



PUBLIC

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CO₂ Value Europe

A large, full-page background image showing a microscopic view of numerous green, oval-shaped cells or spores. The cells have a darker green outer shell and a lighter green, textured interior. They are scattered across the frame, with some in sharp focus and others blurred in the background. A semi-transparent dark green rectangular box is overlaid on the right side of the image, containing the section header text.

D7.3 VIVALDI'S WEBSITE AND VISUAL IDENTITY



The VIVALDI project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000441.



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Table 1. Table with version management

Version	Date	Implemented by
V1	21 October 2021	Lara Tottolo, CO ₂ Value Europe

Table 2. Reference to the Consortium

Coordinator:	UNIVERSITAT AUTÒNOMA DE BARCELONA (UAB)
Associated Beneficiaries:	<ol style="list-style-type: none"> 1. UNIVERSITAT AUTONOMA DE BARCELONA (UAB) 2. UNIVERSITAET FUER BODENKULTUR WIEN (BOKU) 3. LULEA TEKNISKA UNIVERSITET (LTU) 4. VLAAMSE INSTELLING VOOR TECHNOLOGISCH ONDERZOEK N.V. (VITO) 5. HELMHOLTZ-ZENTRUM FUR MWELTFORSCHUNG GMBH (UFZ) 6. ACONDICIONAMIENTO TARRASENSE ASSOCIACION (LEITAT) 7. PROCESSIUM (PROC) 8. FUNDACIÓ UNIVERSITARIA BALMES (UVIC) 9. CO₂ VALUE EUROPE AISBL (CVE) 10. ISLE UTILITIES BV (ISLE) 11. NUTRITION SCIENCES (NUT) 12. AVANTIUM CHEMICALS BV (AVT) 13. SUNPINE AB (SUNP) 14. COMPAÑIA CERVECERA DAMM, S.L (DAMM) 15. BIOAGRA SPOLKA AKCYJNA (BZK) 16. NOVAMONT SPA (NVMT)



Executive Summary

The website and visual identity of VIVALDI project have been developed and designed by the WP7-“Communication and Dissemination” leader in cooperation with the project coordinator and the designated graphic agency. The aim of the website and visual identity is to support the effective uptake of the project’s outcome by the targeted stakeholders.

The deliverable consists in the creation of the following communication tools and material:

- The visual identity, which includes the project logo and templates for presentation and reporting.

The visual identity will make the project and its outcomes recognisable by the targeted stakeholders and offer the consortium effective material to present and report the work done in each WP.

- The project’s website, which is designed following VIVALDI visual identity and in conformity with the General Data Protection Rules.

The website is the primary online communication channel and interface towards different target audiences. Through the website, the project’s general and specialized information will be stored, updated and permanently accessible to the interested parties and stakeholders. It will contain information about the project, along with its progress, results, and impacts as they are obtained.

Throughout the entire project, the visual communication tools and channels will be expanded and kept up to date. Together with the designated graphic agency, it will be given great attention to the website optimisation in the search engine (SEO) and the search engine results pages (SERPS), ensuring VIVALDI website visibility and focus in targeting the defined audiences.

The website’s effectiveness will also be regularly monitored thanks to the KPIs defined in the Grant Agreement.



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1. VIVALDI's visual identity

The VIVALDI project visual identity has been designed and developed by CO₂ Value Europe, the WP7 leader in cooperation with the graphic agency Morris&Chapman and the VIVALDI consortium.

The visual identity includes the logo and the templates.

1.1. VIVALDI's logo

The logo is the main graphic identifier and cornerstone of VIVALDI visual identity. The VIVALDI project logo is composed by:

- a graphic shape symbolising a molecule of CO₂ and its versatility.
- the name of the project "VIVALDI" on top of the graphic element.
- the explicatory tag line "Turns CO₂ emissions into sustainable bioproducts" underneath the title.

The logo has been realised in different formats (JPEG, PNG and VECTOR) and colours to fit various types of communication material and tools:

- A version in colours.





- A version in white.



- A version in black.



The brand guidelines, which guide the consortium to create future material that is “on brand” and in line with the new identity, complete the logo material delivered on M.2.

The style guide contains the following elements:

- Logo guidelines: rules on the proper use of the logo, reversed version, colour use, use in different media, minimum size, exclusion areas etc.
- Colour palettes: design of primary and secondary colour palettes.
- Typography: typography selection, rules on use of typography in different media.
- Photography and illustration: choice of photography, illustration styles, etc.

The brand guidelines can be found in Annex 1.

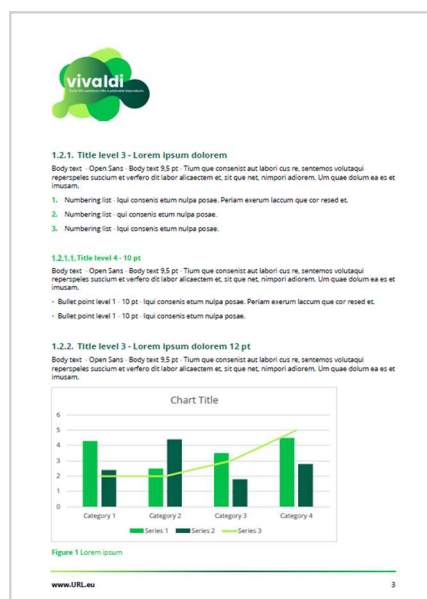
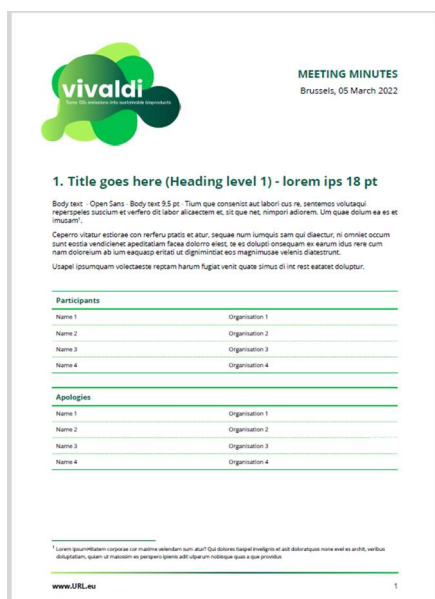


1.2. VIVALDI's templates

The VIVALDI project templates ensure the consistency of the various documents that will be produced by the consortium. The Microsoft (MS) Office templates include all the necessary style sheets to ensure ease of use and correct use of fonts and colours defined in the brand identity.

