



***Styleguide***  
***and Rules for Publication***



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037104

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# Introduction

## This document contains:

- The *RethinkAction* logo and its use
- Guidance on the fonts and colours
- The rules for publications and specific applications in the *RethinkAction* project

In order to ensure visibility of the *RethinkAction* project activities and deliverables, the project partners should use the *RethinkAction* logo as further specified in this styleguide.

The rules are binding for all publications, seminars, websites, press releases and press articles that partners produce in the framework of this project. For scientific articles and publications, specific rules will be defined.

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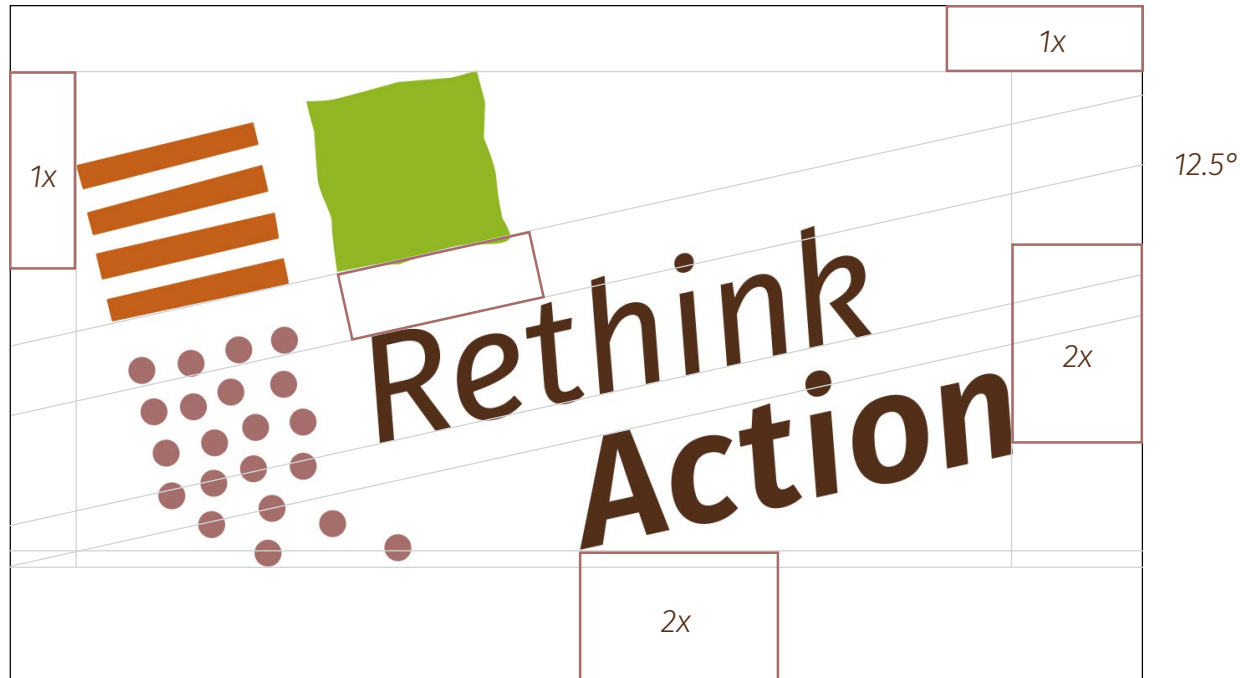
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## Logo



This is the final logo for the *RethinkAction* project. With the squares the logo focuses on the land-use which needs to be adressed to counter climate change. Researching these aspects *RethinkAction* activly drives a change and is therefore graphically included in the circle. Due to the slight angle the logo gets an active appearance, that shall demonstrate that *RethinkAction* will encourage change referring to sustainable land-use solutions.

## Logo and White Space



We recommend to create some white space around the logo. Due to the inclination of the logo, it tends to stay on the left, so it needs a smaller and a larger white space. This results from the distance between the image element and the name. It will not always be possible to keep this exact white space. The representation of the distance is just an orientation to understand and apply the optimal positioning of the logo.

# Logo Size

The size of the logo depends on the application and the elements it will be combined with. The logo size can be adapted to the application. It should be oriented on the three presented logo sizes (for print), but can always be larger than the smallest logo size (3).



50 mm

**1**

Logo size 1 (50mm) is the optimal size of the logo, that shall be used if there is enough space around it



37 mm

**2**

Logo size 2 (37mm) is used as standard for all DIN A4 applications (e.g. for headers of newsletters, publications, deliverables)



20 mm

**3**

Logo size 3 (20mm) is the minimum size. The logo must not be smaller, otherwise the readability of the word mark is no longer guaranteed

## Logo Variations



*Web (RGB) or Print (CMYK)*



*Greyscale*



*Black*



*White*

The logo will mainly be used in colour for print (RGB) and web (CMYK). For printing systems allowing no colours, please use the greyscale logo. For bitmap printing please use the black logo and the white logo if the background-colour is too dark for the coloured logo (also see *Logo and Background*).

