



# Brand Guidelines

Visual Identity





# Table of Contents

## 01 Section 01 Brand Introduction

## 02 Section 02 Brand Identity

Logo concept

Sizes and Clear Space

Logo Variations

Logo Usage: Dos and Don'ts

Color Palette

Typography

## 03 Section 03 Iconography

## 04 Section 04 Print & Communications

Conference Poster

Conference Badge

Letterhead

Brochure

PowerPoint Presentation

Eu Funding and LIFE Logo





# 01 Brand Introduction



## Mariculture for Ria de Aveiro subtidal seagrass Rewilding

### LIFE SEAGRASSRIAWILD

#### PROJECT COORDINATOR

Pedro Coelho  
jpcoelho@ua.pt

#### UNIVERSIDADE DE AVEIRO

Campus Universitário de  
Santiago  
3810-193 Aveiro  
Portugal  
www.ua.pt

LIFE SeagrassRIAwild aims at taking decisive steps to reverse the current conservation status of *Zostera marina* habitat in Ria de Aveiro and Portugal through the co-development of cost-efficient and policy relevant NbS (Nature-based Solutions). Subtidal seagrass beds are critically endangered at the European Atlantic Coast, and in urgent need of restoration, as stated in the forthcoming EU Nature Restoration Law. *Z. marina* is presently the most endangered seagrass species in Portugal, facing extinction if measures are not taken to assure the protection of the last remaining populations. In Ria, its presence was not recorded for 10 years, but recently resurged in small intertidal patches, making this the momentum for active restoration measures implementation.

LIFE SeagrassRIAwild proposes a paradigm shift in seagrass restoration, enabling large-scale restoration programs with negligible effects on existing natural meadows, through the development of seagrass mariculture to support the plant and seed needs for rewilding. It follows a transdisciplinary approach involving academia, authorities, management agencies, local administration, end-user associations and citizens in the co-design, prioritization and implementation of restoration actions, at a large scale and using targeted and adaptable Citizen Science initiatives and synergies with other national and EU initiatives.

LIFE SeagrassRIAwild will further explore innovative NbS to potentiate synergistic effects of seagrass conservation efforts and system management needs which, if proven effective, have the potential to become an innovative management service/product for port authorities, private marinas and management agencies. These NbS will potentiate the sustainability of the project, supported by tailor-made capacity building actions and the infrastructure legacy, which will perdure in time and be made available for national restoration programs, with the supervision of the national competent authorities.



**Co-funded by  
the European Union**

LIFE SeagrassRIAwild has  
received funding from  
European Climate,  
Infrastructure and  
Environment Executive  
Agency under  
Grant Agreement  
No.101114362

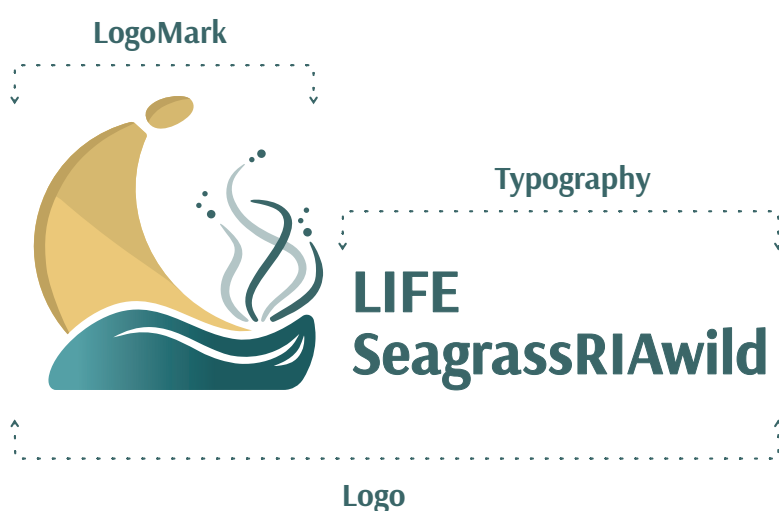


# 02 Brand Identity

This Brand manual is accompanied by SeagrassRIA wild logo in a range of formats including .EPS, .AI, .SVG and .PNG.

## Logo Concept

On the white background Version 1 of the logo is used. (Colour values in palette section)



Symbolizes **Ria de Aveiro's** ecosystem, particularly highlighting the importance of the *Zostera marina* habitat.



