OPERAs

Logo guidelines

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These guidelines have been designed to make the process of displaying the logo both easy to understand and simple to apply.

Ecosystem Science for Policy & Practice

Contents

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www.operas-project.eu/brand

Logo: principles and rationale

The **Logo** is an integral part of the OPERAs brand identity. It contains two parts:

- The **Symbol:** a multi-coloured 'swirl', which is intended to reflect the network of natural and cultural elements that form an ecosystem (the interlocking coloured shapes), with the shape itself suggesting movement and dynamism.

- The **Logotype:** the name of the project 'OPERAs', which is written using a custom-made typeface that is unique to the project.

The **Symbol** and **Logotype** must never be separated and must always appear in the proportions shown.

Visual consistency is very important for the brand. Therefore the logo must not be adjusted, redrawn or modified in any way.

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www.operas-project.eu/ brand

Logo

Symbol

Logotype

Logo: variations

Different variations of the logo are available to suit different uses, as described here.

Full colour logo

This is the standard version of the logo and should be used for the majority of purposes.

A copy of the full colour logo is available from the project website. It is available in two formats:

- A CMYK version, which is optimised for use on full colour printed materials (CMYK refers to the palette of standard printing inks: Cyan Magenta Yellow and BlacK).

- A RGB version, which is optimised for use on electronic materials, such as websites (RGB refers to the palette of standard colours for electronic display: Red Green and Blue).

Further information on the OPERAs brand colours can be found on page 5.

Single colour logo

This version of the logo should be used on printed materials that are produced using a single colour, including black and white.

Reversed or white-out logo

This version should *only* be used when the logo is displayed against a solid background colour. In all other instances use the full colour version.
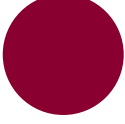
Download elements at: www.operas-project.eu/brand

Logo: colours

The OPERAs brand colour palette is based on the colours used in the logo Symbol.

Please ensure that only these colours are used. You may use percentage tints of these colours when applying the OPERAs brand.

	PRINT: CMYK *full colour printing*	**SCREEN:** RGB *on screen use*
●	C: **62%** M: **84%** Y: **0%** K: **51%**	R: **76** G: **37** B: **90**
●	C: **100%** M: **0%** Y: **47%** K: **26%**	R: **0** G: **124** B: **122**
●	C: **62%** M: **29%** Y: **100%** K: **51%**	R: **70** G: **90** B: **25**
●	C: **0%** M: **22%** Y: **100%** K: **0%**	R: **254** G: **201** B: **0**
●	C: **0%** M: **43%** Y: **100%** K: **0%**	R: **245** G: **162** B: **0**
●	C: **0%** M: **100%** Y: **48%** K: **51%**	R: **139** G: **1** B: **50**
A	C: **0%** M: **0%** Y: **0%** K: **80%**	R: **88** or **51** G: **88** or **51** B: **90** or **51**

OPERAs

Logo: minimum size and clear space

Minimum recommended size

The minimum recommended size for displaying the OPERAs logo is 25mm across *(for print use)* and 150px across *(for on screen use)* the full width *as shown.*

It is important to avoid displaying the logo at smaller sizes, as this can cause the logo to become unclear or illegible.

25mm or **150px**
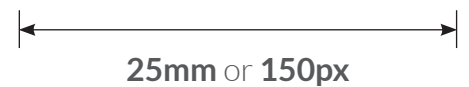
Clear space

The logo requires a certain amount of clear space around it to ensure it is not 'crowded' by any other content *(such as other logos, images or text).*

The exact amount of clear space is left to the discretion of the designer, but there must be a minimum amount of space around the logo *as illustrated below.*

The distance shown is derived from the letter 'O' used in the Logotype. This proportionate distance is the minimum clear space allowed around all points of the logo.

Logo: positioning

Where possible, the logo should be displayed in the top left-hand corner of communication materials (such as printed documents and web pages).

A selection of examples are shown here.

Project strapline

The strapline for the OPERAs project is:

Ecosystem Science for Policy & Practice

The purpose of the strapline is to promote the focus of the project **("Ecosystem Science")** and its areas of application **("for Policy & Practice").**

Ideally, the strapline should be displayed either as one continuous line or split over two, *as shown in these two examples.*

Where possible, the strapline should be displayed in conjunction with the logo. This is not an essential requirement – for instance, there may not be sufficient space to include the strapline on some materials. It should however be included where space allows, as it plays a useful role in helping to communicate the relevance of the project to target audiences.

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Colour strip & Gradient

In addition to the logo, the OPERAs brand features a colour strip and gradient. These can be utilised together or as solo design elements – that can be used to separate headers and footers from other types of content, *as illustrated above, below and in the examples on the previous page (7).*

The colour strip & gradient are also available for downloading from the project website.

Download elements at: www.operas-project.eu/brand

EU emblem (flag): logo usage

Use of the Framework 7 logo was discontinued from 1 January 2014. Instead, project partners should display the EU emblem (flag) and include the following text:

> This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement number 308393.

The EU emblem (flag) must be displayed on all external communication materials produced by the project partners. Where possible, it should be positioned in the lower right-hand corner of the design. The text should ideally be positioned to the left of the EU emblem (flag), *as shown below*.

Download elements at: www.operas-project.eu/brand

Project: partner logo block

A partner logo block has been created and optimised for use on A4 width publications. This includes the project partners of OPERAs and also the EU emblem (flag) and project text.

This is available for downloading from the project website.

Download elements at: www.operas-project.eu/brand

**The logo should always be obtained from approved sources
such as the project website:**

www.operas-project.eu/brand

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