



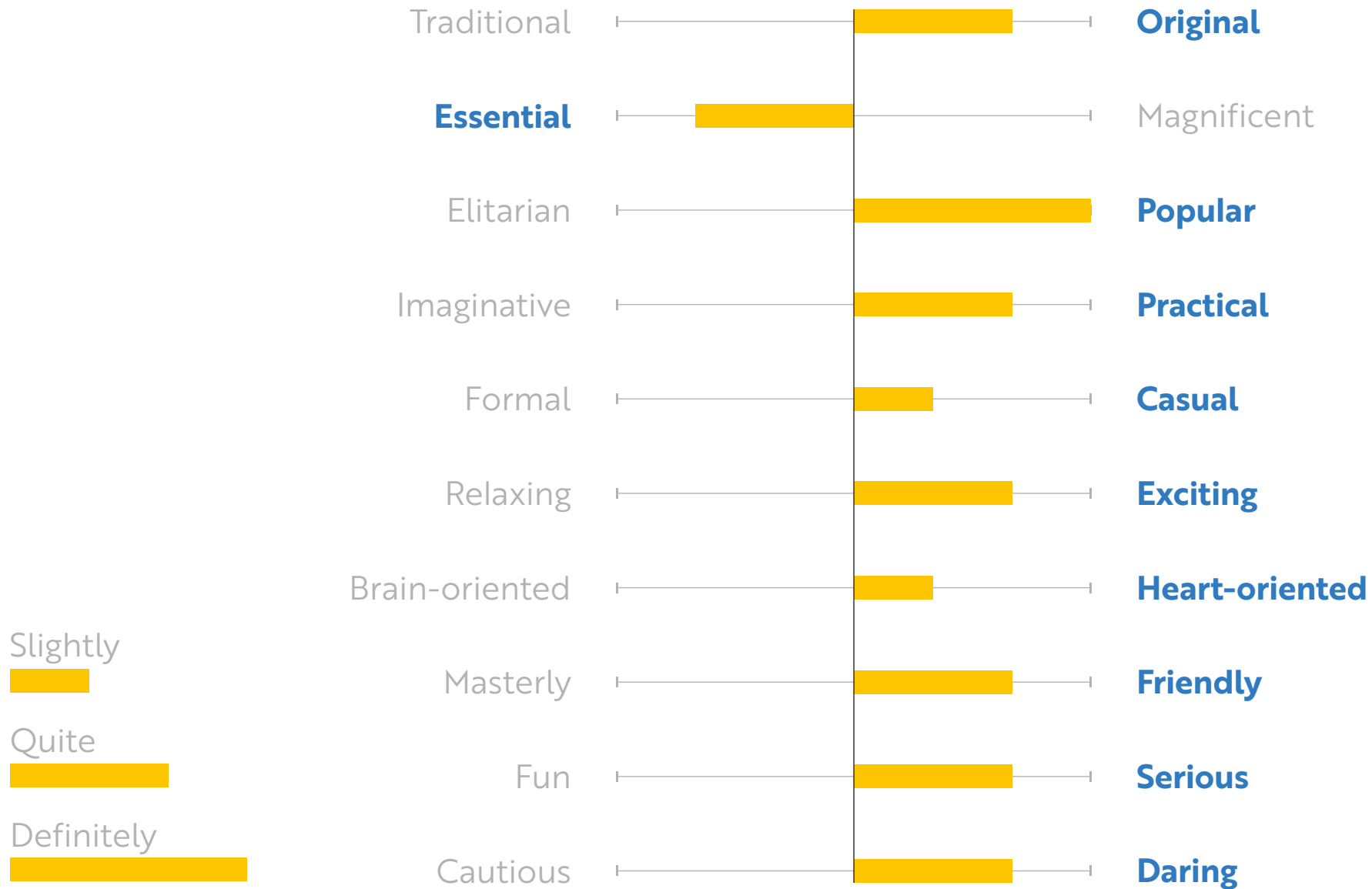
SOCIALRES



SocialRES aims to define an original, daring and popular call-to-action. The project speaks to those who work to improve the renewable energy system but aims to involve the citizenship.

The logo expresses the key message of SocialRES personality: **we all together can make a difference**. The hands hold each other in a virtuous circle, with the energy at its center. The attitude is bold, positive and stimulates participation.







SOCIALRES



SOCIALRES

Together we make energy



SOCIALRES



SOCIALRES

Together we make energy



Social blue



White / light photos



Other colors / dark photos



 Avoid the use of the logo on yellow backgrounds.



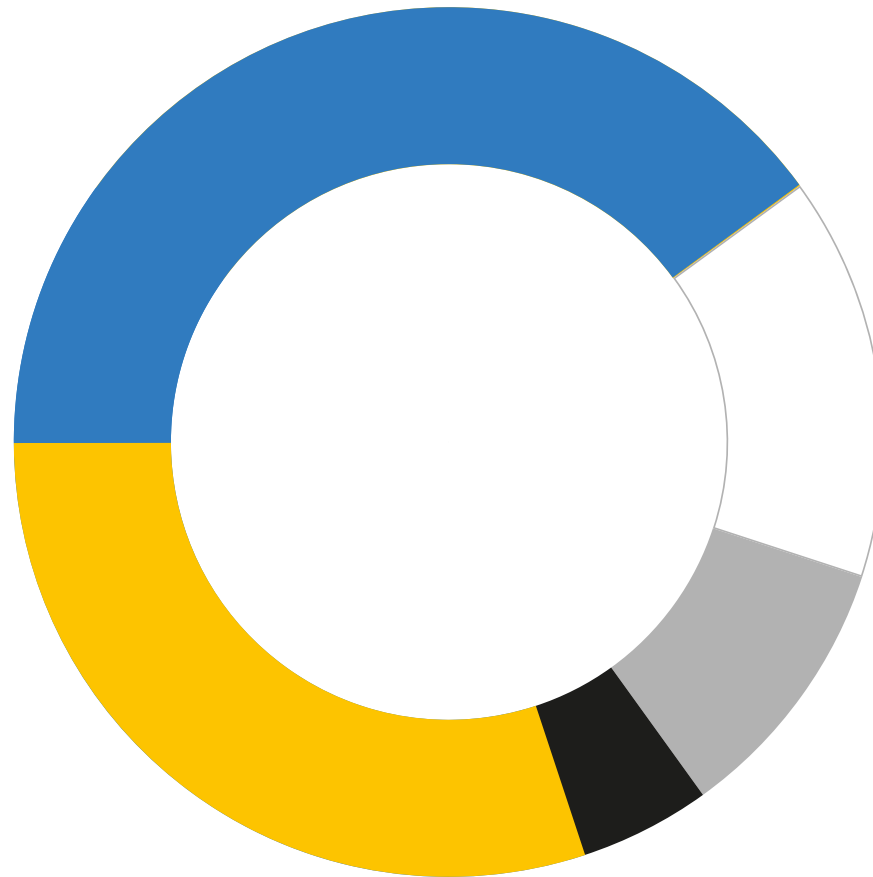


Social blue

C80 M45 Y0 K0
R48 G123 B191
#307abf

Energy yellow

C0 M25 Y95 K0
R253 G196 B0
#fdc300



White

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Grey

C0 M0 Y0 K40
R178 G178 B178
#307abf

Black

C0 M0 Y0 K100
R0 G0 B0
#000000



Brother 1816

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Brother 1816

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

 On MS Office applications (or whenever identity fonts are not available) please use Trebuchet MS Font family as a fallback solutions.



SOCIALRES

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:

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Version 1.0 - Latest update: July 2019



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 837758.