Delft University of Technology

REPAiR: REsource Management in Peri-urban AReas: Going Beyond Urban Metabolism D8.1 Corporate Identity Guidelines

Amenta, Libera; Attademo, Anna

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REPAiR

REsource Management in Peri-urban AReas: Going Beyond Urban Metabolism

CORPORATE IDENTITY Guidelines

D 8.1 Corporate Identity

Version Final

Authors: Libera Amenta, Anna Attademo University of Naples Federico II

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Contact of responsible authors:	l.amenta@tudelft.nl; annieattademo@yahoo.it

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• PU = Public

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Final	31 - 10 - 2016	Libera Amenta Anna Attademo	UNINA UNINA	Final

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1| Info GENERAL INFORMATION

This document is subject to change. Please verify that you have the latest version available.

Introduction

- These guidelines should be used for all communications at network, EU, programme and international levels.
- Communications on local level may be slightly different from these guidelines, with the exception of the EU, and REPAiR logos.

Language

- All communication at network, EU, international and programme levels: British English
- All communication at local and national level: English; local language is allowed too.

Communication output

- Documents should be delivered in an adaptable format to facilitate further translation in other languages according to specific needs.
- For all communication and project deliverables an internal and external audience will be kept in mind. All the materials and graphic information will be presented in an attractive and comprehensible form.
- Electronic printable formats (PDF) will be preferred to paper communication to reduce the environmental impact and facilitate dissemination and printing in accordance with the recipient's needs. The aim is to avoid printed materials as much as possible. Nevertheless, some communication outputs (e.g. Final Conference proceedings) will be in print to emphasize the importance of the research findings. This can represent an important important communication tools to continue the debate of REPAiR themes at the European level.

2 | Logo &Tagline

LOGO & TAGLINE

* REPAiR and EC logos need to appear on ALL materials/ outputs/publications produced by your partner. Logos should be included "wherever possible". Sometimes this is not possible such as in certain publications where there is no space for logo. In those case the acknowledgement text should always be included.

**REPAiR as an acronym was chosen, as it asks for action. This is reflected in the approach of the project , which focuses on the improvement of resource management with strong local and regional focus and involvement of stakeholders from the private and public sector. The title includes the term resource and not waste in order to support our understanding of waste as a resource

Logo

The REPAiR logo is inscribed in a circle and consists of three main elements: the green circle as a background, the acronim REPAiR and the "s" form that reminds to the concept of circularity and infinite reiterations that are in line with the general idea of the geodesign framework on which this project is built. In addition there are other elements that compose the background of the logo, reminding the ideas of: closed loops, regeneration, reparation and time. The main colour is green to emphasize the ideas of green economies towards REPAiR is going.

The logo is available in two versions: one in colour, one in black and white. Each of these versions must be use according to the specific cases. The colour version is intended for use on its own (without any other logos), when a stronger logo-presence is needed, mainly on cover pages, and on white pages/background. The black and white version is used in printed black and white documents and in digital presentations when the backgroundd colour is black.
The REPAiR logo must always appear together with the EU logo.*
The logo is available both with and without the tagline.

Tagline**

Under no circumstance may the spelling of the tagline be changed: no adding or changing words or punctuation. Always write:
'**REPAiR - REsource Management in Peri-urban Areas**'.

LOGO | Composition and spacing

REPAiR logo is composed by several elements that are to be used as a whole, without exception. The proportion and the position of these elements is not to be modified under any circumstance. The logo exists in a coloured version (3 main colours) and a monochrome version (black-on-white or white-on-dark).

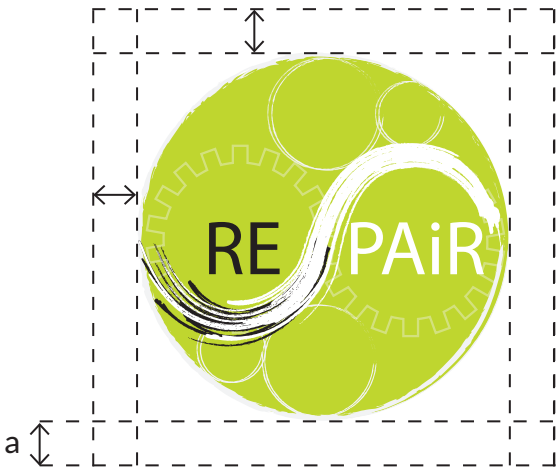
Composition

Colour version

Logo

Margins and white spaces

It is strongly recommended to leave a certain amount of white space around the logo. No text or graphics should be present in this area. The extension of the white spaces has the same length and width as indicated by the letter 'a'.



