

Brand Guideline

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Logo

Rationale

Enershare logo's strong symbolism supports the understanding and positioning of 'Enershare' project as the realization of main Data Space for energy in Europe. The picked logo style is clean and orderly because it's meant to be for a systematic, well structured approach and solution related to the objectives of the project.

The relevance towards a Green and Sustainable Energy and Data Spaces is underlined by the green and purple elements.

The symbol of the **Enershare** logo indicates a light bulb designed with an S squared built with two arrows which meet together in the center of the "bulb".

The symbol aims to represent three different aspects of the project itself: **Green Energy**: can be seen in

the light bulb and, indeed, is one of the two main colours; **Data Spaces**: the shape of the bulb is squared in order to recall a box / cube; **Data Sharing**: is represented from the arrows which meet together.

The chosen typefaces are simple and common to not detract from the important message transmitted by the symbol and the logo as a whole.

The logo has been designed to show a strong, immediate and clear relationship to the project and the project name (therefore picking up the naming '**Enershare**'), and to describe in a self-explanatory way what the project has been scoped for. The viewer of this logo is therefore able to grasp the essence of the project within seconds and walk away with a story in mind, interest and high recognition factor.

LOGO

Primary



LOGO

Primary
Black



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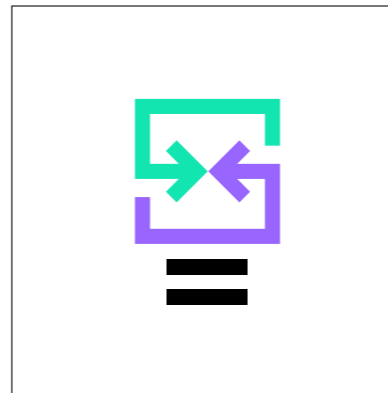
LOGO

Primary
White

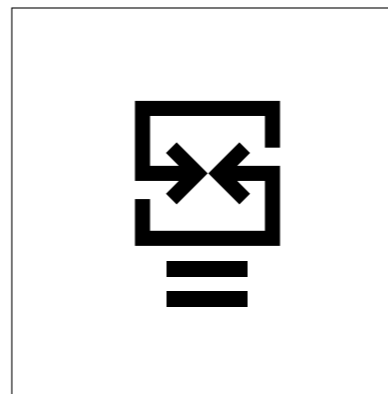


LOGO

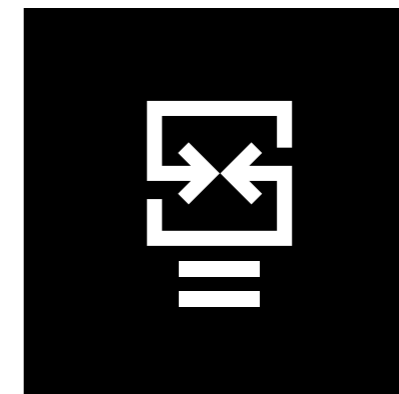
Symbol



Primary



Black

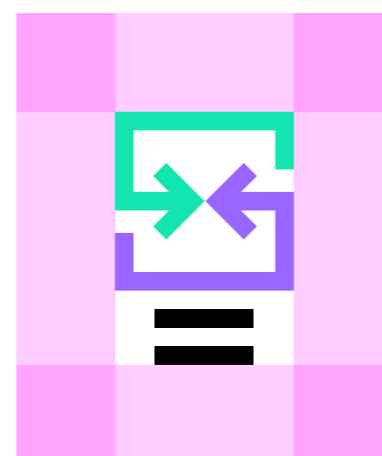


White

Logo usage

LOGO USAGE

Exclusion Zone



All versions of our logo have exclusion zones around them to help them stand out.

The exclusion zone is equal to the half height of the square.

LOGO USAGE

Sizes



Logo + Payoff minimum sizes
Width: 170px / 6cm

Symbol
Height: 24px / 1cm

Logo
Width: 85px / 3cm

LOGO USAGE

Dont's



Don't use the secondary logo on any color which is not included in the colour palette.



