CITYNVEST

GRAPHIC CHARTER

Version 1.2 – May 2015

INTRODUCTION

This document contains the rules and guidelines of construction and use of the visual identity of CITYnvest project. Its rigorous application allows the development of a coherent visual image consistent with the fundamental values inherent to the project. Moreover, it protects the misuse of CITYnvest logotype and graphical elements in all communication materials.

Hence, this Graphic Charter defines:

▸ the **logotype**: format sizes, proportions, positioning, colours, variations on white and coloured backgrounds, among others elements;

▸ the **fonts** used and size;

▸ the **colour** palettes;

▸ the various principles governing the applicability of the above elements.

This Graphic Charter intends to be as comprehensive as possible and provides a number of contexts where the rules must be applied.
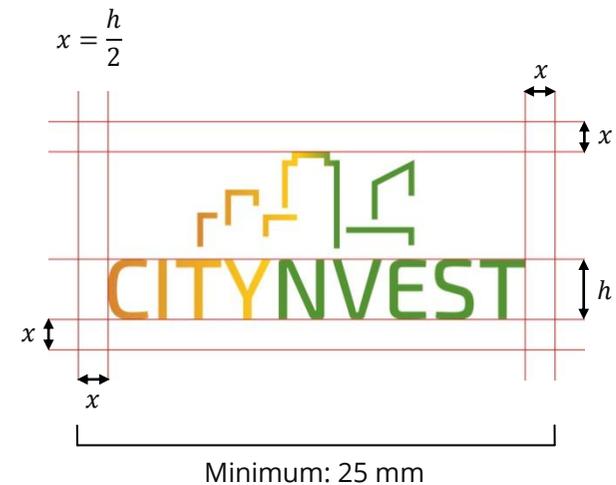
CITYnvest reference logotype

LOGOTYPE

The CITYnvest logotype is composed by two distinct elements, namely the lettering CITYNVEST and the city skyline element, which cannot be separated. Any modifications to the logotype are strictly forbidden. This includes, but is not limited to, changes in the colours, lettering and shape of the city skyline element. The logotype must appear in all publications related to CITYnvest.

Dimension and margins

The logotype must have a sufficient size to be easily and clearly legible. It should not be reduced to a width inferior to 25 mm.

In order to avoid conflicts in the visibility of the logotype, an **exclusion zone** x was created. This exclusion zone corresponds to half of the height of the lettering CITYNVEST in the logotype. No visual elements (image, object, writing, etc.) can appear in this area. The exclusion zone can either be visible (white background) or invisible (transparent background).

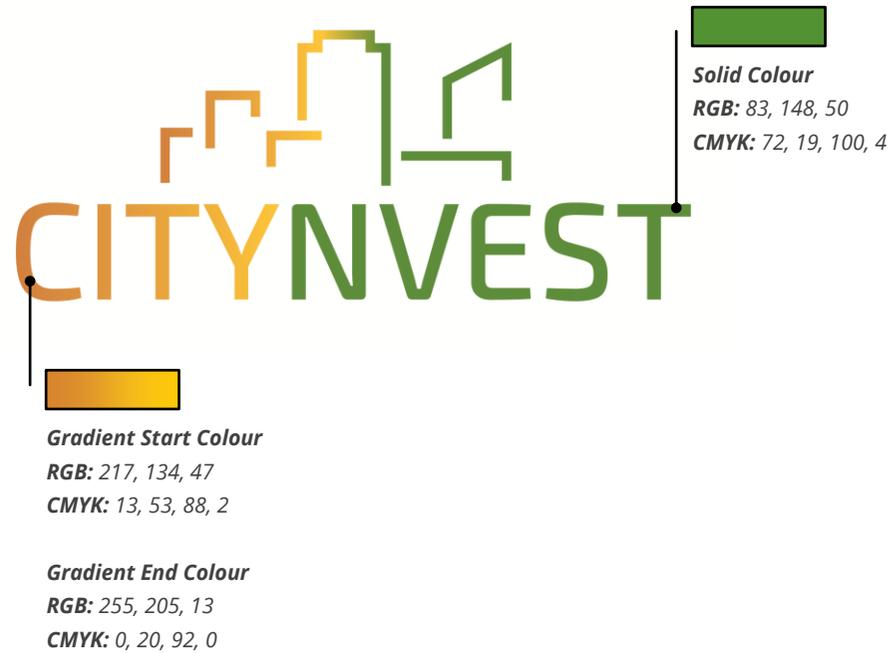Whenever possible, use the logotype on a white background.

