Visual Identity Guidelines

November 2020

Introduction

The HOOP visual identity plays an essential role in promoting the project; 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 HOOP 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 HOOP Team.

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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.

Positive

The positive logo is the preferred and primary logo. Use it whenever possible. However, this version of the logo should be used only on white or very light backgrounds.

Negative

The negative logo is the preferred logo version to be used on coloured or photographic backgrounds. When placing the logo on such a background, close attention has to be paid to the lisibility of the logo.

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

1.2
Logo colour variations

Purple background

This version of the logo is to be used exclusively on solid colour backgrounds using the HOOP Purple primary colour.

Teal background

This version of the logo is to be used exclusively on solid colour backgrounds using the HOOP Cyan primary colour.

Monochrome black

The monochrome black logo is to be used in black and white layouts or documents, on light backgrounds.

Monochrome white

The monochrome white logo is to be used in place of the full colour negative logo in case of a lack of visibility between the colour logo and the background. It is also to be used in black and white layouts or documents, on dark backgrounds.

When using a coloured background, it is preferred to choose colours from the brand colour palette.

1.3
Logo colour 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 to the contrast between the background colour and the purple and teal accents in the logo.
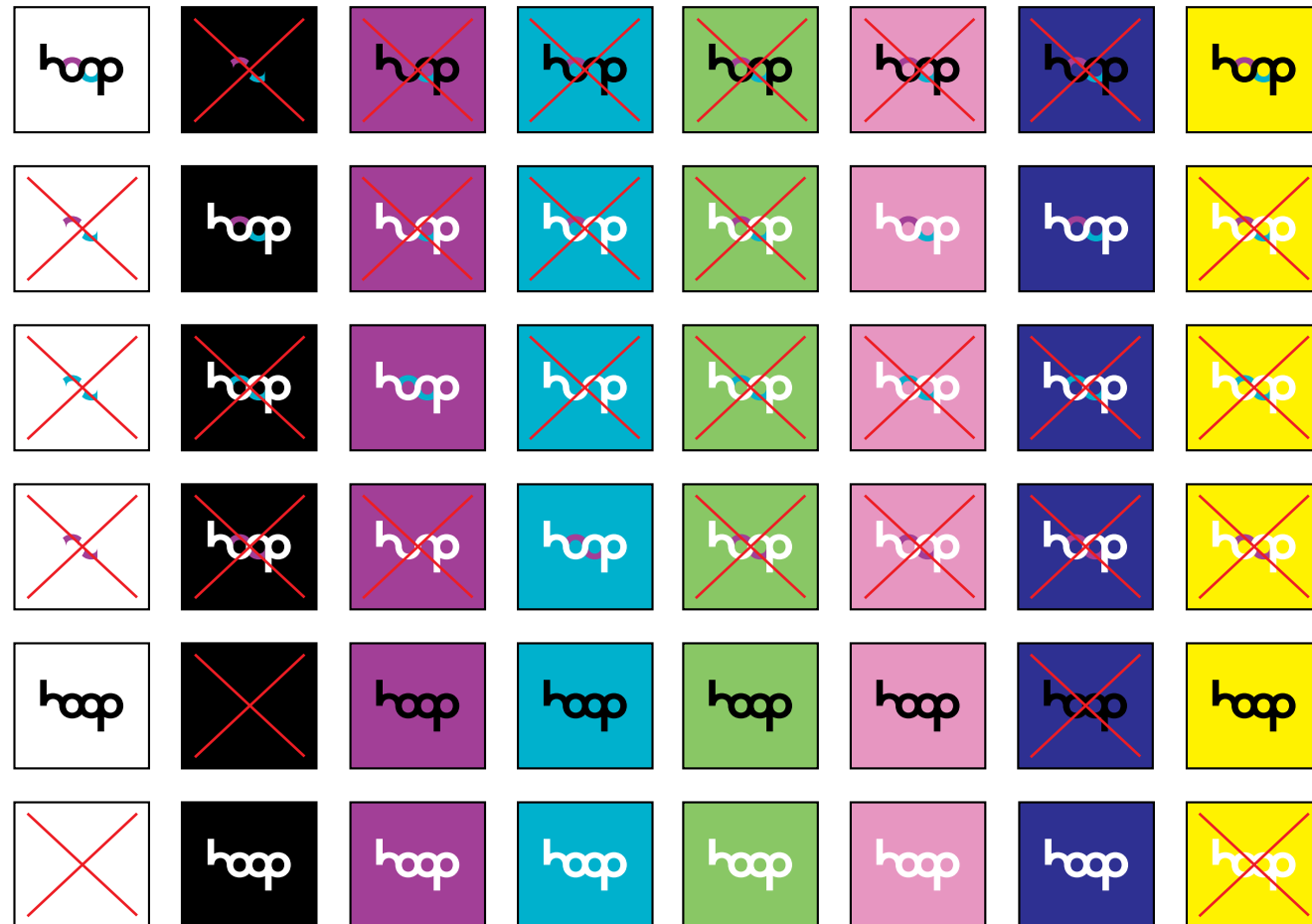
1.4