## Misuses



This page illustrates some examples of incorrect applications of the logo. The *RethinkAction* logo should never be stretched, skewed, angled, cropped, reconfigured or in any other way manipulated. Please always pay attention to how well the logo can be seen on the background. Don't use the coloured logo on a background that is in the logo colours, too colourful or bumpy. Moreover please don't use the greyscale logo on coloured background.

## Logo and Backgrounds



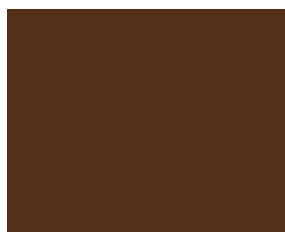
The application of the *RethinkAction* logo on a background is not clearly definable and may lead to improvisation. The basic principle is to preserve the colour integrity of the signature with maximum contrast. A selection of the background colour palette can be seen in the first line of this page (more defined in *Colours*). If the background colour is too colourful or bumpy please use black or white, if it's too dark please use the white logo.

## Logo and Catchphrase



This catchphrase of *RethinkAction* is to be used in order to highlight the overall aim of the project. It is not necessary when using just the logo, but the catchphrase should never be used without the logo. Please use it the way it is presented on this page. If using a background colour the catchphrase will be on this background, while the logo is next to both. In case you use the *RethinkAction* logo together with this phrase, always maintain at least the minimum amount of clear space around the logo to preserve its integrity.

## Primary and Secondary Colours



### ***RethinkBrown***

CMYK: 44/72/85/57

RGB: 83/47/26

HEX: #532F1A



### ***RethinkCopper***

CMYK: 18/73/100/6

RGB: 196/95/24

HEX: #C45F18



### ***RethinkOldRose***

CMYK: 32/61/51/8

RGB: 166/110/107

HEX: #A66E6B



### ***RethinkGreen***

CMYK: 49/9/100/0

RGB: 145/183/35

HEX: #91B723



### ***RethinkBlue***

CMYK: 44/7/9/0

RGB: 138/198/219

HEX: #8AC6DB



### ***RethinkYellow***

CMYK: 0/24/94/0

RGB: 255/196/33

HEX: #FFC321

This are the primary colours of the logo used for the typography as well as the secondary colours to offer a wider colour palette to use for for example tables or icons. Please always reproduce this colours with maximum fidelity.

## Background Colours

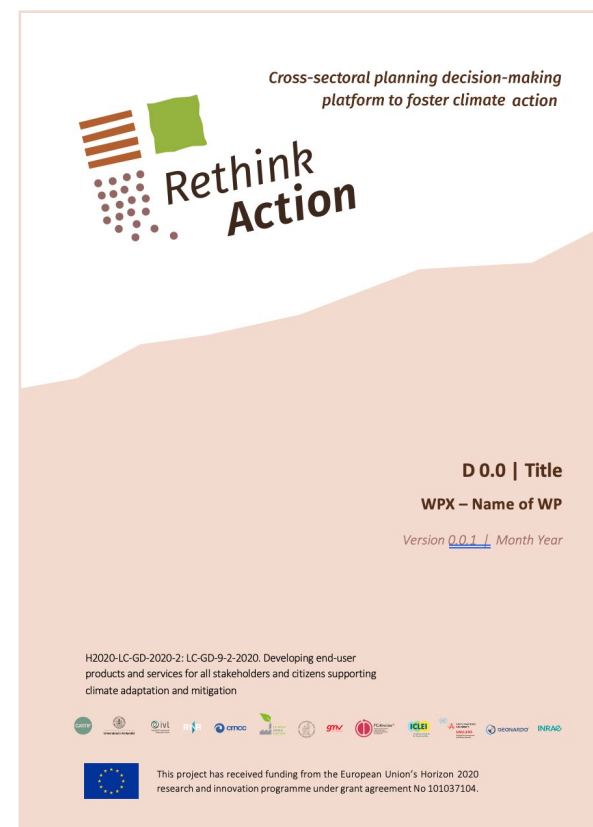
100%					
50%					
<b>RethinkTurquoise</b>	<b>RethinkGreyBlue</b>	<b>RethinkSoftRose</b>	<b>RethinkYellowLight</b>	<b>RethinkGreenLight</b>	<b>RethinkApricot</b>
CMYK: 24/0/26/0 RGB: 193/227/201 HEX: #C1E3C9	CMYK: 19/4/11/0 RGB: 204/223/222 HEX: #CBDFDD	CMYK: 5/13/15/0 RGB: 239/219/208 HEX: #EFDBD0	CMYK: 1/12/59/0 RGB: 253/220/129 HEX: #FFDD81	CMYK: 19/0/53/0 RGB: 212/228/149 HEX: #D4EA94	CMYK: 0/21/33/0 RGB: 225/208/169 HEX: #ffD0A9

The background colours are mainly used for cover sheets (Powerpoint, Word), for the Website, and will be used for the Social Media Templates. This colours work next to the logo in 100% and under the logo in 50% transparency.

