RESIST

Visual Identity Guidelines

Regions for climate change resilience through Innovation, Science and Technology

Table of contents

Introduction

The RESIST visual idea
developing a new brand to
better reflect the essence
of who we are and where we are
going.

In this document you will find
the information and resources to
guide partners and individuals
to communicate the RESIST
tone with unique and usefull
consistent voice.

This document will continue to
evolve. We will let you know
when there is a new version.

If you have any questions about
this guide, need templates or
assets, please send us a note to:

Communication leader
Patricia Carbonell, REVOLVE
patricia@revolve.media

Logo

Main versions

We should always prioritise the use of the Main Logo version. The correct use of derivative versions is normally limited by the dimensions of the formats in their digital or printed VERSIONS.

Main Logo

RESIST

Main logo + tagline

RESIST
Regions for climate change resilience through Innovation, Science and Technology

Wordmark

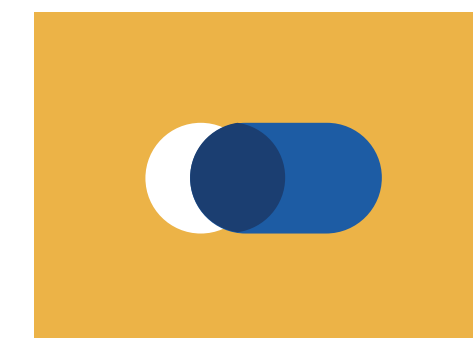**RESIST**

Icon

Vertical version

RESIST

The use of this version will be restricted to digital supports in which the horizontal version does not have a good visualization

Logo

Colour versions

The RESIST logo -apart from its main version- can be used in two colour versions: over a yellow or blue background.
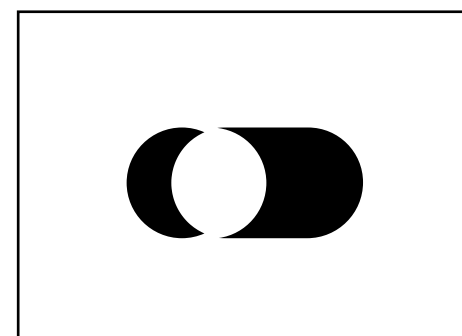These versions are secondary and cannot be altered.

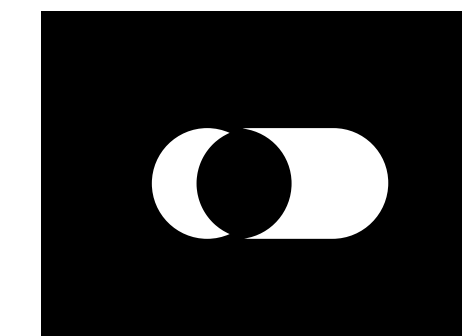# Logo

Positive and Negative versions

Black: 000000
White: ffffff

Positive version

Negative version

Logo

Clear space and Minimun sizes

Clear space

Minimun size

Print

1 cm

1¹ᐟ⁵ cm

RESIST
Regions for climate change resilience
through Innovation, Science and Technology

Digital

20px

10px

RESIST

*If the digital device or the commu-
nication material forces us to use a
space smaller than 20px, we will use
the icon instead.

EU emblem & disclaimer

All EU funded projects' communication must display the respective disclaimer. This disclaimer can be found in a folder next to the project logos and other visual identity elements.

NOTE: In addition to the EU disclaimer, all the external project documents should include the following statement:

The opinions expressed in this document reflect only the author's view and in no way reflect the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.

Main version

Co-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.

