

BRAND BOOK



LIFE
CLIMATE
SMART
CHEFS



The Life Climate Smart Chefs project has received funding from the LIFE Programme of the European Union under grant agreement n. LIFE20 GIC/IT/001708. The contents of this publication are the sole responsibility of the authors and do not necessarily reflect the opinion of the European Union.

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INTRODUCTION

These Visual Identity Guidelines aim to provide support and guidance on the use of the LIFE CLIMATE SMART CHEFS project and LIFE Programme logos.

A coordinated visual identity helps to building a consistent and “memorable” image of the project, communicating its core values and presenting a unified vision of it to the public. It increases engagement, facilitates outputs, and improves the audience’s perception of LIFE CLIMATE SMART CHEFS goals.

In addition to the present document, a series of materials are provided internally to project partners:

- Word template
- PowerPoint templates
- Image repository

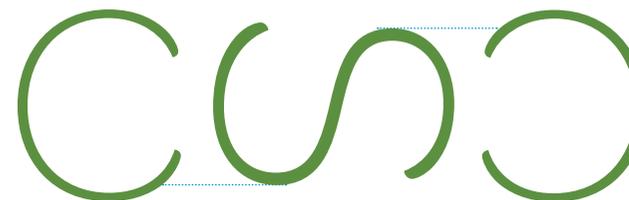


CONCEPT

The design represents the union of different concepts that intersect and create a light shape full of movement.

Everything begins from **C**limate **S**mart **C**hefs acronym. The letters come to life, move and blends in with the world of infinity, circular economy and sustainability.

In this cycle, chefs (represented by a fork) meet nature (represented by leafs), giving balance and strength to the brand.



LOGO - PRIMARY VERSION

To compose the brand, a capital and modern typography was used to transmit strength and professionalism to the activities carried out by LIFE CLIMATE SMART CHEFS.

The acronym **C**limate **S**mart **C**hefs gives life and become the circular economy symbol.

The letters are rounded to reflect the shapes of the design. They get a square shape and close the brand with strength.

The green color of the brand represents nature, ecology and sustainability.



LOGO - SECONDARY VERSION

When the primary version of the logo does not have a good visibility, the square version can be used.



ICON / SYMBOL

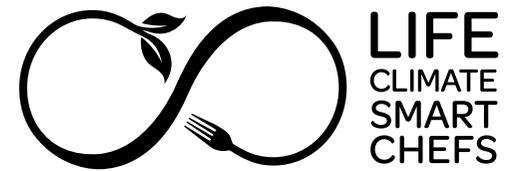
The symbol can be used alone and detached from the main or secondary version logo (pg. 5 and 6) only when it is applied in a complementary way.



**NEGATIVE, POSITIVE AND
GRAYSCALE VERSION**

When the primary version can not be used, it is possible to use it in Black, White and Grayscale version.

positive



negative



grayscale



COLOR VERSION

The primary preferred usage is Full Color on green. Alternate version is 50% Black on white background. Other light backgrounds may be used as long as legibility is maintained. On dark backgrounds it is preferable to use the logo in white.

positive



**negative
on green
background**



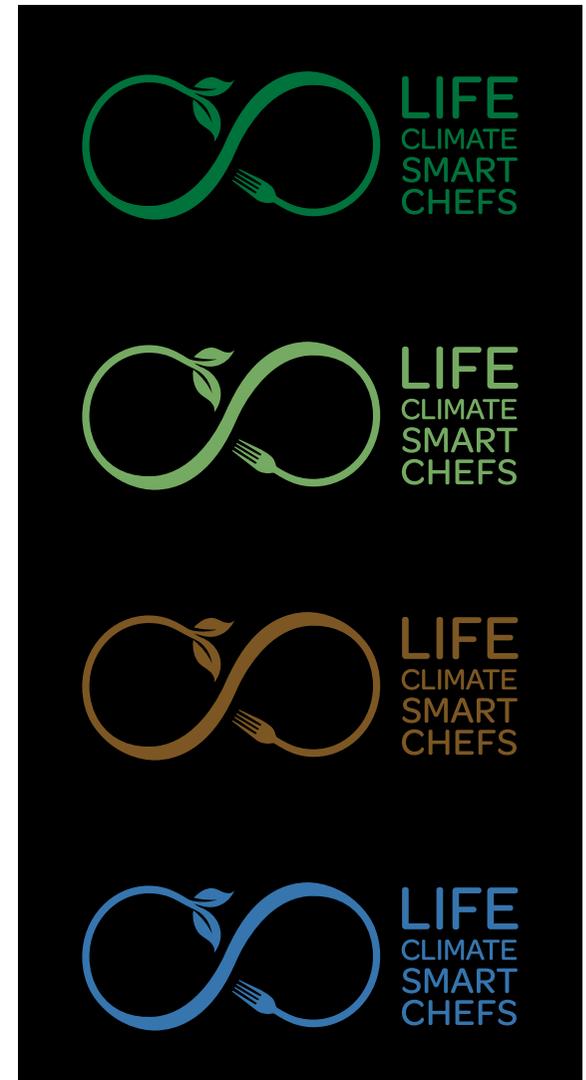
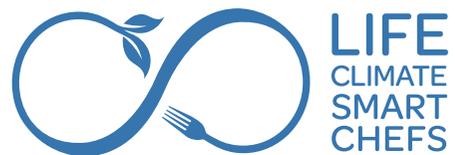
**green
on black
background**



