LEAP4 SME

ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY

VISUAL IDENTITY GUIDELINES

October 2020

INTRODUCTION

The Leap4SME visual identity plays an essential role in promoting the project; and as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication activity and the use of the same on the subsequent palette of derivatives, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for working with the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a special situation, please contact the Leap4SME Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Leap4SME Team.

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This symbol will appear throughout the manual, highlighting important information.

1.1

THE LOGO

Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity.

STACKED WITH TAGLINE

The full logo of Leap4SME includes the project tagline, this version of the logo is to be used in priority providing the logo is used in a large enough size for the tagline to be easily readable.

STACKED

The logo without tagline (either stacked or in-line) is to be prefered when space does not allow to use the full version, or if the full version of the logo is already present in the document.

The logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the logo.
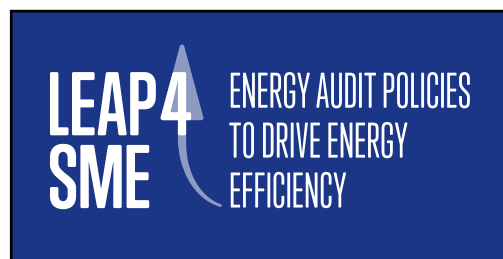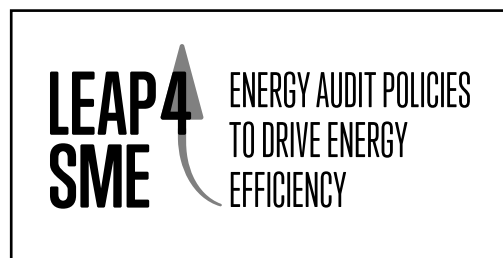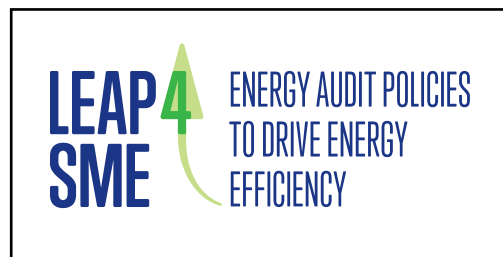

IN-LINE

The logo without tagline (either stacked or in-line) is to be prefered when space does not allow to use the full version, or if the full version of the logo is already present in the document.

1.2

LOGO COLOUR VARIATIONS

FULL COLOUR

The full colour logo is the prefered version of the logo and to be used whenever possible. If this logo is used on a coloured background, make sure that there is enough contrast for the logo to remain clear.

MONOCHROME BLACK

The monochrome black logo is to be used in black and white documents, on light backgrounds.

MONOCHROME WHITE

When placing the logo on a colored background, please use the monochrome white logo to ensure lisibility.

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When using a coloured background, it is prefered to choose colours from the brand colour palette.

1.3

LOGO COLOUR VARIATIONS ON BACKGROUNDS

The logo may be placed on various backgrounds. The background should always provide contrast for legibility. When using the logo on background subjects such as photographs or illustrations, extra precautions must be taken.

When used on a coloured background, pay special attention at the contrast between the background colour and the green accents in the logo.

1.4

LOGO

EXCLUSION ZONE

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Minimum space
The minimum space around the logo should at least be equivalent to the height of the letters - see illustration.

Minimum size
The minimum size is indicated by the height of the logo, and varies whether the tagline is included or not. The logo should never be smaller than the minimum indicated sizes to avoid compromising it's legibility.

The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the Leap4SME logo and must not be altered.
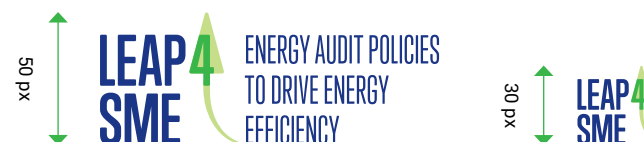

