



## **Empowering local renewable energy communities for the decarbonisation of the energy systems**

### **D7.3 – Graphic guidelines**

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## 1/ Introduction

This document constitutes the graphic guidelines to be followed in the scope of the LocalRES project. The main objective of these guidelines is to provide explanations on how to use the different graphic elements (e.g. LocalRES logo and templates) that make up the visual identity of LocalRES described in details in deliverable D7.2, to effectively communicate about the project.

For any further question related to communication, please contact [floriane.cappelletti@energy-cities.eu](mailto:floriane.cappelletti@energy-cities.eu).

## 2/ Project logo - Use and alternatives

As said in deliverable D7.2, the LocalRES logo constitutes the main graphic element that helps the project being recognized and distinguished. Thus, the logo integrates both explicitly and implicitly: the name of the project, some of the main core aspects of the project (e.g. central role of citizens, renewable energy, European context), and the corporate colours of LocalRES. For that reason, a proper use of the logo is essential to ensure an efficient communication at internal and external levels.



Figure 1: Project logo. Standard colour version

### Logo formats

To suit as much as possible the wide variety of uses one can make of a logo, the LocalRES logo is available in EPS or JPG format, both in colour and in black and white versions.

Additionally, other logo formats might be generated upon request to facilitate its integration in different digital or printed materials (e.g. PNG, BMP, EMF, TIFF)

#### EPS V/S JPG

- EPS is a vectorised format and should be preferred for all forms of printing. You can increase the size of the logo while keeping a high resolution.

- JPG is a raster format and should be preferred when being displayed on a screen or a computer monitor. The file is lighter but if increased too much, the image can blur and pixelate

## Logo versions

Whenever possible, the use of the coloured logo must be prioritized, together with white or clear backgrounds (see Figure 2). To ensure a proper recognition of the logo, the size needs to be sufficient for its correct visualization, and must never be smaller than 23 mm x 15 mm (width x height, ), especially in printed materials:

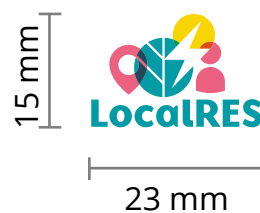


Figure 2: Minimum size of the project logo

The logo must always be in sufficient contrast with the background. For that reason, as previously said, white or clear backgrounds are always preferable.



Figure 3: Examples of incorrect (left) and correct (right) contrast between the logo and the background

Alternatively, black, white and grey-scale versions have been generated, for limited uses only. The main purpose of these alternative options is ensuring the correct visibility and legibility of the logo, as intended according to the visual identity:

- [Black and white version](#): the black and white version of the logo is only recommended for communication materials designed to be printed using black ink.

- [White version](#): the white logo alternative is recommended for cases when an intense or dark background colour is used, and changing it to white is not possible (e.g. inherited slide designs from third parties, such as conferences).
- [Grey-scale version](#): the grey-scale options is to be used in printed materials, whenever it is not possible to use coloured inks.



Figure 4: Alternative versions of the logo

## Use of the logo

The integrity of the project logo must be always respected. No change or distortion is allowed, which includes:

- [Size and shape modifications](#): trimming or hiding part of the logo<sup>1</sup>, deforming, condensing or stretching the logo.
- [Colouring effects](#): external or internal shading, use of a monocoloured version (not considered in the previous alternatives and contexts), outlining, darkening or brightening of the logo.
- [Changes of the wordmark](#): use of a different font, use of lowercase or uppercase letters differently as the original design (first "L" and "RES" in capital letters; the rest in lowercase letters), inserting extra spacing (no spaces should be included in the wordmark).
- [Other layout modifications](#): rotation of the logo, displacement of the elements constituting the logo, relative displacement or resizing of the wordmark and the icon.

Next, some examples of these incorrect uses of the logo are exemplified, in Figure 5:

<sup>1</sup> This does not include those uses for other graphic elements included in the visual identity, as described in deliverable D7.2.





*Trimming*



*Deformation*



*External shading*



*Outlining*

*Monocolor*



*Displacement of the wordmark*



*Re-sizing of the text*



*Internal shading/darkening*



*Use of a different font*



*Distancing of the wordmark*



*Rotation*



*Moving the elements*

*Figure 5: Incorrect uses of the project logo*

### 3/ Corporate colours

The LocalRES project has a defined set of corporate colours made up of the colours of the logo and some complementary colours that match the latter. These colours, together with the selected typography and the logo, play an essential role in the visual identity of the project. For that reason, the use of these corporate colours in communications actions are to be used in all cases, or, alternatively, of the supplementary shades included in Figure 8.

