



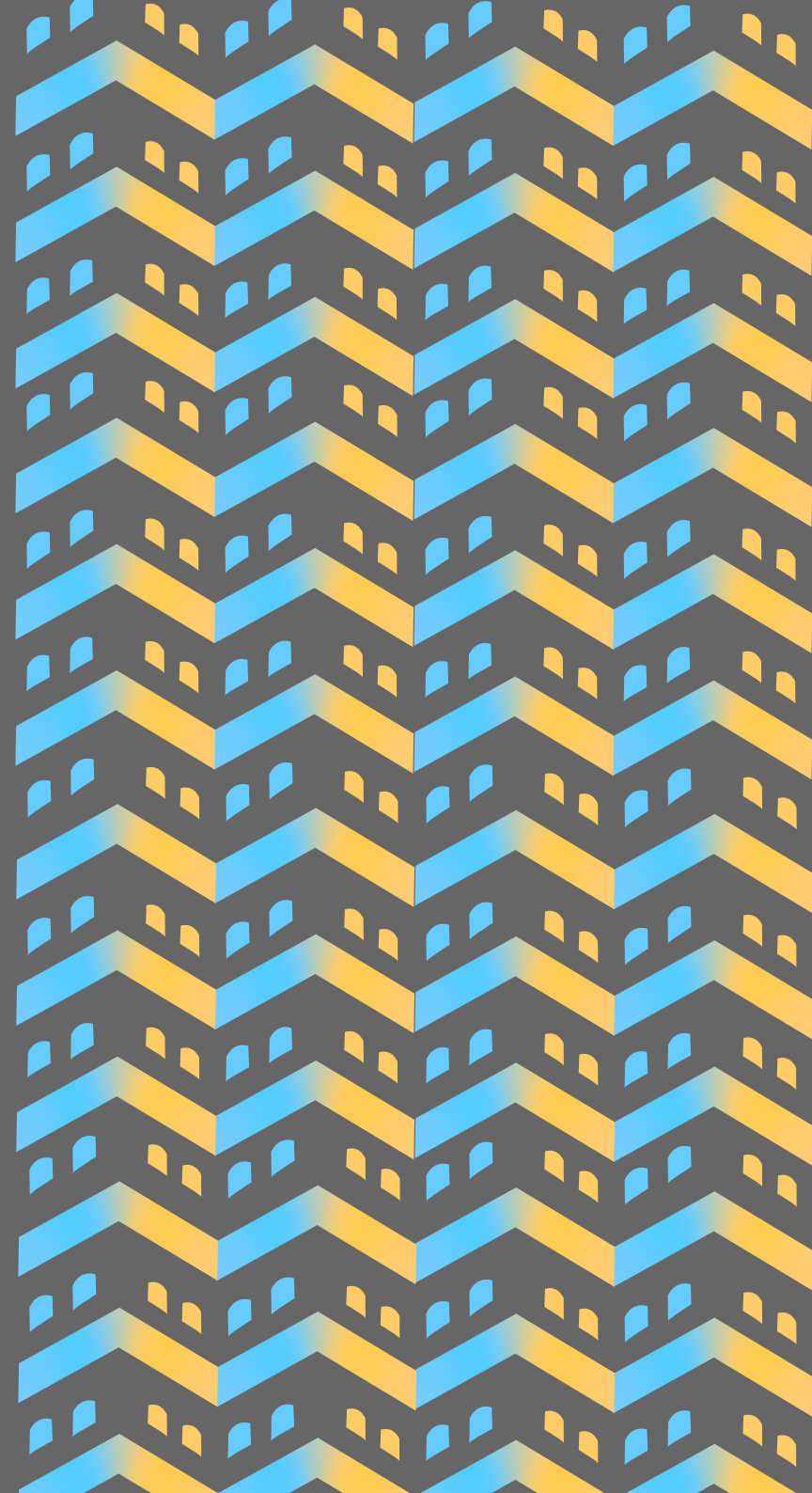
Visual Identity Guidelines

October 2024



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the European Union**

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Introduction

The ESCALATE 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 ESCALATE 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 ESCALATE team.