> **!** **No element can impair the clarity of the logo.**

$$x = \frac{h}{2}$$

Minimum: 25 mm

Font and Colours

The font used in the logotype lettering is *Exo 2*. It is available for download at: https://www.google.com/fonts/specimen/Exo+2.

The primary colour scheme of CITYnvest logotype is as follows:

Solid Colour
RGB: 83, 148, 50
CMYK: 72, 19, 100, 4

Gradient Start Colour
RGB: 217, 134, 47
CMYK: 13, 53, 88, 2

Gradient End Colour
RGB: 255, 205, 13
CMYK: 0, 20, 92, 0

Reference Logotype (CMYK/RGB)

Preferred logotype for the majority of cases with the exception of some special cases described below. Can be used in white, black and coloured backgrounds.

Corresponding file names:

Vector: CITYnvest_logo.eps

JPG (72 dpi): CITYnvest_logo_72dpi_RGB.jpg

TIFF (300 dpi): CITYnvest_logo_300dpi.tif

PNG: CITYnvest_logo_transparent.png

Black Version (EXCEPTIONAL USE)

Preferred logotype when printing in one colour (black). The background of the document should be white. In the cases where the Reference Logotype is not fully visible due to the background colour, this version should be used instead.

Corresponding file names:

Vector: CITYnvest_logo_Black.eps

JPG (72 dpi): CITYnvest_logo_72dpi_Black.jpg

TIFF (300 dpi): CITYnvest_logo_300dpi_Black.tif

PNG: CITYnvest_logo_transparent_Black.png

White Version (EXCEPTIONAL USE)

To be used when printing in one colour (black) when the background is dark coloured as an alternative to the black version. Can be used as well in coloured backgrounds if provides a clearer visibly than the other versions.

Corresponding file names:

Vector: CITYnvest_logo_White.eps

JPG (72 dpi): CITYnvest_logo_72dpi_White.jpg

TIFF (300 dpi): CITYnvest_logo_300dpi_White.tif

PNG: CITYnvest_logo_transparent_White.png

CITYnvest logotype should be reproduced exactly using one of the files provided. Its typeface and colour cannot be changed. The logotype should not be animated, deformed or split up. Below is present a list of **DO NOTS**.

Do not change the font of the logo.

Do not change the colours of the logo.

Do not change the shape of the logo.

Do not add or remove any element of the logo
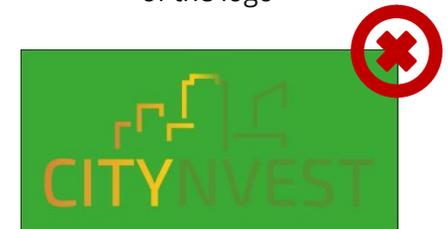
Do not change the position of the logo elements.

Do not change the proportions of the elements of the logo.

Do not place the logo in a low resolution which would make it pixelated.

Do not place the logo on a background using an unsuitable version.

Do not apply any effect to the logo (e.g. drop shadow)

Do not skew the logo.

TYPOGRAPHY

Font

The font used in standard text is *Open Sans* and it can be used in all its styles (regular, italic, bold and bold italic). *Open Sans* font is available for download at: https://www.google.com/fonts/specimen/Open+Sans.

The text should always be:

- ▶ easy readable;
- ▶ without effects (no shadow added, for example);
- ▶ in lowercase (do not use all capitals except on headings).

If the aforementioned font is unavailable, it is advised the use of *Verdana.*

▶ *Open Sans* regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

▶ *Open Sans* italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

▶ *Open Sans* bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

▶ *Open Sans* bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Size

In standard text the recommended minimum font size is 10pt and the maximum 14pt whilst in headings the recommended minimum font size is 14pt and the maximum is 30pt. Below is illustrated the *Open Sans* font in various sizes for comparison.

The quick brown fox jumps over the lazy dog (8pt)

The quick brown fox jumps over the lazy dog (10pt)

The quick brown fox jumps over the lazy dog (12pt)

The quick brown fox jumps over the lazy dog (14pt)

The quick brown fox jumps over the lazy dog (18pt)

The quick brown fox jumps over the lazy dog (26pt)

The quick brown fox jumps over the lazy dog (30pt)

Language

Examples of use of the *Open Sans* font in the four languages of the consortium are presented below:

▸ [English] Promoting and implementing energy efficiency and renewable energy solutions are at the heart of CITYnvest project funded under the Framework Programme for Research and Innovation Horizon 2020.

