



Greenovate!

EUROPE

VISUAL IDENTITY GUIDELINES

April 2020

Introduction

The Greenovate! Europe visual identity plays an essential role in promoting the group; and as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication activity and the use of the same on the subsequent palette of derivatives, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for working with the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a special situation, please contact the Greenovate! Europe Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Greenovate! Europe Team.

Contents

The logo

1.1	The logo	4
1.2	Logo variations	5
1.3	Logo variations on backgrounds	6
1.4	Logo exclusion zone	7
1.5	Logo incorrect uses	8
1.6	The emblem	9
1.7	Emblem incorrect uses	10

The colours

2.1	The main colours	11
2.2	The themes colours	12
2.3	Colour use ratio	13

Typography

3.1	Typography	14
3.2	Use of typography	15



This symbol will appear throughout the manual, highlighting important information.

1.1

The logo

Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity.

The logo consists of the word "Greenovate!" in a bold, blue, sans-serif font. Below it, the word "EUROPE" is written in a smaller, green, all-caps, sans-serif font. A small green dot is positioned at the end of the "Greenovate!" text, acting as a period.**Logo - Colour**

The colour logo is the preferred and primary logo. Use it whenever possible.



The logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the logo.

The logo is shown in a black and white version. The word "Greenovate!" is in a bold, black, sans-serif font, and "EUROPE" is in a smaller, black, all-caps, sans-serif font. A small black dot is positioned at the end of the "Greenovate!" text.**Logo - Black**

Occasionally it is necessary to use a black/white version of the logo such as when colours are not available.

1.2

Logo variations



[A]



[B]



[C]



[D]



There is a 4-colour (CMYK) version of the logo available for process colour applications. If a coloured background is used, make sure that there is enough contrast for the logo to remain clear.

When the colour logo is reversed [B], it can only be used on a dark background, preferably on our Navy colour (see p. 11).

1.3 Logo variations on backgrounds

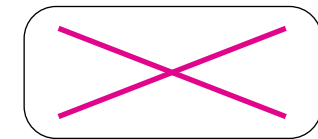
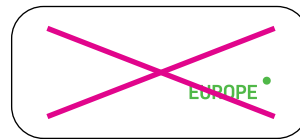


The logo may be placed on various backgrounds. The background should always provide contrast for legibility. When using the logo on background subjects such as photographs or illustrations, extra precautions must be taken.

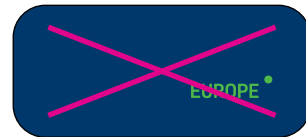
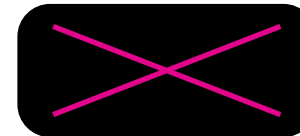
When used on a coloured background, pay special attention at the contrast between the background colour and the green accents in the logo.



White/Light background



Black background



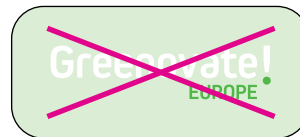
Coloured background



Coloured background



Coloured background



Coloured background



1.4

Logo exclusion zone

The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the Greenovate! Europe logo and must not be altered.



Minimum space

The minimum space around the logo should at least be equivalent to the height of the exclamation mark - see illustration.

Minimum size

The size of the logo varies from one application to another. The minimum size is indicated by the width of the logo. For all printed material the minimum width of the logo is 25 mm and 90 pixels for digital use. The logo should never be smaller to avoid compromising its legibility.



25 mm

Minimum size - Printing

The logo's minimum width for print applications is 25 mm.



90 px

Minimum size - Digital media

The logo's minimum width for screen use is 90 px.

1.5

Logo incorrect uses

It is of the utmost importance that all the elements of the visual identity are used in accordance with these guidelines. When engaging external parties, great care should be taken to ensure the following: they are familiar with the identity guidelines; they are supplied with the appropriate artwork originals; they understand that no alterations of any kind may be made to the supplied artwork, including creating 'home-made' versions of the logo. For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colours and formats.



Always use approved artwork. Whenever possible, use the EPS file format as this will give you the best results.

Do not change the proportion, or the typeface of the logo.

Do not change the colour specifications.

JPEG and PNG format images are designed for on-screen applications and should not be printed.



Do not distort the logo.



Do not change any of the colours of the logo.



Do not change the typefaces used in the logo.



Do not add any kind of effects to the logo.



Do not change the orientation of the logo



Do not change the layout of the logo.

1.6

The emblem

The emblem can, in addition to the Greenovate! Europe logo, participate to the branding of documents and visuals. In rare cases, the emblem can be used instead of the full logo, **only if the use of the full logo is not possible**. In these instances, the full name "Greenovate! Europe" must be clearly visible.

For example, on social media channels where the full name is in the handle and the username, it makes sense to use the emblem to avoid over repetition and due to space limitations.



