



RURALIZATION

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The opening of rural areas to renew rural generations, jobs and farms

D2.3 Project Visual Identity and Promotional Material



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Reviewer(s)			

¹ PU= Public, CO=Confidential, only for members of the consortium (including the Commission Services), CL=Classified, as referred to in Commission Decision 2001/844/EC

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Acronyms & Abbreviations

AGA	Annotated Model Grant Agreement
CA	Consortium Agreement
CO	Project Coordinator
DoA	Description of the Action
EB	Executive Board
EC	European Commission
EU	European Union
GA	Grant Agreement and General Assembly
KoM	Kick-off Meeting
PM	Person Month
PO	EC Project Officer
RIA	Research and Innovation Action
SAB	Stakeholder Advisory Board
WP	Work Package

1 LOGO

1.1 Logo Design

The main objective of the logo is to represent the concepts of growth and evolution. For this, a design very similar to that of a plant or seed has been made, elements very related to these concepts. In turn, the use of graduated colours in green, from bottom to top, has been used to reinforce this message.

In the upper area the symbols of the leaves have been included, to continue with the dynamics of the rural world and the land, and in the centre a window has been located, evoking the youth and rural dreams of the new generations.

To give greater cohesion to the logo and become a powerful symbol of the project, recognizable a simple view, the name of RURALIZATION is included under this symbol.



Figure 1. Main Logo

This window in turn acts as a stabilizer of the logo proportions and allows verifying that it is not distorted. It also serves as a guide to apply it on any medium or platform.

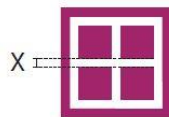
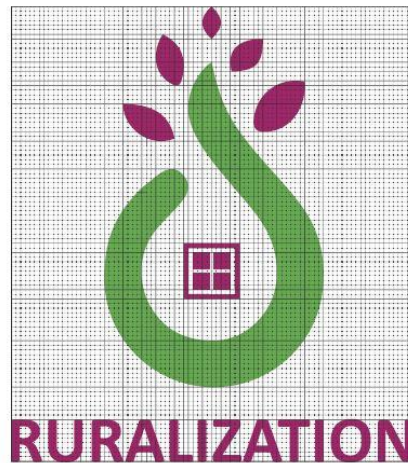


Figure 2. Logo Grid

1.2 Versions

To ensure proper use on all types of platforms, different versions of the logo have been designed that allow them to be applied on different backgrounds allowing it to be easily identified. It will always be advisable to use the main version of the logo, but if it is impossible to do so for technical reasons, the following versions will be used:

Main Version



Negative Main Version



Black and White Version



Negative Black and White Version



Figure 3. Different Versions of the Logo

1.3 Size

For the logo to be perfectly identifiable and legible, it is recommended that the measure would be a minimum of 2 cm when printing or attaching it to a document.

1.4 Main Colours

To represent the colours of the visual identity of the project, two tones with a strong symbology have been chosen. On the one hand, we have the green colour, which represents nature and encompasses the rural aspect of the project. On the other hand, a magenta colour has been used to represent the youth and rural dream of the new generations to come and establish in these rural areas.



PANTONE: 234
RGB: 165R /33G /99B
CMYK: 33C /99M / 37Y / 7K
Hex: #a52163



PANTONE: 370
RGB: 92R /146G /29B
CMYK: 69C /22M /100Y / 6K
Hex: #5c921d

Figure 4. Main Colours

2 STYLE ELEMENTS

To reinforce the visual identity and personality to the documents and promotional materials of the project, a series of stylistic elements will be used that will be included in the backgrounds of said documents. These elements, like the logo, are available in a diverse range of colours that adapt to the different backgrounds of the document in which will be used.

Grayscale elements for example, will be used as a watermark, and negative elements, will be used on dark backgrounds.

The first of the symbols, as you can see, is a fragment of the logo itself, while the second element represents the shape of a honeycomb, also linked to the rural theme.



Figure 5. Style Elements

3 TYPOGRAPHY

In both promotional materials and official documents and deliverables, two types of typography will be used in accordance with this visual identity:

3.1 Main Typography

For the main typography, **Roboto** has been chosen in its different versions.

Roboto Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456 7890,.,:;!¿?()&%

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456 7890,.,:;!¿?()&%

Roboto italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456 7890,.,:;!¿?()&%

Figure 6. Roboto Typography

3.2 Secondary Typography

For brand applications, Calibri font family will be used on the web or for offline printing, respectively.

