InBestSoil

Visual Identity Guideline

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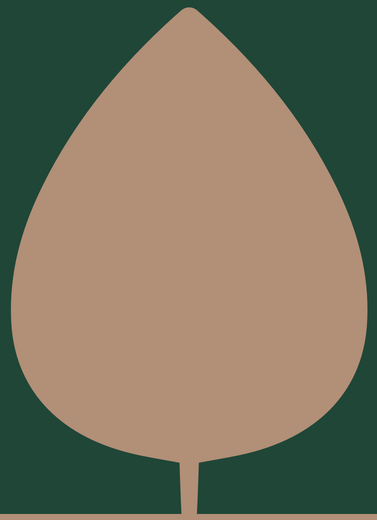
Mission

InBestSoil's mission is to create a framework for investment in the conservation and restoration of soil fertility and to implement concrete measures to protect, restore, and value soils, thereby contributing to increasing human well-being and environmental integrity, in a collaborative process of co-creation and co-innovation.

Vision

We build a sustainable future for the planet's well-being by restoring soil health and enhancing its economic value.



Primary Logo

The addition of the leaf symbol (described below) next to the logotype formed by the two primary brand colors, dark green and brown latte, symbolize the project's connection to nature, soil, and sustainability.

The logo will be used in all communication and visual materials.

InBestSoil

Logomark

Leaf symbol:
symbolises sustainability,
the organic side

Chart symbol:
Abstraction of
an investment

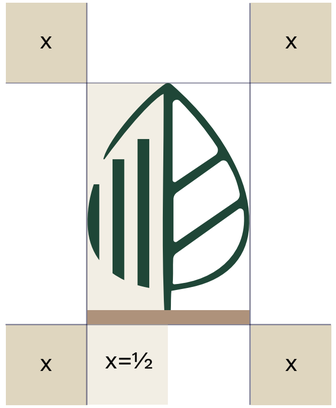
Soil symbol
abstract representation
of the soil

Safety area

Safety area prevents type, imagery or other graphic elements from interfering with the legibility of the logo. You should prevent other graphic elements from encroaching the space around the logo.

Logomark
The minimum safety area around the logomark to 1/2 of the width of the leaf.

Full logo
The minimum safety area around the logo is equal to the width of the leaf.



Minimum logo size

The logo is the most recognisible asset of a brand.
It should always be legible and should not be tampered with.

Minimum Size for Print
In order for the logo to be legible the mark alone should be at least 25mm or 40mm with with logotype.

Minimum Size for Online
For online use, the minimum size of the mark is 70px wide or 225px wide with logotype.

Logo variations

Depending on the background and production method, different colours can be used for the logo. Whenever possible, the primary colour scheme should be used.

Funding logos

Funding logos must be used in official communication materials. Make sure they are visible.

Funded by the European Union

Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

Brand colours

The brand's primary colours are:
saturated emerald green - elegance
ecological, sustainable, nature
brown latte - soil, organic

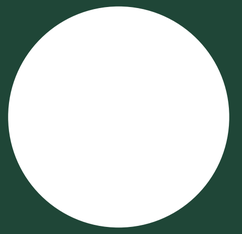
Variations of these colours are available
and can be used depending onthe
background and intention.

When the brand colours cannot be used,
the logo can be black or white.

RGB 193, 157, 123
HEX: #C19D7B
CMYK 22,36,51,10

RGB 23, 73, 54
HEX: #174936
CMYK 87,43,76,50

RGB 131, 160, 150
HEX: #83A096
CMYK 53,24,41,6



RGB 255, 255, 255
HEX: #FFFFFF
CMYK 0,0,0,0

Graphics

The InBestSoil visual identity is varied and diverse in its forms and graphics, and is derived from the InBestSoil logomark.

