D7.1 Corporate Identity Manual

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Version	Date	Editors	Comment Description
V0.1	21.10.2021	LDR	First Draft
V0.2	26.10.2021	LDR/MJEA	Contributions added by IVE
V0.3	28.10.2021	JC	Review
V1	28.10.2021	LDR	Final version

Publishable executive summary

The BUS-GoCircular visual identity manual gives guidance on the use of the visual elements to ensure the project cohesion and the correct use of it by all project partners and stakeholders when performing communication and dissemination activities. Please, refer to this guide to ensure BUS-GoCircular logo, typography and colours are always implemented correctly.

The manual comprises identity positioning, project logo, colour palette, fonts. It provides examples of the correct application in the project's social media channels, website, reports, and presentations.

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1. Visual Identity

The visual identity package aims to create a unique visual style for the BUS-GoCircular project, defining an identity that establishes a strong and positive project image facilitating the project identification by the project partners, and target groups and general public. The identity of the project encompasses the project logo, the colour palette, and the typography and it uses.

The visual identity of the BUS-GoCircular project was created and designed by an Irish brand agency in direct cooperation with the project coordinator and project partners responsible for this task.

The following sections describe the collaboration process for the visual identity definition. It also presents the chosen logo and provides guidance on the use and application of the visual identity, as stated in the Logo Usage Guidelines (Figure 1) by Designedly brand agency.

Figure 1 BUS-GoCircular Logo usage Guidance

1.1. Project visual identity, tag and brand description selection

The project visual identity was designed having in mind the focus of the project on circularity in the construction sector and the former EU training initiative BUILD UP Skills (Figure 2).

The agency brand created two first design options. Each option was provided with a "tone of voice", that means a tagline and a tag phrase that would follow the brand design.

Figure 2 BUILD UP Skills visual identity

The first option (Figure 3) was developed closely aligned with the existing 'BUILD UP Skills' identity and it is based on the tag line "progression through support".

Figure 3 First BUS-GoCircular visual identity proposal.

The second option (Figure 4) proposed a more contemporary exploration based on the tag line "Shaping a Sustainable Future".

Figure 4 Second BUS-GoCircular visual identity proposal.

After the comments from the project coordinator and the task member, two other options were presented by the Agency Brand. The first option (Figure 5) supported by the tag line "Shaping a Circular Sustainable Future" and the second option (Figure 6) aligned with the colours of BUSleague project (https://busleague.eu/) connected to the tag line "Progression Through Support".

Figure 5 First BUS-GoCircular visual identity proposal after revision.

Figure 6 Second BUS-GoCircular visual identity proposal after revision.

The next step was to open for all partners to vote on the two selected best options for the project logo, tag line and tag phrase. The results are shown in Figure 7, Figure 8, and Figure 9 below.

Count of Please, select the preferred option from the logos shown below.
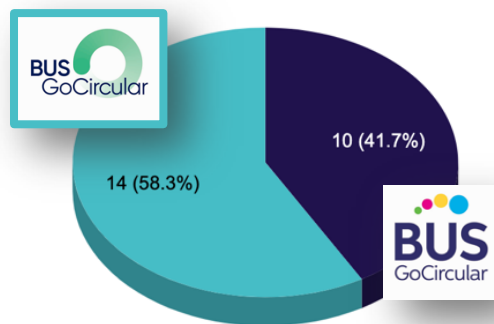
Figure 7 Vote for logo choice.