LOGO | Composition and spacing

REPAiR logo is composed by several elements that are to be used as a whole, without exception. The proportion and the position of these elements is not to be modified under any circumstance. The logo exist in a coloured version (3 main colours) and a monochrome version (black-on-white or white-on-dark).

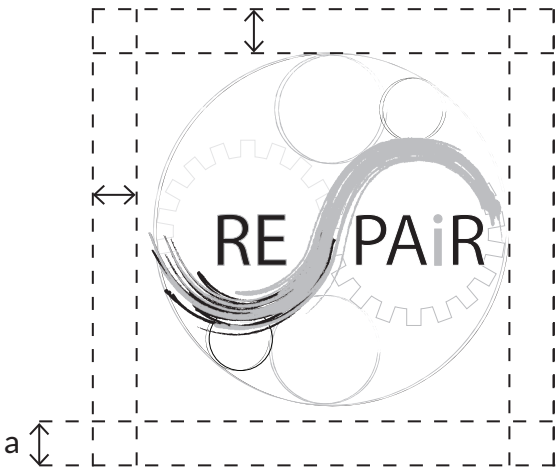
Composition

Black & White version

Logo

Margins and white spaces

It is strongly recommended to leave a certain amount of white space around the logo. No text or graphics should be present in this area. The extension of the white spaces has the same length and width as indicated by the letter 'a'.



LOGO | Versions

REPAiR logo exists in a coloured version (3 main colours) and a monochrome version (black-on-white or white-on-dark). Different versions can be used accordingly to the background.

Colour on white background
(for screen and print)

- For use on cover pages (as an eye catcher), but also in the margins of documents if needed.
- This version of the logo can be used in the first and the last slide of presentations; it is not for content slides.

White on dark background
(for screen and print)

- For use on slides with bright/white text on black background
- Always make sure to use black as background colour, when white is not possibe, and to use colours from the official palette for the texts.

White on image
(for screen/projection)

- For use on image slides
- Always make sure the contrast between background and logo is strong enough to guarantee readability.

Black on white background
(or on bright images)
(for screen/projection and print)

- Not for use on cover pages.
- For use in combination with other logos on bottom or in margin of document.
- For documents ment to be printed in black and white.

TAGLINE | Versions

The tagline can be used in different colours depending on the background, as for the logo. The tagline is always used as a complete phrase on one line.

Colour on white background
(for screen/projection and print)

REPAiR - REsource Management in Peri-urban AReas

White on dark background
(for screen/projection)

REPAiR - REsource Management in Peri-urban Areas

White on image
(for screen/projection)

Black on white background
(for screen/projection and print)

REPAiR - REsource Management in Peri-urban AReas

INCORRECT USES

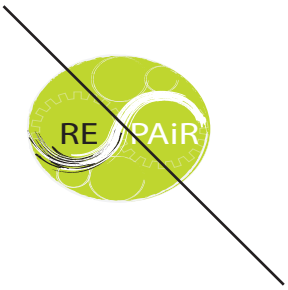
REPAiR logo should be used consistently in order to be immediately recognisable. The logo should always be used according to the guidelines described before in this guideline document. Below there are a few examples of how the logo should NOT be applied.

What NOT to do

Do not add shading to the logo

Do not use frames or shapes that could be interpreted as being part of the logo

Do not stretch/compress or distort the logo



COMBINATIONS & LEVELS

The logo and the tagline are the two main elements of the graphic identity. Therefore, they should be positioned independently in the page or screen. The logo should appear in a more prominent position, while the tag line should be placed in a more subtle place, as a reminder of the name, and title of the network: as a header or footer or even vertically in the margin.
Logo and tag line should not be placed too close together as in order to avoid an unfortunate repetition of the 'REPAiR' word. Whenever possible both the tag line and logo appear on the document, but use of only the logo or only the tag line is allowed according to the necessity and the structure of the layout.

Follow the correct order of the logos at different levels: PARTNER, REPAiR NETWORK, EUROPE, as explained below.

Levels

PARTNER , REPAiR NETWORK, EUROPE

same size

LOGO & TAGLINE | Files

A series of files in variety of formats is provided. Files marked with RGB are intended for screen use. Files marked CMYK are for print documents.

