Interoperable cloud-based
solution for cross-vector
planning and management
of Positive Energy Districts

Brandbook

This guide is designed to familiarize you with the fundamental components of the InterPED identity. It provides insights into utilizing the identity effectively and serves as a wellspring of ideas to support your efforts in creating a compelling brand that resonates with people.

Adhering to the content and guidelines outlined in this document is crucial. Resist the urge to alter aspects of the identity guidelines that may not align with your personal preferences, as deviating from these guidelines can compromise the strength of the image — adhering to them, on the other hand, enhances it.

Trademarks

The trademarks associated with the InterPED project stand as integral components of its identity. These trademarks not only bear the distinctive brand colors but also encompass typography, fostering consistency and brand recognition across a diverse array of touchpoints.

Primary

The primary trademark of the InterPED project comprises the submark and wordmark, and alternative combination of the submarket and tagline, collectively serving as a significant representation of the project's identity. This composite trademark is a valuable corporate asset, and it is imperative to employ it consistently across all channels in its approved and proper forms. Adhering to these guidelines ensures the cohesive and effective presentation of the InterPED project's identity throughout various communication channels.
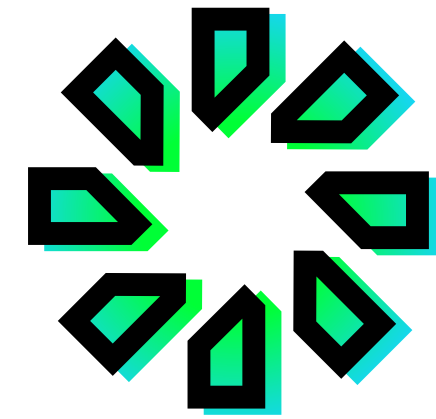
INTERPED
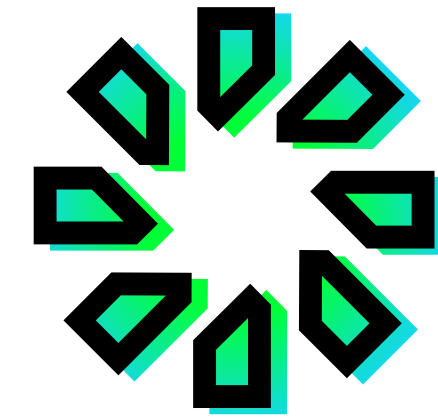
Interoperable cloud-based solution for cross-vector planning and management of Positive Energy Districts
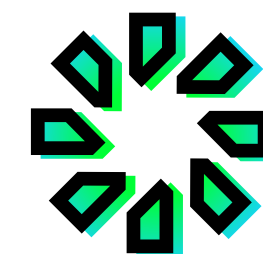
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SUBMARK   WORDMARK   TAGLINE

Icon

The icon can serve as a distinctive branding element in situations where the logo may seem overly repetitive, such as in footers or newsletters. However, as the symbol does not include the wordmark, caution should be exercised, and it should not be employed as the sole representation in external communications. In external messaging, it is essential to maintain the integrity of the complete trademark, including both the icon and wordmark, for a comprehensive and recognizable brand identity.