Minimun height

3 cm

Co-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.
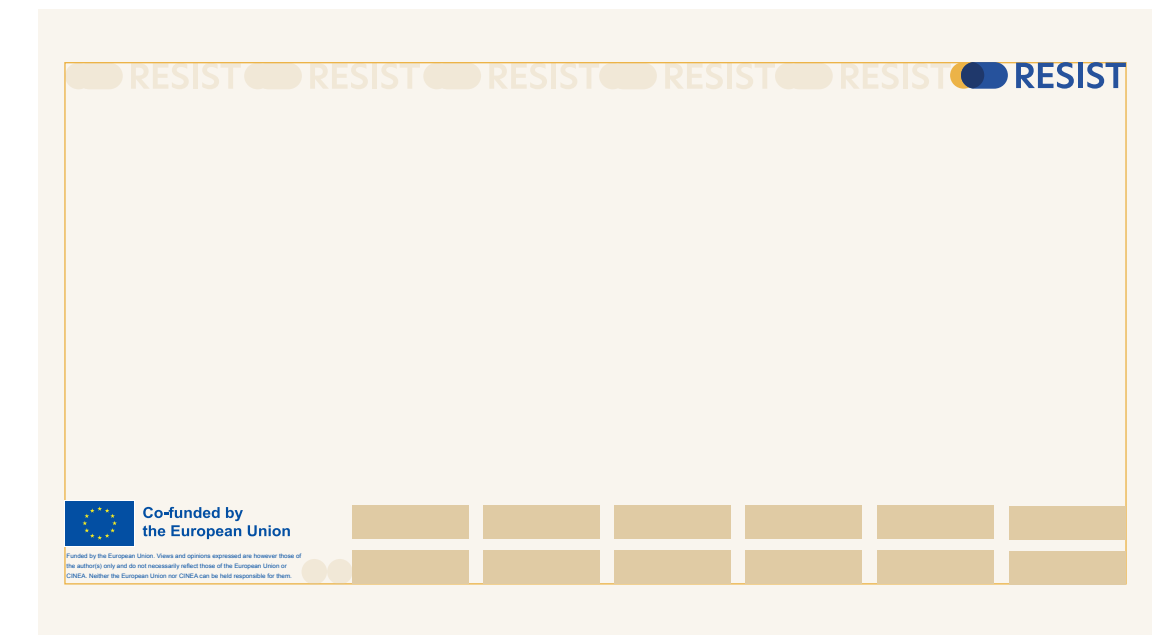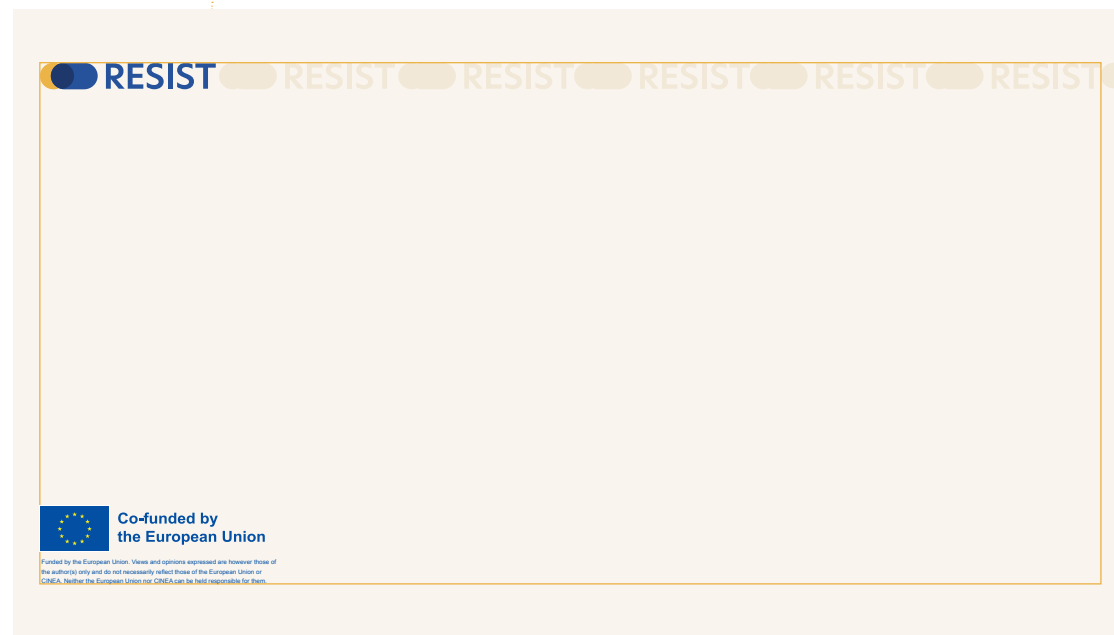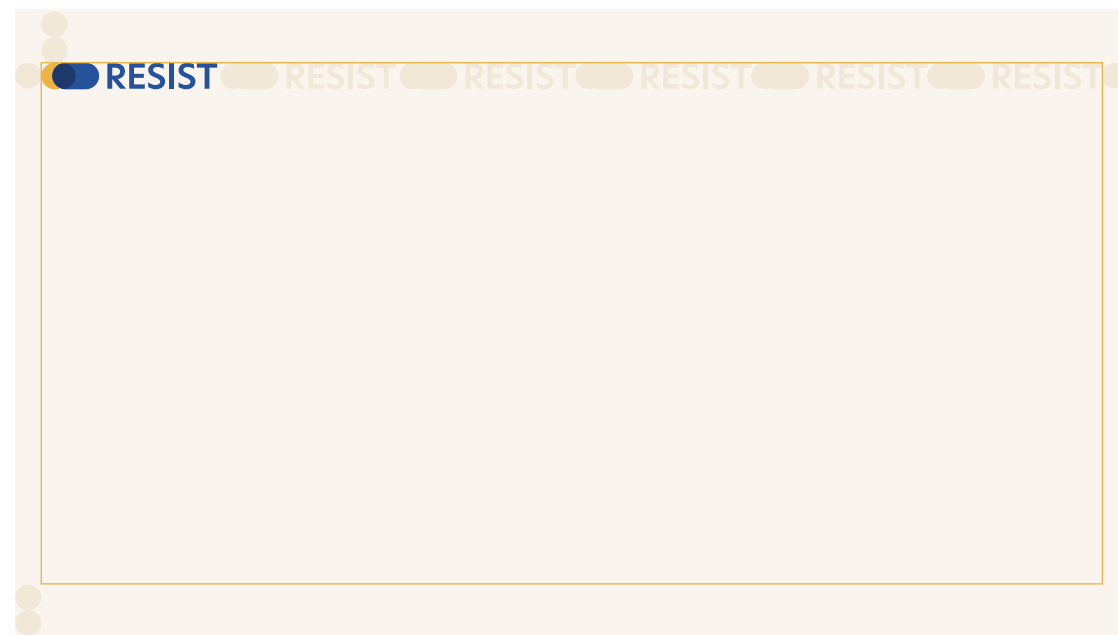
Other versions

