



VIOLET

AR/VR International Welding Engineer Qualification



WP5 - Dissemination and Exploitation

D5.1 Dissemination Strategy Plan



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EXECUTIVE SUMMARY

This document serves as Deliverable 5.1 – Dissemination and Exploitation Strategy Plan for the VIOLET project (AR/VR International Welding Engineer Qualification).

This document outlines how project results, outcomes, and activities will be communicated to various stakeholders, including target audiences and the wider community. It is a structured strategy designed to ensure that the project's achievements and learnings reach the planned audience effectively. It presents a comprehensive framework for dissemination, exploitation, and sustainability, ensuring that the innovative modular training solutions developed within VIOLET are widely adopted across the European welding and VET sectors.

This plan aligns dissemination activities with the project's specific target groups, using appropriate channels and tools to communicate project objectives and outcomes effectively. By adhering to this strategy, the consortium ensures that VIOLET's impact extends beyond its lifecycle, fostering the modernisation of vocational training through digital innovation.

INTRODUCTION

The VIOLET Dissemination Plan is designed to maximise the visibility and impact of the project's outcomes, facilitating knowledge exchange and collaboration among stakeholders. The strategy is built upon the following key components, tailored to the specific needs of the welding and advanced manufacturing sectors:

Objectives: To clearly define the goals and purpose of dissemination activities. For VIOLET, this includes raising awareness about the benefits of modular I/EWE training, promoting the integration of AR/VR tools in VET, and encouraging the uptake of the developed e-learning materials by Authorised National Bodies (ANB's) and Authorised Training Bodies (ATB's) from the EWF System.

Target Audience: To identify the specific groups or individuals who will benefit from the dissemination efforts. VIOLET's end-users include current trainees enrolled in or attending I/EWE courses, including European Welding Coordinators, regardless of course completion. Beyond project partners, VIOLET directly engages the EWF network of members and Authorised Training Bodies (ATBs) across Europe, ensuring a broad reach among welding professionals, educators, and industry stakeholders. This approach fosters the adoption of modular, digital training solutions, benefiting both new learners and experienced professionals seeking upskilling opportunities.

Communication Channels: To define the most appropriate channels for reaching the target audience. For VIOLET, this includes a dedicated project website, a LinkedIn account for professional engagement, National Seminars in four countries (Poland, Slovenia, Romania, Spain), and a final European Conference in Portugal.

Timeline: To establish a timeline for dissemination activities, which will include key milestones such as the launch of the project brand (M3), the release of the "State of the Art" report, the promotion of National Pilot Courses (starting M19), and the final exploitation events (M36).

Key Messages: To develop clear and concise messages that effectively communicate the project's objectives—specifically the value of flexibility, cost-reduction, and innovation in welding training—to the target audience.

Materials and Tools: To identify the necessary materials and tools for dissemination. VIOLET will utilise a robust marketing portfolio including the project logo and brand book, 3 electronic newsletters, 2 promotional videos, project leaflets, roll-ups, and 2 booklets summarising key results.

Monitoring and Evaluation: To implement a mechanism to monitor the effectiveness of dissemination activities and evaluate their impact. This will include collecting feedback via questionnaires after events, analysing website traffic and downloads (e.g., aiming for 50+ downloads of reports), tracking social media engagement, and monitoring participation numbers in National Seminars.

Responsibilities: To assign roles and responsibilities to project partners. While EWF leads the dissemination strategy, all partners (Ł-USIT, ASR, IZV, ISQ-e, ATS) are responsible for organising national events, translating materials, and leveraging their local networks to ensure the plan is implemented according to schedule

1. Target Groups

Primary	Secondary
Current I/EWE trainees and Welding Coordinators.	Industrial companies (SMEs in manufacturing).
Welding Trainers and VET staff.	Policy makers and Labour market researchers.
Authorised National Bodies (ANBs) and Authorised Training Bodies (ATBs).	HE Institutions and Research Organisations.

Table 1 – Target Groups

2. Partner organisations and Network

The VIOLET consortium is composed of six complementary organisations, ranging from research centres and professional associations to leading technology companies in digital training and welding.



