



SEMPRE-BIO

SEMPRE-BIO

Corporate Identity

Manual

By Estefania González





Introduction

The SEMPRE-BIO brand has been designed to express the values, goals and unique personality of the project.

This image manual will facilitate a proper, assertive, and uniform communication between consortium members in all the materials that will be released during and after the project timeline.



The logotype

The logotype is the heart of the SEMPRE-BIO brand. This is a combination mark, which means, that it is formed by the name of the project and a symbol. The correct application of this logo in all the official communication materials will **ensure** that the target audience will recognize this material as part of the Sempre Bio brand.

Symbol



SEMPRE-BIO

Logotype



The logotype

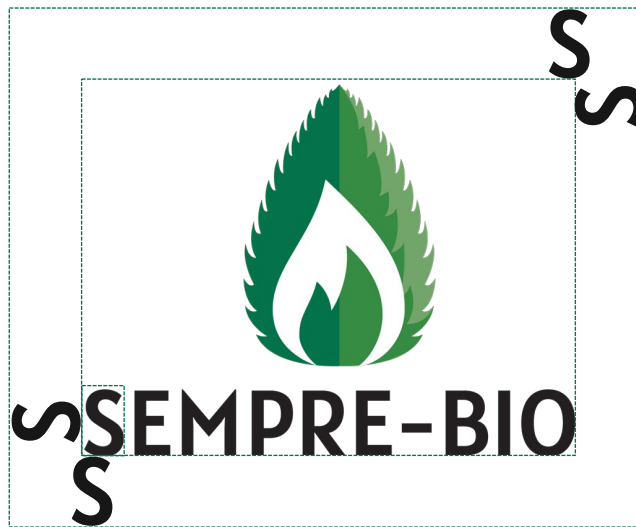


The SEMPRES-BIO logo has the name of the project in the "Alatsi Regular" font. It is a semi condensed geometric sans design that carries this calm and trustable feeling. As for the symbol of the logo, right in the center and front of it, as if it was its heart, there is a flame. This flame is not destroying the shape in the background, it merges with it as it was a part of it. In the background there are 3 shapes that are merged into the appearance of a tree a leaf or maybe another kind of flame, a green one. Just as biogas, a mix of raw materials that together create a new kind of energy.



Safe Area

For the logo there is a safety area that will determine the minimum distance of the logo from any other graphic material or text.





Logo Applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. For dark backgrounds use the white logo and for light backgrounds use the black logo.

**Main
Logo**



**Main negative
Logo**



**Positive b&w
Logo**



**Negative b&w
Logo**





Logo Applications

When there is the need to apply the logo to different backgrounds these are the correct examples to follow:

**Dark non-corporate
color background**



**Light non-corporate
color background**



**Dark image
background**



**Light image
background**





Incorrect uses of Logo

These are the rules of the use of the logo for the different materials. Each one of the rules is followed by its example. Any doubt about the use of the logo should be directed to the graphic designer.



1. Don't stretch
2. Don't add effects
3. Don't place over busy backgrounds
4. Don't change the colour
5. Don't rotate
6. Don't flip
7. Don't write words in the style of the logo



Fonts

The following fonts are official selected to represent the SEMPRES-BIO brand. The headings will go in Altasi and the texts will go with Barlow. Both fonts are accessible to all public and can be found in Google fonts. This fonts can be used in any of their versions: regular, bold & italic.

Altasi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Download [here](#)

Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Download [here](#)

Colores



The following colours are the only ones which may be used for the SEMPRES-BIO logotype. No other colors may be used or substituted for the SEMPRES-BIO.

R: 4
G:115
B:75

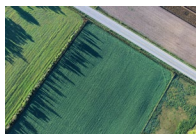
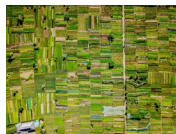
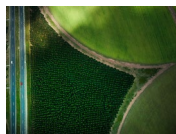
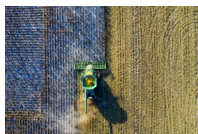
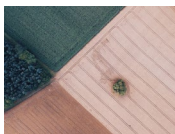
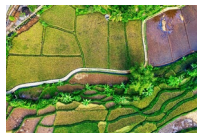
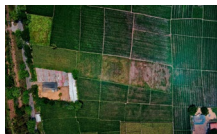
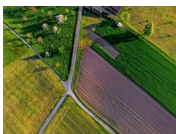
R: 54
G:140
B:67

