



RAINS

RESILIENT IRRIGATION SOLUTIONS

VISUAL IDENTITY GUIDELINES

January 2025



Funded by
the European Union

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INTRODUCTION

The RAINS 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 RAINS 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 RAINS team.

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THE LOGO

About the logo and its meaning

Rationale

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

The logo brings focus to elements evoking soil structure bringing attention to the power of harnessing nutrients, irrigation and efficient water management in order to reduce the impact of extreme events today.



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THE LOGO

Visual Concept

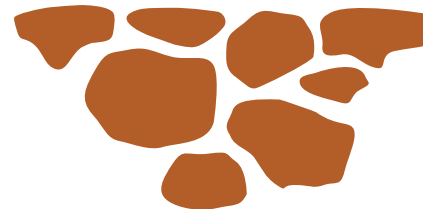
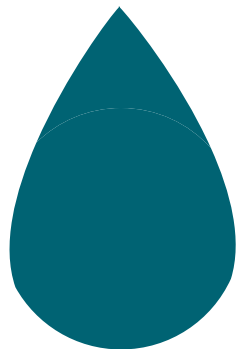
The RAINS project is about resilient irrigation systems that can offset water scarcity to improve soil health and increase water abundance. RAINS demonstrates innovative solutions which are water-efficient and soil-friendly as irrigation and fertilization systems. We began looking at design forms that would symbolise the increasing lack of water which is causing alarming increase in drought-affected agriculture. The symbol of a drop of water is used in an abstract form that evokes waves and nourishment

of water that envelopes an abstract form that evokes a dry soil structure. A plant thriving despite the drought challenges is in the middle of the logo to show how the innovative and resilient irrigation systems can bring change.

The soil structure shapes can also be used to form a visual grid that showcases different scenarios as windows that form a way of storytelling.

We derived the feeling of support, protection and growth from these natural forms to create a positive and inspiring feeling of resilient soil systems.

Poppins is the font used to extend the curvy wave softness from the water in the logo to the typography used for RAINS. The colours are teal and blue to represent water, green for the plants and mustard and brown tone to denote dry and wet soil



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THE LOGO

Logo colour variations



Fullcolour positive

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



Fullcolour negative

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



Dark aqua

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



Black

For use on black and white layouts or documents, **on dark backgrounds,** or when the colour versions of the logo do not sufficiently 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.

Stacked logo

- **Without tagline**, the width of the logo should never be smaller than 17 mm in print or 50 px in digital media.
- **With tagline**, the width of the logo should never be smaller than 35 mm in print or 100 px in digital media.



Inline logo

- **Without tagline**, the width of the logo should never be smaller than 30 mm in print or 90 px in digital media.
- **With tagline**, the width of the logo should never be smaller than 60 mm in print or 180 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 one and a half times the cap-height of the logo text.



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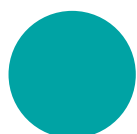
COLOURS

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



Dark aqua

CMYK: 91 / 48 / 43 / 17
RGB: 3 / 100 / 116
HEX: #036474



Aqua

CMYK: 79 / 14 / 39 / 0
RGB: 0 / 163 / 164
HEX: #00A3A4



Mist

CMYK: 30 / 7 / 24 / 0
RGB: 179 / 208 / 196
HEX: #B3D0C4



Pine

CMYK: 83 / 42 / 82 / 39
RGB: 34 / 85 / 58
HEX: #22553A



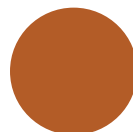
Lime

CMYK: 33 / 12 / 99 / 0
RGB: 184 / 192 / 57
HEX: #B8C039



Burnt Pink

CMYK: 25 / 100 / 26 / 1
RGB: 189 / 13 / 112
HEX: #BD0D70



Sienna

CMYK: 23 / 69 / 94 / 14
RGB: 179 / 90 / 34
HEX: #B35A22



Orange

CMYK: 7 / 54 / 100 / 0
RGB: 232 / 137 / 28
HEX: #E8891C



Yellow

CMYK: 4 / 14 / 82 / 0
RGB: 245 / 211 / 77
HEX: #F5D34D



Light yellow

CMYK: 1 / 0 / 38 / 0
RGB: 255 / 247 / 176
HEX: #FFF7B0

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MESSAGES

Tagline and golden paragraph to describe the project

Tagline

Resilient Irrigation Solutions

Golden paragraph

The overall objective of RAINS is to contribute to making EU agriculture more resilient to water scarcity through the demonstration of innovative and optimised irrigation practices and technologies that will increase the efficiency of water and nutrient management and reduce the impact of extreme events (e.g., droughts and rapid showers or floods), such as those experienced in southern Europe and in Mediterranean countries.

The RAINS project aims to demonstrate innovative solutions for the urgent need for water-efficient and soil-friendly irrigation and fertilization systems.

By highlighting water scarcity, RAINS brings focus on soil health and how it improves land resistance to water scarcity and water abundance.

TYPOGRAPHY

The typeface used for RAINS communications is Rubik

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Rubik ExtraBold

Rubik Medium

Rubik Regular
Minimum font size for body text: 9pt

Rubik Light
Minimum font size for body text: 9pt

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TYPOGRAPHY

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

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Arial Bold

Arial Regular
Minimum font size for body text: 9pt

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ADDITIONAL BRANDING

Other logos and mentions to include in RAINS communications

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



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CONTACT

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

Contact person

Dorottya Kalo

Communication Coordinator, REVOLVE

dorottya@revolve.media

THANK YOU



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