Symbolizes the critical role of ***Zostera marina*** population within the ecosystem of Ria de Aveiro



Represents the traditional boats known as **Moliceiros**, which have been historically used by locals to harvest Moliço, a type of vegetation that includes *Zostera marina*. It also symbolizes the deep **connection between the local community and the marine environment**, reflecting the project's commitment to honoring and preserving local traditions while promoting sustainable practices for the benefit of the ecosystem.



# 02 Brand Identity

## Sizes and Clear Space

### Clear Space

Refers to the area surrounding the logo that must remain free of any other graphical elements, text, or imagery. This designated space ensures that the logo maintains its visibility, impact, and integrity when placed alongside other content, preventing visual clutter and maintaining its distinctiveness.

**The clear space is 50% the height of the logo.**



### Sizes and Proportions

The logo can be locked-up in one way. Horizontally (ideal for web).





# 02 Brand Identity

## Logo Variations

Different versions of the logo are available here. These variations are developed to accommodate diverse applications and contexts while maintaining the overall brand identity.

The following is the negative version of the logo applied on backgrounds featuring our palette of colors.

### Negative logo when placed in main color



### Negative logo when placed in secondary colors



### Black and White logo





# 02 Brand Identity

## Logo Usage: Dos and Don'ts

This section refers to the precise and consistent application of the brand's logo across several materials and platforms. This ensures the logo's integrity in terms of size, placement, and color, reinforcing brand recognition and maintaining a polished brand image.

### Correct logo application



Use the right size



Proportioned



Use the colored version on white background



Use the white version on colored background

### Incorrect logo application



Too small



Stretched



Wrong color scheme



Colors out of the palette



On complex images



Without elements



Outlined



Colored logo on colored background



With added graphics



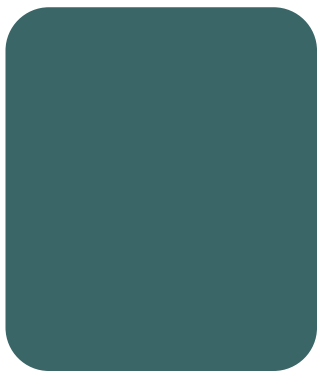
# 02 Brand Identity

## Color Palette

The Color section is the primary guide to the color palette that defines the brand, establishing the foundation for a strong and consistent brand identity. The carefully chosen colors here reflect the core characteristics and values of the brand.

The selected color theme has been chosen to be colorblind-safe, ensuring that individuals with color vision deficiency can perceive and distinguish different elements within the design.

### Primary Color Palette



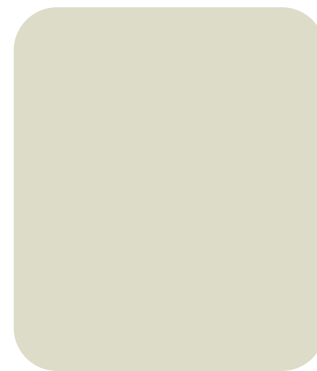
#### Deep Space Sparkle

CMYK: 47, 2, 0, 59  
RGB: 234, 201, 122  
Web: #336666  
HEX: #386769



#### Pale Gold

CMYK: 0, 14, 48, 8  
RGB: 56, 103, 105  
Web: #ffcc66  
HEX: #eac97a



#### Bone

CMYK: 0, 1, 9, 13  
RGB: 222, 220, 201  
Web: #cccccc  
HEX: #dedcc9

### Secondary Color Palette



#### Pastel Blue

CMYK: 9, 1, 0, 22  
RGB: 181, 197, 198  
Web: #cccccc  
HEX: #b5c5c6



#### Medium Jungle Green

CMYK: 50, 2, 0, 78  
RGB: 28, 55, 56  
Web: #333333  
HEX: #1c3738



#### Coyote Brown

CMYK: 0, 30, 59, 47  
RGB: 135, 94, 55  
Web: #996633  
HEX: #875e37



# 02 Brand Identity

## Typography

**Font Name:** Arsenal

**Classification:** Sans-serif

The brand manual for LIFE SeagrassRIAwild includes the font file for installation on computers, ensuring consistent typographic representation across official documents. Arsenal font files are also accessible online to facilitate seamless usage.

Arsenal is the distinctive font chosen by LIFE SeagrassRIAwild and in use on the official website, leaflets, materials, etc. All official documents produced in house by LIFE SeagrassRIAwild shall use this font.

