



Visual Guidelines

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Introduction

The AT LAST 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 AT LAST team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the AT LAST team.

AT LAST

Messaging



AT LAST is:

**Accessible. Colourful. Social.
Reliable. Optimistic. Natural.
Community. Clean energy.
Versatile. Local. Sustainable.
Friendly. Creative. Fresh.
Simple. Recognizable. Iconic.**

Principles and criteria

Simplicity

Simple enough to understand the project

Flexibility

Flexible enough to fit in brand needs

Memorable

Recognizable at first look

Timelessness

It will stay fresh now or in about 30 years

Readability

Works fine in any context, responsive enough to be scalable in different sizes without losing quality



Visual Identity

Main logo

Main logo

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



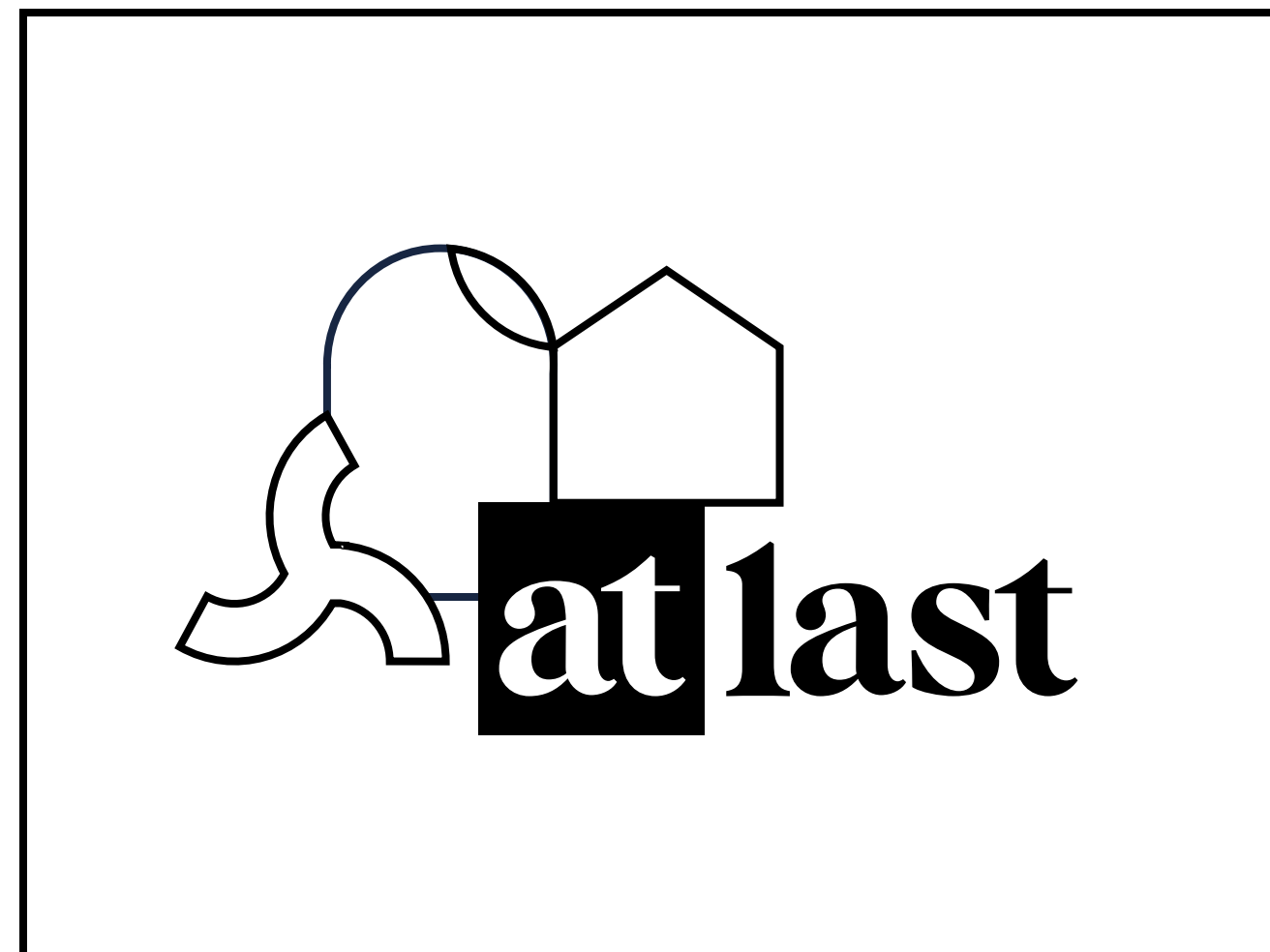
**Colour variations,
wordmark and icon version**



