APPENDIX I
Brand guidelines

RIPARIAS

Reaching Integrated and Prompt Action
in Response to Invasive Alien Species

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INTRODUCTION

The immediate identification of our graphic identity by our target audiences is of major importance.

Brand guidelines are, therefore, essential to guide Life RIPARIAS partners on a coordinated use of the LIFE and Life RIPARIAS logos.

Providing a harmonised image of the project will not only support the team to enhance involvement and build trustful relationships with our target audiences but will also create a sense of community for the stakeholders involved in the Life RIPARIAS project.

Word, PowerPoint, and press release templates will also be implemented and provided to all partners in order to strengthen Life RIPARIAS visual identity and brand identification.

THE LIFE RIPARIAS LOGO

DESIGN

RIPARIAS

Reaching Integrated and Prompt Action
in Response to Invasive Alien Species

A logo with a symbolic meaning has been designed to develop the project's identity. The rectangular shape encompassing the IAS (Invasive Alien Species) letters expresses the idea of containment, confinement and control of these species which refers to the main goal of the project: eradicating and preventing the spread of invasive alien species. The wavy shape designed at the top of the rectangular shape informs that the project deals with aquatic species. A leaf has been added inside the A of "IAS" as Life RIPARIAS mainly addresses the management of living organisms.

The blue-green colour of the logo has been chosen to recall the aquatic aspect (blue) and invasive plant species (green). The letters "RIPAR" have been decided to take a different colour than the IAS letters to draw attention on the roots of the project - IAS - and to emphasise the idea of containment.

PROPORTIONS - LONG AND SHORT VERSIONS

There are two versions of the logo – a long and short one. None of the two versions can be altered.

RIPARIAS
Reaching Integrated and Prompt Action
in Response to Invasive Alien Species

- **Long version**

The long version comprises the whole signification of the Life RIPARIAS acronym under the logo: "Reaching Integrated and Prompt Action in Response to Invasive Alien Species". This version will be used on printed and digital material with a minimum height of 3 cm. If the medium or the reproduction methods do not allow the minimum height defined here, the short version of the logo will, therefore, be adopted.

RIPARIAS

- **Short version**

The short version is only composed by the acronym and does not comprise its meaning. This version will be used on printed and digital material when the long version cannot be adopted.
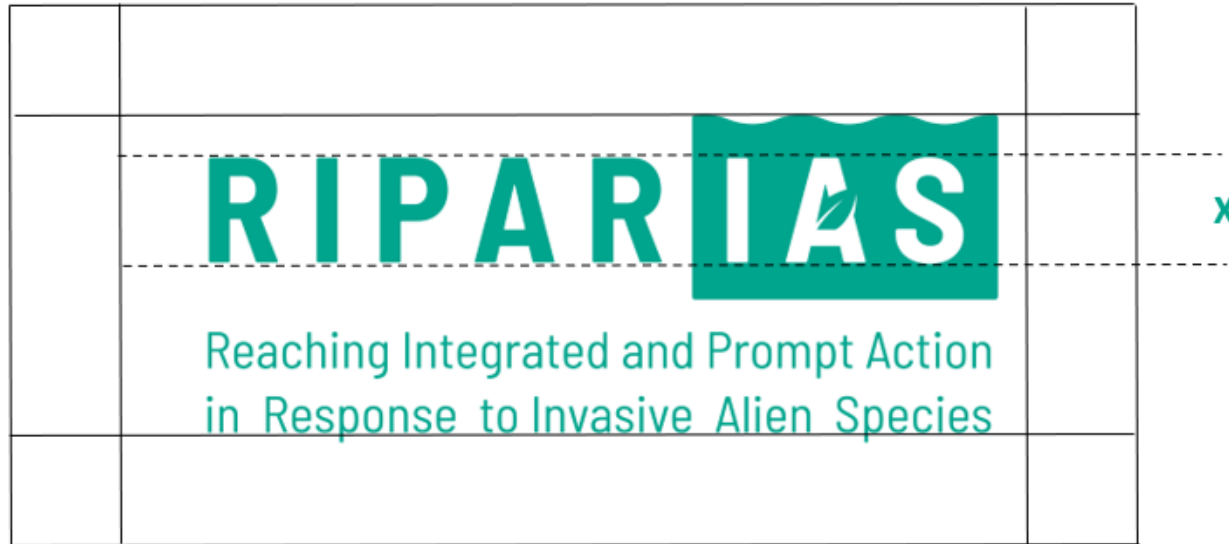
The writing of Life RIPARIAS and the detailed acronym must respect some rules:

- Life RIPARIAS must **always** be written in capital letters
- The first letters of each word composing the acronym must be written in capital letters; **R**eaching **I**ntegrated and **P**rompt **A**ction in **R**esponse to **I**nvasive **A**lien **S**pecies.

Area of respect

In order to preserve the readability and recognition of the logo, the Life RIPARIAS logo must have a minimal blank space around it where no other graphic element can appear or be positioned. The size of this area has been defined following X; Where X = the size of the Life RIPARIAS letters. It is important to respect that rule to maintain a good visibility of the project.

