ENVRI-FAIR Visual Identity Guidelines

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The importance of visual identity

"Project visual identity plays a significant role in the way an organization presents itself to both internal and external stakeholders. In general terms, a visual identity expresses the values and ambitions of an organization, its business, and its characteristics."[1]

A logotype often forms an important role of a visual identity, but it is only a part. An effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific colours, supporting graphic elements, etc.

A good visual identity:
- Supports the stakeholder engagement building of the desired reputation
- Contributes to the organisation cohesion
- Allows the organisation to convey the key messages in a harmonised and consistent way
- Differentiates the organisation from its competitors.

A strong and harmonised ENVRI-FAIR visual identity is key to support the communication activities performed by the ENVRI-FAIR consortium and to consolidate the ENVRI-FAIR branding.

This document provides guidance for successful implementation and use of the visual identity to ensure consistent application by all the ENVRI-FAIR partners across all aspects of communication. The guidelines provided will assist the partners in designing and producing compelling communications both for web and printed material.

Design Resources

Logo

The logo is an essential asset for ENVRI-FAIR as over the years it will become its key distinguishing element. This paragraph provides all the details about the correct usage and application of the ENVRI-FAIR logo.

ENVRI-FAIR Logo

The ENVRI-FAIR logo is available at this link in (.png and .eps formats)

Figure 1: ENVRI-FAIR logo

A black (positive) or white (reversed) versions of the above logos are also available at the following links: Standard Black Logo, Standard White Logo.

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[1] https://en.wikipedia.org/wiki/Corporate_identity

Figure 3: ENVRI-FAIR monochromatic white logo

Logo Usage

The preferred way to use the ENVRI- or simplified logo is over a white/light FAIR standard, compact background.
Alternatively, the ENVRI-FAIR logo can be used on a dark grey background.

ENVRI-FAIR logo on a white/light background

ENVRI-FAIR logo on a "Dark Grey" background

Incorrect logo usage

DON'T:
1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but not limited to: bevel and emboss, lighting effects and drop shadows.
3. Place the logo on busy pictures.
4. Change logo colours.
5. Attempt to recreate the logo.
6. Scale the logo proportionately.
7. Make alteration, additions or substitutions to the words and or colours contained in the logo.
8. Use the logo as a repeated pattern, "wallpaper" or any other decorative device.
9. Don't create a white square/rectangle to fit the logo on top of another colour or product. In such case use the monotone (black and white versions of the logo) that matches the colour situation.

Logo minimum size
The ENVRI-FAIR standard logo may be applied no smaller than 100 pixels wide. When required in smaller sizes, please use the simplified version of the logo.

Logo placement
For each communication material developed by ENVRI-FAIR, a specific template will be designed. The logo placement CANNOT be changed when using any of the provided templates.

On the ENVRI-FAIR website, the ENVRI-FAIR web-logo must be placed in the header (top left) linked to the ENVRI-FAIR url www.ENVRI-FAIR.eu.

Colour
The colours are key to make ENVRI-FAIR unique and easy recognizable.
The primary ENVRI-FAIR colour palette is made up of a range of colours that reflect the ENVRI-FAIR logo.

Light Blue - HEX: # 2BB0DE | CMYK: 69% 10% 4% 0%

Dark Blue - HEX: # 244858 | CMYK: 88% 62% 47% 33%

Light Green - HEX: # BACD33 | CMYK: 53% 26% 0% 0%

Orange - HEX: # E58A2D | CMYK: 7% 53% 95% 0%

Blue gradient - HEX: # 1C53A5 / # 2BB0DE |
CMYK: 94% 76% 1% 0% / CMYK: 69% 10% 4% 0%

Typography
The choice of typefaces and their use in layout design help to create a unique personality for ENVRI-FAIR. Two typeface families are used across the ENVRI-FAIR visual identity:

- **Printed Material: Montserrat Classic and League Spartan** font has to be preferred.
- **Web Template Materials (Powerpoint, Word etc.): New Caledonia and Open Sans** font[2]. Minimum size 14 pt.
- **Website: Open Sans** font has to be preferred.