Ł-USIT (Sieć Badawcza Łukasiewicz - Gornoslaski Instytut Technologiczny) – Poland (Coordinator): A leading welding research centre in Poland, part of the Łukasiewicz Research Network. With a staff of about 350 people, it is dedicated to the development and qualification of welding technologies, certification, and knowledge transfer to the industry. It acts as the Project Coordinator and leads WP1 (Management).



ASR (Asociatia de Sudura din Romania) – Romania: A non-profit professional association with more than 540 members (individuals, companies, and universities). It represents Romania at the EWF and IIW, acting as the National Authorized Body (ANB) for the qualification of welding personnel. It leads WP2 (Needs Analysis) and Quality Assurance.



IZV (Institut za varilstvo d.o.o.) – Slovenia: An institution with more than 60 years of experience in research, education, and certification in welding and non-destructive testing. It possesses accredited laboratories and operates as a training and certification centre for products and personnel. It leads WP4 (Pilot Implementation) and the development of theoretical training materials.



ISQ-e (ISQ e-learning, SA) – Portugal: A pioneer in digital learning experiences, specialising in the development of interactive resources and SaaS (Software as a Service) solutions. It has trained over 1 million learners and works with large organisations in the banking, energy, and industrial sectors. It leads WP3 (E-Learning and XR Materials) and the development of VR simulation tools.



EWF (European Federation for Welding, Joining and Cutting) – Belgium/Secretariat in Portugal: An umbrella organisation that manages the harmonised system for qualification and certification in welding across Europe. Its network covers 31 European members and 16 non-European members, representing approximately 50,000 companies. It leads WP5 (Dissemination and Exploitation) and the integration of VR/AR guidelines into the quality system.



ATS (Augmented Training Services, S.L. / Seabery) – Spain: A technology company and creator of the "Augmented Training" solution and Soldamatic simulators. Specialised in Augmented Reality (AR) applied to industrial training; it has a network of 45 distribution partners in 42 countries. It is responsible for developing practical scenarios for XR tools.

2.1 Network Reach

The strength of the VIOLET project lies in the vast combined network of its partners, ensuring a reach far beyond the direct consortium. The dissemination strategy leverages these established connections to ensure that the project results (XR tools and modular training) are widely adopted across Europe.

The network we can reach includes:

The EWF Institutional Network: Through EWF, the project has direct access to 31 National Welding Institutes in Europe (and 16 outside), which in turn oversee 683 Authorised Training Bodies (ATBs). This allows for direct outreach to thousands of trainees and an industrial base estimated at 50,000 companies (75% of which are SMEs).

Industrial and Professional Community: Through partners such as ASR and Ł-USIT, the project connects with hundreds of industrial members, universities, and local research institutes, facilitating the validation of tools in real-world environments.

Global Technological Reach: Through ATS (Seabery), the project benefits from a commercial network present in 42 countries, with direct contact with governments, industries, and vocational training centres that already use or are seeking simulation solutions.

Corporate and HR Sector: ISQ-e brings large corporate clients in the Energy, Banking, and Distribution sectors to the network, opening doors for the application of digital reskilling methodologies in large employers.

This mesh of connections allows VIOLET to act simultaneously at local (trainers and welders), national (Qualification Agencies and ANBs), and international levels (policymakers and global industry).

3. Key Communication Channels & Tools

Project Website: The central repository for Project outcomes, e-learning materials, and the "Exploitation and Sustainability Plan" (D5.3).

Social Media: A dedicated LinkedIn account using thematic groups to reach professional welding networks.

Newsletters: 3 Electronic Newsletters distributed throughout the project lifecycle.

Promotional Materials: 2 Project Leaflets, 1 Roll-up, 2 Videos (Introductory and Results-oriented), and 2 Booklets.

Events:

- 4 National Seminars (E5-E8): Held in Poland, Slovenia, Romania, and Spain (approx. 25 participants each).

- European Final Conference (E9/E10): Held in Portugal alongside the EWF General Assembly (approx. 45 participants).

