ACR+

COLLECTORS
WASTE COLLECTION SYSTEMS ASSESSED AND GOOD PRACTICES IDENTIFIED

D5.2 Visual identity and communication materials

Deliverable 5.2

Fiona Craddock, Jean-Benoit Bel | ACR+

Credits

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Contents

List of abbreviations **4**
Introduction *5*
Visual identity guidelines **6**
Logo *6*
Font *9*
Typography *9*
Colour palette *10*
Additional visual elements *10*
Templates **11**
Communication material **15**
Leaflet *15*
Roll-up banner *17*
COLLECTORS Consortium **18**

List of abbreviations

ACR+	Association of Cities and Regions for sustainable Resource management
CDW	Construction & Demolition Waste
P&PW	Paper & Packaging Waste
WEEE	Waste Electrical and Electronic Equipment

Introduction

A consistent and recognisable visual identity is essential to a widespread and efficient dissemination of project results. The COLLECTORS visual identity will be used for all outputs and products to ensure a common look and feel.

It was developed in a way that will accommodate standard project identity elements, but adaptable to various uses. It aims to allow an immediate recognition and increased visibility of the COLLECTORS project thanks to standardised communication templates meant for external audiences.

The objectives of the visual identity are:

1. To develop a design structure that would accommodate standard project identity elements, a variable visual identity adaptable to various uses, and be able to convey thematic information when needed;
2. To ensure a consistent visual communication of all our deliverables by all project partners;
3. To allow an immediate recognition of the COLLECTORS project;
4. To develop specific guidelines and structures related to such templates such as a definite set of colours and/or typography. These guidelines should be applied to templates that are easy to adapt and understand to use by the project partners.

The visual identity includes the project's logo, templates for presentations, reports, and newsletters, as well as the design of a leaflet, roll-up banners and any other relevant material. A specialist design company was subcontracted in order to ensure high quality communication and dissemination materials. The current document lists them all out, with instructions for use in certain cases.

Visual identity guidelines

Logo

At the core of the visual identity lies the project logo. Its colours and design influence the look of all other communication tools. The logo is a visual reference point for the project and enables quick identification of all COLLECTORS-related materials.

Figure 1 COLLECTORS logo

A building skyline reflects that COLLECTORS focuses primarily on municipal waste at territorial level (local and regional). The two arrows forming a circle indicate the aim to increase material recovery, the recycling of waste in order to close the loop.

The logo includes three colours, to represent the three waste streams. For the logo to stick out from other project tackling environmental issues, we avoided resorting to green. There is no convention regarding the colour to associate to a specific waste stream – paper and packaging waste is often sorted into yellow or blue bins, construction and demolition waste is rarely associated with a colour, although grey can represent the colour of mineral waste, and waste electrical and electronic equipment bins come in every colour possible, including red or dark orange. Therefore the logic here is to show that COLLECTORS will focus on three, not necessarily to associate a specific colour to each one. Partners are welcome to interpret the logo in their own way, and use it as a starting point in explaining the project.

The logo is suitable for use on printed/non-printed/website materials and works across a wide range of media. Versatility of shape was taken into account so that different versions of the logo can be used: a vertical and horizontal variation, one with and without the full name of the project, as well as a grayscale/black and white version of the logo.

Logo variation

Horizontal orientation

Vertical orientation

Logo with the full name of the project

Black & white and grayscale versions

Balck & white

Greyscale

Negative logo

The negative version of the logo is the inverted colour – in this case a white version of the logo (horizontal/vertical, with full name or not), to use on coloured or dark backgrounds. Here are some examples:

On coloured backgrounds

On black or dark photographic backgrounds

Minimum size of the logo

52 mm

35 mm

Font

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Title 1
Calibri Light 36 pt

Subitle
Calibri Light 18 pt

Title 2
Calibri Light 28 pt

Title 3
Calibri Regular 18 pt

Title 4
Calibri Regular 16 pt

Title 5
Calibri Bold Italic 12 pt

Caption
Calibri Light 11 pt

Normal text
Calibri Regular 12 pt

This is title 1 text

This is what a subtitle looks like.

This is title 2 text

This is title 3 text

This is title 4 text

This is title 5 text

THIS IS WHAT A CAPTION LOOKS LIKE.

This is what normal text looks like.

