# Regions 4Climate

# Visual Identity Guidelines

January 2023

# Introduction

The Regions4Climate 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 Regions4Climate 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 Regions4Climate project aims to collaboratively develop and demonstrate a socially-just transition to climate resilience.

Using a visual of interconneted nodes, the logo aims to highlight the collaboration between European regions.

# The logo

## Logo colour variations

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

### White and green
For use on darker coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.

### Blue and white
For use on lighter coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.

### Black
This version of the logo is to be used on black and white layouts or documents, on light backgrounds.
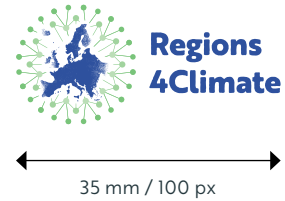
### White
For use on darker coloured backgrounds and photographs, if the other versions of the logo do not stand out enough against the background.

# 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.



35 mm / 100 px

The width of the logo should never be smaller than 35 mm in print or 100 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 the wordmark.
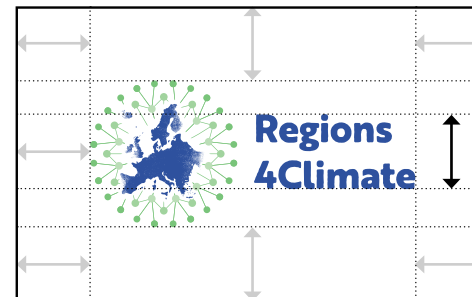
# Colours

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

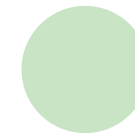**Blue**
CMYK: 90 / 75 / 0 / 5
RGB: 47 / 81 / 158
HEX: #2F519E

**Light Blue**
CMYK: 40 / 30 / 0 / 0
RGB: 152 / 165 / 212
HEX: #98A5D4

**Green**
CMYK: 55 / 0 / 70 / 0
RGB: 121 / 196 /122
HEX: #79C47A

**Light Green**
CMYK: 22 / 0 / 28 / 0
RGB: 200 / 228 / 197
HEX: # C8E4C5

**Red**
CMYK: 15 / 75 / 45 / 0
RGB: 211 / 99 / 113
HEX: #D36371

**Yellow**
CMYK: 0 / 13 / 57 / 0
RGB: 255 / 220 / 132
HEX: #FFDC84

**Charcoal**
CMYK: 80 / 60 / 65 / 50
RGB: 41 / 60 / 58
HEX: #293C3A

# Messages

Tagline and golden paragraph to describe the project

## Tagline

# Building resilient communities

## Golden paragraph

The **Regions4Climate** project aims to collaboratively develop and demonstrate a socially-just transition to climate resilience. Based on cross-sectoral roadmaps developed together with regional stakeholders, the project will create and implement innovations combining sociocultural, technological, digital, business, governance, and environmental solutions to reduce the vulnerability of European regions to the impacts of climate change.

# Typography

The typeface used for Regions4Climate communications are **Brother 1816** and **Brother 1816 Printed**

## Regions4Climate

Brother 1816 Printed ExtraBold

### Building resilient communities

Brother 1816 Printed Medium

**The Regions4Climate project aims to collaboratively develop and demonstrate a socially-just transition to climate resilience. Based on cross-sectoral roadmaps developed together with regional stakeholders, the project will create and implement innovations combining sociocultural, technological, digital, business, governance, and environmental solutions to reduce the vulnerability of European regions to the impacts of climate change.**

Brother 1816 Medium
**Minimum font size for body text: 9pt**

Climate resilience is the reduction of vulnerability to extreme climate events such as floods and droughts. Resilience strategies allow us to adapt to changing weather patterns and their risks, as well as to protect our communities.

Brother 1816 Book
**Minimum font size for body text: 9pt**

# Typography

When the recommended typeface is not available, Regions4Climate communications are to use the system font **Arial**

# Regions4Climate

## Building resilient communities

The Regions4Climate project aims to collaboratively develop and demonstrate a socially-just transition to climate resilience. Based on cross-sectoral roadmaps developed together with regional stakeholders, the project will create and implement innovations combining sociocultural, technological, digital, business, governance, and environmental solutions to reduce the vulnerability of European regions to the impacts of climate change.

Climate resilience is the reduction of vulnerability to extreme climate events such as floods and droughts. Resilience strategies allow us to adapt to changing weather patterns and their risks, as well as to protect our communities.

Arial Bold

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

# Additional branding

## Other logos and mentions to include in Regions4Climate communications

As a Horizon Europe funded project, Regions4Climate communication activities and products must also include the following disclaimer:

**Funded by
the European Union**

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 CINEA. Neither the European Union nor CINEA can be held responsible for them.

# Contact

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

**Contact person**

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