The use of Calibri font is recommended for large text bodies as headlines in prints, in small details, such as names of streets or people, etc., always seeking its readability and structure to be the best possible.

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.,:;!¿?()&%

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.,:;!¿?()&%

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.,:;!¿?()&%

Figure 7. Calibri Typography

4 APPLICATIONS

4.1 PPT Templates

One of the main uses for this visual identity will be to serve as a template for the documents generated in Microsoft Office Power Point.



Figure 8. PPT Template 1



Figure 9. PPT Template 2



Figure 10. PPT Template 3



Figure 11. PPT Template 4

4.2 Office Templates

A complete template for Microsoft Office Word documents has also been developed.



Figure 12. Word Cover Page Template

4.3 Newsletter

To carry out a correct dissemination and communication work it is necessary to prepare a newsletter that is aesthetic and easy to read, so designing a suitable template for it is vitally important. The newsletter is one of the main communication ways of the project and is one of the main ways of sharing information with the target audiences.

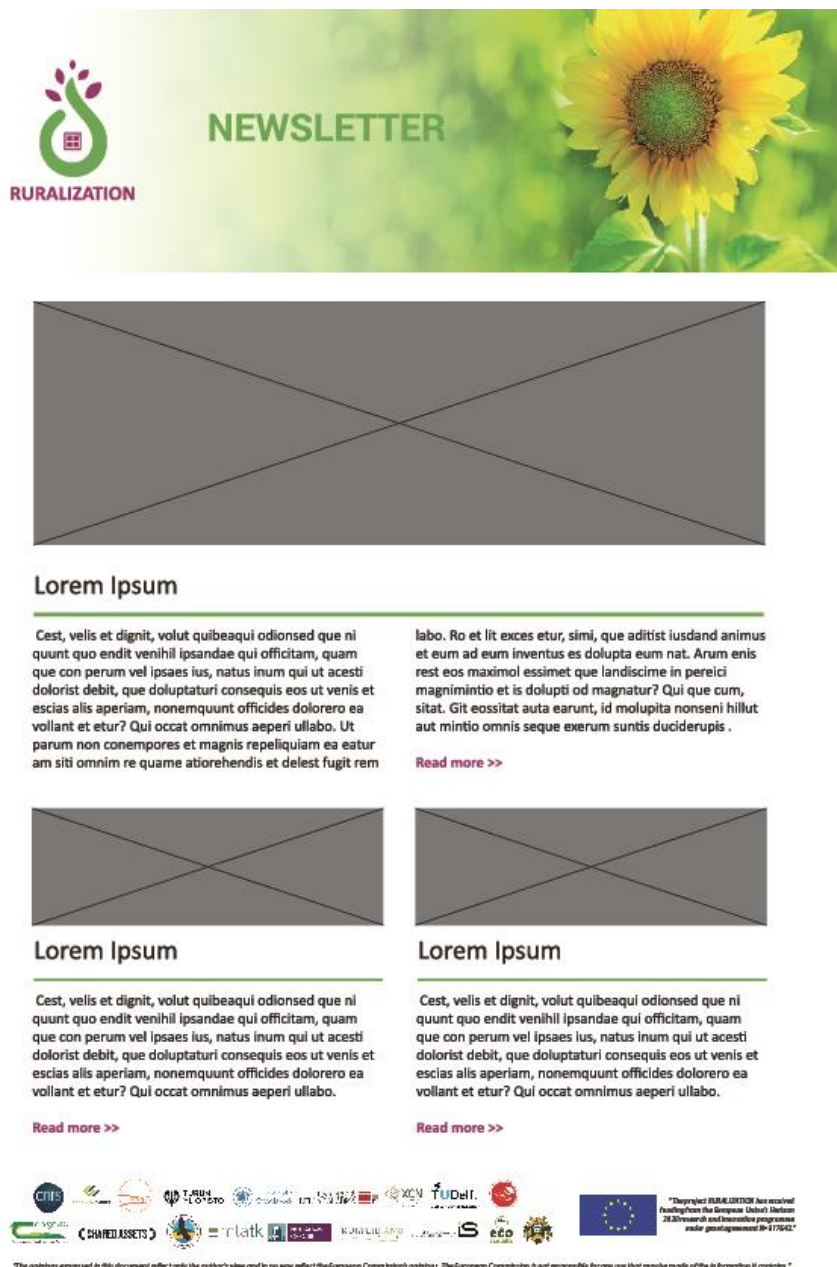


Figure 13. Newsletter Template

4.4 Poster

Two different poster designs have been developed that can be used according to the needs. The measures to be used will be the standard measures of an A1 (594x841 mm).