To ensure the correct use of the corporate colours, the CMYK and RGB codes are provided below, in Figure 6.

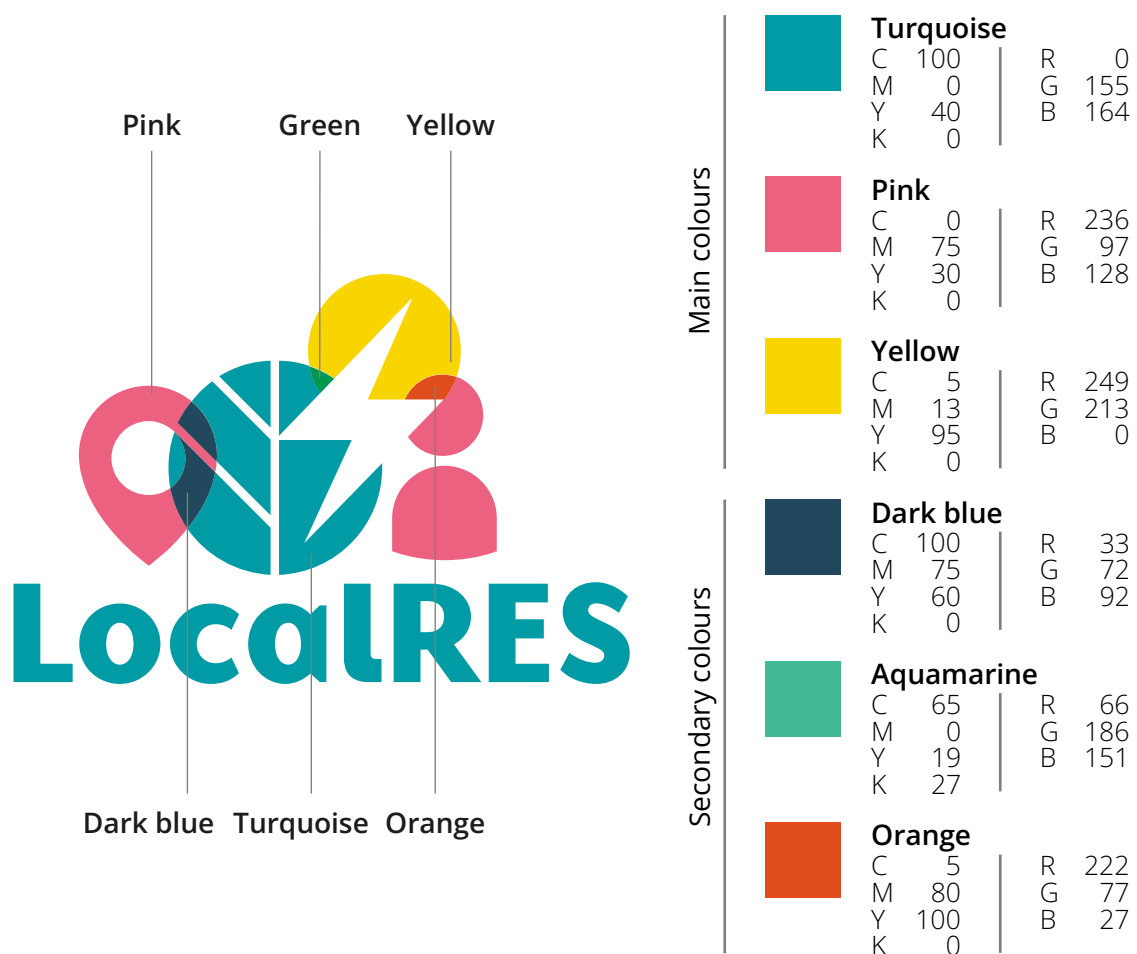


Figure 6: Corporate colours

As can be observed in Figure 7 despite the logo contains six different colours, there are three of them whose presence is much greater than for the remaining three, which are generated from the combination of the main colours.

Following this distribution, the six corporate colours have been divided into main and secondary colours; so that the use of the main tones are prioritized, and the use of the secondary colours is

reduced to less frequent cases, to broaden the variety of tones and avoid misunderstandings (e.g. in complex charts).