R: 114
G:165
B:106R

R:157
G:64
B:34

R: 216
G:178
B:145R

R:83
G:96
B:165



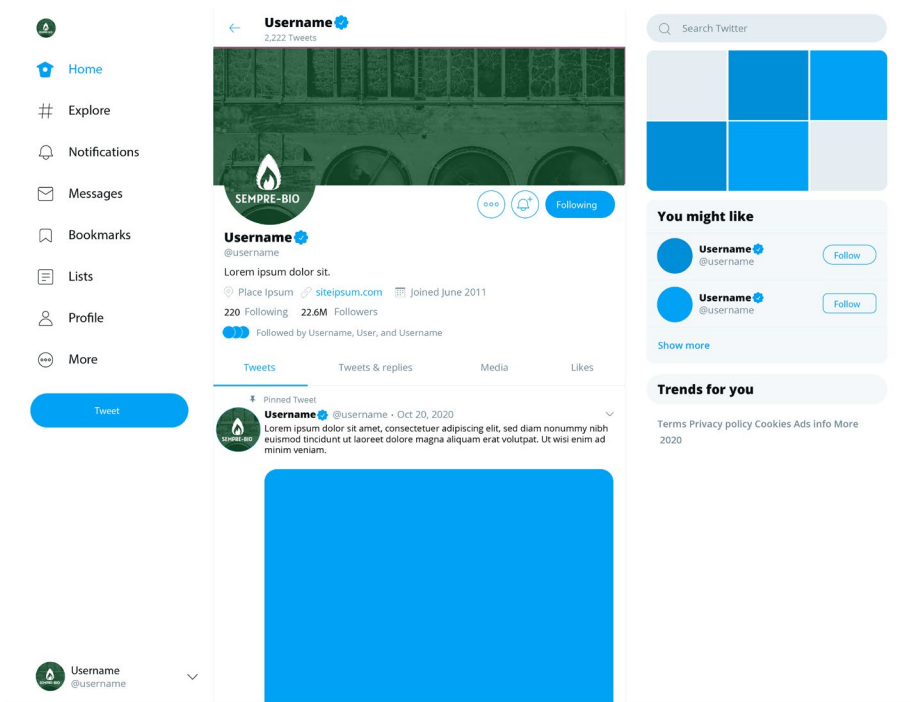
Stock Images

The SEMPRE-BIO brand has a specific kind of images for their materials. In the next page you will find some of the examples of the kind of photos that can be used to illustrate the different materials.