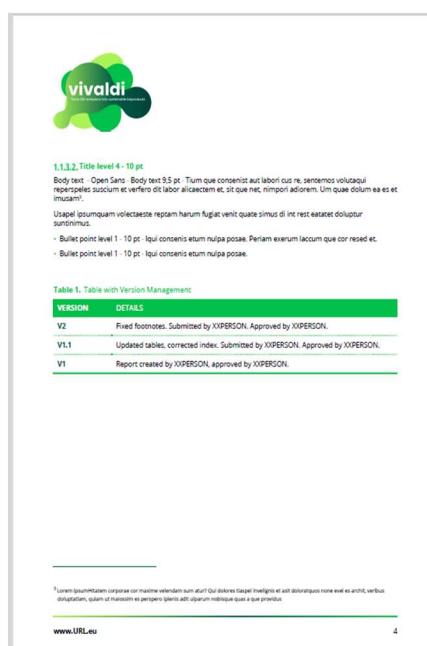
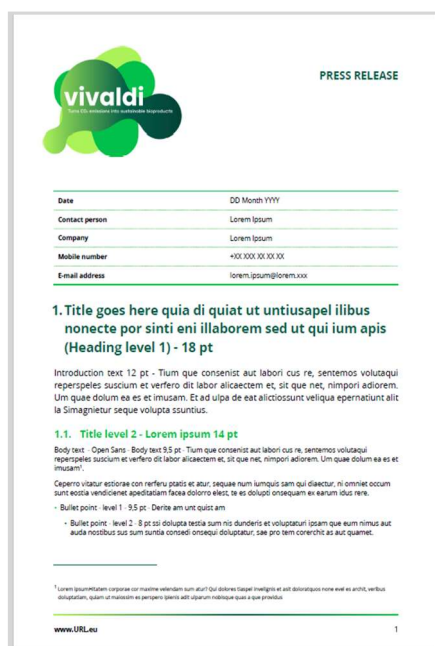
The set of templates, delivered on M.3, include:

- An MS Word template for meeting minutes.

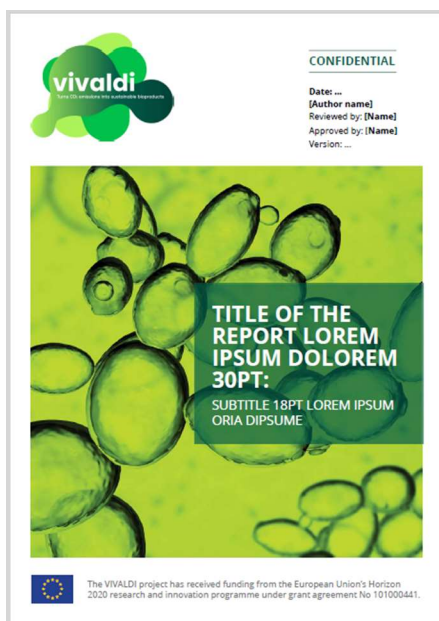




- An MS Word template for press releases.



- An MS Word template for reports and deliverables.





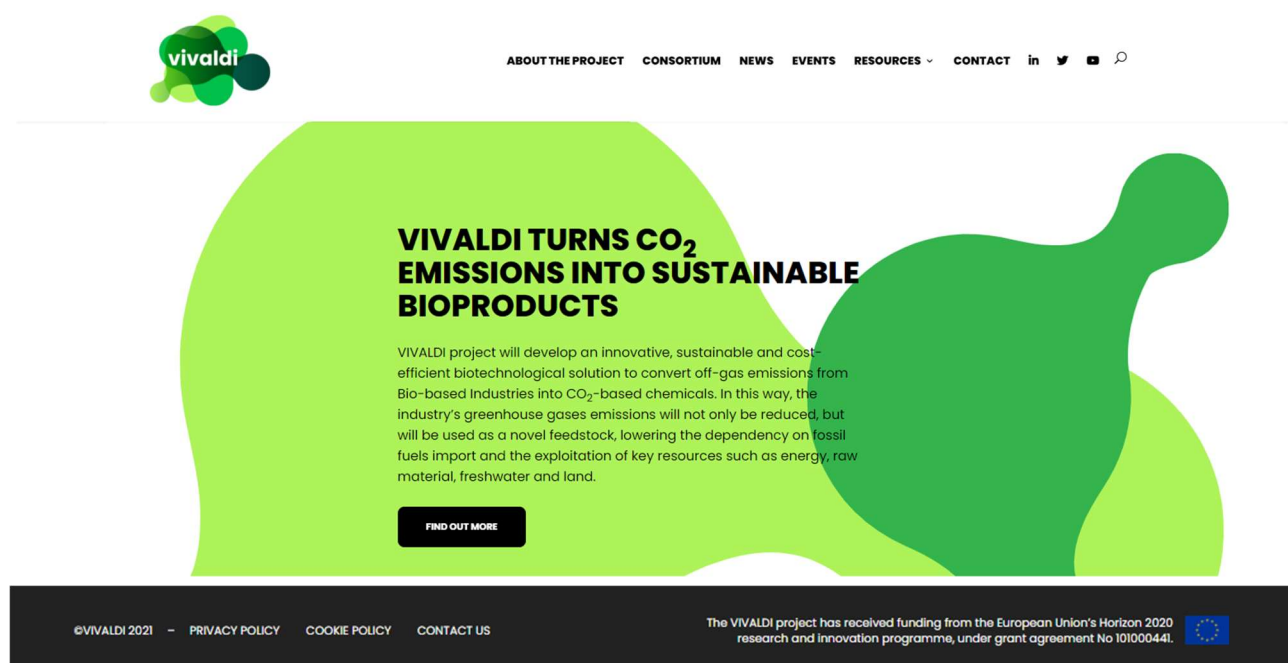
2. VIVALDI's website

The VIVALDI project 'website has been designed and developed by the WP7 leader in cooperation with the graphic agency Morris&Chapman and the VIVALDI consortium from M.4 to M.6.

