

beacon

building a visual alphabet
for the european values

BIP 2024-1-IT02-KA131-HED-000197121-2

beacon

— a source of light or signal that guides, warns, or inspires. Traditionally, it refers to a **lighthouse** or **fire** used to direct travelers, ensuring safe **passage through darkness.**



*lights will guide
you home*

font.

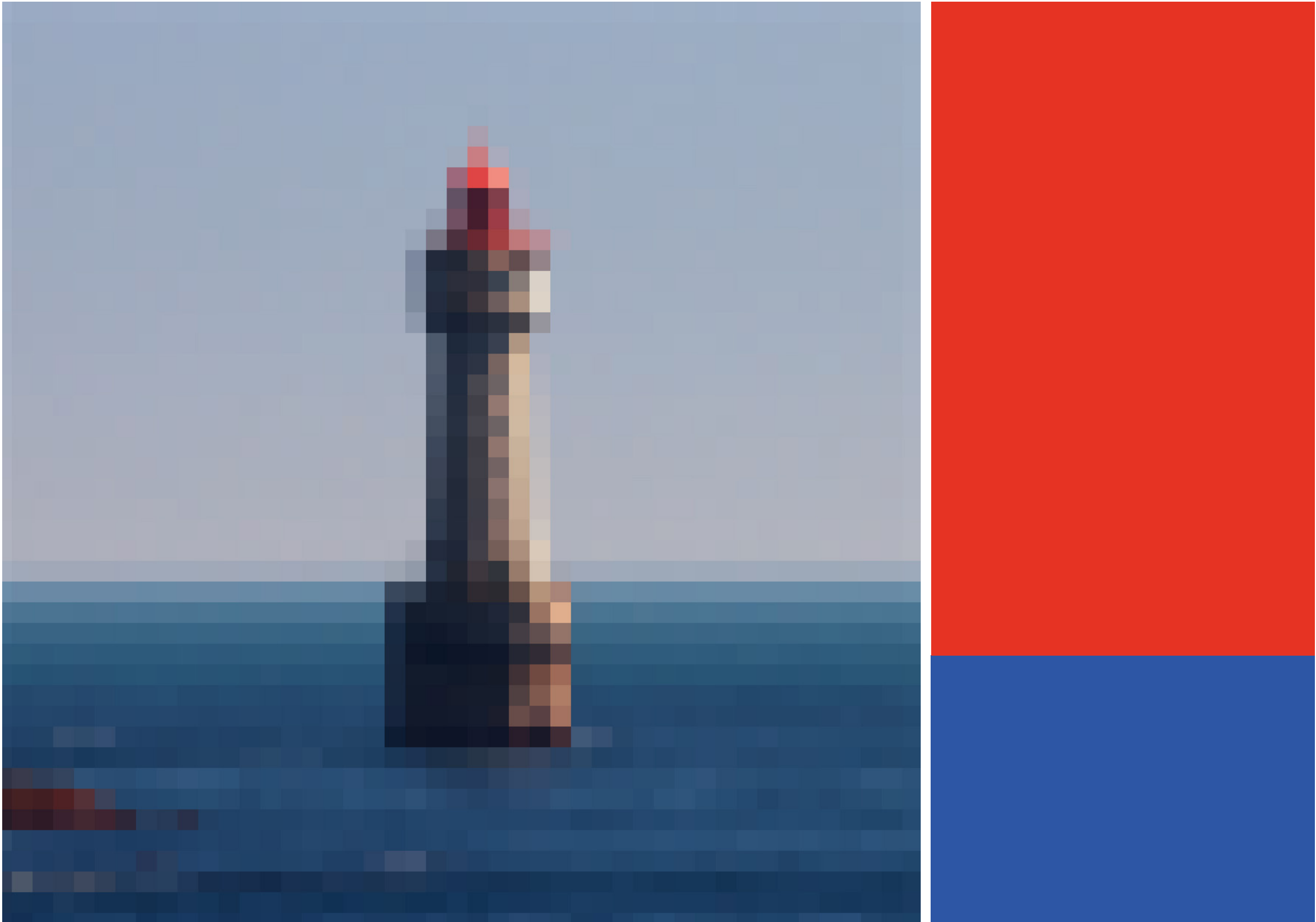
Benton Sans is designed by Tobias Frere-Jones in 1995 and later expanded by Cyrus Highsmith for Font Bureau. Drawing inspiration from Morris Fuller Benton's early 20th-century News Gothic, it reinterprets the original model with refined proportions and contemporary detailing. The design balances functional clarity with subtle warmth, featuring open forms, generous spacing, and carefully calibrated letter shapes.

