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**GRAPHIC  
GUIDELINES  
HANDBOOK**

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# Assessment of Policy InteRrelAtionships and Impacts on Sustainability in Europe

## INTRODUCTION

This book provides the elements of visual identity for the APRAISE project as well as guidelines for their proper use and reproduction. It serves as a reference manual for applications in communication and advertising associated with this project.

The graphic standards manual is a working tool to define a set of rules and recommendations that ensure the correct application of graphic identity. By following these rules, effective communication can be ensured, the image can be strengthened and fast identification may be allowed.

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## LOGO

The main components include a signature of the APRAISE symbol and lettering that are associated in an immutable way. Thus, they should be used together, regardless of the application or imposed dimensions.

The relative size of positioning and treatment of logo colors are oriented by the rules of this guide.

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## LOGO

The reference unit in order to build the scale is the height of “APRAISE” lettering. The letter “A” is the highest and all the others have the same size.

These guidelines show that this grid should be used to establish a constant ratio between signature elements.

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150 x 71 px

## LOGO

The defined minimum sizes ensure the visual quality of the symbols in the *press media and in the digital media*. The same minimum sizes are also applied into the monochromatic sets.

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## LOGO

The minimum clear space around the symbol should not contain any other graphic elements such as text, icons or pictures in order to protect the visual integrity of the project.



System RGB

R: 99 G: 129 B: 44

Hex: 63812C



System RGB

R: 185 G: 206 B: 2

Hex: B9CE02



System RGB

R: 255 G: 255 B: 255

Hex: FFFFFFFF



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## COLOR

The reproduction of brand in color is specified according to the internationally recognize standard color systems the three color process RGB for digital/lighting reproduction.

In this page are the codes for the symbol in color version.





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System RGB

R:110 G: 110 B: 110

Hex: 63812C



R: 128 G: 128 B: 128

Hex: 808080

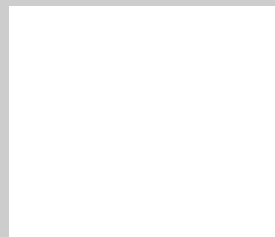
*(with gradient)*



System RGB

R: 255 G: 255 B: 255

Hex: FFFFFFFF



## COLOR

The reproduction of brand in color is specified according to internationally recognized standard color systems and the three color process RGB for digital/lighting reproduction.

In this page, there are provided the codes for the symbols in monochromatic version



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## COLOR

The use of this symbol in a colored background should satisfy some rules:

Choose the better fill in contrast with background and consider the guideline for clear minimum space.



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## COLOR

The use of this symbol in a picture background should satisfy some rules:

Choose the better fill in contrast with background; Put element on a uniform color area of the picture and consider the guideline for clear minimum space.



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## **LilyUPC Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## **TYPEFACE**

The symbol is based on the **LilyUPC regular** typeface.