Minimum size

The height of the logo cannot be inferior to 8 mm

RESOLUTION

The logo will be produced in 300 DPI (high-resolution) for good quality printing (e.g., goodies, information boards, etc). Conversely, a 72 DPI (low-resolution) version of the logo will also be made available in order to keep the file size down. This low-resolution logo will be used for emails or web purposes. All versions of the logo (e.g., black, white, short, long, etc) will be produced in low and high resolution.
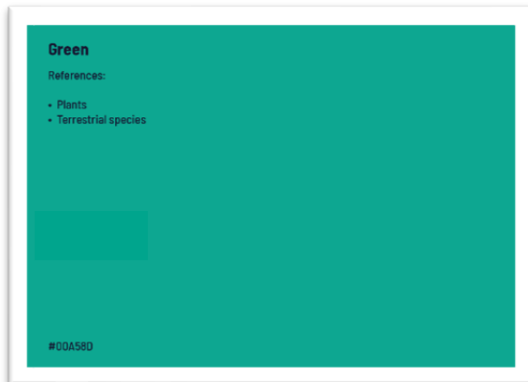

- **72 DPI version**

- **300 DPI version**

COLOURS

The logo is monochromatic; the main institutional colour being a blue-green (00a58d). The colour refers to the aquatic ecosystems and plant species targeted by the project.

The chosen colour is easily readable on a white background.

As Life RIPARIAS is a project funded by the European Commission and the Life programme, the Life logo will always appear in all our communications. The colour of the Life RIPARIAS logo has therefore been chosen to be visually compatible with the Life logo.

Green

References:

- Plants
- Terrestrial species

#00A58D

White

Light color (contrast)

#FFFFFF

Blue-green - 00a58d

RGB
R0 G165 B141

CMYK
C100 M0 Y15 K35

TYPOGRAPHY

Barlow Semi Condensed is a slightly rounded font. This font is only used for the logo and for titles in our digital and printed communication material (e.g., brochures, reports, etc).

Link to download Barlow Semi Condensed font: https://fonts.google.com/specimen/Barlow+Semi+Condensed?preview.text_type=custom

Popular pairing with Barlow Semi Condensed is the Roboto font. The Roboto font should be used for body text in our digital and printed communication material.

Link to download Roboto font:

https://fonts.google.com/specimen/Roboto?preview.text_type=custom

Google Font (FREE)

Barlow Semi Condensed

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

1234567890

Google Font (FREE)

Roboto

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

1234567890

VERSIONS OF THE LOGO

The monochromatic Blue-Green version of the logo is the preferred and principal one. If the medium or the reproduction methods do not allow the monochromatic use of the logo, the black and white version will be used. The white version of the logo will be used on any coloured backgrounds (e.g., images and plain backgrounds). In the event of technical issues requiring a potential additional version of the logo, ULIEGE must be contacted. If a new version is designed by ULIEGE, the brand guidelines will be updated and adapted accordingly.

There are 3 versions of the logo:

This coloured-monochromatic version on a white background is the official version of the logo. It will always be used on all white backgrounds and should always be prioritised.

The white version of the logo will be used on any coloured backgrounds that would not allow the use of the official version of the logo (e.g., images and plain dark backgrounds).
* The background used here is an example.

The black version of the logo will be used if the medium or the reproduction methods do not allow the coloured-monochromatic use of the logo

THE USE OF THE LIFE AND NATURA 2000 LOGO

The LIFE logo

As a LIFE programme funded project, Life RIPARIAS must clearly reference LIFE financial support and include the LIFE logo in all its communication materials (e.g., website, social media, reports, notice boards, etc). Whenever possible, it is also required for the LIFE logo to be accompanied with the following text:

"The Life RIPARIAS project has received funding from the LIFE programme of the European Union". This can be accurately translated in any language.

The NATURA 2000 logo

If management actions for the Life RIPARIAS project take place in Natura 2000 sites, the Natura 2000 logo must also be displayed on communication material.

Graphical placement of the LIFE logo

The LIFE logo must be visible in its whole. 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...) can infringe upon.

Life RIPARIAS and LIFE logos

The size of the LIFE and Life RIPARIAS logo should be proportionate. They must always appear together in all our communication materials.

Downloading the LIFE and Natura 2000 logo

Third parties can download, copy, and store the LIFE and Natura 2000 logo in all its formats and versions from the Visual Identity Resource page of the European Commission's website.

URL: https://ec.europa.eu/easme/en/section/life/life-communication

TEMPLATES

Word, PowerPoint and Press release templates will be produced, made available and sent by email to all Life RIPARIAS' partners. All partners are compelled to use the developed Life RIPARIAS templates for any communication material produced (e.g., press releases, presentations, etc).

The first page of any documents produced for Life RIPARIAS must, at least, contain both LIFE and Life RIPARIAS logos. The fonts used for titles must always be Barlow Semi Condensed while Roboto will be used for text.

PRESS RELEASE TEMPLATES

WORD TEMPLATES

POWERPOINT TEMPLATES

TITLE
subtitle

The RIPARIAS project has received funding from the LIFE Programme of the European Union

RIPAR IAS

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