



# REPAIR

## REsource Management in Peri-urban AREas: Going Beyond Urban Metabolism

### D.8.1 CORPORATE IDENTITY. Guidelines

Version 3

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Grant Agreement No.:	688920
Programme call:	H2020-WASTE-2015-two-stage
Type of action:	RIA – Research & Innovation Action
Project Start Date:	01-09-2016
Duration:	48 months
Deliverable Lead Beneficiary:	TUD

Dissemination Level:	PU
Contact of responsible author:	email

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 688920.

**Disclaimer:**

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**Dissemination level:**

- PU = Public
- CO = Confidential, only for members of the consortium (including the Commission Services)

## Change control

VERSION	DATE	AUTHOR	ORGANISATION	DESCRIPTION / COMMENTS
1.0	31 October 2016	Libera Amenta	UNINA	FIRST DRAFT VERSION
1.1	31 October 2016	Anna Attademo	UNINA	FINAL VERSION
1.3	31 October 2016	Libera Amenta	UNINA	Update of the latest version
1.4	06 February 2019	Anna Attademo	UNINA	Update of the latest version
2	27 May 2019	Libera Amenta, Valentina Vittiglio, Anna Attademo	UNINA	Update of the latest version
2.1	31 July 2019	Federica Vingelli, Libera Amenta (UNINA)	UNINA	Update links in the Deliverable and on OSF
3	13 August 2019	Alexander Wandl		Change of program pages and final editing

## Acronyms and Abbreviations

CA	Consortium Agreement
CFS	Certificate on the Financial Statement
DMP	Data Management Plan
DoA	Description of Action
EB	Executive Board
EC	European Commission
ECA	European Court of Auditors
ECAS	European Commission Authentication Service
EU	European Union
FSIGN	Project Financial Signatory
GA	Grant Agreement
GDSE	Geo-design Decision Support Environment
GF	Guarantee Fund
LEAR	Legal Entity Appointed Representative
LSIGN	Project Legal Signatory
OLAF	European Anti-Fraud Office
PaCo	Participant Contact
PM	Person Month
PO	Project Officer
PULL	Peri-Urban Living Labs
SC	Steering Committee
SP	SharePoint
UB	User Board
UoR	Use of Resources
WP	Work Package

# Table of Contents

Change control.....	3
Acronyms and Abbreviations.....	4
Table of Contents.....	5
1. General information.....	6
2. Introduction.....	6
2.1 Language.....	6
2.2 Communication output.....	6
3. Logo & Tagline.....	6
3.1 Logo .....	6
3.2 Tagline .....	7
3.3 Logo   Composition and spacing .....	7
3.4 Logo version.....	9
3.5 Tagline version.....	9
3.6 Combinations and Levels .....	10
3.7 Logo & Tagline   Files .....	10
3.8 Format and list of files.....	11
4. Colours.....	11
4.1 Main colours and definition.....	11
4.2 Use of Colours.....	11
5. Typography and spelling.....	12
5.1 Typefaces.....	12
6. Eco-innovative solutions scheme .....	12
6.1 Representing the circular process .....	12
7. Guidelines for icons, texts and arrows.....	13
7.1 Icons .....	13
7.2 Text .....	13
7.3 Arrows & circles .....	14
8. Examples/Template prints.....	14
8.1 Deliverable.....	15
9. Event Program .....	19
10. Examples / templates   Digital.....	20
11. Powerpoint / Keynote presentation.....	21

## 1. General information

This is a living document which is subject to change. Please verify that you have the latest version available.

## 2. Introduction

These guidelines should be used for all communications at network, EU, program and international levels.

Communications on the local level may be slightly different from these guidelines, with the exception of the EU, and REPAiR logos.

### 2.1 Language

All communication at network, EU, international and programme levels: British English.

All communication at the local and national level: English; local language is allowed too.

### 2.2 Communication output

Documents should be delivered in an adaptable format to facilitate further translation in other languages according to specific needs.

For all communication and project deliverables, an internal and external audience will be kept in mind. All the materials and graphic information will be presented in an attractive and comprehensible form.

