

Visual Identity Guidelines

(MAY 2020)

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Typography

Communication Materials

Green Growth follows the designated guidelines of Interreg MED.

Typeface:

The typeface **Montserrat** will be used in professional communications.

The typefaces **Calibri** or **Verdana** will be used in inhouse documents, such as word documents and power points, whenever the main font is not available.

Style advice:

Avoid using too many font sizes or font variations in one single document.

Line spacing shall be wide enough to result in a restful, airy and easy to read text.

Examples

Very Large Title:

THE MED GREEN GROWTH COMMUNITY

Montserrat Light - All Caps / 25pt / Line Spacing: 28pt

Main Title:

Green and Smart Public Services

Montserrat Regular / 20pt / Line Spacing: 22pt

Subtitle:

Green and Smart Public Services

Montserrat Medium / 14pt / Line Spacing: 18pt

Main Text:

The second Thematic Working Group, composed of 3 modular projects, was tasked with promoting green public procurement by which public authorities seek to procure goods and services with reduced environmental impact throughout their life cycles.

Montserrat Regular / 9,5pt / Line Spacing: 13pt

Small Text:

Gia sim il elissit, ipsam que perumqui ut ipiet et mos maios maximagni
ipit, alitemque sapideris pre officid min re discia consece ptibust voluptint.

Montserrat Regular / 7pt / Line Spacing: 10pt

Typography

Inhouse documents and deliverables

The typeface **Calibri** shall be used in inhouse documents, such as word documents and power points.

Style advice:

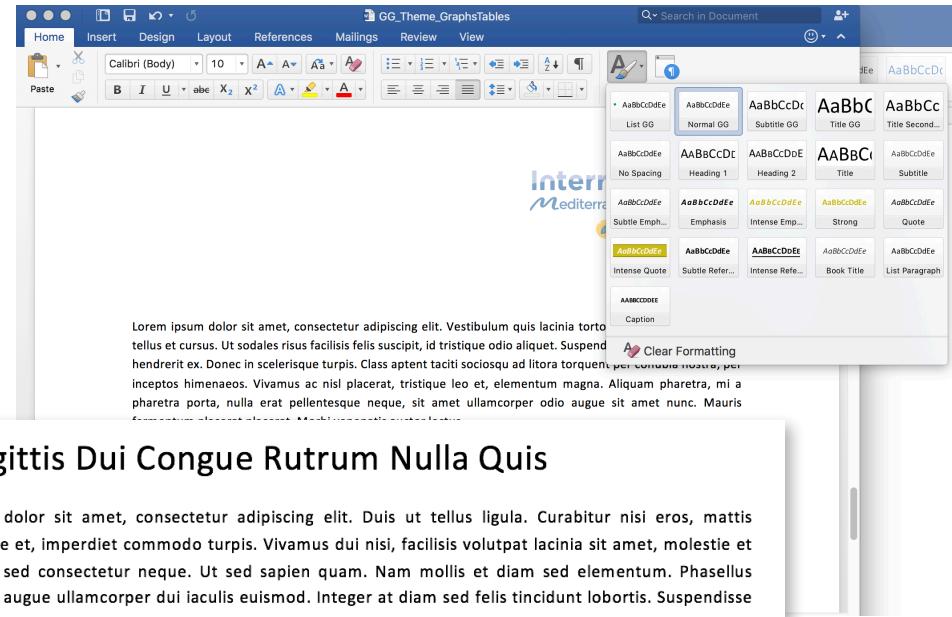
Avoid using too many font sizes or font variations (italics, color, bold, ...) in one single document.

Line spacing shall be wide enough to result in a restful, airy and easy to read text.

Note: All deliverables, should use a 1.15 line spacing.

A Word Document Template has been drafted to ensure style consistency between deliverables.