Main version black text

Main version negative

Monochrome version

Monochrome versions outlined

Logo

Project logo

Projet logo + EU emblem with disclaimer

Projet logo + EU emblem with disclaimer + Partners

Relationship of logo to EU emblen & disclaimer and partners logo
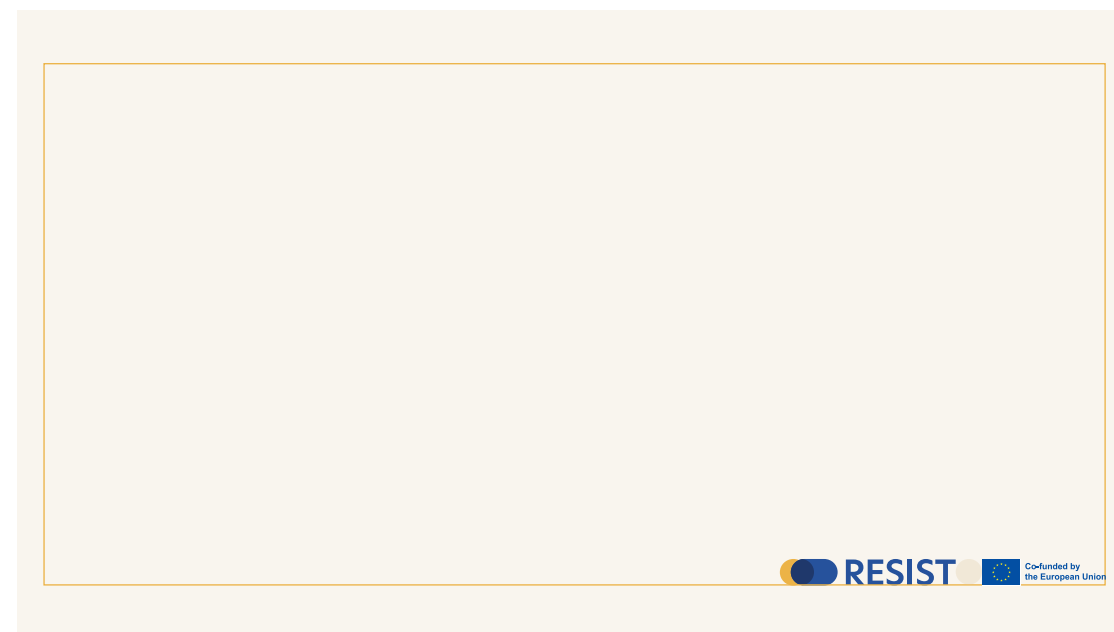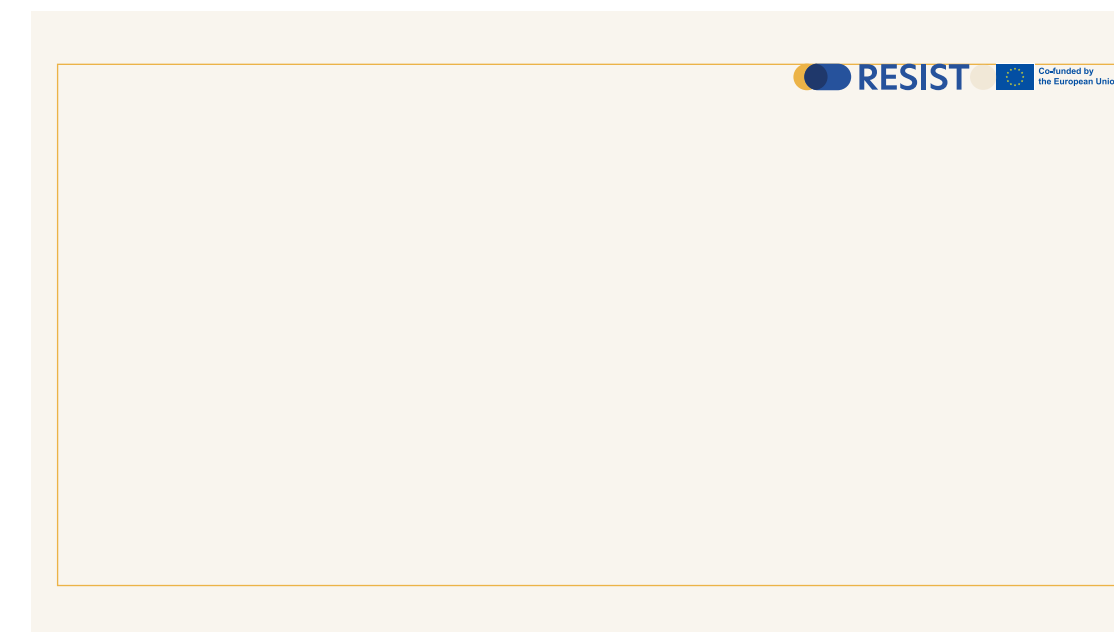
Projet logo + EU emblem

The emblem and disclaimer can be located in three positions
the two bottom corners, and at the top right corner, always to the right of the RESIST logoa nd using the width of the circle as a spacing reference.

Bottom right corner

Upper right corner

Partner logos should be positioned to the bottom of the page/screen.

Colours

Primary colours
RESIST Blue 1 is the
main colour of the RESIST identity so
it has the strongest presence on our
brand.

RESIST Blue 2 balances the other
colours and gives space to the
elements.

RESIST Yellow complements the Blue
colours, creating balance and making
the palette more distinctive and
warmth.

Secondary colours
These colours provide flexibility when
you need to present a large variety
of elements. They should be used
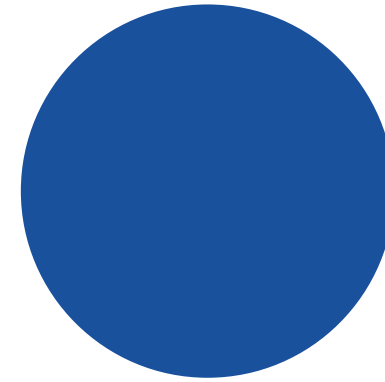to accent the primary palette, never
dominate the piece.

Deep Blue(*) is assigned to the usage
of text.
Light Ivory (**) contrasts the cool
corporate colours and its Its use is
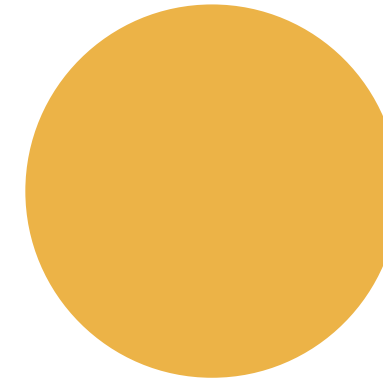specific for backgrounds.

Primary
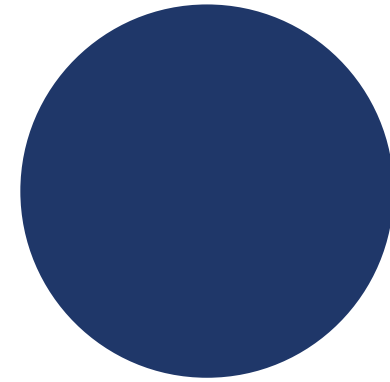
Blue 1
CMYK: 100, 87, 31, 19
RGB: 31, 55, 105
#1F3769

Blue 2
CMYK: 97, 77, 5, 0
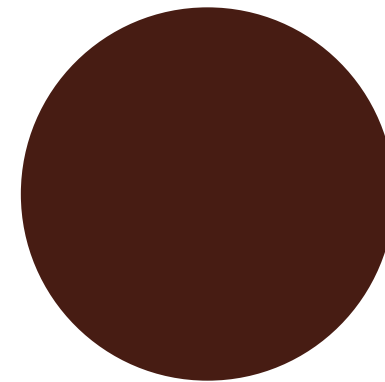RGB: 25, 81, 157
#19519D

Yellow
CMYK: 7 31, 84, 0
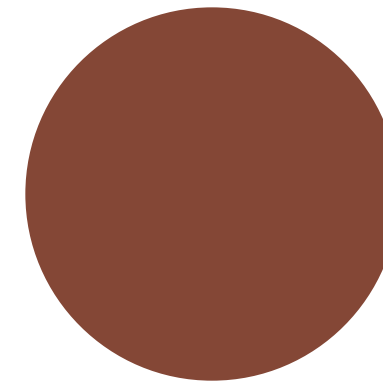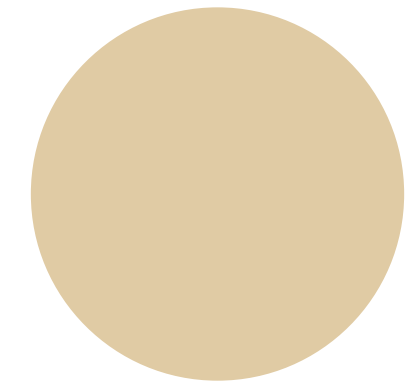RGB: 236, 179, 71
#ECB347

