BRAND MANUAL

A visual idendity guide for INNO-TREC Project

INNOTREC BRAND MANUAL

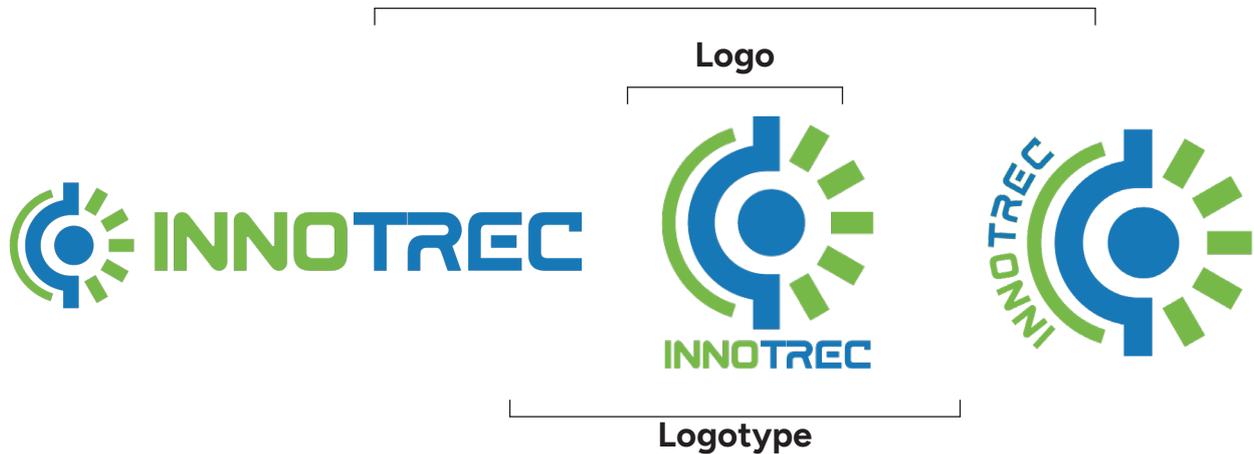## Table of Contents

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Brand Manual

PROJECT LOGOTYPE

The logo is the key element of the project identity, the main visual element that identifies us. It is a combination of the symbol itself and the project name-they have a fixed relationship that should never be changed in any way.

Full Logotype

Full INNO-TREC Logo

Logo

Logotype

Single Logotypes

THE LOGO SYMBOL

It consists of a powerful element that evokes the culture of digital services and some elements (circles) that represent the main themes of the INNO-TREC project.

THE LOGO TITLE

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in LIGHTBLUE and GREEN tone of the chosen corporate color. The font that is used here is CORPTA.

Logo Versions

LOGO DARK VERSION

will be used when the backround color ist light colored.

LOGO LIGHT VERSION

will be used when the backround color ist dark colored.

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LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the project mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

Clearspace

DEFINITION

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

-

To work out the clearspace take the height of the logo and divide it by four. (Clearspace = Height / 4).

Logo Backgrounds

Logo do's and don'ts

**PLEASE READ CAREFULLY
THE DO'S AND DON'TS**

-

1. Do not place the logo type on 1 line

2. Do not invert the logo symbol

3. Do not alter the logo symbol

4. Do not alter the logo type style

5. Do not change the size relationship between the logo symbol and logo type.

6. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

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PROJECT COLOR SYSTEM

RENEWABLES

Color Codes
CMYK : C59 M00 Y88 K00
RGB : R120 G185 B072
Web : #78b948

DIGITAL PLATFORMS

Color Codes
CMYK : C84 M45 Y04 K00
RGB : R025 G120 B184
Web : #1978b8

COMMUNITY

Color Codes
CMYK : C00 M60 Y93 K00
RGB : R239 G125 B28
Web : #ef7d1c

Color	Energy Sector Association	Community Association	Tech Association
Green	Renewables, sustainability	Growth, together	Modern tech, innovation
Light Blue	Clean energy	Trust, connection	Digital platforms, data
Orange	Warmth, energy flow	Community, inclusion	Energy, activity

PROJECT TYPOGRAPHY

Logotype Font :

CORPTA

-

Letters

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

Primary Font :

FIGTREE BOLD

Letters

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

Numbers

0 1 2 3 4 5 6 7 8 9 0

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Secondary Font :

Open Sans

-

Letters

Open Sans
Light

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

**Open Sans
Bold**

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

Numbers

Open Sans
Light

0 1 2 3 4 5 6 7 8 9 0

**Open Sans
Bold**

0 1 2 3 4 5 6 7 8 9 0