Colour palette

These four colours form the core of the visual identity.

	CMYK	RGB	HEX
	C 89% – M 59% – Y 7% - K 0%	R 30 – G 99 – B 166	#1E63A6
	C 2% – M 28% – Y 88% - K 0%	R 249 – G 189 – B 41	#F9BD29
	C 38% – M 26% – Y 21% - K 3%	R 168 – G 175 – B 186	#A8AFBA
	C 0% – M 82% – Y 72% - K 0%	R 232 – G 74 – B 64	#E84A40

Additional visual elements

An icon was created by the designers for each of the three waste streams covered by the project: Paper & Packaging Waste (P&PW), Construction & Demolition Waste (CDW), and Waste Electrical and Electronic Equipment (WEEE). They can be used in reports, presentations, and any communication material, to clearly indicate which waste stream is discussed in each section. There are two versions: a simple version of the image representing the waste stream, and an icon using that image on a coloured background.

P&PW	CDW	WEEE

Templates

A set of templates was developed using the project's visual identity. The look and feel aims to be clean, uncluttered, simple, and elegant, yet respecting the visual identity in terms of logo use, typography, colours, and displaying of EU funding. The following templates were created:

- Press release template (Word)
- Publication template (Word)
- Presentation template (PowerPoint)
- Newsletter template (Html)
- Website template

To illustrate, images of the templates can be seen in the following pages, in Figure 2, Figure 3, Figure 4, and Figure 5.

vito

COLLECTORS

PRESS RELEASE

FOR IMMEDIATE RELEASE

February 26, 2018

Cras mattis consectetur purus sit amet fermentum.

Nullam quis risus eget urna mollis ornare vel eu leo.

Place, February 26, 2018 - Aenean lacinia bibendum nulla sed consectetur. Sed posuere consectetur est at lobortis. Sed posuere consectetur est at lobortis. Nullam quis risus eget urna mollis ornare vel eu leo.

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Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis risus eget urna mollis ornare vel eu leo.

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Name Surname
Partner Name
Phone number
emailaddress@email.com

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 776745

1

Figure 2 Press release template

vito

COLLECTORS

Image

Title of Publication here

Publication Subtitle here

Author Name

COLLECTORS

Credits

Nullam quis risus eget urna mollis ornare vel eu leo. Donec ullamcorper nulla non metus auctor fringilla. Donec sed odio dui. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

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COLLECTORS

Title of section 1

Subtitle of section 1 here

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COLLECTORS

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Fig. 1 - Nullam quis risus eget urna mollis ornare vel eu leo.

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Fig. 2 - Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

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Maecenas sed diam eget risus varius blandit sit amet non magna. Etiam porta sem malesuada magna mollis euismod. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

