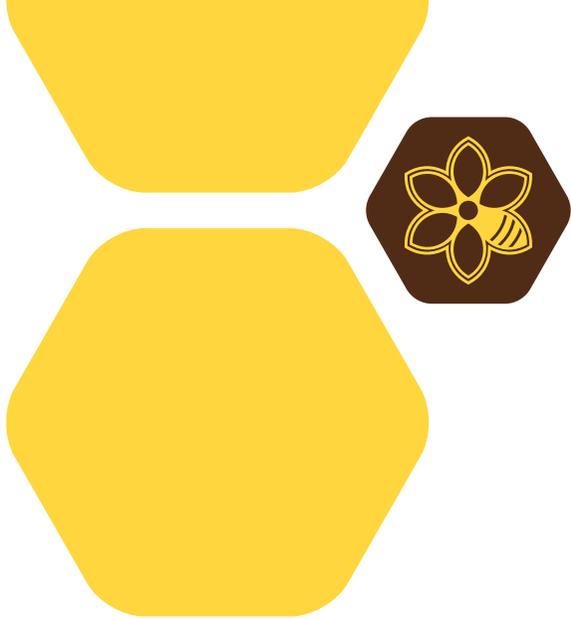# RestPoll

BRAND GUIDE

Important

Read before continuing!

As per the Grant Agreement, all communication, dissemination and exploitation activities that mention the project, including project summary, publications, public events, posters or display signs, infrastructure or works, must mention the project's funding statement and the European flag.

Example of use

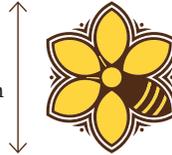For more information click here
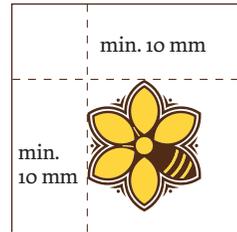
Logo

Height

Margins

Emblem

min. 20 mm

Use:
The emblem can be used as a signature on a design or as a watermark. If an emblem is used, the name RestPoll must be used elsewhere.

min. 10 mm

min. 10 mm

Original

RestPoLL

min. 27 mm
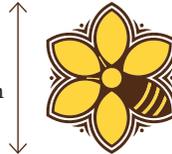
RestPoLL

Use:
This logo should always be used when it's possible. The other logo varieties originate from this one.

Horizontal

RestPoLL

min. 20 mm

RestPoLL

Use:
The horizontal logo is used when a design is wide, instead of long. In this case the logo is well integrated into the design.

Download the logo here
restpoll.eu/media

Logo versions

Original	Diapositive	Black-white	Black-white with background

Various versions of the original logo can be used. When it is used on a dark background a part of the logo can disappear. In that case the diapositive version of the logo can be used. This ensures that the entire logo is clearly visible and is easy to read.

Furthermore the logo can be used in black and white when colour is not used. In this case there is also a variant with a darker background where the entire logo is visible and easy to read.
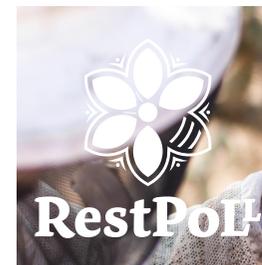
Wrong use

⚠

Important!
Ensure that the logo is always fully visible.

Here are some examples of wrong use of the logo.

Use of colours

The colour palette consists of five colours. These colours can be used in various ways. Be mindful not to use more colours than necessary. This ensures it won't look too cluttered.

The main colour is brown. It represents nature and the earth. Bees are very important on earth and are therefore very connected to nature.

The second colour orange represents brightness and optimism. This optimism represents our belief in a better world for the bee.

The bright yellow shade represents freshness and positivity.

Primary colour

Brown

CMYK	RGB	Hex
43/72/83/66	79/43/23	#4f2b17

Lightbrown

CMYK	RGB	Hex
35/55/90/40	128/90/34	#805921

Secundary colour

Orange

CMYK	RGB	Hex
3/64/93/0	232/115/33	#e87321

Lightorange

CMYK	RGB	Hex
1/35/92/0	247/176/28	#f7b01c

Tertiary colour

Yellow

CMYK	RGB	Hex
0/16/81/0	255/214/61	#ffd63d

Use of colours

Be sure of enough contrast between background and text/elements.

✔

Elento evendit resersp elluptae etusam, sitassit que veles aperferum venditium hicia sus et expelen imust.

✘

Elento evendit resersp elluptae etusam, sitassit que veles aperferum venditium hicia sus et expelen imust.

Typography

Dolly Pro

The quick brown bee flies over the lazy dog

H1

The quick brown bee

- First header for important information about the text.

H2

THE QUICK BROWN BEE

- Second header for short information about the following paragraph.

Plain text

The quick brown bee flies over the lazy dog. The quick brown bee flies over the lazy dog. The quick brown bee flies over the lazy dog.

Regular		
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		

Regular Small Caps		
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		

Regular Italic		
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		

Bold		
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		

Special characters		
0 1 2 3 4 5 6 7 8 9 ! @ "		
# $ % & ? ( ) / * + ‹ = ›		

Lora

The quick brown bee flies over the lazy dog

The secundairy font will be used for digital purposes when the Dolly Pro can't be used. For example Powerpoint and Word.

We use easily recognizable typography. The font is elegant with a smooth roundness to it. This symbolizes the character of the bee and the goal of the organisation.

Icons

The icons have a recognisable and clear shape. The simplistic icons ensure that the reader understands at a glance what they symobolize. The icons are not only visually attractive, but also functional. They support the message that it symbolizes. The icons offer a quick visual recognition of specific subjects.

Countries

Research institutions

The faces behind RestPoll

Did you know that...

Ministeries

Partners of industry

Field work

In practice

NGO

National Park

Download the icons here
restpoll.eu/media

Minimum height and width

min. 10 mm

min. 10 mm
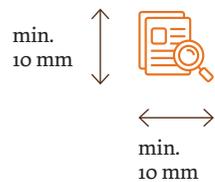
Be sure to have enough contrast

The icons could be really small. It is very important to use enough contrast so the icon remain clearly visible.

✓ ✗   ✓ ✗   ✓ ✗

Photography

We believe that a picture says more than a thousand words. In the photographs the bee is put in the spotlight. The photographs are a true depiction of the identity of the organisation.

Pictures of a bee

✔ Close up	✘ Subject is too small
✔ Focus on the head	✘ Sharpness around the object
✔ Bright colours	✘ Black and white
✔ In action	✘ Dead or ill bee
✔ Healthy condition	
✔ (Part of the) flower	

Pictures of people

✔ Love for the job	✘ Unmotivated people
✔ Teamwork	✘ Unhappy people
✔ Research	

Pictures from above

✔ Wide view	✘ Too cropped
✔ Blue sky	✘ Grey sky
✔ Pollinator friendly fields	✘ Too many buildings
✔ Straight horizon	✘ Crooked horizon

Poster

Coming soon

Roll-up banner

Coming soon

Any questions? Ask us!
info@restpoll.eu