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Logo Guidelines

GOPROFOR Med

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WHAT THIS MANUAL IS USEFUL FOR

Brand Book holds rules and standards aimed to build the proper visibility of the GOPROFORMED logo and to simplify the creation and maintenance of a corporate identity.

The corporate identity is the key element by which all products and messages are externally perceived as coming from the same subject. It achieves such goal when various communication phenomena are consistent each other.

This manual codifies each communication element on the base

of application parameters as much clears, coherent, flexibles and identifiable as possible. It is even finalised to provide practical and operative information for everyone involved in the logo usage.

Having stylistic guidelines and brand manual helps to hold the taken direction and, at the same time, ensure consistency and fairness regarding the logo usage in the various communicative contexts and instances.

LOGO CREATION AND STRUCTURE

The study of the logo, the use of graphic features and the chromatic selection arise with the aim to keep a connection with the LIFE GOPROFOR project (www.lifegoprofor.eu).

Starting from the existing base of the previous logo, we chose to rework it by overlaying on the icon of a "marker pin", used in maps to indicate an exact point. This "marker" leans on a green rectangle which evokes, in a stylized manner, the Mediterranean scrub. Then, the rectangle turns into an arrow, indicating the word MED, which aims to emphasize the engagements of several countries in the project.

MARGIN TO BE KEEP

The logo needs minimum margins of respect to be always correctly visible, without further graphic elements affect its readability.

The margins sizes of respect have been established based on the height of the letter G in the word "GOPROFOR" of the logo.

The space may be larger than this measure, but never less. The compliance requirements of margins have to be applied even if only the pictogram is used.

MINIMUM SIZES AND MANDATORY INSTITUTIONAL LOGOS

The minimum size of the logo has been established to facilitate the correct display and the readability of all elements. Thereby, the logo may be bigger but never smaller than the indicated sizes.

The GOPROFORMed logo must always be paired with the LIFE and NATURA2000 logos; both European logos, combined with the GOPROFORMed logo, must be applied to a reduced size of about 50% compared to the project logo.

LOGO FONT

There are two font types for the logo and payoff, both free fonts by Google. JOST Semibold, a sans serif font, has been used for GOPROFOR word, marked by modern and institutional style at one time (link for download the font: https://fonts.google.com/specimen/Jost?query=jost).

Instead, East Sea Dokdo regular has been used for the writing MED. It is a sans serif font as well, but it shows a "brushstroke effect" and pronounced vertical lines (link for download the font: https://fonts.google.com/specimen/East+Sea+Dokdo?query=east+se).

JOST semibold

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

East Sea Dokdo regular

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

SUPPORT FONT

The logo support font needs to be suitable for readability of longer texts (both on screen and printed), thereby JOST font and its variants have been used for this reason.

If there is no chance to get access to this font, we authorize the use of CALIBRI font as a replacement.

JOST LIGHT
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST LIGHT ITALIC
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST REGULAR
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST ITALIC
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST MEDIUM
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST MEDIUM ITALIC
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST BOLD
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

JOST BOLD ITALIC
ABCDEFGHILMNOPQ
RSTUVWXYZ
abcdefghilmnopqrstuvwxyz
1234567890!?£%/>°

LOGO AND COLOR CHART

The chromatic selection of the logo is inspired by the blue and green of the GOPROFOR project logo: both colours, however, have been turned towards brighter shades in order to differentiate it from the logo of the "previous" Life GoProFor project (www.lifegoprofor.eu). A third colour, the red, has been added to make clearly visible the inscription Med, since it represents an important term to underline the Mediterranean nature of this Life project.

C:91 M:61 Y:2 K:0	C:84 M:14 Y:92 K:2	C:12 M:100 Y:87 K:3
#165fa8	#009346	#cd1427

ALLOWED COLOUR VARIANTS OF LOGO

A logo should be applied, if necessary, also in monochrome and grayscale mode and on coloured backgrounds, in order to be clearly visible and recognizable.

Thanks to these three versions there is certainty that the logo does not lose legibility even if applied on different materials and colours.

For example, the logo, can be applied in its totally white or black version on coloured backgrounds, depending on the specific colour and the best legibility of the logo itself.

BLACK

GRAYSCALE

COLOURED BACKGORUND

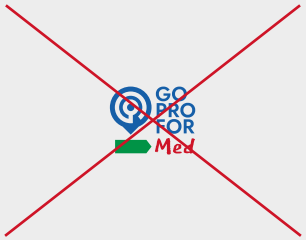
BANNED USE OF LOGO

Usage of logo in alternative colours than those indicated, inverting colours and institutional elements, distorting/deforming the image and reducing the minimum size is not allowed.

Here, some examples of INCORRECT use of the logo.

SKEWED LOGO

REVERSED LOGO ELEMENTS



MINIMUM SIZES NOT RESPECTED

USE OF NOT ALLOWED COLOURS

ELEMETNS WITH NOT ALLOWED PROPORTIONS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

COMPLIANCE MARGIN NOT RESPECTED

EXAMPLES OF CORPORATE IDENTITY

Here, some products examples useful to convey a coordinated and coherent image of the logo and of the subject it represents.

If designed and built with criteria and strategy, the balanced image creates and transmits a message of solidity and consistency of the project to the recipients.

LIFE21-NAT-IT-LIFE GOPROFOR MED 101074738
WWW.LIFEGOPROFORMED.EU
TITLE LORE IPSUM DOLOR SIT AMET CONSECTETUR
Phasellus molestie dolor risus, non bibendum enim malesuada et.
Maecenas ornare nulla vitae eleifend fermentum

GO
PRO
FOR
Med
LOREM
IPSUM
Quisque id euismod purus

GO
PRO
FOR
Med

LOREM
IPSUM
QUISQUE ID
EUISMOD PURUS
GO
PRO
FOR
Med

GO
PRO
FOR
Med
Life
NATURA 2000
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

LOGO MADE BY

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