



Redesigning the Primary Sector for Maximizing Bioeconomy Development

A large, semi-transparent orange circle is located in the top-left corner of the page.

PRIMED Corporate Identity Manual

By Estefania González and Anna Martí

A large, semi-transparent green circle is located in the bottom-right corner of the page.

THE LOGO



The PRIMED brand is centered around its logotype, which features a combination mark comprising the project's name and a symbol. By using this logo correctly and consistently in all official communication materials, the target audience can easily recognize and associate the material with the PRIMED brand.

THE LOGO

The PRIMED logo features the project's name in the '**Fira Sans ExtraBold**' font, which is a monospaced display typeface with a subtle, elegant, and minimalist character.

The logo's symbol consists of three-coloured blades that when working together create a circle that speaks about the circularity and cooperation between the 3 different industries that are involved in the project.

- **Blue** for fishery,
- **Green** for forestry
- **Yellow** for agriculture and food



SAFE AREA

A safety area has been established for the logo, which indicates the minimum distance that should be maintained between the logo and any other graphical element or text.

This safety area will be determined by the height of the letter P within the logo.



LOGO APPLICATIONS

To ensure that the logo is versatile and maintains its effectiveness across different materials, textures, and situations, various logo variants have been created. These specific variants are the only ones considered acceptable for proper use of the brand image. When using the logo on dark backgrounds, the white variant should be utilized, whereas the black variant is recommended for light backgrounds.

Main Logo



Positive b&w
Logo



Negative b&w
Logo



LOGO IN SQUARE



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Main Logo



Positive b&w Logo



Negative b&w Logo



LOGO APPLICATIONS



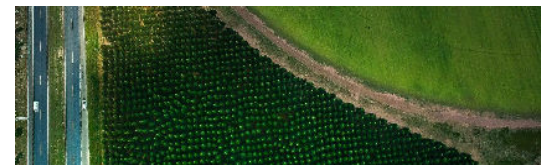
When there is the need to apply the logo to different backgrounds these are the correct examples to follow:

Dark non-corporate
color background

Light non-
corporate color
background

Dark image
background

Light image
background



LOGO'S MISUSES

These are the rules of the use of the logo for the different materials. Each one of the rules is followed by its example. Any doubt about the use of the logo should be directed to the graphic designer.



1. Don't stretch
2. Don't add effects
3. Don't place over busy backgrounds
4. Don't change the colour
5. Don't rotate
6. Don't flip
7. Don't write words in the style of the logo

FONTS

We have officially selected Reem Kufi and Source Sans Pro as the fonts to represent the PRIMED brand. Reem Kufi will be used for only short headings in a power point presentation and Source Sans Pro for the rest of the text and the word document. Both fonts are available on the following links and accessible to all. They come in regular, bold, and italic versions and can be used interchangeably.

REEM KUFİ

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

Z

Abcdefghijklmñopqrstuvwxyz

Download [here](#)

SOURCE SANS PRO

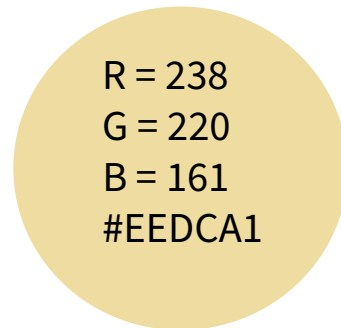
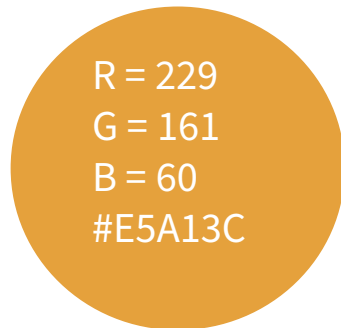
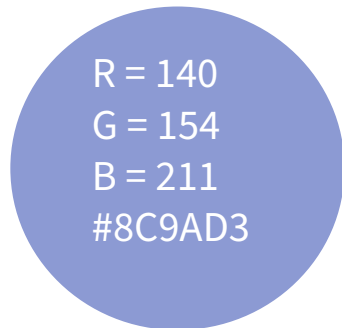
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

Abcdefghijklmñopqrstuvwxyz

Download [here](#)

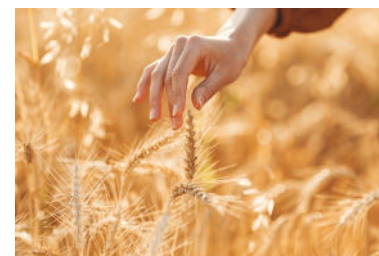
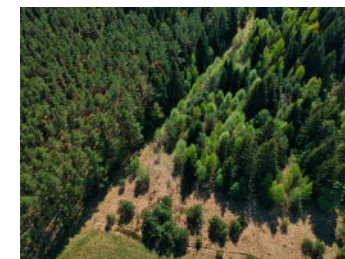
COLOUR PALETTE

Only the following colours are permitted for use in the PRIMED logotype. No other colors may be substituted or used in place of these specific colours.