The website has been created following the visual identity, preserving a clear and coherent image of the project. The website includes:

- A homepage.
- Six webpages reachable through the navigation menu: about the project, consortium, news, events, resources, contact.
- Four subsections under the tab resources: deliverables, press releases, publications, videos.
- The hyperlinks to reach VIVALDI project social media: LinkedIn, Twitter and YouTube.
- Clear indications on the EU funding received from the European Union's Horizon 2020 research and innovation programme.
- Quick and easy access to the webpage privacy and cookie policy, in compliance with the General Data Protection Regulation (GDPR).

The current version of the website (as of the 22th of October 2021) is not yet the final version. Missing details, content and infographics will be added to finalise the website in the coming days. The webpages seen in the images reflect the current status.



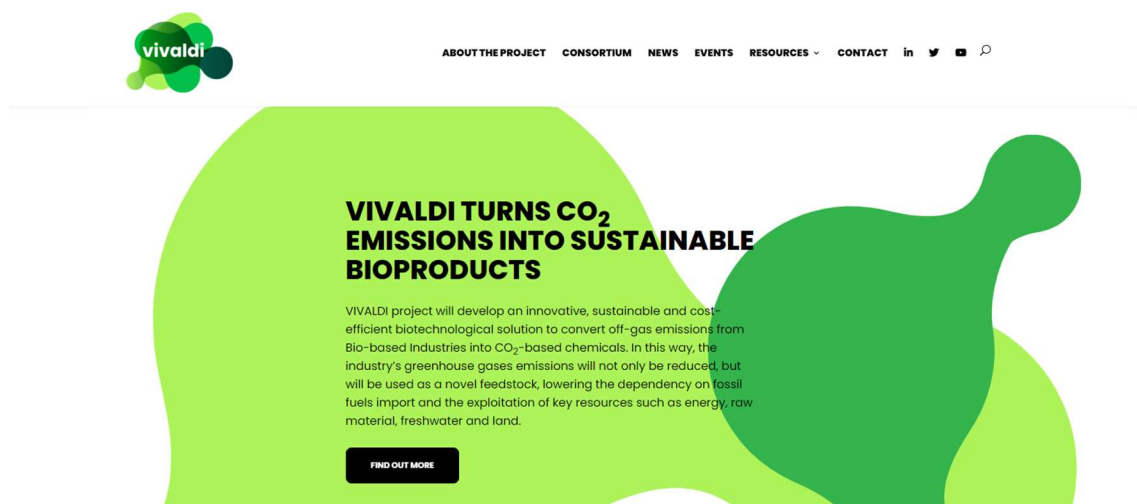


2.1. Homepage

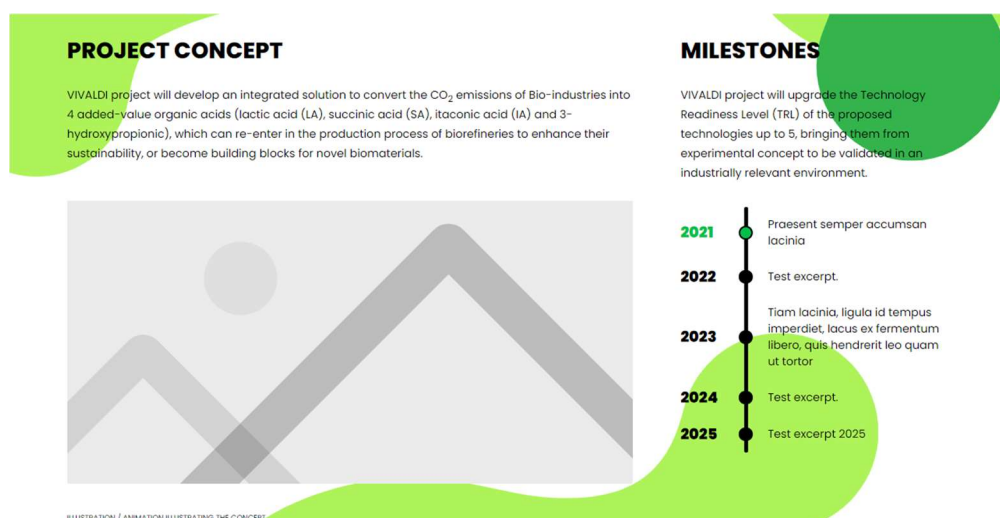
The VIVALDI project homepage includes all the main information and messages for the audience in a nutshell. In a clear and accessible way, the target stakeholders can access from this page the relevant tabs, subsections and hyperlinks.

The homepage is built as follow:

- A short message to describe the project and its objectives in a few words.



- The project concept, illustrating through an infographic and a short text VIVALDI's concept and its different phases in the industrial process.