Secondary
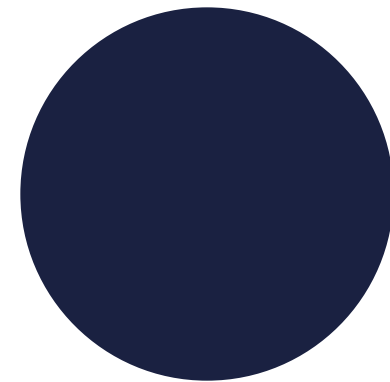
Deep Blue*
CMYK: 95, 88, 44, 49
RGB: 26, 33, 65
#1A2141

Dark Brown
CMYK: 44, 80, 80, 67
RGB: 71, 28, 19
#471C13

Light Brown
CMYK: 33, 73, 78, 30
RGB: 132, 71, 54
#844736

Ivory
CMYK: 12, 17, 38, 0
RGB: 224, 203, 164
#844736

Light Ivory**

CMYK: 1, 2, 5, 0
RGB: 249, 245, 238
#F4EFE6

Typography

Primary typeface
Our primary typeface is **Hero New**. The New Hero family has an incredibly clean and pure aesthetic, and is characterised by a slightly narrow m and clean vertical terminals to the C, c, S and s.
Multiple weights help establish aclear hierarchy and draw the reader'sattention to important content.

Secondary typeface
Timeless **Arial** serves us mainly in digital communication materials, and Office documents.

Hero New

Aa
Light
Regular
Medium
Semibold
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

Arial

Aa
Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

Pattern

The dotted pattern background works as a core graphical element in RESIST communication materials.

The dots stand for the exchange of ideas and the great achievements and results when people work together.

The colors and the grid placement can change to accomodate various dimensions, formats and media.
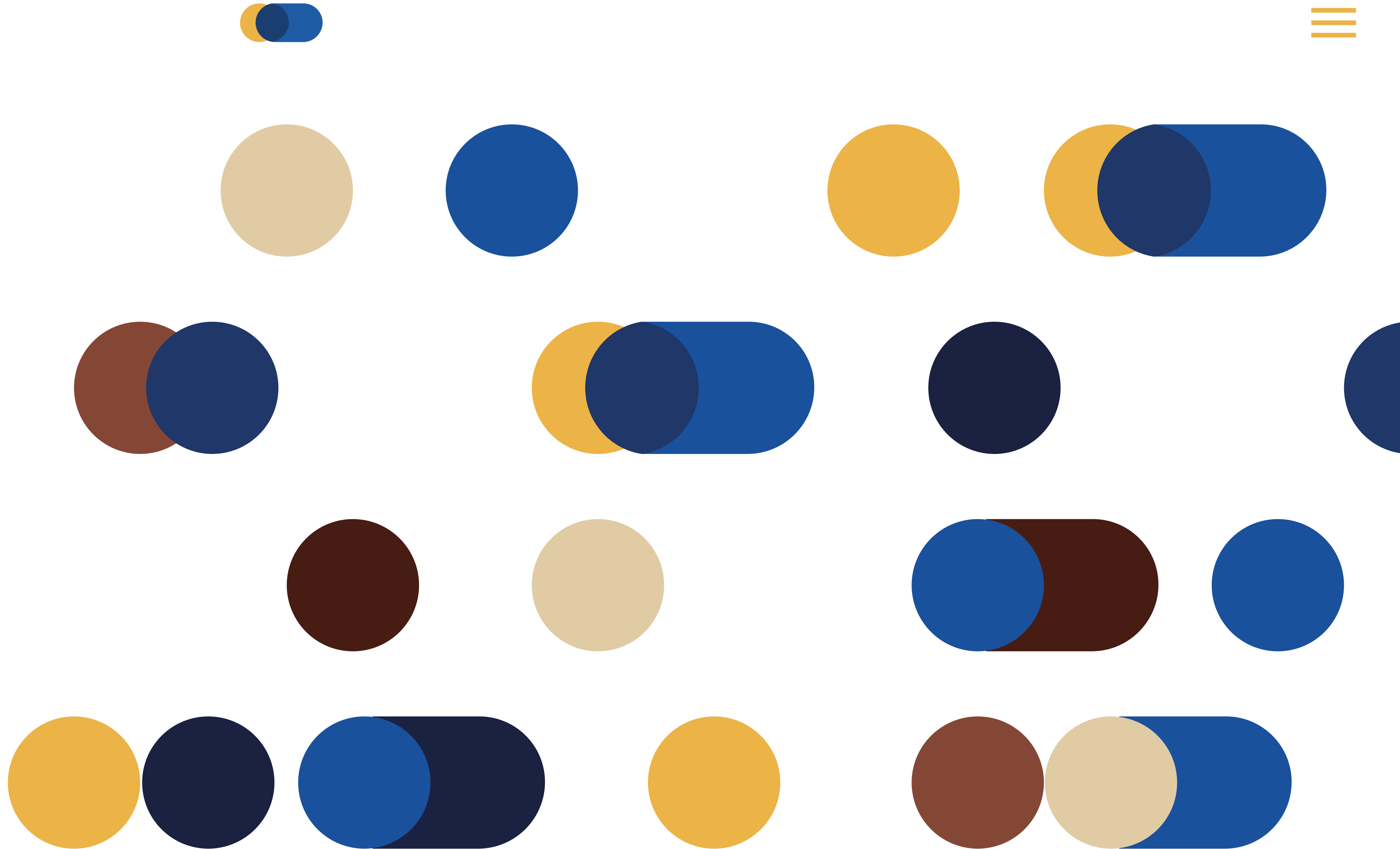
Photography

Vulnerable regions
Resilient nature recovered
Climate change
People interaction with climate change
Human Impact
Focus on European regions