LOGO - SECONDARY COLORS

The Secondary Color Palette can be introduced when the primary color can not be used or if additional colors are needed for graphics, charts and call-outs.

The complementary colors resume the colors of nature to recall the idea of consciousness about climate and nature.



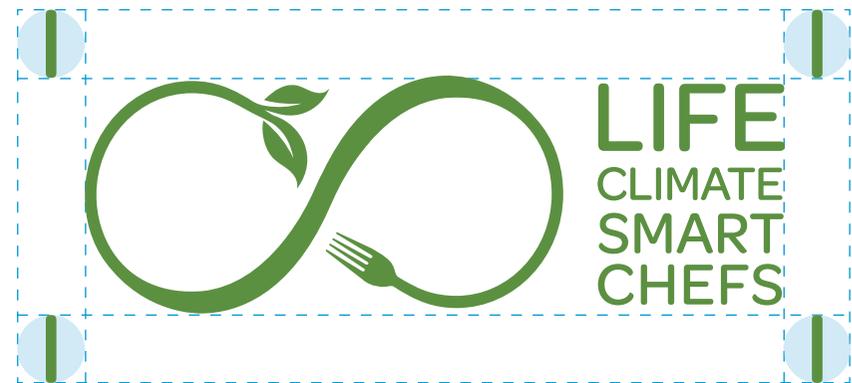
PROPORTION AND USAGE

The spacing of each element is precisely considered.
Never alter this spacing.



MINIMAL BLANK SPACE

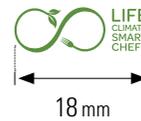
The LIFE CLIMATE SMART CHEFS logo must have a minimal blank space around it, within which no other elements can be positioned, of at least the size letter "I" of LIFE.



MINIMUM SIZES

To maintain the integrity and full visibility of the LIFE CLIMATE SMART CHEFS logo, it should be not reproduced smaller than the minimum recommended size.

Minimum size for the logo and icon



Print: 18mm
Digital: 50 px

primary version



Print: 9mm
Digital: 25 px

square version

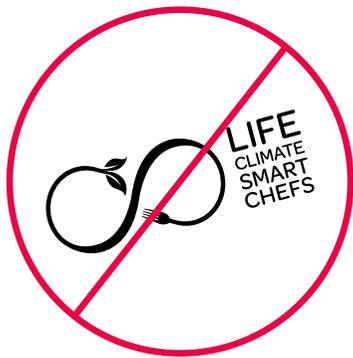


Print: 6mm
Digital: 17 px

icon version

UNACCEPTABLE LOGO USE

Proportions must never be altered.



Do not rotate



Do not distort proportions



Do not distort proportions



Do not use if not fully visible

COLOR PALETTE

The LIFE CLIMATE SMART CHEFS primary color is green.

The secondary color palette complements our primary palette. These colors provide an extension to the brand and should be used sparingly.

