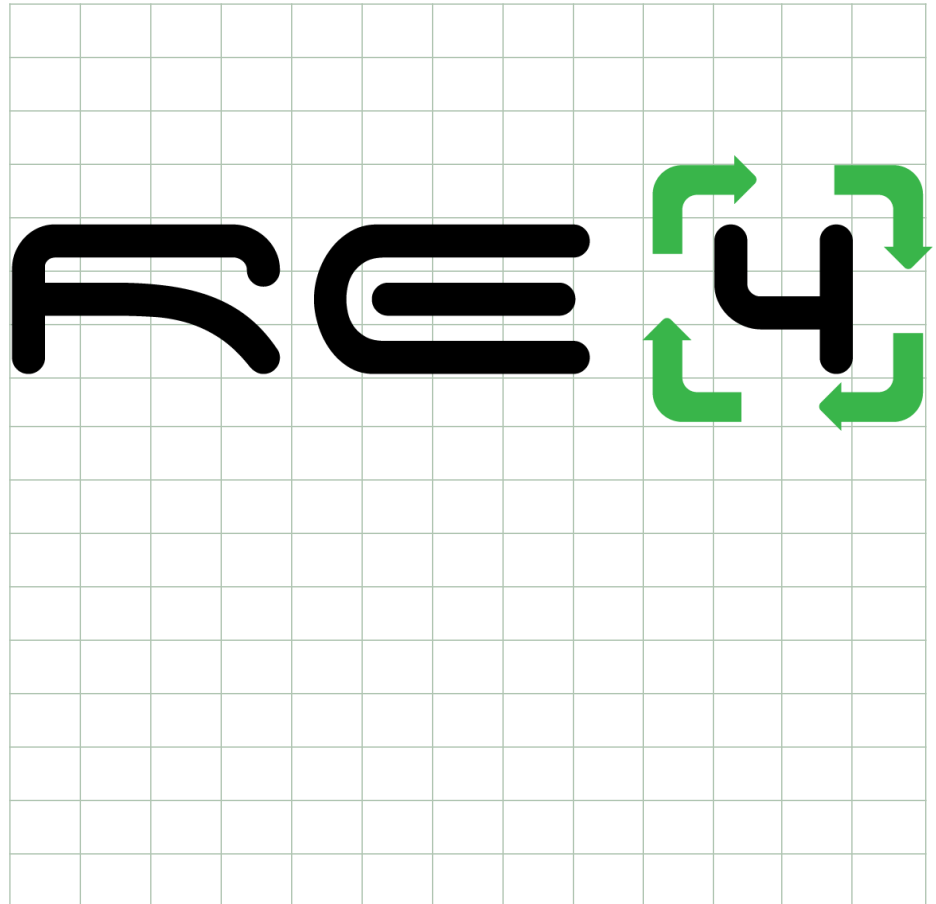# Logo Manual
SEPTEMBER 2016, FENIX

„REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction"

Logo Manual

Master brand logo

The logo is minimalistic and represents reuse/recyclability, both in graphic and the color form. It contains:

- Logo name
- Logo sphere

Logo Manual

RE4 colour palette

The logo is composed of two colors: green and black.

RE4 logo usage

- Full colour - for the documents that requires all spectrums of colours (printed material, web, Microsoft Office tools, etc.).

- Black and white - for the documents that only use black and white spectrum (faxes, black and white printers, etc.).
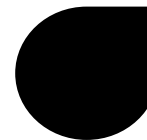
Full color

Black&White version
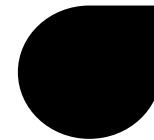
RGB: 57/181/74
HEX: #39B54A
CMYK: 0.6851/0/0.5912/0.2902

53 %

RGB: 0/0/0
HEX: #000000
CMYK: 0/0/0/1

100 %

Logo Manual

Logo clear zone

Logo must be positioned in its own clear space away from design elements such as text and images. This will allow maximum standout of the logo. The clear zone for each signature is calculated by using the interior of the number 4.

Relation to other logos

Keeping always a clear space, RE4 logo should be used at the same height than the rest of the logos. In case the majority of the logos are in a vertical format, RE4 logo should be positioned in vertical as well.

