

DigiChecks

Visual Identity Manual

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Tahoma

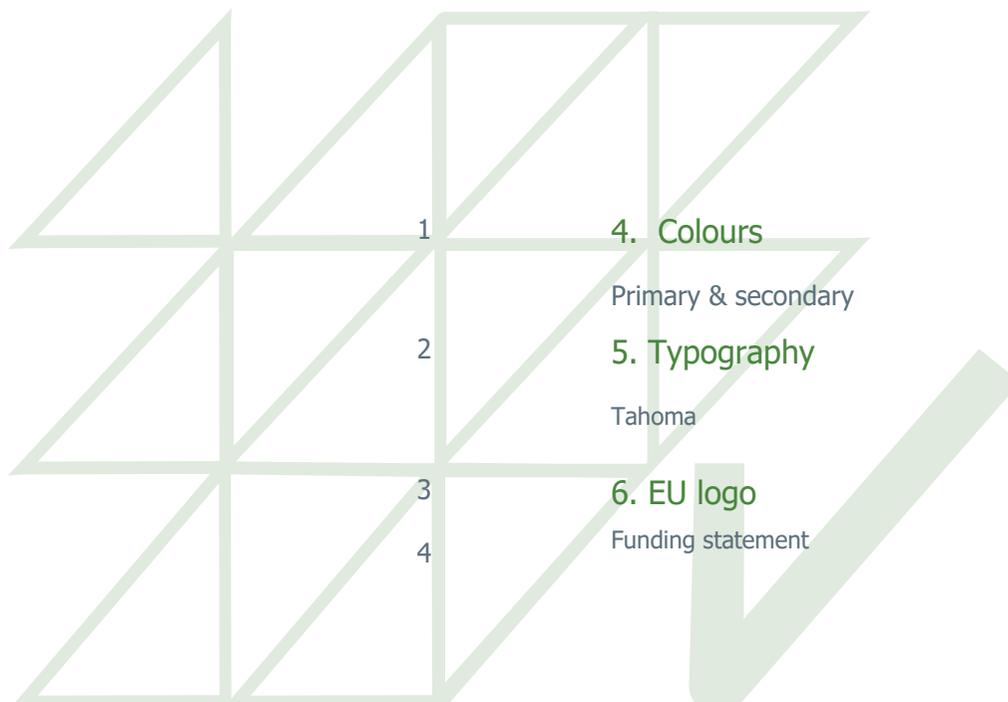
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DigiChecks

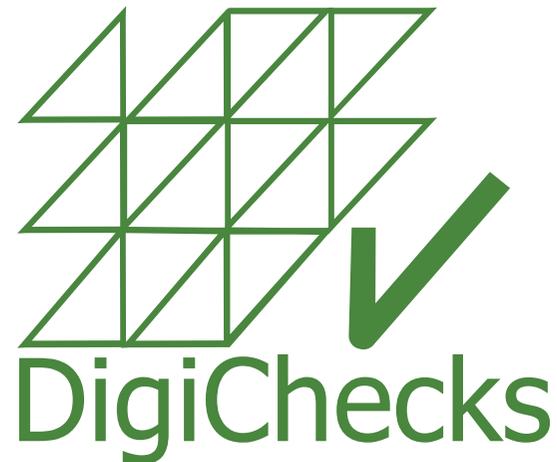
1. Presentation

This **Visual Identity Manual** is a style-book that offers guides and tips to easily apply all visual elements of DigiChecks.

This manual includes elements that define the **Visual Identity of DigiChecks** to facilitate the correct application of the basic identity signs of the project:

- Logo
- Colour
- Typography

The consolidation of DigiChecks' image needs special attention to the recommendations set forth in this manual, as a document that guarantees a unity of criteria in our communication and public dissemination.



2. Logo

The name DigiChecks comes from union of the abbreviation of digital 'Digi' and the word 'Checks'. The word 'digital' has been chosen as this word is included in the full name of the project: Digital environment for management of permits and compliance in building and construction.



