



BIO4
PRODUCTS

Creating sustainable resources
for process industry

WRITTEN AND VISUAL IDENTITY GUIDELINES

BASIC ELEMENTS

LOGO . Bio4Products

CLIENT . Greenovate

YEAR . 2016

INTRODUCTION

The **Bio4Products** project's strengths will only be communicated effectively if all those involved in the project operate under one name and one identity.

These identity guidelines explain how the **Bio4Products** written and graphical material should be used to communicate and promote the project in a clear and consistent manner. It is split into different sections relating to the different material that has been produced:

1. Written identity

2. Visual identity

The guidelines should be followed by all consortium partners and applied to websites, brochures, e-mails, presentations, exhibition stands, etc.

The guidelines provide different text versions for describing **Bio4Products**, describe how to use the logo and give examples of how material should be used in a number of different contexts.

The different digital logo types, templates and all the other material referred to can be found in the **Bio4Products** AdminProject space.

If you have any questions about these instructions, don't hesitate to contact:

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1.

WRITTEN IDENTITY

Whether communicating online or via more traditional means, it will always be essential to provide a clear and concise overview of the **Bio4Products** project. To this end, a written identity has been produced to ensure that the project is presented accurately and consistently in all internal and external publications, documentation and communications.

This covers a number of different documents and contexts:

Publications Whenever Bio4Products is introduced or explained to an outside audience, e.g. external reports and conference documentation.	Press material E.g. press releases, background information, fact sheets and information packs.	Internal documentation E.g. briefings, internal reports and newsletters.
Speeches and presentations In the presentation itself and in handouts.	Advertising and promotional item Wherever Bio4Products is being promoted to a wider public audience, e.g. posters, videos and stationery.	Correspondence Official letters and emails representing the project to an external audience.

Several different versions of the **Bio4Products** written identity have been produced with these different contexts and usages in mind. This section explains which version to use where, and how they should be employed to maximum effect. The different versions are listed below. Please do not use them in a different format without first consulting Greenovate! Europe, the **Bio4Products** communication leader.

1.1 NAME

Bio4Products should be written as one word, with an upper case 'B' and upper case 'P', and the remaining letters in lower case. It should be in the same font and size as the rest of the text.

1.2 TAGLINE

The tagline should appear alongside the **Bio4Products** name wherever possible. It can be used as a subtitle in a different font or colour if appropriate.

Bio4Products: Creating sustainable resources for process industry.

1.3 ONE LINE

In certain contexts, an expanded one line description of the project may be needed.

Bio4Products will create sustainable resources to replace fossil-based materials used in process industry.

1.4 BULLET POINTS

Bullet points can be incorporated into presentations, and can also be used on promotional items like posters and display stands.

Bio4Products will:

- Employ a state-of-the-art technique called fast pyrolysis, enabling the thermal fractionation of four different bio-resources.
- Create sustainable resources to replace fossil-based materials used in the production of roofing material, phenolic resins, sand moulding resins, and engineered wood and natural fibre reinforced products.
- Deliver four end products for which at least 30% of the original fossil-based stream is substituted with sustainable resources, and which demonstrate a 75% reduction in greenhouse gas emissions.
- Conduct an environmental impact assessment as well as detailed economic and market studies to develop a strong business case for the four end products, and the overall value chain.

1.5 HALF PAGE

This version should be used to introduce the **Bio4Products** project in publications where space is limited, or where the key points of the **Bio4Products** project need to be communicated quickly. It can be employed with the purpose of capturing the interest of a new audience (e.g. in a mass mailing list), rather than providing detailed information about the project. The link will allow interested readers to find out more.

Bio4Products: Creating sustainable resources for process industry

Bio4Products will create sustainable resources to replace fossil-based materials used in process industry.

The project will employ a state-of-the-art technique called fast pyrolysis, enabling the thermal fractionation of four different bio-resources. These sustainable resources will be integrated into the existing production processes of four end products: roofing material, phenolic resins, sand moulding resins, and engineered wood and natural fibre reinforced products.

