



LIFE15 ENV/IT/000392 –LIFE VITISOM

LIFE Environment and Resource Efficiency

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VITISOM LIFE

Logo & Brand Logo usage Guidelines

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Project Action Leader	ITB

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Distribution list

Project Beneficiary	Short Name	Dissemination Committee
UNIVERSITA' DEGLI STUDI DI MILANO	UNIMI	Isabella Ghiglieno
GUIDO BERLUCCHI & C SPA	BER	Laura Gadola
CASELLA MACCHINE AGRICOLE SRL	CAS	Barbara Casella
CASTELLO BONOMI TENUTE IN FRANCIACORTA SOC. AGRICOLA SRL	CBON	Rossella Goffi
AZIENDA AGRARIA DEGLI AZZONI AVOGADRO CARRADORI	CDA	Paolo Sbrascini
CONSORZIO ITALBOTEC	ITB	Stefania Uguccioni
UNIVERSITA' DEGLI STUDI DI PADOVA	UNIPD	Andrea Pitacco
WEST SYSTEM SRL	WEST	Federica Mattei



1. Identity Guidelines Overview

This Brand Logo usage Guidelines is designed to clearly and concisely define VITISOM LIFE Brand identity so that it can be used consistently by its partner to promote the project objectives, activities, results and also its forums, events, initiatives etc..

The VITISOM LIFE Brand Identity consists of carefully chosen messages, imagery, and graphic designs, all based on extensive strategic research. The VITISOM LIFE Brand Identity components may expand as communication strategy evolves to include, for example, video and podcasts.

The VITISOM LIFE Brand Identity consists of:

- Logo and color palette
- Web site design
- Brochure, Notice board and publication layouts
- Positioning statements (most repeated messages)

This document contains a set of guidelines that are meant to act as tools to help guide design direction and provide a basis of identity standards, consistency and quality control. The following guidelines have been developed to increase awareness through consistency. Consistent and proper use of the project logo can aid partner and stakeholder in the effort to promote the importance of VITISOM LIFE message to the citizen of the world.

The purpose of a Brand Identity message is to ensure a consistent, repeated set of messages in all communications:

- Talks and presentations
- Meetings with prospective or current members
- Web site
- Announcements
- Advertising campaigns
- News releases
- Media interviews
- Brochures



2. VITISOM LIFE Brand Identity

The VITISOM LIFE aims to introduce an innovative system to manage organic fertilisation of vineyard that allow to contrast both organic matter decline and to improve vineyard soils homogenization. Specifically the promotion of the rational use of organic fertilizers allows both to preserve and restore organic matter in vineyard soils, according to the EU Organic and Integrated protocol.

The general communication objectives are:

- Support improvement of environmental responsibility to soil management.
- Promote the adoption of organic farming.
- Promote knowledge exchange for understand enterprises technical needs and improve the basic version of prototypes.
- Encourage the industrial dialogue with soil protection issue.
- Promote the adoption of VRT innovation for organic matter fertilization in their vineyard with a benefit both at environmental and at economic level.
- Raise awareness about soil management.
- Inform about the advantage of VITISOM solutions.
- Promote public responsibility of soil protection and pollution prevention.
- Spreading awareness about the proper use of natural resource, pollution prevention.

The Brand Identity contained within the logo symbol is not meant to serve as definition of purpose, not is it a fully comprehensive set of defined aspects. Rather, the symbol as a whole is intended to create a general sense of the initiative through one simple visual, made up of representational parts.

The graphic element of grape and the red colour are a reminder of the slogan of the project: ***"Viticulture innovation. Vineyard organic fertilization management through a variable-rate distribution system"***.





3. Study of VITISOM LIFE Brand Identity

The study of VITISOM LIFE brand identity consists of design and development stages:

1. Analysis of the message, the symbolism and the target audience
2. Analysis of the combination of the VITISOM LIFE + PROGRAMME logo
3. Realization of graphics tests, colour and graphic setting
4. Selection of the logo final version

During the study of the logo, the following keywords related to the VITISOM LIFE project have been identified: Innovative Viticulture, Soil Organic Matter, Wine, Viticultural management. Following this suggestion, three main variations of project logo had been elaborated.

Type 1 – LIFE emphasis



Type 2 – Wine and viticultural emphasis



Type 3 – viticultural and agricultural emphasis



Selection of final version and analysis of colour variations.

Type 1 – Red and green



Type 2 – Grape with green profile



Type 3 – Final version





4. Graphic Identity Standards

The essential element of the VITISOM LIFE visual identity, the Logo is to be used and visibly recognizable on all media – including print, digital and environmental. When the opportunity to apply the visual identity is limited to one element.

Horizontal signature

Horizontal signature + LIFE Programme
(Including the project ID)



LIFE ENV/15/000392

One color versions of the logo may be used when the primary full-color version cannot be used. One color "black" (2) for use on light-color backgrounds, and one color "white" (3) for use on dark color background.



1) LOGO CMYK



2) LOGO BLACK



3) LOGO WHITE

The logo is available in colour and grayscale EPS, GIF, hi-res JPEG and web JPEG formats. The logo is also available in a white and in a light green outline EPS and GIF format, for use on dark backgrounds. To download, please go to <http://www.lifevitisom.com/vitisom-life-logo>

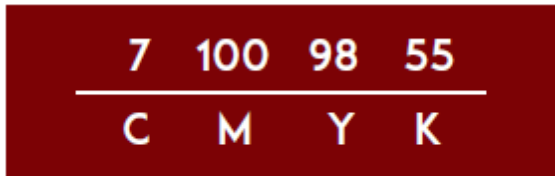
The VITISOM LIFE logo "don'ts"





5. Color palette, Fons and Language standards

The primary logo colors are an important part of the logo as they represent the full spectrum of color in light. Though print methods and screen renderings will have variances, the below color builds are meant to serve as a guide for color consistency. The additional identity colors and craft paper texture complete the set of colors for VITISOM LIFE design identity.



SUITABLE ON MIDTONE



SUITABLE ON NEUTRAL TONES



SUITABLE ON INTENSE TONE

To ensure brand consistency across The Open Group marketing materials, the following font should be used in all printed materials such as brochures, and in all advertising and publicity. Headlines, subheads, secondary subheads, and short introductory copy:

- Helvetica Light — Headline Font

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9

- Helvetica Regular - Font family body copy

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9

- Arial Regular - Font family for online and other restrictive use



The following guidelines are provided for use when writing on behalf of VITISOM LIFE:
 Use Italian and standard English for all publications (print, presentations, web)
 For spelling, punctuation, capitalization, and grammar guidelines, refer to: The Oxford Dictionary of American Usage and Style (www.oxfordreference.com)
 NO acronyms or abbreviations are permissible.

6. Rules of use other logos

		<p>THE PROPORTIONATE READABILITY AREA IS THAT OF WORDS THAN LOGOS WITH WORDS OR THE SHAPE OF THE DESIGNT</p>	<p>A + 150% OF THE SIZE OF OTHER LOGOS</p>
<p>MINIMUM SIZE: H. 23 MM</p>	<p>DISTANCE BETWEEN EQUALLY IMPORTANT LOGOS IN SPONSORSHIPS</p>		
		<p>READABILITY AND PROPORTIONS WHIT OTHER LOGOS</p>	<p>USE AS MAIN SPONSOR</p>