4. Dissemination & Exploitation Key Performance Indicators (KPIs)

Indicator	Target
Project Logo & brand-book	1
Dissemination Strategy Plan, Exploitation & Sustainability Plan	1
Website	1 Project Website created
Social media	1 Active LinkedIn Account
Press Releases	2 Released (1 st year; 2 nd year)
Project electronic leaflets	2 (translated into partner languages ES, PL, SL, PT and RO)
Roll-Up	1 (translated into partner languages ES, PL, SL, PT and RO)
Publications	At least 2 Articles/Papers published (translated into partner languages ES, PL, SL, PT and RO)
Electronic newsletters	3 disseminated - 2026;2027;2028 (translated into partner languages ES, PL, SL, PT and RO)
Videos	2 Promotional/Informative Videos
Booklets	2 (translated into partner languages ES, PL, SL, PT and RO)

National Seminars	4 Events (100 participants total)
Final Conference	1 Event (45+ participants)
Stakeholder Reach	Downloads of deliverables (e.g., 50+ downloads of State of Art Report)

Table 2 – VIOLET KPI'S

5. Timeline for Dissemination and Communication

To ensure maximum impact and visibility, VIOLET's dissemination activities are synchronised with the project's technical development. The strategy follows a three-phase approach: **Awareness** (Year 1), **Engagement** (Year 2), and **Exploitation** (Year 3).

5.1 Strategic Implementation Schedule

Project Phase	Target	Key Dissemination Activities	Alignment with Milestones
Phase 1: Foundation & Awareness (M01-M12)	Industry Stakeholders; I/EWE Engineers; Education Providers	Project Website launching; Release of Newsletter #1; promotion of e-learning materials; start of National Pilot Course recruitment.	MS2/3: Training Materials & Toolkit (M13); MS6: Capacity Building for VET staff (M19).
Phase 2: Engagement & Testing (M13-M31)	Industry Stakeholders; I/EWE Engineers; Education Providers	National Seminars (PL, SL, RO, ES, PT); release of a Video and Booklets. Release of Newsletter #2;	MS7-10: XR tools finalisation; European Recommendation Guide.
Phase 3: Impact & Sustainability (M20-M36)	Industry Stakeholders; Education Providers; Policy stakeholders	National Seminars (PL, SL, RO, ES, PT); European Final Conference; release of final Results Video and Booklets. Release of Newsletter #3;	MS7-10: XR tools finalisation; European Recommendation Guide; Final Conference (M36).