# Arsenal

Arsenal Regular

*Arsenal Italic*

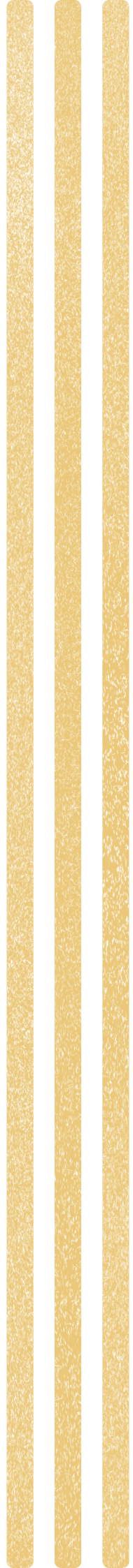
**Arsenal Bold**

***Arsenal Bold Italic***

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890#!&%\*

# 03 Iconography





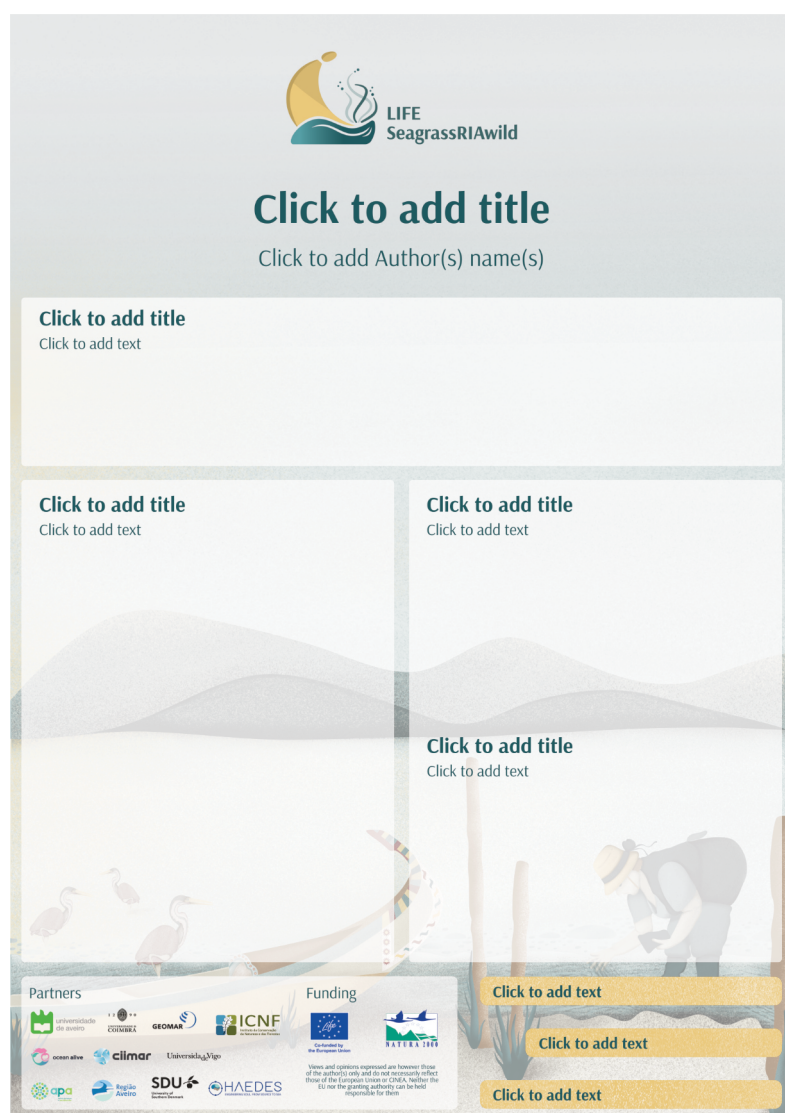
# 04 Print & Communications

## Conference Poster

The LIFE SeagrassRIAwild Posters play a crucial role in promoting and explaining research work. Typically displayed during conferences alongside talks or scientific papers, these posters serve as essential complements to communicate complex research findings, methodologies, and results to a diverse audience, facilitating engagement and knowledge-sharing.

This brand manual includes a design template for Conference Posters in PDF A0 format, compatible with editing in Adobe InDesign.

