



Cool LIFE

Visual Identity Guidelines

November 2022



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the European Union**

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Introduction

The CoolLIFE 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 CoolLIFE 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 CoolLIFE team.

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The logo

About the logo and its meaning

Rationale

The overall goal of CoolLIFE is to create a better data management for demand of cooling (i.e Air Conditioning) in the summer in central and Western Europe.

The logo is a superposition of two opposites: **cooling** – shown by the icon of a frost cristal and a cold cyan color – and **hot weather** – represented by the icon of a sun in a warm magenta color.



CoolLIFE

Visual Identity Guidelines

The logo

Logo colour variations



Main logo

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



Black

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



Negative

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



Negative white

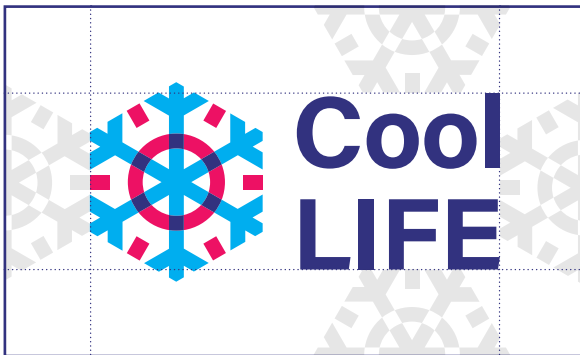
This version of the logo is only to be used on darker colored backgrounds and photographs, when the color negative does not stand out enough against the background.

The logo

Safe area and minimum sizes

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space around the logo is equal to the half of the width of the symbol.

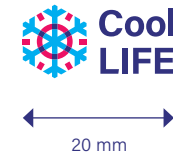


Minimum sizes

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

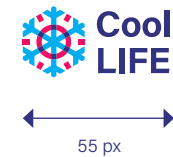
Printing

The width of the logo should never be smaller than 20 mm.



Digital media

The width of the logo should never be smaller than 55 px.



Colours

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



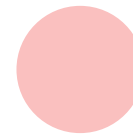
PLUM

CMYK: 30, 100, 20, 30
RGB: 137, 12, 91
HEX: # 890C5B



MAGENTA

CMYK: 0, 100, 40, 0
RGB: 237, 17, 100
HEX: # ED1164



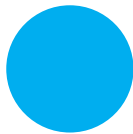
PINK

CMYK: 0, 30, 15, 0
RGB: 250, 191, 191
HEX: # FABFBF



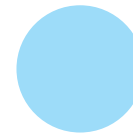
COBALT

CMYK: 100, 100, 20, 0
RGB: 50, 50, 127
HEX: # 32327F



CYAN

CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
HEX: # 00AEEF



LIGHT BLUE

CMYK: 35, 0, 0, 0
RGB: 157, 220, 249
HEX: # 9DDCF9



GREEN

CMYK: 85, 15, 100, 5
RGB: 11, 148, 70
HEX: # 0B9446



TEA GREEN

CMYK: 30, 0, 70, 0
RGB: 187, 217, 118
HEX: # BBD976

Messages

Tagline and golden paragraph to describe the project

Tagline

Driving a sustainable future in
space cooling

Golden paragraph

The CoolLIFE project aims to address the need for sustainable solutions to the EU's rising demand for cooling in buildings. The project will develop open-source tools which encourage the consideration of green cooling solutions in public and private decision-making, planning, design, and implementation processes.

Typography

The typeface used for CoolLIFE communications is **Acumin Pro**

CoolLIFE

Driving a sustainable future in space cooling

The CoolLIFE project aims to address the need for sustainable solutions to the EU's rising demand for cooling in buildings. The project will develop open-source tools which encourage the consideration of green cooling solutions in public and private decision-making, planning, design, and implementation processes.

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Acumin Pro Bold

Acumin Pro Semibold

Acumin Pro Regular
Minimum font size for body text: 9pt

Acumin Pro Light
Minimum font size for body text: 9pt

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Visual Identity Guidelines

Typography

When the recommended typeface is not available, CoolLIFE communications are to use the system font **Arial**

CoolLIFE

Driving a sustainable future in space cooling

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Arial Bold

Arial Regular
Minimum font size for body text: 9pt

Additional branding

Other logos and mentions to include in CoolLIFE communications

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



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Contact

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

Contact person

Clémence Contant
Communications Manager
REVOLVE
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