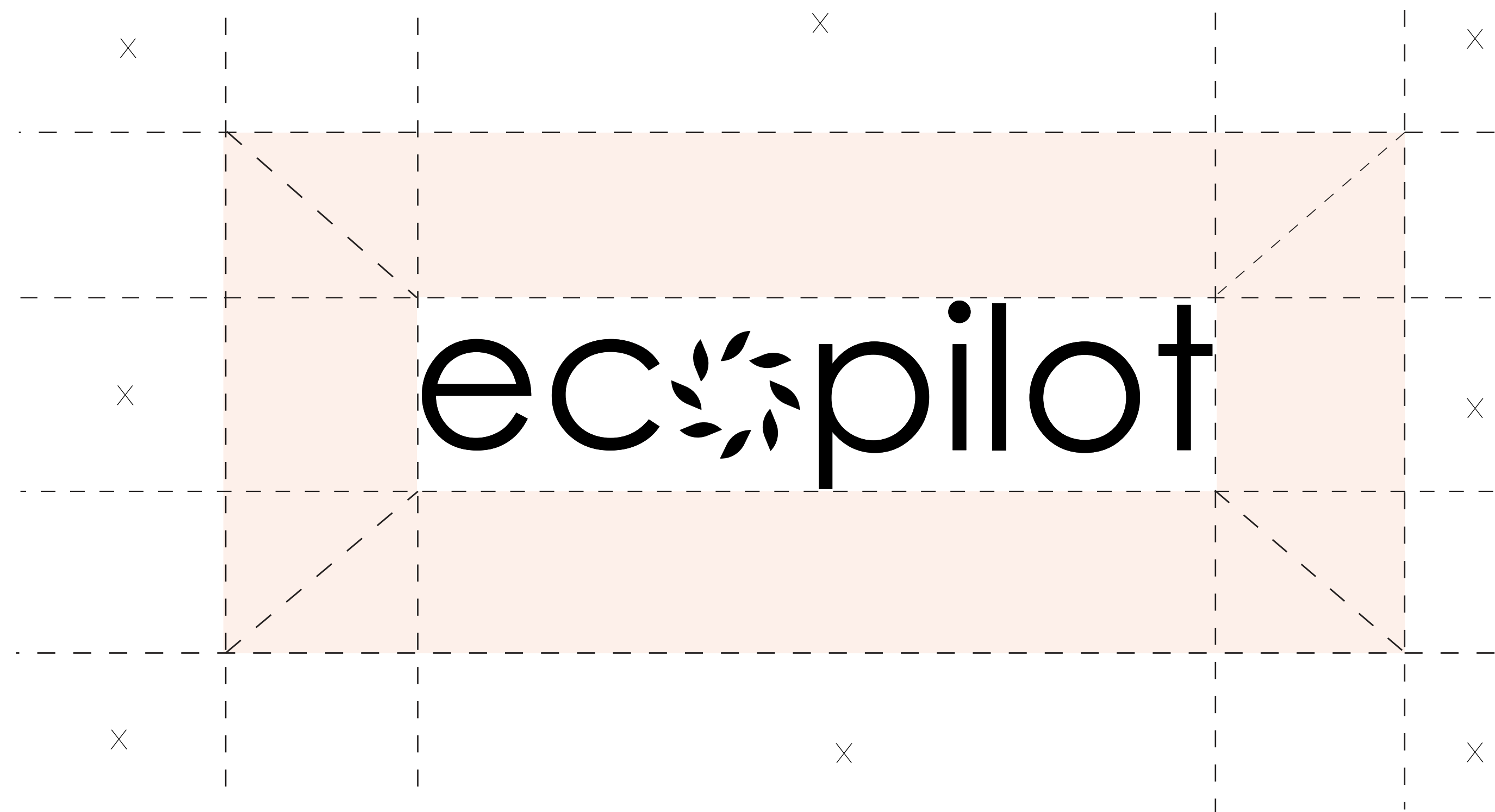
Geologica

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

1234567890



Logo Protected Area

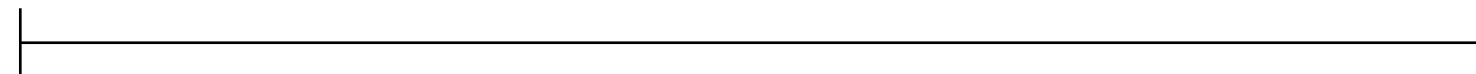


Clear Space = Logo's Height

MINIMUM SIZE

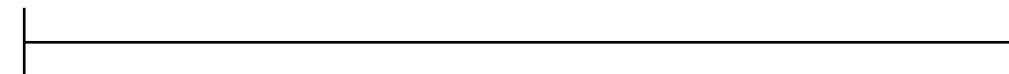
To avoid distortion of the logo
its minimum length should
not be less than 2 cm.

ecopilot



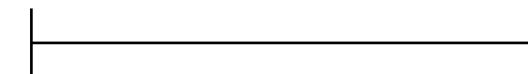
6cm

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4cm

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2cm

Incorrect Usage

Do not squeeze or stretch the logo.

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Do not rotate or invert the logo.

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Do not outline the logo or change its colors

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Do not use effects such as shadows or gradients.

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