Electronic printable formats (PDF) will be preferred to paper communication to reduce the environmental impact and facilitate dissemination and printing in accordance with the recipient's needs. The aim is to avoid printed materials as much as possible. Nevertheless, some communication outputs (e.g. Final Conference proceedings) will be in print to emphasize the importance of the research findings. This can represent an important communication tool to continue the debate of REPAiR themes at the European level.

## 3. Logo & Tagline

### 3.1 Logo

The REPAiR logo is inscribed in a circle and consists of three main elements: the green circle as a background, the acronym REPAiR and the “s” form that reminds to the concept of circularity and infinite reiterations that are in line with the general idea of the geodesign framework on which this project is built. In addition, there are other elements that compose the background of the logo, reminding the ideas of closed loops, regeneration, reparation and time. The main colour is green to emphasize the ideas of green economies towards REPAiR is going.

The logo is available in two versions: one in colour, one in black and white. Each of these versions must be used according to the specific cases. The colour version is intended for

use on its own (without any other logos), when a stronger logo-presence is needed, mainly on cover pages, and on white pages/background. The black and white version is used in printed black and white documents and in digital presentations when the background colour is black.

The REPAiR logo must always appear together with the EU logo.<sup>1</sup>

The logo is available both with and without the tagline.

### 3.2 Tagline<sup>2</sup>

Under no circumstance may the spelling of the tagline be changed: no adding or changing words or punctuation.

Always write: 'REPAiR – Resource Management in Peri-urban Areas'.

### 3.3 Logo | Composition and spacing

REPAiR logo is composed of several elements that are to be used as a whole, without exception. The proportion and the position of these elements is not to be modified under any circumstance. The logo exists in a coloured version (3 main colours) and a monochrome version (black-on-white or white-on-dark).

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<sup>1</sup> REPAiR and EC logos need to appear on ALL materials/outputs/publications produced by your partner. Logos should be included "wherever possible". Sometimes this is not possible such as in certain publications where there is no space for logo. In those case the acknowledgement text should always be included.

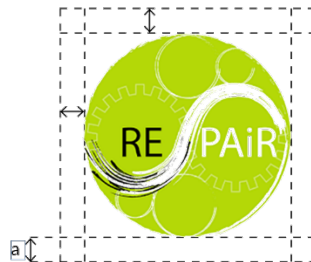
<sup>2</sup> REPAiR as an acronym was chosen, as it asks for action. This is reflected in the approach of the project, which focuses on the improvement of resource management with strong local and regional focus and involvement of stakeholders from the private and public sector. The title includes the term resource and not waste in order to support our understanding of waste as a resource.

## Composition

Logo

Margin  
and  
white spaces**Colour version**

It is strongly recommended to leave a certain amount of white space around the logo. No text or graphics should be present in this area. The extension of the white spaces has the same length and width as indicated by letter 'a'.



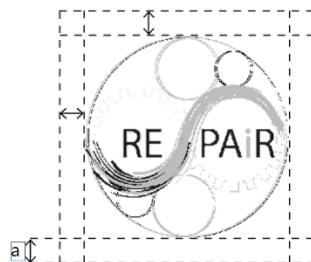
REPAiR logo is composed of several elements that are to be used as a whole, without exception. The proportion and the position of these elements are not to be modified under any circumstance. The logo exists in a coloured version (3 main colours) and a monochrome version (black-on-white or white-on-dark).

## Composition

Logo

Margin  
and  
white spaces**Black & White version**

It is strongly recommended to leave a certain amount of white space around the logo. No text or graphics should be present in this area. The extension of the white spaces has the same length and width as indicated by letter 'a'.



### 3.4 Logo version

REPAiR logo exists in a coloured version (3 main colours) and a monochrome version (black-on-white or white-on-dark). Different versions can be used accordingly to the background.

Colour on white background  
(For screen and print)



- For use on cover pages (as an eye catcher), but also in the margins of documents if needed.
- This version of the logo can be used in the first and the last slide of presentations; it is not for content slides.

