Interreg
España - Portugal
Fondo Europeo de Desarrollo Regional
Fundo Europeu de Desenvolvimento Regional
UNIÓN EUROPEA
UNIÃO EUROPEIA
ACCIONAD ODS

Brand Identity Guidelines

Guide of style for the proper use of ACCIONAD ODS brand.

Intro

This guide consists of a series of rules and good practices for the correct use of all corporate design elements related to ACCIONAD ODS 2021.

The adoption of the following visual identity enhances the program values of cooperation in a common territory. It embraces the efforts and investment on innovation, competitiveness, environment and public administration.

These guidelines are at disposal of all program participants as well of all project partners.

It provides multiple solutions for the expected use of ACCIONAD ODS logo as well as a variety of options and ideas of when to use each logo, specially the Interreg Spain - Portugal lock up.

1. Logo

2. Integrations

Brand Elements

A brand's identity is not only formed by its logo. It is the proper combination of the logo, colors, iconography, tipography and arrangements what makes it unique, recognizable and identifiable among others.

1. Logo

ACCIONAD ODS logo is its landmark.

This design represents the cooperative nature of ACCIONAD ODS, as well as the relationships between different elements, organizations and people who collaborate in order to develop this project.

Each of the pieces of this design, are meant to represent all the bits and pieces we must sync in order to achieve our goals.

Interreg
España - Portugal
Fondo Europeo de Desarrollo Regional
Fondo Europeu de Desenvolvimento Regional

1.1 Details

Brand elements behave as an unbreakable unit.

The division into two levels, pretends to enhance the value of each component separately, highlight the relation to global ODS objectives and drive action.

1.2 Specifications

If we are using the brand ACCIONAD ODS in writing we must always write it in capital letters and separated by a space.

1.3 Colors

The chosen colors evoke all oficial tones of the 17 objectives that conform ODS.

As a primary palette, the letter pieces use the colors of the objective 11, 12 and 13, main focus of this project.

The joints that keep all pieces together, represent all other objectives.

1.3 Colors

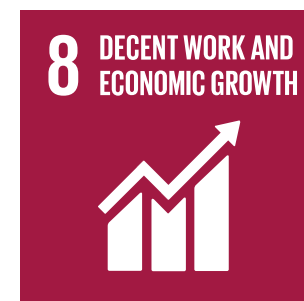|					
Pantone 1788 C	**Pantone 6573 C**	**Pantone 7739 C**	**Pantone 7636 C**	**Pantone 179 C**	**Pantone 638 C**
Pantone 143 C	**Pantone 208 C**	**Pantone 7578 C**	**Pantone 219 C**	**Pantone 157 C**	**Pantone 7510 C**
Pantone 7742 C	**Pantone 640 C**	**Pantone 7738 C**	**Pantone 7738 C**	**Pantone 7700 C**	

1.3 Colors. INTERREG

PANTONE Reflex Blue C
CMYK. 100 / 20 / 0 / 0
RGB. 0 / 51 / 153
Hex / HTML. #003399

PANTONE 2716 C
CMYK. 41 / 30 / 0 / 0
RGB. 159 / 174 / 229
Hex / HTML. #9FAEE5

PANTONE 485 C
CMYK. 0 / 95 / 100 / 0
RGB. 218 / 41 / 28
Hex / HTML. #DA291C

PANTONE Process Yellow C
CMYK. 0 / 0 / 100 / 0
RGB. 246 / 229 / 0
Hex / HTML. #F6E500

PANTONE 355 C
CMYK. 91 / 0 / 100 / 0
RGB. 0 / 150 / 57
Hex / HTML. #009639

Interreg
España - Portugal
Fondo Europeo de Desarrollo Regional
Fundo Europeu de Desenvolvimento Regional
UNIÓN EUROPEA
UNIÓN EUROPEA

ACCIONAD
ODS

1.3 Colors

The black and white version of the logo must be only used on top of colorful backgrounds as well as saturated elements that make impossible to distinguish the primary version of the logo.