Format and list of files

For the best graphic quality it is best to use vector-format versions of logo and tagline (for example .eps, .pdf). If this is not the case, it is possible to use pixel images with a transparent background with an extension .tif for print and .png for screen use.
The files provided should be sufficient to apply the graphic identity within the guidelines. Below is a complete list of the different files available.
They are all available on the TU Delft Share Point: **Click here**

3| Colour

MAIN COLOURS | Definitions

REPAiR uses seven main colours to identify its identity expression. They are: ***Warm Green, Ginger Red, Cold Green, Light Blue, Dark Blue, Violet, Black.***

Colour definitions

Warm Green
C: 30 M: 0 Y: 100 K: 0
R: 191 G: 215 B: 48

Ginger Red
C: 0 M: 80 Y: 93 K: 0
R: 241 G: 91 B: 45

Cold Green
C: 75 M: 11 Y: 44 K: 0
R: 43 G: 169 B: 158

Light Blue
C: 69 M: 16Y: 0 K: 0
R: 49 G: 169 B: 224

Dark Blue
C: 100 M: 100 Y: 0 K: 0
R: 46 G: 49 B: 146

Violet
C: 60 M: 100 Y: 0 K: 0
R: 129 G: 41 B: 144

Black
C: 100 M: 100 Y: 100 K: 100
R: 0 G: 0 B: 0

USE OF COLOUR

REPAiR uses the colour ***Warm Green*** as main colour besides ***Black***. Nevertheless some other colours have been selected and can be used in official deliverables, documents or graphic following the instructions below.

Accent colours choices

The colours ***Warm Green, Cold Green*** and ***Ginger Red*** can be used as accent colour in texts, to highlight titles, quotes or other typographical elements.

Background colour

Black can be used as background for digital presentations (on screen or projections only - when white is not possible).

4 | Typography & spelling

TYPEFACES

Lato is a sanserif typeface family designed in the Summer 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the open-source Open Font License by his foundry tyPoland, with support from Google.

In 2013 – 2014, the family was greatly extended to cover 3000+ glyphs per style. The Lato 2.010 family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

Peri - **urban**

Weights

Hairline	Peri-urban areas
Light	Peri-urban areas
Regular	Peri-urban areas
Italic	*Peri-urban areas*
Bold	**Peri-urban areas**
Black	**Peri-urban areas**

5 | Examples/ Template | Print

EXAMPLES/TEMPLATES
PRINT

These templates have the aim to create a consistent and recognizable identity both within the consortium and to a wider audience.
The following pages contain the most relevant examples in the templates category.
Templates (for Indesign or Office Applications) are available on SharePoint. **Click here.**

REPORT

Preview First Page Report

Format: A4 (portrait)

Title Report

Subtitle Report (dd.mm.yyyy)

how to cite this report:

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Grant Agreement No.: 688920

Resource Management in Peri-urban Areas: Going Beyond Urban Metabolism

REPORT

Preview Second Page Report

Format: A4 (portrait)

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REsource Management in Peri-urban AReas: Going Beyond Urban Metabolism

REPORT (FIRST PAGE/COVER)

Based on this configuration a template for a Report-document can be created with any Office or Design software available. The documents are structured according to the guidelines in the follwoing pages.

Typography:
Title report:
Lato Light, point size 18, leading 21

Subtitle report:
Lato Bold, point size 12, leading 14

Body copy:
Lato Regular, point size 9.5, leading 13

Report-indication:
Lato Bold, point size 9.5, underlined, small caps

Subject and page numbering:
Lato Regular, point size 8, leading 9.6

Lay-out:
All texts are aligned left, with justification.
Paragraphs can be separated by one blank line.

Title Report

Subtitle Report (dd.mm.yyyy)

how to cite this report:

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REPORT (OTHER PAGES)

Typography:
Body copy:
Lato Regular, point size 9.5, leading 13

Report-indication:
Lato Bold, point size 9.5, underlined, small caps

Subject and page numbering:
Lato Regular, point size 8, leading 9.6

Lay-out:
All texts are aligned left, with justification.
Paragraphs can be separated by one blank line.