>>



Sed Sagittis Dui Congue Rutrum Nulla Quis

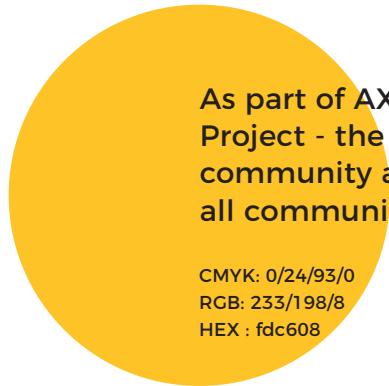
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum quis lacinia torto tellus et cursus. Ut sodales risus facilisis felis suscipit, id tristique odio aliquet. Suspend hendrerit ex. Donec in scelerisque turpis. Class aptent taciti sociosqu ad litora torquent per conubias nostra, per inceptos himenaeos. Vivamus ac nisl placerat, tristique leo et, elementum magna. Aliquam pharetra, mi a pharetra porta, nulla erat pellentesque neque, sit amet ullamcorper odio augue sit amet nunc. Mauris

Lore ipsum dolor sit amet

Consectetur adipiscing elit. Duis ut tellus ligula. Curabitur nisi eros, mattis porttitor augue et, imperdiet commodo turpis. Vivamus dui nisi, facilisis volutpat lacinia sit amet, molestie et ipsum. Morbi sed consectetur neque. Ut sed sapien quam. Nam mollis et diam sed elementum. Phasellus condimentum augue ullamcorper dui iaculis euismod. Integer at diam sed felis tincidunt lobortis. Suspendisse lacinia ex vitae orci semper, eu pulvinar velit consectetur. Nam mattis odio sit amet convallis lacinia.

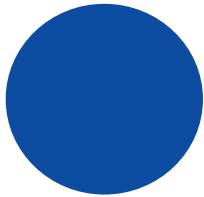
- Phasellus condimentum
- Augue ullamcorper dui iaculis euismod
- Integer at diam sed felis tincidunt
- Lobortis
- Suspendisse lacinia

Colors



As part of AXE 1 of the Interreg MED Project - the yellow is the MAIN color of the community and should be predominant in all communication.

CMYK: 0/24/93/0
RGB: 233/198/8
HEX : fdc608



CMYK: 100/80/0/0
RGB: 0/51/153
HEX : 003399



CMYK: 6/5/16/0
RGB: 242/238/221
HEX : f2eedd



CMYK: 62/10/93/0
RGB: 115/171/61
HEX : 73ab3d



CMYK: 81/13/76/1
RGB: 21/153/97
HEX : 159961



CMYK: 24/17/96/2
RGB: 206/190/22
HEX : cebe16



CMYK: 87/32/35/16
RGB: 1/119/137
HEX : 017789

The Five Thematic Areas

The Interreg MED Green Growth community created four Thematic Working Groups as a tool for collaboration and communication within its 14 modular projects to aid in the quality, efficiency, scalability and replicability of the project results. Together, these working groups focus on 5 thematic areas:



AGROFOOD



ECO-INNOVATION



SMART CITIES



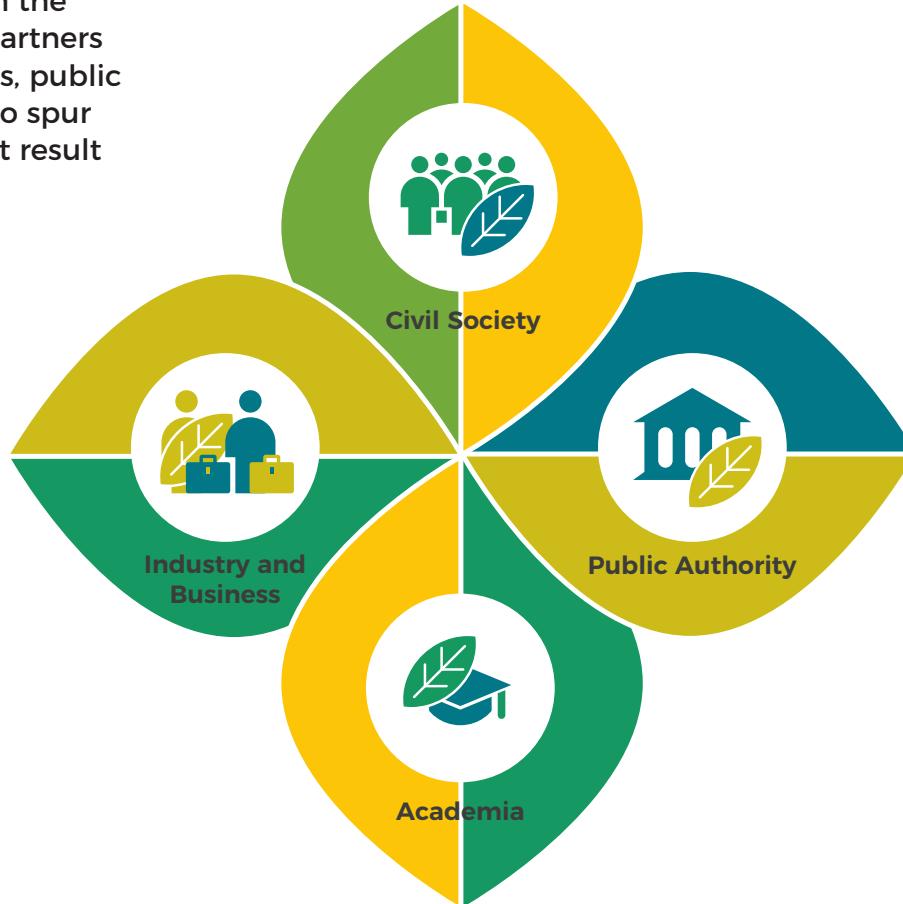
WASTE MANAGEMENT



GREEN GROWTH FINANCE

The Quadruple Helix

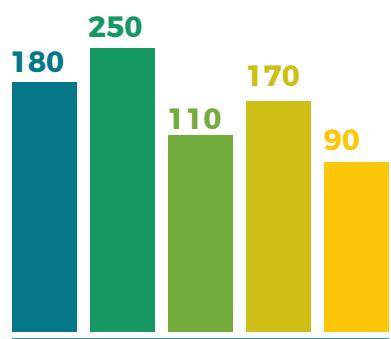
The Green Growth project is based on the quadruple helix strategy, gathering partners from academia, industry and business, public authorities and civil society in order to spur multi-sectorial innovation and project result capitalisation.



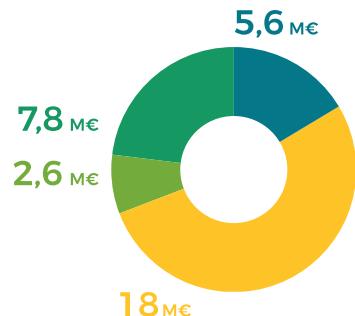
Infographic Styles

A Word Document template has been created with plenty of styles for your charts and tables.

