SG-SKILL BRANDBOOK

SG-SKILL is a European project dedicated to developing the skills required for the **digitalisation** of power networks and the deployment of **Smart Grids**.

By addressing training needs across the full value chain and educational levels, the project supports the energy transition and the creation of a skilled workforce for a smart, digital and sustainable energy system.

The ***SG-SKILL*** logo is inspired by Smart Grids as intelligent, interconnected systems that combine physical infrastructure with digital intelligence. The symbol represents a network of connected nodes, expressing the flow of energy, data and skills across the mart grids value chain.

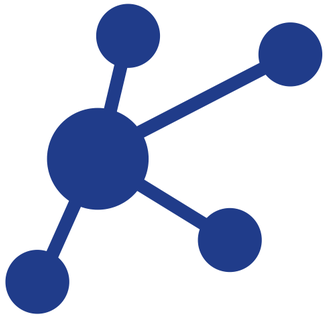
VERTICAL VERSION

NEGATIVE VERSION

ENERGY INFRASTRUCTURE

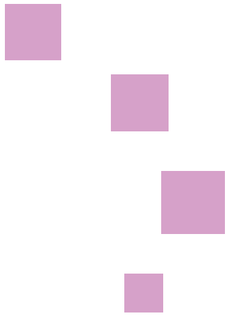
The hexagonal frame refers to energy infrastructure and system architecture, evoking stability, efficiency and modularity - key characteristics of power networks. Its open side suggests flexibility and evolution, reflecting the ongoing transformation of conventional grids into smart, digitalised systems.

DISTRIBUTED ENERGY RESOURCES



The network of nodes symbolises distributed energy resources, digital connectivity and collaboration between actors, from professionals to institutions to consumers and energy communities.

DIGITALISATION & SKILLS



The pixel-like elements reinforce the idea of digitalisation and skills transfer, bridging the physical and digital dimensions of the energy system.

#203c8a

#6ac8f1

#d6a1c9

The **colour palette** reflects trust, digital innovation and energy transition.

/ **Dark blue** is the primary colour of the identity. It conveys reliability, expertise and institutional credibility.

/ **Light blue** represents digitalisation, smart technologies and energy flows. It reinforces openness, connectivity and future orientation.

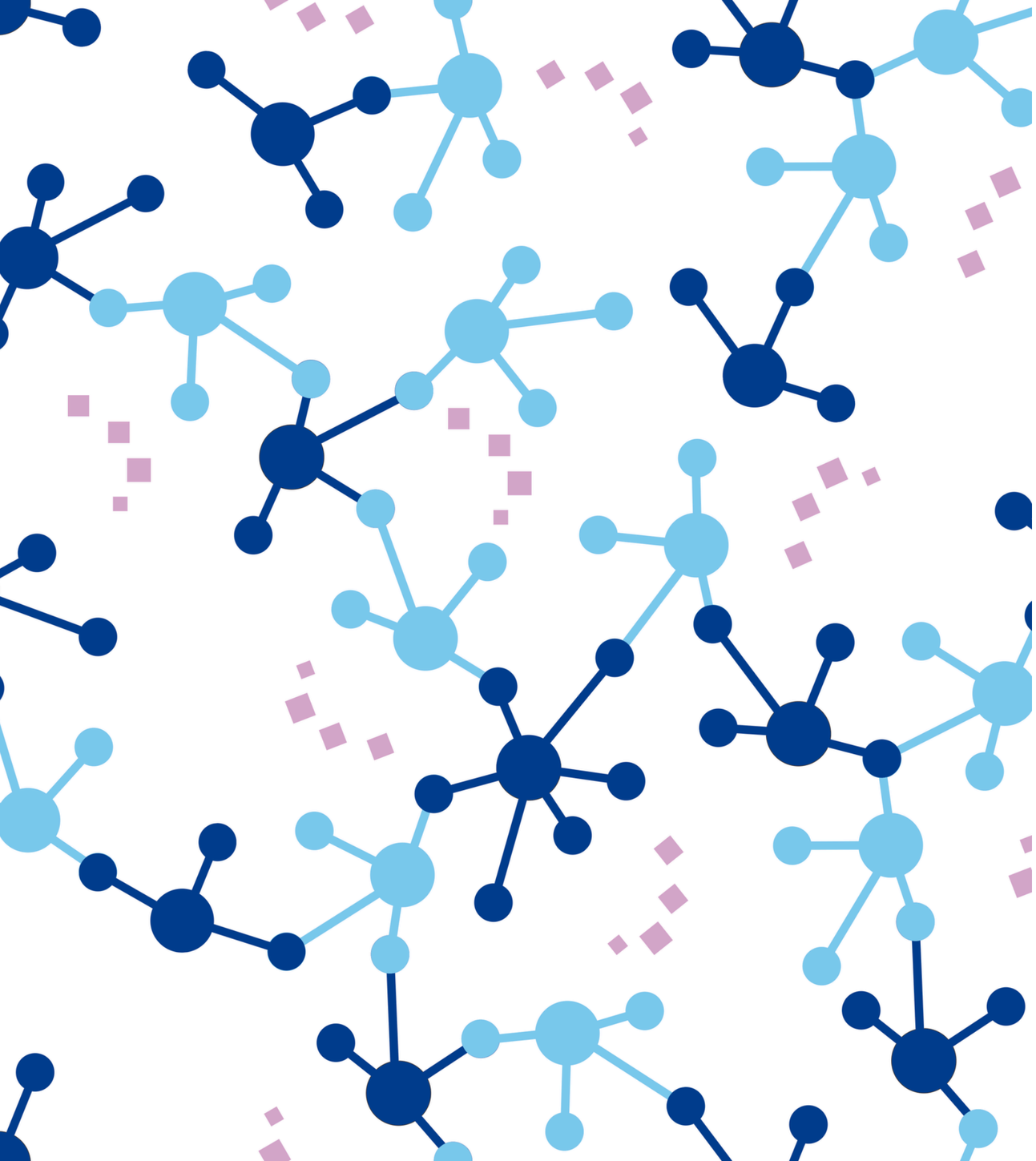
/ **Soft violet** appear in small pixel elements, symbolising data, digital skills and knowledge transfer. Highlights the learning dimension.

Proxima Nova

Proxima Nova is the official **typography** of the SG-SKILL visual identity. Its geometric structure and contemporary character align with the project’s focus on Smart Grids, digitalisation and technical expertise, while maintaning high readability and accessibility across all commnunication materials.

Recommended weights

- Bold / Italic Bold - Headlines and key messages
- Medium - Subheadings and emphasis
- Regular - Body text and long-form content



The **graphic pattern** is derived directly from the logo’s visual language, reinforcing the ideas of connectivity, smart grids and digital skills.

SG
SKILL