

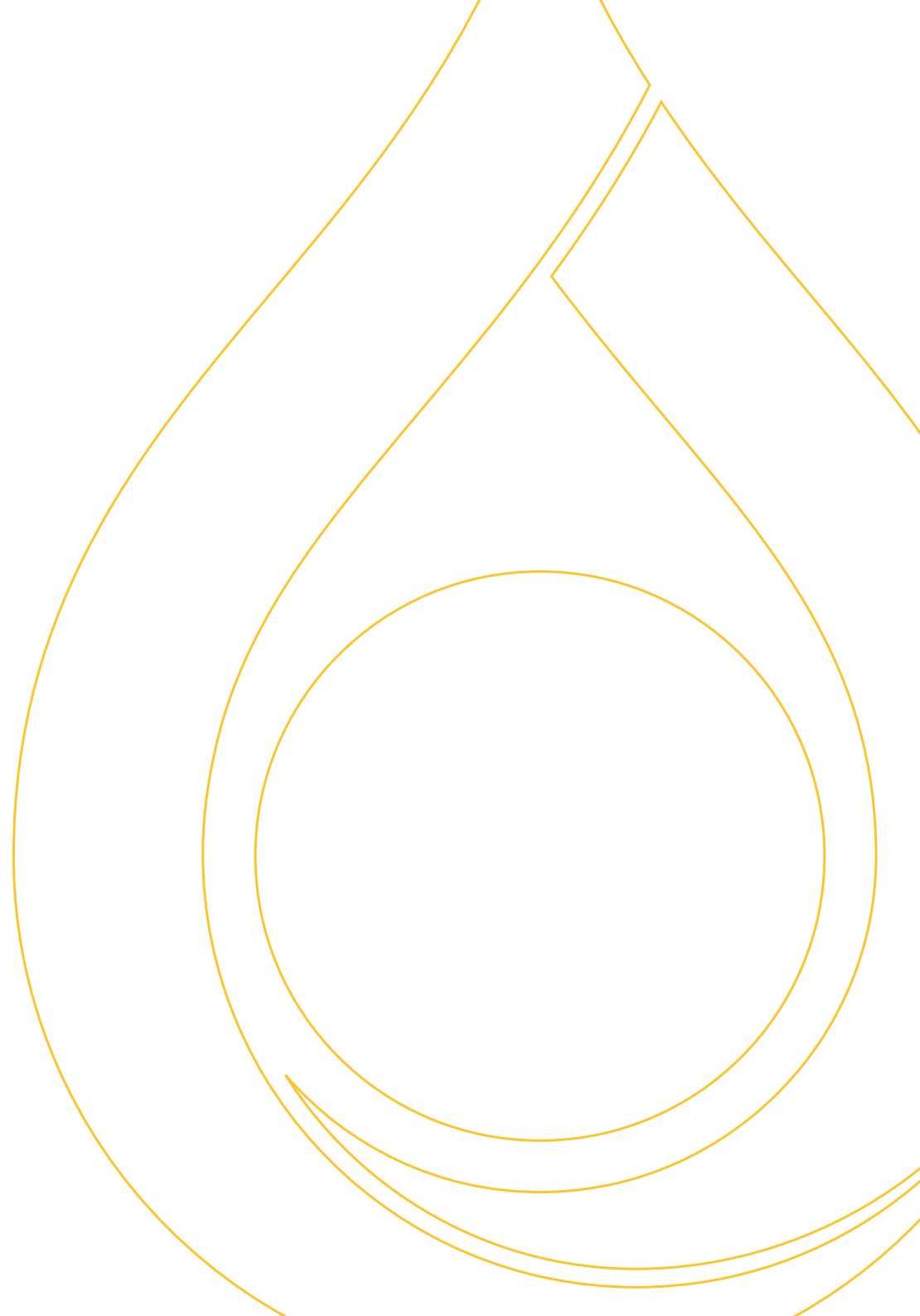
GRAPHIC STANDARDS MANUAL

Interreg
Sudoe



TWIST 

European Regional Development Fund



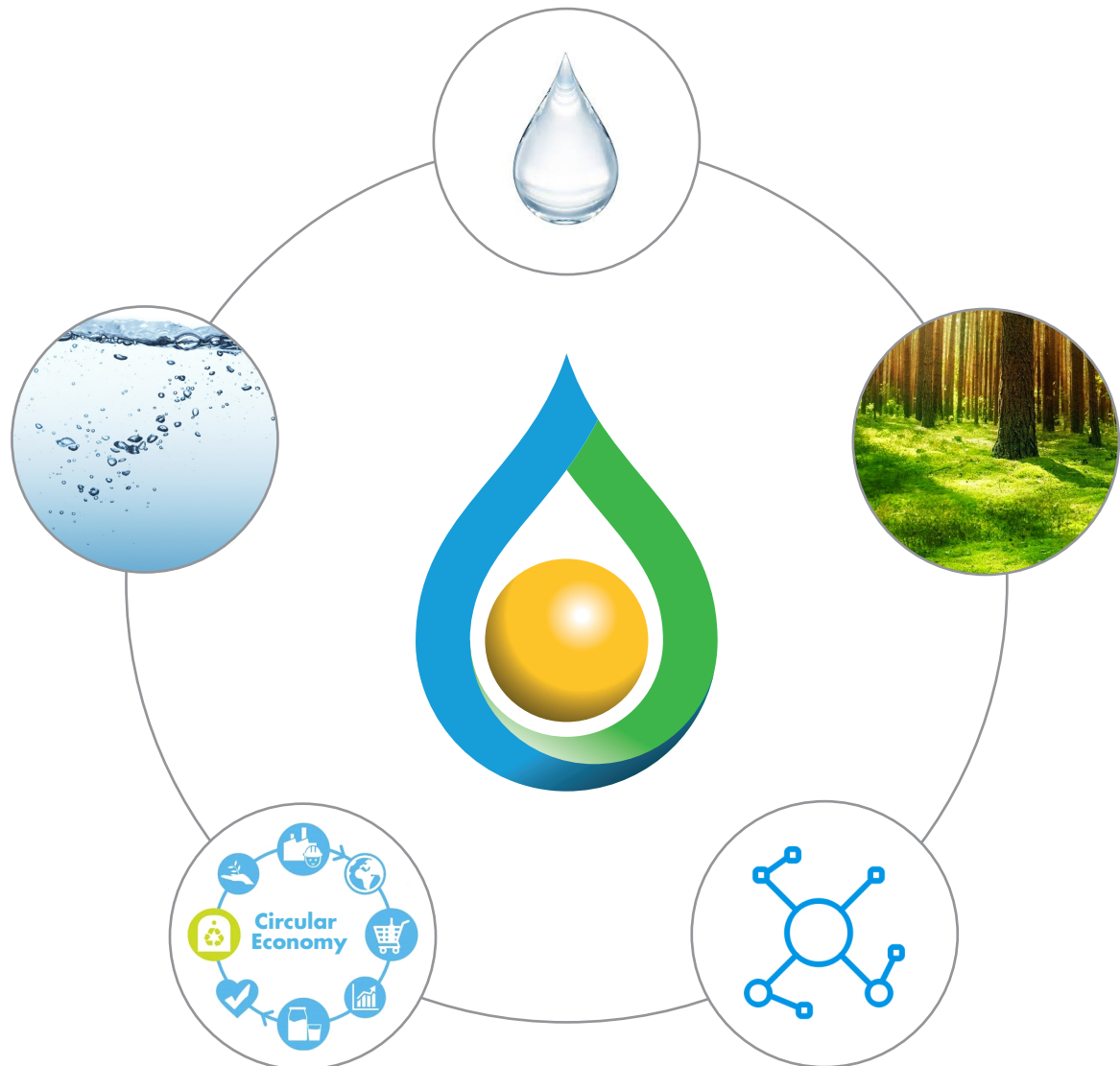
GRAPHIC STANDARDS MANUAL

This manual is an instrument of work, defining and illustrating the use of project TWIST's graphic identity and clarifying any doubts as to its application. The identity was built as a whole, so as that its elements, whether they are of color, typography or composition, work together to create graphic consistency.

To ensure this consistency, the standards contained in this manual must be respected.