Fill

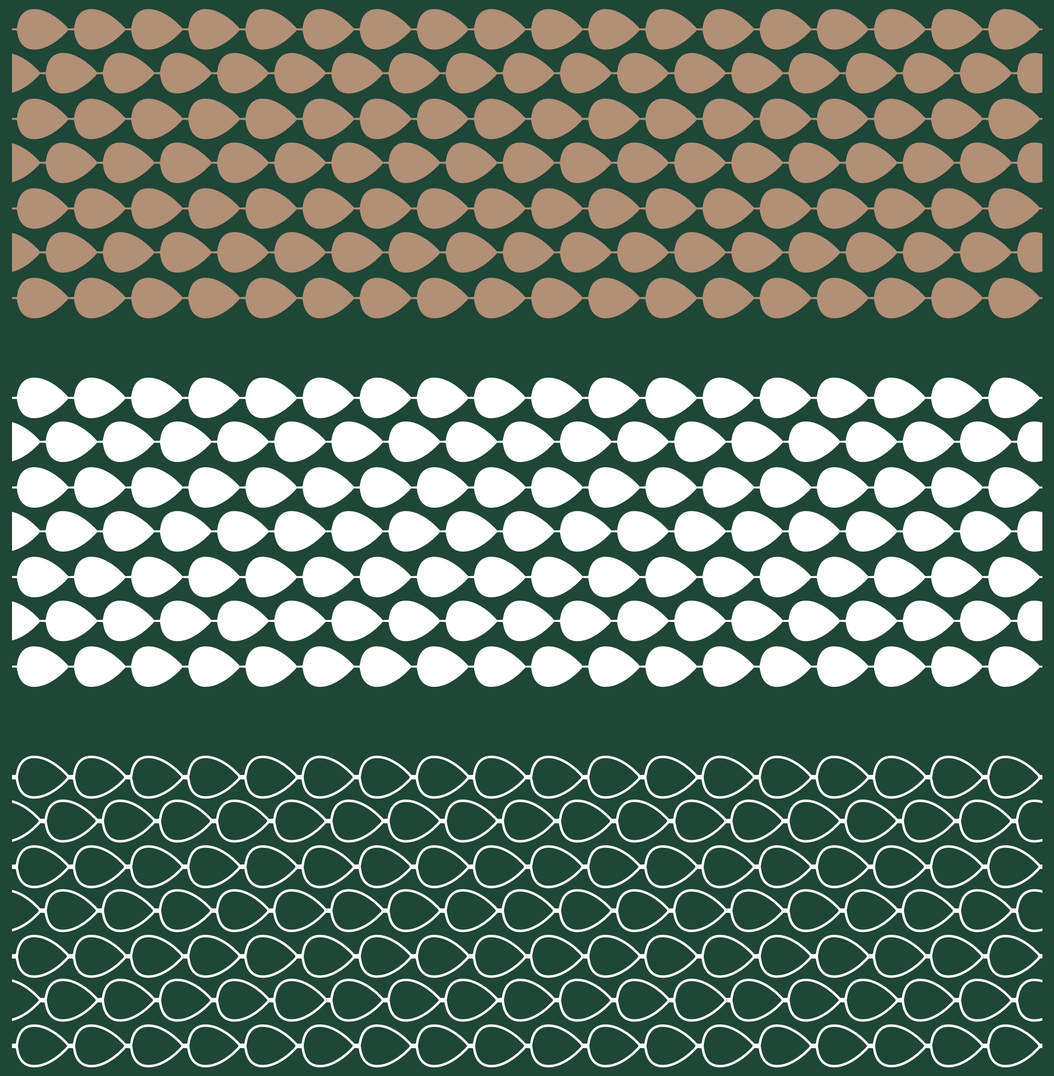
Graphics can be applied in solid colors, or filled with images.

Cutout

The graphic can be used as a cutout.

Pattern

Patterns can be use as an element that can make a difference within the visual communication.



Typography

Typography is a key element in creating inspiring brand personality. Its consistent use communicates the brand clearly and generates recognition and differentiation by all audiences.

Unbounded is the main font of InBestSoil.
It can be used for headlines - Unbounded medium or for subheadlines - Unbounded light capitals.

Unbounded can be downloaded from Google Fonts.
https://fonts.google.com/specimen/Unbounded

Aa

Unbounded medium

ab c d e fg h i jk l m n o p q r v st u v w x y z

A B C D E FG H I J K L M N O PQ R V S T U V W X Y Z

Aa

UNBOUNDED LIGHT

A B C D E FG H I JK L M N O P Q R V ST U V W X Y Z

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

Typography

Noto Sans is CIAA's auxiliary font. It should be used for texts in light, regular,medium, and bold.

The italic version should only be used in specific cases.