Table 3 – Strategic Implementation Schedule

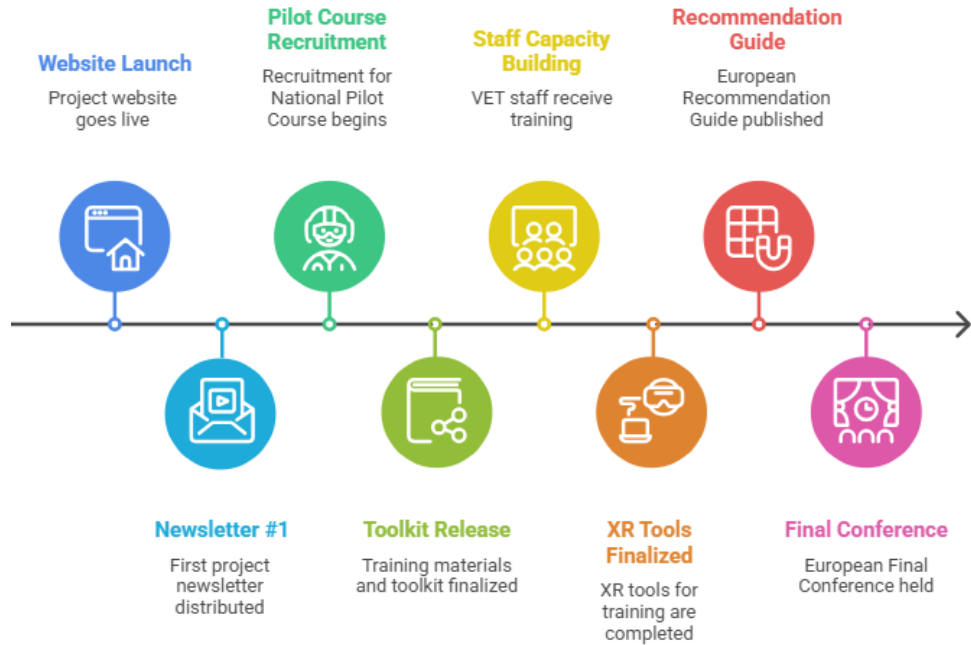


Fig1. Project Dissemination Timeline

5.2 Dissemination Milestone Tracking

The following table outlines the deadlines for the specific dissemination deliverables and events:

- D5.1 Dissemination Strategy Plan: Finalised by M5.
- D5.2 Marketing Portfolio: Continuous updates, with a final consolidated version in M36.
- National Seminars (E5-E8): To be conducted between M19 and M36 to showcase pilot results.
- European Final Conference (E10): Scheduled for M36 in Portugal to ensure maximum exploitation of results.
- D5.3 Exploitation and Sustainability Plan: Finalised in M36 to guide the post-project lifecycle.

5.3 Dissemination Strategy – Summary Table

This table maps each target group to its tailored key messages, the most appropriate communication channels and tools, and the main dissemination activities planned within the VIOLET project.

Target Group	Key Messages	Channels & Tools	Main Activities
I/EWE Trainees & Welding Coordinators	• Flexible, modular training available online • AR/VR tools make practice safer and more accessible • Recognised European qualification (EWF system)	• Authorised Training Bodies – ATBs (direct outreach) • Project website • Newsletters (x3) • Promotional videos	• Distribute e- flyers & videos via ATBs • Promote pilot course enrolment (from M19) • Share e-learning materials on the website
Welding Trainers & VET Staff	• Digital tools enhance teaching effectiveness • Modular approach eases curriculum integration • Capacity building support available	• National Seminars (PL, SL, RO, ES) • ATB network • Project website • Newsletters	• 4 National Seminars (~25 participants each) • Trainer capacity-building sessions (MS6, M19) • Distribution of training toolkit
Authorised National Bodies (ANBs) & ATBs	• VIOLET outputs are compatible with EWF qualification system • XR guidelines ready for integration into the quality system • Scalable model replicable across national bodies	• EWF network & events • European Final Conference (PT) • Direct partner outreach • EWF General Assembly	• Engage ANBs via EWF communication channels • Present results at European Conference (M36) • Share D5.3 Exploitation & Sustainability Plan
SMEs in Manufacturing	• Cost-effective upskilling of the welding workforce • AR/VR reduces training downtime and risk	• LinkedIn • National Seminars • ATS (Seabery) commercial network (42 countries) • Press releases	• LinkedIn campaigns targeting the industrial sector • 2 Press releases

Target Group	Key Messages	Channels & Tools	Main Activities
	• Access to certified, EU-recognised training	• European Final Conference (PT)	• Demo of Soldamatic/XR tools at events • Booklets summarising project results
Policy Makers & Labour Market Researchers	• VIOLET advances EU VET modernisation goals • Evidence-based results from European pilots • Transferable model for broader VET reform	• European Final Conference (PT) • Publications & articles • Project website	• Publish at least 2 academic/policy articles • Present at European Conference (M36) • Make deliverables freely downloadable (target: 50+ downloads)
HE Institutions & Research Organisations	• VIOLET provides validated XR-based pedagogy • Open collaboration opportunities post-project • Research data and State of the Art report available	• Publications & papers • Project website • LinkedIn • Partner university networks • European Final Conference (PT)	• Publish State of the Art report (early project phase) • Share research findings via academic channels • Invite to Final Conference

Table 4 – Violet Dissemination strategy summary

5.4 Dissemination Strategy per Partner

While the Work Package Leader coordinates the consortium-wide dissemination strategy, each partner is equally responsible for implementing dissemination activities at the local and national level. This decentralised approach allows communication activities to be adapted to each organisation's specific context, geographical reach and established stakeholder networks within the European Vocational Education and Training (VET) ecosystem, helping to maximise visibility and engagement with relevant target groups.

