



**EUCAN
Win!**

Visual Identity Guidelines

October 2021



The EUCANWin! project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101022829.

Introduction

The EUCANWin! 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 EUCANWin! 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 EUCANWin! Team.

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The logo

About the logo and its meaning

Rationale

The EUCANWin! logo shows elements from the European and Canadian flags, and incorporate a lightbulb as a symbol of energy production. This logo summarises the purpose of the project: The EU-Canada research cooperation action EUCANWin! will develop a climate positive and cost-efficient biomass-to-biopower supply chain for forest-based biomass.



EUCANWin!

Visual Identity Guidelines

The logo

Logo colour variations



Main logo

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



Monochrome black

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



Reversed

This version of the logo is only to be used on darker colored backgrounds and photographs.



Monochrome white

This version of the logo is to be used on dark backgrounds.

The logo

Safe area and minimum sizes

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space around the logo should be equivalent to the height of the wordmark.



Minimum sizes

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

Printing

The length of the logo should never be smaller than 25 mm.



Digital media

The length of the logo should never be smaller than 80 px.



Colours

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

Main colours:



BLUE

CMYK: 100 / 80 / 0 / 0
RGB: 3 / 78 / 162
HEX: # 024DA1



RED

CMYK: 0 / 100 / 100 / 0
RGB: 237 / 28 / 36
HEX: # ED1C24



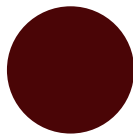
GREEN

CMYK: 65 / 0 / 100 / 0
RGB: 98 / 187 / 70
HEX: # 61BB46



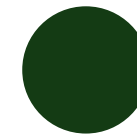
DARK BLUE

CMYK: 100 / 80 / 0 / 50
RGB: 0 / 37 / 97
HEX: # 002561



MAROON

CMYK: 50 / 100 / 100 / 60
RGB: 74 / 5 / 6
HEX: # 490505



DARK GREEN

CMYK: 80 / 40 / 100 / 65
RGB: 20 / 59 / 21
HEX: # 133A14



LIGHT BLUE

CMYK: 10 / 5 / 0 / 0
RGB: 225 / 232 / 246
HEX: # E0E7F5



OCHRE

CMYK: 5 / 5 / 10 / 0
RGB: 240 / 235 / 225
HEX: # EFEAEO



LIGHT GREEN

CMYK: 15 / 5 / 15 / 0
RGB: 215 / 225 / 215
HEX: # D7E1D6

Typography

The typeface used for EUCANWin! communications is **Azos Sans**.

Feedstock supply

EUCANWin! solutions

EUCANWin! will build a prototype Forest Biomass Atlas that can be applied across Canada as an open internet service, enabling a more accurate evaluation of forest biomass resources. This will build on an existing European Biomass Atlas that has been developed and preliminarily validated for the Nordic and Baltic countries.

Partners will analyse the feasibility of tree-length harvesting in Nordic conditions, as a technology transfer from Canada. This approach is a very effective harvesting method, particularly for the large-scale production of biomass, but more research is needed to determine the suitability of tree length harvesting in Europe.

Title: Azos Sans Bold

Subtitle: Azos Sans Medium

Body text: Azos Sans Regular
Minimum font size for body text: 9pt

Body text: Azos Sans Light
Minimum font size for body text: 9pt

Typography

When the recommended typefaces are not available, EUCANWin! communications are to use the system font **Arial**.

Feedstock supply

EUCANWin! solutions

EUCANWin! will build a prototype Forest Biomass Atlas that can be applied across Canada as an open internet service, enabling a more accurate evaluation of forest biomass resources. This will build on an existing European Biomass Atlas that has been developed and preliminarily validated for the Nordic and Baltic countries.

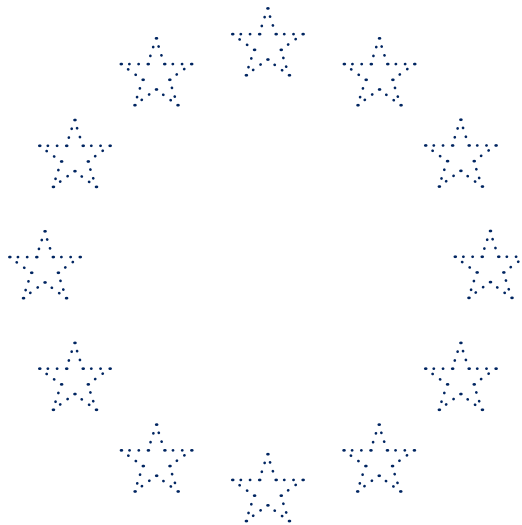
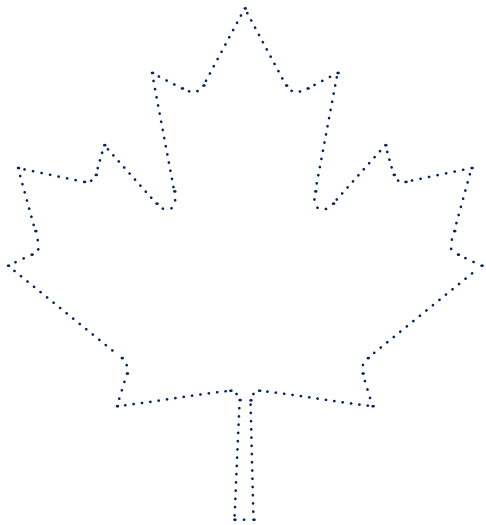
Title: Arial Bold

Subtitle: Arial Bold

Body text: Arial Regular
Minimum font size for body text: 9pt

Graphic elements

Graphic elements that are part of the brand identity



The Canadian maple leaf and European stars can be used as decorative elements, but they should remain discreet. As such, it is recommended to use them in a light dotted stroke, rather than with fill color.

Additional branding

Other logos and mentions to include in EUCANWin! communications.

As a H2020 funded project, EUCANWin! communication activities and products must also include the EU flag and following disclaimer:



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Contact

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

Contact person

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