STOCK IMAGES

The PRIMED brand requires a specific type of images for their materials. On the next page, you'll find some examples of the types of photos that are suitable for illustrating the different materials.



POWER POINT TEMPLATE



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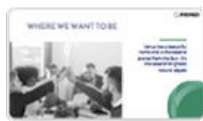
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VIDEO PRODUCTION

1. All videos should be horizontal.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to record in well lit place. Avoid recording in dark rooms.
4. Record only on quiet places and where there are not many people passing by.
5. Choose an appropriate background, nothing distracting. Avoid excessive light on the back.
6. Before start recording make sure that the subject is in focus and with the right light adjustment by clicking on the person face.

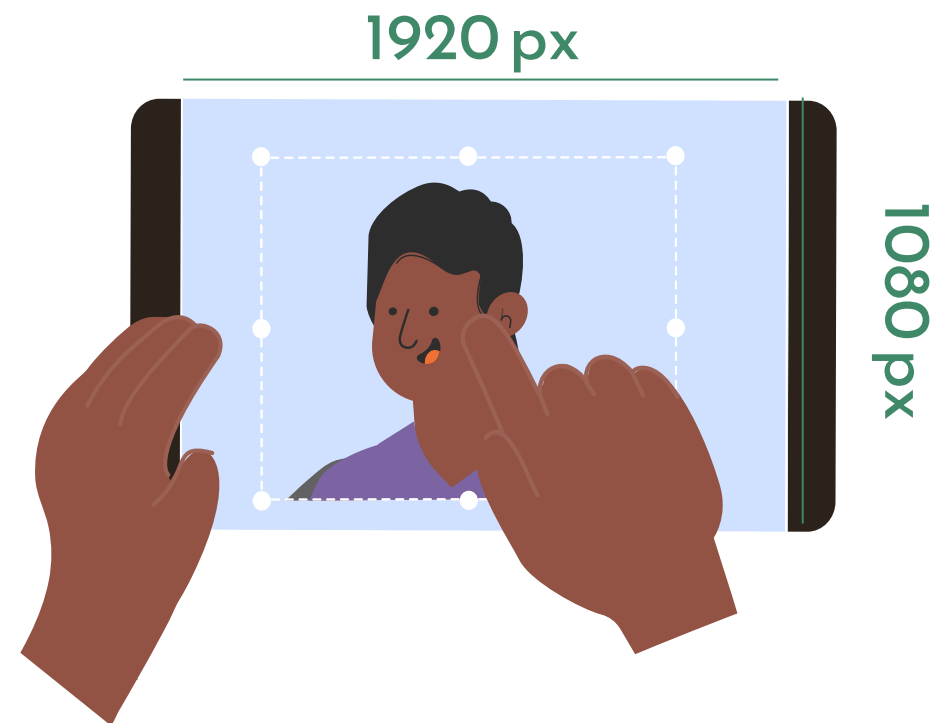
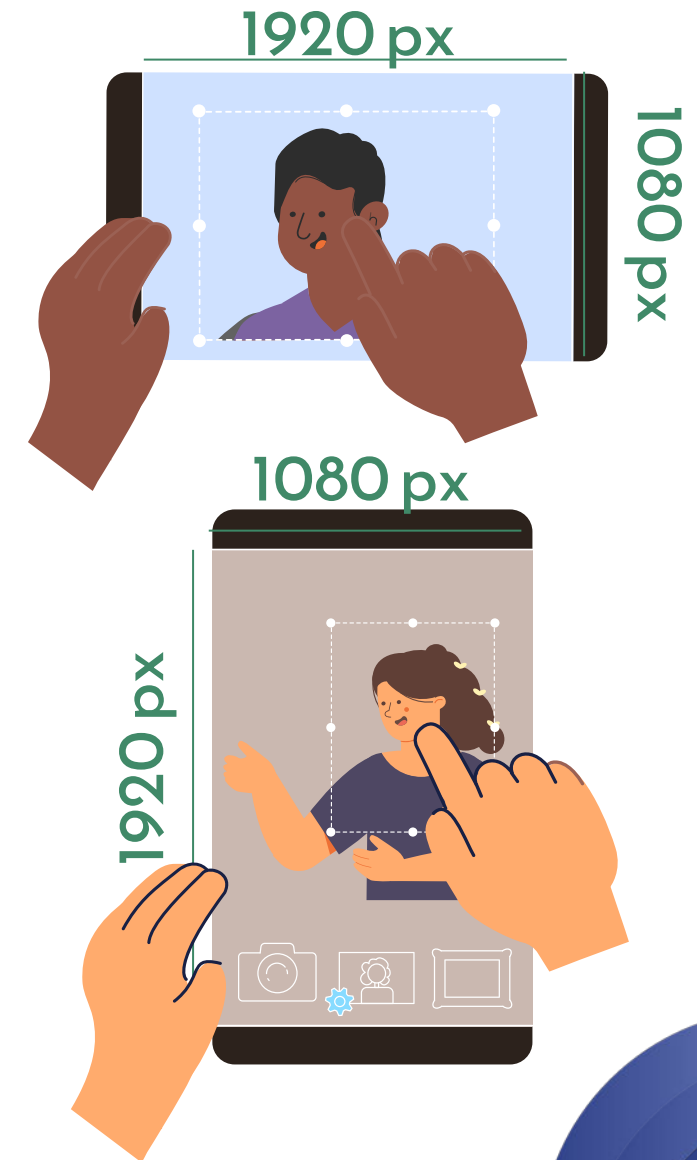