While each consortium partner has defined a dissemination strategy tailored to its own organisational profile and stakeholder network, the consortium follows a common communication approach. In general, partners will disseminate project activities and results through their institutional websites, LinkedIn and Facebook accounts, newsletters and mailing

lists, as well as through conferences, workshops, meetings and other professional events they organise or attend externally to the VIOLET project. These channels will be used throughout the project to communicate key milestones, engage stakeholders and promote the uptake of project outcomes. ATS-Seabery complements this common approach by leveraging additional digital channels, including its corporate blog, YouTube, Instagram and other multimedia platforms, reflecting its strong expertise in digital learning technologies and audiovisual communication.

EFW (European Federation for Welding, Joining and Cutting)

EFW will promote the project through its extensive European network, integrating dissemination into General Assemblies, IIW events, workshops, pilot activities and other international initiatives. Its communication strategy focuses on maximising the visibility of project results among industry and vocational education stakeholders while supporting the long-term uptake of project outcomes through its qualification and certification network.

Ł-USIT (Sieć Badawcza Łukasiewicz - Gornoslaski Instytut Technologiczny)

Communication activities will be conducted using general website tools, such as the website and social media. Project outcomes will also be presented during the international events organized by the institute, such as welding conferences, seminars and other activities connected with the training of welding personnel. There will also be opportunities to spread the information about the project on different events the institute takes part in, both on national and international level.

ASR (Asociatia de Sudura din Romania)

Communication and dissemination activities will be carried out throughout the whole project period. Surveys, pilot activities, workshops, and conferences will be organised to engage external stakeholders and increase the project's visibility and impact.

IZV (Institut za varilstvo d.o.o.)

Communication and dissemination activities will be carried out throughout the entire project lifecycle to maximise awareness, stakeholder engagement and the uptake of project results. IZV will utilise its established communication channels, including its official website, LinkedIn and Facebook pages, annual conferences, technical workshops, regular training programmes and direct meetings with industry stakeholders. Project progress and outcomes will also be disseminated through IZV's extensive professional network, which includes more than 200 International Welding Engineer (IWE) and International Welding Technologist (IWT) candidates trained annually, as well as a large community of industrial companies, inspectors, engineers and other clients participating in the Institute's training, certification, inspection and technical services. This continuous dissemination strategy will ensure broad visibility of the project,

encourage knowledge exchange with key stakeholders, and facilitate the practical implementation and long-term exploitation of the project's results within the welding and manufacturing sectors.

ISQ-e (ISQ e-learning, SA)

Communication and dissemination activities will be mainly focused on sharing project updates and relevant information on our social media channels and website. Any events and conferences that ISQe takes part in will also be used to disseminate the project to as many stakeholders as possible. In addition, ISQe will also present project results and updates in any meetings of similar or associated projects in order to create synergies.

ATS (Augmented Training Services, S.L. / Seabery)

ATS-Seabery will follow a multi-channel dissemination strategy aligned with VIOLET's three phases: awareness, engagement/testing and exploitation/sustainability. During the awareness phase, Seabery will introduce the project, its objectives and the value of combining non-immersive simulation, VR and AR tools for International Welding Engineer training through its website, blog and corporate social channels. During the engagement phase, communication will focus on practical demonstrations, pilot activities, trainer feedback, learner experiences and examples of how simulation can complement theoretical and hands-on welding education.

Digital dissemination will use Seabery's own media ecosystem: LinkedIn as the main professional channel; YouTube for demonstrations and longer-form video; Instagram, Facebook, X and, where available, TikTok for short-form and event content; and the seaberyat.com blog as the permanent, searchable repository for project-related articles and links to official VIOLET outputs. Posts will be coordinated with the consortium calendar, use the official VIOLET visual identity and EU funding acknowledgement, tag partners, and direct audiences to the project website and downloadable materials.

