



LIFE15 ENV/IT/000396 –LIFE BIOREST

LIFE Environment and Resource Efficiency

With the contribution of the LIFE Programme of the European Union



Deliverable D1.D2

LIFE BIOREST

Logo Use & Identity Application Guidelines

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1. Identity Guidelines Overview

These brand usage guidelines are designed to clearly and concisely define the LIFE BIOREST brand identity so that it can be used consistently by its partners to promote project objectives, activities, results and also in the context of its forums, events, initiatives, etc.

The LIFE BIOREST brand identity comprises carefully chosen messages, imagery and graphic designs, all based on extensive strategic research. The LIFE BIOREST brand identity components may expand as communication strategy evolves to include, for example, videos and podcasts.

The LIFE BIOREST brand identity consists of:

- Logo and colour palette;
- Website design;
- Brochure, notice board and publication layouts;
- Positioning statements (most repeated messages).

This document contains a set of guidelines that are meant to act as tools to help guide design direction and provide a foundation for identity standards, consistency and quality control. The following guidelines have been developed to increase awareness through consistency. Consistency and proper use of the project logo can aid partners and stakeholders in the effort to promote the importance of the LIFE BIOREST message to the citizens of the world. The purpose of a brand identity message is to ensure a consistent, repeated set of messages in all sorts of communications:

- Talks and presentations;
- Meetings with prospective or current members;
- Website;
- Announcements;
- Advertising campaigns;
- News releases;
- Media interviews;
- Brochures.



The LIFE BIOREST logo can be used on products and materials, as well as on their associated promotional materials

2. The LIFE BIOREST Brand Identity

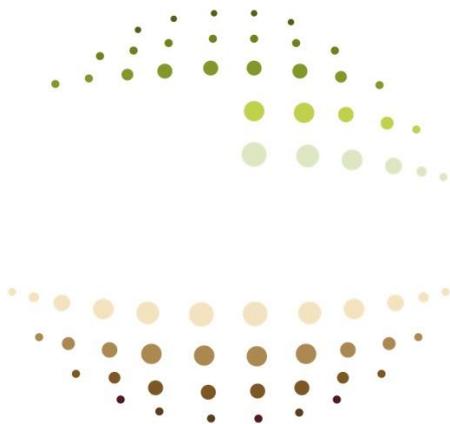
The main aims of LIFE BIOREST are to implement and demonstrate the most important and innovative aspects of in situ bioremediation of polluted soils based on the bioaugmentation with autochthonous ecologically-adapted bacteria and fungi. The project has to be considered at pre-industrial level since it aims to demonstrate the efficacy and cost efficiency of this approach in limited areas located within a wider polluted site (Municipality of Fidenza, Italy).

The general communication objectives are to:

- Support the improvement of environmental responsibility with regard to soil management;
- Encourage the transfer of project results to other users, other policies and maybe the European legislative process;
- Increase the institutional and general visibility of LIFE BIOREST by projecting a positive overall image of the program, within the European Commission and other European institutions, beneficiary States, as well as to the general public;
- Inform about the advantages of LIFE BIOREST solutions;
- Promote public responsibility of soil protection and pollution prevention;
- Spread awareness about proper use of natural resources and pollution prevention.

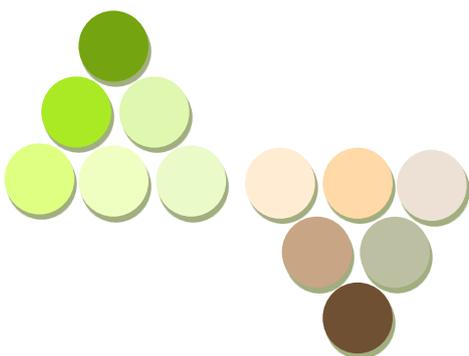
The brand identity contained within the logo symbol is not meant to serve as definition of purpose, nor is it a fully comprehensive set of defined aspects. Rather, the symbol as a whole is intended to create a general sense of the initiative through one simple visual form, made up of representative parts.