Photography

Photography
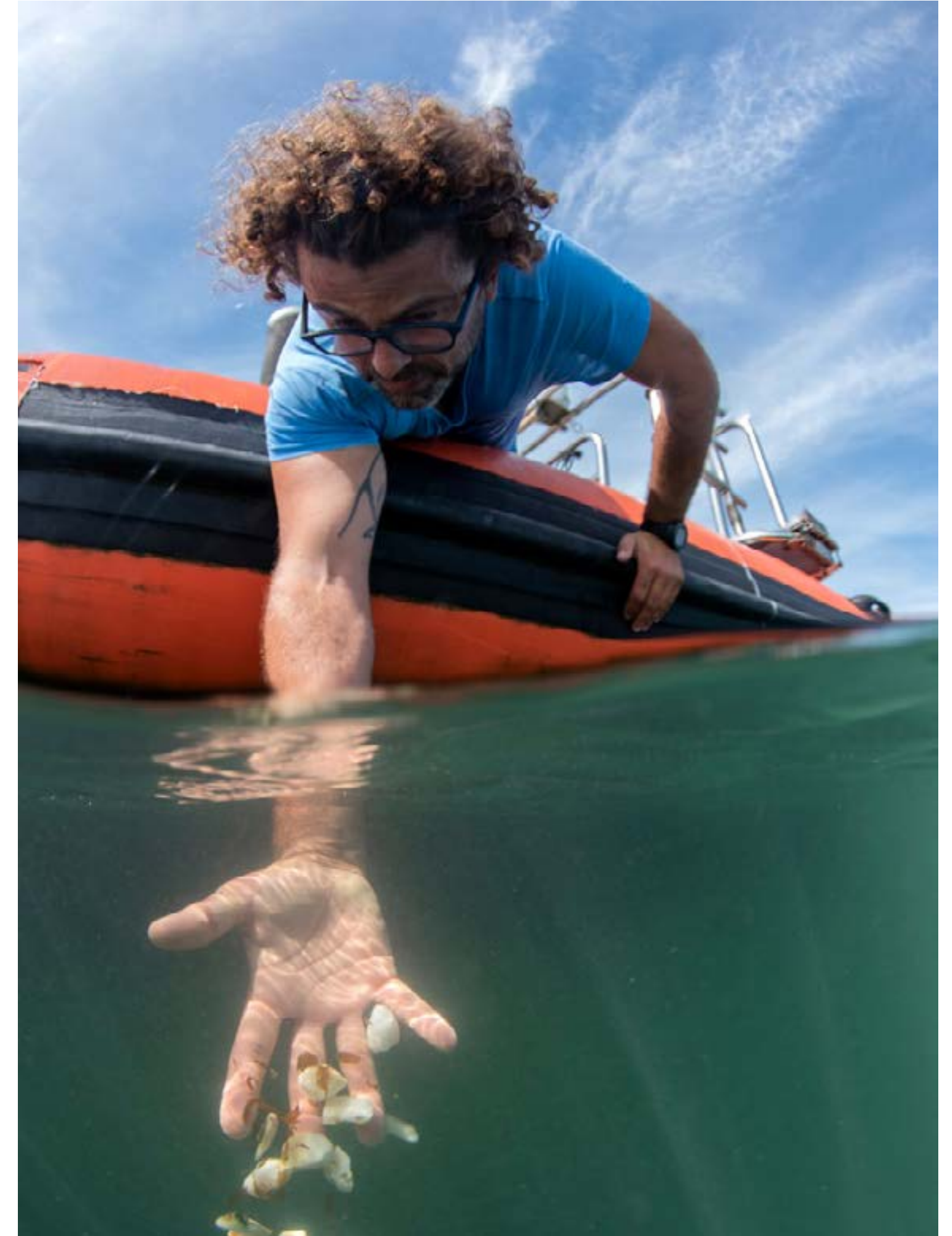
Icons

Our vector assets are designed with precision. They are pixel-perfect and unique, designed for optimal reading and recognition.

Icon design:
. Bold
. Round edges
. Always scaled proportionaly using the grid as reference.
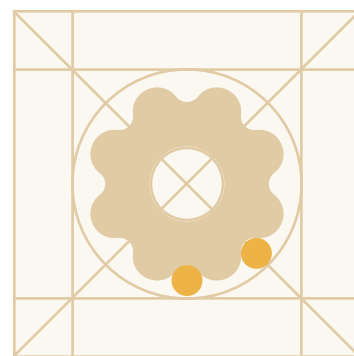
Infographics
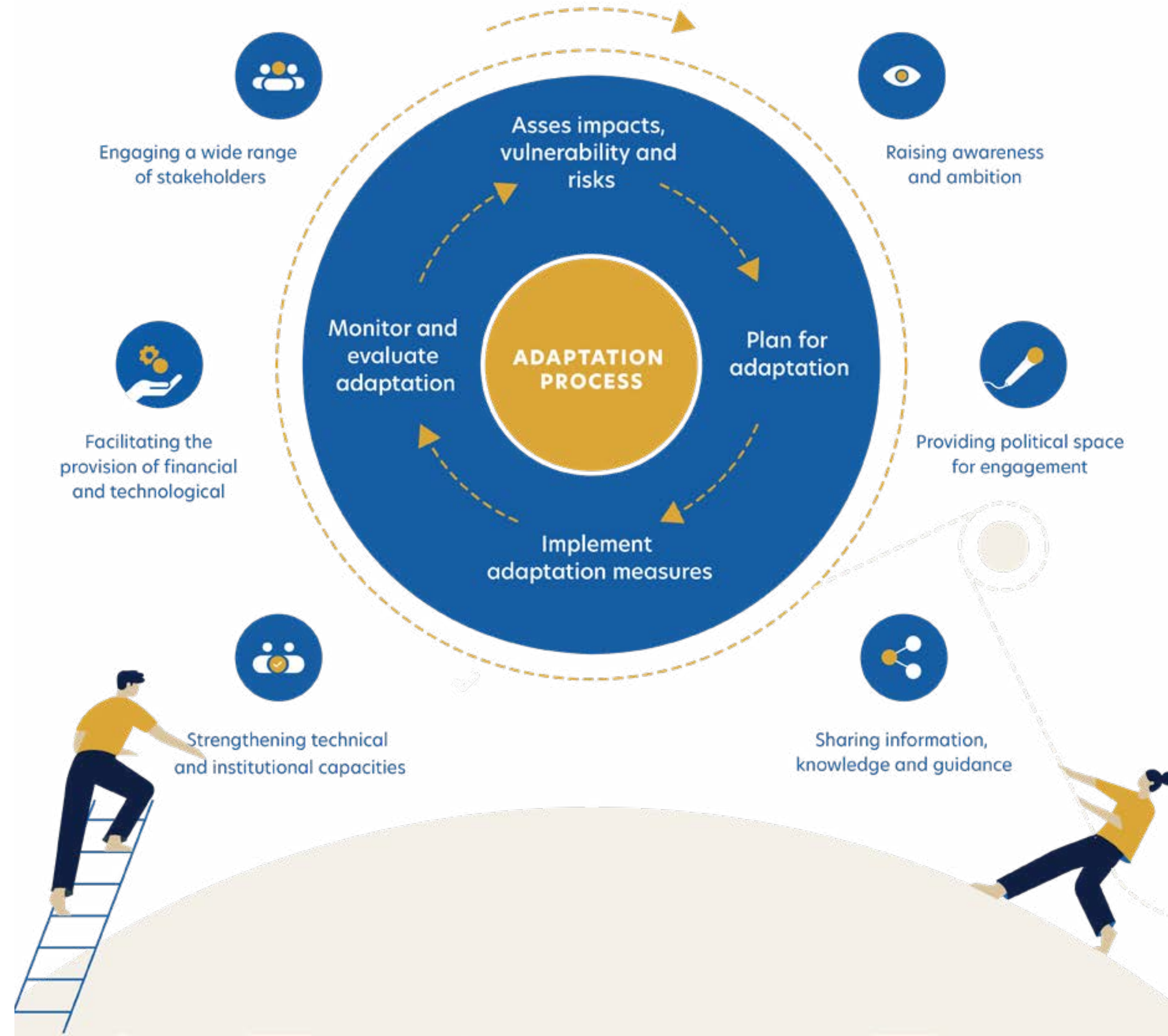
Diagrams

