MED- IREN

Visual Identity Guidelines

October 2024

Introduction

The MED-IREN 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 MED-IREN 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 MED-IREN team.

Contents

The logo

About the logo and its meaning

Rationale

The Med-IREN project aims to protect local communities and businesses from climate extreme events across the Mediterranean region.

By combining nature-inspired solutions with engineering practices, the project seeks to safeguard societies from flooding, wildfires and other climate hazards that threaten critical sectors, such as transport and energy.

The project will be showcased in five regions across the Mediterranean, and the solutions and interventions will be replicated into four regions across the EU.

Med-IREN will also demonstrate key factors for upscaling and replicating these mechanisms within Mediterranean regions and beyond.

The logo signifies an intricately balanced meeting of nature and innovation, where both the abstracted human fingerprint and natural forms such as water ripples and wood grain come to mind.

The logo

Logo colour variations

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

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

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

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.

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 circle that fills the round loop of the letter R in the logo.

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 20 mm.

20 mm

Digital media
The width of the logo should never be smaller than 55 px.
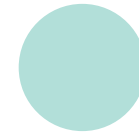

55 px

Colours

This is the project's extended colour palette to meet all communication needs.
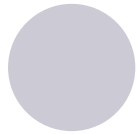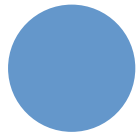
GREY
CMYK: 19,16,9,0
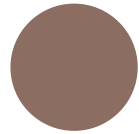RGB: 205, 203, 213
HEX: # CDCBD5

AMBER
CMYK: 0, 40, 94, 0
RGB: 250, 166, 41
HEX: # FAA629

LIGHT TEAL
CMYK: 29, 0, 16, 0
RGB: 179, 223, 218
HEX: # B3DFDA

DAY BLUE
CMYK: 61,31,3,0
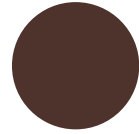RGB: 102,153,204
HEX: # 6699CC

ESPRESSO BROWN
CMYK: 41, 54, 56, 15
RGB: 141, 110, 100
HEX: # 8D6E64

TEAL
CMYK: 72, 0, 46, 0
RGB: 41, 186, 163
HEX: # 29BAA3

NIGHT BLUE
CMYK: 100,84,25,10
RGB: 25,64,122
HEX: # 19407A

CHOCOLATE BROWN
CMYK: 50,69,69,55
RGB: 78, 52, 45
HEX: # 4E342D

DEEP TEAL
CMYK: 91, 45, 53, 23
RGB: 0, 97, 102
HEX: # 006166

Messages

Tagline and golden paragraph to describe the project

Tagline

Nature Meets Innovation for Climate Resilience

Golden paragraph

The Med-IREN project aims to protect local communities and businesses from climate extreme events across the Mediterranean region. By combining nature-inspired solutions with engineering practices, the project seeks to safeguard societies from flooding, wildfires and other climate hazards that threaten critical sectors, such as transport and energy. The project will be showcased in five regions across the Mediterranean, and the solutions and interventions will be replicated into four regions across the EU. Med-IREN will also demonstrate key factors for upscaling and replicating these mechanisms within Mediterranean regions and beyond.

Typography

The typeface used for MED-IREN communications is PT Sans

MED-IREN

PT Sans Bold

Nature Meets Innovation
for Climate Resilience

PT Sans Caption Regular

The Med-IREN project aims to protect local communities and businesses from climate extreme events across the Mediterranean region. By combining nature-inspired solutions with engineering practices, the project seeks to safeguard societies from flooding, wildfires and other climate hazards that threaten critical sectors, such as transport and energy. The project will be showcased in five regions across the Mediterranean, and the solutions and interventions will be replicated into four regions across the EU. Med-IREN will also demonstrate key factors for upscaling and replicating these mechanisms within Mediterranean regions and beyond.

PT Sans Regular
Minimum font size for body text: 9pt

PT Sans Caption Regular
Minimum font size for body text: 9pt

Typography

When the recommended typeface is not available, MED-IREN communications are to use the system font Arial

MED-IREN

Arial Bold

Nature Meets Innovation for Climate Resilience

The Med-IREN project aims to protect local communities and businesses from climate extreme events across the Mediterranean region. By combining nature-inspired solutions with engineering practices, the project seeks to safeguard societies from flooding, wildfires and other climate hazards that threaten critical sectors, such as transport and energy. The project will be showcased in five regions across the Mediterranean, and the solutions and interventions will be replicated into four regions across the EU. Med-IREN will also demonstrate key factors for upscaling and replicating these mechanisms within Mediterranean regions and beyond.

Arial Regular
Minimum font size for body text: 9pt

Additional branding

Other logos and mentions to include in MED-IREN communications

As a EU funded project, MED-IREN communication activities and products must also include the European Union logo and 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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