

A Guide to Communicating Our Brand

Version 1.1
February 2020



The Primary Logo Mark

Primary Logo



Logo Colours



CMYK - 85/50/0/0
RGB - 27/117/188
HEX - 1b75bc



CMYK - 88/27/94/14
RGB - 10/126/69
HEX - 0a7e45

About the Logo Mark

The SMARTER logo is a combination logo made up of two parts - a logotype (text) and a logomark (image).

Logomark

The logo mark is shaped by Mobius loops and arrows that represent circularity and the positive feedback cycle. It stands for the relationship between a healthy environment, family health and wellbeing, green building and green finance.

Within the shapes there are three symbols, the leaf, family and euro. They are designed to be recognisable as good for the environment, benefits for families and affordability that families experience with the Green Home Green Mortgage programme.

Logotype

The logotype is drawn in capitals to match the boldness of the logo mark and is in similar colours. Its emphasis is on SMARTER FINANCE and FAMILIES - making green homes affordable for families is the most important goal of the SMARTER initiative.

Logo colours

Blue represents blue infrastructure, water, trust and responsibility. Green represents green infrastructure, growth and new beginnings. Together they signify the planetary health of our environment trees, animals, oceans, lands and sky. White is the colour of goodness and is used in the symbols to show the good intentions and relationship between the actors and elements of the SMARTER initiative working towards a prosperous planet.