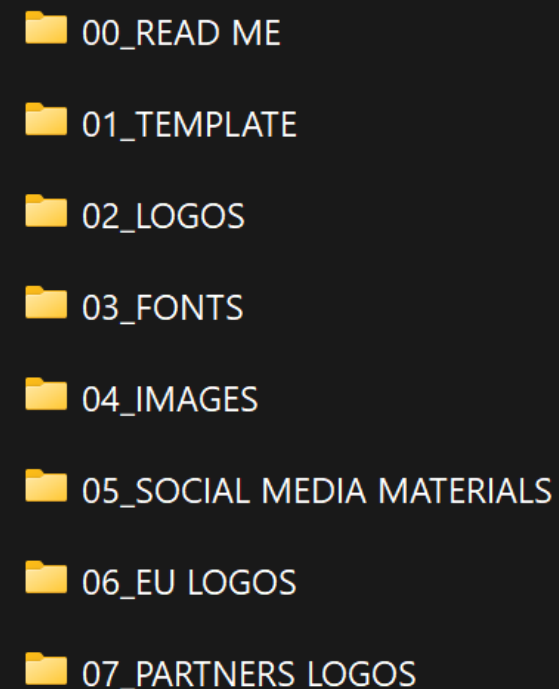
PHOTO PRODUCTION

1. Photos can be both horizontal and vertical.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to make photos with the right lightning. Quality may decrease in dark places.
4. Do not make photos of people with a strongly illuminated background, place the subject or the focus on the areas being illuminated and not the direct source of the light.
5. Before taking the photo make sure that the subject is in focus and with the right light adjustment by clicking on the person face.



COMMUNICATION TOOLKIT

- **00_READ ME** This file was created to make sure the user arrives to this same document where the first instructions are given.
- **01_TEMPLATE** In this file could be found all the templates that have been created for the project There is one Microsoft word empty template, 2 power point empty templates, 2 themes and the most important one the Corporate Image Manual.
- **02_LOGOS** Here there could be found all the different uses and variants of the corporate logo.
- **03_FONTS** This file has the zip files of the corporate fonts **04_IMAGES** In this file it could be found many curated stock images that could be use in the presentations and word template.
- **05_SOCIAL MEDIA MATERIALS** Here it could be found the profile picture and the banners for the social media accounts
- **06_EU LOGOS** Here are the different logos of the EU that should be used in each of the documents with the caption ::“Funded by the European Union Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union Neither the European Union nor the granting authority can be held responsible for them
- **07_PARTNERS LOGOS** Here are the logos of all the partners that are part of the consortium to be used in any communication needed.

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 - 01_TEMPLATE
 - 02_LOGOS
 - 03_FONTS
 - 04_IMAGES
 - 05_SOCIAL MEDIA MATERIALS
 - 06_EU LOGOS
 - 07_PARTNERS LOGOS

THANKS



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