Face-to-face dissemination will be integrated into Seabery's normal commercial and educational activity. VIOLET will be presented during demonstrations, instructor training and meetings at European vocational schools, universities and training centres that already use Seabery solutions, as well as during visits with prospective customers and industrial organisations. The project will also be shared through other European initiatives in which Seabery participates, creating synergies, avoiding duplicated effort and reaching adjacent networks in digital skills, advanced manufacturing and vocational education. Sector fairs, welding conferences, skills competitions and industrial/education exhibitions will be used to show the VIOLET concept and, when technically ready, demonstrate the project's simulation tools and training scenarios.

CONCLUSION

The VIOLET Dissemination Strategy Plan establishes a robust, structured, and action-oriented framework to ensure that the project's outcomes reach the right audiences at the right time and through the most appropriate channels. By anchoring dissemination activities to the project's three strategic phases – Awareness, Engagement, and Exploitation – the consortium ensures a coherent communication effort that evolves in line with the technical development of the project.

Central to the strategy is a clear understanding of VIOLET's diverse target groups – from I/EWE trainees and VET trainers to Authorised National Bodies, Authorised Training Bodies, industrial SMEs, policymakers, and research institutions. Each group is addressed through tailored key messages and a carefully selected mix of channels and tools, ranging from the EWF institutional network and dedicated National Seminars to LinkedIn campaigns, newsletters, and a purpose-built project website. This targeted approach maximises relevance and uptake across all levels of the welding and advanced manufacturing ecosystem.

The strength of this strategy lies equally in the depth of the VIOLET consortium's combined network. The access to 683 ATBs through EWF, the commercial presence of ATS/Seabery across 42 countries, the industrial communities connected through Ł-USIT, IZV and ASR, and the digital learning expertise of ISQ-e collectively create a dissemination infrastructure of exceptional reach and quality. This mesh of connections positions VIOLET to generate impact simultaneously at local, national, and European levels.

The defined set of Key Performance Indicators provides a transparent and measurable basis for monitoring progress and evaluating the effectiveness of dissemination efforts throughout the project lifecycle. These indicators – spanning website activity, event participation, social media engagement, publications, and deliverable downloads – will enable the consortium to adapt its approach where needed and demonstrate tangible impact to stakeholders and funding bodies alike.

Ultimately, this Dissemination Strategy Plan is not merely a communication plan – it is a commitment to ensuring that VIOLET's innovations in modular AR/VR-based welding training outlast the project itself. By embedding exploitation and sustainability thinking from the outset, and by engaging the full breadth of the EWF ecosystem, the consortium is well positioned to drive the lasting modernisation of vocational training in the welding sector across Europe and beyond.

Annex 1- Brand book



VIOLET

AR/VR International Welding Engineer Qualification

Funding Programme:

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Project Duration:

01.01.2026 — 31.12.2028

Project Website:

<https://www.violet-project.eu>

Brand Book Project Guidelines.



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VIOLET

AR/VR International Welding Engineer Qualification



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Brand Introduction

The **VIOLET** project (AR/VR International Welding Engineer Qualification) represents a transformative leap in **Vocational Education and Training (VET)** for the manufacturing sector. As the industry evolves towards **Industry 5.0**, the demand for **flexible, digital, and cost-effective training solutions** has never been more critical. VIOLET answers this call by **bridging the gap between traditional welding expertise and cutting-edge Extended Reality (XR) technologies**.

This **Brand Book** serves as the strategic compass for the VIOLET **visual and communicative identity**. It is designed to ensure **consistency, professionalism, and recognition** across all our dissemination channels - from our **digital presence** to our **training materials**.



VIOLET
AR/VR International Welding Engineer Qualification

Project No. 2025-1-PL01-KA220-VET-000358825.

Brand Foundations

Our Brand Core:

VIOLET represents the bridge between **Industrial Expertise** and **Digital Reality**.

Our identity:

Reflects the transition from traditional, physical training to a flexible, technology-enhanced learning environment. Visually articulate the modernisation of the **International/European Welding Engineer (I/EWE) qualification**, moving from purely physical constraints to the versatility of modular, digital learning.

Visual Mission:

VIOLET brand is built to resonate with a dual audience: the **industrial stakeholders** who demand rigorous quality standards, and the **learners and educators** seeking accessible, modern training pathways.