## Conference Poster



# 04 Print & Communications

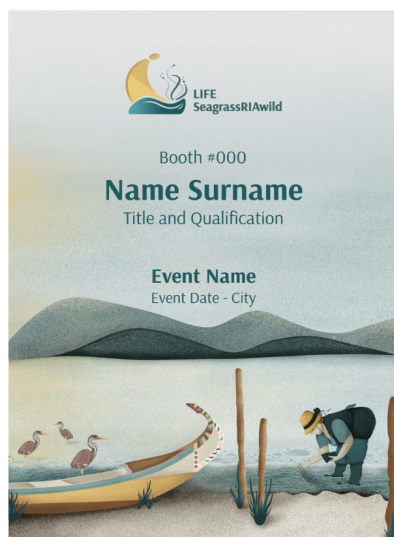
## Conference Badge

The LIFE SeagrassRIAwild conference badges serve as essential identification tools, particularly during conferences and events, enabling the clear and immediate recognition of participants and their respective affiliations.

This brand manual includes two versions for a Conference Badge template in PDF format, compatible with editing in Adobe InDesign.

## Attendees

Badge Attendee V1

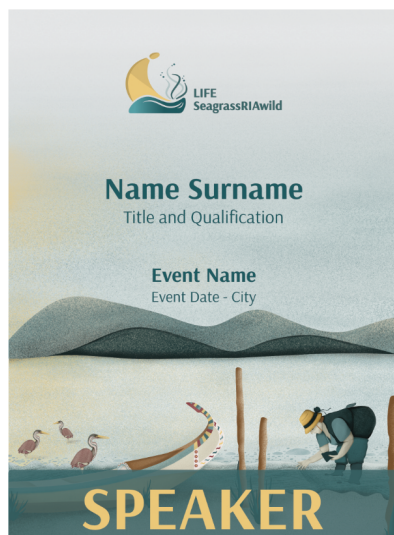


Badge Attendee V2

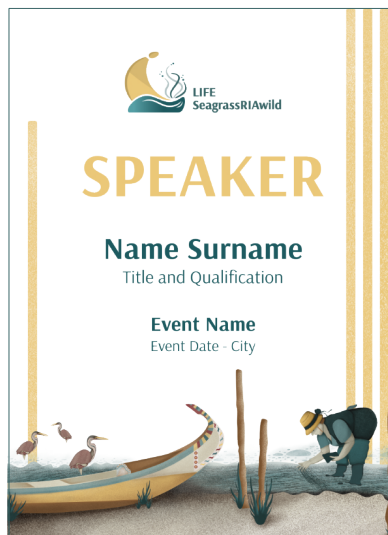


## Speakers

Badge Speaker V1



Badge Speaker V2





# 04 Print & Communications

## Letterhead

The LIFE SeagrassRIAwild letterhead serves as the template for creating one-page letters while maintaining a consistent and professional brand image. Whether it is for formal correspondence or official communications, this template offers a structured and visually cohesive layout that aligns with the brand guidelines.

This brand manual includes a design template for a letterhead, available in Word document format.

## Letterhead Template



**Click to add Title and Description**  
Click to add Subtitle

In hac habitasse platea dictumst. Suspendisse id massa. Nullam porta velit sed lacus. Duis eleifend, felis eu euismod lacinia, felis erat feugiat nisl, vitae congue leo velit a massa. Quisque nec justo a turpis posuere tristique.

Maecenas condimentum tincidunt lorem. Vestibulum vel tellus. Sed vulputate. Morbi massa nunc, convallis a, commodo gravida, tincidunt sed, turpis. Aenean ornare viverra est. Maecenas lorem. Aenean euismod iaculis dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla quam. Aenean fermentum, turpis sed volutpat dignissim, diam risus facilisis nibh, sit amet iaculis est turpis non tellus. Nunc a mauris. Proin eget ligula. Nam cursus libero.

Vestibulum velit orci, bibendum eget, molestie eu, sagittis non, leo. Nullam sed enim. Duis ac lorem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse potenti. Sed tincidunt varius arcu. Mauris vitae arcu sit amet quam condimentum pulvinar. Aenean arcu elit, accumsan id, consequat ornare, lobortis vitae, ligula. Quisque vitae velit ac sapien placerat suscipit. Donec mollis justo sed justo pellentesque sollicitudin. Duis bibendum adipiscing nibh. Maecenas diam risus, molestie ut, porta et, malesuada eget, nisi. In fermentum leo sed turpis. Sed lacus velit, consequat in, ultricies sit amet, malesuada et, diam. Integer mauris sem, convallis ut, consequat in, sollicitudin sed, leo. Cras purus elit, hendrerit ut, egestas eget, sagittis at, nulla. Integer justo dui, faucibus dictum, convallis sodales, accumsan id, risus. Aenean risus. Vestibulum scelerisque placerat sem.