RURALIZATION

EU project promoting rural development through the involvement of new generations and new models for land use and economic activities.

Sapis dolento tatemquaecti volorem
eati asped que laudam, simil millautatem
que id everio vel mosam qui rem.
Ciis plit acea et, quo is millabo repere
rem quamusa porpora consequam
ipsandis magnis eum que nem nestions
equi quo omnit magnis audae. Et explibus
incte nobis conet quo te pel maximpo
rrorunt ute velique quam voluptaspero
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nullibus adis natem. Feria aut qui
ullandistrum accepta vendae.
Itassit, odi vendem et que lant aceatium.



Figure 14. Poster Template 1



Figure 15. Poster Template 2

4.5 Flyer and Project Brochure

Same as the newsletter, flyers are another important way to communicate information to the target groups. To achieve this task, a flyer has been designed in triptych format with the dimensions of an A4.

Its design consists of a cover, a back cover, and three sections in which to include information. This will serve to inform about the challenges, objectives and vision of the project, and will include the logos of all partners.

RURALIZATION

EU project promoting rural development through the involvement of new generations and new models for land use and economic activities.

Lorem Ipsum

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Figure 16. Flyer Template 1



Figure 17. Flyer Template 2

5 WEBSITE

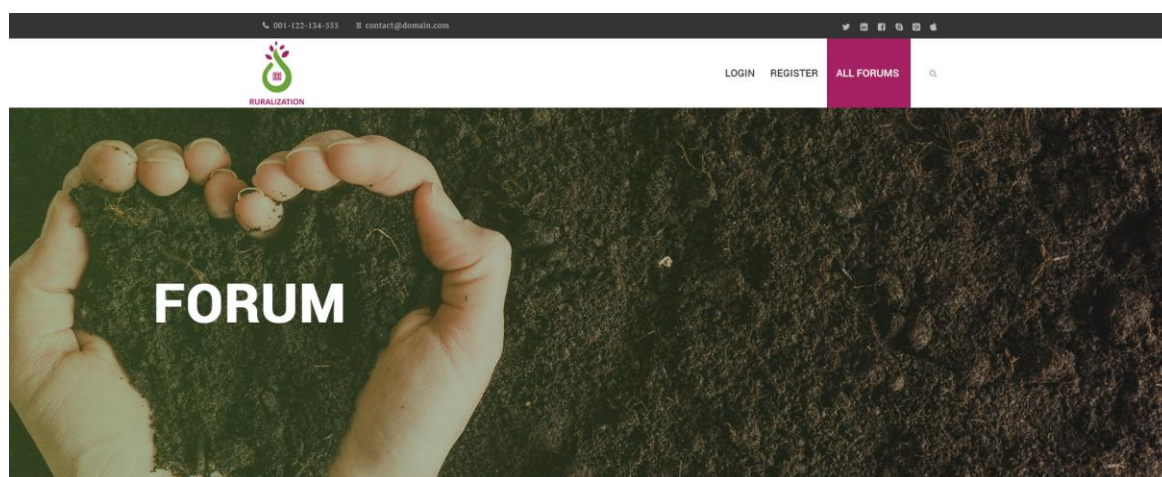
According to the visual identity, a project website has been developed in which any interested person can find out about it and contact with the partners or access the social networks of RURALIZATION.



Figure 19. Website

6 E-PLATFORM

With the aim of exchanging information, practices and documents, an electronic platform has been created in which all target groups, after signing up with their user and password, can publish information about case-studies and share experiences with other partners.



FORO	DEBATES	PUBLICACIONES	ÚLTIMO MENSAJE
LOREM IPSUM	18	50	HACE 10 MESES, 3 SEMANAS LOREM IPSUM
LOREM IPSUM	4	4	HACE 11 MESES, 3 SEMANAS LOREM IPSUM
LOREM IPSUM	4	4	HACE 11 MESES, 3 SEMANAS LOREM IPSUM
LOREM IPSUM	11	148	HACE 10 MESES, 4 SEMANAS LOREM IPSUM
LOREM IPSUM	16	42	HACE 1 AÑO, 1 MES LOREM IPSUM
LOREM IPSUM	4	135	HACE 10 MESES, 4 SEMANAS LOREM IPSUM
LOREM IPSUM	15	35	HACE 10 MESES, 3 SEMANAS LOREM IPSUM
LOREM IPSUM	3	8	HACE 11 MESES, 3 SEMANAS LOREM IPSUM
LOREM IPSUM	9	43	HACE 11 MESES, 3 SEMANAS LOREM IPSUM
LOREM IPSUM	4	10	HACE 10 MESES, 4 SEMANAS LOREM IPSUM