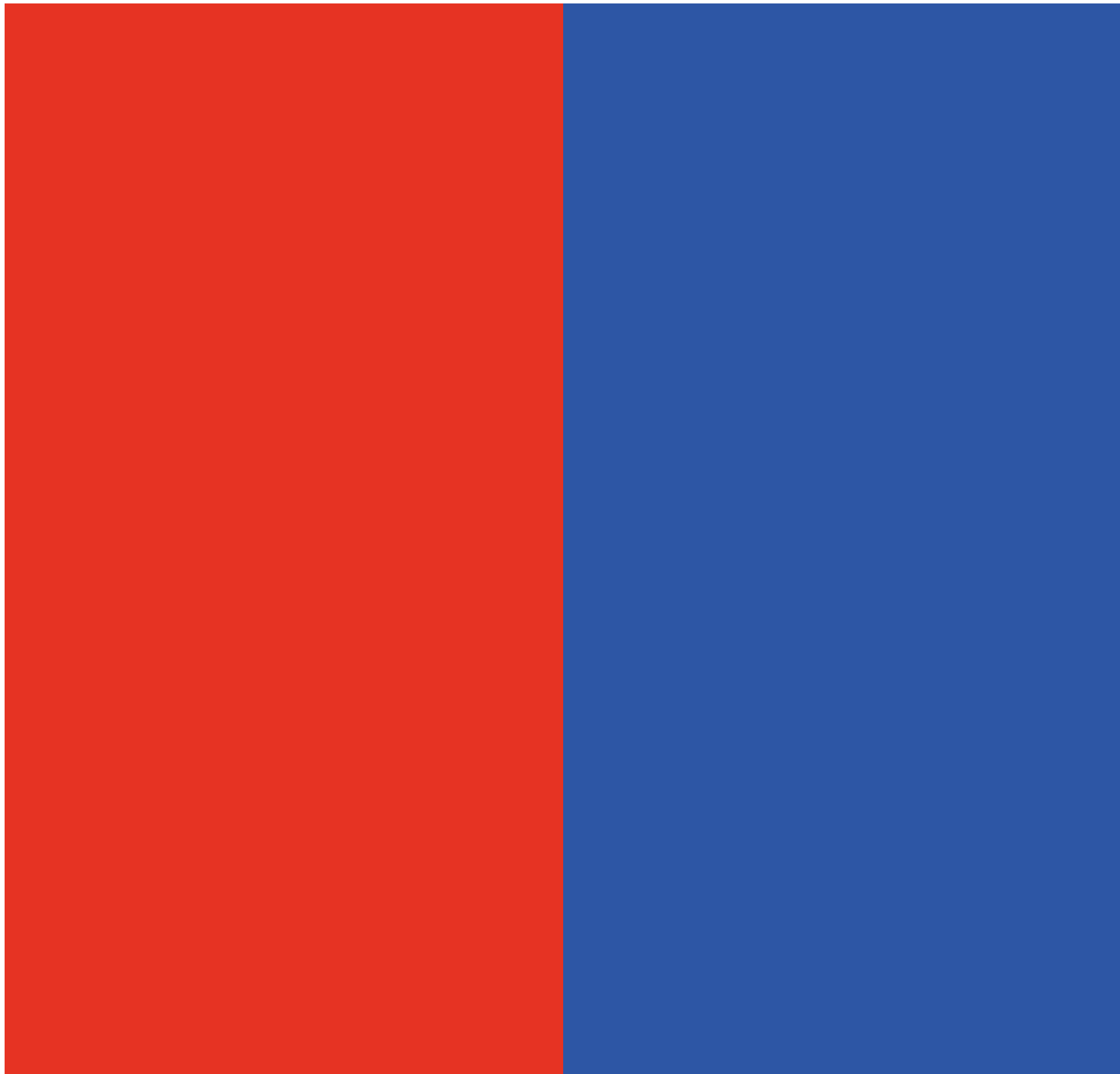
Benton Sans Thin
Benton Sans Extra Light
Benton Sans Light
Benton Sans Book
Benton Sans Regular
Benton Sans Medium
Benton Sans Bold
Benton Sans Black