Positive & Negative Logo

Black

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



Negative white

This version of the logo is only to be used on darker colored backgrounds and photographs, when the color negative does not stand out enough against the background.



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 the half of the width of the symbol.

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.



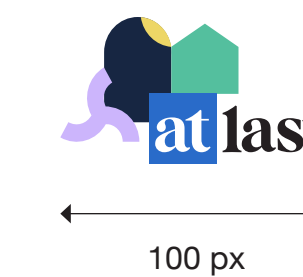
Printing

The width of the logo should never be smaller than 36 mm.

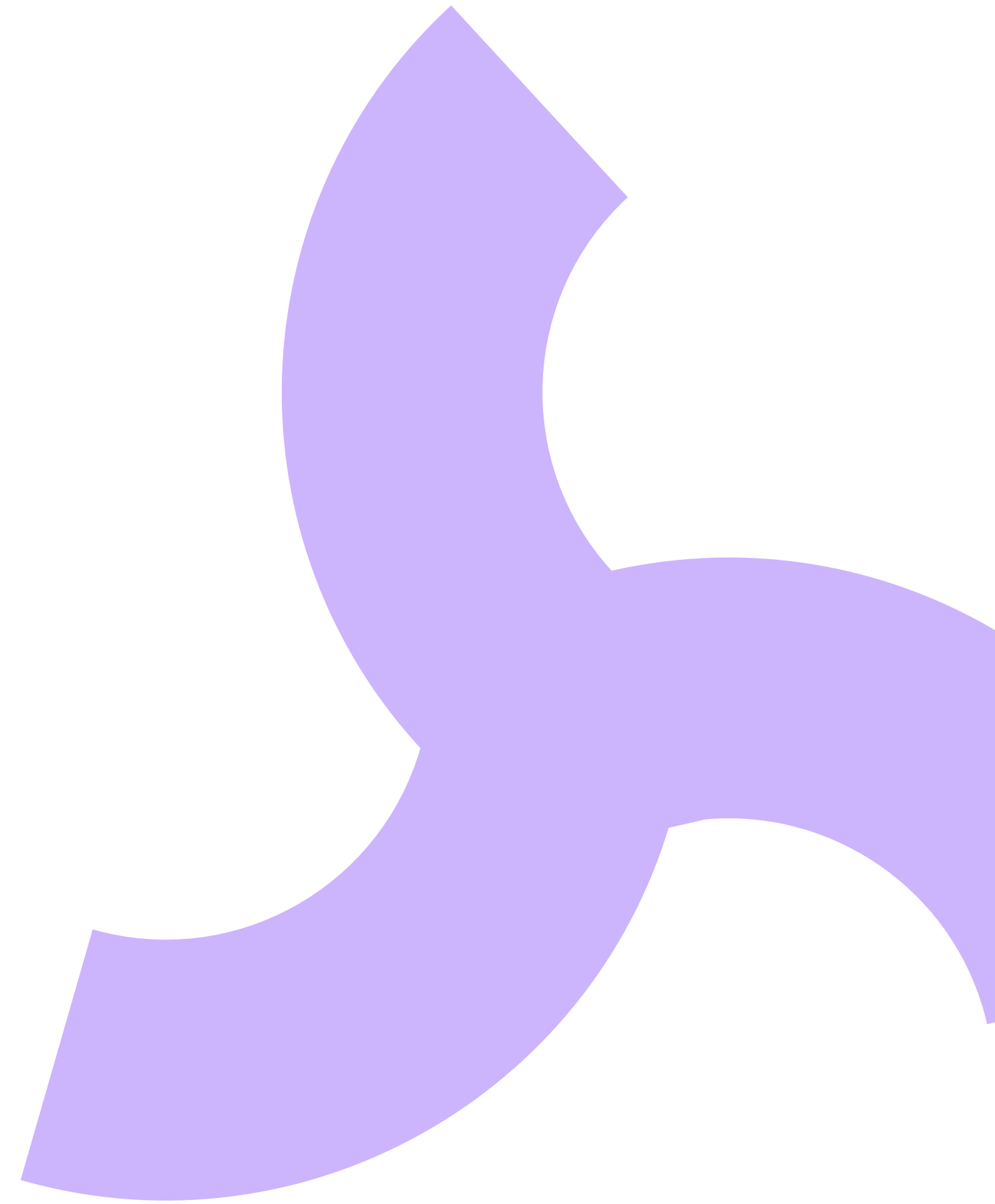


Digital media

The width of the logo should never be smaller than 100 px.