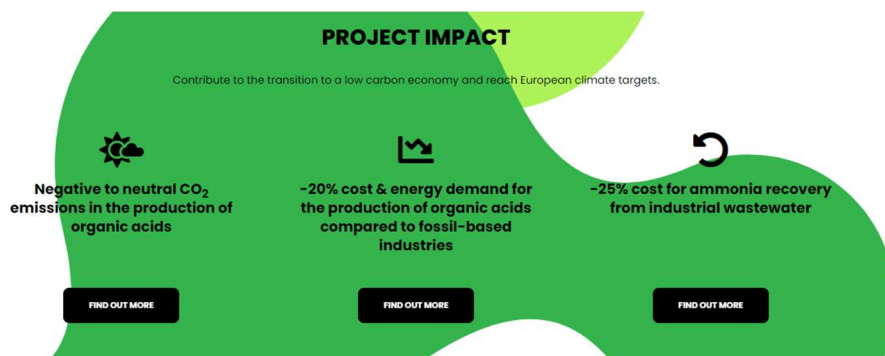
- The latest news published on the website. Each news is composed by the date, the tag that identifies the news topic ("About the project" or "About partners"), the title, the excerpt of the article, and the hyperlink to read the full news.



- The latest Twitter post published appears just after the news, showcasing the project's activity on social media and encouraging the website's visitors to check the VIVALDI Twitter account too.



- The VIVALDI project's expected impacts are illustrated by three icons and data in form of percentages and a short text. Website visitors can access more information about those data by clicking on each icon. A small extra text will appear just below the icons.



- The form to subscribe to receive the biannual VIVALDI project's newsletter.

 The 'FOLLOW THE PROJECT PROGRESS' form is a dark green rectangular box. At the top, it says 'FOLLOW THE PROJECT PROGRESS' in bold white text. Below it, the subtitle 'Subscribe to VIVALDI's biannual newsletter' is in a smaller white font. The form contains three input fields: 'First Name', 'Last Name', and 'Email'. Below these fields is a small white text block: '■ Clicking on "Subscribe", you give your consent for the treatment and storage of your data according to the [Privacy Policy](#). Your data will be only used to send you newsletters from VIVALDI project. You can unsubscribe at any time using the unsubscribe link integrated in the newsletter.' At the bottom left is a white button with 'SUBSCRIBE' in dark green text.

2.2. About the project page

This page provides to interested parties more detailed information about the project, its goals and the technological developments of the VIVALDI project's solutions.

- The project concept displayed on the homepage is reproduced on this page as well, but it presents here more detailed information for each step of the project's process.

(Picture to come)

- An infographic presents the technological development of the three proposed technological solutions, which thanks to the VIVALDI project will progress from the experimental concept to be validated in an industrially relevant environment.

(Picture to come)



- The VIVALDI project objectives are listed in an organised way, communicating to the target stakeholders the vision of the project and the concrete goals that will be reached in the 48 months.

(Picture to come)

2.3. Consortium

The Consortium page provides key information on each VIVALDI project's partner. A small description and a map provide an overview of the consortium composition and its geographical distribution.

CONSORTIUM

The success of the project will be ensured by a multidisciplinary and international consortium led by the GENOCOV research group of Universitat Autònoma de Barcelona.

The 16 partners range from **Biobased Industries** (SunPine AB, Damm and Bioagra) and **technology developers** (VITO, UFZ, LEITAT, Processium, Avantium, Universitat Autònoma de Barcelona, University of Natural Resources and Life Sciences - Vienna, Luleå University of Technology) to end-user (Nutrition Sciences). Novamont will research how to use CO2 along its entire value-chain: from the capture of their CO2 emissions to the conversion of it into new biochemicals. The team is complemented by three **knowledge hubs**: the sustainability and circularity expert group (BETA from Universitat de Vic), the technology and innovation consultancy (ISLE) and the European Association representing the Carbon Capture and Utilisation community in Europe (CO2 Value Europe).

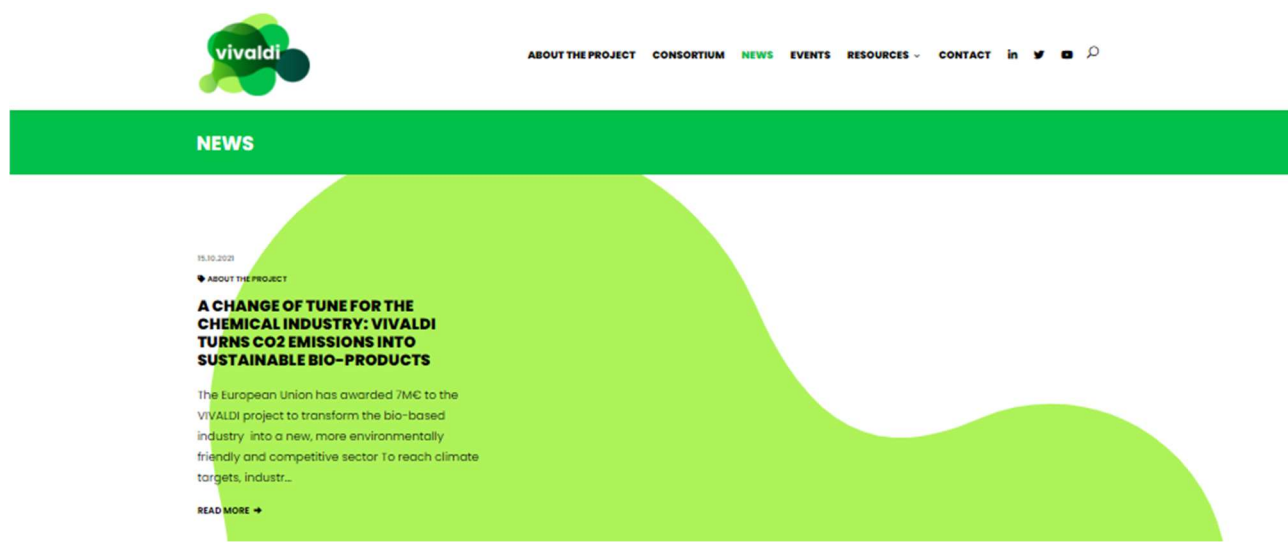


Below the map, each partner is introduced through its logo, a short description of the organisation including its area of expertise and the role in the consortium, the name and email address of the defined contact person and the link to the organisation's website.

