



**RE4iINDUSTRY**

Renewable energies for industries

VISUAL AND WRITTEN  
IDENTITY

**RE4Industry**

**100% Renewable**

**Energies for**

**Industries**

[www.re4industry.eu](http://www.re4industry.eu)

# INDEX

<b>INTRODUCTION.....</b>	<b>2</b>	<b>2. VISUAL IDENTITY.....</b>	<b>8</b>
Contact.....	3	2.1 Logo.....	8
<b>1. WRITTEN IDENTITY.....</b>	<b>3</b>	a. Main version.....	8
1.1 Appearance.....	3	b. Symbolism.....	8
a. Fonts.....	3	c. Alternative versions - main.....	9
b. Colours.....	3	d. Alternative versions - light.....	9
1.2 Written presence.....	4	d. Alternative versions - greyscale.....	9
a. Name.....	4	2.2 Logo elements.....	10
b. Tagline.....	4	a. Colour palette.....	10
c. One sentence.....	4	b. Logo fonts.....	10
d. Bullet points.....	5	2.3 Position of the elements.....	11
e. Full page.....	6	a. Construction grid.....	11
f. Acknowledgment.....	7	b. Clear zone.....	12
		c. Coloured background.....	13
		d. Photographic background.....	14
		e. Mistakes to avoid.....	16



## INTRODUCTION

The creation of a RE4Industry identity allows for an easier identification of the project by the public and ensures visibility and recognition, all the while increasing its impact.

Before the development of the written and visual identity, a branding analysis has been done, which ensured that no copyright is affected by the project branding, allowing therefore for a higher visibility by means of effective marketing measures. RE4Industry identity is used on the website and on the social media channels, as well as in all the communication and dissemination materials prepared during the project lifespan.

The current document describes how the project's identity is presented, delineating both its written and visual identity.

## Contact

Clara Á. Jarauta, PhD  
*Fundación CIRCE - project coordinator*  
cajarauta@fcirce.es

Asier Rueda Hernandez  
*Fundación CIRCE - project manager*  
arueda@fcirce.es

Marianna Santavenere  
*EEIP – Communication and Dissemination*  
marianna.santavenere@ee-ip.org

# 1. WRITTEN IDENTITY

The name of the project was selected at the stage of proposal preparation and has not been changed since it represents the two main concepts of the project, highlighting the REnewable vision of industries and the INDUSTRY itself. It proved, therefore, its effectiveness and descriptive characteristics.

## 1.1 Appearance

### a. Fonts

To clearly make a distinction and recognise RE4Industry project identity, consistency in terms of typography among all project public documents has been delineated. The official RE4Industry font used in written is **Arial**. The decision lies on the fact that Arial is a web safe font, meaning that is a font which is universally installed across major devices. It is one of the most famous fonts for both online and printed media, besides being a default font in many writing and document development programmes.

As a general alternative, **Verdana** will be used.

### b. Colours

In most documents (internal and external) and public deliverables, the following colours shall be adopted. Colour codes in section 2.2a

-  Titles
-  Tables and elements
-  Tables and elements
-  Tables and elements
-  Text

## 1.2 Written presence

### a. Name

In texts, the name of the project can be written in two versions:

- all capital letters: RE4INDUSTRY
- first two capital letters and the remaining in lower case: RE4Industry

Size and font should be the same as the rest of the text.

### c. One sentence

When writing the name of the project and its description in one sentence, the following sentence should be used.

*RE4Industry facilitates for the energy intensive industry (EII) sector in Europe a smooth and more secure transition to the adoption of Renewable Energies (RE) in their production processes and facilities. The project guides the EIIs and their organisations in their path for a total decarbonization towards 2050 by providing vision and guidance to establish their long-term strategy for a coherent and more secure retrofitting and integration of current and future RE solutions in their facilities and processes.*

### b. Tagline

The tagline, or project motto, could be used as a subtitle, whenever possible, and is the following:

#### **Renewable energies for industries**

"Renewable" shall be written with capital letter while "energies", "for" and "industries" have to be written in small letters.