When creating diagrams always:

. Try to use light backgrounds for
more detailed diagrams.
. Use thin lines
. Use dotted lines
. Use triangle-edged arrows
. Use icons when necessary

Project Approach Diagram

Quintuple Helix Diagram

Tables

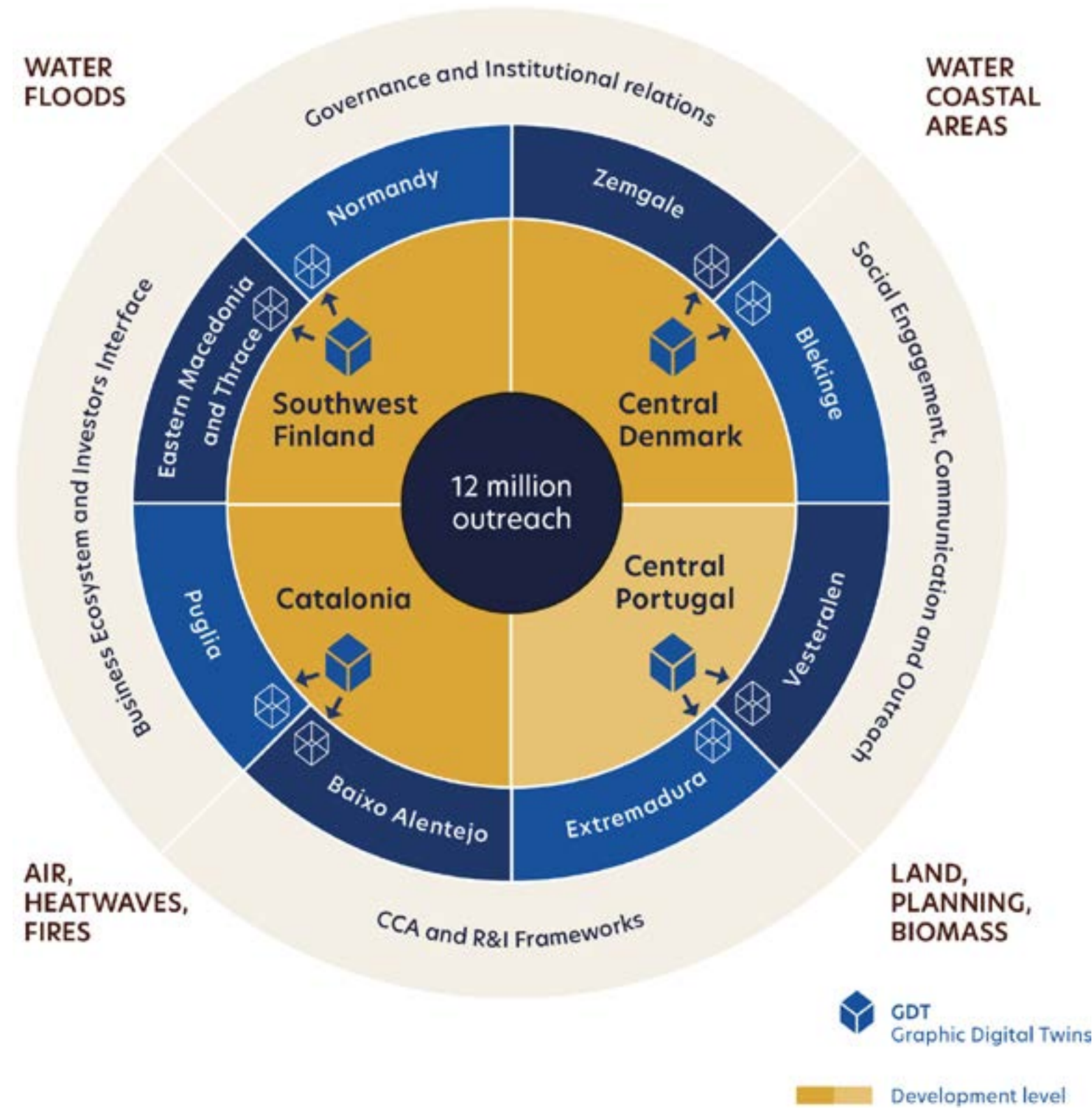Tables allow the reader to find the logically organized information allowing to locate specific data in different series.

To create a table for RESIST you must:
- use titles as short as possible
- organize data logically
- highlight totals or important data
- minimize visual elements
- you must not use shadows, borders or any type of effect.

Charts and tables should be designed to communicate in a visual style that is simple and clean, minimizing the number of colors used to best convey an idea. Colors used should always draw from the brand palette. Numerals should be set in Neusa Condensed Light.

Title of the table	
Description 1	
Description 2	
Description 3	
Description 4	
Description 5*	

Et harum quidem rerum facilis est et expedita distinctio.

Title of the table	
Description 1	200
Description 2	400
Description 3	600
Description 4*	800
Description 5**	1.000

Et harum quidem rerum facilis est et expedita distinctio.
*** Nam libero tempore, cum soluta nobis est eligendi optio.*

Title of the table	2023	2024	2024
Description 1	200	200	200
Description 2	400	400	400
Description 3	600	600	600
Description 4*	800	800	800
Description 5**	1.000	1.000	1.000

Et harum quidem rerum facilis est et expedita distinctio.
*** Nam libero tempore, cum soluta nobis est eligendi optio.*

4:3 format
A4

	Title of the table	
A		
B	Description 1	200
	Description 2	400
	Description 3	600
C	Description 4*	800
	Description 5**	1.000

D

Et harum quidem rerum facilis est et expedita distinctio.
*** Nam libero tempore, cum soluta nobis est eligendi optio.*

E

As we see in the example, tables do not have a size single horizontal. There are three measures horizontals that fit the grid of the comunication support.