	<p>ACONDICIONAMIENTO TARRASENSE</p> <p>Acondicionamiento Tarrasense (LEITAT) is a private no profit RTO with more than 110 years of valuable experience in industrial innovation. LEITAT delivers technological innovations that brings economic and competitive values through applied research and development activities in areas including advanced materials, advanced manufacturing, renewable energies, storage system, circular economy, sustainability and biotechnology. Within this project, LEITAT will have an active role in developing Bioelectrochemical System (including selective membranes, reactor design, process optimization and scaling-up) for energy-efficient and selective nutrient recovery from industrial Bio-based Industry wastewaters streams from their final use in Pichia Pastoris fermentation. The organisation is also participating in the Innovation Board and on clustering with similar projects.</p> <p>✉ CONTACT DR. EDUARDO BORRÁS VIEW WEBSITE →</p>
	<p>AVANTIUM</p> <p>Avantium is a pioneer in the emerging industry of renewable and sustainable chemistry. Avantium is headquartered in Amsterdam, with extensive R&D laboratories and three pilot plants in Geleen and Delfzijl, the Netherlands. We are an innovation-driven company dedicated to developing and commercializing breakthrough technologies for the production of chemicals from renewable sources and circular plastic materials used for a variety of consumer products. Within this project, Avantium is leading the task dedicated to the downstream processing of the products from the electrochemical CO2 reduction, and strengthening the knowledge on electrochemical process development.</p> <p>✉ CONTACT DR. ANNELE JONGERUS VIEW WEBSITE →</p>

2.4. News

The news page gathers in chronological order all the news published by the VIVALDI consortium throughout the project. Each news preview includes the date, a small tag identifying whether the news is about the VIVALDI project or a relevant piece of news from a partner, the title, the news excerpt and the link to access the full article.



The screenshot shows the Vivaldi website's news section. At the top is the Vivaldi logo and a navigation bar with links: ABOUT THE PROJECT, CONSORTIUM, NEWS (highlighted), EVENTS, RESOURCES, CONTACT, and social media icons. Below the navigation bar is a green header with the word 'NEWS'. The main content area features a news preview for the date 15.10.2021, categorized as 'ABOUT THE PROJECT'. The title is 'A CHANGE OF TUNE FOR THE CHEMICAL INDUSTRY: VIVALDI TURNS CO2 EMISSIONS INTO SUSTAINABLE BIO-PRODUCTS'. The excerpt states: 'The European Union has awarded 7M€ to the VIVALDI project to transform the bio-based industry into a new, more environmentally friendly and competitive sector To reach climate targets, industr...'. A 'READ MORE →' link is provided at the bottom of the preview.



2.5. Events

The event page lists all the events that will be organised by the VIVALDI consortium as well as external events related to the VIVALDI project's key topics and technologies, which might be of interest to the website visitors. Each event preview specifies the date, the location, a tag identifying whether the event is organised by the VIVALDI consortium or by third parties, a short summary and the link to access the event's page.

Picture to come

Past events are accessible after the upcoming ones. The same information of the upcoming events is displayed for the preview of the past ones. Such information is relevant for the consortium to keep track of the events that have been organised.

Picture to come

2.6. Resources

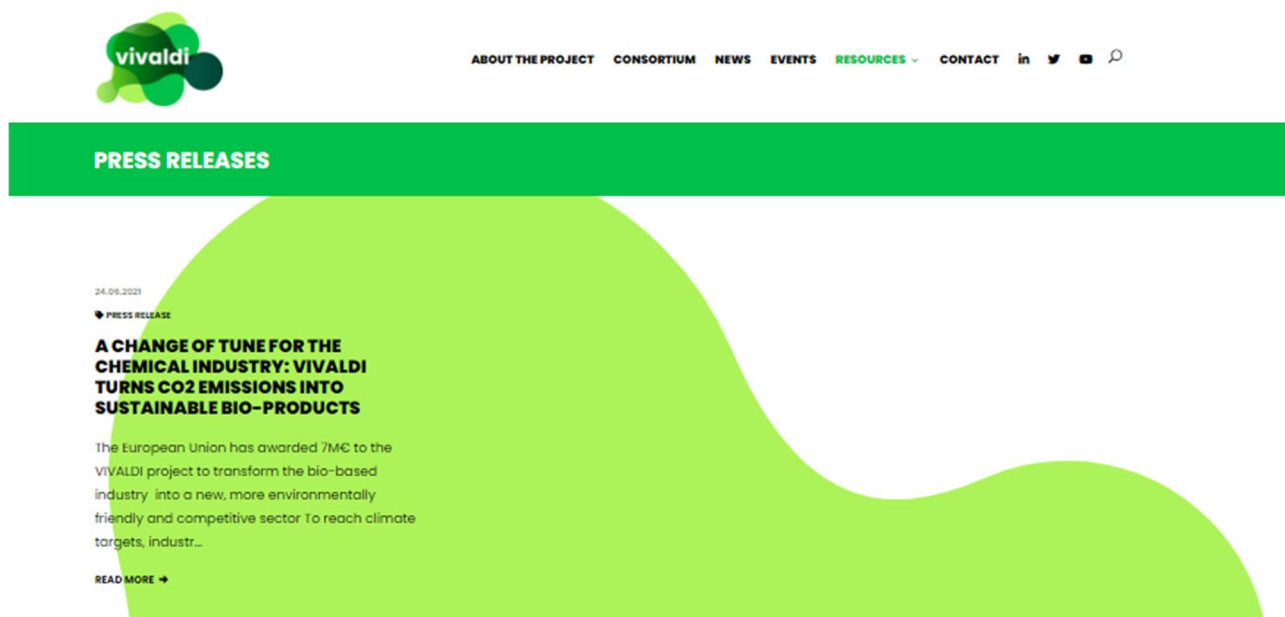
The resources webpage gives visitors access to all the material published by the VIVALDI consortium throughout the project. The subsection includes: deliverables, press releases, publications and videos.