When on the same line as the project name, the tagline should follow a column, as it follows:

#### **RE4Industry: Renewable energies for industries**

When on a new paragraph, no punctuation after the name of the project is required, as it follows:

#### **RE4Industry**

#### **Renewable energies for industries**

## 1.2 Written presence

### d. Bullet points

When creating promotional materials, the following text in bullet points should be used to describe the project.

*RE4Industry aims at:*

- *Setting a multi-actor collaborative network, involved and actively compromised to gather and identify the needs of the sector, in order to make possible this transition;*
- *Showing the RE technologies with more potential to be utilised by EIs or integrated in their industrial processes, and marking the path in the short (2030) and long term (2050);*
- *Identifying, visualising and sharing success stories of EIs already adopting RE with the innovations;*
- *Promoting the early transition of EIs by means of a direct accompaniment within companies;*
- *Achieving a common understanding and vision of the role that EIs have to play towards 2050 a RE consumers and potential RE promoters;*
- *Promoting a more favourable policy and market framework to allow the competitiveness of RE based EIs goods;*
- *Ensuring a growing interest and alignment of European society by means of a strong and coordinated communication campaign coherent with EI sector messages;*
- *Empowering the sector and key organizations through knowledge transfer, strategic positioning and cross-border actions.*

### e. Half page

The half page description of the project should follow the description used on the EC cordis website.

*Climate change is one of the most important issues of our time. For this reason, numerous entities have been directing their efforts towards combatting its causes and integrating green methods and renewable energy sources. The EU itself can be counted among them as it has introduced a process of progressive decarbonisation aimed at achieving a carbon-neutral state by 2050. However, this process requires the combination of a long-term vision and strategy to remain both efficient and competitive. To that end, the EU-funded RE4Industry project aims to support energy-intensive industries in their transition into renewable energy and prepare the EU industrial sector for this change.*

## 1.2 Written presence

### f. Full page

The full page description of the project should follow the description used on the EC cordis website.

*The EU has started a progressive decarbonisation with the aim to become carbon neutral by 2050. Energy Intensive Industries (EII) are expected to play an important role in this transition as they represent 24% of the final energy consumption, but a clear long-term vision and strategy is required in order to remain competitive while contributing to the decarbonization targets of the EU. RE4Industry has been conceived under this framework with a twofold objective: to support EII in the identification and integration of renewable energy (RE) solutions together with the definition of Action Plans for decarbonisation, and to transform the EU industrial landscape into a large market niche for the uptake of RE while defining the appropriate framework conditions for short- and long-term scenarios. To this end, RE4Industry will set up and empower a comprehensive network of stakeholders and market actors who will identify feasible RE technologies and their market barriers and will interact with industry representatives to gather their needs, expectations, drivers and barriers towards the implementation of these technologies. Such an approach will be accomplished through a strong engagement strategy and the creation of RE4Industry Collaborative Network, who will receive from the project partners knowledge transfer material such as success cases, best practices, policy recommendations and technological roadmaps for promoting RE adoption. In parallel to the networking activities, RE4Industry will develop a baseline methodology for the design of Action Plans for decarbonisation in EII's that will be developed and validated together with 3 representative industrial use cases from the steel, aluminium and chemical sectors. RE4Industry solid replication strategy will enable the roll out of this methodology in at least 8 additional use cases of different sectors within the project lifespan and the initiation of cross-border knowledge transfer activities to a total of 12 EU countries.*

## 1.2 Written presence

### g. Acknowledgment

The following sentence should be included in all deliverables and public documents, showing that RE4Industry is funded by the European Union's Horizon 2020 research and innovation programme, and displaying the European flag.

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952936*

An additional sentence added to certain materials and deliverables (e.g. printed) should be written as it follows:

*The information and views set out in this \*type of document\* are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the following information.*

The official EU flag should always be displayed with the sentence(s), at its left side, as shown below.



