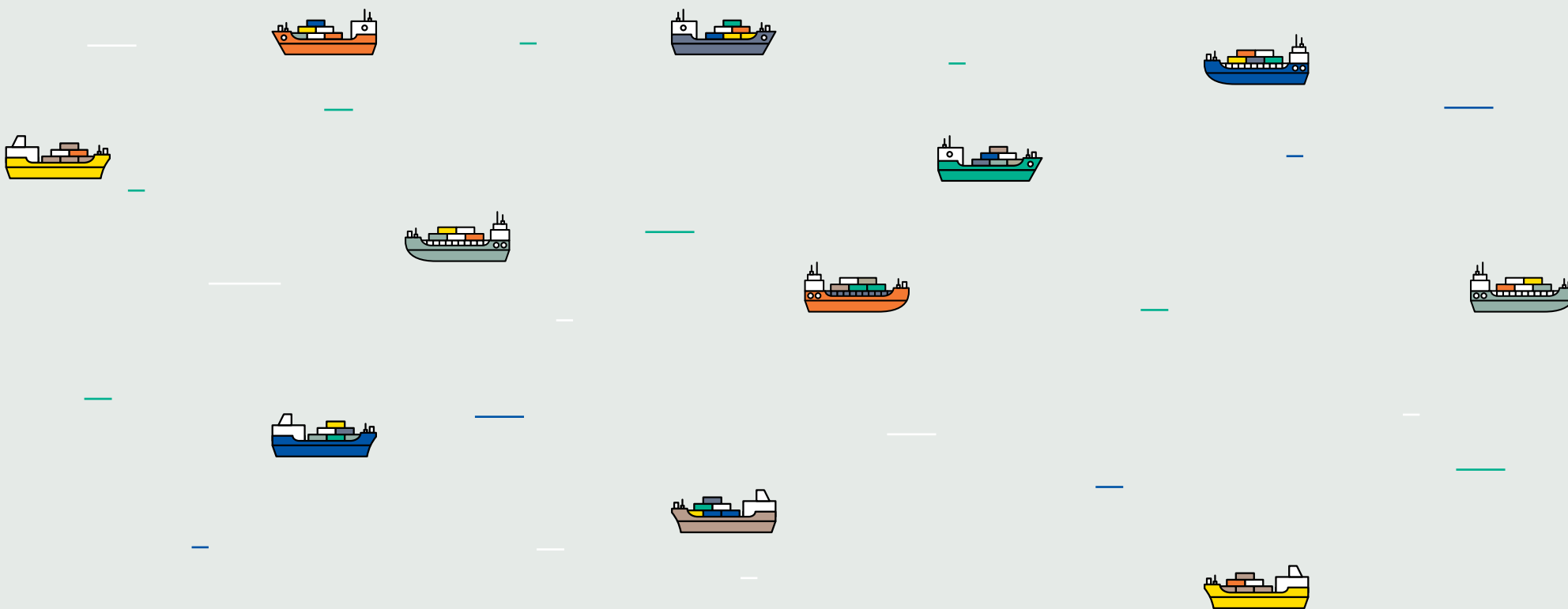




GREEN
RAY

Visual Identity Guidelines

June 2022



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the European Union

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Introduction

The GREEN RAY 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 GREEN RAY 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 GREEN RAY Team.

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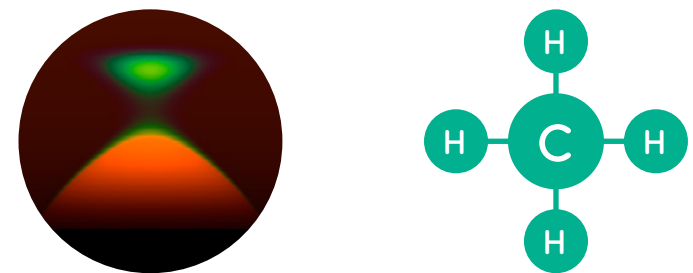
The logo

About the logo and its meaning

Rationale

The GREEN RAY project is named after a meteorological optical phenomena that sometimes occur around the moment of sunset or sunrise. When the conditions are right, a distinct green spot is briefly visible above the upper rim of the sun's disk.

The logo takes inspiration from both this optical phenomena and from the molecular structure of methane, as the project is centered around solutions to achieve methane abatement flexibility.



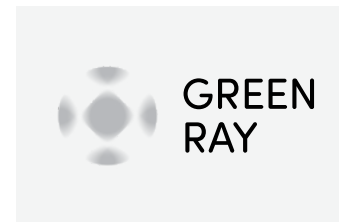
The logo

Logo colour variations



Main logo

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



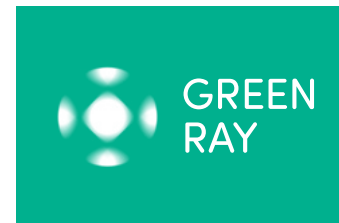
Greyscale

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 green 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

Stacked logo

These versions of the logo are meant to be used in specific situations where the horizontal logo does not fit well in the available space.

