

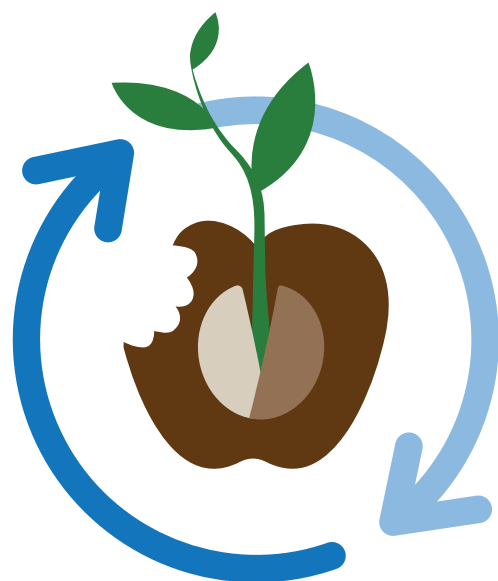


CirBioWaste

Interreg
Euro-MED



Co-funded by
the European Union



**Compost
Today
Harvest
Tomorrow!**

COMMUNICATION
& DESIGN GUIDELINES

BRAND BOOK

COMMUNICATION & DESIGN GUIDELINES



How to Use This Communication Toolkit

This toolkit serves as a guide for maintaining visual consistency across all campaign applications.

It includes templates and frameworks for designing various types of printed and digital materials, covering a wide range of use cases depending on the communication needs of the campaign.

The guidelines are intended for internal use and can support everyday communication needs such as Word documents, proposals, correspondence, supplementary materials, application forms, etc., as well as the work of those responsible for the campaign's visual communication.

It is important to ensure consistency in the use of logos and brand elements, as well as in their various applications throughout the campaign.

The core guidelines include the logos used either individually or in composition, along with instructions for their correct usage.

LOGO

Below are the approved logo applications, including primary and monochrome versions (for use in photocopies, documents, reports, etc.).

The logo must be used along with the parent logo (*interreg*) as seen below:



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COLOR
(VERTICAL)



COLOR
(INVERTED - VERTICAL)



MONOCHROME - VERTICAL

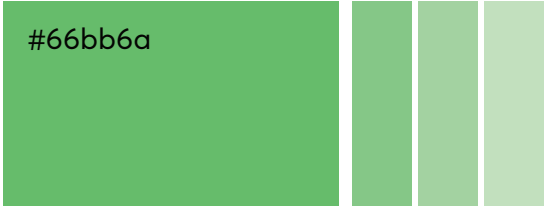
COLOR PALETTE

The following section presents the official color palette to be used across all campaign communication materials.



COLOR 1
(BASIC)

TONES



COLOR 2
(SECONDARY)

TONES



COLOR 3
(BASIC)

TONES



COLOR 4
(SECONDARY)

TONES



COLOR 5
(BASIC)

TONES

TYPOGRAPHY

Below are the official typefaces and their designated uses depending on the application.

TYPEFACE 1 (TITLES)

Playpen Sans Extra Bold

TYPEFACE 2 (BODY TEXT)