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952936.*

*The information and views set out in this \*type of document\* are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the following information.*

## 2. VISUAL IDENTITY

The following guidelines describe the use of the project's identity in a visual manner. The main objectives of the creation of a project visual identity are:

- internally, the guidance of project partners and external actors towards the correct use of the project branding, providing them with details and explanations.
- externally, the support to the recognition and the visual distinction of the RE4Industry project, while reflecting and transmitting the project's messages.

### 2.1 Logo

#### a. Main version



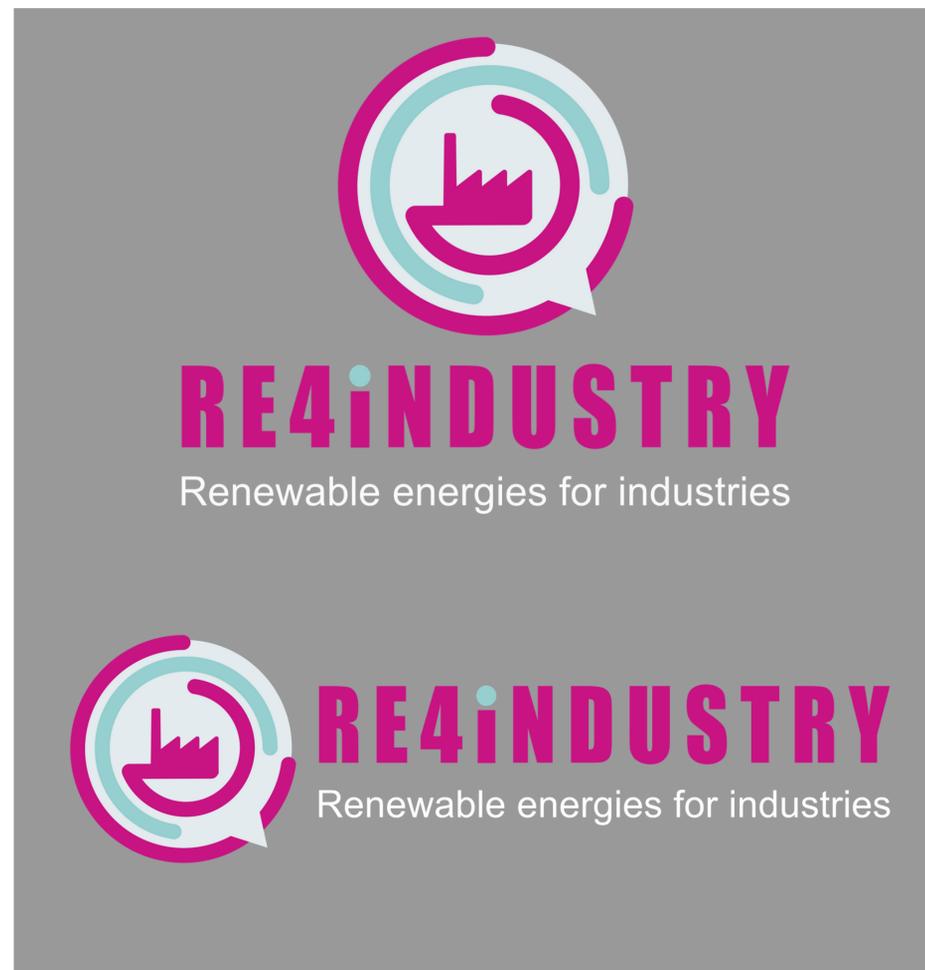
#### Symbolism

The logo represents the main pillars of the project. Circles/semi-circle might evoke in one's mind the image of a maze, abstractly representing the RE industrial solutions interconnected and revolving around the industry. In addition, the dialogue bubble on the background represent the role that networks and dialogue have in the project, particularly around the collaborative network.