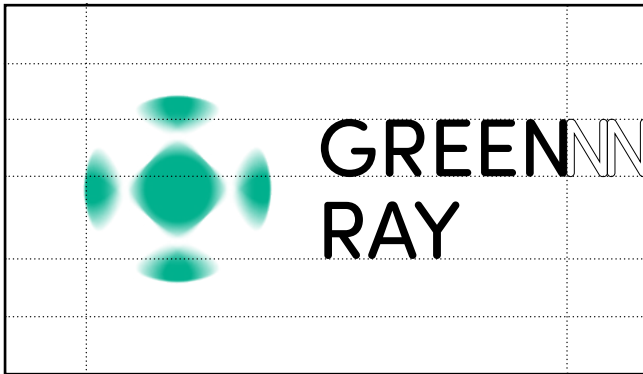


The logo

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 calculated from the height and width of the N letter.

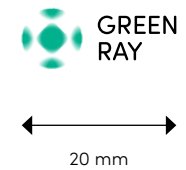


Minimum sizes

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.

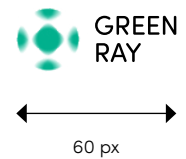
Printing

The length of the horizontal logo should never be smaller than 25 mm.



Digital media

The length of the logo should never be smaller than 60 px.



Colours

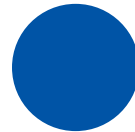
The project has an extended colour palette to meet all communication needs.



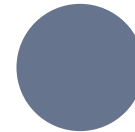
BRIGHT GREEN
CMYK: 85 / 0 / 60 / 0
RGB: 0 / 165 / 131
HEX: # 00A583



DUSTY GREEN
CMYK: 45 / 20 / 35 / 0
RGB: 156 / 180 / 170
HEX: # 9CB4AA



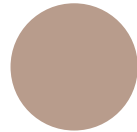
BRIGHT BLUE
CMYK: 100 / 75 / 0 / 0
RGB: 0 / 72 / 153
HEX: # 004899



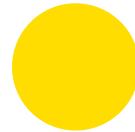
DUSTY BLUE
CMYK: 60 / 45 / 25 / 15
RGB: 109 / 120 / 146
HEX: # 6D7892



BRIGHT ORANGE
CMYK: 0 / 65 / 90 / 0
RGB: 238 / 115 / 38
HEX: # EE7326



DUSTY ORANGE
CMYK: 25 / 35 / 40 / 5
RGB: 194 / 165 / 147
HEX: # C2A593



BRIGHT YELLOW
CMYK: 0 / 10 / 100 / 0
RGB: 255 / 221 / 0
HEX: # FFDD00



DUSTY YELLOW
CMYK: 30 / 25 / 40 / 5
RGB: 185 / 177 / 154
HEX: # B9B19A

Typography

The typefaces used for GREEN RAY communications are **Sofia Pro** and **Sofia Pro Soft**.

GREEN RAY solutions

New generation marine engines and retrofit solutions to achieve methane abatement flexibility

LNG utilisation in shipping is increasing and has direct effects namely benefits on air quality and human health. Moreover, CO₂ emissions lower with gas use compared to diesel fuels, but 'methane slip' may form in gas combustion.

The low-pressure dual fuel concept is the most popular LNG engine technology and unfortunately also the technology producing methane slip. Therefore, development of methane slip reduction technologies for these low-pressure dual fuel cases is the focus of this project.

Title: Sofia Pro Soft Medium

Subtitle: Sofia Pro Soft Regular

Body text: Sofia Pro Regular
Minimum font size for body text: 9pt

Body text: Sofia Pro Light
Minimum font size for body text: 9pt

Typography

When the recommended typefaces are not available, GREEN RAY communications are to use the system font **Calibri**.

GREEN RAY solutions

New generation marine engines and retrofit solutions to achieve methane abatement flexibility

LNG utilisation in shipping is increasing and has direct effects namely benefits on air quality and human health. Moreover, CO₂ emission is lower with gas use compared to diesel fuels, but 'methane slip' may form in gas combustion.

The low-pressure dual fuel concept is the most popular LNG engine technology and unfortunately also the technology producing methane slip. Therefore, development of methane slip reduction technologies for these low-pressure dual fuel cases is the focus of this project.

Title: Calibri Bold

Subtitle: Calibri Regular

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

Body text: Calibri Light
Minimum font size for body text: 9pt

Additional branding

Other logos and mentions to include in GREEN RAY communications.

As a Horizon Europe funded project, GREEN RAY communication activities and products must also include the EU flag and following disclaimer:



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Contact

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

Contact person

Asya Al Marhubi

Communications lead

asya@revolve.media