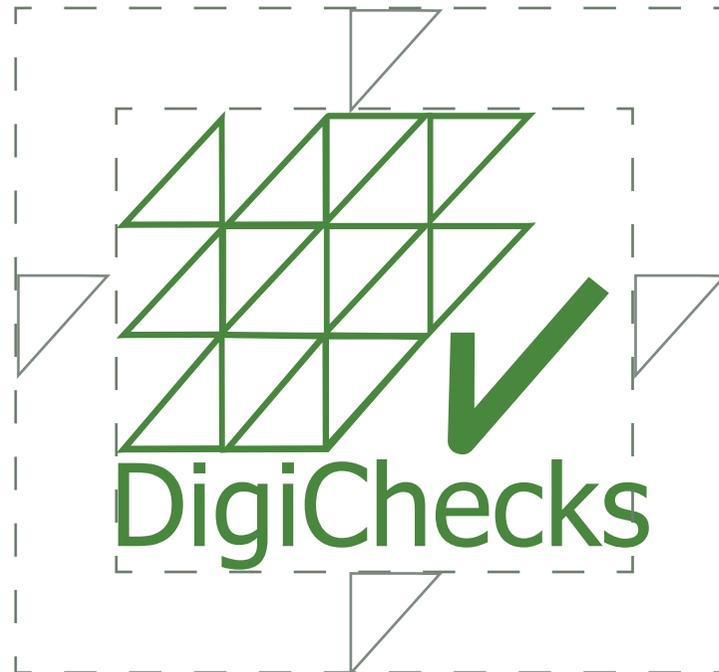
The DigiChecks logo represents the connection between the different actors in the Construction Industry ecosystem. The logo squares represent this connectivity between actors, and the check symbol represents the compliance check that adds value to DigiChecks, making it different from other existing systems on the market.



3. Use of the logo

The minimum size of the logo shall be 5 mm high to ensure that the logo can be read correctly. The logo shall be used in colour, whenever it is possible, leaving the white version for when the backgrounds make it difficult to identify.

When including the logo together with other elements, the following proportions must always be complied: around the DigiChecks logo there must be a space equivalent to the size of the DigiChecks square.



3.1 Logo & background



White background



Light background



Corporate background



Dark background

4 Colours

PRIMARY COLOUR:

The green colour is chosen as a clear "paperless" identity that the proposal proposes, not only in terms of digitisation of the industry, but also the impact on the reduction in the use of paper in the different approval processes.



#488332



R: 72
G: 131
B: 50

SECONDARY COLOURS:

The blue color is usually seen as a sign of stability and security, and within DigiChecks wants to symbolize the stability of develop a new digital Framework. The dark grey colour is usually associated to serenity, to transmit the confidence and commitment of DigiChecks with its purpose.



#0066FF



R: 0
G: 102
B: 255



#464946



R: 70
G: 73
B: 70

5. Typography

The chosen typography is Tahoma and shall be used in all documents whenever it is possible.

WRITE IT IN:

Documents, Power Point, Excel:

Titles:

- Typography: Tahoma
- Colour: R: 72 G:131 B:50 / #488332

AaBbCcDd...

Texts:

- Typography: Tahoma 11 px
- Colour: R: 0, G: 0, B: 0 / #000000

AaBbCcDd...

6. EU logo

All communication activities of the beneficiaries related to DigiChecks (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **must acknowledge EU support and display the European flag (emblem) and funding statement:**



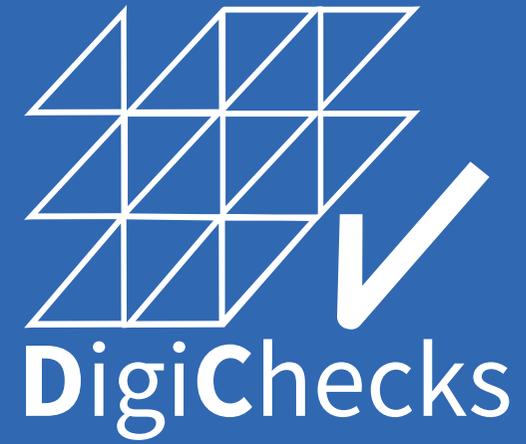
Funded by
The European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under the Article 17, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



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