Raleway can be downloaded from Google Fonts.
https://fonts.google.com/specimen/Raleway

Raleway Regular - Body text

ab c d e fg h i jk l m
n o p q r v st u v w x y z

A B C D E FG H I J K L M
NOPQRVSTUVWXYZ Aa

Raleway Medium

ab c d e fg h i jk l m
n o p q r v st u v w x y z

A B C D E FG H I J K L M
NOPQRVSTUVWXYZ Aa

Raleway Bold

ab c d e fg h i jk l m
n o p q r v st u v w x y z

A B C D E FG H I J K L M
NOPQRVSTUVWXYZ Aa

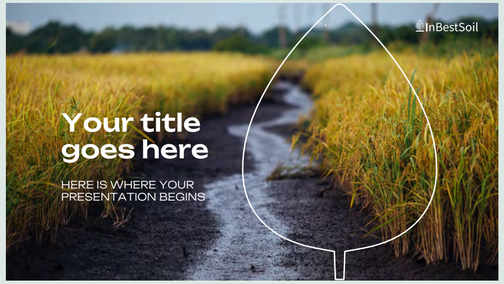
Photography

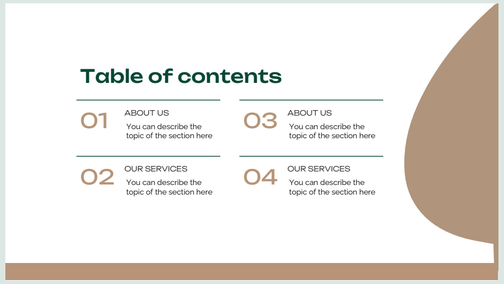
In terms of photography style, we aim to showcase the beauty of the natural environment and soil's importance in the ecosystem through real field pictures or stock images that illustrate plants, agricultural lands, and soil. As the InBestSoil project promotes the idea of healthy soil, we try to combine wide landscape pictures with close-up shots, picturing plant details and soil.

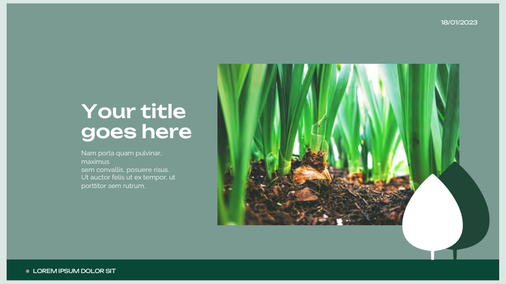
We can incorporate images with a human touch, with people in nature or working in the field.