ACCIONAD
ODS

1.4 Isotypo

Logo isotype will be used in reduced spaces where the primary logo won't fit on it's proper size.

As an example, this could be used for social media profile pictures, contact cards...

2. Brand Integration

ACCIONAD ODS logo will always follow the Interreg Spain - Portugal lock up.

European Union reference.

The text that refers to the EU should be as wide as the flag. Following their brand guidelines, this text's typo is Arial

2. Brand Integration.
Partners

For all oficial documentation, the Interreg and ACCIONAD ODS logos must be followed by the partners logos.

If there are other collaborators, their logos will go right under the partner's ones.

We must, at all times, follow this order: AACID, FAMSI, IMVF, IN LOCO, FELCODE y AEXCID.

2. Brand Integration. Partners

2. Brand Integration
Partners & Collaborators

In the event of displaying Collaborators' logos, these will be placed right under the Partner logos.

Partner logos will follow the order already established.

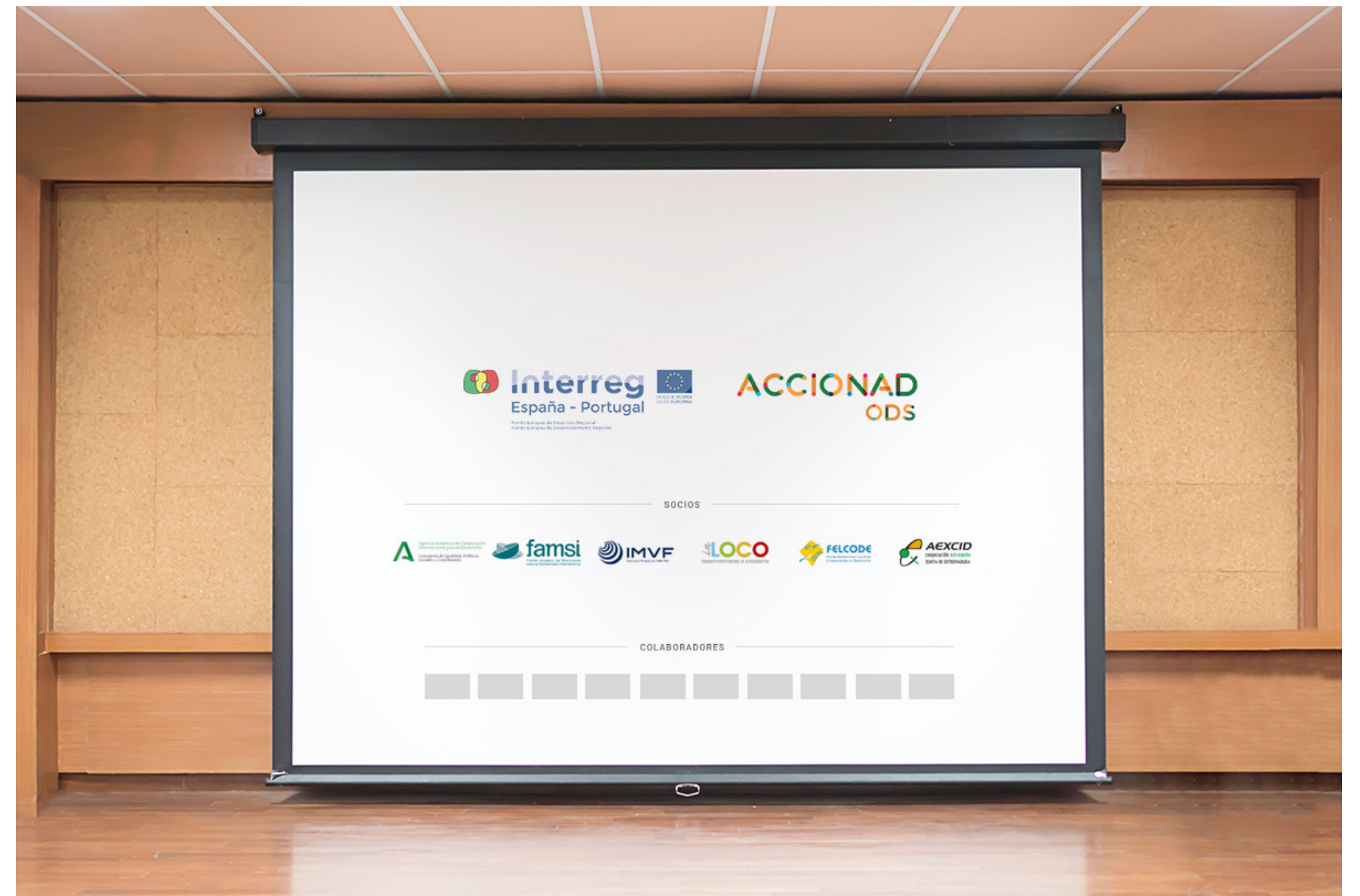When displaying both, the tag "Partner" and the tag "Collaborator" must appear right on top of their logos.