▸ [French] La promotion et la mise en oeuvre de l'efficacité énergétique, mais aussi de solutions dans le domaine des énergies renouvelables, se trouvent au coeur même du projet CITYnvest finance au titre du Programme-cadre pour la recherche et l'innovation intitulé "Horizon 2020".

▸ [Spanish] El proyecto CITYnvest, financiado por el Programa Marco de Investigación e Innovación, Horizonte 2020, se centra en la promoción y aplicación de soluciones en materia de eficiencia energética y energías renovables.

▸ [Bulgarian] Промотирането и прилоагането на енергийна ефективност и възобновяеми енергийни източници са в сърцето на проекта CITYnvest, финансиран по Рамковата програма за научни изследвания и иновации - Хоризонт 2020.

CITYnvest name use

In order to ensure a consistent writing of the label CITYnvest, the following rules and guidelines must be respected:

- When writing CITYnvest, CITY must always be written with capital letters whilst nvest is in lowercase, whether it be in standard text or headings;
- Do not separate the lettering CITY from nvest;
- Do not partially emphasise CITYnvest such as in **CITY**nvest or CITY*nvest*;
- Do not abbreviate CITYnvest in any way;
- Do not write CITYnvest in the possessive form (e.g. Please visit CITYnvest's website).

The only exception to these rules is in the lettering of the logotype where CITYnvest is written in capital letters.

CITYnvest ✔

CITYNVEST ✖

Citynvest ✖

citynvest ✖

CityNvest ✖

COLOURS

Base Colours

The base colours to be used as reference in all print publications and digital materials are the same as the ones that compose the reference logotype. These colours constitute the basis for the creative palette. It is enforced the use of these colours although it is allowed to combine them with other colours of choice, namely with the support colours presented hereafter, provided that they do not modify significantly the overall visual identity of CITYnvest.

RGB: 217, 134, 47

CMYK: 13, 53, 88, 2

WEB: #D9862E

RGB: 255, 205, 13

CMYK: 0, 20, 92, 0

WEB: #FFCD0D

RGB: 83, 148, 50

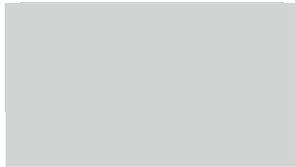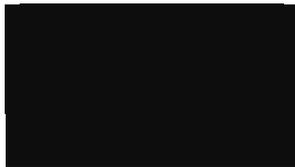**CMYK:** 72, 19, 100, 4

WEB: #539432

RGB: 76, 76, 76

CMYK: 62, 53, 51, 48

WEB: #4C4C4C

Support Colours

The support colours are monochrome colours derived from the base colours and two additional blue tones to complement the original palette.

RGB: 250, 185, 65

CMYK: 0, 32, 81, 0

WEB: #FAB941

RGB: 254, 224, 105

CMYK: 2, 10, 68, 0

WEB: #FEE069

RGB: 123, 186, 74

CMYK: 58, 0, 86, 0

WEB: #7BBA4A

RGB: 204, 218, 230

CMYK: 23, 9, 7, 0

WEB: #CCDAE6

RGB: 210, 212, 212

CMYK: 21, 14, 15, 0

WEB: #D2D4D4

RGB: 191, 78, 23

CMYK: 19, 77, 100, 8

WEB: #BF4E17

RGB: 232, 170, 31

CMYK: 9, 36, 92, 1

WEB: #E8AA1F

RGB: 53, 112, 46

CMYK: 81, 32, 100, 21

WEB: #35702E

RGB: 3, 103, 140

CMYK: 89, 48, 27, 11

WEB: #03678C

RGB: 13, 13, 13

CMYK: 82, 72, 62, 91

WEB: #0D0D0D

Support Dark Colours	Base colours	Support Light Colours
CITYnvest	CITYnvest	CITYnvest
CITYnvest	CITYnvest	CITYnvest
CITYnvest	CITYnvest	CITYnvest
CITYnvest		CITYnvest
	CITYnvest	CITYnvest