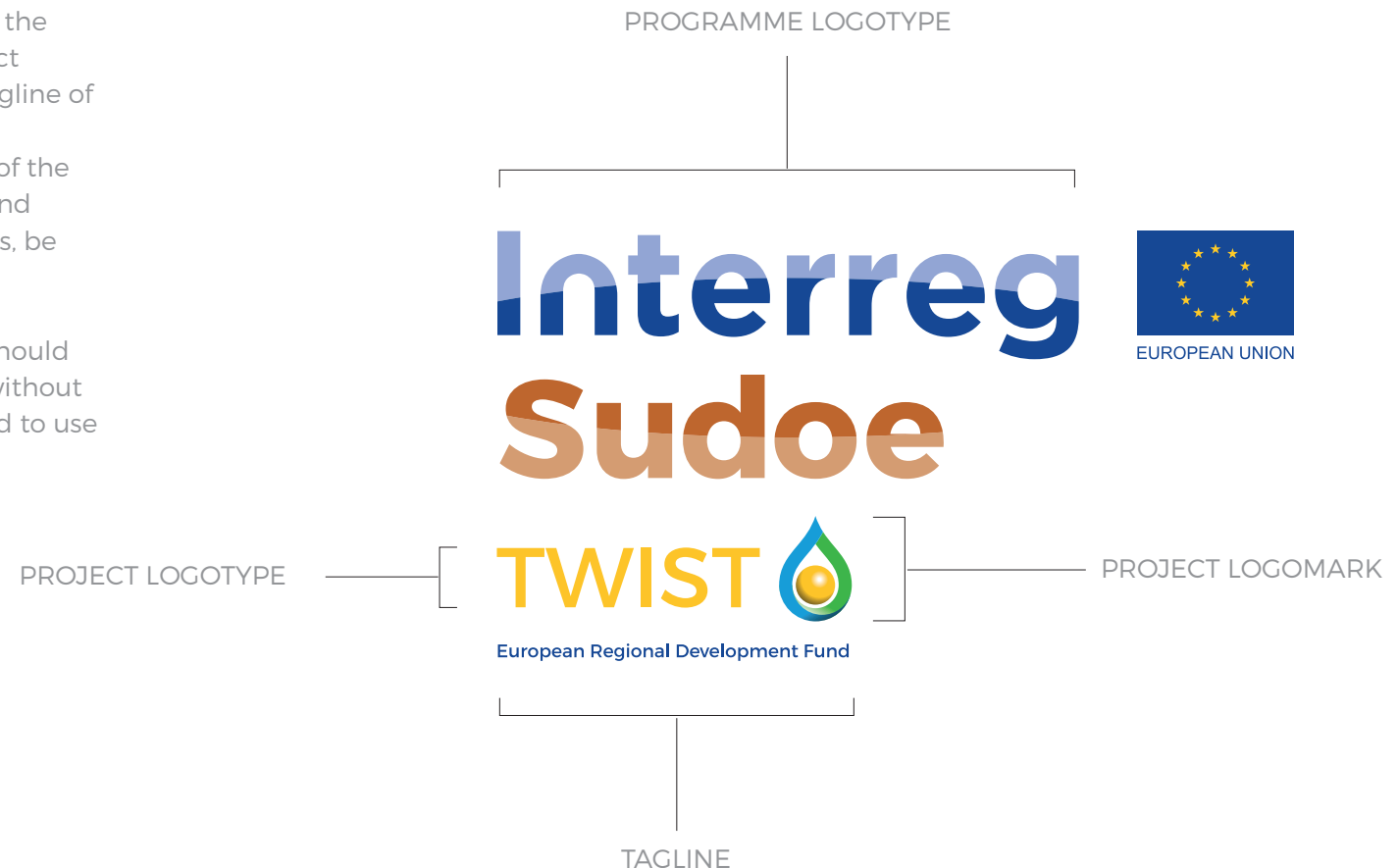
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The TWIST project aims to develop an open model of innovation in the water sector, promoting circular economy and the compliance with the Water Framework Directive. Its symbol evokes the WATER and EARTH elements in a cyclic and fluid interaction that intends to convey INNOVATION in the areas of CIRCULAR ECONOMY and LIVING LABORATORIES.



The brand signature is composed of the logotype and logomark of the project associated with the logotype and tagline of the Interreg Sudoe programme.