Social Media

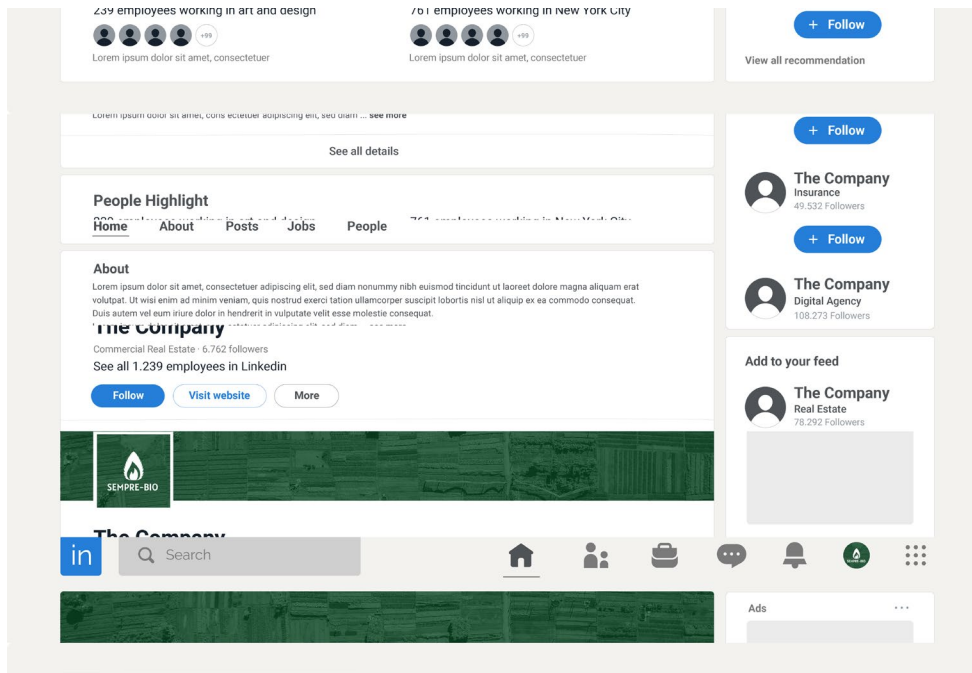
Twitter





Social Media

LinkedIn





Word Template



SEMPRE-BIO

PROJECT TITLE

Subtitle

inveniam

PROJECT INFORMATION

GRANT AGREEMENT NUMBER

PROJECT TITLE

PROJECT ACRONYM

FUNDING SCHEME

START DATE OF THE PROJECT

DISCUSSION

CALL IDENTIFIER

PROJECT WEBSITE

DELIVERABLE INFORMATION

DELIVERABLE N°

DELIVERABLE TITLE

WP NO.

WP LEADER

CONTRIBUTING PARTNERS

AUTHORS

CONTRIBUTORS

RECORDING

CONTRACTUAL

RESUME


ISSUANCE DATE TO EC

DISSEMINATION LEVEL

DOCUMENT LOG

VERSION	DATE	AUTHOR	DESCRIPTION OF CHANGE
V1.1			Table of contents, initial version
V1.2			Second version
V1.3			Complete version ready for review
V1.4			Internal review
V1.5			Final version approved
V1.6			Ready for submission

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1.1.1. Title 3	6
2. Title 4	6
2.1. Title 5	6
2.1.1. Title 6	6

Acronym Glossary

1. Title 1

1.1. Title 2

1.1.1. Title 3

2. Title 4

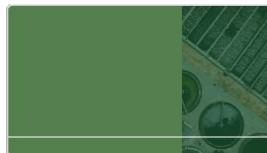
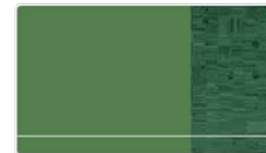
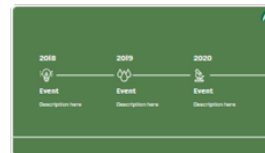
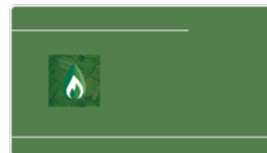
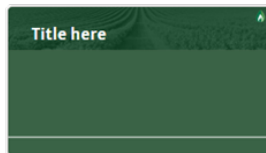
2.1. Title 5

2.1.1. Title 6

Text

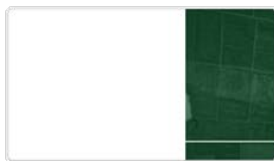
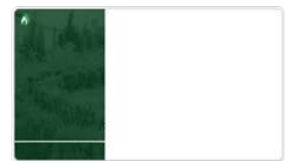
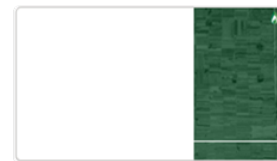
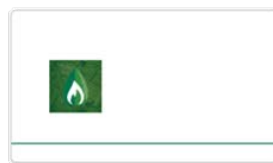
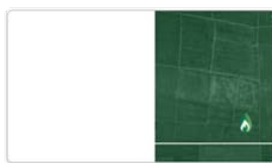


Power Point Template Green





Power Point Template white





Tables example

Guidelines for producing

As part of the brand manual its important to talk about the guidelines to follow in order to create a professional and useful content. Some of these tips may be quite basic or obvious but its important to always keep them in mind. The list includes some things to keep in mind when creating content (photos and videos) to be used for the communication and dissemination of the SEMPRE-BIO project.





Video production

1. All videos should be horizontal.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to record in well lit place. Avoid recording in dark rooms.
4. Record only on quiet places and where there are not many people passing by.
5. Choose an appropriate background, nothing distracting. Avoid excessive light on the back.
6. Before start recording make sure that the subject is in focus and with the right light adjustment by clicking on the person face.