Don't recolor the logo in any way – even when using the brand colours.



Don't recreate, add effects or tilt or angle the logo in any way.

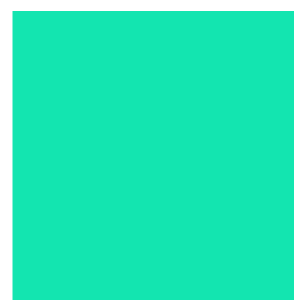


Don't stack the logo, or reconfigure it in any way.

Colors

COLOURS

Primary



Green

CMYK 90; 0; 23; 10

RGB 24; 229; 176

HEX #18E5B0



Purple

CMYK 40; 60; 0; 0

RGB 153; 102; 255

HEX #9966FF

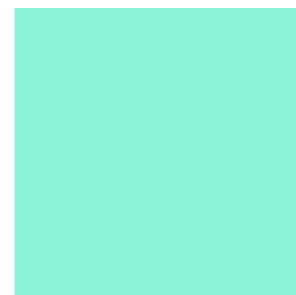
COLOURS

Secondary



Green Dark

CMYK 90; 0; 23; 35
RGB 16; 160; 123
HEX #10A07B



Green Light

CMYK 43; 0; 11; 5
RGB 139; 242; 215
HEX #8BF2D7



Purple Dark

CMYK 40; 60; 0; 30
RGB 107; 71; 178
HEX #6B47B2

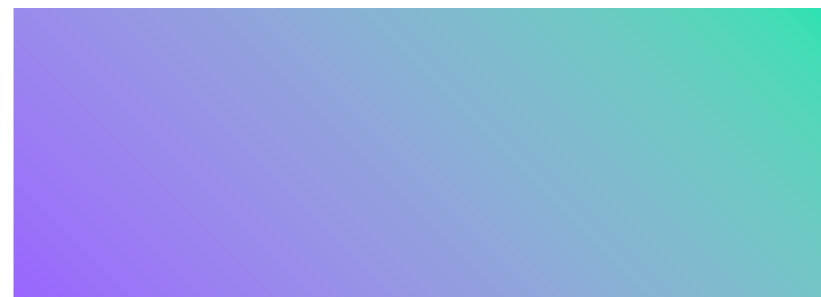


Purple Light

CMYK 24; 36; 0; 0
RGB 193; 163; 255
HEX #C1A3FF

COLOURS

Gradient



The gradient is one of the main characteristic of the visual identity. It goes from purple to green with an angle of 45°. It can be used as background or border.

Typography

TYPOGRAPHY

Primary Typeface

The name of the typeface used for the logotype is [Manrope](#). Manrope is a font family carefully crafted & designed for computer screens. One of the peculiarity of this font is that it is Open Source, so not just free but “open to get contributed”.

Manrope Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

TYPOGRAPHY

Secondary Typeface

Arial is the secondary typeface (system font).

It should only be used for communications when we can't use our primary typeface.

Arial Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Graphic Elements

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GRAPHIC ELEMENTS

Texture

This designed image motif shall be used in (print or digital) campaigns in order to enhance the **Enershare** brand recognition.

It can be used with its two mains colours or in white (opacity 20%) on the branded gradient background.