**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
0 1 2 3 4 5 6 7 8 9**

color palette.









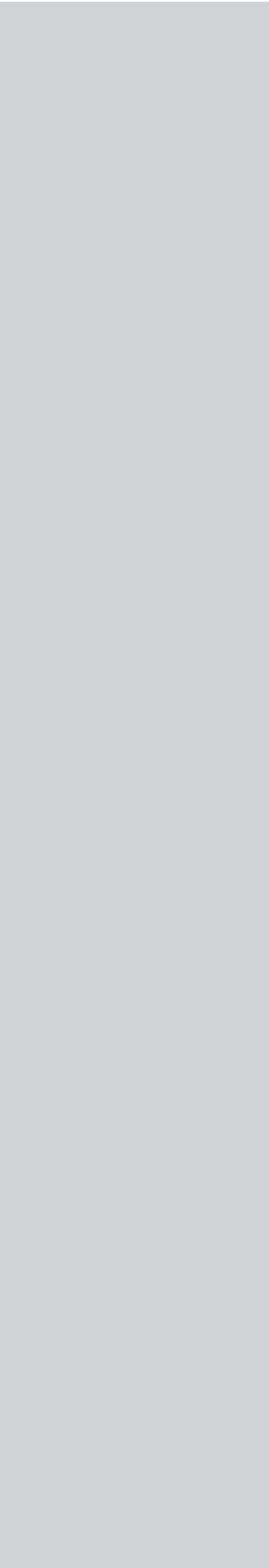
HEX #e63323
RGB 230-51-35
CMYK 0-90-90-0



HEX #364b9b
RGB 54-75-155
CMYK 90-75-0-0



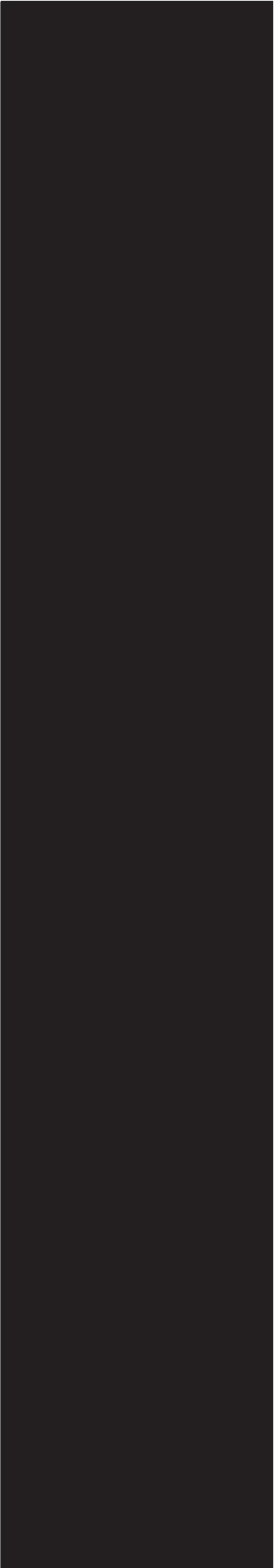
HEX #ffffff
RGB 255-255-255
CMYK 0-0-0-0