13 65 197

13

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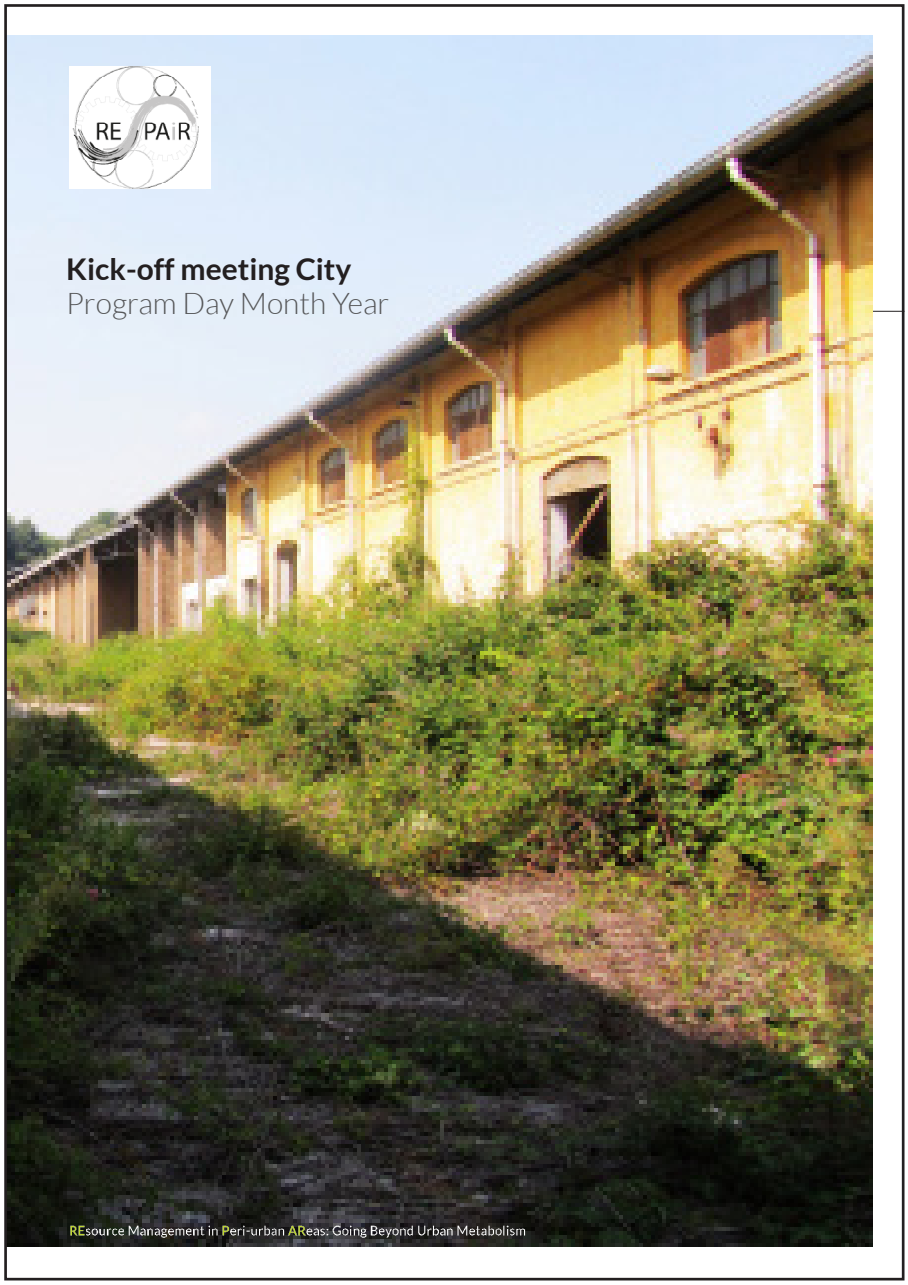
254

EVENT PROGRAM COVER

Please always distribute programmes in pdf-format.
Use the following template for events at consortium level , and if desired also at local level.
Always make sure to use all the required logos