Bio4Products aims to create products for which at least 30% of the original fossil-based stream is substituted with sustainable resources, and which deliver a 75% reduction in greenhouse gas emissions. The project is funded by the Sustainable Process Industry through Resource and Energy Efficiency (SPIRE) programme, a contractual public-private partnership under the EU framework programme Horizon 2020, and is coordinated by BTG Biomass Technology Group.

www.bio4products.eu

1.6 FULL PAGE

This version contains more detail and should be used for the purpose of providing information to a more captive and targeted audience. It could be placed on your own website, used as a preface to publications and reports or as an information sheet inserted into packs to be distributed at events linked to the **Bio4Products** project.

Bio4Products: Creating sustainable resources for process industry

Bio-resources such as straw, bark, forest residues and sunflower husks could hold the key to a more environmentally-friendly future for Europe's process industry. If they can be successfully utilised, these sustainable resources could directly replace the fossil-based materials currently used, thereby contributing to the long-term sustainability and competitiveness of many industries in Europe.

Bio4Products will demonstrate how these four bio-resources can be exploited, creating renewable and natural alternatives to fossil-based processing streams such as bitumen, phenols and creosote. The project will demonstrate the integration of its sustainable resources into four end products: roofing material, phenolic resins, sand moulding resins, and engineered wood and natural fibre reinforced products.

The overall objective is to create four products for which at least 30% of the original fossil-based stream is substituted with sustainable resources, and which deliver a 75% reduction in greenhouse gas emissions.

A state-of-the-art technique called fast pyrolysis will be employed, which transforms solid biomass into a flexible bio-oil in a matter of seconds. A fractionation demo-plant will be constructed to separate the oil into lignin and sugar fractions, which can be integrated into existing production processes.

As well as an environmental impact assessment, the project will conduct a detailed economic and market study to develop a strong business case for the four end products, and the overall value chain. With considerable potential to include its sustainable resources in other product ranges, Bio4Products can help lay the foundations for a more innovative and sustainable process industry in Europe.

The project brings together a unique blend of organisations and expertise, led by BTG Biomass Technology Group from the Netherlands. Industrial partners from Belgium and Germany will demonstrate the viability of the new value chains on their existing product lines, with support from expert partners in the United Kingdom and Belgium. The project, which began in September 2016 and will run for four years, is funded by the Sustainable Process Industry through Resource and Energy Efficiency (SPIRE) programme, a contractual public-private partnership under the EU framework programme Horizon 2020.

www.bio4products.eu

1.7 ACKNOWLEDGEMENT

In all publications, deliverables and public documents, it is mandatory to include a sentence acknowledging how **Bio4Products** is funded. Wherever possible, the European Union flag should appear as well.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 723070.

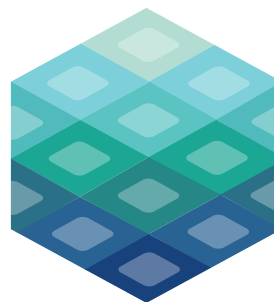
2. VISUAL IDENTITY

The **Bio4Products** graphical material was developed to give the project a distinctive and recognisable visual identity reflecting its goals.

This section lays out guidelines for the correct use of the **Bio4Products** logo and graphical material. It gives details of the colour scheme and explains how the logo should be used in different contexts and on different materials.

The logo should be used by members of the consortium in communication material related to the project. It is important that it is applied in a consistent manner across the broad range of communication material employed by the project. Any deviation would weaken the impact **Bio4Products's** visual identity has on audiences.

You can find the all the material referred to below in the **Bio4Products** AdminProject space.



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2.1 LOGO ELEMENTS

2.1.1 Main version

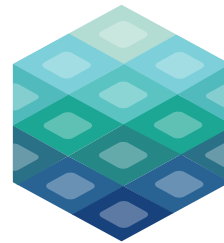
The logo composition and the corporate colours are the vital basic elements of the **Bio4Products** visual identity. They are its foundation and the commitment to ensure they always appear as shown in this document will protect the identity and create the best results in terms of communication.



2.1 LOGO ELEMENTS

2.1.2 Alternate version

Alternate version with vertical alignment.



