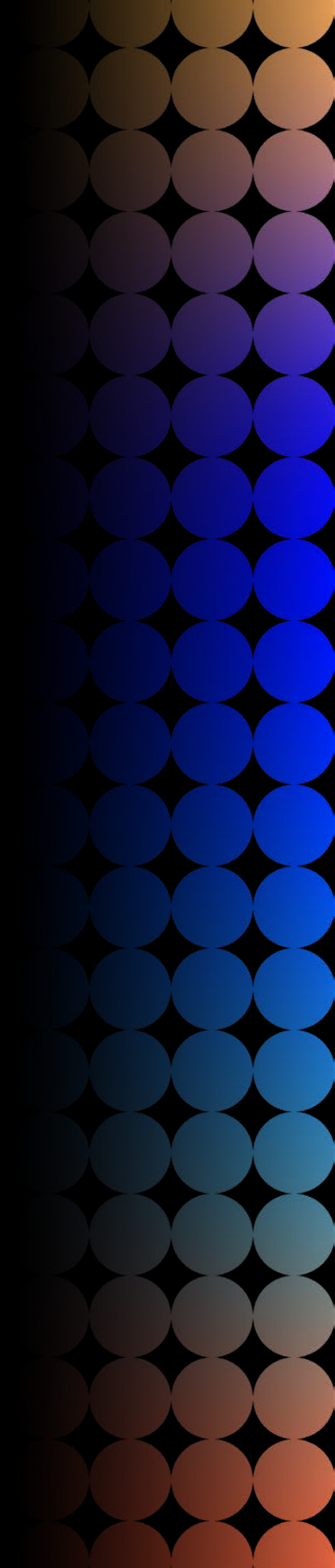




Visual Identity Guidelines
v. 1.0



Concept

Logo

Colours

Typography

iEPB project aim is to upgrade the energy performance of the EU's building stock by increasing the synchrony between multiple EPB assessments with a user-friendly approach to help stakeholders at all levels to obtain accurate data and better energy-optimized buildings.

For the identity system we took inspiration from these core ideas:

- The aggregation of different data sets
- User-friendliness and practicality
- Synchronicity and transition to a greener economy

Visual concepts such as **aggregation** and **transition** were also taken into consideration in the development of the visual identity.

These concepts are conveyed through the use of gradients colours and circular shapes. The scale also represents the grading scale for building's energy performance.

Concept

Logo

Colours

Typography

Use case: this is the preferred version of the logo and should be used in most cases.

Main on light/white backgrounds



Main on dark/black backgrounds



Concept

Logo

Colours

Typography

Use case: a more compact version of the logo, to be used when space is scarce for the main version.

Stacked on light/white backgrounds



Stacked on dark/black backgrounds



Concept

Logo

Colours

Typography

Use case: to be used only when technically mandatory. Also useful to be applied on photographs.

Monochromes

iEPB 


iEPB

iEPB 


iEPB

Concept

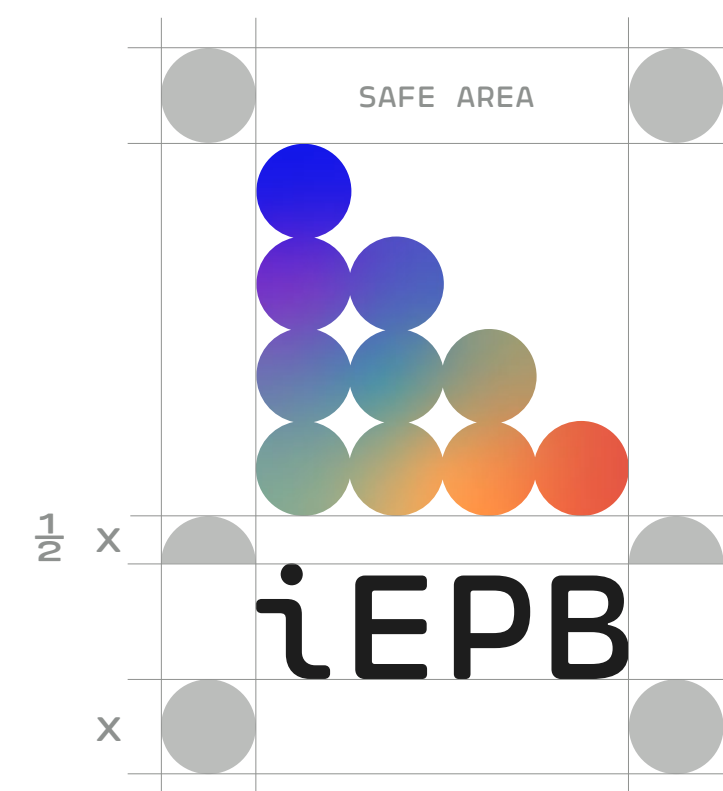
Logo

Colours

Typography

Please always respect the safe area of the logo to ensure legibility on every application.