- In the Deliverables section, it will be possible to find all the public deliverables developed by the VIVALDI project. The deliverable will be published here once approved in the European project portal.





- The Press Releases section includes all the VIVALDI project press releases developed and published by the WP7 leader in collaboration with the coordinator and the consortium.

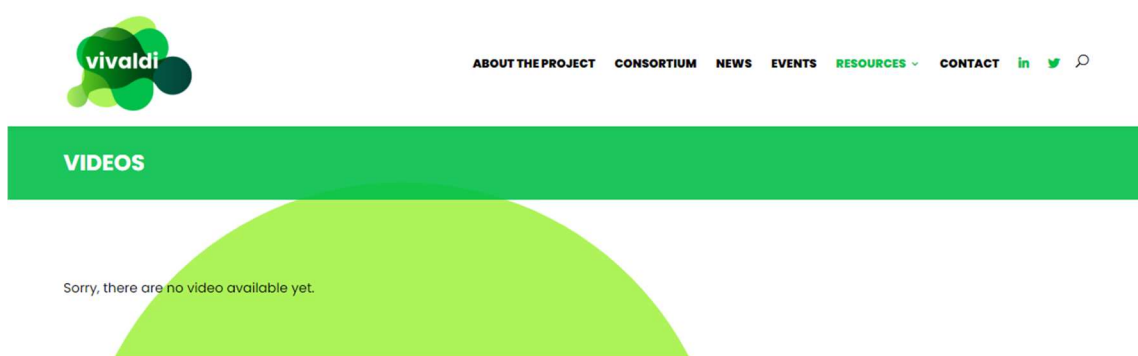


- The Publications section gathers in one place the various publications that will be published by the VIVALDI consortium during the 48 months.



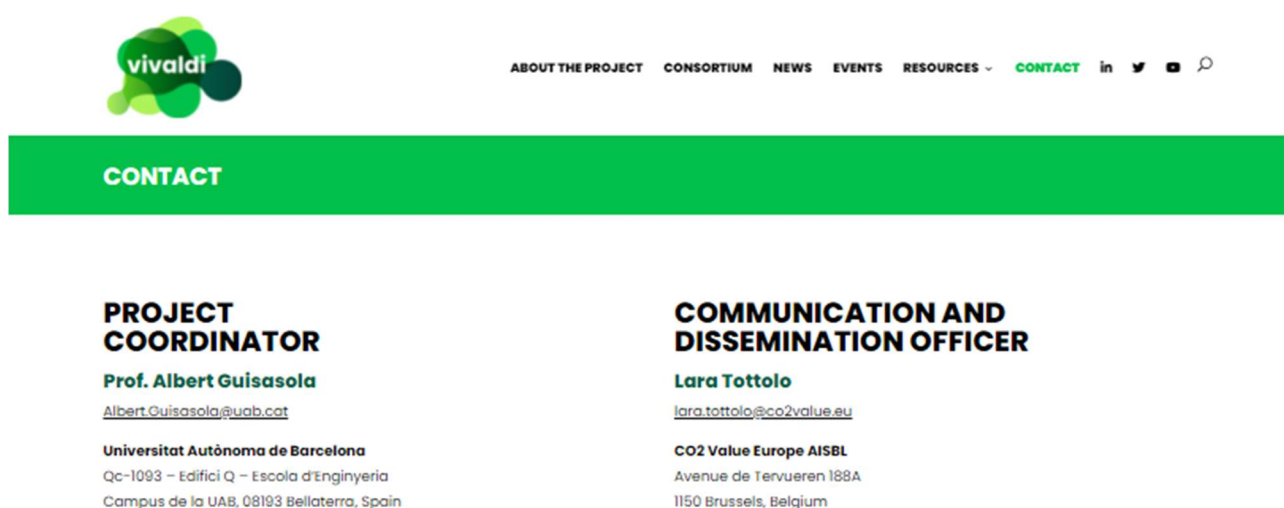


- The Videos section give access to the informational, educational and explanatory videos that will be realised by the VIVALDI consortium in order to promote the project, and communicate its concept and impact in a simple and engaging way.



2.7. Contact

The contact page allows the website visitors to easily reach the VIVALDI project coordinator and the WP7 leader.





The webpage also offers the possibility for interested parties to ask questions or leave feedback in the dedicated form.

A feedback form titled 'SUBMIT YOUR FEEDBACK' is displayed on a green background. The form includes a placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin laoreet enim at lorem tempus congue.' Below this, there are input fields for 'First Name', 'Last Name', and 'Email'. A large text area for 'Message' is also present. At the bottom left of the form is a 'SUBMIT' button.

2.8. Privacy policy

The VIVALDI project's privacy policy can be easily found in the footnote.



Effective November 2021. In an effort to maintain efficient service while respecting the privacy of those who visit the VIVALDI Website <http://www.vivaldi-h2020.eu> and correspond electronically with the VIVALDI consortium, the VIVALDI project complies with the privacy legislation and the General Data Protection Regulation (GDPR).

The VIVALDI consortium is committed to keeping users' e-mail addresses confidential. We do not sell, rent or lease to third parties the emails of partners, events' attendees or anyone else with whom we conduct business.

2.8.1. Information Collection and Use

The VIVALDI consortium collects personally identifiable information provided by the users, including, but not limited to, users' name, employer's name, address(es), telephone, e-mail address and banking information. The VIVALDI consortium may use and store such information in order to:

- notify users of official VIVALDI project activities
- provide a product or service requested (e.g. newsletter)



- analyse, evaluate, and improve visitors needs and interests
- alert users of VIVALDI news, activities, events
- other legitimate and lawful business purposes

The VIVALDI consortium uses third parties to operate this website with whom it may disclose personally identifiable information as needed for them to perform specific tasks under its instructions, subject to this policy and the general applicable GDPR rules.

