# Margin Up!

## Visual Identity Guidelines

January 2023

# Introduction

The MarginUp! 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 MarginUp! team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact the Communication leads.

# Contents

# The logo

## About the logo and its meaning

### Rationale

The MarginUp! project centers around the development sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands.

The logo aims to reflect this goal via the use of natural and earthy tones. A large and brighter leaf shape is circling the "Up!" part of the wordmark and an upwards arrow is integrated into the exclamation mark, these elements are meant to highlight the increase of both biodiversity and profitability.

# The logo

## Logo colour variations

**Margin Up!** (Full colour logo)

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

**Margin Up!** (Negative logo on orange background)

**Negative**
For use on darker coloured backgrounds and photographs. Be careful that the green leaf needs to stand out against the background.

**Margin Up!** (Black logo on light background)

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

**Margin Up!** (White logo on black background)

**White**
For use on darker coloured backgrounds and photographs, if the other versions of the logo do not stand out enough against the background.

# 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.



30 mm / 85 px

The width of the logo should never be smaller than 30 mm in print or 85 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 above and below the logo is equal to the height of the letter "M", the minimum space on the sides of the logo is equal to double the height of the letter "M".

# Colours

The project has an extended colour palette to meet all communication needs
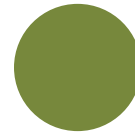
**Cocoa**
CMYK: 15 / 70 / 100 / 5
RGB: 202 / 102 / 39
HEX: #CA6627

**Rose**
CMYK: 0 / 60 / 30 / 0
RGB: 244 / 133 / 142
HEX: #F4858E

**Khaki**
CMYK: 60 / 35 / 100 / 5
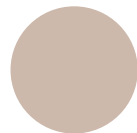RGB: 119 / 136 / 60
HEX: #77883C

**Pea**
CMYK: 35 / 15 / 100 / 0
RGB: 179 / 186 / 53
HEX: #B3BA35

**Rock**
CMYK: 55 / 65 / 70 / 50
RGB: 78 / 60 / 51
HEX: #4E3C33

**Dust**
CMYK: 20 / 25 / 30 / 0
RGB: 205 / 185 / 171
HEX: CDB9AB

**Neptune**
CMYK: 60 / 5 / 35 / 0
RGB: 99 / 187 / 177
HEX: #63BBB1

**Robin egg**
CMYK: 35 / 0 / 20 / 0
RGB: 164 / 218 / 210
HEX: #A4DAD2

# Messages

Tagline and golden paragraph to describe the project

## Tagline

Raising Bio-Based Industrial Feedstock in Marginal Lands

## Golden paragraph

**MarginUp!** is developing sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands. By introducing climate resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience, enhance biodiversity, and promote stakeholder participation.

# Typography

The typeface used for MarginUp! communications is **Ainslie Sans**

## MarginUp!

### Building resilient communities

MarginUp! is developing sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands. By introducing climate resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience, enhance biodiversity, and promote stakeholder participation.

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Ainslie Sans Norm Bold

Ainslie Sans Norm Demi

Ainslie Sans Norm Medium
**Minimum font size for body text: 9pt**

Ainslie Sans Norm Regular
**Minimum font size for body text: 9pt**

# Typography

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

## MarginUp!

### Building resilient communities

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Calibri Bold

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

# Additional branding

Other logos and mentions to include in MarginUp! communications

As a Horizon Europe funded project, MarginUp! communication activities and products must also include the following disclaimer:

**Funded by the European Union**

The MarginUp! Project is funded by 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 the granting authority. Neither the European Union nor the granting authority can be held responsible for them.

# Contact

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

**Contact person**

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