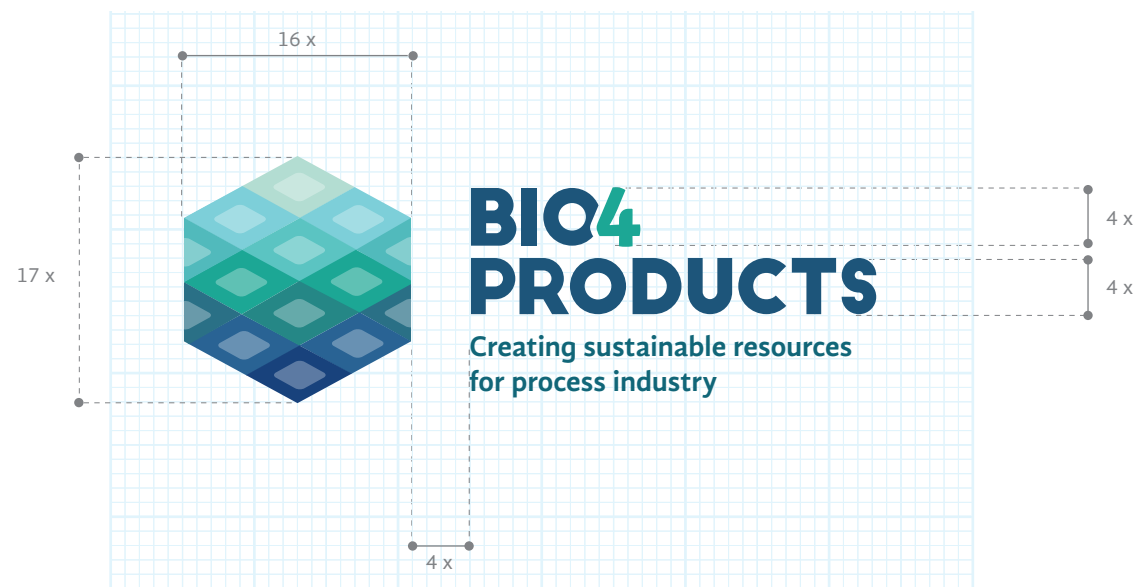
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2.2 POSITIONING THE ELEMENTS

2.2.1 Construction Grid

The relation between the different elements that compose the logo was created in order to achieve the best visual balance. When amplifying or reducing the logo the proportions shown on this page should always be taken in consideration.



2.2 POSITIONING THE ELEMENTS

2.2.2 Clear Zone

An invisible clear zone protects the logo. The size of that zone is determined by the height of the “4” present in the logo’s name. This is the minimum recommended clear zone area and more space around the logo will always aid visibility.



2.2 POSITIONING THE ELEMENTS

2.2.3 Minimum Recommended Widths

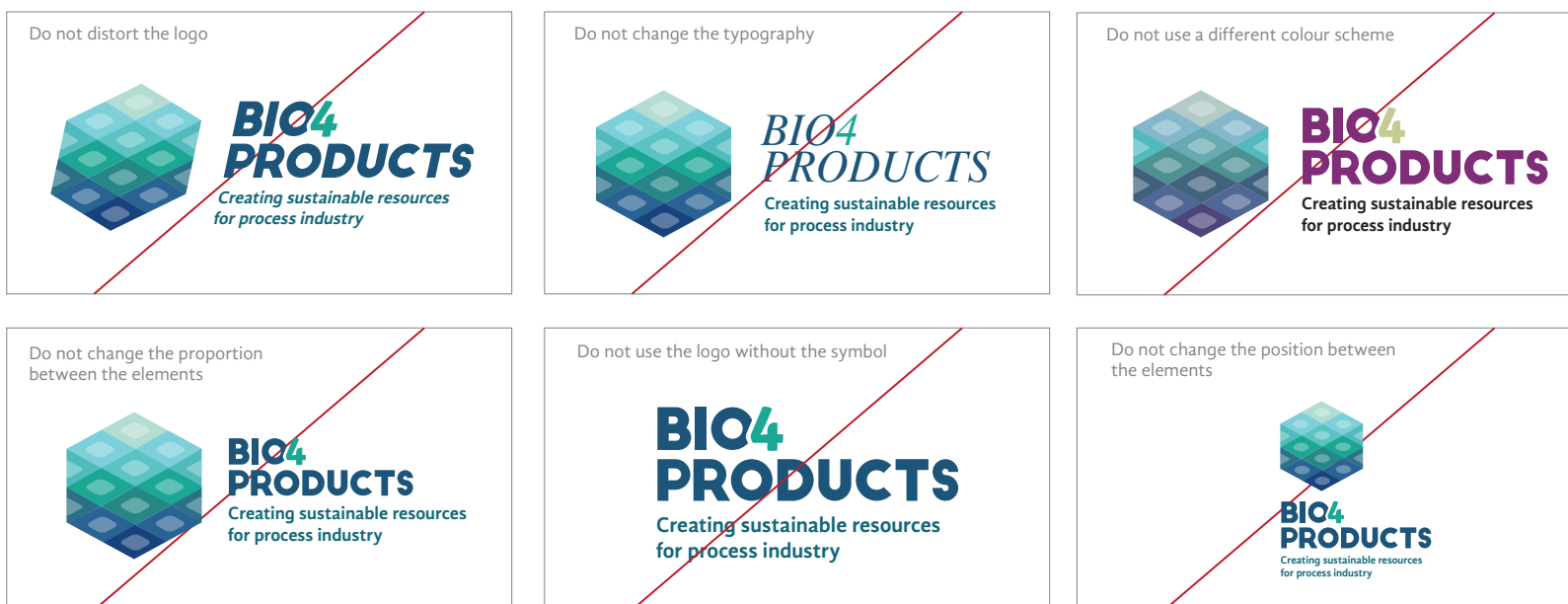
To preserve legibility the logo should not be used in a smaller size than the one indicated here. Above we present the size in centimetres for print materials, as well as the size in pixels for multimedia projects. Reproduction of these elements should be checked to ensure the quality and legibility is of the highest possible standard.