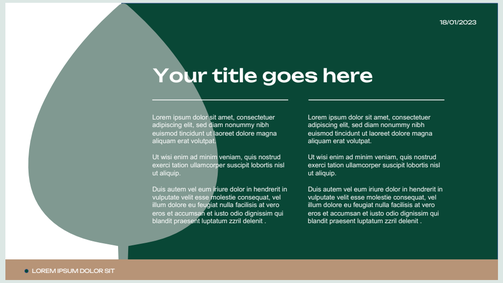
Applications

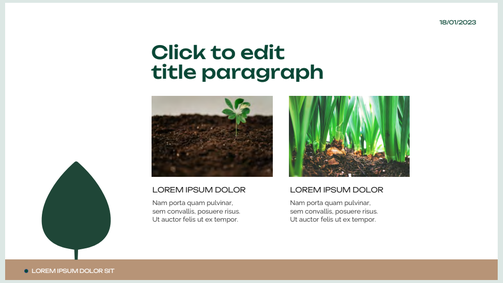
Presentation Template

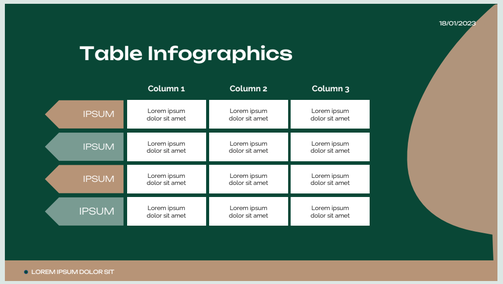


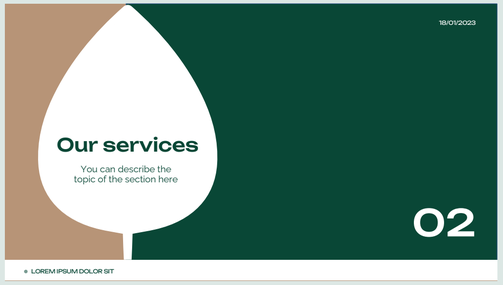


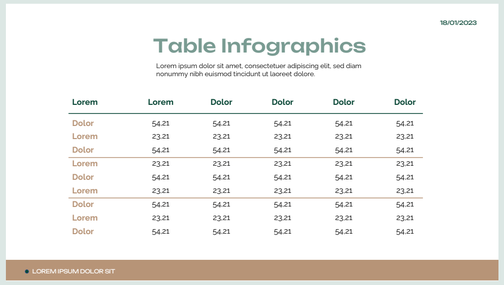


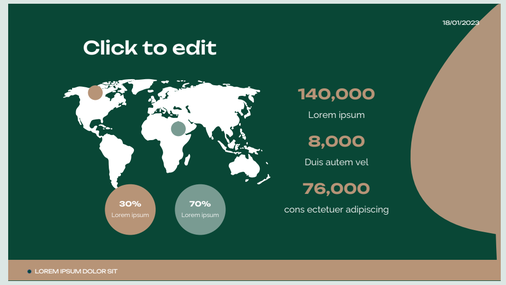




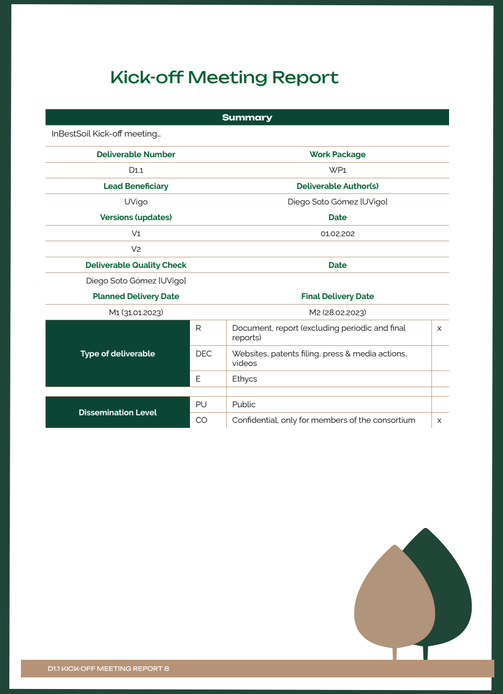






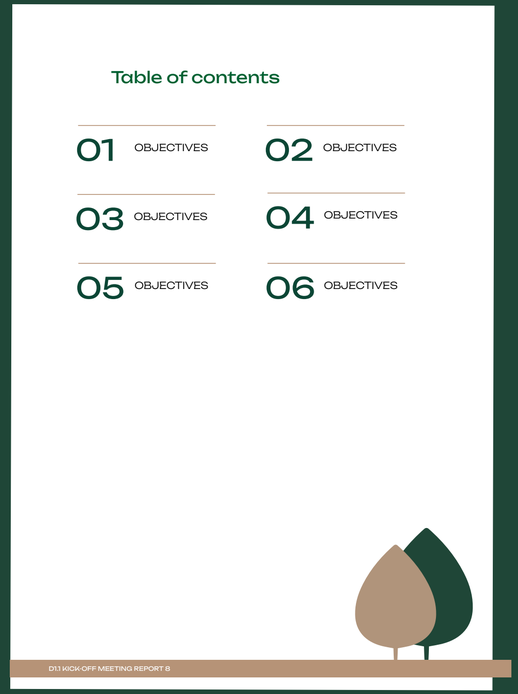


Reporting Template



Kick-off Meeting Report

Summary			
InBestSoil Kick-off meeting..			
Deliverable Number		**Work Package**	
D1.1		WP1	
Lead Beneficiary		**Deliverable Author(s)**	
UVigo		Diego Soto Gómez (UVigo)	
Versions (updates)		**Date**	
V1		01.02.202	
V2			
Deliverable Quality Check		**Date**	
Diego Soto Gómez (UVigo)			
Planned Delivery Date		**Final Delivery Date**	
M1 (31.01.2023)		M2 (28.02.2023)	
Type of deliverable	R	Document, report (excluding periodic and final reports)	x
	DEC	Websites, patents filing, press & media actions, videos	
	E	Ethycs	
Dissemination Level	PU	Public	
	CO	Confidential, only for members of the consortium	x