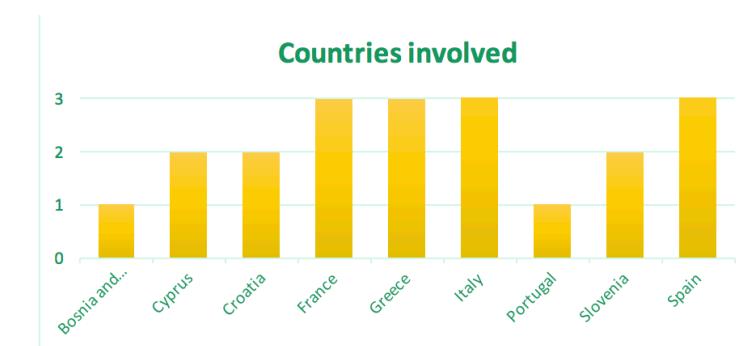
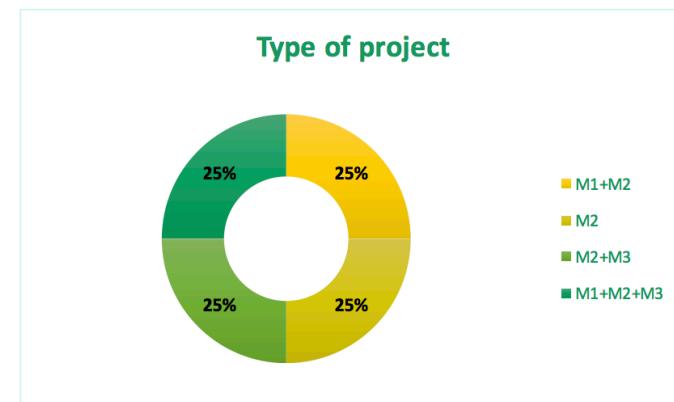
General Infographic Styles Examples:



Dolum nis enditem. Et rorio enectem venis mintur. Bus aut volupta sitistem eictem quundunt. Em aspe volor arcimus cusam esciati oribustibust aute sit quia illabor empororibus cusda vel esed millant, sitam cullestis sam viderro dit, et autest doleces nonsequis.



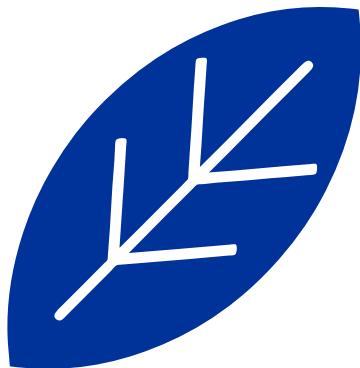
Word Document Template Style Examples:



Background Shapes



The Green Growth Community is represented and distinguished from the other Interreg MED programme communities by the icon above representing a leaf.



Elements:



Composition Example:



Compositions as this one are to be used as decorative elements within the communication materials.

Application Samples

Flyer



Application Samples

The Capitalisation Platform : www.interregmedgreengrowth.eu

The screenshot shows the homepage of the Interreg MED Green Growth Capitalisation Platform. At the top, there's a navigation bar with links: 'Green Growth Community', 'Thematic Areas', 'Outputs', 'Projects and Results Capitalisation', 'Media', and 'Join the Community'. The main title 'The Interreg MED Green Growth CAPITALISATION PLATFORM' is prominently displayed in a large blue box. Below the title, a text block explains the platform's purpose: 'The Green Growth Capitalisation Platform (GCP) is a new digital tool for the Interreg MED Green Growth Community. It improves the sharing of projects results and materials as well as the development of new partnerships and synergies between institutions and stakeholders, including those that are already involved and new members of the Community.' A 'Discover' button is located at the bottom of this section. The background features a large, stylized graphic of overlapping green and yellow leaf shapes.

The Interreg MED Green Growth Community

AGROFOOD ECO-INNOVATION SMART CITIES WASTE MANAGEMENT GREEN GROWTH FINANCE

The screenshot shows a sub-page within the platform, specifically the 'Waste Management' thematic area. The top navigation bar remains the same. The main content area features three sections: 'AGROFOOD' (with a leaf icon), 'SMART CITIES' (with a building and leaf icon), and 'WASTE MANAGEMENT' (with a recycling bin icon). Below these sections, a breadcrumb navigation shows 'You are in: Home > Waste Management'. A descriptive text block states: 'The Mediterranean is suffering the consequences of the constant increase of waste. Turning waste into a resource is a key concept of the Circular Economy approach that has been adopted at European level with the overall aim to stimulate waste management, reuse and innovation in recycling. This new approach will improve resource efficiency by maintaining the value of products and materials for as long as possible while minimizing the environmental and health impacts of waste.'

Contacts

These guidelines have been designed by **REVOLVE MEDIA**. For any further inquiry feel free to contact us at:

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