Count of Vote on our tag-line

BUS-GoCircular - Progression Through Support

BUS-GoCircular – Shaping a Circular Sustainable Future
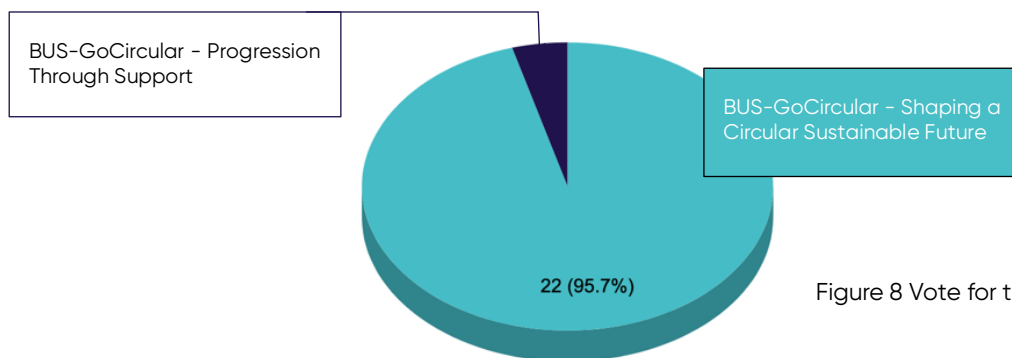
Figure 8 Vote for the tag-line

Count of Vote on our Tag-text.

Option 1 - BUS-GoCircular is formed by a coalition of former BUILD UP Skills and Construction Skills projects strengthened by partners understanding the demands that are required within the construction sector. Implementation through collaboration is the aim of BUS-GoCircular. Through this aim, we can develop and implement a circular construction skills qualification framework that champions a green energy workforce. Working collaboratively and supporting partners will, in turn, result in progressive change for the best.

Figure 9 Vote for the description text.

Option 2 - Tag-text 2 -BUS-GoCircular understands the importance of a green energy workforce within the construction sector. Our aim is to address and overcome the challenges faced when implementing real change through equipping a green energy skilled workforce. Working collaboratively and connecting with partners is our goal and by upskilling both demand and supply sides of the value chain, we believe real change is afoot.

1.2. Project logo

The selected BUS-GoCircular logo comprises a type and a gradient marque as the primary and positive identity (Figure 11). The primary identity varia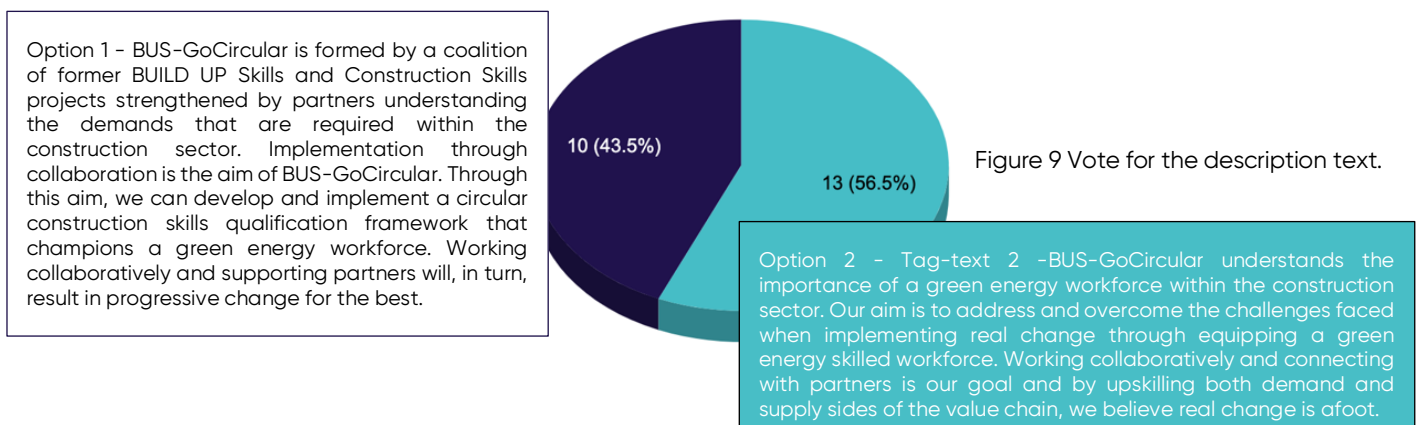tions are positive and negative (Figure 10) (on the approved background colour only). Both of these variations are for the primary usage.