Logo Manual

Typography

- RE4 logo font is unique, designed specifically for the RE4 project.
- Text font used in PowerPoint presentation or Word documents is Calibri/Calibri light in all its formats: regular, bold, italic.
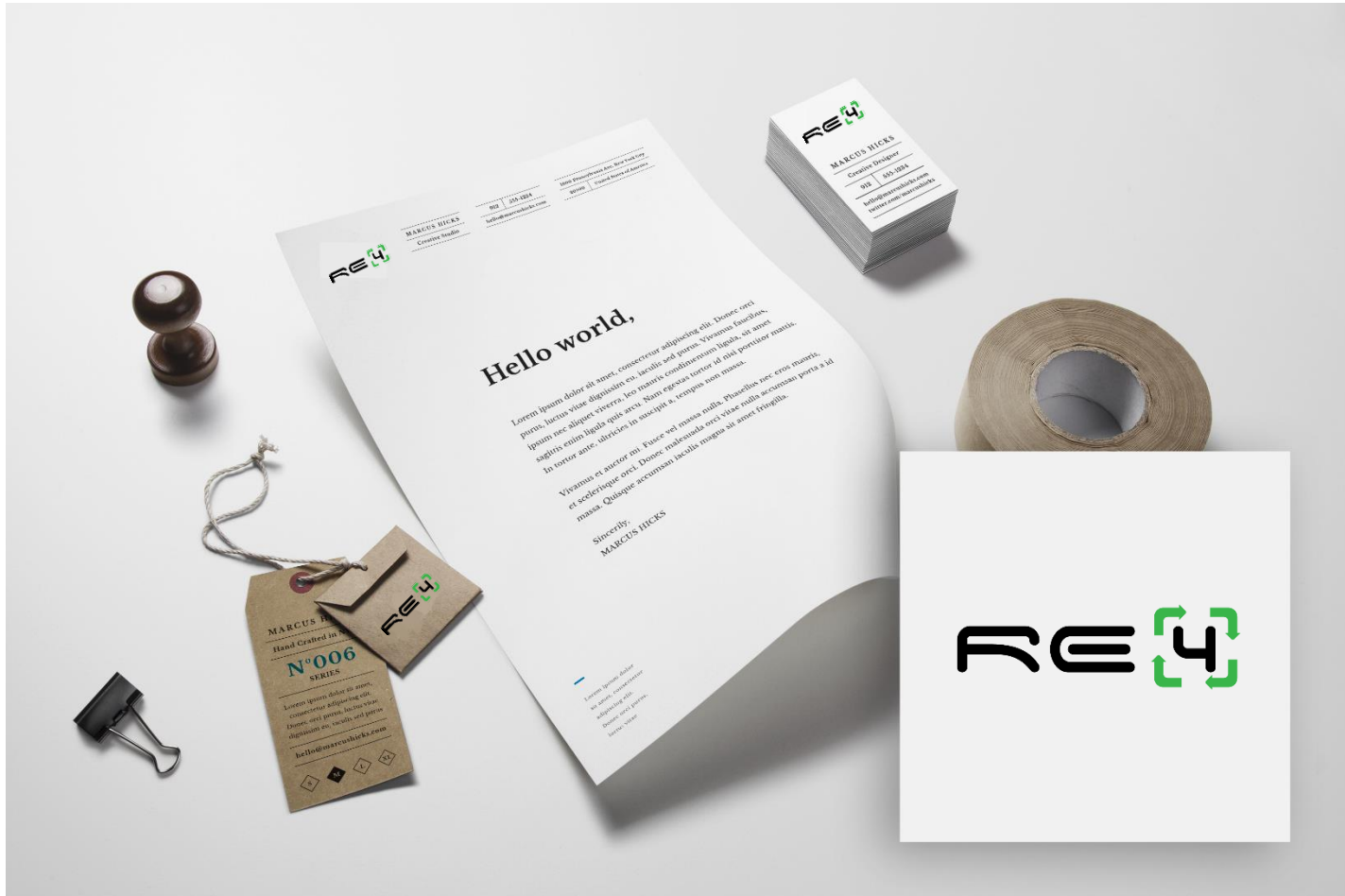
Files formats

- Magazines, newspapers – EPS (CMYK)
- Microsoft office tools (Power point, word, excel) – JPG (RGB), PNG (RGB)
- Website, banners, newsletters, social media - JPG (RGB), PNG (RGB)
- Posters, billboards, signage (big format) – EPS (CMYK)

Note that the PNG file is lighter than the JPG file.

Logo Manual

Applications

Logo Manual

Errors to avoid

- Do not distort any part of the logo.
- Do not change the font of the logo.
- Do not add any effect that decrease legibility of the logo.

correct   wrong   wrong   wrong