2. Brand Integration
Partners & Collaborators

2.1 Reduced version lock up

Since the Interreg logo doesn't have a reduced version, we will only use the shorten logo of ACCIONAD ODS, maintaining all elements of interreg.

2.2 Sizes

The smallest sizes for this logos to be legible are 180px x 25px. We must always ensure that the words Spain - Portugal are completely legible.

2.2 Sizes

The smallest sizes for this logos to be printed are 9 cm wide and 6 cm wide.

Reproducción mínima de impresión 9 cm. de ancho

Reproducción mínima de impresión 6 cm. de ancho

2.2 Sizes

2.3 Incorrect uses

- Don't distort, stretch, incline nor modify the logo at all.
- Always ensure the logo is completely displayed.
- Don't turn the logo.
- Do not misplace any of the logo elements.
- Avoid saturated backgrounds where the logo isn't legible.

2.4 PPT & Display tipos

The chosen font is Heebo Font.

It is an agile, elegant and modern typo. It is part of Google Fonts family. This means it can be freely used in any format, printed or digital.

It should always be available for all device, desktop or mobile, as well as for websites, landings and email marketing.

abcdefghijklmñopqrstuvwxyz

ABCDEFGHIJKLMÑOPQRSTUVWXYZ

I am a title in Heebo Black & size 28 pt.

I'm a highlight or subtitle in Heebo bold & 26 pt.

I am a parragraph in Heebo Regular & size 22 pt.

If at any moment, Heebo font becomes unavailable, you must use Open Sans.

2.5 Printed typo sizes

abcdefghijklmñopqrstuvwxyz
ABCDEFGHIJKLMÑOPQRSTUVWXYZ

I am a title in Heebo Black & size 18 pt.

I'm a highlight or subtitle in Heebo bold & 12 pt.

I am a parragraph in Heebo Regular & size 11 pt.

If at any moment, Heebo font becomes unavailable, you must use Open Sans.

2.6 Colors

I'm a title in Heebo Black

RGB: 78,113,53
CMYK: 84,44,99,8
Hexadecimal: #4e7135

I'm a highlight or subtitle in Heebo bold

Black color
Hexadecimal: #000000

I'm a parragraph in Heebo Regular

Black color
Hexadecimal: #000000

2.7 Slogan

The goal of ACCIONAD ODS is to promote initiatives that drive attention to the 2030 Agenda.

An Agenda that seeks to guarantee a sustainable, egalitarian, full of opportunities future where smart cities, alliances, quality education, jobs, and environment care could be developed to their fullest.

It seeks to guarantee a future.

FOR A FUTURE

2.8 Patterns

Graphic elements that will decorate business cards, flyers, brochures and other communication elements, will be coherent to the logo design.