PRIMARY

C:70 M:25 Y:100 K:5
R:92 G:144 B:64
HEX: #5c9040
Pantone 370C

SECONDARY

C:90 M:30 Y:100 K:20
R:0 G:114 B:59
HEX: #00723b
Pantone 356C

C:60 M:15 Y:80 K:0
R:113 G:166 B:95
HEX: #71a65f
Pantone 7489C

C:40 M:60 Y:100 K:30
R:124 G:87 B:35
HEX: #7c5723
Pantone 464C

C:75 M:40 Y:0 K:15
R:54 G:117 B:174
HEX: #3675ae
Pantone 660C

PRIMARY TYPOGRAPHY

Omnes is the typography used for the logo and should be used in printed materials:

- Font: Omnes
- Style: sentence case
- Font-Style: from *extralight* to *semibold*
- Tracking: automatic
- Align: justify with last line aligned left or right or in center
- Licence: Adobe font

SECONDARY TYPOGRAPHY

Futura PT should be used as an alternative to Omnes in printed materials:

- Font: Futura PT
- Style: sentence case
- Font-Style: from *light* to *bold*
- Tracking: automatic
- Align: justify with last line aligned left or right or in center
- Licence: Adobe font

Omnes Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789"!@#\$%^&*(),.;:~`[{]}-+

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789"!@#\$%^&*(),.;:~`[{}]-+

WEB TITLE TYPOGRAPHY

New Spirit is the typography that should be used for titles in web/digital communications:

- Font: New Spirit
- Style: sentence case
- Font-Style: from *light* to *bold*
- Tracking: automatic
- Align: justify with last line aligned left or right or in center
- Licence: Adobe font

WEB TEXT TYPOGRAPHY

Montserrat is the typography that should be used for texts in web/digital communications:

- Resource: Montserrat
- Style: sentence case
- Font-Style: from *extralight* to *bold*
- Tracking: automatic
- Align: justify with last line aligned left or right or in center
- Licence: Adobe font

New Spirit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789”!@#\$%^&*(),,,:^~`'` [{}]-+

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789”!@#\$%^&*(),,,:^~`'` [{}]-+

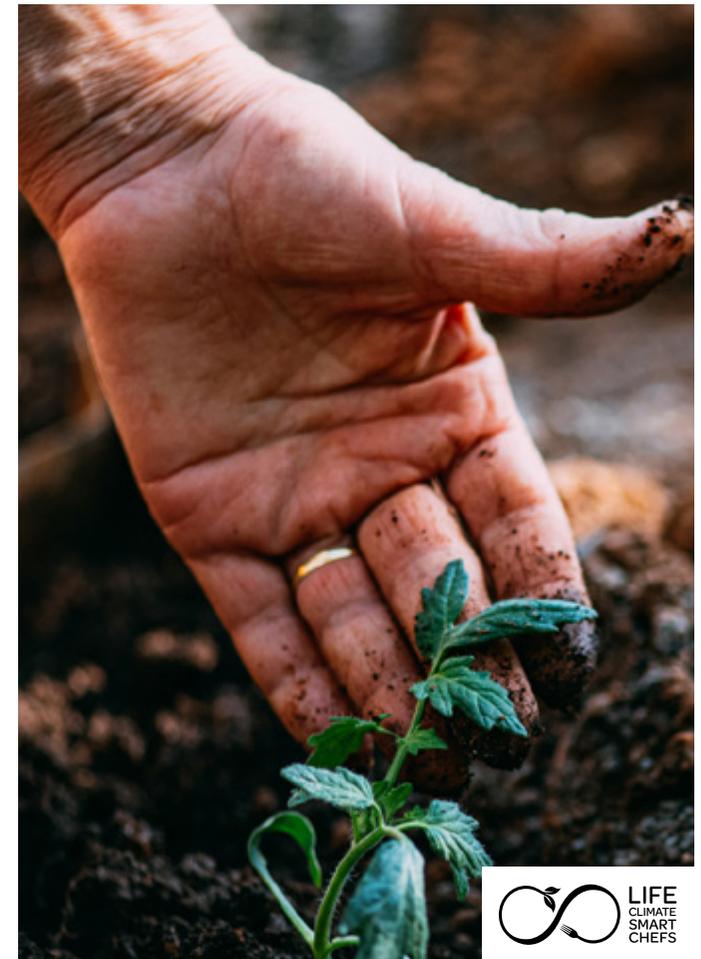
LOGO EXCLUSION ZONE ON IMAGERY

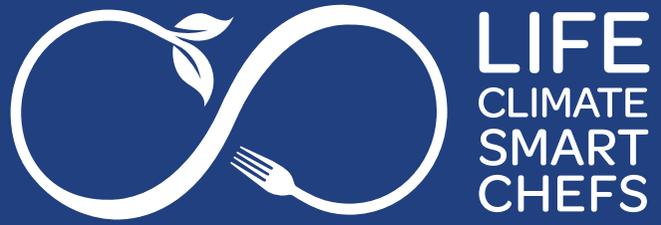
When placing the logo on an image please use common sense to ensure there is sufficient contrast between the logo colour and background image.



