D6.2 Visual Identity

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DISSEMINATION LEVEL

X	Public
❑	Confidential, only for members of the consortium (including the Commission Services)

DOCUMENT HISTORY			
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Table of Contents

1. Overview

A clear visual identity is key to convey a strong, consistent and unique image of the START2ACT project, increasing partners' ability to communicate our mission, objectives and achievements. Such a visual identity connects all of the project partners together and makes the project more recognizable and understandable by the wider public.

A proper use of the START2ACT logo, wordmark typefaces and colour palette contributes to creating a familiar look for the project on all means of communication, reinforcing its quality image at the same time.

This manual provides the partners with guidelines for using the START2ACT's visual identity system easily and accurately. The following pages explain more about our visual elements and how to use them consistently across all media and communications.

Your attention in following these guidelines is crucial for ensuring a good reputation of the START2ACT project.

The START2ACT visual identity is built upon the core values of the project:

<div align="center">

SUSTAINABLE ENERGY

ENERGY EFFICIENCY

ENERGY SAVING

BEHAVIOUR CHANGE

ENGAGEMENT

ACTION

YOUNG SMES

START-UPS

OFFICE EQUIPMENT

</div>

2. Logo Specifics I.

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the START2ACT project as a whole. It must appear on all official communications and may not be modified in any way. All dissemination materials will bear this logo and it will thus form the brand of the START2ACT project.

The simplicity of this logo makes it adaptable to all kinds of media, and flexible to be used in all communication materials. It consists of a graphic part and a wordmark, which is the name of the project.

The logo has a rounded shape just like the well-known button on electrical office devices used to switch them on and off.

The logo has a central symbol of the abovementioned button using the colours of the official EU-wide energy labels from red towards the favourable option, green, which is regarded the most energy efficient.

The button draws attention to action; the users will feel encouraged to press this button in order to save electricity. With this analogy, the logo symbolizes that taking proactive action is necessary to achieve energy efficiency.
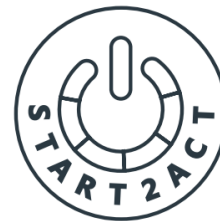
NEGATIVE   **B&W FILLED**   **B&W LINE**
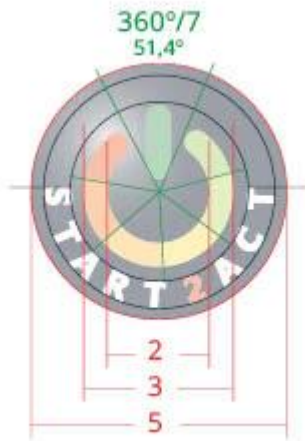
MINIMUMSIZE

Minimum size for printed materials: 17 x 17 mm

Minimum size for on-line usage: 85 x 85 px

3. Logo specifics II.

CONSTRUCTION

The START2ACT logo has specific proportions that should always be kept whenever resizing is necessary. Please follow these guidelines and do not alter the proportions in any way, to avoid distorting the image.

CLEARSPACE

The height of the logo/5 or the width of the logo/5.

The height and the width of the logo is equal.

4. Partner co-branding

5. Typeface details

The font Noto Sans is used in the wordmark of the logo as well as in all dissemination materials. Geonardo, the dissemination and exploitation work package leader, will use this typeface for the production and reproduction of these materials.

In the case that you at the partner institutions will create dissemination materials, you are encouraged to use this typeface as well to make the official presentation and branding of START2ACT uniform. The font can be downloaded from Google fonts at: https://www.google.com/fonts#UsePlace:use/Collection:Noto+Sans. In case the font is not available or cannot be used for other reasons, it can be substituted with Calibri.

Examples of the Noto Sans typeface below:

NOTO SANS Bold

ABCDEFG

abcd1234

abcdefghijklmn

opqrstuvwyz

abcdefghijklmnopqrstuvwyz

1234567890!?.@€%&"

Noto Sans Regular

ABCDEFG

abcd1234

abcdefghijklmn

opqrstuvwyz

abcdefghijklmnopqrstuvwyz

1234567890!?.@€%&"

6. Typography in use

In contrary to the typeface on the dissemination materials, START2ACT will use the Calibri font for all deliverables, reports and other documents produced within the frame of the project. A specific typography has been created to ensure a uniform visual presentation of these documents and is exemplified below:

S2A TITLE OF DOC

S2A Title 1

S2A Title 2

S2A Title 3

S2A Title 4

Standard Text (S2A text)

Unnumbered list (S2A List):

» Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ultricies, ex ornare laoreet interdum, enim neque tincidunt mi, ut posuere neque dui at sapien.

» Aenean lobortis euismod enim in ultrices. Maecenas fermentum vehicula mauris, sit amet facilisis mauris tristique sit amet.

» Mauris bibendum mattis tortor, eu tempor dui rutrum nec. Nullam non rutrum nibh. Aenean ultrices elementum placerat.

Numbered List (S2A Unnumbered List):

1) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ultricies, ex ornare laoreet interdum, enim neque tincidunt mi, ut posuere neque dui at sapien.

2) Aenean lobortis euismod enim in ultrices. Maecenas fermentum vehicula mauris, sit amet facilisis mauris tristique sit amet.

3) Mauris bibendum mattis tortor, eu tempor dui rutrum nec. Nullam non rutrum nibh. Aenean ultrices elementum placerat.

Highlight text (Emphasis):

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Aliquid, suscipit, rerum quos facilis repellat architecto commodi officia atque nemo facere eum non illo voluptatem quae delectus odit vel itaque amet.

Quotation (S2A Quotation):

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Aliquid, suscipit, rerum quos facilis repellat architecto commodi officia atque nemo facere eum non illo voluptatem quae delectus odit vel itaque amet

Hyperlinks:

info@start2act.eu

www.start2act.eu

7. Colour Specifications

rgb(226, 35, 26)	#e2231a	Pantone 485 C	c m y k0
rgb(255, 107, 0)	#ff6b00	Pantone 1505 C	c0 m y k0
rgb(255, 164, 0)	#ffa400	Pantone 137 C	c0 m y k0
rgb(255, 221, 0)	#ffdd00	Pantone Yellow C	c m y k0
rgb(196, 214, 0)	#c4d600	Pantone 382 C	c m0 y k0
rgb(149, 214, 0)	#95d600	Pantone 375 C	c m0 y k0
rgb(0, 149, 58)	#00953a	Pantone 355 C	c m y k
rgb(119, 134, 146)	#778692	Pantone 7544 C	c m y k
rgb(21, 30, 40)	#151e28	Pantone 7547 C	c m y k

8. On-line media

When developing web communication of the START2ACT project, please use the defined colours in the Colour Specifications section of this guide.

Additionally, please bear in mind the following Hierarchy:

» Heading one (S2A Title 1)

» Heading two (S2A Title 2)

» Heading three (S2A Title 3)

» Heading four (S2A Title 4)

» Plain text (S2A text)

This hierarchy makes it easier for the readers to follow the content. In order to emphasize important points of your text, you are encouraged to use the specific typography styles like lists, quotations, emphasis, etc. To articulate the text into smaller parts, please use subtitles and paragraphs.

9. Off-line media

10. Deliverable/Word template

11. PPT-Template

12. Project Icons