When needed, a secondary font, Open Sans, has been selected to be used.

Please note that for any ENVRI-FAIR web/printed communication material (web banners, professional prints, etc.) incorporating the logo of the European Commission, the EC Square Sans Pro font must be used, as indicated in the European Commission Visual Identity Manual[3].

Usage principles
There are rules for using typography to ensure a clear communication: these should be adhered to ensure the consistency of the design.

- Type should be justified on printed material and left aligned or justified on the web

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[2] https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans
[3] https://ec.europa.eu/info/sites/info/files/charter_en.pdf

- Type should be set in upper and lower case
- Never use capital letters – to write full text
- Text must be spaced to allow an easy reading (minimum letter spacing -25 for printed material; minimum letter spacing 0 for web)

Visual Supporting Elements

To enrich the ENVRI-FAIR communication, and make it more attractive, extra graphics elements have been designed. These graphics elements can be adopted and re-used by all the ENVRI-FAIR partners.

ENVRI-FAIR Patterns

Different patterns have been designed for ENVRI-FAIR. These patterns can be used as background for any communication material produced by ENVRI-FAIR.

1. Main patterns:
   a. Logo element single

Figure 4: ENVRI-FAIR logo element single

   b. Logo elements

Figure 5: ENVRI-FAIR logo elements

   c. White logo, Green background

Figure 6: ENVRI-FAIR white logo, green background

Icons for social media

The following icons have been designed to represent the ENVRI-FAIR social media. If used on web material, the icons must be linked to the related urls.

Website/Social Media	Icon	Download icon	Related Url
Website		link	http://envri-fair.eu
Twitter		link	https://twitter.com/ENVRIcomm @ENVRIcomm

LinkedIn		link	linkedin.com/groups/831511 8/
Facebook		link	facebook.com/ENVRIcomm/

EU funding acknowledgment

The following statement needs to be added on all the web/printed communication material produced by ENVRI-FAIR:

ENVRI-FAIR has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824068.

When publicly acknowledging the support received from the European Union, the EU emblem has to be used (See how to use the EU emblem at the following url http://publications.europa.eu/code/en/en-5000100.htm). The EU emblem can be downloaded here https://europa.eu/european-union/about-eu/symbols/flag_en.

ENVRI-FAIR PowerPoint template

The ENVRI-FAIR PowerPoint template is available at the following links: 4:3 ppt, 16:9 ppt. Template details:

- Logo:
  - ENVRI-FAIR standard logo on the first slide;
- Slide background:
  - ENVRI-FAIR green background white logo;
  - ENVRI-FAIR Images pattern background;
- Font:
  - Futura, bold for titles (Size: 36 pt)
  - New caledonia
    - Subtitles & standard text (Size: 20 pt).
    - Footer (Size: 16 pt)
- Colours:
  - Titles: Dark Blue
  - Subtitles: Light green
  - Text: Dark Blue -
  - General Text: Dark blue
- Bullets:
  - ENVRI-FAIR bullet – first layer

Figure 2: ENVRI-FAIR presentation bullet
  - ENVRI-FAIR bullet – second layer:
  – Sample bullet

  - ENVRI-FAIR bullet – third layer:
    - Sample bullet

The pictures below provide an overview of the ENVRI-FAIR PowerPoint template:

Figure 8: ENVRI-FAIR general PowerPoint first & internal slides

Figure 9: ENVRI-FAIR general PowerPoint intermediate slide

Figure 9: ENVRI-FAIR general PowerPoint final slide

References

- Organize the references in a table, adding a reference on the left column (e.g. R1) and the related description and link on the right column

No	Description / Link
R1	
R2	

ENVRI Community

The ENVRI-FAIR communications do not only promote the project, but also our long-term collaboration framed as ENVRI community. A correct logo and email address (www.envri.eu) shall be used when referring to the community.

The color scheme of ENVRI-FAIR and ENVRI community are identical.

Studying the environment today
to solve the challenges of tomorrow
- **the Earth is our lab**