



Logo and Visual Identity Guidelines



0 Contents

-
- 1** **Logo**
Types
Usage
 - 2** **Color Specifications**
 - 3** **Typography**
Typeface Details
Typography in Use
 - 4** **Templates**
Word
Powerpoint
 - 5** **Standard Texts**
-

1 Logo



Logo & Visual Identity Guidelines

Logo Types

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh, semper eget consectetur in, auctor porta magna. Suspendisse tincidunt nisi eleifend urna euismod, non mattis diam fringilla. Quisque molestie sodales felis eu rhoncus. ert tincidunt at.



Clear Space

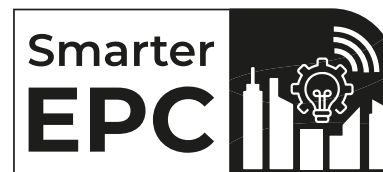
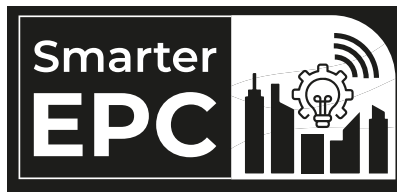
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh,



Logo & Visual Identity Guidelines

Color Variations

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh, semper eget consectetur in, auctor porta magna. Suspendisse tincidunt nisi eleifend urna euismod, non mattis diam fringilla. Quisque molestie sodales felis eu rhoncus. ert tincidunt at.



Usage of the LIFE Logo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh,



**Co-funded by
the European Union**



**Co-funded by
the European Union**



Logo & Visual Identity Guidelines

Minimum Sizes

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh, semper eget consectetur in, auctor porta magna. Suspendisse tincidunt nisi eleifend urna euismod, non mattis diam fringilla. Quisque molestie sodales felis eu rhoncus. ert tincidunt at.



Minimum width = 35 mm

Correct Examples

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh,

Use on Photos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh, semper eget consectetur in, auctor porta magna. Suspendisse tincidunt nisi eleifend urna euismod, non mattis diam fringilla. Quisque molestie sodales felis eu rhoncus. ert tincidunt at.

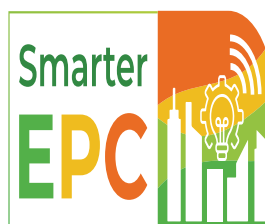


Incorrect Logo Use

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh, semper eget consectetur in, auctor porta magna. Suspendisse tincidunt nisi eleifend urna euismod, non mattis diam fringilla. Quisque molestie sodales felis eu rhoncus. ert tincidunt at.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis metus vel risus mollis dapibus. Phasellus blandit ex sed quam ultrices, nec semper quam rhoncus. Sed justo nibh,



2 Colors



Logo & Visual Identity Guidelines

Primary Colors

Light Green

RGB
148, 194, 66

#94C242



0-100% Transparency

Orange

RGB
234, 108, 36

#EA6C24



0-100% Transparency

Yellow

RGB
239, 188, 31

#EFBC1F



0-100% Transparency

Secondary Colors

Gray

RGB
60, 60, 59

#3C3C3B

0-100% Transparency

Dark Green Gradient

RGB
83, 176, 74

#53B04A

0-100% Transparency

Blue

RGB
62, 105, 144

#3E6990

0-100% Transparency

3 Fonts

Raleway Bold

This is the main font to be used for headings and titles. This font was selected for its readability and modernity. Consistency in font usage is key to establishing a cohesive brand image, so ensure that this font is used consistently across all communications materials.

<https://fonts.google.com/specimen/Raleway>

Bold

Aa BB CC DD Ee
FF GG HH II JJ
KK LL MM NN
Oo PP QQ RR Ss
TT Uu VV WW
XX Yy ZZ

Regular

Aa BB CC DD Ee
FF GG HH II JJ
KK LL MM NN
Oo PP QQ RR Ss
TT Uu VV WW
XX Yy ZZ

Light

Aa BB CC DD Ee
FF GG HH II JJ KK
LL MM NN Oo PP
QQ RR Ss TT Uu
VV WW XX Yy ZZ

Lato

The primary font chosen for body text in our visual identity is Lato. This font can be used in light, regular and bold offering versatility in design and layout options.

<https://fonts.google.com/specimen/Lato>

Light

Aa BB CC DD Ee
FF GG HH II JJ KK
LL MM NN Oo PP
QQ RR Ss TT Uu
VV WW XX Yy ZZ

Regular

Aa BB CC DD Ee
FF GG HH II JJ KK
LL MM NN Oo PP
QQ RR Ss TT Uu
VV WW XX Yy ZZ

Bold

Aa BB CC DD Ee
FF GG HH II JJ KK
LL MM NN Oo PP
QQ RR Ss TT Uu
VV WW XX Yy ZZ

Font Usage

This is to be used for
Word Templates.

Main title is Railway
(Bold-16)

Subtitle 01 is
(Regular-14)

Subtitle 02 is
(Light-13)

Body Text is
(Lato Regular-11)

1 Main Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.

1.1 Subtitle 01

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.

1.1.1 Subtitle 02

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.

Color Usage

The headings and titles are in green color (#53B04A), while the body font can be used in either black or gray color (#3C3C3B).

Titles



Green (#53B04A)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Black (#000000)



Gray (#3C3C3B)

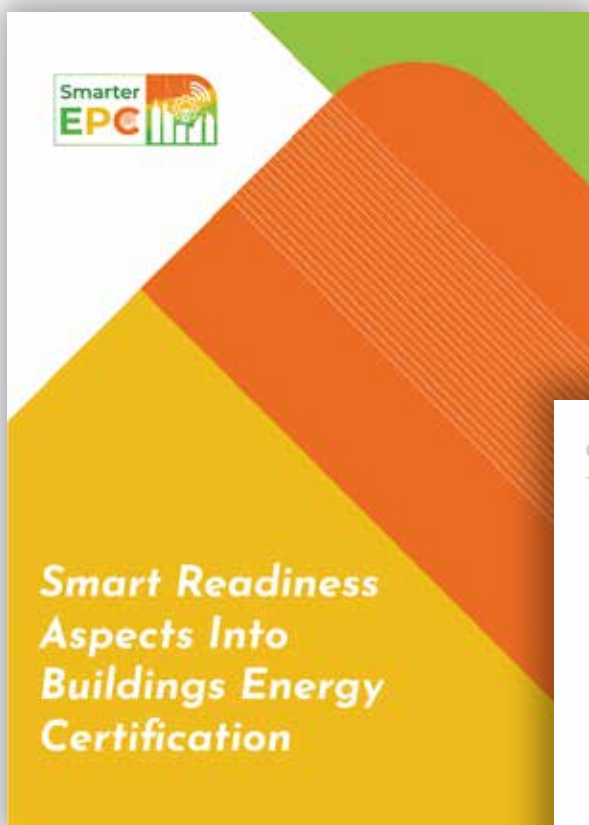
4 Templates



Logo & Visual Identity Guidelines

Google Doc Template

For every official document, a Google Doc template is provided which includes the logo, EU-funding information, as well as the table for required information for, e.g., the deliverables.





Logo & Visual Identity Guidelines

Google Slides Template

For project presentations, a standard layout is available in Google Slides.







Questions

Contact us!

Should you have any questions about logo usage, color schemes, templates, or suggestions for improvements, please do not hesitate to reach out to us!



Info@smarterepc.com



smarterepc



smarterEPC26

Scan Me





Logo and Visual Identity Guidelines