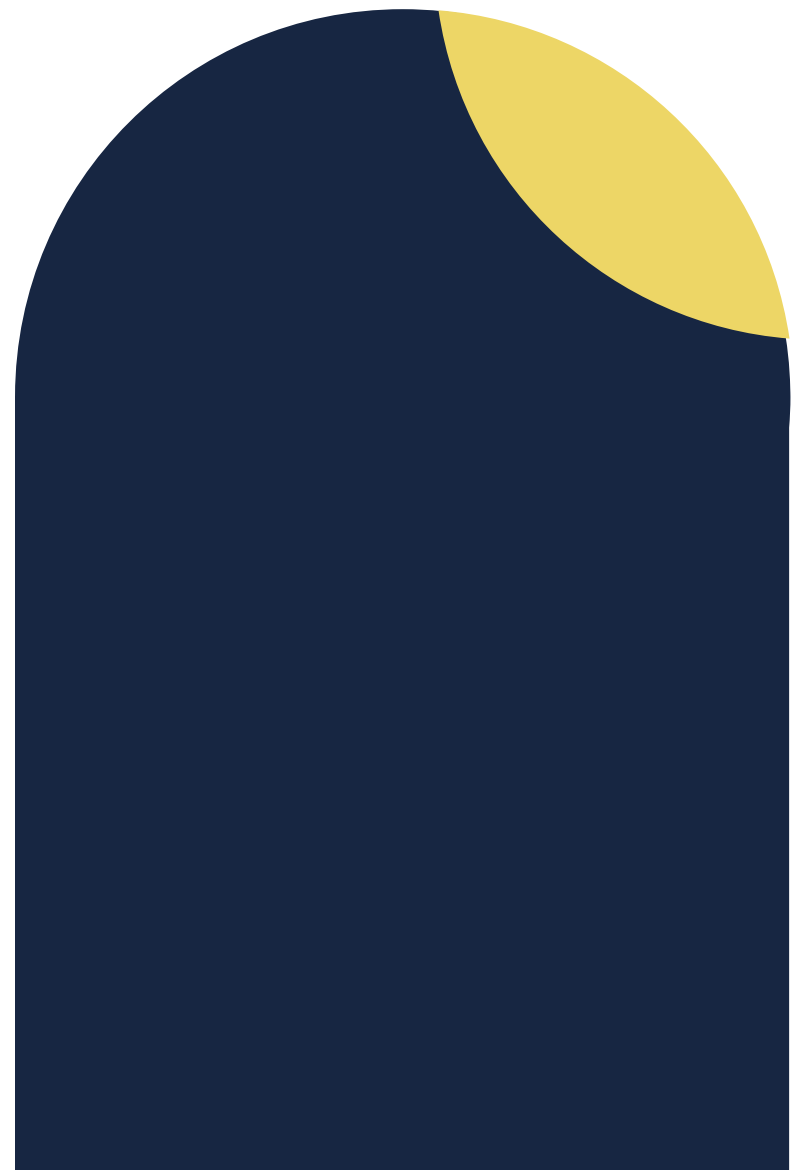


Colour



<p>Off Black</p> <p>RGB: 35, 31, 32 CMYK: 70, 67, 64, 74 HEX: # 231F20</p>	<p>Blue Sky</p> <p>RGB: 42, 108, 202 CMYK: 82, 58, 0, 0 HEX: # 2A6CCA</p>	<p>Blue Night</p> <p>RGB: 23, 38, 66 CMYK: 95, 83, 46, 49 HEX: # 172642</p>	<p>Violet Wind</p> <p>RGB: 205, 181, 253 CMYK: 21, 29, 0, 0 HEX: # CDB5FD</p>
		<p>Emerald</p> <p>RGB: 83, 191, 157 CMYK: 64, 0, 49, 0 HEX: # 53BF9D</p>	<p>Yellow Sun</p> <p>RGB: 237, 214, 102 CMYK: 100, 100, 20, 0 HEX: # EDD666</p>
			<p>Cream Beige [Background]</p> <p>RGB: 233, 233, 224 CMYK: 8, 5, 11, 0 HEX: # E9E9E0</p>

Typography



The typeface used for AT LAST communications is Helvetica Neue

Helvetica Neue

Helvetica Neue Bold

Helvetica Neue Medium

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

When the recommended typeface is not available, AT LAST communications are to use the system font Arial

Arial

Arial Regular

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Hierarchy

Headline

Weight: Bold/Medium
Size: 40px and higher
Colour: Black on light. White on dark

Paragraph

Weight: Regular
Size: 18px - 24px and higher
Colour: Black on light. White on dark

Call to action

Weight: Medium
Size: 14px - 20px
Colour: Black on light. White on dark

Main goal

Reaching out local governments.

AT LAST speed up and scale up the implementation of Sustainable Energy and Climate Action Plans by focusing on small and medium-sized cities -the ones that are not involved in the EU missions (the ones that are not climate frontrunners).

[Learn more](#)