The Logo Mark - Alternative Usage Options

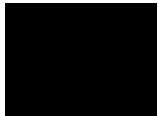
Greyscale Logo - Light Background



Greyscale Logo - Dark Background



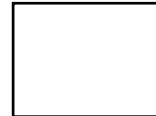
Logo Colours



CMYK - 0/0/0/100
RGB - 0/0/0
HEX - 000000



CMYK - 0/0/0/60
RGB - 130/130/130
HEX - 828282



CMYK - 0/0/0/0
RGB - 255/255/255
HEX - ffffff

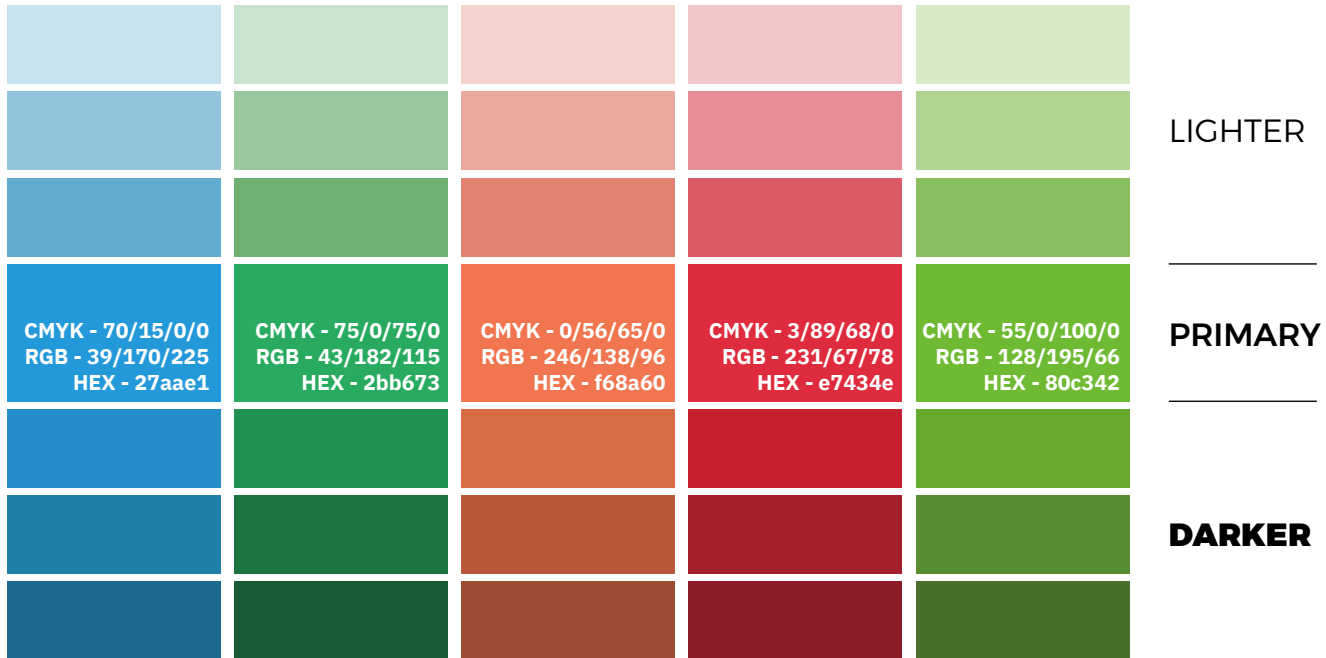


CMYK - 0/0/0/40
RGB - 168/168/168
HEX - a8a8a8

Colour Palette

The colour palette available for use in the project is based on a grid of opacities originating from the Primary palette of five core colours, as shown below.

The light shades above the Primary palette are percentage transparencies (75%, 50%, 25%), while the darker shades below the Primary palette contain increasing levels of black.



Typography

To ensure consistency and wide availability across consortium members, each typeface within the house font collection has been selected from the free Google Fonts collection and can be downloaded from <https://fonts.google.com>

The Headline font (Montserrat) and the Body font (IBM Plex Sans) each have a large variety of weights available for use, ranging from thin/light to bold/black.

Headline font

Montserrat Black
**The quick brown fox jumps
over the lazy dog**

Montserrat Bold
**The quick brown fox jumps
over the lazy dog**

Montserrat Medium
**The quick brown fox jumps
over the lazy dog**

Montserrat Light
The quick brown fox jumps
over the lazy dog

Body font

IBM Plex Sans Light
The quick brown fox jumps
over the lazy dog

IBM Plex Sans Regular
The quick brown fox jumps
over the lazy dog

IBM Plex Sans Semi-bold
**The quick brown fox jumps
over the lazy dog**

IBM Plex Sans Bold
**The quick brown fox jumps
over the lazy dog**

Highlight font

Anton Regular
**The quick brown fox jumps
over the lazy dog**

Graphic Devices

Title Background Bar

The title background bar, as illustrated at the top of this page, is a fluid solid bar of the blue logo colour (see section on logo) with an offset underlay of 15% grey (e.g. CMYK - 0/0/0/15).

Text contained within the background bar should be vertically centered. The bar should be anchored on its left side and should be aligned to the left-most content in the design.

The width of the background bar, and underlay, should expand sufficiently to the right to accommodate the included text so that the text appear centered.

Grey Information Vertical Bar

A vertical bar of 15% grey may be used as a background to highlight information on a page.

The bar itself should align to the margins of an text columns, with sufficient padding of its own content so that it is not flush to the edges of the bar.

The width of the bar may be extended to the edge of the canvas where required.

Arc and Stripe devices

The Arc and Stripe devices can be seen on the cover of the Toolkits. Each device may be used on its own - for example, the Arc device is used on the inner front and back covers, while the Stripe device is used on the outside back cover against a solid block of colour.

The Arc device should always appear in the blue colour of the Primary palette (e.g. CMYK - 70/15/0/0)

The Stripe device can either be used as a solid of the vibrant green from the Primary palette (e.g. CMYK - 55/0/100/0), or as a vertical gradient commencing at the top with that green and ending in white. The white bottom of the Stripe may be set at 10% opacity, if required.



Detail of cover showing the arc (blue) and stripe (green) device. In this example a vertical gradient is deployed in the stripe.

Icons

Circular illustrated icons may be used and generated for purpose, but must adhere to the following criteria for consistency of visual language across the project:

Icons must be circular with a background colour of 10% grey (e.g. CMYK - 0/0/0/10).

The content of the icon circle must never reach the edges of the circle and must be formed using primarily the two tones of green from the Primary colour palette. Other colours from that palette may be judiciously added for effect, but only after the two green shades have been utilised.

Icon examples





For more information
please contact

Steven Borncamp

Steven.Borncamp@GreenHomes.Solutions

Office: +40.738.182.421



This project has received funding from the European Union's Horizon 2020 coordination and support program under grant agreement 847141.