HEX #dadada
RGB 218-218-218
CMYK 0-0-0-20



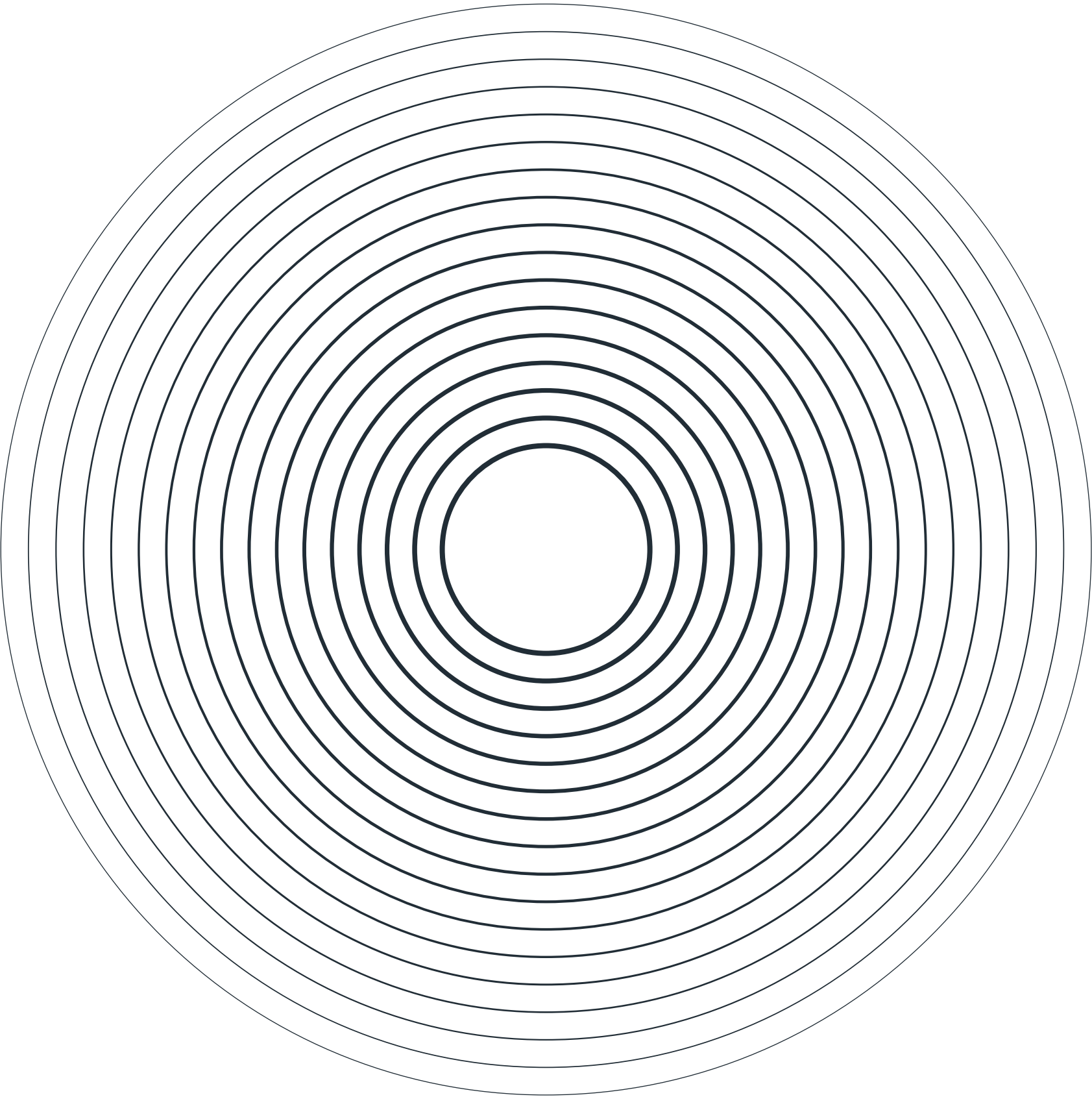
HEX #878787
RGB 135-135-135
CMYK 0-0-0-60