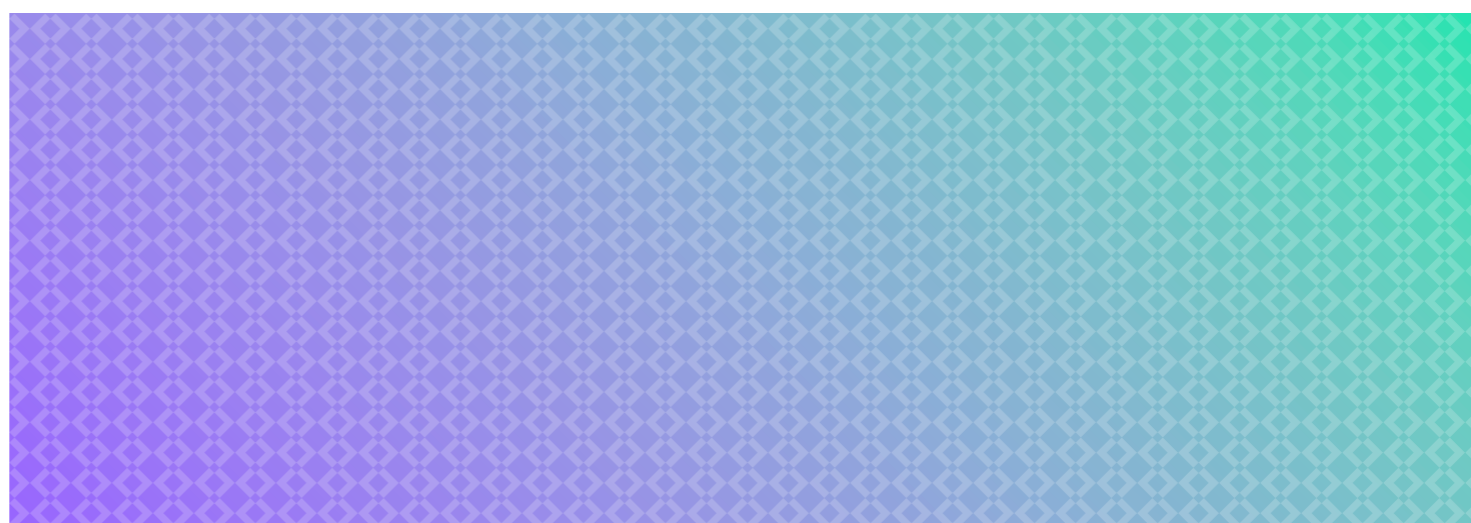
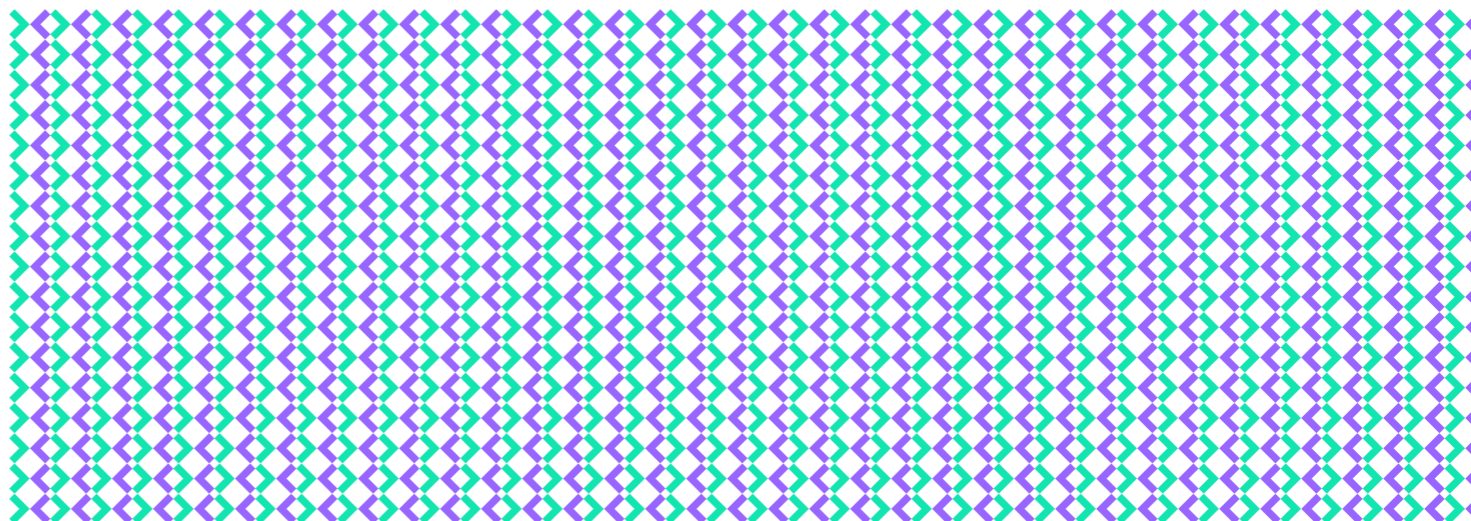


Image style

IMAGE STYLE

Approach and Style

Usage

Images should be used to support and illustrate a story. People are used in context and real life scenarios.