The BUS-GoCircular logo must always be reproduced from approved artwork files.

The logotype must never be redrawn or altered in any way.

Ensure the integrity of the BUS-GoCircular logo is not sacrificed and the best results are created by following the visual rules of practice for the logo precisely.

The logo can be found in the project cloud under T7.1 – project logo.
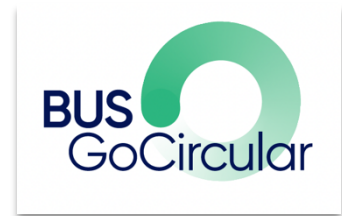
Figure 11 BUS-GoCircular logo. Positive variation.

Figure 10 BUS-GoCircular logo. Negative variation.

1.2.1. Colours palette

The colour palette (Figure 12) is contemporary and stylish. The best result for colour matching is to use the correct Pantone or CMYK colour reference. Please DO NOT attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade.

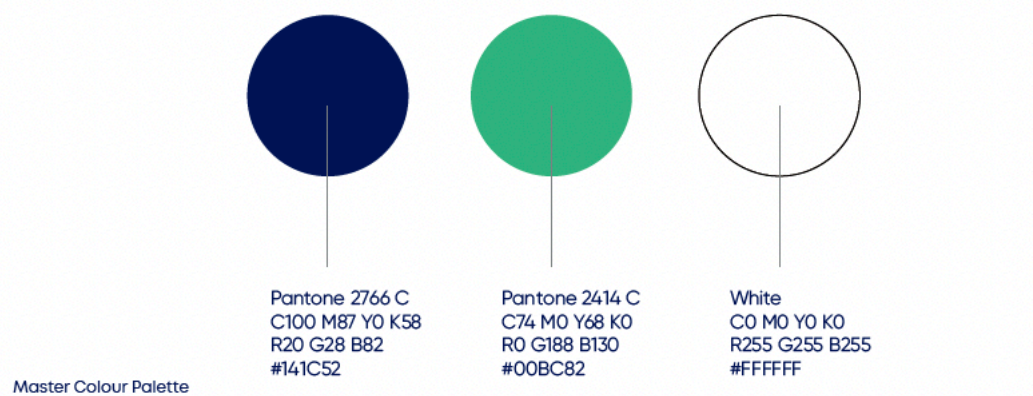| Pantone 2766 C	Pantone 2414 C	White
C100 M87 Y0 K58	C74 M0 Y68 K0	C0 M0 Y0 K0
R20 G28 B82	R0 G188 B130	R255 G255 B255
#141C52	#00BC82	#FFFFFF

Master Colour Palette

Figure 12 BUS-GoCircular colour palette

The CMYK breakdowns have been selected to provide the best possible starting point for process colour reproduction. Where possible these values should be adjusted for the closest match to their respective Pantone colour swatches if necessary.

On screen colour RGB and hexadecimal colour breakdowns have been selected to best visually match their Pantone breakdown values when viewed on screen. Colours may appear different depending on the screen they are viewed on.

1.2.2. Typography

The Primary brand font is Gilroy (Figure 14). This font should be used on all brand touchpoints and consumer facing communications where applicable. It is best used for headline messaging and for body copy and secondary messaging. This brand font has great standout features and beautifully compliments the brand colour palette.

Arial (Figure 14) is an internal brand font and is to be used on internal communications pieces where the primary font is not available. e.g. PowerPoint documents etc.
This typeface is confident and reliable.

Using the typeface consistently strengthens the communications by giving them a distinctive, easily recognisable visual style.

The Gilroy font can be downloaded from the project cloud under T7.1 – project font.