White on dark background  
(For screen and print)



- For use on slides with bright/white text on black background.
- Always make sure to use black as background colour, when white is not possible, and to use colours from the official palette for the texts.

White on image  
(For screen/projection)



- For use on image slides.
- Always make sure the contrast between background and logo is strong enough to guarantee readability.

Black on white background  
or on white images  
(For screen/projection)



- Not for use on cover pages.
- For use in combination with other logos on bottom or in margin of document.
- For documents ment to be printed in black and white.

### 3.5 Tagline version

The tagline can be used in different colours depending on the background, as for the logo. The tagline is always used as a complete phrase on one line.



Colour on white background  
(For screen and print)

**REPAiR - REsource Management in Peri-urban AREas**

White on dark background  
(For screen and print)

**REPAiR - REsource Management in Peri-urban AREas**

White on image  
(For screen/projection)



Black on white background  
(For screen/projection)

**REPAiR - REsource Management in Peri-urban AREas**

### 3.6 Combinations and Levels

The logo and the tagline are the two main elements of the graphic identity. Therefore, they should be positioned independently on the page or screen. The logo should appear in a more prominent position, while the tag line should be placed in a subtler place, as a reminder of the name, and title of the network: as a header or footer or even vertically in the margin.

Logo and tag line should not be placed too close together as in order to avoid an unfortunate repetition of the 'REPAiR' word.

Whenever possible both the tag line and logo appear on the document, but the use of only the logo or only the tag line is allowed according to the necessity and the structure of the layout.

Follow the correct order of the logos at different levels: PARTNER, REPAiR NETWORK, EUROPE, as explained below.



### 3.7 Logo & Tagline | Files

A series of files in variety of formats is provided. Files marked with RGB are intended for screen use. Files marked CMYK are for print documents.

### 3.8 Format and list of files

For the best graphic quality, it is best to use vector-format versions of logo and tagline (for example .eps, .pdf). If this is not the case, it is possible to use pixel images with a transparent background with an extension .tif for print and .png for screen use.

The files provided should be sufficient to apply the graphic identity within the guidelines. Below is a complete list of the different files available. Available template files are: 1) Deliverable; 2) Power Point presentation. See chapter 10 for details and links.

## 4. Colours

### 4.1 Main colours and definition

REPAiR uses seven main colours to identify its identity expression.

They are: **Wood Green, Warm Green, Cold Green, Ginger Red, Strawberry Red, Wine Red, Violet, Light Blue, Dark Blue, Black, Dark Grey and Light Grey.**



**Wood Green**

C: 90 M: 38 Y: 100 K: 37  
R: 0 G: 88 B: 38



**Warm Green**

C: 30 M: 0 Y: 100 K: 0  
R: 191 G: 215 B: 48



**Cold Green**

C: 75 M: 11 Y: 44 K: 0  
R: 43 G: 169 B: 158



**Ginger Red**

C: 0 M: 80 Y: 93 K: 0  
R: 241 G: 91 B: 45



**Strawberry Red**

C: 22 M: 100 Y: 100 K: 15  
R: 173 G: 11 B: 15



**Wine Red**

C: 31 M: 100 Y: 76 K: 40  
R: 122 G: 0 B: 38



**Violet**

C: 60 M: 100 Y: 0 K: 0  
R: 129 G: 41 B: 144



**Light Blue**

C: 69 M: 16 Y: 0 K: 0  
R: 49 G: 169 B: 224



**Dark Blue**

C: 100 M: 100 Y: 0 K: 0  
R: 46 G: 49 B: 146



**Black**

C: 100 M: 100 Y: 100 K: 100  
R: 0 G: 0 B: 0



**Dark Grey**

C: 63 M: 55 Y: 54 K: 28  
R: 89 G: 89 B: 89



**Light Grey**

C: 36 M: 29 Y: 30 K: 0  
R: 167 G: 167 B: 167

### 4.2 Use of Colours

REPAiR uses all colours in text, to highlight titles, quotes or other typographical elements. Black can be used as background for digital presentations (on screen or projections only - when white is not possible).