IMPORTANT

If i.e. a profile image for an official account is needed, use the icon, not the submark. For decoration purposes exclusion zone rules and cropping can be disregarded.
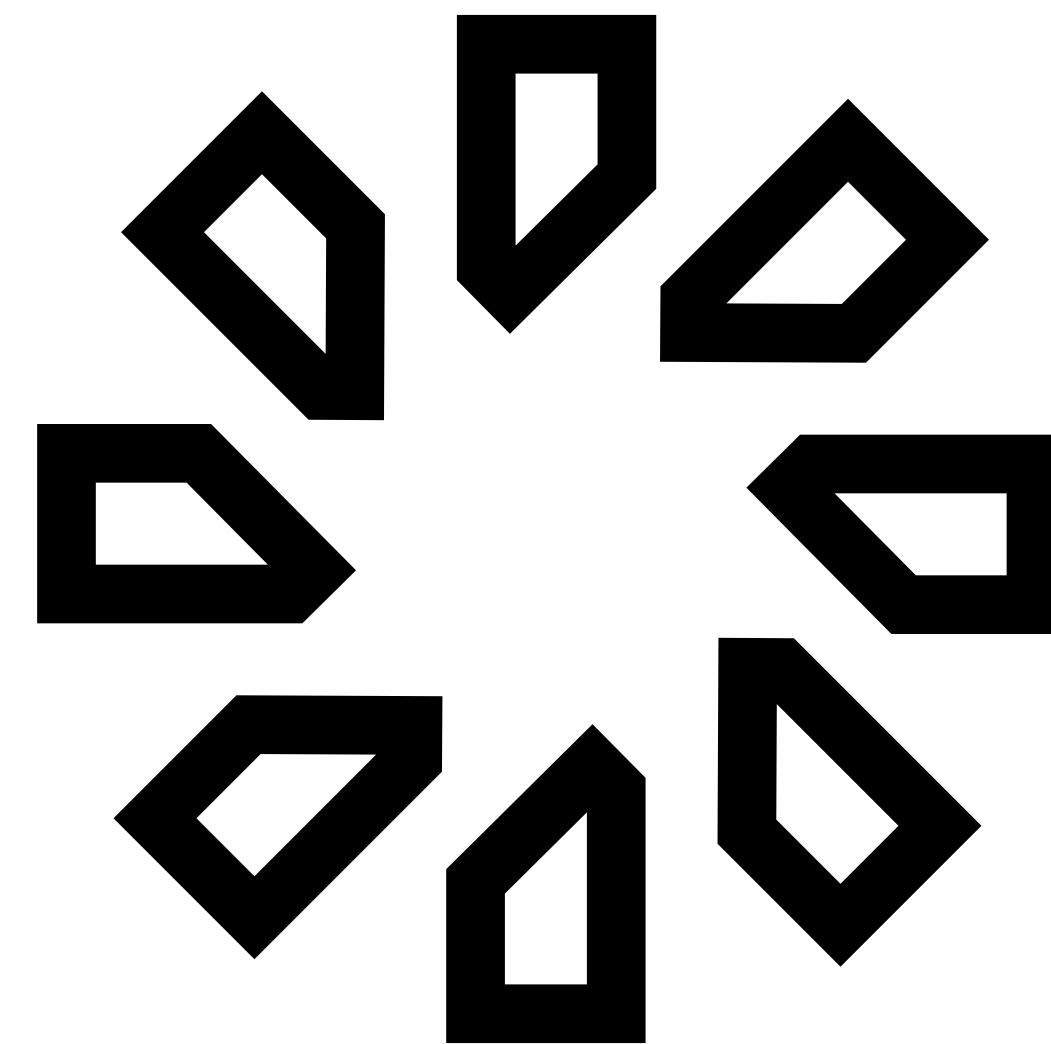
Color variations

A variety of color options have been provided for different applications.

Full color

Use the full color versions whenever possible.

Negative

Alternative are only to be used when there is a conflict using the full color variations or inverted version needed.
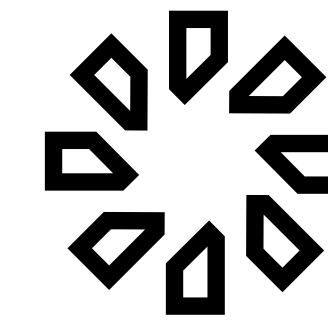
Monochrome

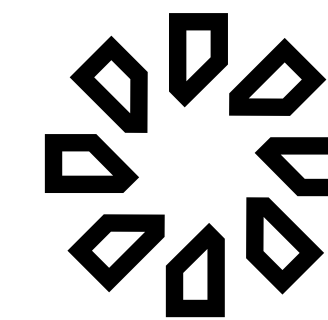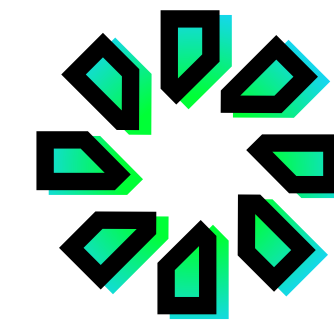Monochrome are only to be used when where using color is not possible.

