EUROPEAN CITY FACILITY Deliverable D5.2 Visual Identity Toolkit





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Version	Date	Organisation	Comments
number		name	
V0.1	21.10.2019	Climate Alliance	First draft
V0.2	12.11.2019	Climate Alliance	Integration of comments from EASME and Consortium from Kick- off Meeting
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Quality check	Status	Date	Comments
Quality Manager ENC	Ok	12/06/20	
Project Coordinator ENC	Ok	12/06/20	



The Purpose:

The visual identity toolkit aims at creating a strong, unified and clearly recognised visual identity for the EUCF. The toolkit includes the EUCF logo, the graphic charter (font and colours), and a set of templates. All the materials included in the toolkit and presented in this document are available on the EUCF google drive repository.

https://drive.google.com/open?id=1f7tNRcQ3gsXIZjVU0_24SeKinkLMHsol

Disclaimer:

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1 EUCF Logo

The EUCF logo is the following. The logo can be used in a vertical format or in an horizontal one.



Figure 2 EUCF logo - Horizontal

In addition to the main version, the logo can be used in the following colour variations.



The EUCF logo minimum size is 25 mm.



When using the logo the following preservation areas must be respected.



Figure 4 EUCF logo preservation area in combination with other logos



The following uses of the EUCF logo are not allowed.



modify size of logo elements







modify typography



move elements of the logo



put a framework



tilt the logo



remove elements of the logo



change the logo colors



change the logo colors

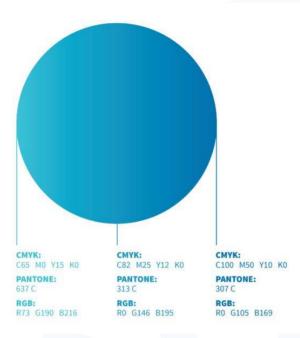


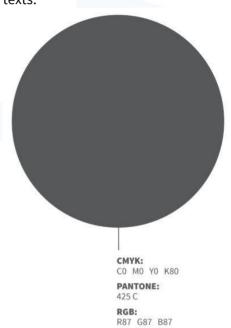
2 EUCF graphic charter (colours and font)

2.1 Colours

The following colour must be used for titles.

The following colour must be used for texts.





2.2 Font

The recommended typeface for text accompanying the logo (titles and body copy) is Source Sans Pro and its numerous variants.

The most appropriate style and weight should be chosen from within this family.

SOURCE SANS PRO

SOURCE SANS PRO EXTRALIGHT ABCDEFGHIJKLMNOPQRSTWXYZ abcdefghijklmnopqrstwxyz 0123456789

SOURCE SANS PRO LIGHT ABCDEFGHIJKLMNOPQRSTWXYZ abcdefghijklmnopqrstwxyz 0123456789

SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTWXYZ abcdefghijklmnopqrstwxyz 0123456789

SOURCE SANS PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTWXYZ abcdefghijklmnopqrstwxyz 0123456789

SOURCE SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTWXYZ abcdefghijklmnopqrstwxyz 0123456789

SOURCE SANS PRO BLACK

ABCDEFGHIJKLMNOPQRSTWXYZ abcdefghijklmnopqrstwxyz 0123456789

3 EUCF templates and applications materials

3.1 Covers





color gradient background







white background









with photo



3.2 Letters



dfl

REQUEST FOR OUOTATION VISUAL IDENTITY AND TEMPLATE DEVELOPMENT

Climate Alianceis Work Package leader on an EUHorizon 2020 funded project, the European City Facility (EUCP), which will operate across Europe in the coming years and provide targeted financial, technical, legal and capacity building support to mobilize finance for sustainable energy investment projects led by municipalities. The objectives of the work a reto: The adjustow of the works and the Photok hardson addy motile which read and financial raperties, inspired by 'best in class flumpsen parcia, to client to delete rule last 225 coefficient additation where encourses, which has litting our more then eCDD information of public adjustments investment - Built the cosponsition of adjust adjustments investment - Realization access and public and from the develop substantial project projection - Realization access and public adjustments and - Realization access and public and modern and annihistic and public to project projection - Realization access and public and public adjustments and - Realization access and public and access and multipations to project projection - Realization access and public adjustments and access and public to project projection - Realization access and public adjustments and access and public to project projection - Realization access and access and access and public to project projection - Realization access and access and access and access and public to project projection - Realization access and acc

streams and similar facilities - Use the successful investment cases and knowledge of Facility beneficiaries to reach out to more than -Dark Security III in the second seco

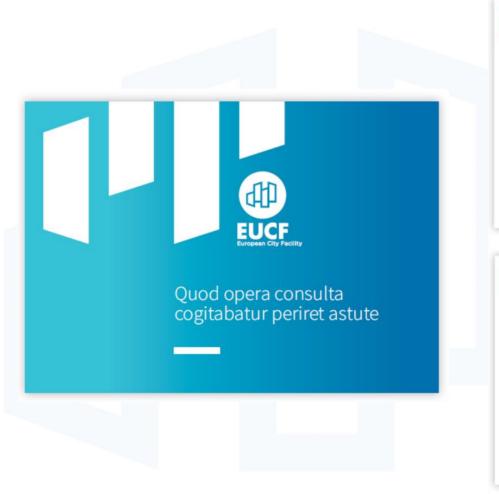
Main Elements 1. Doligi of a USC (applicitly reprinting set of the laps and any other visual design elements (photor of forst any Brough Briefferer of Brogonis) 2. Astandard set and communications and generation templates (AB Word report, meeting reine, latter, memo and METAwarpoot stable), to be provided in open, attachartone. 4. Design: productions and advorgst 11 Angle Jamens to datafort from.

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with logo



3.3 Powerpoint





Quod opera consulta cogitabatur periret astute Quod opera consulta cogitabatur astu tu, ut hoc insidiarum genere Galli periret avunculus, ne eum ut praepotens acuret in fiduciame exitica cos partemen, serum avata est opera dilgens hocque dilato Eusebius praepositus cubiculi missu sest Cabilion a surum secum perferens, quo per turbulentos sedition um conclibres occultus distributo.

The objectives of the work are to:

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Quod opera consulta cogitabatur periret astute

Quod op era consulta cogitabatur astute, ut hoc insidiarum genere Galli perimt avunculus, ne eum ut praepotens acueret in fiduatam exitiosa co aptantem, verum navta est opera dilgens hocque dilato Eusebius praepositus cubicali missus est cabiliona aurum secum perferens, quo per tarbulentos saditionum conclores occultura distributo est tumor consenui tumilitum et salus est in tuto locata praefecti deinde cibo abunde periato castra die praedicto sunt mota diligens hocque dilato Eusebius praepositus cubiculi missus est il ligens hocque dilato Eusebius papeositus cubiculi missus est.





3.4 Set of icons