Gilroy
Ultra Light | Light | Regular | Medium | Semi Bold | Bold | Extra Bold
AaBbCcDdEeFfEeGgHhIi JjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz 1234567890-=!@£ $%^&*()_+

Figure 13 BUS-GoCircular Typography - Gilroy

Arial
Regular/**Bold**

Aa Bb CcDd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890-=!@#$%^&*()_+

Figure 14 BUS-GoCircular Typograph - Arial

1.3. Logo Variations

The logo can be used in black and white (one colour logo) as shown in Figure 15. The one colour logo should never be used in place of the primary logo, the only exception is restrictive printing requirements

Figure 15 BUS-GoCircular one colour logo variation

It is important to keep the identity clear of any other graphic elements. To regulate this, an exclusion zone has been established around the mark (Figure 16). This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the identity.
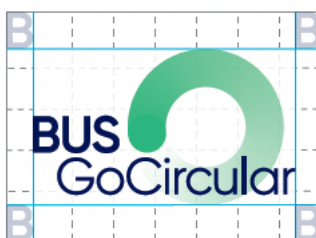

Figure 16 BUS-GoCircular exclusion zone.

The primary BUS-GoCircular logo should never be reproduced smaller than 30mm x 18mm. Reproductions smaller than this may cause legibility issues.

1.4. Logo uses

The following pages outline the do's and don'ts with regard to the BUS-GoCircular logo (Figure 17).

Figure 17 BUS-GoCircular logo use.

1. Never alter or change a portion of the brand identity elements. The identity should only be used in the formats and colours shown in this guide.
2. Always take care to ensure that the logo is displayed as clearly and as consistently as possible by following the simple principles outlined in this report. If resizing the logo please scale its width and height proportionally.
3. These rules apply to all brand identity variations and formats.
4. Only reproduce the identity in the approved formats shown within these guidelines.

1.5. Tagline and brand descriptor

The tagline is not an extension of the logo marque but acts as an endorsement for the brand. The tagline is stated in the phrase below.

Shaping a Circular Sustainable Future

Always try to follow the example set out in Figure 18 when it comes to placing the tagline alongside the logo.

Figure 18 Tagline - application example.

This brochure cover is an example of how the tagline should feature alongside the logo marque on relevant deliverables.

The Brand descriptor should be used as secondary information, when relevant, to best describe the BUS-GoCircular Brand. The Brand descriptor is stated in the paragraph below.

BUS GoCircular understands the importance of a green energy workforce within the construction sector. Our aim is to address and overcome the challenges faced when implementing real change through equipping a green energy skilled workforce. Working collaboratively and connecting with partners is our goal and by upskilling both demand and supply sides of the value chain, we believe real change is afoot

1.6. Use of EC logo

Any communication activity in the project must mention the EU funding by displaying the EU emblem and the following text; "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101033740" (Figure 19).
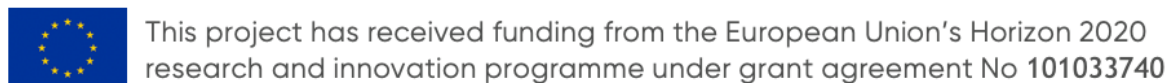

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No **101033740**

Figure 19 EU emblem application.

The use of EU emblem and the text must respect few rules, as stated below (European Commission, 2021):

1. When displayed together with another logo, the EU emblem must have appropriate prominence.
2. You can display the text to the right, left, up or down, depending on your needs.
3. Use one of the following fonts: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Do not use Italic, underlined variations or font effects.
4. The colour of the font should be reflex blue (same as the EU flag), black or white depending on the background.

2. Visual identity application

2.1. Social Media

The BUS-GoCircular visual identity was applied on the project social media, templates and website.