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in a font, or alter, recolour or distort it in any way.
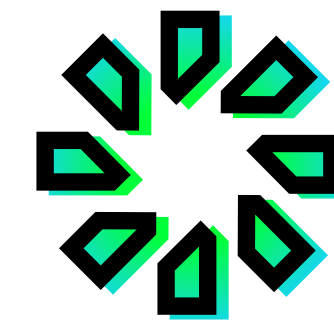
Placement

Regardless of communication size or dimension, the trademarks can only ever be placed in 3 locations. This keeps trademarks placement simple and consistent, while allowing enough flexibility to accommodate dynamic graphic system. The placement options are:
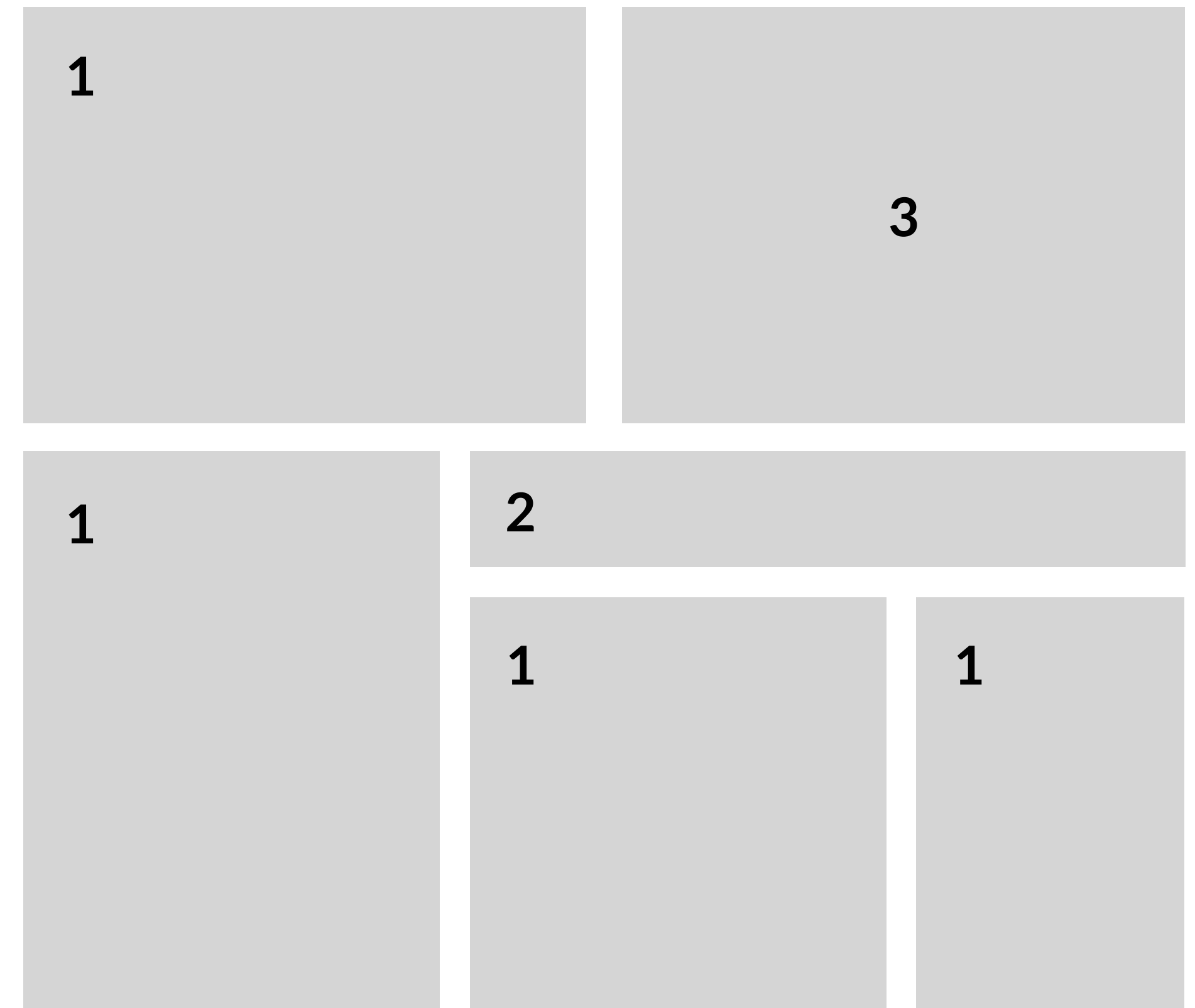
1. top left corner