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 HOOP logo and must not be altered.
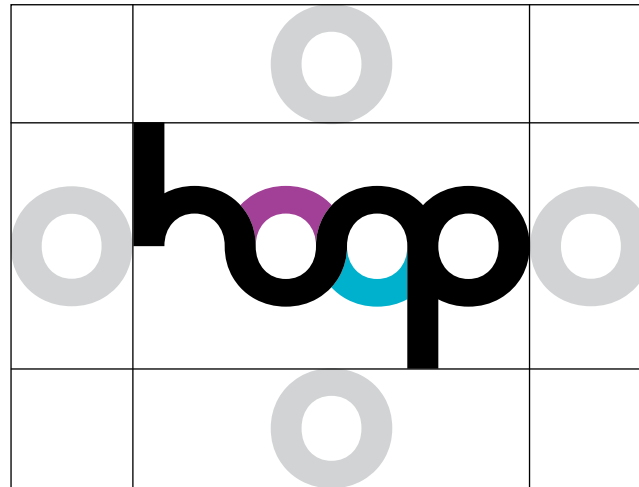
Minimum space
The minimum space around the logo should be equivalent at least to the space of the "o" letter - see illustration.
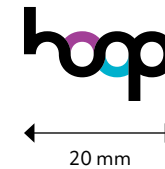
Minimum size
The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising it's visibility.
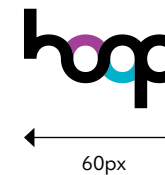
Minimum size - Printing
The minimum length of the logo for print applications is 20 mm.

20 mm

Minimum size - Digital media
The minimum lenght of the logo for screen use is 60 px.

60px

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 visual identity 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 to be avoided:

Always use approved artwork. Whenever possible, use the PDF (print) or SVG (web / MS documents) files as this will give you the best results.

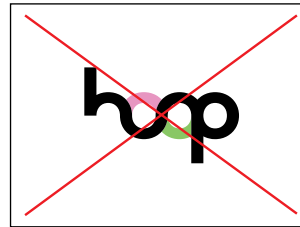Do not change the proportion, or the typeface of the logo.

Do not change the colour specifications.

PNG format images are designed for on-screen applications and should not be printed.
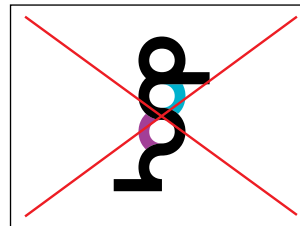
Do not distort the logo.

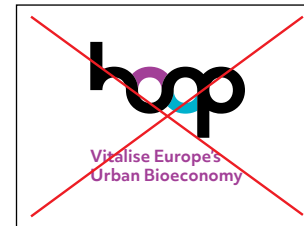Do not change any of the colours of the logo.

Do not change the typefaces used in the logo.

Do not add any kind of effects to the logo.

Do not change the angle of the logo.

Do not add to the logo.

