



multiclimact

**DESIGN & BRAND MANUAL**

01

corporate  
logo



# LOGO

## general

The logo comprises two components: the logo icon and logo title. While the icon can be used independently, the title should never be used alone.

### Logo Meaning

The Logo is intended to emphasize the different Elements, that are essential for the enhancement and development of a climate resilient built environment.



multiclimact

### Attention

Unofficial logos, including stylized, animated, or hand-drawn versions, are not allowed as they undermine the logo system and project consistency.

# LOGO

## color variations

### General Logo

The MULTICLIMACT Logo is typically used in color, but there may be situations where the original logo cannot be used.



The light version should only be used on a dark background if the colored version is not suitable.



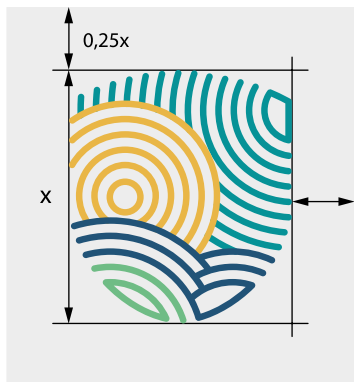
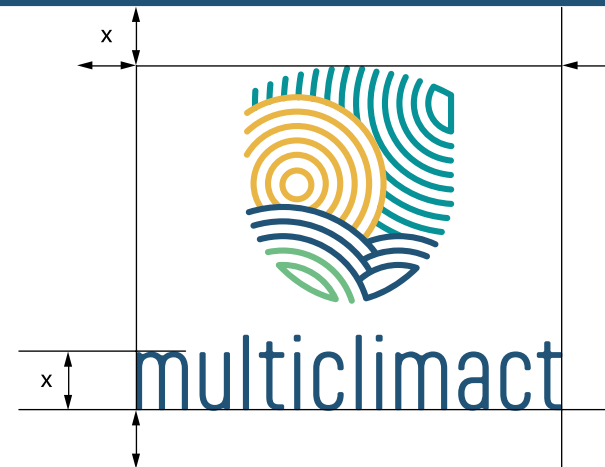
The dark version should only be used on a light background if the colored version is not suitable.

# LOGO

## clearspace, square version

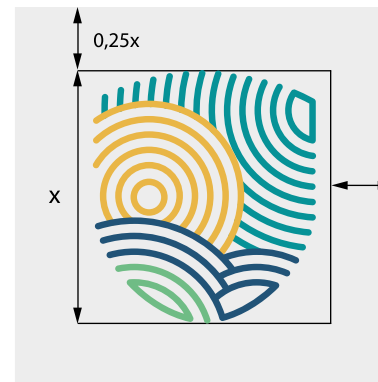
To ensure the logo is protected from graphic elements and other objects, a clear space must be maintained as specified below.

The clear space around the logo should be equal to  $x$ , both horizontally and vertically.



### Clear Space Symbol

If only the icon is used, a clear space must also be maintained around it, which should be equal to a quarter of the icon's height.



### Square Version

The icon may be utilized as the square version of the logo, for instance, when the regular version does not suit the layout or as a thumbnail/symbol representing the project.

02

corporate  
colors



# COLORS

## primary colors

The MULTICLIMACT color palette comprises four primary colors: three cool colors used predominantly and the fourth, a warm color, reserved for highlights.

### MULTICLIMACT | **DARK-BLUE**

CMYK: 90 | 60 | 30 | 20

Pantone: –

RAL: –

RGB: 33 | 83 | 119

Web: #215377

### MULTICLIMACT | **TURQUOISE**

CMYK: 80 | 20 | 40 | 5

Pantone: –

RAL: –

RGB: 6 | 146 | 151

Web: #069297

### MULTICLIMACT | **GREEN**

CMYK: 60 | 0 | 60 | 0

Pantone: –

RAL: –

RGB: 111 | 188 | 133

Web: #6fbc85

### MULTICLIMACT | **YELLOW**

CMYK: 10 | 30 | 80 | 0

Pantone: –

RAL: –

RGB: 233 | 182 | 70

Web: #e9b646

The light green should be used sparingly and selectively to highlight or differentiate elements.

For web use, variations in brightness, such as those for hover effects, are possible.

# COLORS

## secondary colors

There may be some situations where different shades of grey are necessary to use. Those are pointed out in the following.

### MULTICLIMACT | **BLACK**

CMYK: 0 | 0 | 0 | 100

Pantone: –

RAL: –

RGB: 29 | 29 | 27

Web: #1d1d1b

### MULTICLIMACT | **GREY**

CMYK: 0 | 0 | 0 | 60

Pantone: –

RAL: –

RGB: 135 | 135 | 135

Web: #878787

### MULTICLIMACT | **LIGHT-GREY**

CMYK: 0 | 0 | 0 | 10

Pantone: –

RAL: –

RGB: 237 | 237 | 237

Web: #ededed

These colors should not be used as the main colors. However, they can be used in conjunction with the primary colors to create a more interesting design with additional color variations.



