



# AquaSPICE

## Visual Identity and Style Guide



AquaSPICE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958396.

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# THE LOGO CONCEPT



Representation of  
the water concept



Representation of  
circularity concept



Representation of  
process industries



AquaSPICE

Name of the project



# THE LOGO

AquaSPICE



**Tagline:** Advancing Sustainability of Process Industries through Digital and Circular Water Use Innovations

# THE LOGO

How to use the logo



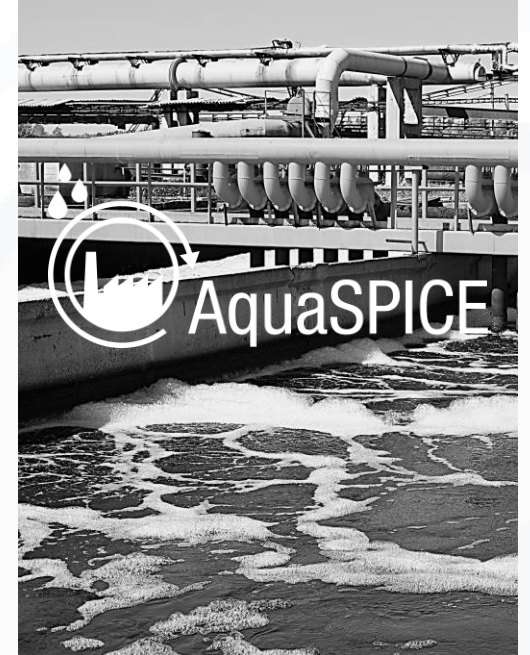
Light background



Dark background



Full color image



B&W image

# THE LOGO

Use & misuse

**X**



Scale: do not change logo proportions

**X**



Rotation: do not change the orientation of the logo

**X**



Color: do not change logo colors

**X**



Effects: do not add any effects

**X**



Typeface: do not change font

**X**



Proportion: do not change logo proportions

# COLORS

## Main color 1

Dark Blue

HEX: #00599F  
RGB: 0/89/159  
CMYK: 97/71/7/1

## Main color 2

Green

HEX: #BDCD00  
RGB: 189/205/0  
CMYK: 31/5/100/0

## Main color 3

Medium Blue

HEX: #8EBAE5  
RGB: 142/186/229  
CMYK: 42/16/0/0

## Main color 4

Light Blue

HEX: #C7DDF2  
RGB: 199/221/242  
CMYK: 20/6/1/0

## Additional color

Dark Grey

HEX: #595959  
RGB: 89/89/89  
CMYK: 63/55/54/28

## Additional color

Light Grey

HEX: #bfbfbf  
RGB: 191/191/191  
CMYK: 25/20/20/0

The primary typographies are: Verdana for title and Calibri Light for subtitle and body

Example of using font:

## **THIS IS A TITLE**

This is a Subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

## **VERDANA**

Title – always capital letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Calibri Light

Subtitle and body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



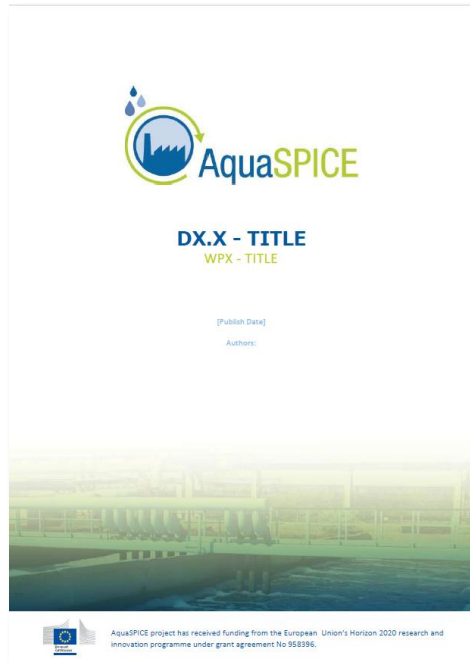
# TABLES

Single entry table

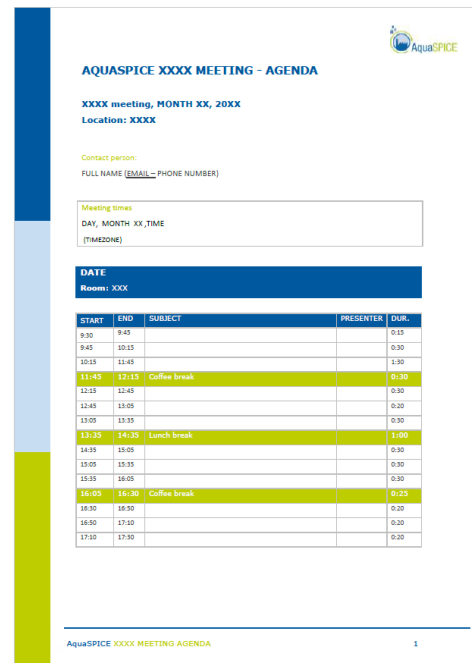
Column 1	Column 2	Column 3

Double entry table

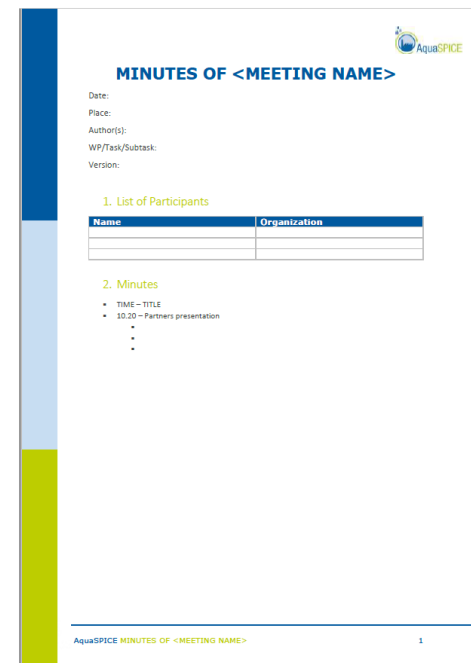
	Column 1	Column 2
Row 1		
Row 2		



Deliverable



Meeting agenda



Minutes



PPT Template

In order to facilitate a proper promotion and dissemination of the project results every communication has to include the following:

- **Project Name:** AquaSPICE
- **Tagline:** Advancing Sustainability of Process Industries through Digital and Circular Water Use Innovations
- **Website:** [www.aquaspice.eu](http://www.aquaspice.eu)
- **Social Media:**
  - Twitter: [aquaspice](https://twitter.com/aquaspice)
  - LinkedIn: [aquaspice](https://www.linkedin.com/company/aquaspice)
- **Info mail:** [info@aquaspice.eu](mailto:info@aquaspice.eu)

# EU EMBLEM AND DISCLAIMER

It is mandatory that all communication outputs include the following emblem and disclaimer:

- The H2020 programme emblem is available to download in different qualities and sizes from in the [EC Website](#)
- The H2020 programme disclaimer:

“aquaSPICE project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 958396.”





# Thank you!

Name

Telephone

Email