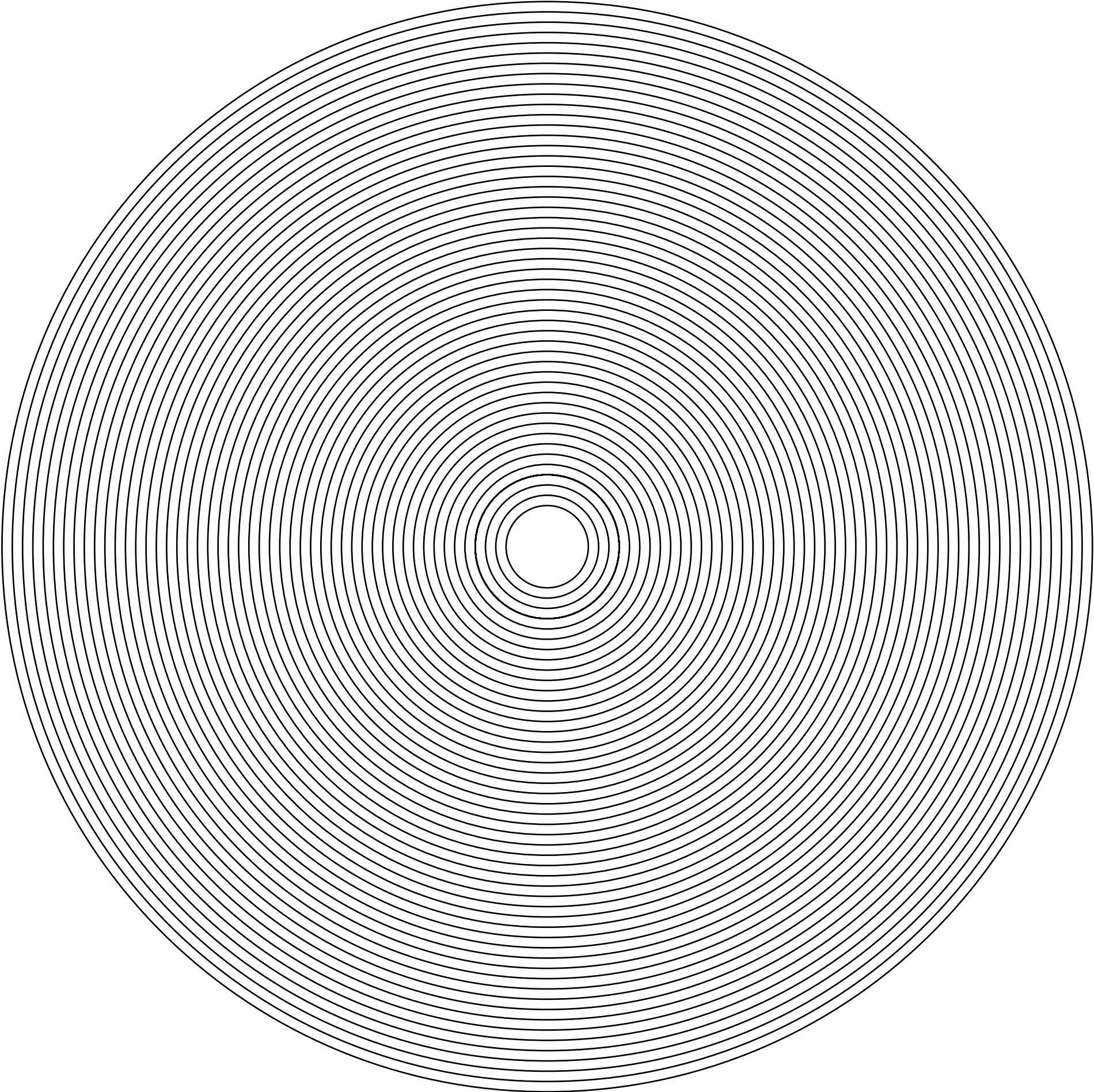


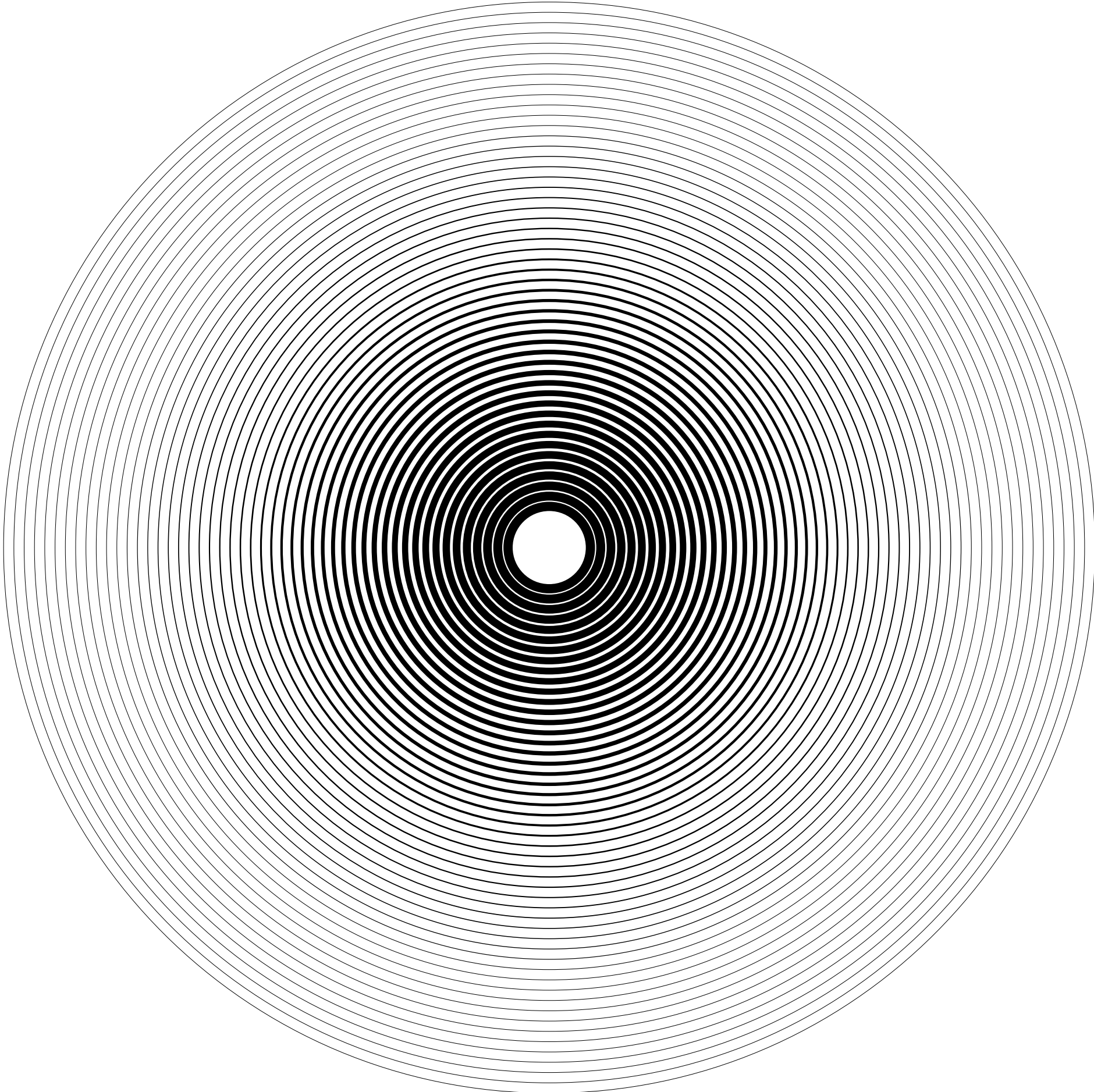
HEX #000000
RGB 0-0-0