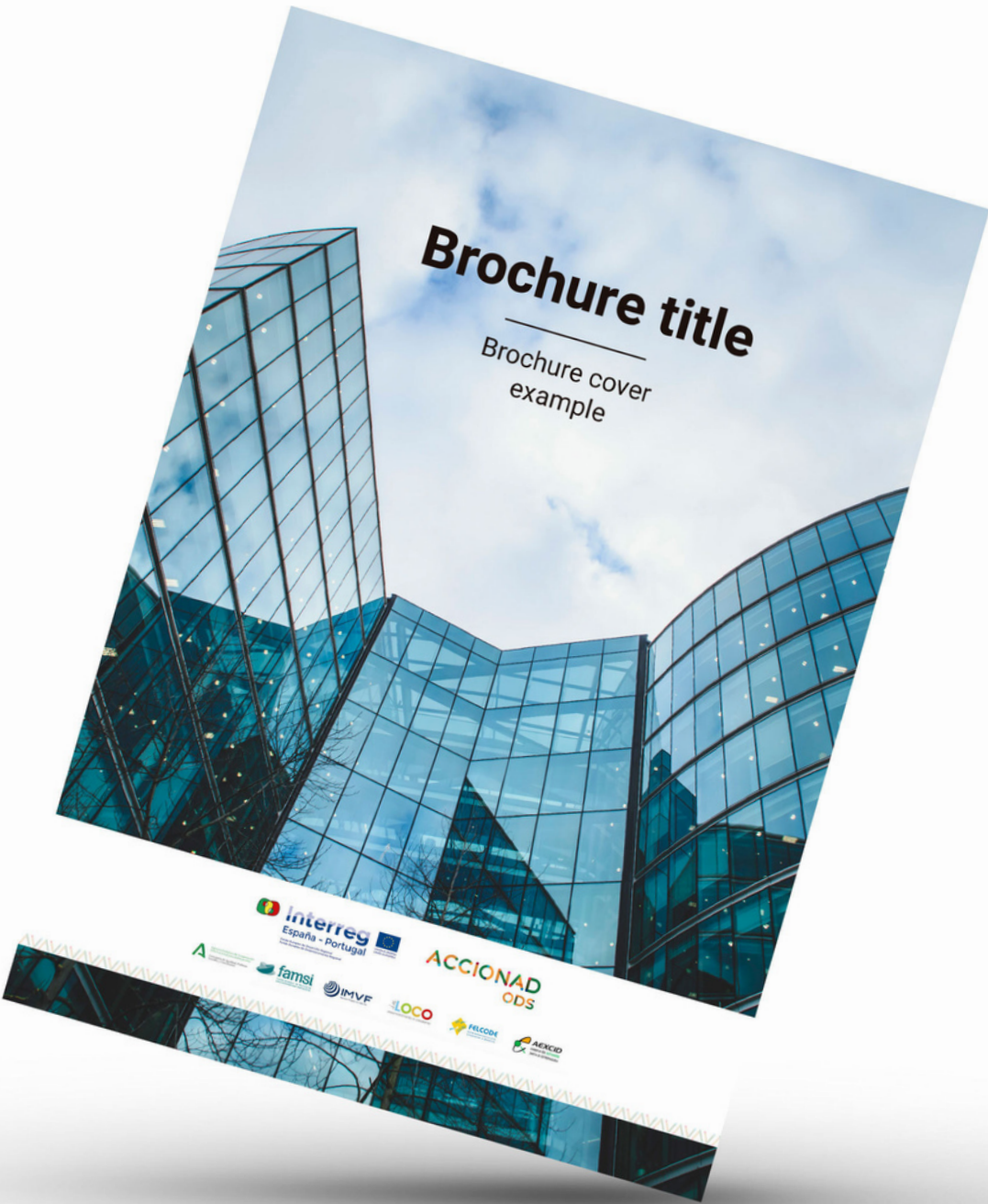They will be combined with the official lock up and always on top of a white background.
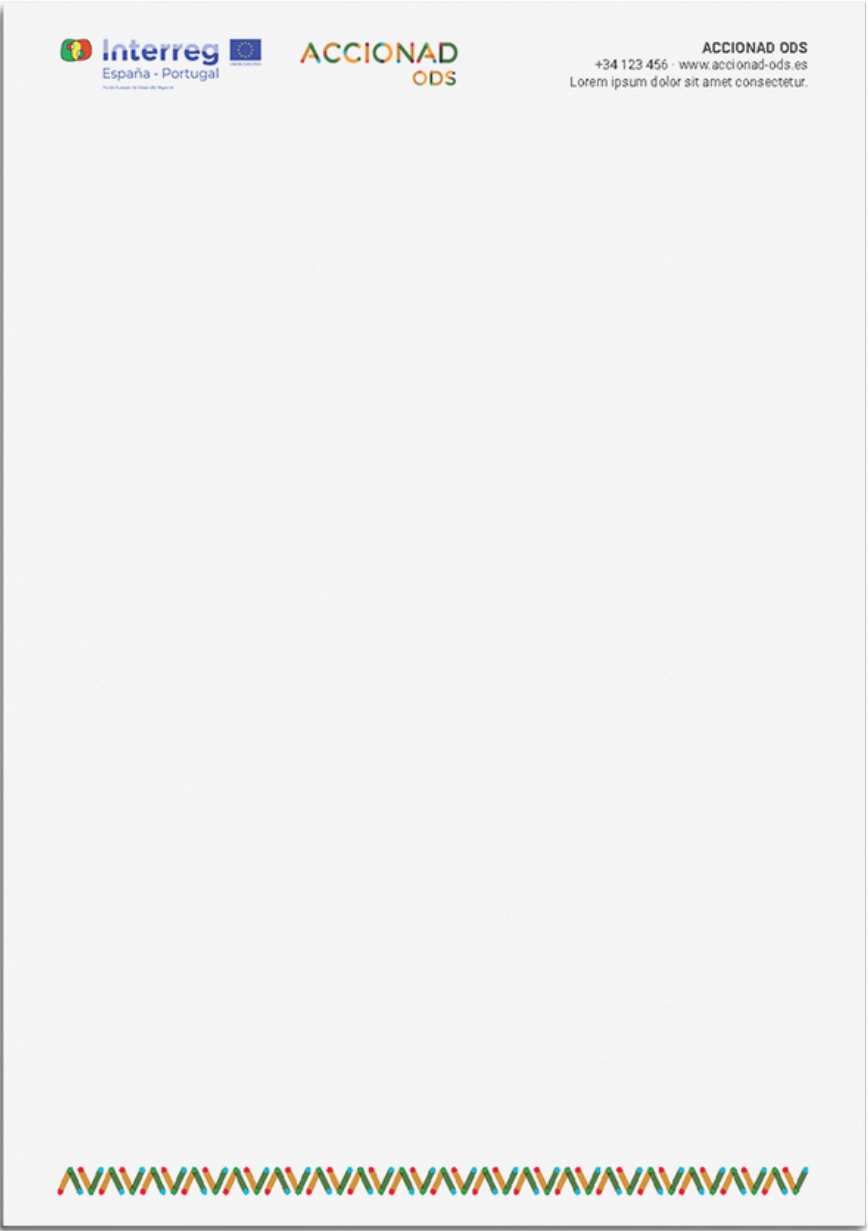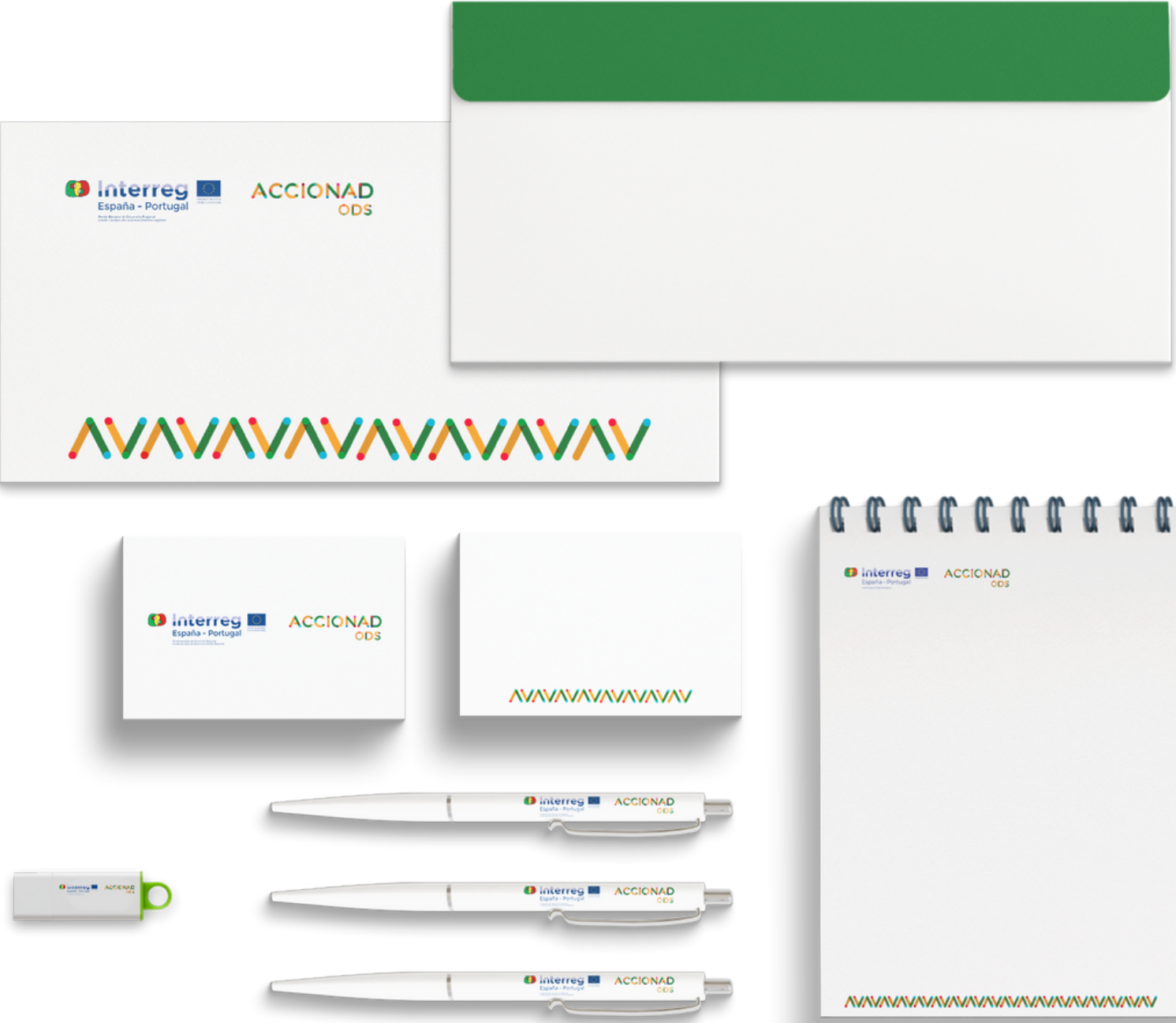
2.8 Examples of use

On the next 3 slides you can see an example of
a corporate presentation.

- Cover.
- Back.
- Body.

Name of the presentation

Highlight   Partners   Date

Intro

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Contact

Partner

Address

Phone

Web

Email

Social Media

orem ipsum dolor sit amet, consectetur adipiscing

Interreg
España - Portugal
Fondo Europeo de Desarrollo Regional
Fundo Europeu de Desenvolvimento Regional
UNIÓN EUROPEA
UNIÃO EUROPEIA

ACCIONAD
ODS

Brand Identity Guidelines

Guide of style for the proper use of ACCIONAD ODS
brand.