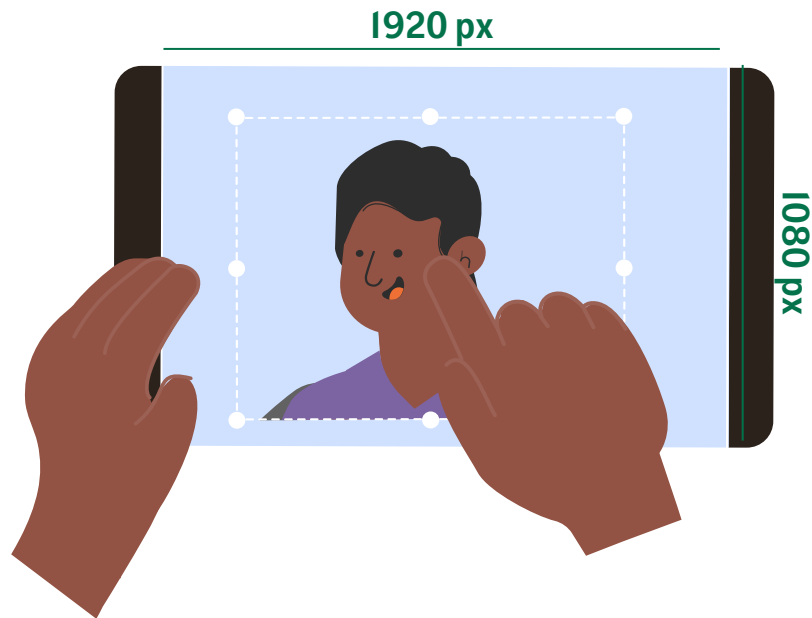
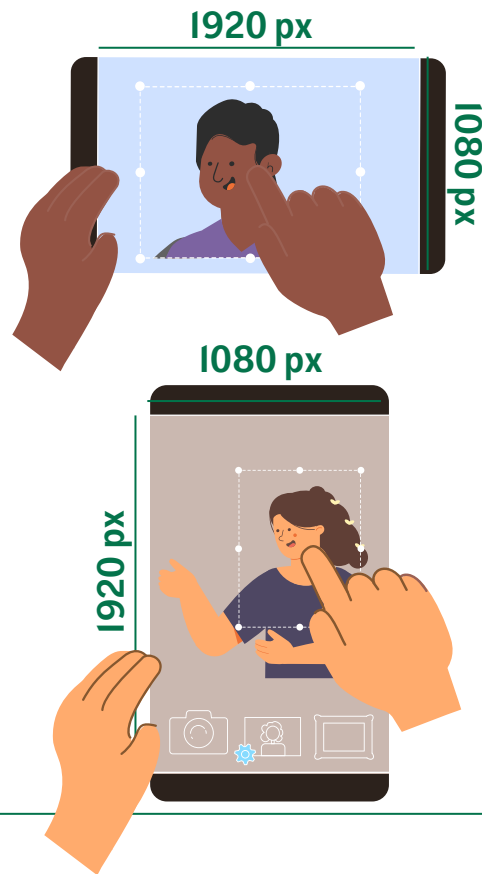




Photo production

1. Photos can be both horizontal and vertical.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to make photos with the right lightning. Quality may decrease in dark places.
4. Do not make photos of people with a strongly illuminated background, place the subject or the focus on the areas being illuminated and not the direct source of the light.
5. Before taking the photo make sure that the subject is in focus and with the right light adjustment by clicking on the person face.



Guidelines for blog post

The creation of content is an important part of the communication and dissemination task. All the consortium members will be asked to create some content at some point during the project. In the next page we can find some relevant points that should be part of the format and the content of those articles.





Blog Post

Format

- Blogs may have a minimum of 350-500 words.
- Name of the author, roll* and institution* (optional)
- Title, no more than 50 characters. Using keywords that will help promote in social media.
- First paragraph should be a small sum up of the article. (3 or 4 sentences, max 20 words)
- An image or a photo to illustrate. (event, participants, speakers). If it is a stock image it is important to know if the image is free of use.

Content

- Articles should be relevant to the SEMPRES-BIO project or relate directly to the project.
- Avoid political jargon and academic theory. If needed, there should be a clear explanation.
- If there are references being used we need to add the bibliography and links



Thank You

If there are any doubts or comments on how to apply SEMPRES BIO corporate image, please refer it to: estefania@inveniam-group.com