ReLIFE

Visual identity guidelines

November 2024

Introduction

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

Contents

The logo

About the logo and its meaning

Rationale

The ReLIFE Project is dedicated to enhancing data accessibility within the EU building sector, enabling seamless information sharing among key stakeholders, including banks, energy service companies, and building owners. The ultimate goal is to accelerate major renovations in homes, fostering a more sustainable and energy-efficient future for all.

The logo thoughtfully incorporates several elements that represent different aspects of the project:

- **Bar graph:** Symbolizing the project's focus on improving data accessibility and facilitating informed decision-making.

- **Buildings:** Representing the diverse scope of the building sector and the project's emphasis on renovations across all types of properties.

- **Triangular shape:** Echoing a "play" icon, this element highlights the project's goal to drive action and stimulate progress within the sector.

The colour palette, transitioning from orange to yellow to green, reflects to the colour-coding of energy effiency levels in buildings, emphasizing sustainability and performance.

The chosen font, *Indivisible*, is a clean, versatile sans-serif typeface that strikes a balance between modernity and timeless elegance, reflecting the project's forward-thinking approach.

The logo

Logo colour variations

Fullcolour

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

Off Black

For use on monochrome layouts or documents, **on light backgrounds**, or when the colour versions of the logo do not sufficiently stand out against the background..

Fullcolour Negative

For use on darker coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.

White

For use on monochrome layouts or documents, **on dark backgrounds**, or when the colour versions of the logo do not sufficiently stand out against the background.
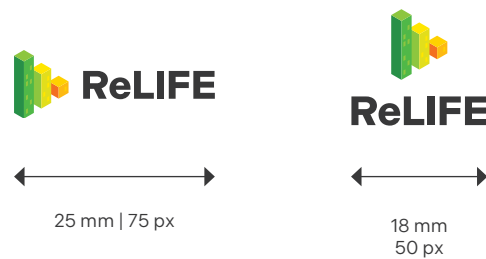
The logo

Minimum size and safe area

Minimum sizes

The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

The width of the inline logo should never be smaller than 25 mm in print or 75 px in digital media.

The width of the stacked logo should never be smaller than 15 mm in print or 40 px in digital media.

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line.

The minimum safe area is equal to the cap height of the text in the logo.

25 mm | 75 px

18 mm
50 px

X

X

2X

X

X

Colours

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

Off black
CMYK: 0 / 0 / 0 / 92
RGB: 59 / 59 / 60
HEX: #3B3B3C

Forest Green
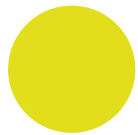CMYK: 85 / 25 / 100 / 0
RGB: 40 / 144 / 72
HEX: #289048

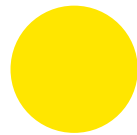**Leafy Green**
CMYK: 70 / 0 / 100 / 0
RGB: 80 / 184 / 72
HEX: #50B848

Apple Green
CMYK: 50 / 0 / 100 / 0
RGB: 141 / 198 / 63
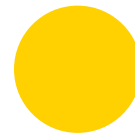HEX: 8DC63F

Pear
CMYK: 15 / 2 / 100 / 0
RGB: 226 / 222 / 28
HEX: #E2DE1C

Golden Yellow
CMYK: 0 / 5 / 100 / 0
RGB: 255 / 230 / 0
HEX: #FFE600

Lemon
CMYK: 0 / 17 / 100 / 0
RGB: 255 / 209 / 0
HEX: #FFD100

Orange
CMYK: 0 / 30 / 100 / 0
RGB: 253 / 185 / 19
HEX: #FDB913

Pumpkin Orange
CMYK: 0 / 70 / 100 / 0
RGB: 243 / 112 / 33
HEX: #F37021

Messages

Tagline and golden paragraph to describe the project

Tagline

Unlocking data accessibility to boost deep renovation in Europe's building sector.

Golden paragraph

Technical Audience:
The ReLIFE project aims to enhance data accessibility within the EU building sector by developing an open-source, user-friendly platform. This platform will serve as a comprehensive repository and knowledge hub, providing economic, financial, forecasting, and technical data on the EU building stock. By facilitating cross-sectorial sharing of data among stakeholders—including banks, energy service companies (ESCOs), and building owners—the project seeks to reduce information asymmetry. Ultimately, our goal is to increase deep renovation rates within the residential sector, contributing to a more sustainable and efficient future for EU buildings.

Non-Technical Audience:
The ReLIFE project aims to make data more accessible in the EU building sector. We are creating an easy-to-use, open-source platform that acts as a central resource for important information about buildings in Europe, including financial and technical details. This platform will help different groups—like banks, energy service companies, and building owners—share information more easily. Our ultimate goal is to increase the rate of major renovations in homes, helping to create a more sustainable and efficient future for all.

Typography

The typeface used for ReLIFE communications is Indivisible

ReLIFE

Unlocking data accessibility to boost deep renovation in Europe's building sector.

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By facilitating cross-sectorial sharing of data among stakeholders—including banks, energy service companies (ESCOs), and building owners—the project seeks to reduce information asymmetry.

Ultimately, our goal is to increase deep renovation rates within the residential sector, contributing to a more sustainable and efficient future for EU buildings.

Indivisible Bold

Indivisible SemiBold

Indivisible Medium
Minimum font size for body text: 9pt

Indivisible Regular
Minimum font size for body text: 9pt

Indivisible Light
Minimum font size for body text: 9pt

Typography

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

ReLIFE

Unlocking data accessibility to boost deep renovation in Europe's building sector.

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Arial Bold

Arial Regular
Minimum font size for body text: 9pt

Additional branding

Other logos and mentions to include in ReLIFE communications

As a LIFE funded project, ReLIFE communication activities and products must also include the LIFE logo and following disclaimer:

Co-funded by the European Union

Co-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 the granting authority can be held responsible for them.

Contact

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

Contact person

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