The figure x and y show the application of the visual identity on BUS-GoCircular Twitter (Figure 21) and LinkedIn (Figure 20) account.
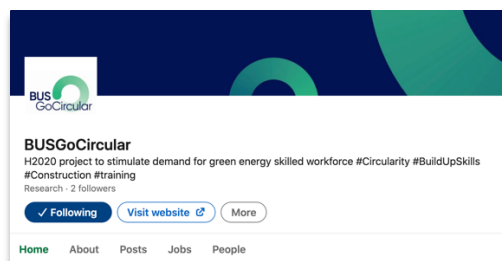

Figure 20 BUS-GoCircular LinkedIn account

Figure 21 BUS-GoCircular Twitter account

2.2. Templates

The visual elements were also applied in the project templates for presentation (Figure 26), report templates (Figure 25), meeting agenda (Figure 24) and meeting minutes (Figure 23), attendance list (Figure 27) and press release (Figure 22). All these templates can be found at the project cloud under task 7.1 - Templates.
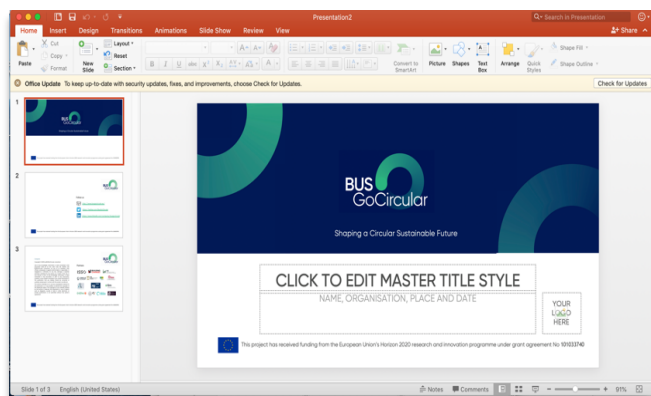
Figure 26 BUS-GoCircular Presentation template.
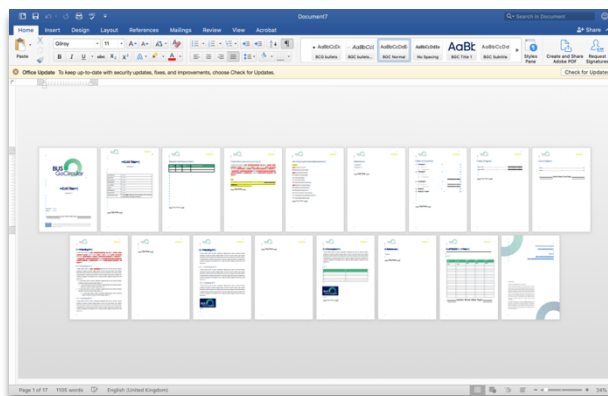
Figure 25 BUS-GoCircular Report template.
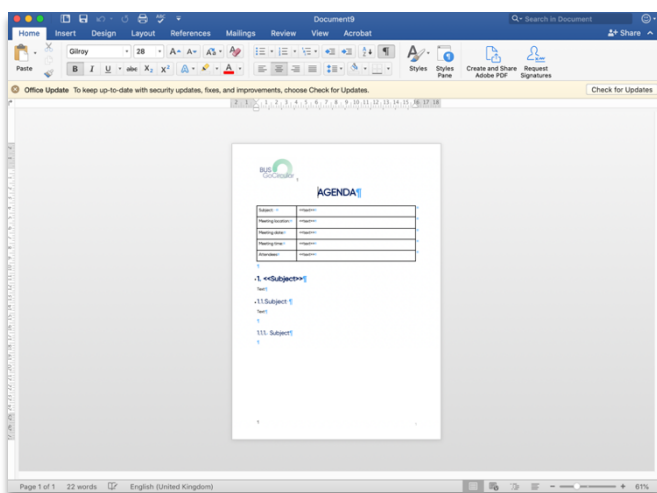
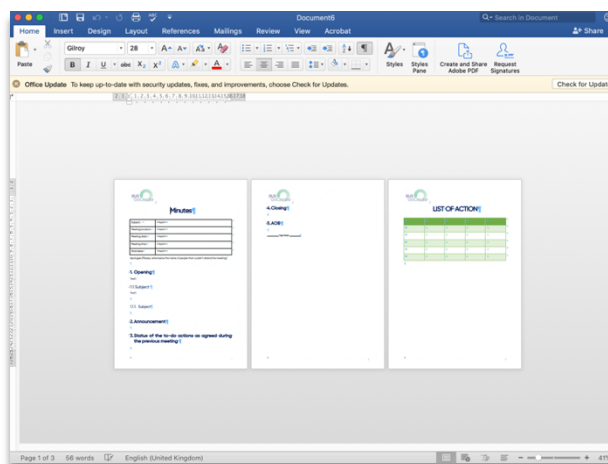Figure 24 BUS-GoCircular meeting Agenda template.