For each colour, it is possible to apply a transparency from 100% up to 50%.

## 5. Typography and spelling

### 5.1 Typefaces

Lato is a sans-serif type-face family designed in the Summer 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the open-source Open Font License by his foundry tyPoland, with support from Google.

In 2013 – 2014, the family was greatly extended to cover 3000+ glyphs per style. The Lato 2.010 family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

# *Peri* - urban

Weights

Hairline *Peri* - urban areas

Hairline Light *Peri* - urban areas

Light *Peri* - urban areas

Light Italic *Peri* - urban areas

Regular **Peri** - urban areas

Italic ***Peri*** - urban areas

Bold **Peri** - urban areas

Bold Italic ***Peri*** - urban areas

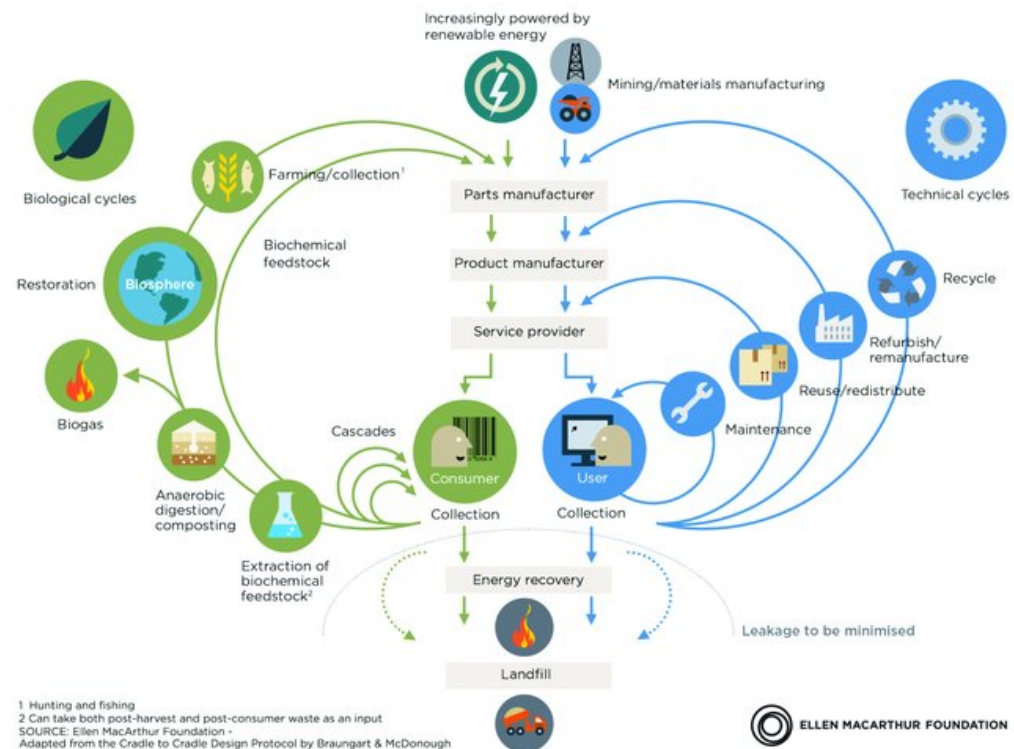
Black **Peri** - urban areas

Black Italic ***Peri*** - urban areas

## 6. Eco-innovative solutions scheme

### 6.1 Representing the circular process

According to the graphic adopted by the Ellen MacArthur Foundation, the circularity of the Eco - Innovative Solution (EIS) process must be represented following the scheme below. Schemes must be editable and designed through Adobe Illustrator.



All images, graphics and sketches may be extended to the whole page. All colours described above can be used.

## 7. Guidelines for icons, texts and arrows

### 7.1 Icons

Use only full black or white colours icons available at the hyperlink <https://thenounproject.com>



Icons may be inscribed in a circle of different colours among those described above.