A.Title
Hero New SemiBold 10 pt

B. Text
Hero New Regular 10 pt

C. Line
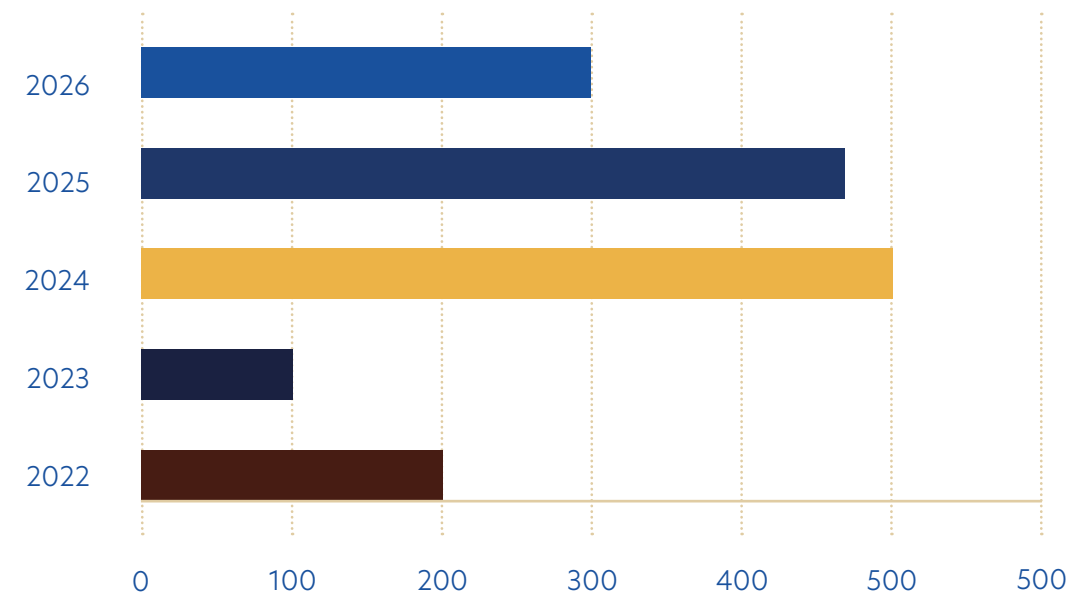Grosor 0.75 pt

D. Numbers and figures
Left alignment

E. Caption / Footnote / Additional information / Note
Hero New Light Italic 7 pt

When creating tables we must use Hero New typeface.
In cases where it is not possible to use the corporate typeface: Hero New we must use the secondary typeface: Arial
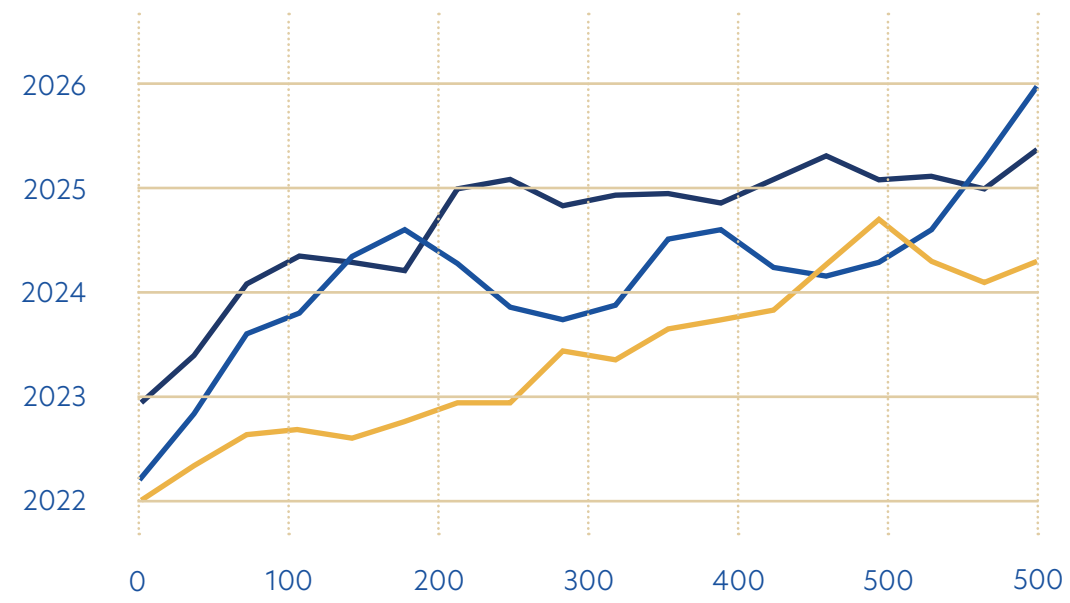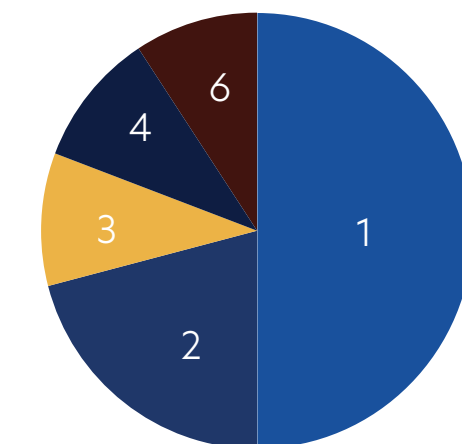
Charts