2.2 POSITIONING THE ELEMENTS

2.2.4 Common Mistakes

It is very important to respect the integrity of the logo, in both its composition and colour scheme. Changing it will only compromise the identity created and its subsequent identification. Recognising the most common pitfalls will help you in creating a more effective use of the logo. All of the below examples shown are strictly prohibited.



2.3 COLOURS

2.3.1 Colour Palette

Colours are very important in building a visual identity. They're part of its essence so they should always be reproduced according to the basic rules shown on this manual. Here we present the main colours used in the logo and their CMYK and RGB codification.

MAIN COLOURS



CMYK
92-63-30-15

CMYK
78-10-50-0

RGB
37-79-120

RGB
52-164-142

SECONDARY TONES OF GREEN ON THE SYMBOL



CMYK
97-82-22-10

CMYK
88-60-20-4

CMYK
80-30-48-6

CMYK
47-0-14-0

CMYK
91-34-100-37

RGB
35-38-119

RGB
52-90-142

RGB
54-132-128

RGB
142-209-221

RGB
1-87-29

2.3 COLOURS

2.3.2 Main Version and Reversed Version

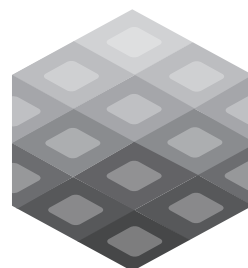
As a way to preserve flexibility in terms of the possible uses of the logo we present in this page both the main version of the logo (white background) and the reversed version, adapted for dark backgrounds.



2.3 COLOURS

2.3.3 Grayscale and Monochromatic

The use of the logo in grayscale should be applied in situations where it is not possible to use the original colour version.



