



# INDESAL

## VISUAL IDENTITY GUIDELINES



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# INTRODUCTION

The INDESAL 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.

This visual identity guideline is 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 INDESAL team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact the Communication leads.

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# THE LOGO

## About the logo and its meaning

### Rationale

LIFE INDESAL aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

The logo aims to highlight these objectives with the integration of icons within the wordmark, each icon representing one of the objectives the project.



**Obtaining high quality freshwater**



**Generating renewable energy  
from brines**



**Recovering resources from brines**

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Visual Identity Guidelines

# THE LOGO

## Logo colour variations



### Blue

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.



### White

This version of the logo is only to be used on darker colored backgrounds and photographs.

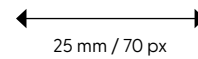
# THE LOGO

## Minimum size & safe area

### 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.

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The width of the logo should never be smaller than 25 mm in print or 70 px in digital media.

### 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 height of its letters.

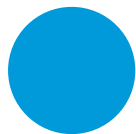


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Visual Identity Guidelines

# COLOURS

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



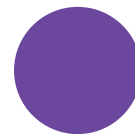
## BLUE

CMYK: 90, 20, 0, 0  
RGB: 0, 147, 214  
HEX: # 0093D6



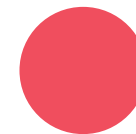
## COBALT

CMYK: 95, 75, 0, 0  
RGB: 36, 74, 154  
HEX: # 244A9A



## PURPLE

CMYK: 70, 85, 0, 0  
RGB: 109, 62, 145  
HEX: # 6D3E91



## AMARANTH

CMYK: 0, 85, 55, 0  
RGB: 233, 66, 86  
HEX: # E94256



## ORANGE

CMYK: 5, 70, 90, 0  
RGB: 228, 102, 39  
HEX: # E46627



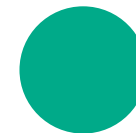
## YELLOW

CMYK: 0, 15, 85, 0  
RGB: 255, 214, 49  
HEX: # FFD631



## MINT

CMYK: 55, 0, 40, 0  
RGB: 124, 197, 173  
HEX: # 7CC5AD



## GREEN

CMYK: 80, 7, 60, 0  
RGB: 0, 162, 129  
HEX: # 00A281

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# MESSAGES

Tagline and golden paragraph to describe the project

## Tagline

Circular Integrated  
Desalination

## Golden paragraph

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.



# TYPOGRAPHY

The typeface used for INDESAL communications is **Greycliff CF**

## INDESAL

### Circular Integrated Desalination

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

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Greycliff CF Bold

Greycliff CF Demi Bold

Greycliff CF Medium  
**Minimum font size for body text: 9pt**

Greycliff CF Regular  
**Minimum font size for body text: 9pt**

## INDESAL

Visual Identity Guidelines

# TYPOGRAPHY

When the recommended typeface is not available, INDESAL communications are to use the font **Corbel**

## INDESAL

### Circular Integrated Desalination

LIFE INDESAL tackles the challenge of supplying safe freshwater from alternative resources, contributing to fight climate change and to the shift to the circular economy. The project aims to develop and demonstrate a novel integrated and circular seawater desalination system with a low carbon footprint that produces multi-purpose desalinated water, renewable energy and resources simultaneously.

Corbel Bold

Corbel Regular

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

# ADDITIONAL BRANDING

## Other logos and mentions to include in INDESAL communications

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



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## Visual elements to use in INDESAL design

The objective icons can be used as graphic elements in INDESAL designs and communications.



# CONTACT

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

## Contact person

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