



Visual Identity Guidelines

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 862993.

REVOLVE

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Logo (1)

Main logo



Main logo - full colour

Logo (2)

Safe area + small versions



Safe area

Keep all other graphic elements, other logos or margins at a minimum distance as defined by the "Safe area" line.

Small and tiny logos
Use the main logo until a minimum width of 20 mm. Under that width please use the "Tiny" text-only version.



agromix

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Logo versions

Monochrome + positive and negative small versions



Slogan

Landscapes reflect the relationship between human society and the natural environment. Agromix proposes to transform the economic, the environmental, the political, the social and technological landscapes.

Transforming landscapes

Typography (1)

Use ITC Avant Garde Gothic on public communication materials.

Ferehent antiasp elestrum qui ni id

ITC Avant Garde Gothic - Bold

Ferehent antiasp elestrum qui ni id

ITC Avant Garde Gothic - Medium

Labor modiste mquiasp eratiorerio. Nequi quam harcieni tem fugiat voloreheni coriandunt, *ut idero eum nis santi ut fuga*. Daerovi tatempore pa voluptinist, con ped earis vid quibus ut.

1234567890 #*\$€&@

ITC Avant Garde Gothic - Regular

Typography (2)

Communication materials produced inhouse can use
the system font - Calibri

Ferehent antiasp elestrum qui ni id

Calibri - Bold

Ferehent antiasp elestrum qui ni id

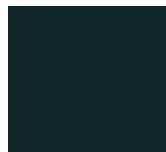
Calibri - Light

Labor modiste mquiasp eratiorerio. Nequi quam harcieni tem fugiat voloreheni coriandunt, ut
idero eum nis santi ut fuga. *Daerovi tatempore pa voluptinist*, con ped earis vid quibus ut.

1234567890 #*\$€&@

Calibri - Regular

Colours



CMYK : C=82 M=61 Y=58 K=69
RGB : 31, 44, 46
1f2c2e



CMYK : C=33 M=80 Y=41 K=33
RGB : 137, 60, 82
893c52



CMYK : C=36 M=62 Y=33 K=15
RGB : 158, 104, 122
9e687a



CMYK : C=72 M=65 Y=38 K=27
RGB : 80, 78, 102
504e66



CMYK : C=54 M=29 Y=62 K=12
RGB : 126, 144, 106
7e906a



CMYK : C=69 M=31 Y=72 K=18
RGB : 84, 125, 86
547d56



CMYK : C=74 M=42 Y=71 K=42
RGB : 60, 87, 66
3c5742



CMYK : C=19 M=30 Y=95 K=19
RGB : 185, 151, 24
b99718



CMYK : C=14 M=56 Y=94 K=7
RGB : 207, 123, 32
cf7b20

Graphic Elements

The base graphic element is the triangle and a slanted rectangle.



These elements come together to liven up a layout. The rule of thumb is to keep in mind sobriety and elegance.

Usually a combination of 4 colours per page is sufficient.

EU Disclaimer

All EU funded projects' communication must display the respective disclaimer. This disclaimer can be found in a folder next to the project logos and other visual identity elements.



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Minimum height = 1cm



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NOTE: In addition to the EU disclaimer, all the external project documents should include the following statement:

The opinions expressed in this document reflect only the author's view and in no way reflect the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.

Photography

The Agromix project has its own photo gallery for any communication purpose. More photos will be added to this archive during the project. General photos, photos from the pilot projects and event photos.

The project also has a Flickr account ([link](#)). 



Social Media

The banners and images for social media channels are stored within the project's shared folder.



Example of a banner for the project's Social Media channels.



Templates for social media shareables.

Contacts

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