Figure 3 Select pages from the publication template

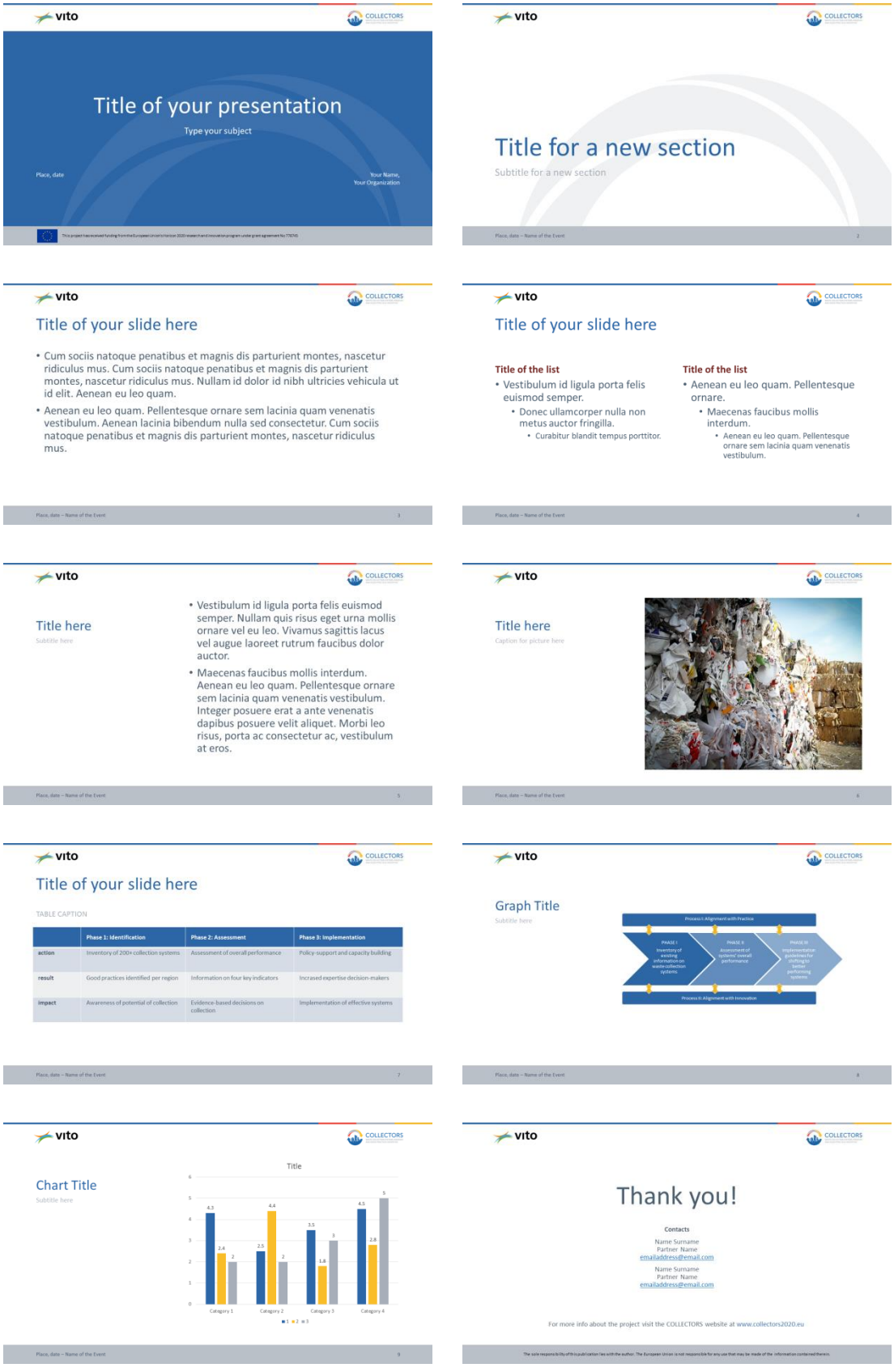

Figure 4 Presentation template

Figure 5 Newsletter template

Communication material

Leaflet & roll-up banner

A leaflet and roll-up banner allow for a wide communication of the project during events and meetings. They were designed by Innovation Engineering, the same graphic designer who created the logo, to ensure consistency. They were designed according to the general visual identity. Their content was drafted so that the key messages are delivered in an effective way and taking into account the audience targeted.

In addition to distribution and showcasing at events, the promotional materials have been made available to the general public via the project website. The leaflet will also be translated into 5 languages (Dutch, Finnish, French, German, and Italian) by partners, to ensure an optimal dissemination among local stakeholders.

At a later stage, communication materials and certain outputs will be translated into specific languages (for example Greek and Polish, for the organisation of events in Warsaw and Thessaloniki). The leaflet will be printed by ACR+ for each partner, to distribute when organising or attending events and meetings.

Partners must ensure the most sustainable approach to printing of all promotional materials: ensuring the roll-up banners are re-useable, possibly mutualising communication material among partners, assessing the printed quantities to avoid waste, and opting for the most sustainable solution: recycled or sustainably-sourced paper, vegetable-based inks, and any other measures they can take.

Leaflet

The leaflet presents the project in a clear, concise, and visually appealing way. It features key information such as the general objectives, main outputs, the overall timeline, project partners, and information on EU funding. The full leaflet can be seen in Figure 6.

