



BRANDBOOK

2024-2027



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LOGO

- Most important identity element of the project - Must be presented in a consistent way
- BIOBUILD's logo is an original artwork composed of the name of the project and a symbol representing green buildings and innovation in construction
- Icons have been specially designed and should not be recreated
- The distance between the letters and the icons should not be changed

Vertical Version



Horizontal Version



Logo Concept

- BIOBUILD's logo concept aims to visually represent and incorporate the project's key elements:
 - **Green:** green panels, wallboards and flooring to symbolize the environmental aspect and focus on sustainability
 - **Energy efficiency:** the vibrant shade of green to convey vitality, the rectangular shape of the house representing the reduction of energy consumption in buildings, the cube structure of the logo symbol retaining thermal energy
 - **Bio-based building material:** the color brown to represent wood and the biomaterial connected to the environment and nature
 - **Innovation:** the interconnectedness between the house and green panels represented through the geometric 3D shape of the logo symbol
 - **Sustainability:** the enclosure-like design, eco-friendly symbols and the combination of colors work together to give a touch of continuity and sustainability

Application

- The preferred version is the coloured version, preferably on a white background. The legibility of the logo is essential.



Black version

- Use only where the colour version cannot be used, e.g. if you are not printing in colour.



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Protection Area

- To prevent other graphic elements overlapping the BIOBUILD logo, a minimum clear space has been established.
- The clear space is equal to the height of the 'L' in the logotype, which is the 'x' height. This can always be enlarged but never minimized.
- The minimum clear space area always remains in proportion to the logo whatever size it is reproduced.



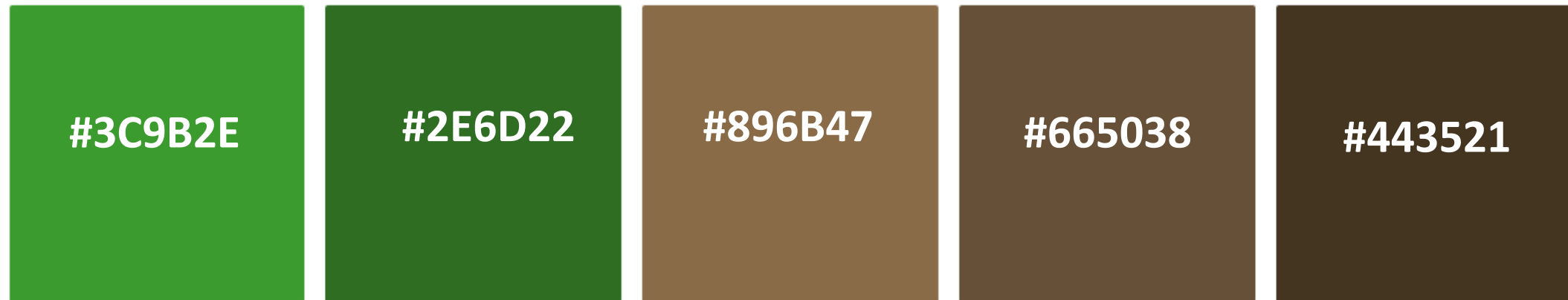
Incorrect Use

- The logo should always retain its original proportions
- The logo must always be readable and visible



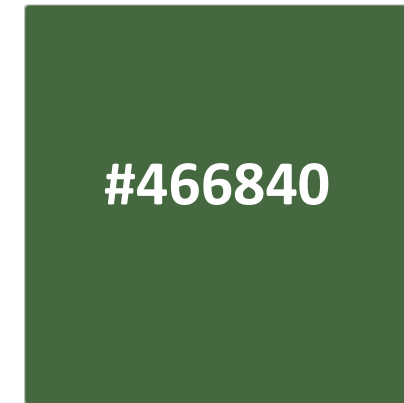
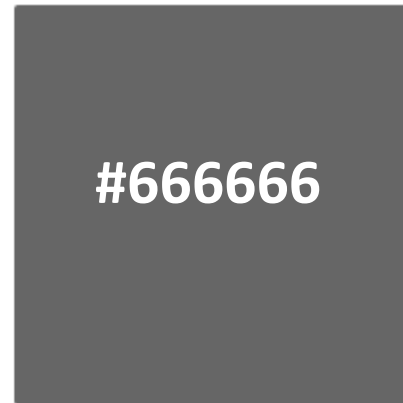
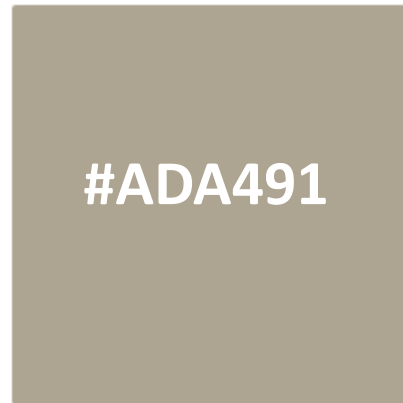
Color Palette

Primary Colors



Color Palette

Secondary Colors



Typography

- **Logo font:** Allumi Std
- **Primary Font:** Open Sans
- **Substitute Font:** Calibri

BIOBUILD

→ **Writing BIOBUILD** – when writing the project acronym, please use all upper-case letters with no gaps in between.