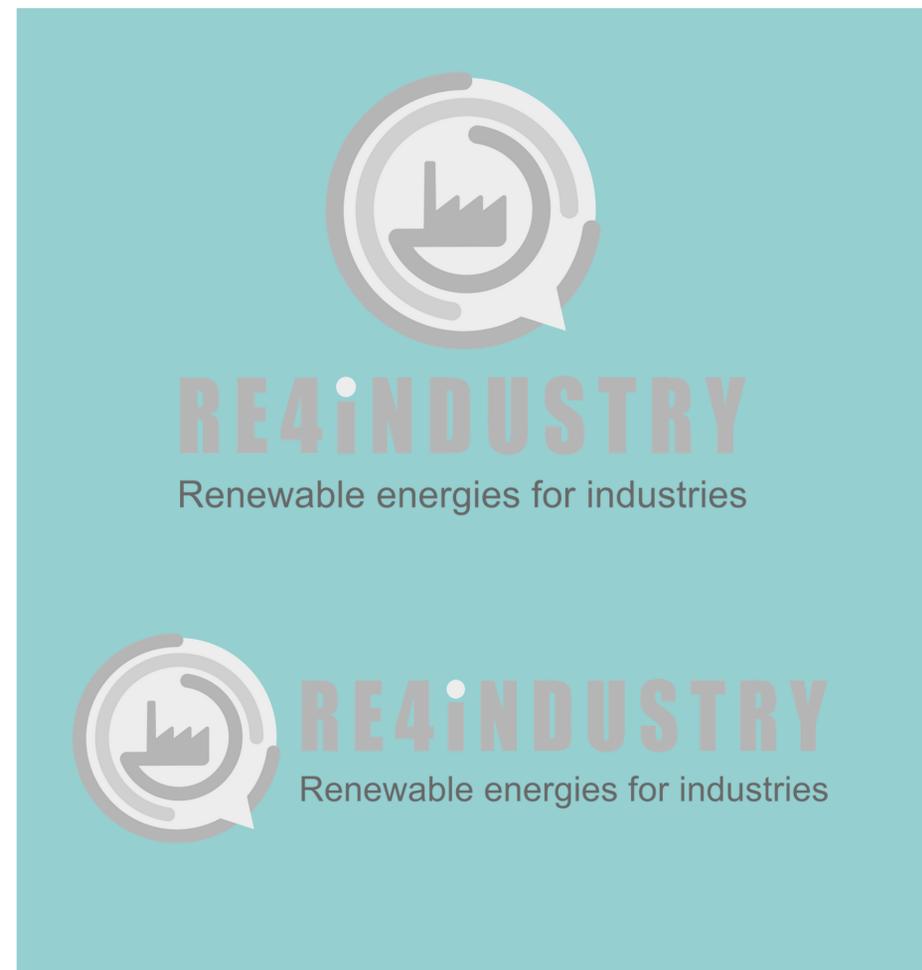
**b. Alternative versions - main**



**c. Alternative versions - light**



**d. Alternative versions - greyscale**



## 2.2 Logo elements

### a. Colour palette

Primary colours Logo		RGB: 200-19-131 #C81383	Secondary colours		RGB: 60-68-88 #3c4458
		RGB: 149-207-208 #95CFD0			RGB: 153-153-153 #999999
		RGB: 149-207-208 #e3ebee			

### b. Logo fonts

The following fonts has been used for the development of the logo:

"RE4Industry" - Impact, condensed

**0123456789**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

"Renewable energies for industries" - Arial, normal

0123456789

abcdefghijklmnopqrstuvwxyz

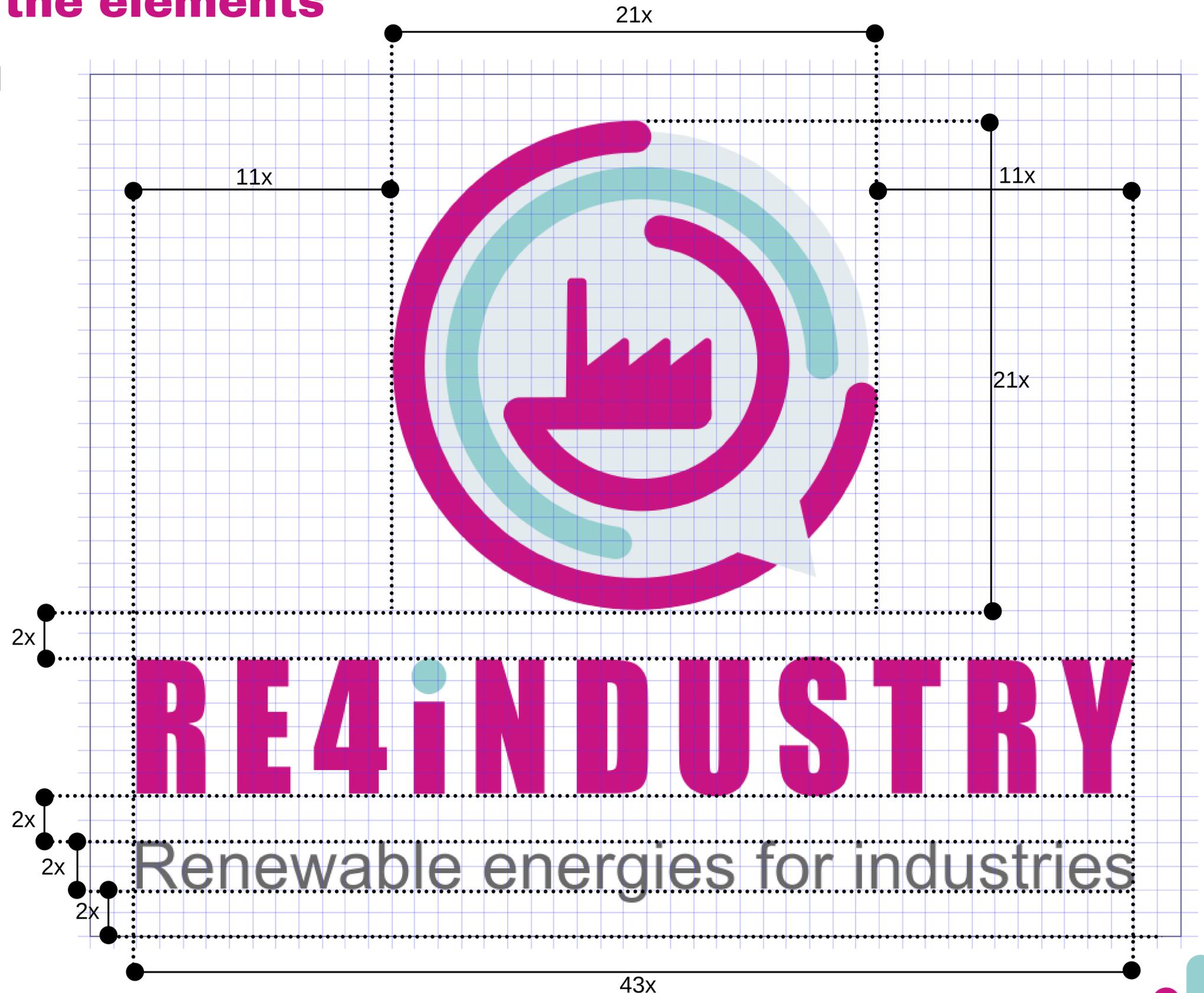
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## 2.2 Position of the elements