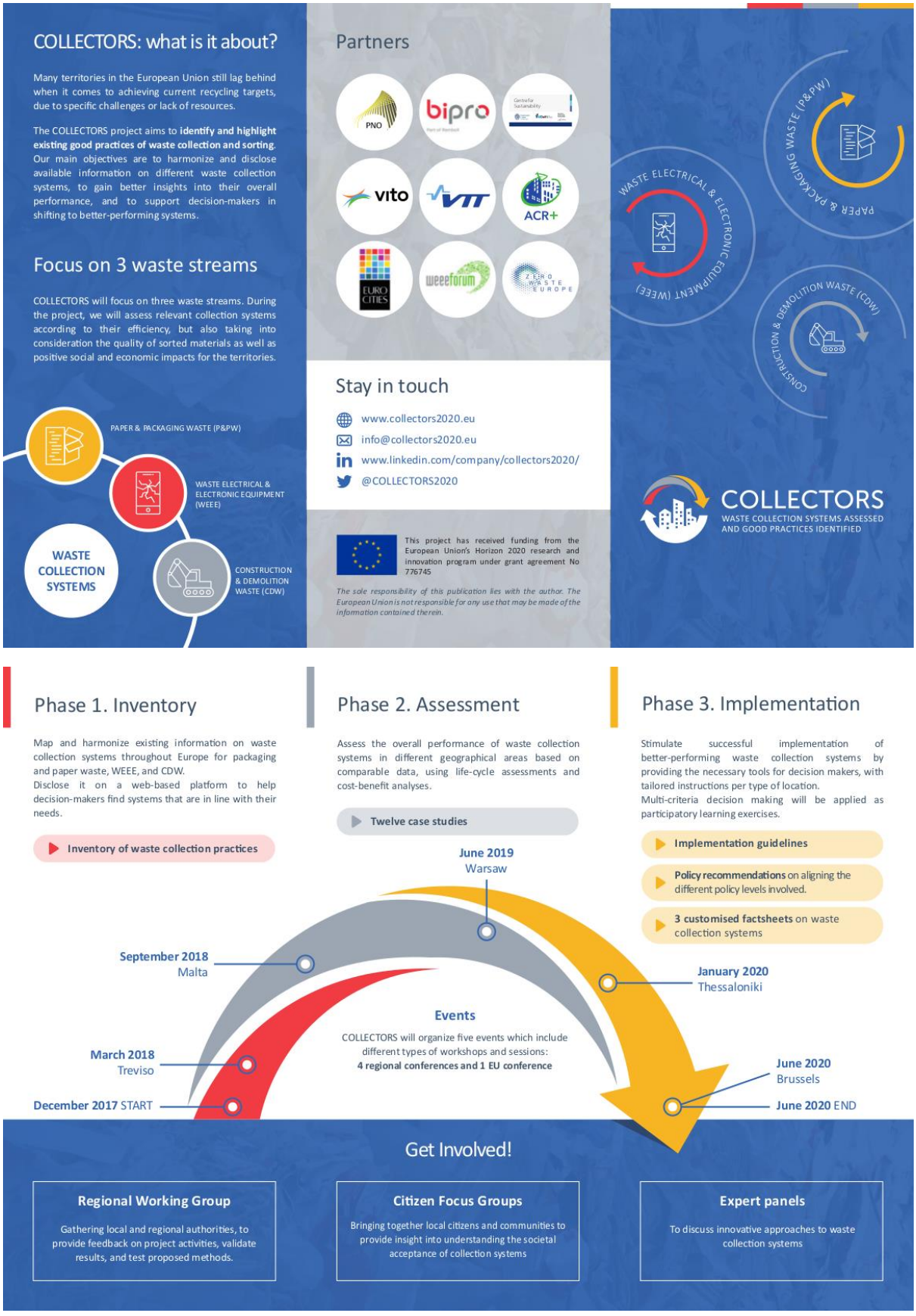

Figure 6 COLLECTORS leaflet

Roll-up banner

The roll-up banner (Figure 7) has more limited information: project logo and name, the three waste streams, project partners, coordiantes, and information on EU funding. It is a simple, visual tool to grab the attention at events and give the project some additional visibility. Essentially, it aims make people want to find out more, redirecting them to the website and social media.

Figure 7 COLLECTORS roll-up banner

COLLECTORS Consortium

PNO CONSULTANTS
www.pnoconsultants.com

BIPRO
www.bipro.de

VTT
www.vttresearch.com

VITO NV
www.vito.be

UNIVERSITEIT LEIDEN
www.centre-for-sustainability.nl

ACR+
www.acrplus.org

EUROCITIES
www.eurocities.eu

WEEE FORUM
www.weee-forum.org

ZERO WASTE EUROPE
www.zerowasteeurope.eu

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www.collectors2020.eu

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