The VIVALDI consortium may disclose personally identifiable information to the proper authorities if it becomes subject to a subpoena or court order, or if it is otherwise legally required to disclose such information. The VIVALDI consortium also may use and disclose information about users to establish or exercise its legal rights, to assert and defend against legal claims, or if it believes such disclosure is necessary to investigate, prevent, or take other action regarding actual or suspected illegal or fraudulent activities or potential threats to the physical safety or well-being of any person.

2.8.2. Registration and Order Forms

In order to enrol or register in a program; attend the VIVALDI project's events, meetings, or conferences; or request products or services; users may be required to fill out a registration or order form and provide personally identifiable information which the VIVALDI consortium will use to process users' registration or order.

2.8.3. Links

There are links to other websites throughout the website. Please note that the VIVALDI consortium is not responsible for the privacy policies of those other sites and hereby disclaims any liability or responsibility in connection with such linked sites.

2.8.4. Updating Personal Information and Participation

You may contact the VIVALDI project as set forth below to update your personally identifiable information, opt-in to, or opt-out of any service at any time. The VIVALDI consortium will provide opt-in and opt-out opportunities as applicable to the service or product being offered.

2.8.5. Privacy Policy Updates

Should any changes be made to this privacy policy, the VIVALDI consortium will post them on this page with appropriate explanation.



2.8.6. Acceptance of our Privacy Policy Terms

Using the VIVALDI project website indicates the user's acceptance of its privacy policy. User's continued visits to the VIVALDI website after changes are posted to this policy will signify your acceptance of those changes.

2.8.7. For further information

E-mail: lara.tottolo@co2value.eu.

Legislation: <https://www.eugdpr.org/eugdpr.org.html>

2.9. Cookie policy

The VIVALDI project website's cookie policy can be easily found in the footnote.



This Cookies Policy sets out the basis on which we use essential cookies, non-essential cookies and similar technologies on or in relation to our website. This Cookies Policy is effective from 25 May 2018.

Essential cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. Non-essential cookies and other technologies are only placed on your computer or device if you have consented to us doing so. For information on the difference between essential and non-essential cookies, please see below.

For information on how you consent and how you can withdraw your consent to us placing non-essential cookies and other technologies on your computer or device, see the section below entitled How to accept or reject cookies.

2.9.1. Cookie policy

What are cookies?

Cookies are small data files sent by a website's server to a web browser, processor memory or hard drive and stored there. They can be used for a range of different purposes, such as customising a website for a particular user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information.

Essential and non-essential cookies

Cookies can be classified as either 'essential' or 'non-essential'.



Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.

Non-essential cookies: these are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyse our behaviour on a website ('analytical' cookies) or cookies used to display advertisements to you ('advertising' cookies).

2.9.2. Session and persistent cookies

Cookies can be classified as either 'session' or 'persistent', depending on how long they last after they are placed on your browser.

- Session cookies: session cookies last for as long as you keep your browser open. They expire when you close your browser.
- Persistent cookies: persistent cookies expire at a fixed point in time or if you manually delete them from your browser, whichever occurs first.

2.9.3. First and third party cookies

Cookies can be classified as 'first party' or 'third party'.

- First party cookies: these are cookies placed on your device by our website domain.
- Third-party cookies: these are cookies placed on your device by third party website domains.

If you require further information about cookies in general, please visit www.allaboutcookies.org

We have categorised the cookies we use into four categories.

COOKIE	PURPOSE
ESSENTIAL COOKIES (STRICTLY NECESSARY)	Used solely to carry out or facilitate the transmission of communications over a network; or strictly necessary to provide an online service (e.g. our website or a service on our website) which you have requested.
PREFERENCE & FUNCTIONALITY COOKIES	These cookies collect information about your choices and preferences and make using the website more practical. They are non-essential to their use. However, without these cookies, certain functionality may become unavailable.



ANALYTICS & CUSTOMISATION COOKIES	These cookies collect information that is used either in aggregate form to help us understand how our websites are being used to help us improve our websites and application for you in order to enhance your experience.
ADVERTISING (TARGETING) COOKIES	These cookies are used to make advertising messages more relevant to you and your interests. They also perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed, and in some cases selecting advertisements that are based on your interests.

2.9.4. Managing Cookies

Most browsers allow you to block all cookies, including essential cookies. Please note, however, that if you block all cookies, parts of our website and its functionality may not work or display properly.

You can delete existing cookies from your browser by clearing your browsing data and ensuring that the option to delete cookies is selected.

2.9.5. Analytical cookies

Google Analytics cookies are classified as first party cookies as they are set by our website domain, although Google collects and processes information from our use of Google Analytics. To find out more about how Google handles information collected from Google Analytics, see Google Analytics' privacy policy, which is available here: <https://support.google.com/analytics/answer/6004245>

For information on how Google uses data from cookies it uses, please visit www.google.com/policies/privacy/partners/

2.9.6. How to opt-in or out from analytical cookies

To opt-out of Google Analytics tracking across all websites in general, you can do so here: <http://tools.google.com/dlpage/gaoptout>

2.9.7. Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- <https://support.google.com/chrome/answer/95647?hl=en> (Chrome)



- <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox)
- <http://www.opera.com/help/tutorials/security/cookies/> (Opera)
- <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer)
- <https://support.apple.com/kb/PH21411> (Safari) and
- <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge)

Blocking all cookies will have a negative impact on the usability of many websites.

If you block cookies, you may not be able to use all the features on our website.

2.10. Website's monitoring and KPIs

The website content and layout is to be considered a living communication channel that will follow the developments of the VIVALDI project and its needs. The website will not only be kept up to date with the relevant news, events and resources that will be delivered throughout the project, but it should also be modified and expanded according to the project needs and visitors' feedbacks.