Construction and safe area



Concept

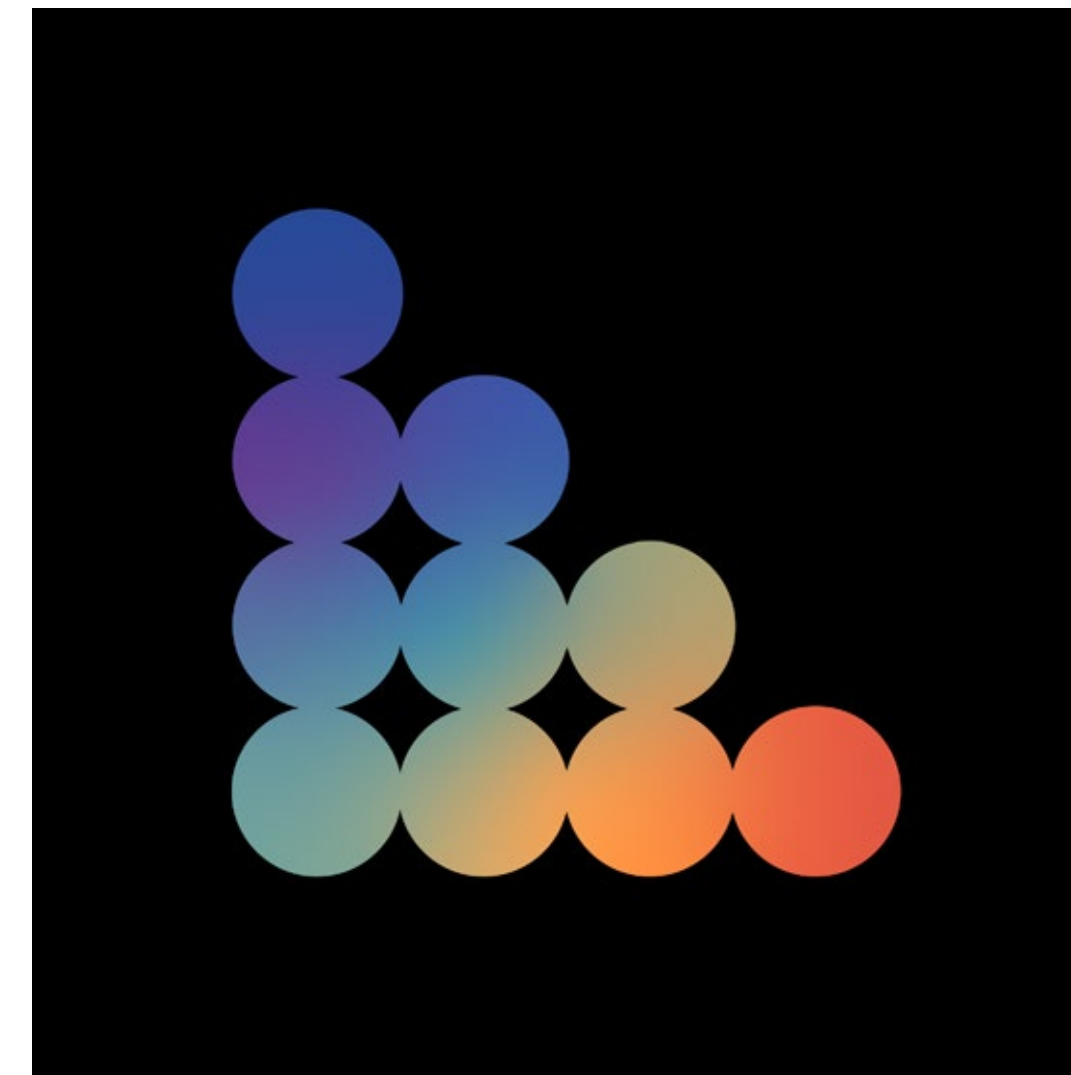
Logo

Colours

Typography

Use case: the project's icon can be used for social media channels or other applications where the project's name is clearly stated nearby.

