

2.1 Visual Identity

2.1.1 Introduction

This section gives an overview of the project's visual identity, which is designed to make it a unique, recognisable brand across all communication channels. Having a strong and clear image, as well as a clear message, is essential in order to ensure that target groups easily recall the project and its products.

The visual identity will set standards for local dissemination, such as:

- The design framework of local print products or presentations;
- The use of the project logo itself as well as project designs for any occasion.

In order to fulfil these requirements for Biogas Action, a document will be created containing all the Visual Identity Guidelines, to be distributed to all Biogas Action partners. This visual identity manual will contain:

- The different logo elements, how to use and where to place them;
- The project's colours and how to include them;
- The structure of design products, templates and fonts to use.

Visual identity guidelines regarding proper use and placement of the logo, as well as information on the project's colours and fonts and templates for documents and presentations, are provided in the Annex to this document: D.5.1, Visual Identity Guidelines.

2.1.2 Logo

The objective of Biogas Action is to serve as a vehicle for a rapid development of the European biogas and biomethane sector. The Biogas Action logo (pictured below) is a figurative mark, consisting of three main elements: the name of the project, its icon and its colours.



The name of the project is the first element in the logo, in a dark green colour. The word "ACTION" is shown capitalised to emphasise its meaning and, along with the icon, serves to apply dynamism into

the design. It is over imposed to the icon, a figure of concentric circles that expand outwards into a spiral. All the elements in the logo work together to transmit an idea of movement and dynamism, as the main concept at the core of the Biogas Action project itself.

2.1.3 Biogas Action Templates

Within Biogas Action, nine templates have been designed, which will be available for download in the Biogas Action website. All templates have various elements predetermined, such as design, font and font-size, headlines, bullet-points, etc. These elements must be strictly respected by the Biogas Action partnership.

The templates can be divided into four categories:

- Document Templates
- A Letter Template
- A PowerPoint Template
- A Newsletter Template