Representative graphic elements



Sphere:

Environment, Nature, Biodiversity



Color change:

A path towards bringing back green land and revegetation

Fungi and bacteria:

Treatment of contaminated soils based on a biological method



3. Study of the LIFE BIOREST Brand Identify

The study of the LIFE BIOREST brand identity consists of design and development stages:

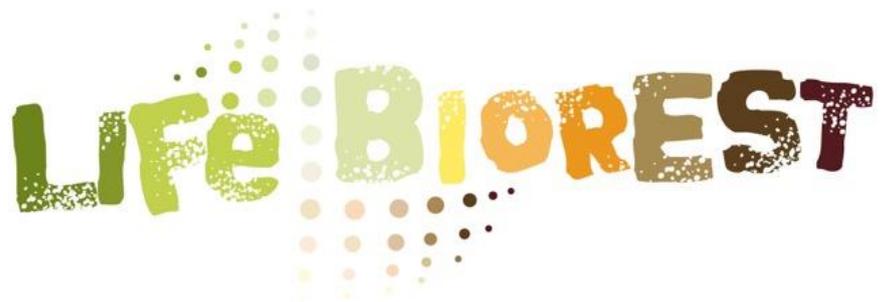
1. Analysis of the message, symbolism and target audience;
2. Analysis of the combination of the LIFE BIOREST + EU PROGRAMME logos
3. Production of graphics, colour and graphic setting tests;
4. Selection of the logo final version.

Three main variations of the project logo were elaborated during the study of the logo.

Type 1 – Revegetation emphasis



Type 2 – Restoration emphasis
/Youth target audience



Type 3 – Life emphasis



The Type 2 is considered the variant that can best communicate the concepts of transformation, change, and revegetation.

The final version of the logo has been accompanied by a review of the font so as to ensure readability in the printed and digital versions.



4. Graphic Identity Standards

An essential element of the LIFE BIOREST visual identity, the logo is to be used and visibly recognizable on all media – including print, digital and environmental media products. The logo may be used individually as follows:

Horizontal signature



Horizontal signature + LIFE Programme Logo
(including Project ID)



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A monochrome version of the logo may be used when the full-colour version cannot be used. The “black” monochrome version (2) can be used over light backgrounds, while the “white” monochrome version (3) can be used over dark backgrounds.



1) LOGO CMYK

SUITABLE ON NEUTRAL TONES



2) LOGO BLACK

SUITABLE ON MIDTONE



3) LOGO WHITE

SUITABLE ON INTENSE TONE



The logo is available in colour and grayscale EPS, GIF, hi-res JPEG and web JPEG formats. The logo is also available in a white and in a light green outline EPS and GIF format, for use on dark backgrounds. Please visit <http://www.lifebiorest.com/life-biorest-logo> for download.

The LIFE BIOREST logo "Don'ts"

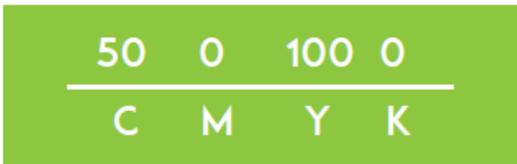
The examples shown here illustrate incorrect uses of the logo.



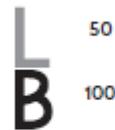


5. Colour palette, Fonts and Language standards

The primary logo colours are an important part of the logo as they represent the full spectrum of colour in light. Though print methods and screen renderings will have variances, the below colour scales are meant to serve as a guide for colour consistency. The additional identity colours and craft paper texture complete the set of colours for the LIFE BIOREST design identity.



BLACK



WHITE



	C	M	Y	K	BLACK	WHITE
●	45	0	100	64	100	0
●	45	0	100	43	87,5	12,5
●	56	23	100	4,5	75	25
●	33	0	85	0	50	50
●	18	0	32	0	25	75
●	0	8	27	6	25	75
●	21	37	70	23	50	50
●	48,5	63	97,5	23	75	25
●	41	92	75,5	63	100	0

• Helvetica Light – Headline Font

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9

• Helvetica Regular - Font family body copy

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9

• Arial Regular - Font family for online and other restrictive use

To ensure brand consistency across all

LIFE BIOREST marketing materials, the following fonts shall be used in printed materials such as brochures, and in any advertising and publicity initiatives in headlines, subheads, secondary subheads, and short introductory copy:

All writing on behalf of LIFE BIOREST shall comply with the following guidelines:

- Use Italian and standard English for all publications (print, presentations, web)
- For spelling, punctuation, capitalization, and grammar guidelines, refer to the Oxford Dictionary of American Usage and Style (www.oxfordreference.com)
- NO acronyms or abbreviations are permissible.



6. Rules of use with other logos



MINIMUM SIZE: H. 13 MM



DISTANCE BETWEEN
EQUALLY IMPORTANT
LOGOS IN SPONSORSHIP



**WHIT LOGOS WITHOUT
WORDS MAINTAIN THE
SAME PROPORTIONS**

READABILITY AND
PROPORTIONS WITH
OTHER LOGOS



**A +200% OF THE OTHER
LOGOS' SIZE**

USE AS MAIN SPONSOR