The emblem does not replace the full Greenovate! Europe logo, which should be present on all Greenovate! Europe documents (except in rare cases where the use of the full logo is not possible).

The emblem and the logo should never be in close proximity of each other.



1.7

**Emblem
incorrect uses**



Do not distort the emblem.



Do not change the colours of the emblem.



Do not change the angle of the emblem.



Do not add effect to the emblem.



Do not change the typefaces used in the emblem.



Do not change the shape of the emblem.



Always use approved artwork. Whenever possible, use the EPS file format as this will give you the best results.

Do not change the colour specifications.

JPEG and PNG format images are designed for on-screen applications and should not be printed.

2.1

The main colours

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. Colours help organize and differentiate our content among four main themes. Always maintain the use of the appropriate colour-theme coordination for brand coherence of Greenovate! Europe communication and publication derivatives.



Backgrounds

To allow the content to stand out, we recommend staying away from detailed, saturated backgrounds.

White or black backgrounds are clear canvases against which our lively colours glow and text and imagery stand out. Especially light or dark colours, will provide good contrast as well, like our Navy colour.

Always avoid overlapping our colours on other background colours.

NAVY



C 100 M 60 Y 0 K 50
R 0 G 56 B 108
HEX # 00386B

GREEN

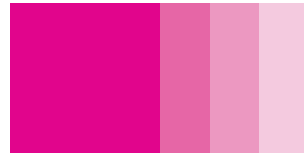


C 70 M 0 Y 100 K 0
R 80 G 184 B 72
HEX # 50B748

2.2

The themes colours

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. Colours help organize and differentiate our content among four main themes. Always maintain the use of the appropriate colour-theme coordination for brand coherence of Greenovate! Europe communication and publication derivatives.

**Energy and
mobility
FUCHSIA**

C 5 M 100 Y 0 K 0
R 225 G 5 B 140
HEX # E0048B

**Industry and
circular economy
ORANGE**

C 0 M 80 Y 100 K 0
R 241 G 90 B 34
HEX # F15A22

**Bioeconomy and
natural resources
TEAL**

C 80 M 0 Y 35 K 0
R 0 G 182 B 181
HEX # 00B5B5



Teal, Orange and Fuchsia colours should only be used for content related to the corresponding themes.

2.3

Colour use ratio



Teal, Orange and Fuchsia colours should only be used for content related to the corresponding themes.

3.1

Typography



About Kiro

Kiro is a minimal, simple, condensed sans-serif family designed by Ryoichi Tsunekawa. The range of weights provides flexibility for title, headline and body text. And the large x-heights gives them legibility and readability.

The letterform was minimalised by removing their unnecessary stems and their corners were finished with subtle rounded effect. This design gives the typeface a contemporary urbane taste and rounded corners make it warm and friendly.

The typeface Kiro has been chosen as the primary typeface for all Greenovate! Europe applications. When the use of Kiro is not possible (emails, Microsoft Office documents), the typeface Arial is to be used instead.

Kiro

(Thin) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business. *(Thin Italic) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business.*

(Extra Light) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business. *(Extra Light Italic) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business.*

(Light) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business. *(Light Italic) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business.*

(Regular) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business. *(Italic) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business.*

(Bold) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business. ***(Bold Italic) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business.***

(Extra Bold) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business. ***(Extra Bold Italic) Greenovate! Europe is an independent expert group dedicated to the development of sustainable business.***

0 1 2 3 4 5 6 7 8 9 ¿ ? ¡ !
 & @ ' ' “ ” « » % * ^ # \$ £
 € ¢ / () [] { } . , ® ©

3.2

**Use of typography
(Examples)****TAILORED HORIZON 2020
EXPLOITATION WORK
PACKAGES**

With Horizon 2020, the European Commission is emphasising that consortia must come up with elaborate exploitation plans to ensure dissemination and use of knowledge that is generated. Project proposals with weak exploitation plans risk low scores from the evaluators.

**Greenovate! Europe's qualifications
as a work package leader in charge of
exploitation and dissemination**

GIE, as an EEIG and group of 500 innovation experts and 2000 technical experts, is well placed to work as a work package leader for exploitation and dissemination:

**“Together we offer the pooled experience
of over 500 innovation advisors and
2,000 technical experts from 14
European countries.”**

– Greenovate!

Title A:

Kiro Extra Light (22 pt)
All caps, green
24 pt line spacing
24 pt paragraph spacing

Body text:

Kiro Light (9.5 pt)
12 pt Line spacing
12 pt Paragraph space

Subtitle:

Kiro Bold (14 pt)
16 pt line spacing
12 pt paragraph spacing

Pullquote:

Kiro Regular (11 pt)
12pt line spacing

Contact

If you require assistance, additional support materials, or adjustments for a special situation, please contact the Greenovate! Europe Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Greenovate! Europe Team.

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