Icon

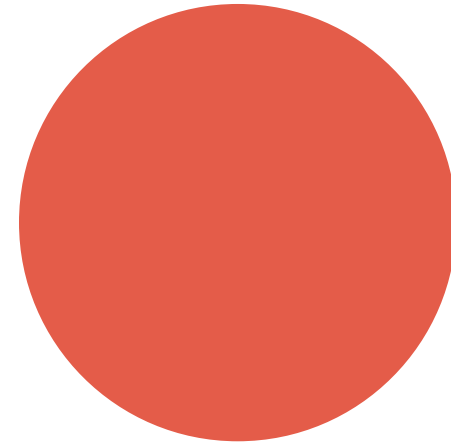


Concept

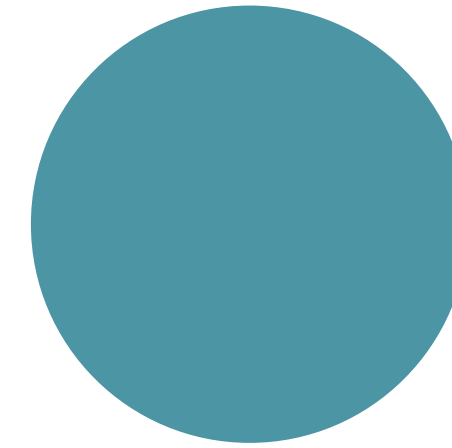
Logo

Colours

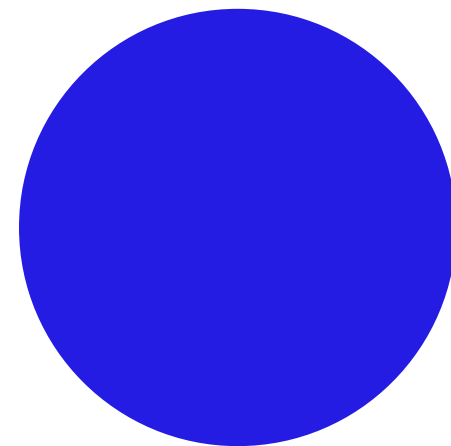
Typography



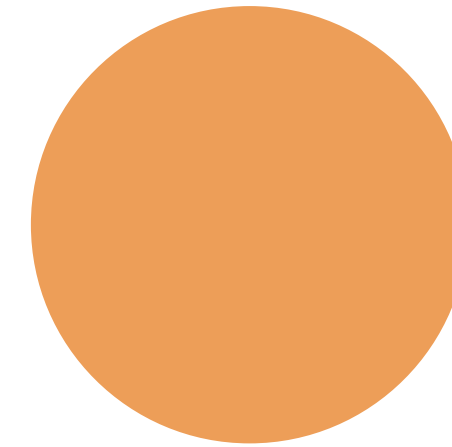
HEX #E45C49
RGB 228-92-73
CMYK 5-75-70-0



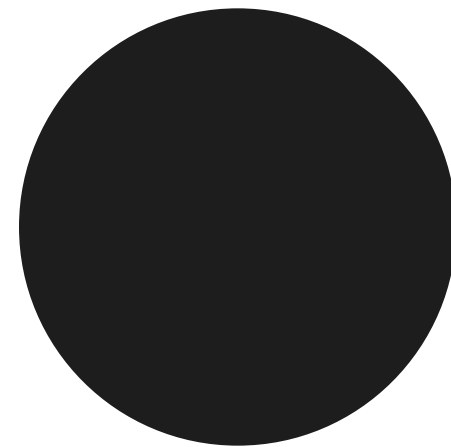
HEX #4C95A5
RGB 76-149-165
CMYK 70-25-30-5



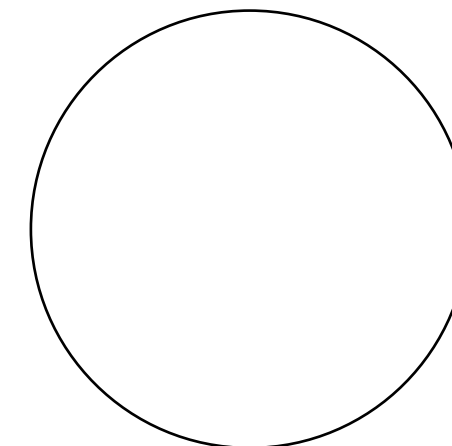
HEX #251CE4
RGB 37-28-228
CMYK 90-80-0-0



HEX #ED9E58
RGB 237-158-88
CMYK 5-45-70-0



HEX #1D1D1D
RGB 0-0-0
CMYK 60-40-40-100



HEX #FFFFFF
RGB 255-255-255
CMYK 0-0-0-0

Concept

Logo

Colours

Typography

On official documents such as deliverables, reports, etc. please use a safe font such as Arial or Calibri.

Ellograph CF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?*[.,;)

Major headlines, titles, special texts, quotes...

Cum soluptibus, omniscipis ium que voluptu riorian tiatur, sit, corepe nimenectem escium aut quo maximol estrum que voloriae et fugia cullaborunt praecte que dolut liqui volorec ttemporro voluptaes mincta consed quo cores apit omnis sintur, occum quiatur? Offici verestin corro qui adi aut ius, aborro ommolupta sit volore vendi aut inctur aut eos is estio. Et qui duntiae imus doluptibus es asperum dolupta nos unt et ut velitet aut lit estio. Aboriasperis et ipsaest ibuste possentur, te dus di rat esed que solut dolorehenis



The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules.

For further information please contact:

info@iepb-project.eu



Co-funded by
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