LEAP SME 4 ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY
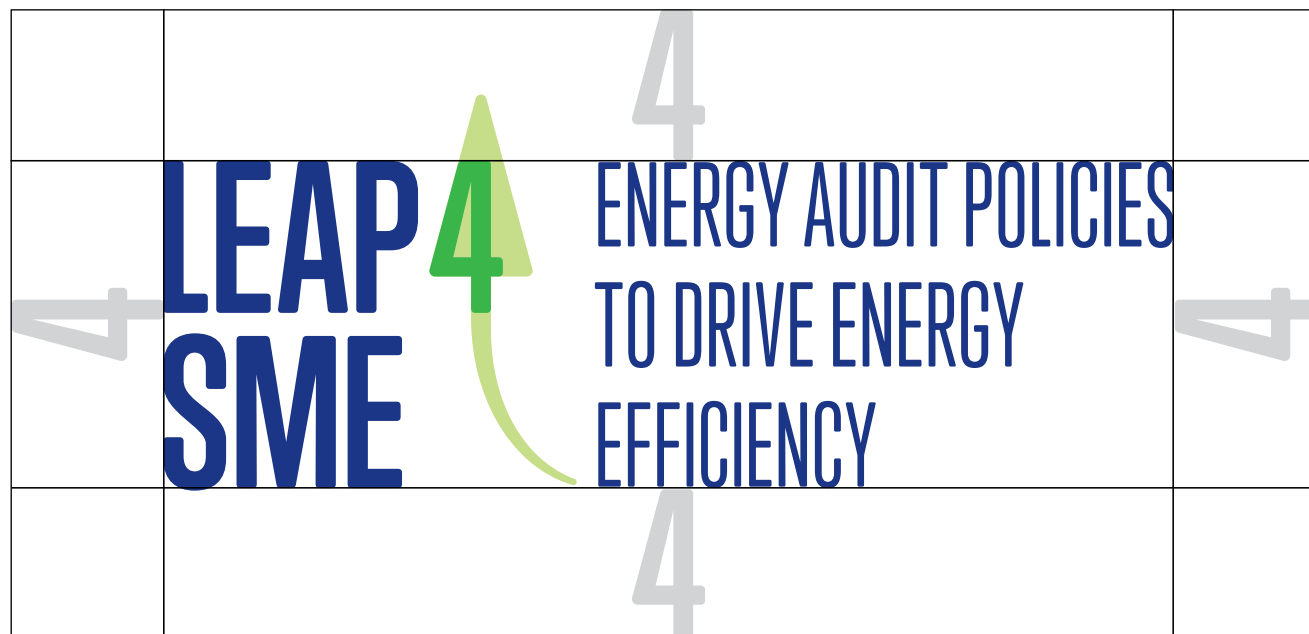
Minimum size - Printing
The minimum height of the logo for print applications is 15 mm with tagline, 10 mm without.

15 mm — **LEAP SME 4 ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY**

10 mm — **LEAP SME 4**

Minimum size - Digital media
The minimum height of the logo for screen use is 50 px with tagline, 30 px without.

50 px — **LEAP SME 4 ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY**

30 px — **LEAP SME 4**

1.5

LOGO
INCORRECT USES

It is of the utmost importance that all the elements of the visual identity are used in accordance with these guidelines. When engaging external parties, great care should be taken to ensure the following: they are familiar with the identity guidelines; they are supplied with the appropriate artwork originals; they understand that no alterations of any kind may be made to the supplied artwork, including creating 'home-made' versions of the logo. For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colors and formats.
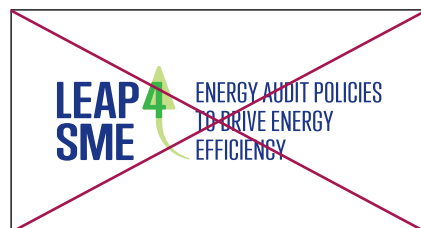
(!)

Always use approved artwork. Whenever possible, use the PDF (print) or SVG (web / MS documents) files formats as this will give you the best results.

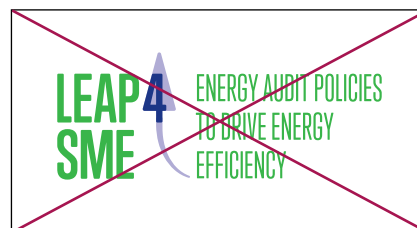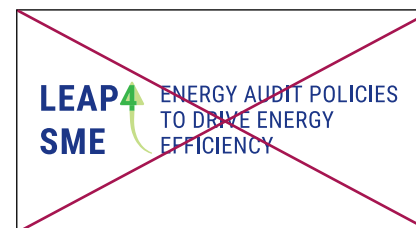Do not change the proportion, or the typeface of the logo.

Do not change the color specifications.

PNG format images are designed for on-screen applications and should not be printed.
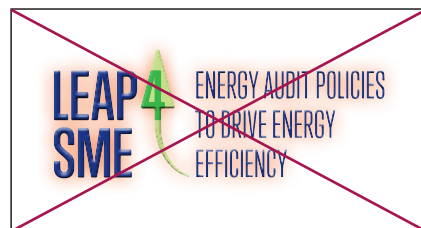

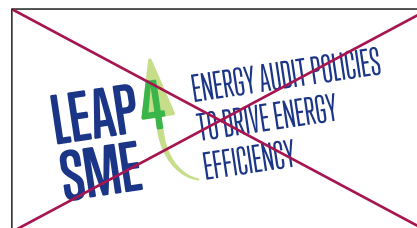Do not distort the logo.

Do not change any of the colors of the logo.

Do not change the typefaces used in the logo.

Do not add any kind of effects to the logo.

Do not change the angle of the logo

Do not change the layout of the logo.

2.1
THE MAIN COLOURS

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differenciate content.

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Backgrounds

To allow the content to stand out, we recommend staying away from detailed backgrounds.

White or black backgrounds are clear canvases against which our lively colours glow and text and imagery stand out. Especially light or dark colours, will provide good contrast as well.

Always avoid overlapping our colours on other background colours.