Together with the designated graphic agency, it will be given great attention to the website optimisation in the search engine (SEO) and the search engine results pages (SERPS), ensuring VIVALDI website visibility and focus in targeting the defined audiences.

The website effectiveness will be regularly monitored thanks to the quantifiable KPIs defined in Grant Agreement. The monitor and reporting phase allow the WP7 leader and the consortium to assess the achievements and the progress of the website. The KPIs for the VIVALDI project website are:

- The average number of website interactions per month is 50.
- At least 1 piece of news or event related to VIVALDI project and its partners' activities will be published on the VIVALDI website every month.
- At least 2 press releases per year will be developed and published on the VIVALDI website.
- At least one event per year will be organised by the VIVALDI consortium and published on the project's website.
- At least one short video capsule per year will be published on the VIVALDI website.
- The KPI will be updated on M18 when the Communication Plan and the Dissemination Plan will be updated.



3. Annexes

3.1. Annex 1: Brand guidelines



Brand guidelines

July 2021

Contents

02

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The logo
03

The logo

The logo

Reversed version
& colourways

Logo misuse

Clear space

Minimum sizing

The logo
04

The logo

The VIVALDI full logo with tagline.

The graphic marker
The graphic marker shape is the main element of the logo. It represents the idea of transformation, emissions and molecules. The colours are transparent to also represent the idea of "turning green".

Brand name
The brand name "vivaldi" is the name of our association and the main typographic element of the logo.

Tagline
Our main message written in sans serif modern font.



The logo

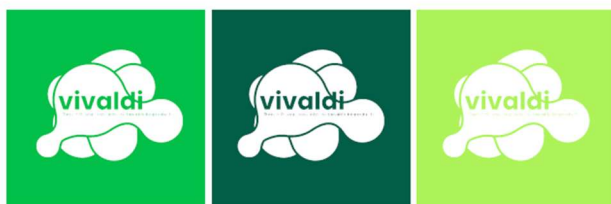
05

Reversed version & colourways

On dark backgrounds and image backgrounds, the reversed version of the logo may be used. It can also be used on coloured background, using the primary palette of the brand.



When colour printing is not possible, please use the solid monochromatic.



The logo

06

Logo misuse

Resolution

Always use the correct resolution, high res is for print and low res for screen (web, PowerPoint).



Graphic element

Do not try to recreate the logo. Use only artwork provided. Do not change the graphic elements.



Colour

Never change the colour settings in any way. Check your colour values before going to print.



Proportion

Never scale or adjust the elements within the logomark. The proportions must never alter.



There is a full catalogue of the logos suitable for all uses, available in all formats and sizes. Please do not alter these logos in any way.

Distortion

Never stretch, warp or expand the logo to fit to a space or platform. Scale it appropriately.



Pattern

Never place the logo over a busy pattern. Check to ensure full legibility of the logomark.



The most common examples of misuse involve incorrect scaling or incorrect colour selection. Here are some examples of what not to do.

Type

Never replace the logo typography with another typeface or never re-draw it by hand.



Photography

Never place the logo over a busy photograph. Check to ensure full legibility of the logomark.

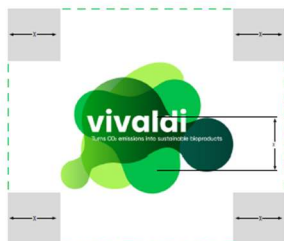




Clear space

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.

To work out the clearspace take the height and weight of the VIVALDI right circle shape.



Minimum sizing

The logo is designed to retain clarity down to a minimum width of 70mm. Logos should never be reproduced smaller than this.

Print Use



Web Use



Typography

Primary typeface

Secondary typeface

System typeface



Aa

**AaBbCcDdEeFfGgHhIiJjKkLlMmn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890+;%@?!&€***

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Typography

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System typeface

Arial

A free geometric sans serif typeface available on all systems with a large range of weights.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890+;%@?!&€*

Typography

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Use of Arial

Our system typeface is Arial. This typeface was chosen as it comes in over 9 weights and is available on every systems without any license restrictions. It also include all characters of the EU official languages. We primarily use Bold, Regular and Light.

This typeface will be mainly used for presentations and MS Office Documents.

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890+;%@?!&€*

Best choice for headings, quotes or to emphasize a word in a text.

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890+;%@?!&€*

Main choice for text in presentations and documents.

Arial Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890+;%@?!&€*

Best choice for subheadings or to emphasize a sentence in the text.



Colours

15

Colours

Primary palette

Secondary palette

Colour combination

Colours

16

Colour palette

R:3 G:192 B:74 C:76 M:0 Y:98 K:0 #03c04a	R:3 G:94 B:72 C:89 M:39 Y:76 K:32 #035e48	R:174 G:243 B:90 C:34 M:0 Y:83 K:0 #aef35a



Colour combination

With icons

Always use 2 colour on square.

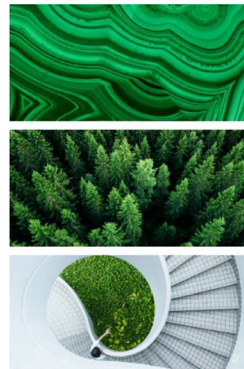


Always use 1 colour on white background.



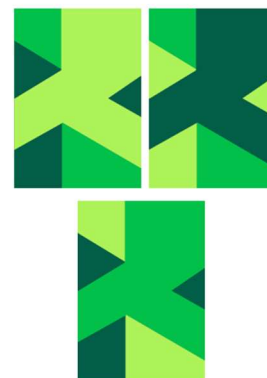
With photos

Always try to match photos with palette.



Best combinations

Use a maximum of 3 colours in any combination.



Thank You

Designed by Morris & Chapman
www.morris-chapman.com





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