



VISUAL IDENTITY GUIDELINES

March 2023



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INTRODUCTION

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

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THE LOGO

About the logo and its meaning

RATIONALE

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

The RE-SKIN logo aims to represent the project with an icon combining visuals elements reflecting housing, energy efficiency and recycled materials.



RE-SKIN

Visual Identity Guidelines

THE LOGO

Logo colour variations



MAIN LOGO

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



GREEN

This version of the logo can be used on light colored 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 white or light backgrounds.



WHITE

This version of the logo can be used on darker colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.

THE LOGO

Stacked logo and standalone icon

STACKED LOGO

This version of the logo is to be preferred when the space in which the logo is to be placed is more vertical than horizontal. Using this version of the logo will allow to better occupy the available space.



STANDALONE ICON

The icon can be used separately from the rest of the logo in some exceptional cases, like for profile picture on social media.

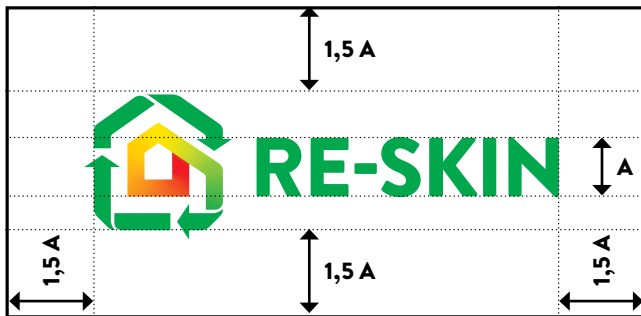


THE LOGO

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 equal to 1,5 times the height of the wordmark.



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.

MAIN LOGO

The width of the logo should never be smaller than 30 mm or 85 px.



STACKED LOGO

The width of the logo should never be smaller than 20 mm or 55 px.



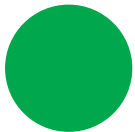
RE-SKIN

Visual Identity Guidelines

COLOURS

The project colour palette is based on the energy efficiency ratings, which are associated with colours ranging from green to red. RE-SKIN communications should mainly rely on the green hues A, B and C, since they are associated with higher energy efficiency rating. The E, F and especially the G colours are to be used only in small quantities, for example for "call to action" elements or highlights.

PRIMARY COLOURS



A
CMYK: 85, 5, 100, 0
RGB: 0, 167, 76
HEX: # 00A74C

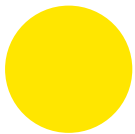


B
CMYK: 70, 0, 100, 0
RGB: 80, 184, 72
HEX: # 50B848



C
CMYK: 30, 0, 100, 0
RGB: 191, 215, 48
HEX: # BFD730

SECONDARY COLOURS



D
CMYK: 0, 5, 100, 0
RGB: 255, 230, 0
HEX: # FFE600



E
CMYK: 0, 30, 100, 0
RGB: 253, 185, 19
HEX: # FDB913



F
CMYK: 0, 70, 100, 0
RGB: 243, 112, 33
HEX: # F37021



G
CMYK: 0, 100, 100, 0
RGB: 237, 28, 36
HEX: # ED1C24

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Visual Identity Guidelines

MESSAGES

Messages to describe the project

SHORT FORMAT

The RE-SKIN project is developing an advanced, integrated and multifunctional retrofit system targeting the renovation of the European building stock by combining energy efficiency, smart readiness, sustainability and circular economy.

LONG FORMAT

The RE-SKIN (Renewable and Environmental-Sustainable Kit for building Integration) project aims to develop a multifunctional package capable of transforming an existing, energy-intensive building into a modern, efficient and, above all, extremely sustainable structure. Thanks to the integrated use of ICT technologies, renewable energy, sustainable materials, and new-generation installations, RE-SKIN offers a holistic and systemic solution for energy retrofit and smart upgrade of residential, commercial and public buildings. The special configuration of the system and its flexibility make it suitable for application all over Europe

TYPOGRAPHY

The typeface used for RE-SKIN communications is **Brandon Grotesque**

RE-SKIN

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Brandon Grotesque Black

Brandon Grotesque Bold

Brandon Grotesque Regular
Minimum font size for body text: 9pt

Brandon Grotesque Regular
Minimum font size for body text: 9pt

RE-SKIN

Visual Identity Guidelines

TYPOGRAPHY

When the recommended typeface is not available, RE-SKIN communications are to use the font **Calibri**

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Calibri Bold

Calibri Regular
Minimum font size for body text: 9pt

RE-SKIN

Visual Identity Guidelines

ADDITIONAL BRANDING

Other logos and mentions to include in RE-SKIN communications

As a Horizon Europe funded project, RE-SKIN 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:

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