



VISUAL IDENTITY GUIDELINES

Table of Contents

INTRODUCTION2

1. VISUAL IDENTITY3

 1.1. The logo3

 1.2. The logo variations4

 1.3. The colours4

 1.4. Typography5

 1.5. Templates5

 1.6. EU disclaimer and emblem6

2. KEY MESSAGES7

 2.1. Golden paragraph7

 2.2. Sub-messaging7

 2.3. Tagline7

 2.4. Keywords7

 2.5. Website & social media7

3. CONTACT8

INTRODUCTION

Visual identity and key messages have been presented to the partners at the Kick-off meeting that took place on 11 October 2023 in Athens. They have been unanimously approved with minor changes by all partners present at the meeting.

1. VISUAL IDENTITY

The FUELPHORIA 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 others.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for collaboration in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and can 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 FUELPHORIA communication team. Likewise, if for any reason you need to work outside the scope of these visual identity guidelines, please also contact the communication leads.

1.1. The logo



The FUELPHORIA project aims to produce sustainable fuels through advancements in renewable energy and technological innovation. By enhancing the speed of transfer from fossil fuels to renewable energy, the project will address the environmental externalities associated with unsustainable fuels. The logo aims to highlight these objectives with the integration of a drop (symbolizing fuel) with a plug. The colour selected represents the renewable and environmentally friendly aspect of the final product.

The logo pack has been uploaded on the [project shared drive](#) and it is available for download.

1.2. The logo variations



FUELPHORIA

Green

This is the default version of the logo. To be used on white or light background.



FUELPHORIA

Black

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



FUELPHORIA

White

This version of the logo is only to be used on darker coloured backgrounds and photographs.

1.3. The colours

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



CMYK: 70 / 50 / 70 / 45
RGB: 60 / 75 / 61
HEX: #3C4B3D



CMYK: 2 / 32 / 85 / 0
RGB: 246 / 180 / 65
HEX: #F6B441



CMYK: 70 / 0 / 75 / 0
RGB: 71 / 185 / 14
HEX: #47B972



CMYK: 2 / 10 / 25 / 0
RGB: 248 / 226 / 193
HEX: #F8E2C1



CMYK: 15 / 0 / 18 / 0
RGB: 216 / 236 / 216
HEX: #D8ECD8



CMYK: 75 / 25 / 0 / 0
RGB: 28 / 154 / 214
HEX: #1C9AD6



CMYK: 0 / 68 / 70 / 0
RGB: 243 / 116 / 83
HEX: #F37453



CMYK: 8 / 62 / 0 / 0
RGB: 223 / 127 / 180
HEX: #DF7FB4



FUELPHORIA

1.4. Typography

The typeface used for FUELPHORIA communications is **Arial (Body)**. Minimum font size for body text is 10pt. Titles and subtitles are in green (#47B972), while the rest of the text is in dark grey (#3C4B3C).

Heading 1

Heading 2

Heading 3

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

“Quote: Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

– Author

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

1.5. Templates

Templates for deliverables, word documents, PPT presentations, and press releases have been developed with the aim to enforce the project’s visual identity.

1.6. EU disclaimer and emblem

Communication activities of the project, such as media relations, conferences, seminars and communication material (brochures, leaflets, posters, presentations, etc.), dissemination activities must acknowledge EU support and display the European flag (emblem) and funding statement as shown below:



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.

or



**Funded by
the European Union**

2. KEY MESSAGES

2.1. Golden paragraph

FUELPHORIA is an EU-funded Innovation Action project that aims to establish sustainable, competitive, and secure value chains for advanced biofuels and renewable fuels of non-biological origin.

2.2. Sub-messaging

Advanced biofuels and renewable fuels for a sustainable value chain.

Working to build the sustainable value chain of the future.

2.3. Tagline

Fuelling a sustainable future

2.4. Keywords

Bioenergy, Renewable energy sources, Advanced biofuels, Renewable Fuels of Non-Biological Origin, Value chains, RFNBOs

2.5. Website & social media

Website: [FUELPHORIA](#)

X: [Profile / X \(twitter.com\)](#)

LinkedIn: [LinkedIn](#)

3. CONTACT

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

CONTACT PERSON

Aleksandra Starčević
Project Manager
REVOLVE
aleksandra@revolve.media