



EUROPEAN CITY FACILITY

Deliverable D5.2

Visual Identity Toolkit



Version number	Date	Organisation name	Comments
V0.1	21.10.2019	Climate Alliance	First draft
V0.2	12.11.2019	Climate Alliance	Integration of comments from EASME and Consortium from Kick-off Meeting
V0.3	25.11.2019	Climate Alliance	Integration of comments from EASME and final round of comments
V.04	16.01.2020	Climate Alliance	Integration of comments from Energy Cities
V.05	20.05.2020	Climate Alliance	Integration of comments from EASME
V.05	10.06.2020	Climate Alliance	Final version

Quality check	Status	Date	Comments
Quality Manager ENC	Ok	12/06/20	
Project Coordinator ENC	Ok	12/06/20	

The Purpose:

The visual identity toolkit aims at creating a strong, unified and clearly recognised visual identity for the EUCF. The toolkit includes the EUCF logo, the graphic charter (font and colours), and a set of templates. All the materials included in the toolkit and presented in this document are available on the EUCF google drive repository.

https://drive.google.com/open?id=1f7tNRcQ3gsXIZjVU0_24SeKinkLMHsol

Disclaimer:

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1 EUCF Logo

The EUCF logo is the following. The logo can be used in a vertical format or in an horizontal one.



Figure 1 EUCF logo - Vertical



Figure 2 EUCF logo - Horizontal

In addition to the main version, the logo can be used in the following colour variations.



Figure 3 EUCF logo colour variations

The EUCF logo minimum size is 25 mm.



When using the logo the following preservation areas must be respected.



Figure 4 EUCF logo preservation area in combination with other logos

The following uses of the EUCF logo are not allowed.



modify size of logo elements



move elements of the logo



remove elements of the logo



deform the logo



put a framework



change the logo colors



modify typography



tilt the logo



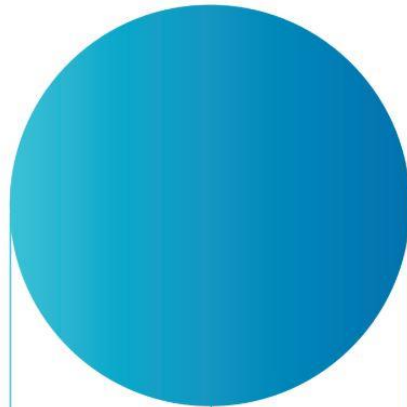
change the logo colors

2 EUCF graphic charter (colours and font)

2.1 Colours

The following colour must be used for titles.

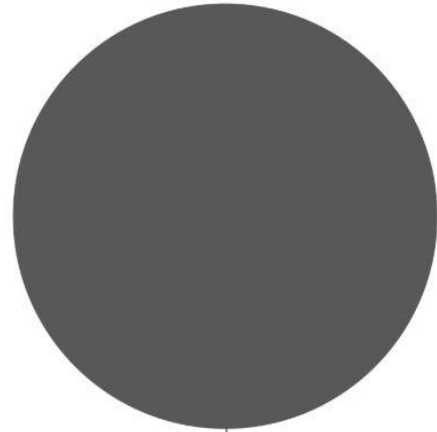
The following colour must be used for texts.



CMYK:
C65 M0 Y15 K0
PANTONE:
637 C
RGB:
R73 G190 B216

CMYK:
C82 M25 Y12 K0
PANTONE:
313 C
RGB:
R0 G146 B195

CMYK:
C100 M50 Y10 K0
PANTONE:
307 C
RGB:
R0 G105 B169



CMYK:
C0 M0 Y0 K80
PANTONE:
425 C
RGB:
R87 G87 B87

2.2 Font

The recommended typeface for text accompanying the logo (titles and body copy) is Source Sans Pro and its numerous variants.

The most appropriate style and weight should be chosen from within this family.

SOURCE SANS PRO

SOURCE SANS PRO-EXTRALIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

3 EUCF templates and applications materials

3.1 Covers



color gradient background



with another logo



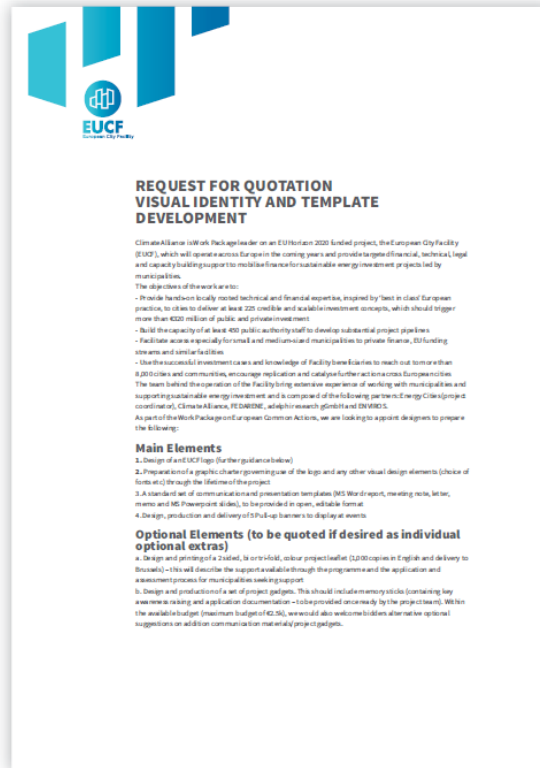
white background





with photo

3.2 Letters



with logo



with graphic

3.3 Powerpoint



3.4 Set of icons