CMYK 0-0-0-100

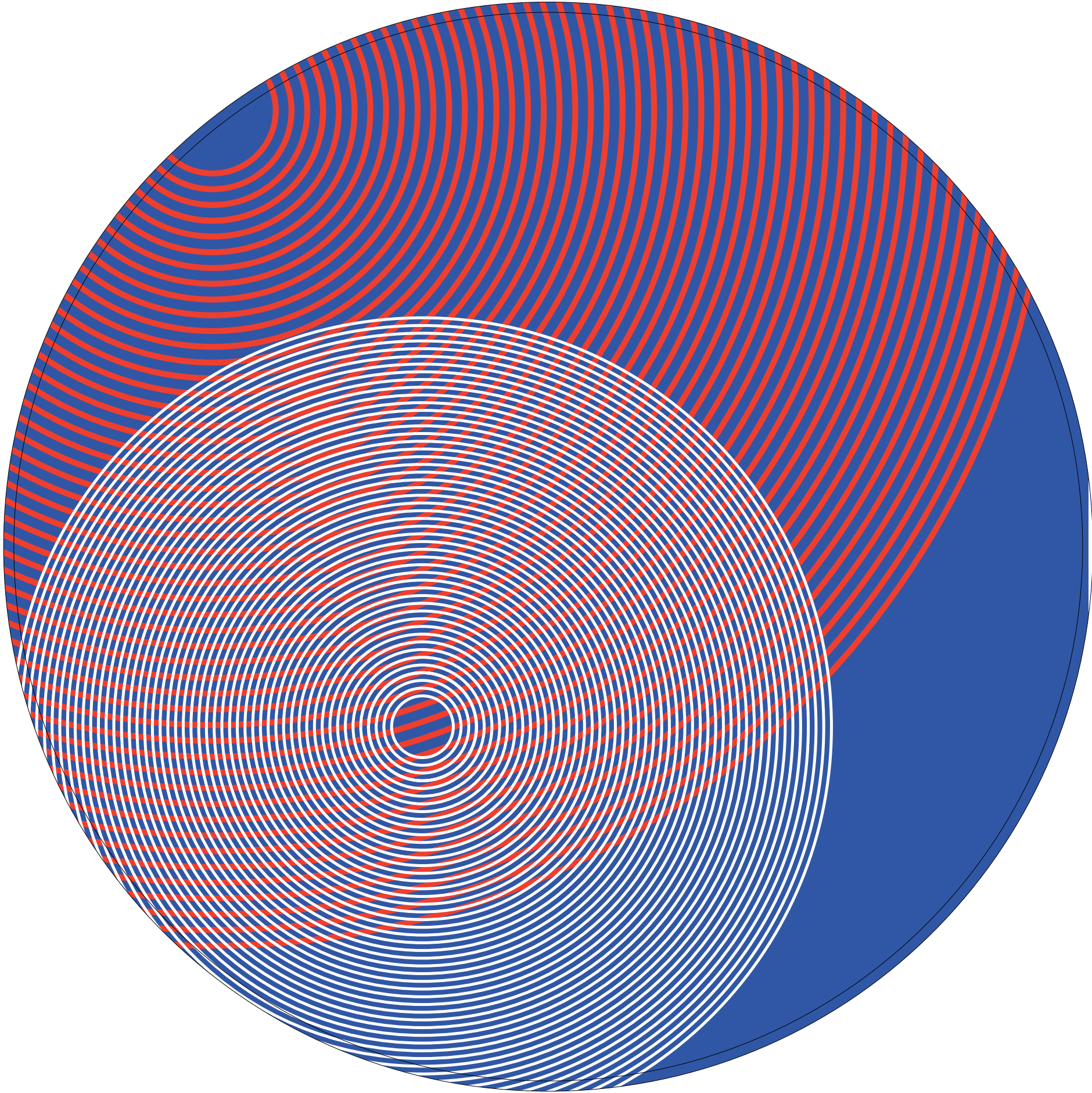
texture.











logotype.







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visual applications.



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