# COLORS

## do's

To ensure good readability, there are certain guidelines for the appropriate use of MULTICLIMACT colors.

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

The dominant primary colors, as well as black, may be used on a white background.

On the primary dark-blue background, the primary light color, and white may be used to ensure sufficient contrast between the background and text.

On the primary turquoise background, the primary light color, and white may be used to ensure sufficient contrast between the background and text.

Against the primary green background, the primary dark blue color and black are suitable for use.

# COLORS

## don'ts

Please note that only the designated project colors may be used for the project. There should be no usage of any other colors or color variations.

### **Note for MS Word and MS PowerPoint users**

Microsoft provides various color variations for tables, SmartArts, etc. Please refrain from using these color variations and only use the CI-Colors.

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

The contrast between the background and the text must always be ensured. Avoid using dark colors on a dark background and light colors on a light background to ensure good reading contrast for the sake of accessibility.

Do not use any other color than white or the primary light color for text/symbols on blue backgrounds.

Avoid using the primary light color for text or symbols on green backgrounds.

03

corporate  
fonts



# FONTS

## logo font

The primary font used for the MULTICLIMACT Logo is Aptly, which represents the project. It should also be used for headlines in all graphic templates and publications. If Aptly is not available, please use the alternative secondary font.

PRIMARY FONT  
**APTLY**

Aptly

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

**BOLD**

**REGULAR**

**LIGHT**

# FONTS

## primary text font

The primary font used for text, such as on the website, is Serca, which provides a contrast in the typeface. It should also be used in all graphic templates and publications. If Serca is not available, please use the alternative secondary font.

PRIMARY FONT  
**SERCA**

# Serca

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

**BOLD**

**REGULAR**

**LIGHT**

# FONTS

## secondary headline font

The secondary headline font is used when the logo font is not available (for example in PowerPoint presentations). Since Bahnschrift is one of the system fonts, it is preinstalled on every computer.

SECONDARY FONT  
**BAHNSCHRIFT CONDENSED**

# Bahnschrift Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**REGULAR**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**LIGHT**

# FONT S

## secondary font

The secondary font should be used only when the primary font is not available, such as in Word documents or PowerPoint presentations. Trebuchet MS is a system font that is preinstalled on every computer and can be used as the secondary font.

SECONDARY FONT  
TREBUCHET MS

# Trebuchet MS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**REGULAR**

# Fonts

## typography

To ensure a consistent image of the project, certain rules should be followed for text sections and typographies, regardless of whether it's the primary or secondary font. The following rules apply to MS Word and MS PowerPoint.

### CAPTION TEXT

10 pt Type - Fontweight: Light Italic  
(PowerPoint: 16 pt Type)

*Example for a Caption Text*

### STANDARD TEXT

12 pt Type - Fontweight: Regular  
(PowerPoint: 28 pt Type - Fontweight: Light)

Example for a Standard Text

### HEADLINE

16 pt Type - Fontweight: Regular - Lowercase  
(PowerPoint: 36 pt Type)

example for a headline

### TITLE

36 pt Type - Fontweight: Bold - Capitals  
(PowerPoint: 36 pt Type)

**EXAMPLE FOR A TITLE**



04

keyvisual



# KEYVISUAL

The key visual visually represents the project and its content. It can be used whenever there is space for it, but please note that the key visual may only be used over the entire surface to not diminish its effect. Do not use it as a small image to fill up empty space.

Examples of use:

- As a cover picture (as in the Word template)
- As a title picture (as in the PowerPoint template or on rollups)



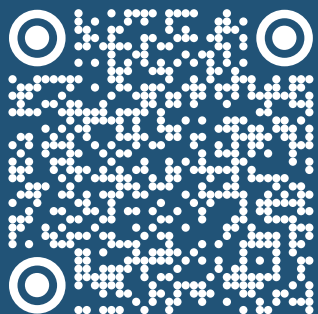
05

use of eu  
emblem and  
funding  
statement



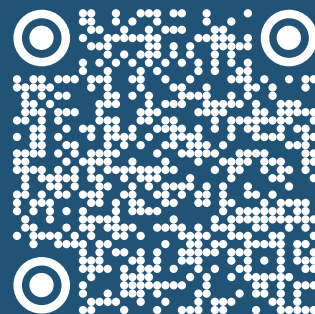
# USE OF EU EMBLEM AND FUNDING STATEMENT

Please note, that there are some rules for the use of the EU Emblem in the context of EU Programmes 2021-2027.



Scan the QR-Code for more information or use the link below:

[https://commission.europa.eu/system/files/2021-05/eu-emblem-rules\\_en.pdf](https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf)



Scan the QR-Code to download the EU-Emblems or use the link below:

[https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)



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