

2025

# Visual Identity



# Fueling the green transition. - From fields to the future.

The project supports Interreg Öresund-Kattegat-Skagerrak's vision of a green, fossil-free, and climate-resilient region powered by renewable energy. It aims to strengthen the rural economy, create new jobs, and improve energy security.

Biogas is becoming increasingly important in the green transition across Swedish and Danish regions. A key challenge is securing access to sustainable biomass for biogas production. In southwest Sweden, most of the potential from manure-based biogas is already allocated, while significant untapped potential remains in crop residues such as straw and vegetable tops and biomass from intensified, sustainable farming systems like cover crops.

The primary target group includes small and medium-sized farms as biomass suppliers and companies purchasing biogas substrates. Secondary stakeholders include advisors, biogas buyers, public authorities, and municipalities involved in enabling new value chains.

# How to use the logotype



# Safety zone



# The headlines and running text

Helvetica Neue Italic

Helvetica Neue Regular

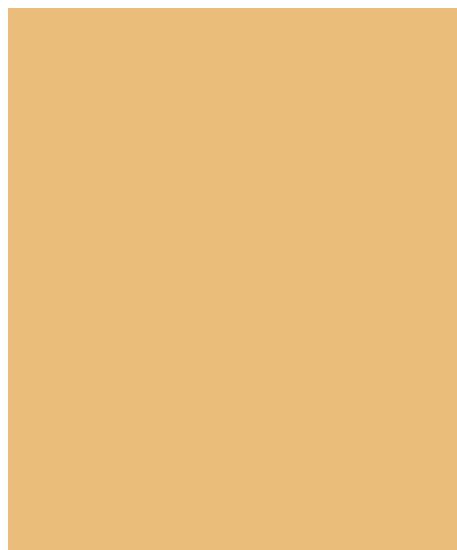
**Helvetica Neue Bold**

For running text use Calibri.

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# The accent colours to use



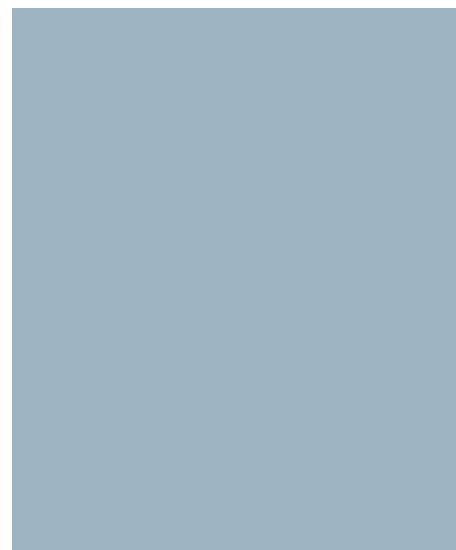
**Earth Yellow**

C 0 M 22 Y 54 K 8  
R 234 G 183 B 108  
#EAB76C



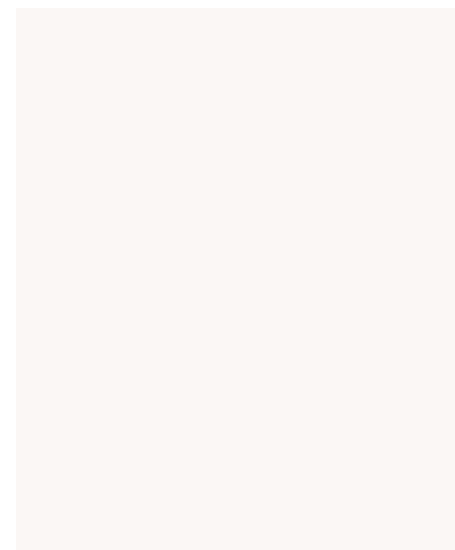
**Asparagus**

C 68 M 23 Y 79 K 6  
R 93 G 145 B 84  
#5D9154



**Powder Blue**

C 18 M 8 Y 0 K 24  
R 159 G 180 B 195  
#9FB4C3



**Snow**

C 0 M 2 Y 2 K 1  
R 252 G 247 B 247  
#FCF7F7



ACCEL  
AGROBIOGAS