Format: A5 (portrait)
A4 folded alongshort edge



EVENT PROGRAM INSIDE

Program

DAYoftheweek MONTH DAY

08:30 Lorem Ipsum

9:00 **LOREM IPSUM**
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

9:30

10:30

12:00

12:30

13:00 **LUNCH**

14:00

14:30

16:00

16:30

18:00

18:30

19:30 **DINNER**

REsource Management in Peri-urban AReas: Going Beyond Urban Metabolism

Program

DAYoftheweek MONTH DAY

08:30 Lorem Ipsum

9:00 **LOREM IPSUM**
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

9:30

10:30

12:00

12:30

13:00 **LUNCH**

14:00

14:30

16:00

17:00

RESource Management in Peri-urban AREas: Going Beyond Urban Metabolism

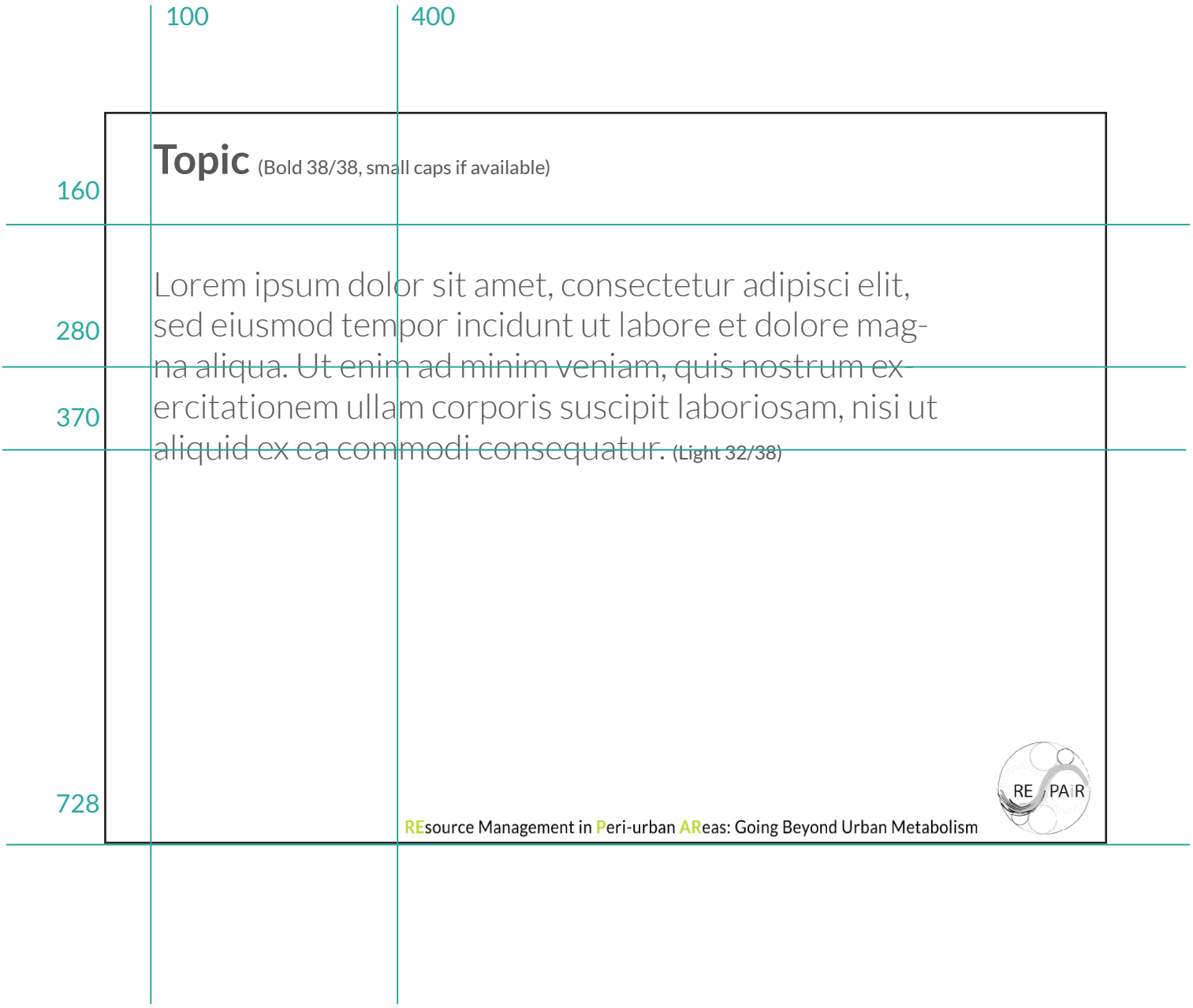
6 | Examples/ Template | Digital

EXAMPLES/TEMPLATES **DIGITAL**

Powerpoint or Keynote Presentation can be compiled according to the following guidelines
All measurements are expressed in pixels.
The total screen format is The Default Powerpoint/Keynote format: 1024 × 768
For font, use a combination of Lato Regular, Bold and Light, as shown in the provided template.
For Point Size and Leading Instructions, please consult the following images. Both a light and a dark theme will be available.
Templates (for Indesign or Office Applications) are available on SharePoint, click here.

POWER POINT PRESENTATION/COVER

POWER POINT PRESENTATION/PAGE



POWER POINT PRESENTATION/PAGE WITH BIG PICTURE

100

160

Picture title (Bold 38/38, small caps if available)

Description... (Light 32/38)

POWER POINT PRESENTATION/PAGE WITH SMALL PICTURE

100

160

Picture title (Bold 38/38, small caps if available)

210

flexible space for small pictures or schemes, infographics, etc.

580

Description... (Light 32/38)

728

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