The image shows a LinkedIn profile page for the company 'At Last'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, and Notifications. Below this is a search bar and a banner image featuring the company logo 'at last' and a stylized graphic of a sun and a plant. The profile name 'At Last' is prominently displayed, followed by the tagline 'Accelerating the energy and climate transition of local authorities.' and the industry 'Environmental Services' with a company size of '2-10 employees'. There are buttons for '+ Follow' and 'More'. Below the profile information, there are tabs for 'Home', 'About' (which is selected), 'Posts', 'Jobs', and 'People'. The 'Overview' section is visible, showing the industry and company size details.

The image shows a Twitter profile page for the account '@at_last_project'. On the left is a navigation menu with icons and labels for Home, Explore, Notifications, Messages, Lists, Communities, Premium, Profile, and More. Below the menu is a blue 'Post' button. The profile header includes the account name '@at_last_project', a bio, and a '0 posts' indicator. The profile picture is a circular version of the company logo. Below the header, there are statistics: '7 Following' and '0 Followers'. There are tabs for 'Posts', 'Replies', 'Highlights', 'Media', and 'Likes'. The 'Who to follow' section is visible, showing a list of accounts including 'RESIST' and 'EU Climate Action' with a 'Follow' button next to the latter. The bio text reads: 'We are the @EU_Commission's Directorate-General for Climate Action (DG CLIMA).'

Additional branding

Other logos and mentions to include in AT LAST communications

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



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AT LAST

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

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at last