### a. Construction grid

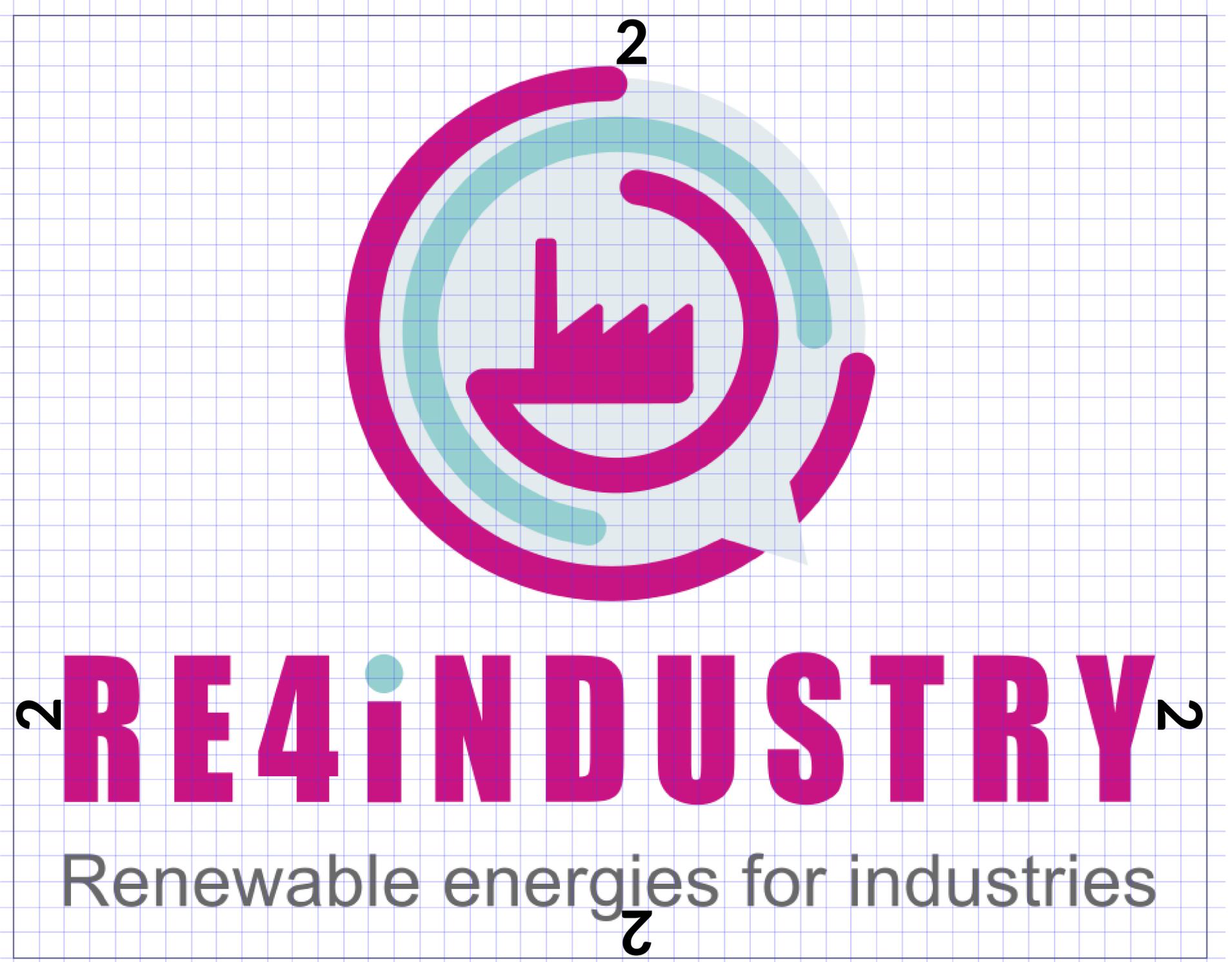
In order to achieve the best representation of the logo, the construction grid below shows how each element is proportionate to the others. The proportion among the different elements should always be kept stable.



## 2.2 Position of the elements

### b. Clear zone

In order to achieve the best representation of the logo, the clear zone should be respected.



## 2.2 Position of the elements

### c. Coloured background



## 2.2 Position of the elements

### d. Photographic background



**RE4iINDUSTRY**

Renewable energies for industries



**RE4iINDUSTRY**

Renewable energies for industries



## 2.2 Position of the elements



## 2.2 Position of the elements

### e. Mistakes to avoid

#### Logo distortion



#### Proportion change



#### Typography change



#### Separation of elements



#### Change of colours



#### Position of the elements





[www.re4industry.eu](http://www.re4industry.eu)

## MORE INFO



**Clara Angela Jarauta, PhD**  
**Fundacion CIRCE, RE4Industry coordinator**  
**[cajarauta@fcirce.es](mailto:cajarauta@fcirce.es)**



**[www.re4industry.eu](http://www.re4industry.eu)**



**[@eu\\_industry](https://twitter.com/eu_industry)**



**RE4Industry EU project**



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952936.*