MOUNT RESILIENCE

Visual Identity Guidelines

November 2023

INTRODUCTION

The MountResilience visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the MountResilience team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the MountResilience team.

CONTENTS

THE LOGO

About the logo and its meaning

Rationale

MountResilience aims to support European mountain regions and communities in increasing their climate change adaptation (CCA) capacity.

With a very simple representation of a mountain with a tree for its shadow or reflection, the MountResilience logo aims to represent the mountain ecosystems as well as highlight the importance of nature based solutions in this project.

The style of the icon and the type – simple, bold, solid – was chosen to represent Resilience.

THE LOGO

Logo colour variations

MOUNT RESILIENCE

Main logo
This is the default version of the logo, to be used on white or light backgrounds.

MOUNT RESILIENCE

Black
This version of the logo is to be used on black and white layouts or documents, on light backgrounds.

MOUNT RESILIENCE

Negative
This version of the logo is to be used on colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.

THE LOGO

Minimum size and safe area

Minimum sizes
The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

The height of the logo should never be smaller than 10 mm in print or 30 px in digital media.

Safe area
Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. That minimum distance is based on the width of the icon. The minimum space to the sides of the logo is equal to the width of the icon, while the minimum space above and below the logo is equal to 3/4 of the width of the icon.
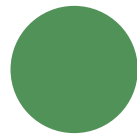
10 mm
30 px

COLOURS

The project has an extended colour palette to meet all communication needs

DARK GREEN
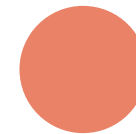CMYK: 89 / 45 / 77 / 50
RGB: 5 / 70 / 53
HEX: #054635

GREEN
CMYK: 72 / 22 / 82 / 6
RGB: 80 / 146 / 89
HEX: #509259

LIGHT GREEN
CMYK: 23 / 0 / 65 / 0
RGB: 203 / 223 / 127
HEX: #CBDF7F

APRICOT
CMYK: 5 / 60 / 60 / 0
RGB: 233 / 129 / 102
HEX: #E98166

DARK BLUE
CMYK: 85 / 75 / 15/ 3
RGB: 67 / 83 / 144
HEX: #435390

LIGHT BLUE
CMYK: 45 / 30 / 0 / 0
RGB: 140 / 162 / 211
HEX: #8CA2D3

YELLOW
CMYK: 12 / 10 / 70 / 0
RGB: 228 / 213 / 109
HEX: E4D56D

BEIGE
CMYK: 3 / 1 / 16 / 0
RGB: 246 / 245 / 219
HEX: #F6F5DB

MESSAGES

Tagline and golden paragraph to describe the project

Tagline

Solutions for Resilient Communities in European Mountain Areas

Golden paragraph

MountResilience will support European regions and communities located in mountainous areas to increase their capacity to adapt to climate change and to transition towards a climate-resilience society. The project will conceptualise, test, and scale up multi-level, multidimensional and re-applicable climate change adaptation and nature-based solutions addressing policy and societal needs, as well as citizen behaviors, to address specific climate impacts in mountainous regions.

TYPOGRAPHY

The typeface used for MountResilience communications is Mundial

MountResilience

Mundial Bold

Solutions for Resilient Communities in European Mountain Areas

Mundial DemiBold

MountResilience will support European regions and communities located in mountainous areas to increase their capacity to adapt to climate change and to transition towards a climate-resilience society. The project will conceptualise, test, and scale up multi-level, multidimensional and re-applicable climate change adaptation and nature-based solutions addressing policy and societal needs, as well as citizen behaviors, to address specific climate impacts in mountainous regions.

Mundial Regular
Minimum font size for body text: 9pt

MountResilience aims to facilitate sustainability and growth in renewable energy communities by co-creating an open-source toolkit to support their governance and management. Through the engagement of three key case studies in Italy, Poland and Spain, the project will provide the resources for local and regional governments to encourage the uptake and long-term success of energy communities.

Bicyclette Light
Minimum font size for body text: 9pt

TYPOGRAPHY

When the recommended typeface is not available, MountResilience communications are to use the system font Arial

MountResilience

Solutions for Resilient Communities in European Mountain Areas

MountResilience will support European regions and communities located in mountainous areas to increase their capacity to adapt to climate change and to transition towards a climate-resilience society. The project will conceptualise, test, and scale up multi-level, multidimensional and re-applicable climate change adaptation and nature-based solutions addressing policy and societal needs, as well as citizen behaviors, to address specific climate impacts in mountainous regions.

Arial Bold

Arial Regular
Minimum font size for body text: 9pt

ADDITIONAL BRANDING

Other logos and mentions to include in MountResilience communications

As a Horizon Europe co-funded project, MountResilience communication activities and products must also include the EU flag and following disclaimer:

**Co-funded by
the European Union**

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Swiss partners have received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

CONTACT

For any questions regarding these guidelines, please contact the communication partner:

Contact person

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