The relation between the elements of the brand have been carefully studied and should not, under any circumstances, be changed. The proportions must be maintained whatever the size of the signature. Under no circumstances should the logotype or logomark be used without one another. However, it is permitted to use the signature without the tagline.



DESIGN GUIDELINES

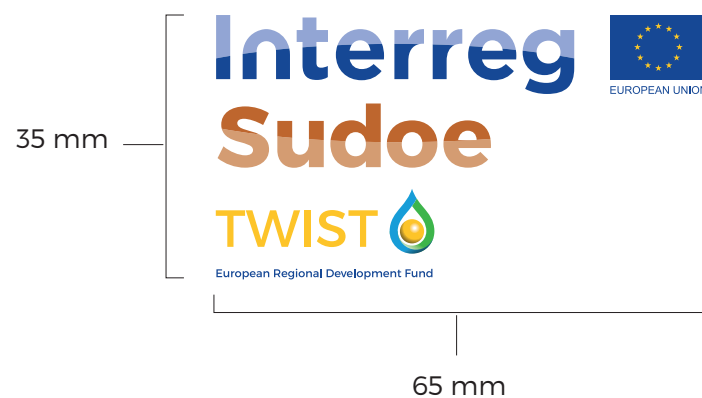
This grid is used to establish the proportions between the elements that compose the signature. These carefully studied proportions represent the basis of the corporate identity system and should never be altered.

CLEAR SPACE GUIDELINES

To ensure the correct representation of the signature, a minimum space must be kept between the signature and other graphic elements or borders. This rule represents the minimum margins advisable.



In order to maintain the visual properties of the brand, the signature must not be resized smaller than dimensions here presented.






In its main color version, the TWIST logomark is presented in gradient colors. This version should be used whenever possible.



The alternative signature, with the simplified TWIST logomark, must be used when working with solid colors.



The grayscale version of the signature should only be used under exceptional circumstances and for technical reasons.

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The black version of the signature should only be used under exceptional circumstances and for technical reasons.

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		PANTONE	CMYK	RGB	HEX
		Reflex Blue	100 / 80 / 0 / 0	0 / 51 / 153	003399
		2716	41 / 30 / 0 / 0	159 / 174 / 229	ffcc00
		1595	9 / 72 / 98 / 1	193 / 96 / 35	c16023
		65% 1595	5 / 43 / 59 / 1	217 / 161 / 113	d9a171
		Yellow	0 / 0 / 100 / 0	255 / 204 / 0	9faee5
 		109U	0 / 24 / 93 / 0	253 / 198 / 8	fdc608
		-	74 / 23 / 0 / 0 74 / 23 / 0 / 70	30 / 157 / 216 13 / 69 / 95	1e9dd8 0D455f
		-	75 / 0 / 100 / 0 0 / 0 / 0 / 0	58 / 170 / 53 255 / 255 / 255	3aaa35 ffffff
		-	0 / 0 / 0 / 0 74 / 23 / 0 / 0 0 / 24 / 93 / 70	255 / 255 / 255 30 / 157 / 216 108 / 87 / 4	ffffff 1e9dd8 6c5704
		2915	74 / 23 / 0 / 0	30 / 157 / 216	1e9dd8
		361	75 / 0 / 100 / 0	58 / 170 / 53	3aaa35

The signature must be used exclusively over white backgrounds.
In case the background is another solid color or a picture, a white box must be opened behind the signature securing the clear space guidelines.



Any changes to the signature will infringe the consistency and perception of the corporate identity, compromising its purposes.

It's mandatory to respect the signature's integrity, its proportions and colors.

Here are presented some of the most common improper uses of the signature.

- 1 Wrong colors
- 2 Missing elements
- 3 Reversed to white
- 4 Vertical distortion
- 5 Horizontal distortion
- 6 Shearing
- 7 Wrong fonts
- 8 Wrong proportions
- 9 Wrong application on backgrounds



In order to ensure uniformity in corporate communication, two font families were chosen to be used in all graphic communication.

The Montserrat typeface, Regular and Bold, was used in the design of the brand's signature and can be chosen for titles and headlines in various mediums.

The Helvetica typeface should be used for text, making use of uppercase and regular, bold and italic forms, whenever necessary to the content.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=? @€

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=? @€

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=? @€

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=? @€

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=? @€

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=? @€