   - primary
   - submark

2. left

   - primary
   - submark

3. center

   - primary

IMPORTANT

The main trademark should only be used once per composition.

Minimum sizes

Establishing a minimum size ensures that the impact and legibility of the trademarks is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi respectively), it is possible to reproduce the trademarks at a fractionally smaller size in print without any graphic deterioration.
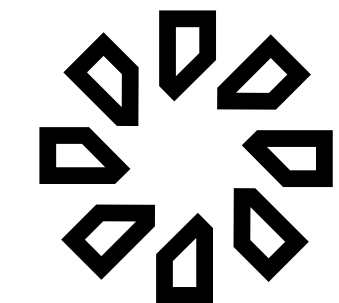
Digital

To ensure legibility and impact, the primary trademark should never be reproduced smaller than 200px and submark smaller than 110px in any digital communication.

Print

To ensure legibility and impact, the primary trademark should never be reproduced smaller than 60mm and submark smaller than 40mm in any print communication.

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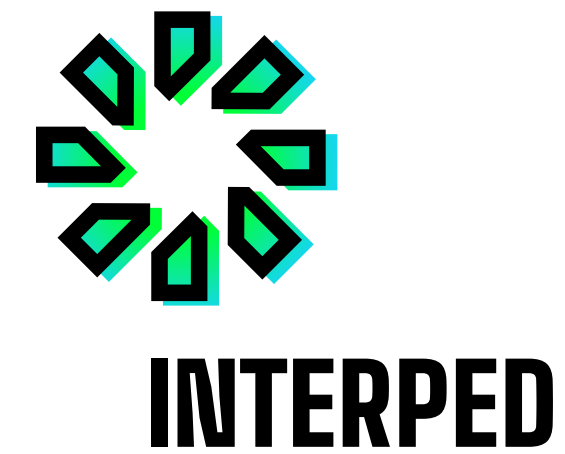
200PX / 30MM