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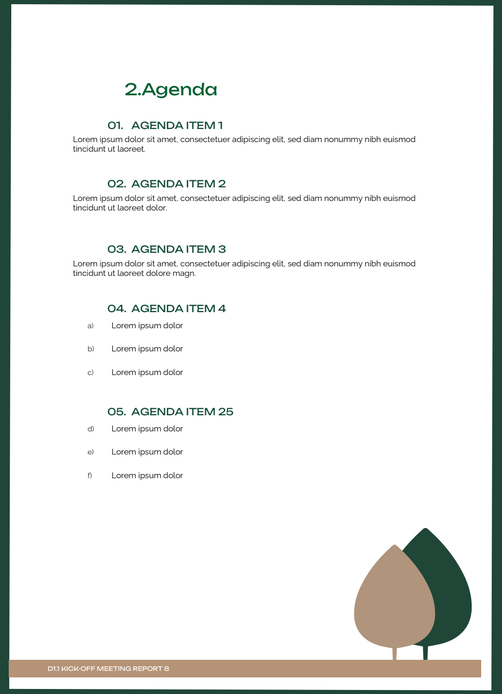

2.Agenda

01. AGENDA ITEM 1

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02. AGENDA ITEM 2

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03. AGENDA ITEM 3

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04. AGENDA ITEM 4

a) Lorem ipsum dolor

b) Lorem ipsum dolor

c) Lorem ipsum dolor

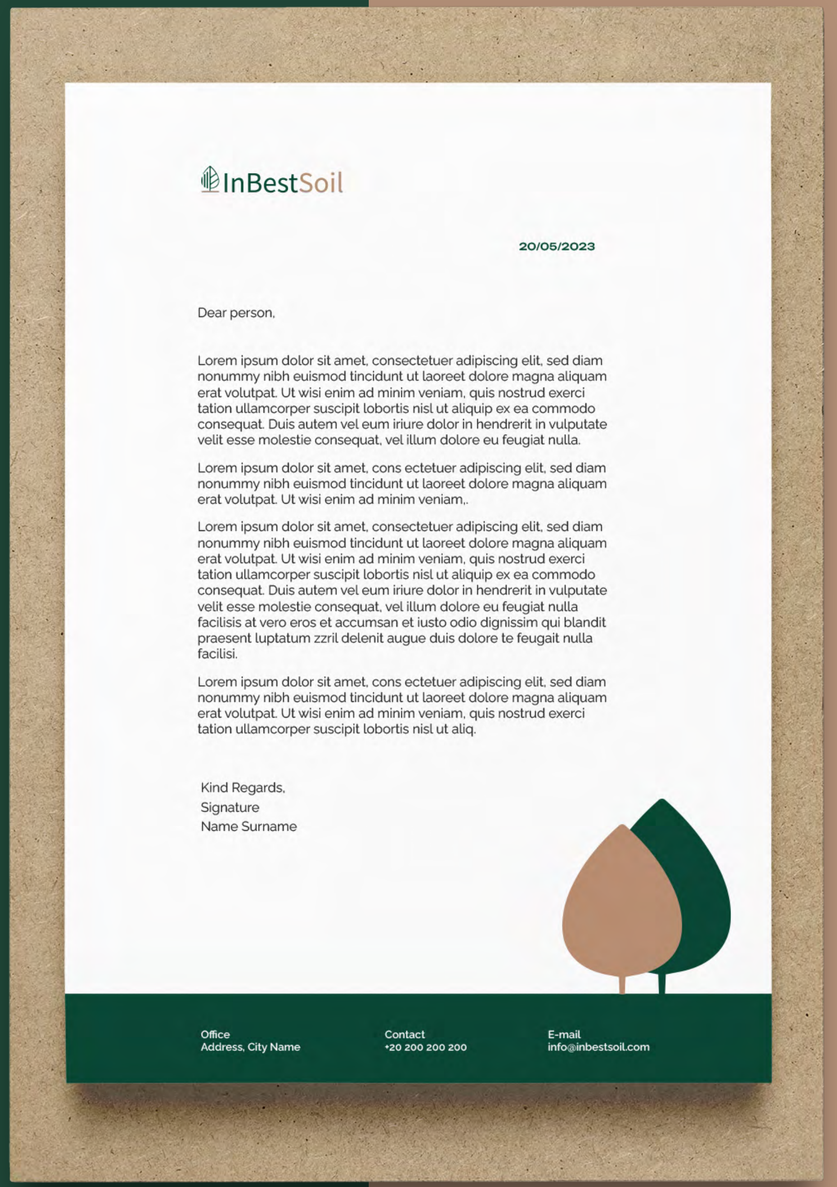
05. AGENDA ITEM 25

d) Lorem ipsum dolor

e) Lorem ipsum dolor

f) Lorem ipsum dolor

Stationery


InBestSoil
20/05/2023
Dear person,
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.
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Contact
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