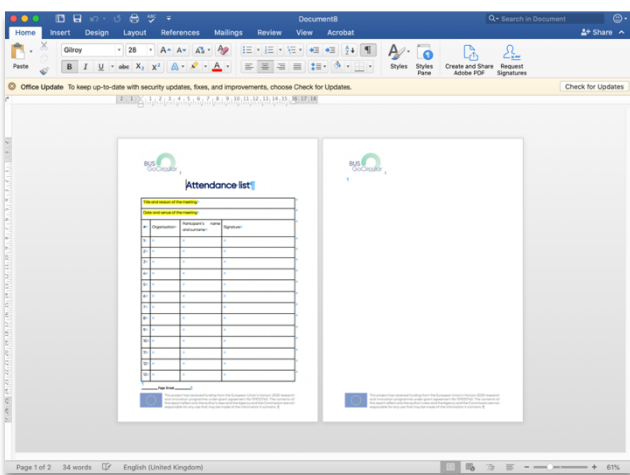Figure 23 BUS-GoCircular Meeting Minutes agenda
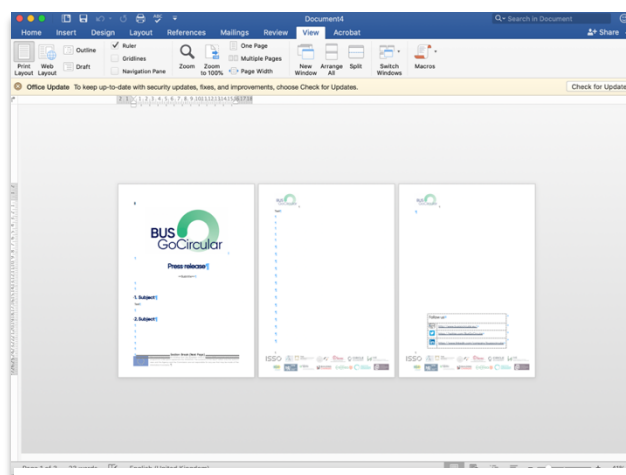

Figure 27 BUS-GoCircular attendance list.

Figure 22 BUS-GoCircular Press Release.

2.3. Website

Full consideration to graphical guidelines of the BUS-GoCircular "Corporate Identity Manual" will be given: the logo, the colours, the typeface, etc.

The imagery and photography will ensure and promote gender diversity and will be graphically representative of all the project's objectives and target audience (Figure 28, and Figure 29).

Figure 28 BUS-GoCircular Website - 1.

Figure 29 BUS-GoCircular Website - 2.

3. Conclusion

This report presents the BUS-GoCircular visual identity package. The objective of the visual identity is to define an identity for the project that establishes a strong and positive image facilitating the project identification by the project partners, target groups and the general public.

This report provides the guidance for the correct use of the BUS-GoCircular visual identity elements, such as the project logo, the colour palette, and the typography. This guidance must be applied by all partners and stakeholders performing dissemination and communication activities on behalf of BUS-GoCircular project. The application of the rules in this guidance ensure consistency and facilitates the project identification.

The visual elements were created by a professional designer who provided the guidelines for the use and application of the visual identity in this document. The rules for communicating the funding grant are also presented in this report and must be applied when communicating and disseminating the project.

4.References

European Comission. (2021). *THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027*. Retrieved 10 18, 2021, from https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

More information about the project

http://www.BUS-GoCircular.eu/

Follow us

https://twitter.com/BUS-GoCircular

https://www.linkedin.com/company/BUS-GoCircular

Colophon