110PX / 10MM
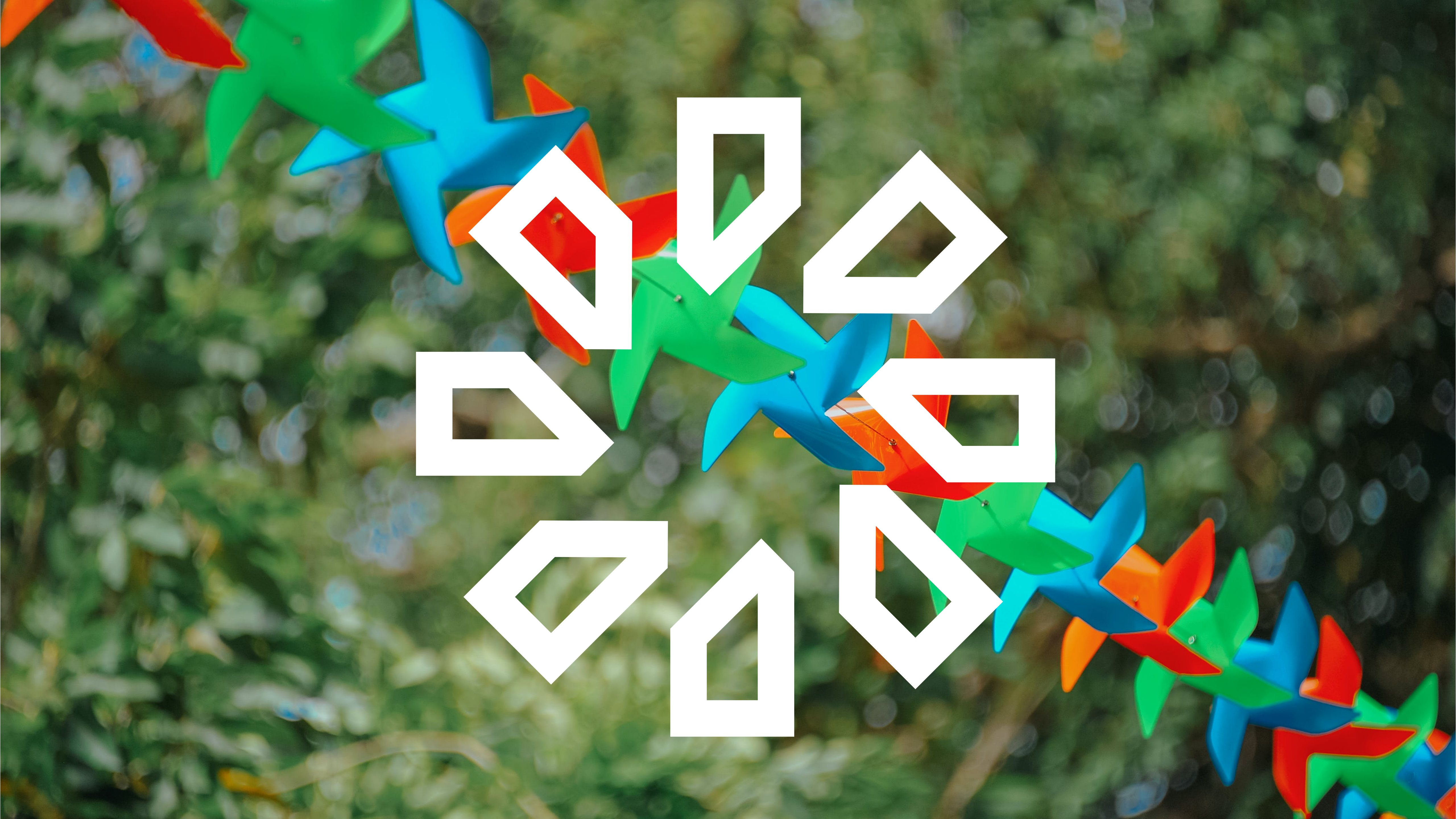
◇ Typography

Typography stands as a fundamental pillar with the capacity to convey emotions and strength on par with visual elements. It plays a crucial role in reinforcing and supporting the brand identity, acting as a powerful tool to evoke a specific tone and resonance across various communication channels.

Font family

Lato offers a clean and modern aesthetic, its sans-serif design exudes a sense of clarity and simplicity. Lato's legibility is paramount for effective communication. It ensures that textual information is easily readable across various platforms and devices. This enhances accessibility and user experience, contributing to the overall positive perception of the project. The versatility of the Lato font family allows for effective communication, whether conveying technical details, user instructions, or promoting the forward-thinking nature of the project, Lato adapts seamlessly to different content types, reinforcing the project's consistency and coherence

IMPORTANT

In case Lato family is not available only use Arial family instead.

LATO REGULAR

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LATO ITALIC

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LATO BOLD

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LATO BOLD ITALIC

INTERoperable cloud-based solution for cross-vector planning and management of Positive Energy Districts

LATO BLACK

INTERoperable cloud-based solution for cross-vector planning and management of Positive Energy Districts

LATO BLACK ITALIC

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Formula

Keep at least a 2-point difference between leading and font size. In copy, capitalize only the first word in a sentence. Ensure legibility when type is set against a coloured background. Never use all caps inside paragraphs. Only use them in titles and captions if needed.