2.1
The main colours

Colours are important to our visual identity and the consistency of their usage is essential. The main colours should be used as default colours, for example for texts, backgrounds, boxes. The secondary colours are to be used as accent colours, to highlight or differentiate content.
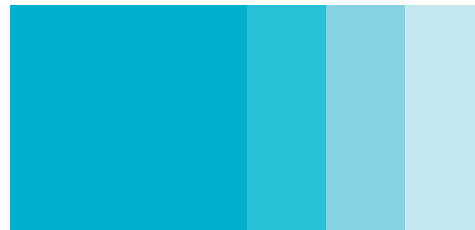
Teal

CMYK: **90 0 20 0**
RGB: **0 177 205**
HEX: **# 00B1CD**

Purple

CMYK: **40 90 0 0**
RGB: **162 63 151**
HEX: **# A13E97**

Backgrounds

To allow the content to stand out, we recommend staying away from detailed backgrounds.
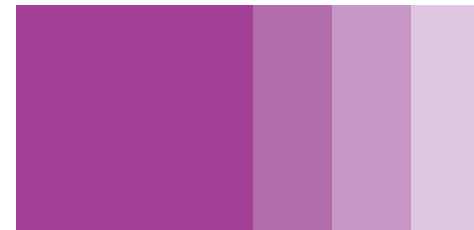
White or black backgrounds are clear canvases against which our lively colours, texts and imagery stand out. Especially light or dark colours will provide good contrast as well.

2.2
Secondary colours

Colours are important to our visual identity and the consistency of their usage is essential. The main colours should be used as default colours, for example for texts, backgrounds, boxes. The secondary colours are to be used as accent colours, to highlight or differentiate content.

Green

CMYK: **50 0 80 0**
RGB: **137 199 101**
HEX: **# 89C764**
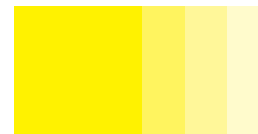
Pink

CMYK: **5 50 0 0**
RGB: **231 151 193**
HEX: **# E696C0**

Blue

CMYK: **100 100 0 0**
RGB: **46 49 146**
HEX: **# 2E3092**

Yellow

CMYK: **0 0 100 0**
RGB: **255 242 0**
HEX: **# FFF100**

3.1
Typography

Objektiv is the primary typeface for all HOOP communications.

❗ When the recommended typefaces are not available (in emails, or Microsoft Office documents), please use Arial instead.

About Objektiv

Objektiv takes a new look at the geometry. What at first glance, appears to have been drawn by a compass has in fact been adjusted to account for the way that we perceive the world. The proportions of the characters have not been dictated by geometry and mathematics alone, but by their harmony with one another, and by what our eyes judge to be right.

Objektiv MK3

(Thin) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Thin Italic) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Light) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Light Italic) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Regular) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Italic) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Medium) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Medium Italic)HOOP Project to Vitalise Europe's Urban Bioeconomy
(Bold) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Bold Italic) HOOP Project to Vitalise Europe's Urban Bioeconomy
(XBold) HOOP Project to Vitalise Europe's Urban Bioeconomy
(XBold Italic) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Black) HOOP Project to Vitalise Europe's Urban Bioeconomy
(Black Italic) HOOP Project to Vitalise Europe's Urban Bioeconomy

Use of typography Examples

The text styles on the right are merely examples meant to show the typefaces and project colours in an application. Other text styles are possible.

HOOP Project to Vitalise Europe's Urban Bioeconomy

23 Partners from 10 Countries and 8 Lighthouse Cities/Regions to Deploy Circular Bioeconomy Solutions for Making Bio-Based Products.

HOOP is about investing in local initiatives to extract valuable resources from urban biowaste and wastewater in order to make bio-based products. Advancing Europe's circular economy agenda, as a main pillar of the European Green Deal, HOOP will provide direct Project Development Assistance (PDA) to municipalities so they can build their administrative, technical, economic, financial and legal expertise. This project will help enhance the return on investments by reusing resources, creating jobs, and developing local bioeconomy capacity.

HOOP will help boost investments at municipal levels and help build the capacity of local actors.

Title A :
Objektiv MK3 Bold, standard line spacing.
Example: 20pt (24pt)

Title B :
Objektiv MK3 Bold, standard line spacing, purple colour.
Example: 12pt (15pt)

Body text :
Objektiv MK3 Regular, standard line spacing.
Example: 9,5pt (12pt)

Minimum font size for body text: 9pt

Pull-quote :
Objektiv MK3 light, large line spacing, purple colour.
Example: 18pt (24pt)

Contact

If you require assistance, additional support materials, or adjustments for a special situation, please contact the HOOP 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 HOOP Team.

Main Contact

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