### 7.2 Text

Font of the caption texts next to the icons is Lato Regular, with a size between 8pt and 10 pt.

### 7.3 Arrows & circles

Circles aimed to indicate the circular process could have different colours with a thickness of 3 pt.

Arrows have the same colour of the corresponding circle, the model is indicated in Illustrator with number 7 and the size is 35 pt.



## 8. Examples/Template prints

These templates have the aim to create a consistent and recognizable identity both within the consortium and to a wider audience.

The following pages contain the most relevant examples in the templates category.

Templates (Office Applications) are available on SharePoint [Click here](#)

## 8.1 Deliverable

### Preview First Page Deliverable

Format: A4 (portrait)



# REPAiR

## REsource Management in Peri-urban AREas: Going Beyond Urban Metabolism

Dx.x Name Deliverable

Version 1

Author(s): Name (Organisation)

Grant Agreement No.:	688920
Programme call:	H2020-WASTE-2015-two-stage
Type of action:	RIA – Research & Innovation Action
Project Start Date:	01-09-2016
Duration:	48 months
Deliverable Lead Beneficiary:	TUD
Dissemination Level:	CO/PU
Contact of responsible author:	email

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## Preview Change Control Page Deliverable

Format: A4 (portrait)

688920 REPAiR      Version 1.0      dd/mm/yy      - DX.X Deliverable Name

### Change control

VERSION	DATE	AUTHOR	ORGANISATION	DESCRIPTION / COMMENTS
1.0	DD- MM- YYYY	NAME	TUD	FIRST DRAFT VERSION
1.1				

## Preview Chapter Page Deliverable

Format: A4 (portrait)

688920 REPAiR Version 1.0 dd/mm/yy - DX.X Deliverable Name

## 2. Chapter xxx

### 2.1 Section xxx

Aenean augue urna, iaculis sed neque nec, sodales feugiat risus. Nunc vitae elementum tortor. Integer convallis consequat tempor. Nam nisl odio, semper eget dolor pharetra, sollicitudin iaculis diam. Phasellus nunc metus, ultrices ut tincidunt auctor, condimentum quis massa. Quisque et orci lobortis, venenatis neque quis, auctor nunc. Nam ac purus nisl. In laoreet feugiat justo ut vehicula. Nam vestibulum imperdiet laoreet.

*Picture Title*

*Source: Author of the Picture, Date (indicate the Year)*  
*(Lato 10 Italic)*

Nam venenatis velit metus, sed posuere mauris blandit ut. Mauris rhoncus pellentesque turpis vitae sagittis. Mauris mi neque, luctus eget iaculis a, efficitur id ante. Nam tincidunt suscipit tincidunt. Sed scelerisque imperdiet odio, vitae aliquam libero tempor eu. Etiam aliquam elit vitae elit efficitur, a vehicula lacus vehicula. Proin tincidunt neque non sem porttitor faucibus sagittis vitae metus. Nulla sit amet dignissim leo, sed fringilla nulla. Aliquam a arcu at est eleifend feugiat vitae imperdiet mauris. Praesent viverra mauris ac malesuada blandit.

Nunc neque metus, feugiat eu fringilla nec, sollicitudin in sem. Integer consequat nibh id nibh iaculis congue. In et imperdiet velit. Mauris pretium magna vitae posuere rhoncus. Proin et ipsum posuere, convallis mi non, gravida turpis. Phasellus tristique ut massa ac



Based on this configuration a template for a Report/deliverable-document can be created with any Office or Design software available.

The documents are structured according to the guidelines in the following pages.

**Typography:**

**Title Deliverable:**

Lato Light, point size 18, line spacing 1,15.

**Chapter Title:**

Lato Regular, point size 16, spacing 1,15.

**Body text:**

Lato Regular, point size 11, spacing 1,15.

**Deliverable Indication (Header):**

Lato Light, point size 10, colour light grey.

**REPAiR Tagline (Footer):**

Lato Light, point size 10.

**Page numbers (Footer):**

Lato Regular, point size 11, colour black.

**Lay-out:**

All texts are aligned left, with justification.