Headlines are set in Lato Black. Use sentence case and proper punctuation. The space after a headline should be between 1/4—2/3 × the leading.

Subheads are set in Lato Bold and are attached to body copy on a new line or as a lead-in within the first paragraph. They should be no more than 2/3 the point size of the headline font.

Sections are set in all-cap Lato Bold, increased tracking should be at 50. They should be same size of the Body font.

Body is set in Lato Regular. It should always be left-aligned and try never exceed 15 words per line.

Labels as sections set in all-cap Lato Bold, increased tracking should be at 50. They should be no more than 2/3 the point size of the Body font.

Negative space is important to convey a sense of simplicity and ease. All copy must be at least two (2) cap-height units away from all borders and 1.5 cap-height units away from all other foreground objects.

Always proofread to ensure no spelling, punctuation, or grammar mistakes are present. Also be mindful when formatting type to avoid awkward line breaks, rags, orphans, and line lengths that are too long.

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Motivation & Vision

Europe is striving to lead the way in transitioning to clean energy and reducing its carbon footprint, and the cities and building sector have a crucial role to play in achieving this goal.

PARTICIPANT ORGANISATION

R2M Solution

Coordination; Exploitation & innovation management

Colors

The project's vibrant and adaptable color palette employs vivid saturations that resonate strongly with the target audience. This dynamic color scheme serves as a key method to consistently signal the InterPED project across every customer touchpoint, reinforcing brand recognition and leaving a memorable impression.

Color palette

The brightness and vibrancy of the palette evoke a sense of energy and optimism. In the realm of cloud-based planning and management, where efficiency and innovation are paramount, colors becomes a beacon of positivity. They symbolizes the transformative power of our solutions to bring about positive change and resilience in urban landscapes.

By fusing a tech-forward approach with a natural color palette, we communicate the harmonious integration of cutting-edge technology with the organic systems of our world. Brand colors are a visual testament to the seamless interoperability in Positive Energy Districts, where the digital and the natural converge for a sustainable future.

They reflects not only our commitment to innovation but also our dedication to creating solutions that harmonize with the environment, foster positive energy, and guide urban landscapes towards a future where innovation and sustainability coalesce seamlessly.

