



## D.5.1. Annex, Visual Identity Guidelines

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## 1. About the Visual Identity Guidelines

The Biogas Action Visual Identity consists of several elements, which are included in these guidelines. It describes these elements as well as their usage.

These Visual Identity Guidelines are an integral part of the “Dissemination Plan” developed for the Biogas Action project. It specifies the visual design for the entire Biogas Action project.

The aim of this guide is to ensure the consistent, memorable, attractive and user-friendly visual presentation of all the informational products delivered within the framework of the Biogas Action project.

These guidelines are addressed to two different target groups:

- Professional designers who create local Biogas Action products such as brochures, folders, leaflets, handouts, information sheets, newsletters, roll-ups, posters, etc.
- Users who need certain elements or templates for different products such as digital presentations, Word documents, etc.

Other templates and specifications may be developed over the course of the project. In this case, the Biogas Action Visual Identity Guidelines will not be modified to include this additional information, but an update will be provided as part of the periodic reporting of WP5 for the Biogas Action project.

All logo data, templates and graphical material will be provided for download in Biogas Action’s website.

## 2. Introduction – The Visual Identity

### 2.1 Why do we need a visual identity?

A common visual identity will ensure that all communication is consistent within the aims of the European-wide Biogas Action project, thus increasing its impact. Having a memorable image, as well as a clear message, is essential in order to ensure that the target groups easily recall the project and its products.

### 2.2 What constitutes a visual identity?

A certain number of elements, including the typographical and chromatic choices, will form the visual identity of Biogas Action, as explained in these visual identity guidelines. These elements lead users to easily recognise Biogas Action. **All partners are expected to apply the logo and corporate identity for all their dissemination activities, respective publications and dissemination products.**

## 2.3 When should the visual identity be used?

The visual identity guidelines should be applied to all external communication regarding Biogas Action and its activities.

## 3. The 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.

### 3.1 Position of the logo

As a general rule, the logo must be placed on the top right side in publications, reports, letters and presentations. For more information, check the templates.

### 3.2 Incorrect use of the logo

It is **not allowed** to:

- Change the shape and proportions of the logo.
- Change the typography or position of the slogan.
- Change the colours of the logo.

## 4. Biogas Action Colours

Here are the colours to be used, given in Hex Code and then RGB. These correspond to the colours of the logo, plus two shades of grey, black and white:

	Dark green: #1c5135, R28 G81 B53		Light blue: #14bef1, R20 G190 B241
	Medium green: #00b450, R0 G180 B80		Dark blue: #3170b7, R49 G112 B183
	Light green: #bcd022, R188 G208 B34		Dark grey: #767771, R118 G119 B8113
			Light grey: #aea9a5, R174 G169 B165

## 5. Biogas Action Typography

### 5.1 Primary typography

Arial is Biogas Action's primary typeface and should be used in all typeset communications, such as publications, advertisements and reports. Furthermore it is used for all printed communications (letters, forms, etc.). Arial was chosen for its clean lines and ease of readability.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

## 5.2 Internet and digital communications

The project's website uses both Arial and Lato fonts.

## 6. 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

### 6.1 Document Templates

A general "Word Template" has been designed, in both panel and landscape format, for when other templates cannot be used.

- The "Report Template" has been designed for project reports, project deliverables, etc.
- The "Meeting Agenda Template" has been designed for project meetings.
- The "Meeting Minutes Template" has been designed to provide minutes for project meetings.

### 6.2 Letter Template

The "Letter Template" is to be used when a project partner provides an official letter on behalf of the Biogas Action project (e.g. to contact other projects or networks). This letter template can be combined with the respective partner's logo if appropriate.

## 6.3 PowerPoint Template

The "PowerPoint Template" has been designed in order to be used for project meetings or for official presentations on behalf of the Biogas Action project (e.g. during conferences or other events).

## 6.4 Newsletter Template

The "Newsletter Template" has been designed for the international and possible local versions of the newsletter. The template has been developed on MailChimp, which will be used for the creation and dissemination of the newsletter.

# 7. Legal Information

## 7.1 Information on EU funding — Obligation and right to use the EU emblem

Unless the *Agency* requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) Display the EU emblem, and

(b) Include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 646533". This text should be in Tahoma typeface, rather than Helvetica.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

## 7.2 Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

In addition to the EU programme banner you will also need to display the following legal disclaimer on any written information produced for your project or event. This disclaimer can be written in small font size and it can be put in places, which are less prominent than those used for the main logo, e.g. at the bottom of websites or in the editorial information of publications. But it is important that it is actually being displayed somewhere in the respective language of the publication.

**English:** This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.