Style

- Natural lighting without any extensive postproduction, stage setting or dramatic colors
- Should the image involve people, it should feature them acting naturally, not posed.
- The use of depth of field when capturing people or products in relation to their surroundings can also help to add visual interest to the image.

IMAGE STYLE

Images sample



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IMAGE STYLE

Special usage

Pictures can be given an image personality. Different colors can create different tones and moods in the imagery as well. Warm colors and its different shades can help to create images that feel welcoming, vibrant and exciting to target customers.

There are cool colors that can be seen as refreshing or replenishing, sometimes very relaxing.

To create additional image personality, Primary Light and Primary ExtraLight can be used.

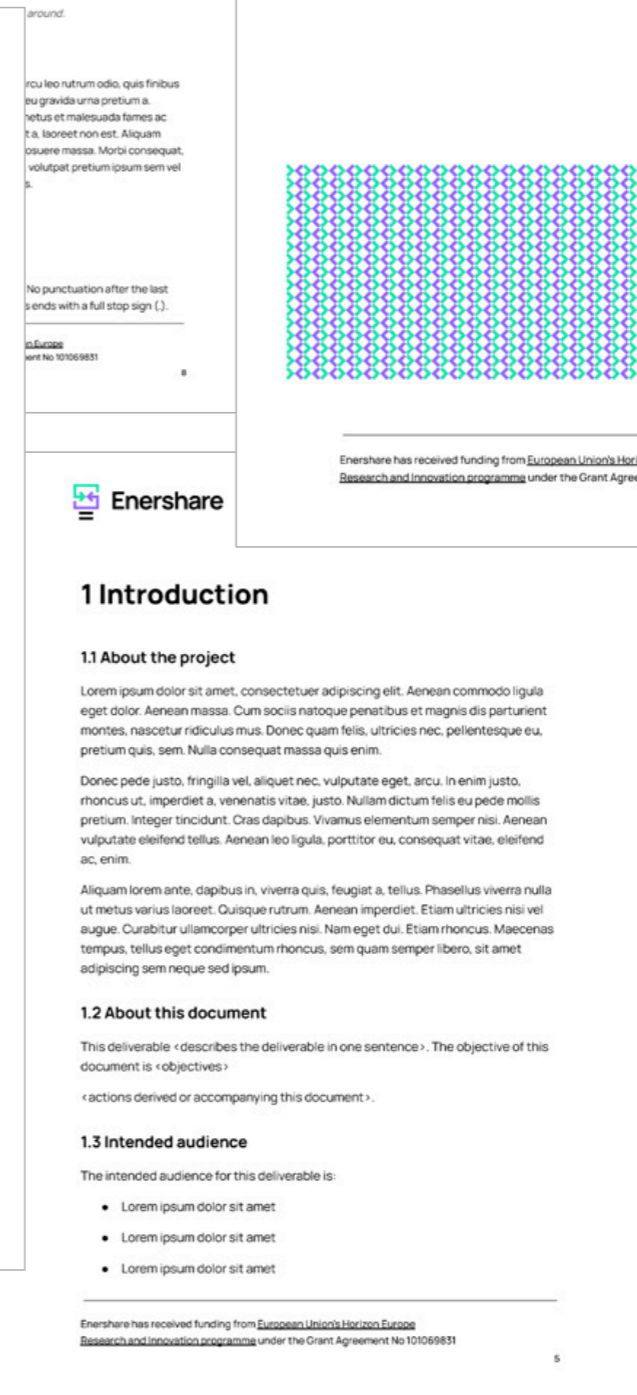
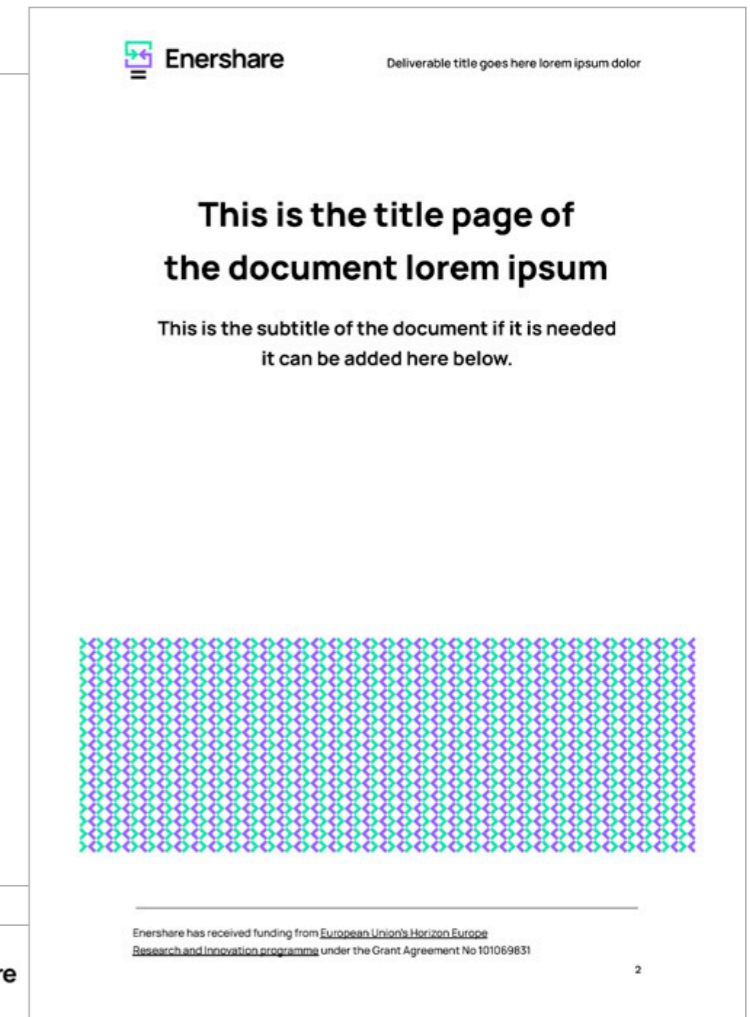
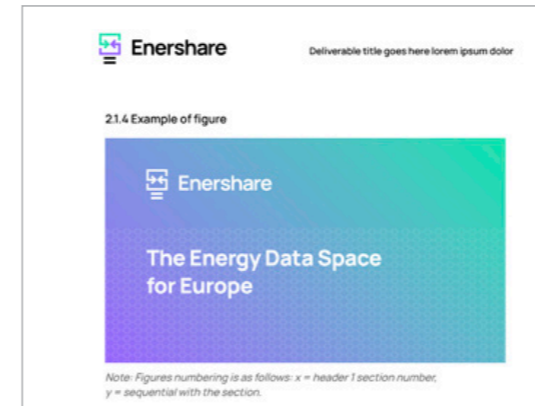


Templates


TEMPLATES

Document

Any type of stationary like letter paper, minutes, **Enershare** specific market communication material or co-branded advertising etc. shall include the **Enershare** logo and the respective grant agreement number given by the European Union's Horizon Europe Research and Innovation programme.





TEMPLATES Slide




Enershare
The Energy Data Space for Europe

This is the title of the presentation
which goes on two rows



Massimo Bertoncini | Lisbon | November 9, 2022

enershare.eu |  



Enershare The Energy Data Space for Europe

This is the title of the section,
it can go on one, two or three rows

enershare.eu |  



ENGINEERING



Enershare has received funding from [European Union's Horizon Europe Research and Innovation programme](#) under the Grant Agreement No 101069831




Enershare The Energy Data Space for Europe

enershare.eu |   2



This is the title of a single slide,
it can go on one or two rows

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

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Thank You