Figure 20. Forum 1

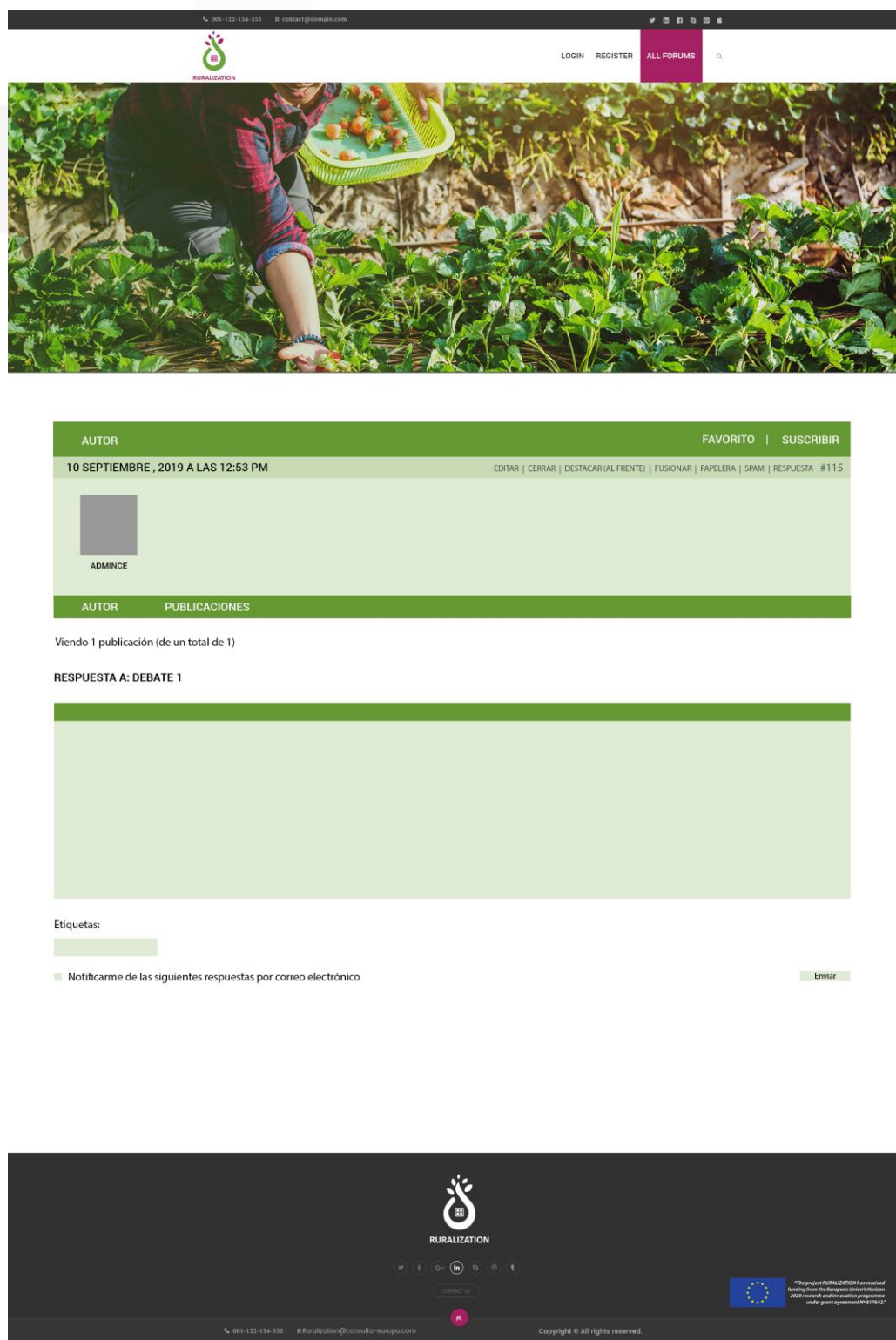


Figure 21. Forum 2