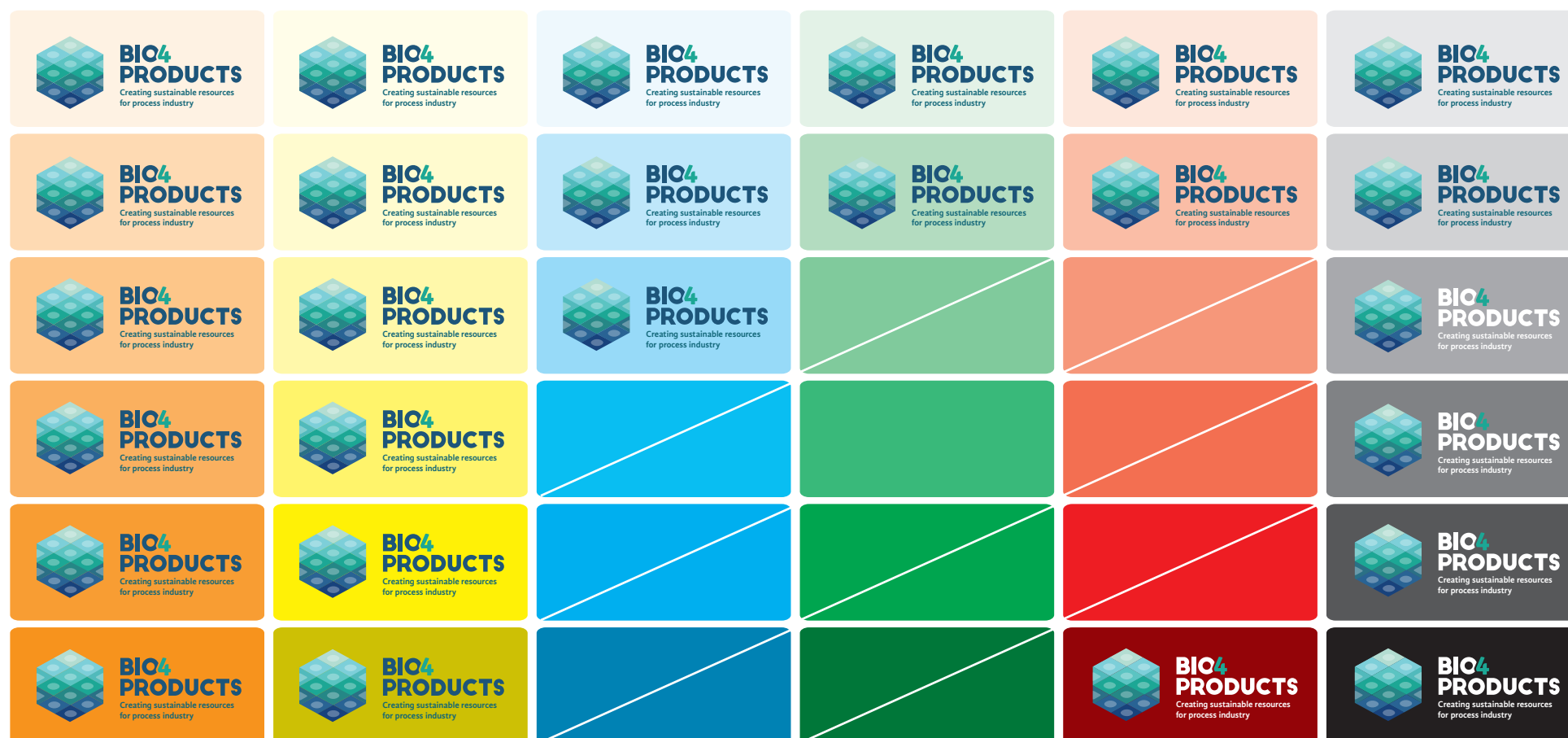
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2.3 COLOURS

2.3.4 Colour Backgrounds

The use of the logo on colour backgrounds should be done always ensuring the highest contrast possible. Below is explained which versions should be used for different chromatic backgrounds. In specific colour background situations where the logo isn't legible, it is recommended to use a black or white protection box (its dimensions should respect the safety zone described in this manual).



2.3 COLOURS

2.3.5 Photographic Backgrounds

The use of the logo over photographic backgrounds can create unpredictable situations that challenge legibility. Just as with colour backgrounds, one should always ensure that the logo is presented with the highest contrast possible in any situation.



2.4 TYPOGRAPHY

2.4.1 Corporate Typefaces

Typography is fundamental to a distinctive identity, a powerful way of bringing personality and consistency to all communication materials.

The primary font used in the **Bio4Products** identity is Big John. If a system font is needed we recommend the use of Arial.

PRIMARY TYPEFACES

USE FOR TITLES / HEADLINES

BIG JOHN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Available at

<https://www.behance.net/gallery/19484739/Big-John-Slim-Joe-FREE-Font>

USE FOR TITLES PLAIN TEXT / BODY OF ARTICLES

GHANDI SANS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Available at

<https://www.fontsquirrel.com/fonts/gandhi-sanst>

SECONDARY TYPEFACE

WHEN PRIMARY TYPEFACE IS NOT USED FOR
PLAIN TEXT, BODY OF ARTICLES, SYSTEM FONTS

ARIAL

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



FORMAS
DO POSS/VEL
CREATIVE STUDIO

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