62D0F9	67DCCC	6BE5A0	70F07B	00FF36
Vivid sky blue	Turquoise	Light green	Screamin' green	Erin
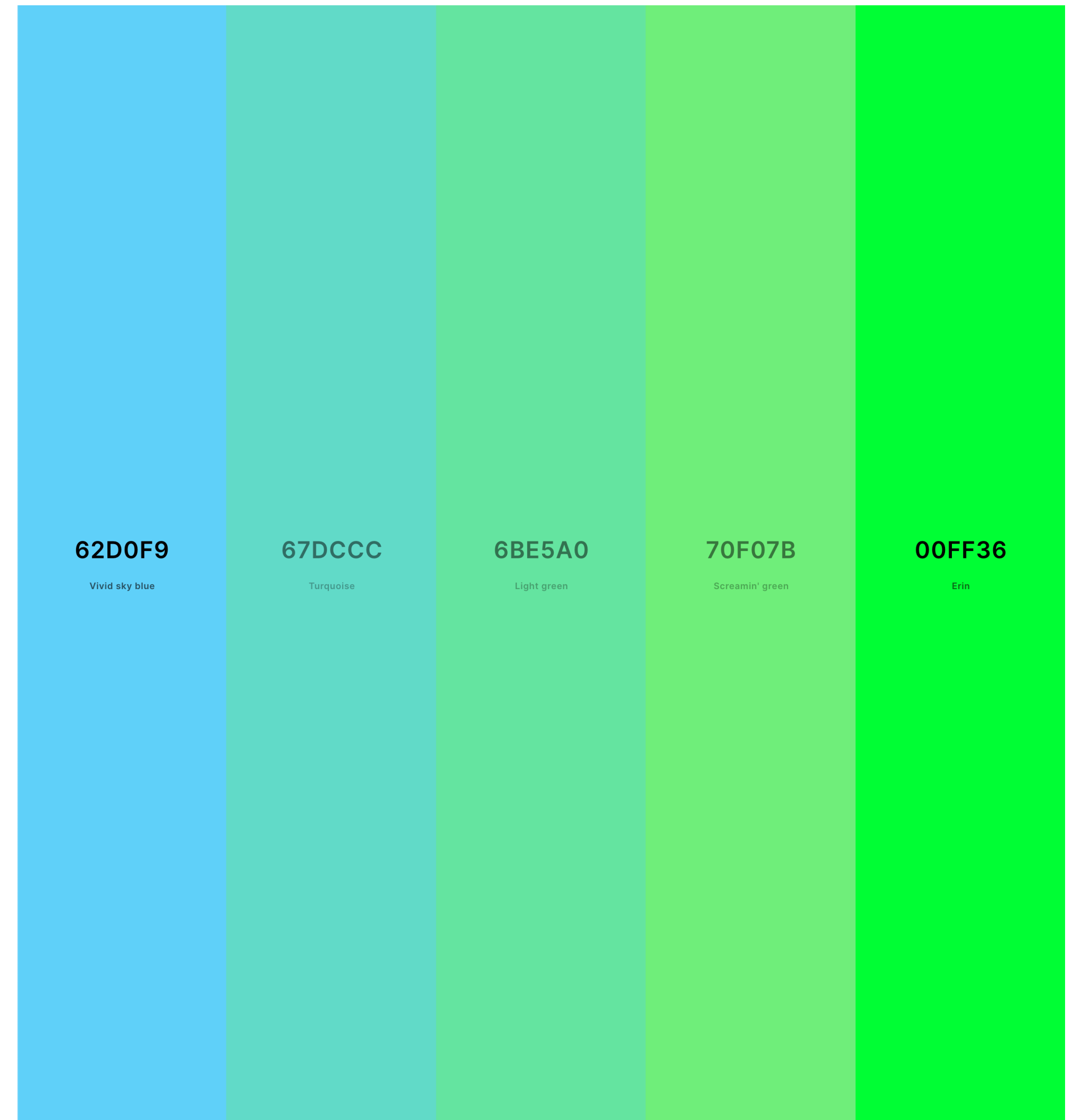
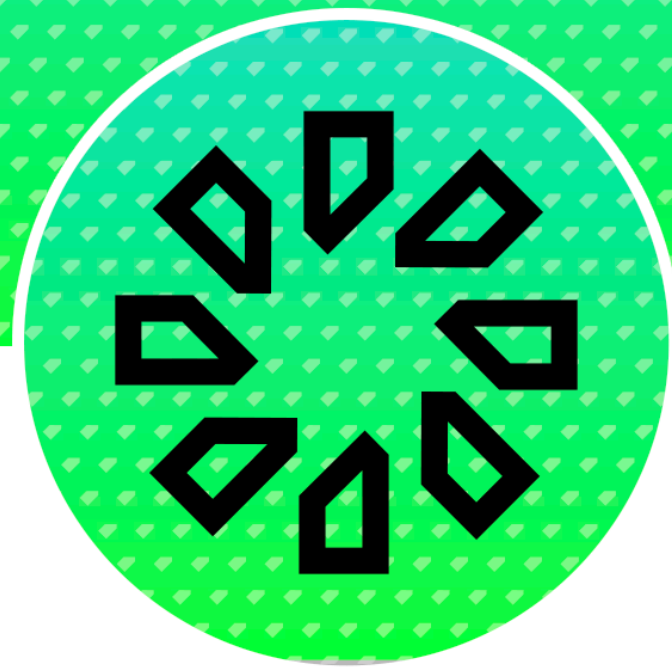# ◩ Examples

INTERPED

Deliverable

DX.X: Name of the Deliverable WP X: Name TX.X: Name

Version:

Dissemination Level:

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