Our visual language:

Encompassing our **logo, typography, and colour palette** - reflects a commitment to:

- **Innovation:** Highlighting our use of VR and AR tools.
- **Inclusivity:** Ensuring our materials are accessible to diverse learners.
- **Harmonisation:** Representing a unified standard for welding qualifications across Europe.

By adhering to the guidelines within this document, all partners and stakeholders contribute to building a **strong, cohesive, and reputable brand** that stands at the forefront of digital transformation in welding education.

Project No. 2025-1-PL01-KA220-VET-000358825.

Primary



Alternate



LogoMark



Brand Logotipo Usage

The VIOLET brand must visually bridge the gap between traditional heavy industry (welding) and cutting-edge digital education (XR/VR/AR). It needs to look prestigious enough for the **International Welding Engineer (I/EWE) qualification** but modern enough to represent “**innovation in VET**”.

To support this balance, the VIOLET logo is available in several configurations. **The horizontal version** serves as the **primary layout**, offering clear readability across most applications. The **vertical version** provides an **alternative for narrow or compact spaces**, ensuring the identity remains strong and consistent.

An **alternate version** further extends this flexibility, allowing the brand to adapt to different formats while maintaining the same visual integrity.



Brand Colors

VIOLET color palette was created to express the project’s innovative and immersive character. By combining deep blues with vibrant purples, the palette reflects our **digital, XR-driven approach while ensuring clarity, contrast, and a strong visual presence** across all materials.

Primary Colors:

Define the core of the visual system.

Dark Blue provides stability and contrast, **Indigo Blue** adds depth for digital use, **Vivid Purple** delivers our signature tone, and **Light Lavender** brings a lighter, modern balance.

Secondary Colors:

Extend this foundation with added flexibility.

Bright Indigo and **Bright Pink** add energetic accents for highlights, UI elements, and calls-to-action, bringing vibrancy without overpowering the primary palette.

Primary:

Dark Blue

CMYK 83; 76; 58; 77
RGB 6; 8; 28
HEX #06081C

Indigo Blue

CMYK 84; 87; 0; 0
RGB 71; 54; 176
HEX #4736b0

Vivid Purple

CMYK 52; 81; 0; 0
RGB 183; 0; 255
HEX #b700ff

Light Lavender

CMYK 32; 59; 0; 0
RGB 205; 116; 239
HEX #cd74ef

Secondary:

Bright Indigo

CMYK 76; 81; 0; 0
RGB 97; 0; 232
HEX #6100e8

Bright Pink

CMYK 25; 78; 0; 0
RGB 255; 48; 255
HEX #ff30ff



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Font Family
Satoshi Black

Aa

Font Family
Satoshi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
! ' # \$ % & / () = > < @ .

Font Family
Satoshi Regular

0 1 2 3 4 5 6 7 8 9

Project No. 2025-1-PL01-KA220-VET-000358825.

Brand Typography

Typography plays an essential role in defining the **VIOLET visual identity**. The **Satoshi font family** is used across all materials for its **clean geometry, modern look, and strong readability**, reflecting the project’s innovative and digital focus.

The **VIOLET wordmark** is derived from Satoshi but has been **custom-adjusted** to create a bolder, more distinctive presence. Subtle diagonal movement was introduced to convey **dynamism and forward motion**, giving the name a unique character while remaining aligned with the overall typeface.

Satoshi’s range of weights provides a **flexible hierarchy**, ensuring clear communication in **headings, body text, and supporting elements** throughout the brand.



Brand Applications

The **VIOLET logo** is available in **approved color variations** to ensure **strong visibility and consistency** across different backgrounds. **White versions** should be used on dark or saturated backgrounds, while the **full-color** and **dark variants** are suitable for lighter surfaces. These combinations preserve contrast and maintain the integrity of the brand's purple and blue identity.

Logos marked with an "X" represent **incorrect applications**, where **contrast**, **palette accuracy**, or **legibility** is compromised. Only the **approved variations** should be used to ensure a clear and consistent visual presence.

All official logo versions - including horizontal, vertical, and color-adapted formats - are available in the project's **Logo Package** for proper use across all materials.



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