LOGO EXCLUSION ZONE ON IMAGERY

When placing the logo on an image please use common sense to ensure there is sufficient contrast between the logo colour and background image.





USE OF THE LIFE LOGO

The LIFE logo must be displayed in all communication on the LIFE CLIMATE CHEFS project (e.g. printed materials, presentations, videos, etc.) to acknowledge the support received under LIFE Programme.

The LIFE logo colours are:

Blue: #004494; C 100, M 80, Y 0, K 0; R 0, G 68, B 148

Yellow: #ffed00; C 0, M 0, Y 100, K 0; R 255, G 237, B 0

Whenever possible, the LIFE logo should be accompanied with the following text:

ENG: The LIFE CLIMATE SMART CHEFS project has received funding from the LIFE Programme of the European Union.

ITA: Il progetto LIFE CLIMATE SMART CHEFS è finanziato dal Programma LIFE dell'Unione Europea.



C:0 M:0 Y:100 K:0
R:255 G:237 B:0
HEX: #ffed00

C:100 M:80 Y:0 K:0
R:0 G:68 B:148
HEX: #004494

CREDITS

Credits at the beginning or at the end of audio-video materials shall include an explicit and readable mention of the LIFE support (e.g., “With the contribution of the LIFE Programme of the European Union”).

The LIFE logo may not be referred to as a certified quality label or eco-label. The use of the LIFE logo shall be restricted to dissemination activities.

Third parties can download, copy and store the LIFE logo in all its formats and versions from the Communication and GDPR Rules page of CINEA website.

URL

https://cinea.ec.europa.eu/life/communication-and-gdpr-rules_en



DISCLAIMER

Please use a disclaimer whenever using the LIFE logo.

ENG: “The contents of this publication are the sole responsibility of the authors and do not necessarily reflect the opinion of the European Union.”

ITA: “I contenuti di questa pubblicazione sono di esclusiva responsabilità degli autori e non riflettono necessariamente l’opinione dell’Unione Europea”

Slightly modified versions of this disclaimer may be used.



LIFE LOGO USAGE GUIDELINES

The LIFE logo shall be used in its entirety without distorting, modifying or separating its component elements.

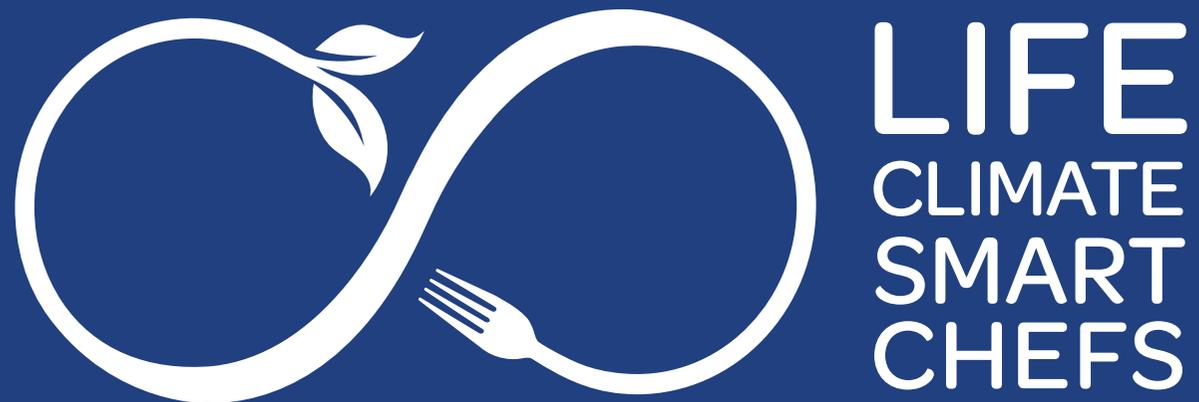
It must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited.

For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", which no other element (text, image, drawing, figure, etc.) can infringe upon.



LIFE20 GIC/IT/001708

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