Use of EU Emblem

- The EU emblem is the most important visual brand used to acknowledge the origin and ensure visibility of EU funding of the project.
- The statement 'Co-funded by the European Union' must always be spelled out in full and placed next to the emblem.

Horizontal Version



**Co-funded by
the European Union**

Vertical Version



**Co-funded by
the European Union**

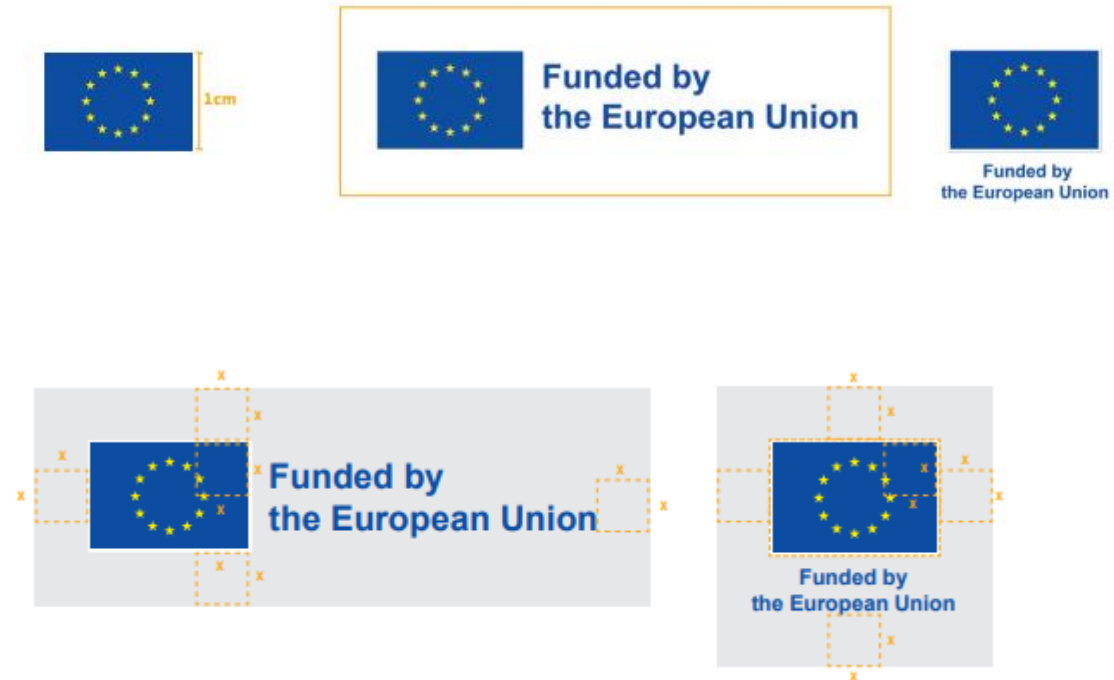
Use of EU Emblem

Correct Use

- All recipients of EU funding have an obligation to communicate and raise EU visibility using the EU emblem and the correct funding reference, mentioning EU support at all stages of the project.
- The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be the same proportion or larger in size as to the other logos.
- Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support
- The preferred version is the colored version, preferably on a white background. The legibility of the logo is essential.

Protection Area

- The EU emblem should always retain its original proportions.
- The minimum height of the EU emblem must be 1 cm.
- The EU emblem must always be readable and prominently displayed, ensuring that it can be easily seen in a given context or visual.
- When using the EU funding statement in a small size, we highly recommend using the horizontal version.



Guide to the use of the EU Emblem :

https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

Co-Branding

- When displayed in association with other logos, the emblem must be displayed at least as prominently and visibly as the other logos
- The beneficiaries may use the emblem without first having obtained approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trade mark or logo, either by registration or by any other means.
- As a recipient of EU funding, BIOBUILD must raise EU visibility using the EU emblem and the correct funding reference, mentioning EU support at all stages of the project.



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Thank you

**For any questions about the use of the BIOBUILD Corporate Identity
please contact:**

Nouhaila Bouhout
Communication Manager, RTDS Association
Email: biobuild@rtds-group.com