Paragraphs can be separated by one blank line.

## 9. Event Program

Please always distribute programs in pdf-format.

Use the following template for events at consortium level, and if desired also at local level. Always make sure to use all the required logos.

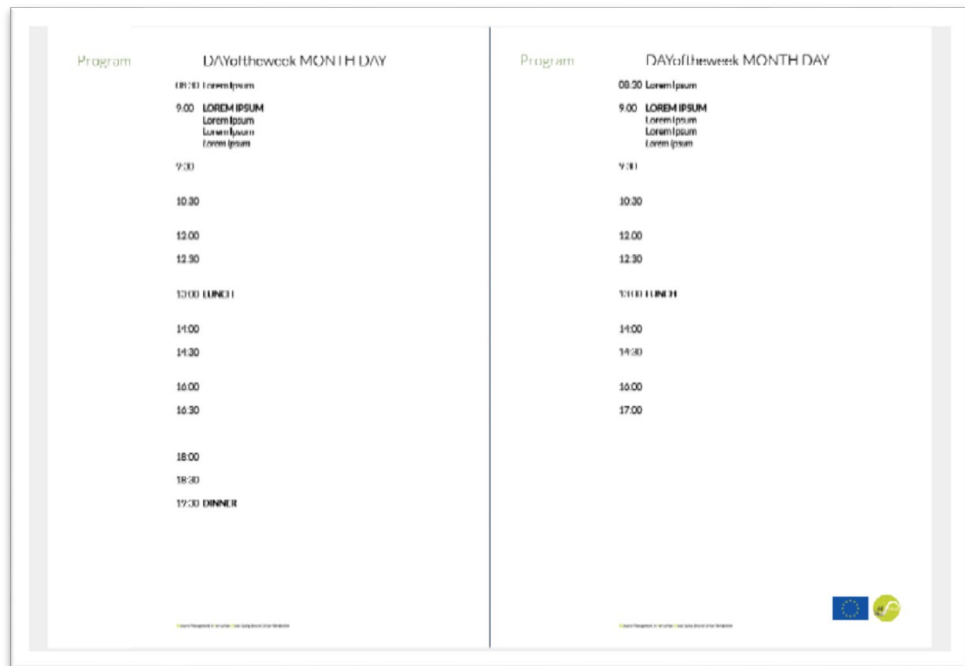
Format: A5 (portrait)

A4 folded along short edge.

Preview Event Program Cover Page



## Preview Event Program inside



## 10. Examples / templates | Digital

Powerpoint or Keynote Presentation can be compiled according to the following guidelines. All measurements are expressed in pixels.

The total screen format is The Default Powerpoint/Keynote format: 1024 × 768.

For font, use a combination of Lato Regular, Bold and Light, as shown in the provided template.

For Point Size and Leading Instructions, please consult the following images. Both a light and a dark theme will be available.

Templates (Office Applications) are available here:

- Power Point: <https://osf.io/bk3td/>
- Deliverable <https://osf.io/6wnvs/>

## 11. Powerpoint / Keynote presentation

### Example Power Point Presentation/Cover



**REPAIR | REsource Management in Peri-urban AREas:**  
Going Beyond Urban Metabolism



REPAIR - REsource Management in Peri-urban AREas  
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688920




### Example Power Point Presentation/Page

## CONTACTS AND FURTHER INFORMATION

**LEAD Partner**

Delft University of Technology; Faculty of Architecture and the Built Environment; Department of Urbanism – Chair of Environmental Technology and Design

Principle Investigator **Prof. Arjan van Timmeren**

Scientific Project Management: **Alexander Wandl, MSC**

[Repair-bk@tudelft.nl](mailto:Repair-bk@tudelft.nl)

**Partner**

University of Naples Federico II; Department of Architecture – DiARC; Unit Coordinator **Prof. Michelangelo Russo**





















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## Example Power Point Presentation/Page with large picture

### NEXT STEPS



**REPAiR - REsource Management in Peri-urban AREas**

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688920*



Test image by Libera Amenia.