## Background Element



Website (Draft)



Deliverable

The background element represents the ground on which all actions will take place. It appears in the background colours and is placed on coversheets and as a starting page (e.g. deliverable, presentations, website). More applications will be developed in course of the project.

## Typefaces

Fira Sans Light

Fira Sans Light Italic

Fira Sans Regular

*Fira Sans Italic*

**Fira Sans Medium**

***Fira Sans Medium Italic***

**Fira Sans Semibold**

***Fira Sans Semibold Italic***

*Main Corporate Typeface*

Calibri Light

*Calibri Light Italic*

Calibri

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***

*Typeface for using Microsoft Program*

*Fira Sans* is an open source typeface that can be downloaded for free on Google Fonts <https://fonts.google.com/specimen/Fira+Sans>. *Fira Sans* can be used in many languages, as it has almost all special characters available.

*Calibri* is the alternative typeface family to be used for *Microsoft* documents (Word, Powerpoint).

# Fira Sans in Use (Headline)

Semibold (RethinkBrown)  
15 Pt

## Some Insights (Subline)

Semibold (RethinkCopper)  
13 Pt

Regular  
11 Pt

Ficimodio dolecum volupta erendestis. *RethinkAction (Names)* fugiam, sam, cum veles venihil mini dolo con essimi, sedipid undist, odis quam

Italic (RethinkBrown)

Spacing  
20 Pt

quam et evello beritte **will be changed by RethinkAction (important)**

Medium (RethinkBrown)

Justify left

aerions ercium que conse consernam inusciis dia voluptatem quae sendaec tatibusa pres molecuptatur alicius citatiumquis eturem quos aut fugitiatur? Quia nemoluptat. Ratibus volumque inimuscus nis doluptatur senimoluptat aliam, totatur modit esed modit The Website (Hyperlink) labore labo. Officidi test ad eiur aligendit fuga.

Medium Italic (Rethink-OldRose)

Aligendit fuga. Et omnibus eos et hit fugia cullorum (Additional information)

Light (RethinkBrown)  
10 Pt

Comments: Light Italic (RethinkBrown) 10 Pt

The main colour for the typography is *RethinkBrown*. Most of the designs including the *Fira Sans* typography will be done by the *Climate Media Factory* (roll-up, leaflet, brochure, social media templates, ... ). Nevertheless, on this page you get a small insight how the script is used.

**1 Calibri in Use (Headline)** ← *Calibri Bold (RethinkBrown)*  
17 Pt

**1.1 Some Insights (Subline)** ← *Calibri Bold (RethinkCopper)*  
14 Pt

*Calibri Light* 11 Pt | Ficimodio dolecum volupta erendestis. *RethinkAction (Names)* fugiam, isam, ← *Calibri Light Italic (black)*  
con essimi, sedipid undist, odis quam explati re omnis dolenectasin prore,  
*Spacing* 1,4 | cum quam et evello **will be changed by *RethinkAction* (important)** aerions il ← *Calibri (black)*  
consernam inusciis dia voluptatem quae sendaec tatibusa pres molecu san  
*Justified* | citatiumquis Il totatur modit esed modit The *Website (Hyperlink)* labore. ← *Calibri Italic (Rethink-OldRose)*

<sup>1</sup> Author Name, Surname: Title, Subtitle. Publishing House, City, Year, Pagenumber ← *Calibri Light (black)*  
10 Pt

For all Microsoft documents the font *Calibri Light* will be used. The main colour for the typography is black. The headlines will be in *Calibri Bold*, the body text in *Calibri Light*. Other highlighting is explained above. These settings are already set in the deliverable template.

## Graphical Elements



*Agriculture*



*Forest*



*Society*



*Water*



*Rivers*

...



*Talk*



*Publication*

...

The logo inaugurates the possibility to design other elements to be used for the case studies or other icons, which also appear as slightly tilted and activated squares. This application is a draft and isn't set already. It will be further developed in the course of the project.

## European Flag and Text for Publication



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037104.

*EU Flag and Standard Text*

The content of this [text, deliverable, document, ... ] reflect the author's views. The European Commission is not liable for any use that may be made of the information contained.

*Disclaimer*

Instructions for the use of the European flag and various downloadable file formats can be found at:

[https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en). The rules laid out on the website are binding.

According to the *RethinkAction* publication rules, the 'The European emblem should be given appropriate prominence' together with the standard text in a publication. It has to be used in the footer of each page of the document. Moreover the disclaimer has to be included in every document, for example on one of the first pages.

For further information or questions referring about  
the styleguide, please contact the *Climate Media Factory*:  
Catharina Dörr, Email: [doerr@climatemediade.de](mailto:doerr@climatemediade.de)



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