In eget sapien vitae massa rhoncus lacinia. Nullam at leo nec metus aliquam semper. Phasellus tincidunt, ante nec lacinia ultrices, quam mi dictum libero, vitae bibendum turpis elit ut lectus. Sed diam ante, lobortis sed, dignissim sit amet, condimentum in, sapien. Pellentesque nec lectus non risus auctor lobortis. Vestibulum sit amet dolor a ante suscipit pulvinar. Sed lacinia. Aliquam erat volutpat. In hac habitasse platea dictumst. Vivamus sit amet sem vitae tellus ultricies consequat. Integer tincidunt tellus eget justo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

# 04 Print & Communications

## Brochure

The LIFE SeagrassRIAwild brochure template serves as a tool for succinctly articulating key messages, highlighting vital initiatives of LIFE SeagrassRIAwild, and creating awareness about its impactful projects.

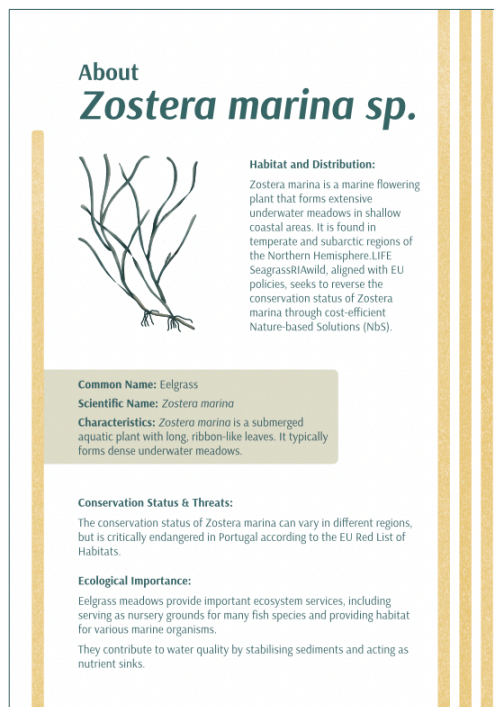
This brand manual includes a design template for Brochures in PDF A0 format, compatible with editing in Adobe InDesign.

## Letterhead Template

### Front Page



### Back Page





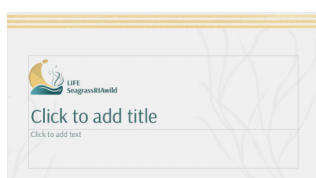
# 04 Print & Communications

## PowerPoint Presentation

The LIFE SeagrassRIAwild PowerPoint presentation provides 7 unique layouts, each meticulously designed to address diverse content needs.

Whether it's a title slide, content slide, or image-focused slide, each layout offers the flexibility to edit and customize text and images aligned with brand guidelines, ensuring consistency with the brand's visual identity and communication style.

### Title Slide



Alternative Title Slide

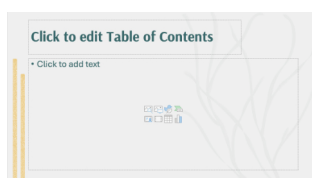


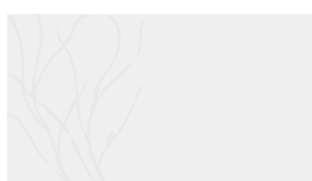
Table of Contents Slide



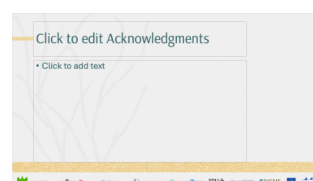
Section with two areas



Alternative Section Slide



Blank Page Slide



Acknowledgments Slide

# 04 Print & Communications

## EU Funding and LIFE Logo

In the creation of informational or promotional materials (brochures, posters, presentations, etc.) for LIFE SeagrassRIAwild, it is crucial to adhere to the following guidelines:

**EU and LIFE Logo Integration:** Ensure that the EU support and LIFE logo is prominently and incisively incorporated in all promotional materials to acknowledge the origin and visibly represent the support of EU funding.

The logo serves as a cornerstone visual identifier, distinctly denoting project origins and solidifying the visibility of EU financial support. Such conscientious integration aligns seamlessly with principles of transparency and accountability, fortifying the visual narrative of EU assistance across all materials.

**Logo Visibility:** The logo should be displayed ensuring sufficient visibility and prominence as requested in Art.17 of the Horizon Europe model grant agreement.

**EU Disclaimer:** Please use the following disclaimer whenever using the funding logo:

*Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.*

Please also consult the [Communication and GDPR rules](#) for further design guidance and details on the use of the LIFE Logo.



**Co-funded by  
the European Union**