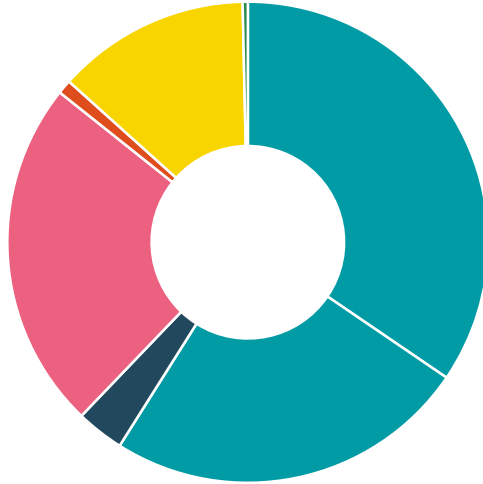


Figure 7: Distribution of colours in the logo

Similarly, despite the previous corporate colours are to be used preferably, shades generated from the latter ones can be also used to enrich the visualizations and avoid misunderstandings. Figure 8 includes the recommended shades to be used (both brighter and darker), as well as the main corporate colours, on the left:



Figure 8: Recommended shades of the corporate colours

## 4/ Corporate typography

Open Sans is the font selected for the graphic framework of the LocalRES project. It is clear, very easy to read, and is available in many versions (light, bold, semi-bold, italic) and combinations, which ensures harmony and reinforces the effectiveness of the communication actions. Also, the font is open source and can be freely downloaded, installed<sup>2</sup> and used from Google [here](#).

Project partners will use it in all official project materials, and will prioritize the use of the pre-defined styles based on this font and contained in the template for text processors, available for the members of the Consortium. The recommended size of the font for the body texts is 10 pt. for text documents (e.g. deliverables), and 18 pt. for slides. Below, a sample of the Open Sans font and its variations is included:

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Open Sans Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Open Sans Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

Open Sans Semi-bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

*Open Sans Semi-bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

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<sup>2</sup> See [here](#) how to install a new font on your computer.

**Open Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Open Sans Bold Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Open Sans Extrabold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Open Sans Extrabold Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

## 5/ EU emblem and funding acknowledgement

Following the conditions of the Grant Agreement, there is an obligation to acknowledge the European Union, which provides funding to this project. For that reason, all communication and dissemination materials of the LocalRES project must include the EU emblem (i.e. flag), as well as an acknowledgement of the funding received from the European Union, also containing the program which the project belongs to (Figure 9).

The EU emblem and the rules on how to use it can be found on the European Commission website:

- [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)
- <http://publications.europa.eu/code/en/en-5000100.htm>

Acknowledgement of the EU funding must be ensured by using the EU emblem and the alongside text, as follows:



*This project has received funding from the European Union's Horizon 2020 Programme under the Grant Agreement no. 957819.*

*Figure 9: EU emblem and acknowledgment*



## 6/ Applications

### Project slides

This model is to be used for any LocalRES presentation, should they be internal or external. The whole set of slides (with models for graphs, tables, illustrations) will be made available on the project website.

#### 1. Cover:



Figure 10: Example of cover slide

#### 2. Inside pages:



Figure 11: Example for inside pages

### Social media visuals

A set of social media visuals for the LocalRES project will be available on the website, including the logo. Please use them would you like to share updates about LocalRES on social media, following the guidelines contained in this document. Next, some examples of visuals for social media are included:

#LocalRES

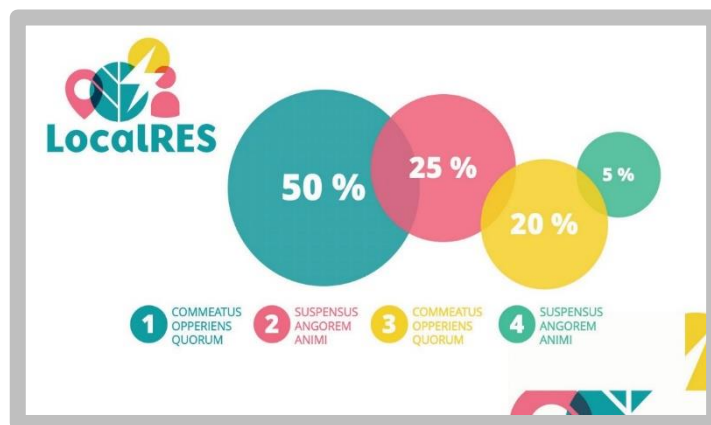


Figure 12: Examples of social media visuals



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