Bar charts

2026
2025
2024
2023
2022

0 100 200 300 400 500

60
50
40
30
20
10
0

JAN FEB MAR APR MAY JUN JUL AUG

Line graph

2026
2025
2024
2023
2022

0 100 200 300 400 500

Spiral chart

insights

387
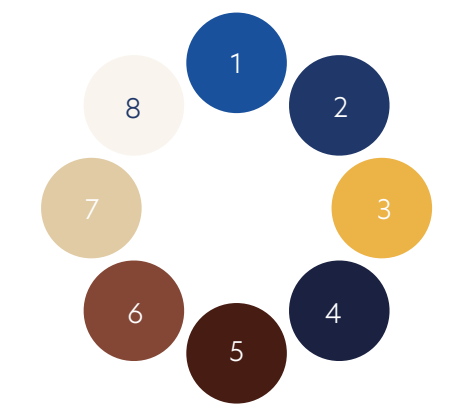ITEM 1

432
ITEM 2

164
ITEM 3

Data compare

2023

2022

SERIES 1
SERIES 2
SERIES 3
SERIES 4
SERIES 5

1
2
3
4
6

ITEM 1
ITEM 2
ITEM 3
ITEM 4

Always keep in mind the colour sequence as it is show on the examples.
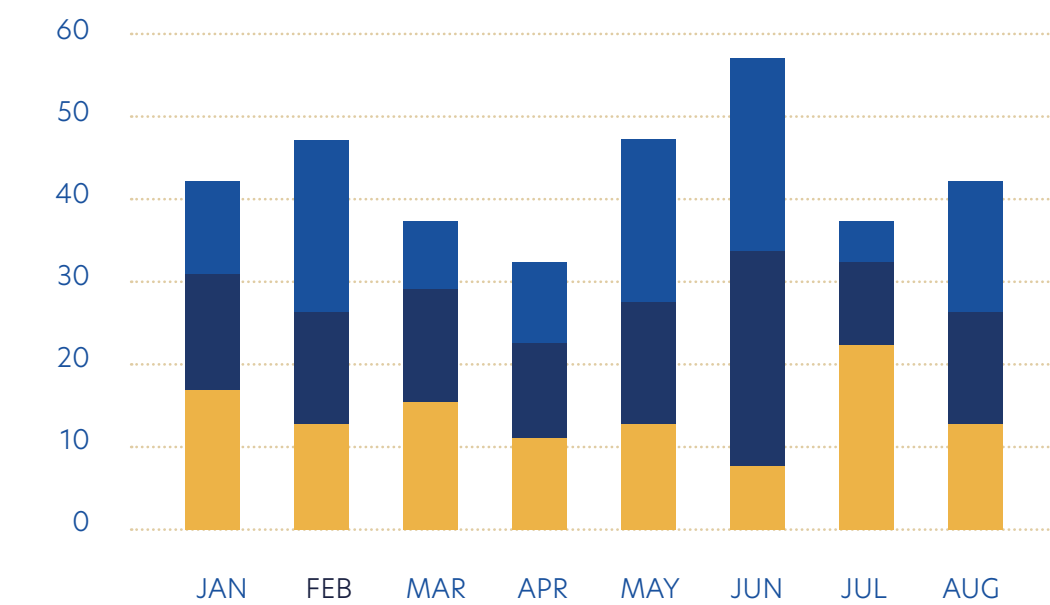
1
2
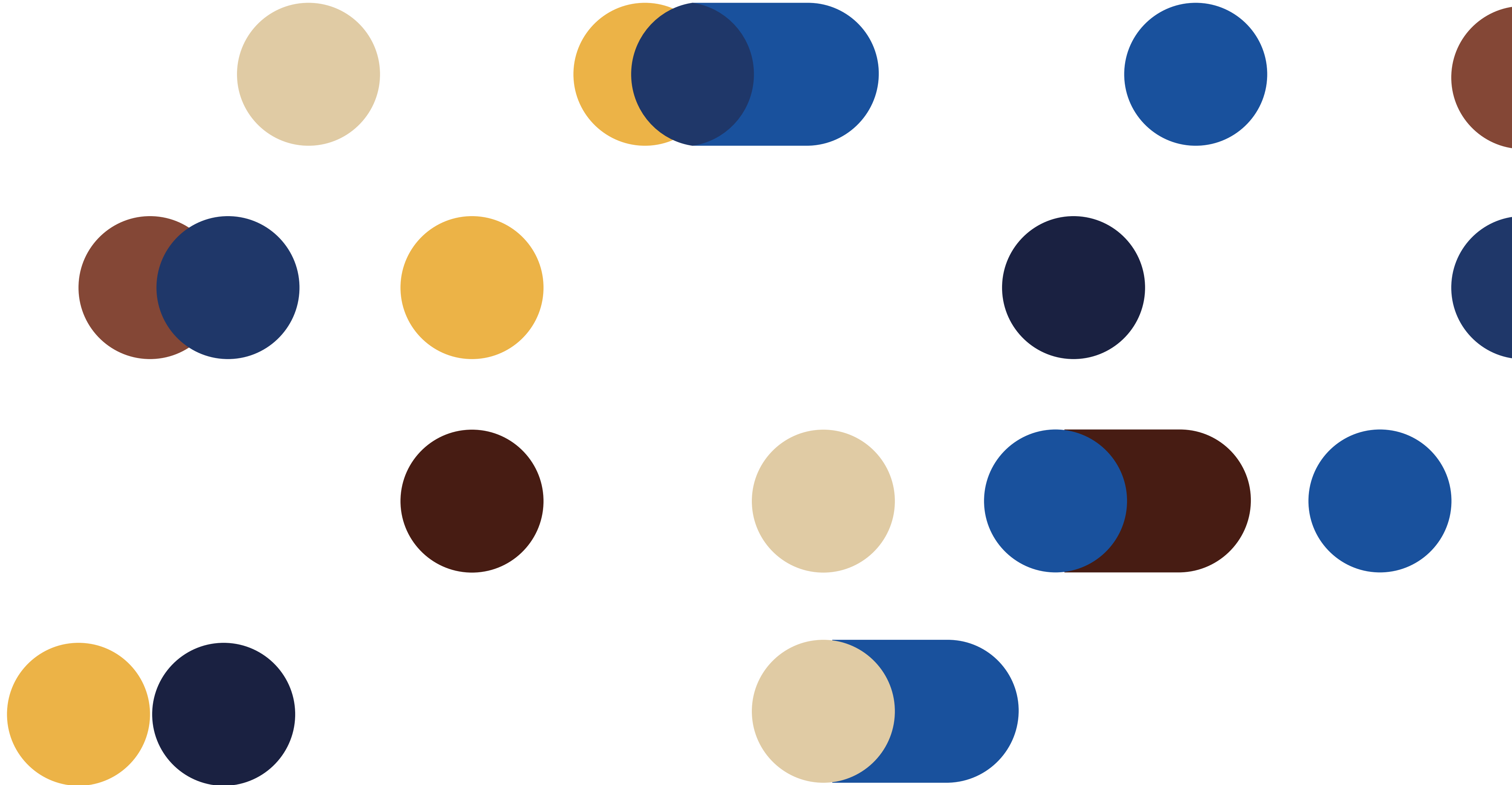3
4
5
6
7
8

1
2
3
4
5
6
7
8

Support & contact

If you have any question about the use of RESIST's visual identity elements, feel free to contact us:

Communication leader

Patricia Carbonell, REVOLVE

patricia@revolve.media

RESIST

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resist-project

@RESISTProject

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