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The logo

About the logo and its meaning

Rationale

The ESCALATE Project aims to speed up Europe's shift to clean renewable energy by helping cities across the EU plan for more energy efficient heating and cooling.

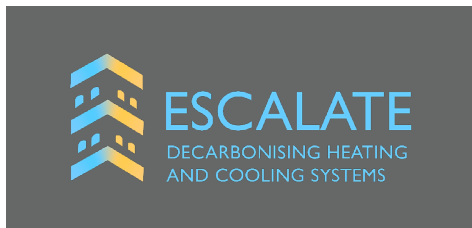
The project focuses on towns with over 45,000 people, ensuring they have the tools and knowledge to create local heating and cooling plans that reduce energy use and support the environment. ESCALATE empowers local communities to make their buildings sustainable, reduce pollution, and help Europe become climate-neutral by 2050 by providing expert training and a clear, easy-to-follow guide.

The logo is double image: a view of a building with windows as well as arrows moving upwards. The form is divided in half to signify heating and cooling.



The logo

Logo colour variations



Main logo

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



Vertical

This version of the logo is to be used as an alternative format



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.

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 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 20 mm.



Digital media

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

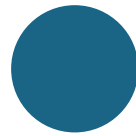


Colours

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



CARBON GREY
CMYK: 60, 51, 51, 20
RGB: 102, 102, 102
HEX: # 666666



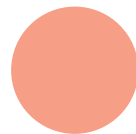
TEAL BLUE
CMYK: 90, 54, 32, 0
RGB: 26, 101, 133
HEX: # 1A6585



ASH GREY
CMYK: 11, 7, 5, 0
RGB: 223, 226, 231
HEX: # DFE2E7



SUNSHINE YELLOW
CMYK: 0, 21, 70, 0
RGB: 255, 204, 102
HEX: # FFCC66



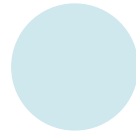
SUNSET ORANGE
CMYK: 0, 46, 43, 0
RGB: 247, 158, 134
HEX: # F79E86



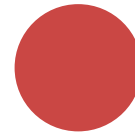
SPRING GREEN
CMYK: 64, 0, 69, 0
RGB: 92, 190, 125
HEX: # 5CBE7D



SKY BLUE
CMYK: 50, 3, 0, 0
RGB: 102, 204, 255
HEX: # 66CCFF



POWDER BLUE
CMYK: 18, 15, 0
RGB: 206, 232, 238
HEX: # CEE8EE



CITY RED
CMYK: 15, 86, 76, 4
RGB: 202, 71, 68
HEX: # CA4744

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Visual Identity Guidelines

Messages

Tagline and golden paragraph to describe the project

Tagline

**Accelerating Europe's Clean
Energy Future by Empowering
Cities for Efficient Heating
and Cooling.**

Golden paragraph

The ESCALATE Project aims to speed up Europe's shift to clean renewable energy by helping cities across the EU plan for more energy efficient heating and cooling. The project focuses on towns with over 45,000 people, ensuring they have the tools and knowledge to create local heating and cooling plans that reduce energy use and support the environment. ESCALATE empowers local communities to make their buildings sustainable, reduce pollution, and help Europe become climate-neutral by 2050 by providing expert training and a clear, easy-to-follow guide.

Typography

The typeface used for ESCALATE communications is Gill Sans

ESCALATE

Accelerating Europe's Clean Energy Future by Empowering Cities for Efficient Heating and Cooling.

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Gill Sans Regular

Gill Sans SemiBold

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

Gill Sans Light
Minimum font size for body text: 9pt

ESCALATE

Visual Identity Guidelines

Typography

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

ESCALATE

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Arial Bold

Arial Regular
Minimum font size for body text: 9pt

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Visual Identity Guidelines

Additional branding

Other logos and mentions to include in ESCALATE communications

As a European Union funded project, ESCALATE communication activities and products must also include the EU logo and following disclaimer:



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Contact

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

Contact person

Communication coordinator:
Carmela Navarro
REVOLVE
carmela@revolve.media

