# comanage

## Visual Identity Guidelines
### February 2023

# Introduction

The COMANAGE visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using 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 specific situation, please contact the COMANAGE 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 COMANAGE team.

# Contents

# The logo

## About the logo and its meaning

### Rationale

COMANAGE aims to facilitate sustainability and growth in renewable energy communities via the co-creation of governance tools.

With the integration of the infinity symbol within the letter "g", the COMANAGE logo aims to evoke renewal and circularity.

The purple color has often been associated with knowledge and creativity. More recently, it has increasingly been associated with technology solutions.

comanage

Renewal

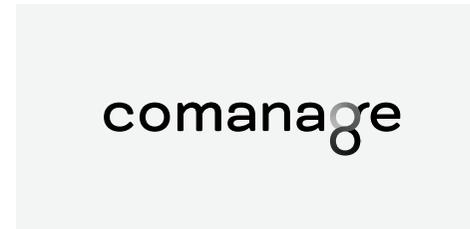Knowledge
Creativity
Solutions

Sustainability
eco-friendliness
Energy

# The logo

## Logo colour variations

**comanage**

### Main logo
This is the default version of the logo, to be used on white or light backgrounds.

**comanage**

### Black
This version of the logo is to be used on black and white layouts or documents, on light backgrounds.

**comanage**

### Negative
This version of the logo is to be used on colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.

**comanage**

### Negative white
This version of the logo is only to be used on darker colored backgrounds and photographs, when the color negative does not stand out enough against the background.

# The logo

## Minimum sizes

When used in small size, the infinity symbol and colours within the logo will lose visibility and impact, making the logo less distinctive, which is why an alternative version of the logo was created for use in small size.

### Minimum sizes
The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

### Main version
The width of the logo should never be smaller than 40 mm in print or 110 px in digital media.



40 mm / 110 px

### Small size variation
The width of the logo should never be smaller than 20 mm in print or 55 px in digital media.
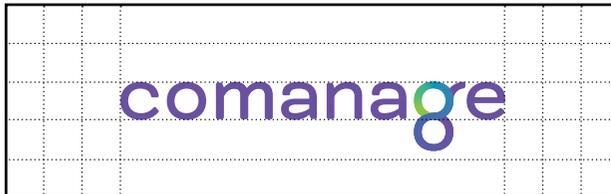


20 mm / 55 px

# The logo

## Safe area

### Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space above and below the logo is equal to twice the x-height, while the minimum space to the sides of the logo is equal to three times the x-height.

# Colours

The project has an extended colour palette to meet all communication needs

**PURPLE**
CMYK: 70 / 80 / 0 / 0
RGB: 105 / 80 / 161
HEX: #6950A1

**BLUE**
CMYK: 80 / 65 / 0 / 0
RGB: 71 / 100 / 175
HEX: #4764AF

**BLUE-GREEN**
CMYK: 80 / 25 / 20 / 0
RGB: 6 / 150 / 183
HEX: #0696B7

**GREEN**
CMYK: 70 / 0 / 70 / 0
RGB: 69 / 185 / 124
HEX: #45B97C

**YELLOW-GREEN**
CMYK: 50 / 0 / 100 / 0
RGB: 141 / 198 /63
HEX: #8DC63F

**YELLOW**
CMYK: 15 / 0 / 100 / 0
RGB: 226 / 228 / 25
HEX: #E2E419

# Messages

Tagline and golden paragraph to describe the project

### Tagline

# Paving the road to success with energy communities

### Golden paragraph

COMANAGE aims to facilitate sustainability and growth in renewable energy communities by co-creating an open-source toolkit to support their governance and management. Through the engagement of three key case studies in Italy, Poland and Spain, the project will provide the resources for local and regional governments to encourage the uptake and long-term success of energy communities.

# Typography

The typeface used for COMANAGE communications is **Bicyclette**

## COMANAGE

Bicyclette Black

### Paving the road to success with energy communities

Bicyclette Bold

COMANAGE aims to facilitate sustainability and growth in renewable energy communities by co-creating an open-source toolkit to support their governance and management. Through the engagement of three key case studies in Italy, Poland and Spain, the project will provide the resources for local and regional governments to encourage the uptake and long-term success of energy communities.

Bicyclette Regular
**Minimum font size for body text: 9pt**

COMANAGE aims to facilitate sustainability and growth in renewable energy communities by co-creating an open-source toolkit to support their governance and management. Through the engagement of three key case studies in Italy, Poland and Spain, the project will provide the resources for local and regional governments to encourage the uptake and long-term success of energy communities.

Bicyclette Light
**Minimum font size for body text: 9pt**

# Typography

When the recommended typeface is not available, COMANAGE communications are to use the system font **Calibri**

## COMANAGE

### Paving the road to success with energy communities

COMANAGE aims to facilitate sustainability and growth in renewable energy communities by co-creating an open-source toolkit to support their governance and management. Through the engagement of three key case studies in Italy, Poland and Spain, the project will provide the resources for local and regional governments to encourage the uptake and long-term success of energy communities.

Calibri Bold

Calibri Regular
**Minimum font size for body text: 9pt**

# Additional branding

## Other logos and mentions to include in COMANAGE communications

As a LIFE Programme funded project, COMANAGE communication activities and products must also include the Life Programme logo and following disclaimer:

**Co-funded by the European Union**

The COMANAGE project has received funding from the LIFE Programme of the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

## Visual elements to use in COMANAGE design

The infinity symbol from the logo can be deconstructed and used to create lines of flowing colors, which can be used as visual elements to use in COMANAGE communications.

# Contact

For any questions regarding these guidelines, please contact the communication partner:

## Contact person

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