Averta
or
Open Sans

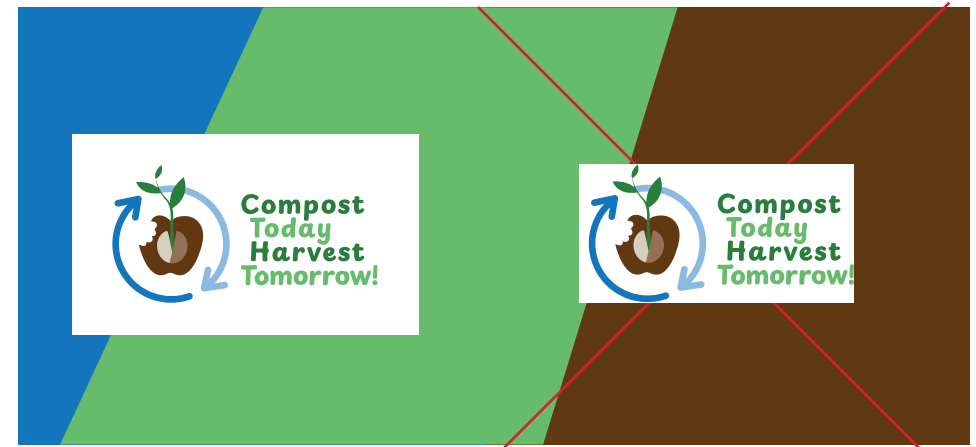
CORRECT USE OF THE LOGO

Guidelines for the correct use of the logo in order to avoid common mistakes. These rules apply to all logo versions.

When the logo is used within a frame, adequate clear space must be maintained around it.

CORRECT

WRONG



The logo's proportions must not be altered (do not stretch or distort).

CORRECT

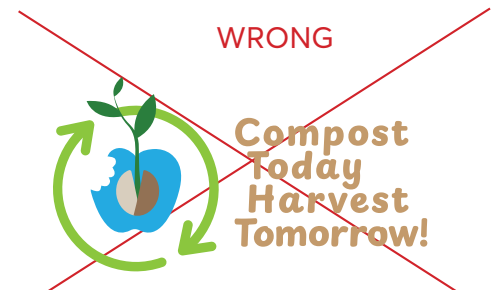
WRONG



Do not use color combinations other than the official brand colors.

CORRECT

WRONG



CORRECT USE OF THE LOGO

Guidelines for the correct use of the logo in order to avoid common mistakes. These rules apply to all logo versions.

Do not use the logo at a size smaller than 3 cm in height.

CORRECT



WRONG

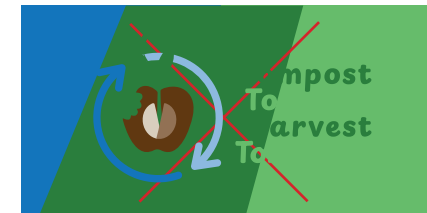


Do not place the logo on backgrounds of similar color tone.

CORRECT



WRONG



Do not alter the arrangement of the logo elements.

CORRECT



WRONG



CORRECT USE OF THE LOGO

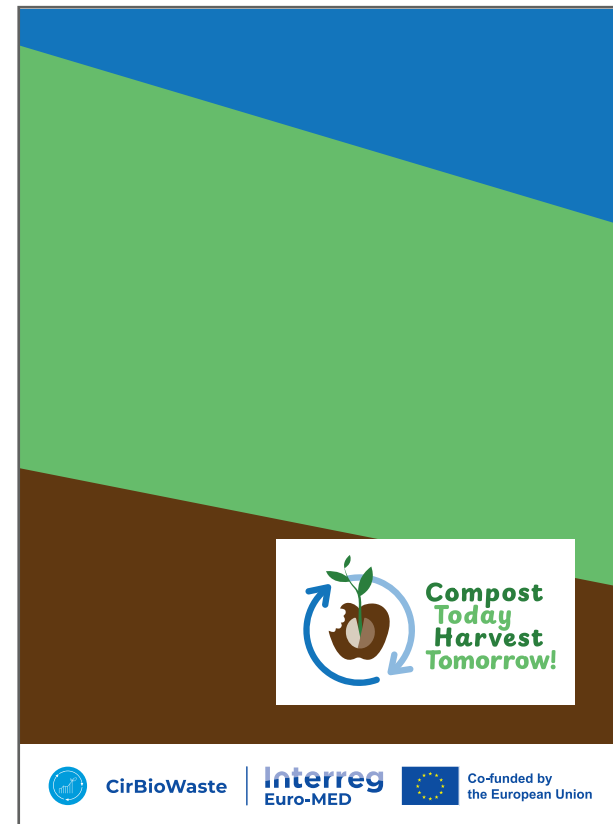
Examples of applications on printed materials, posters, and other campaign assets.



Example 1



Example 2



Example 3