GREEN

CMYK: **75 0 100 0**
RGB: **57 181 74**
HEX: # **38B449**

NAVY

CMYK: **100 90 0 15**
RGB: **28 54 135**
HEX: # **1C3587**
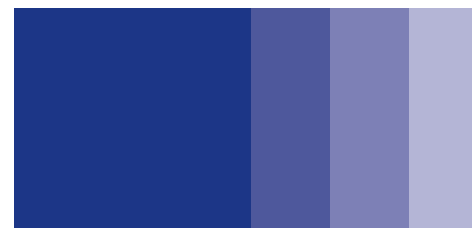
2.2

SECONDARY COLOURS

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differenciate content.

LILAC

CMYK: **30 30 0 0**
RGB: **176 172 213**
HEX: # **B0ABD5**

TEA GREEN

CMYK: **25 0 60 0**
RGB: **198 222 137**
HEX: # **C5DD88**

RASPBERRY
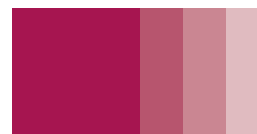
CMYK: **20 100 45 20**
RGB: **166 21 80**
HEX: # **A61450**

PINK
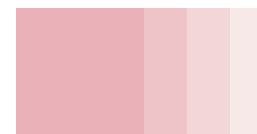
CMYK: **5 35 15 0**
RGB: **235 177 185**
HEX: # **EAB1B9**

ORANGE

CMYK: **0 75 100 0**
RGB: **233 98 32**
HEX: # **E96120**

PEACH

CMYK: **0 15 45 0**
RGB: **255 217 153**
HEX: # **FFD998**

3.1

TYPOGRAPHY

The typeface Trump soft pro has been chosen as the primary typeface for the most important titles. As this typeface is very condensed, it is not advisable to use it is small font sizes.

For body texts and smaller (sub)titles, the typeface Roboto is to be used.

(!) When the recommended typefaces are not available (in emails, or Microsoft Office documents), please use Arial instead.

About Trump

Trump Soft Pro is the softer, round-cornered version of Trump Gothic Pro which was originally designed for a variety of film projects in the late 1990s and early 2000s. It became extremely popular and continues to be used extensively today.

About Roboto

Roboto has a dual nature. The forms are largely geometric, while at the same time, the font features friendly and open curves.

TRUMP SOFT PRO

(Regular) Energy Audit Policies to Drive Energy Efficiency
(Italic) Energy Audit Policies to Drive Energy Efficiency
(Medium) Energy Audit Policies to Drive Energy Efficiency
(Medium Italic) Energy Audit Policies to Drive Energy Efficiency
(Bold) Energy Audit Policies to Drive Energy Efficiency
(Bold Italic) Energy Audit Policies to Drive Energy Efficiency

ROBOTO

(Thin) Energy Audit Policies to Drive Energy Efficiency
(Thin Italic) Energy Audit Policies to Drive Energy Efficiency
(Light) Energy Audit Policies to Drive Energy Efficiency
(Light Italic) Energy Audit Policies to Drive Energy Efficiency
(Regular) Energy Audit Policies to Drive Energy Efficiency
(Italic) Energy Audit Policies to Drive Energy Efficiency
(Medium) Energy Audit Policies to Drive Energy Efficiency
(Medium Italic) Energy Audit Policies to Drive Energy Efficiency
(Bold) Energy Audit Policies to Drive Energy Efficiency
(Bold Italic) Energy Audit Policies to Drive Energy Efficiency
(Black) Energy Audit Policies to Drive Energy Efficiency
(Black Italic) Energy Audit Policies to Drive Energy Efficiency

3.2

USE OF TYPOGRAPHY EXAMPLES

The text styles on the right are merely examples meant to show the typefaces and project colors in application. Other text styles are possible.

ENERGY AUDIT POLICIES TO DRIVE ENERGY EFFICIENCY

Project Background

Co-ordinated by ENEA, LEAP4SME aims to support Member States in establishing or improving effective policies for SMEs to undergo energy audits and implement cost-effective, recommended energy-saving measures through identifying the barriers for unlocking energy efficiency measures, mobilising private stakeholders, and proposing effective solutions to realise both energy and non-energy benefits. The LEAP4SME consortium includes nine European National Energy Agencies and Energy Authorities and a communication partner to conduct research analysis and stakeholder involvement in nine countries.

Mapping the complex context of national and local support to SMEs and understanding the main barriers for unlocking the potential of energy efficiency measures through energy audit recommendations.

Title A :
Trump Soft Pro Bold, short line spacing, navy colour.
Example: 24pt (24pt)

Title B :
Roboto Bold, standard line spacing.
Example: 15pt (18pt)

Body text :
Roboto Regular, standard line spacing.
Example: 9,5pt (12pt)

Pullquote :
Trump Soft Medium Italic, large line spacing, navy colour.
Example: 18pt (24pt)

CONTACT

If you require assistance, additional support materials, or adjustments for a special situation, please contact the Leap4SME Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Leap4SME Team.

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