



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



This project receives funding from the European Union's Horizon Europe Framework Programme under project No. 101082101.

For more information click [here](#)



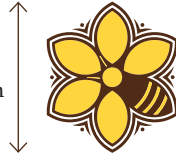
Logo

Emblem



Height

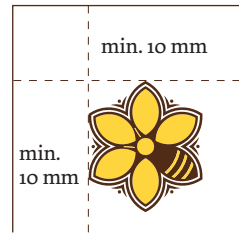
min.
20 mm



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.

Margins



Original



RestPoll

min.
27 mm



RestPoll

Use:

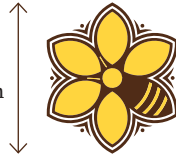
This logo should always be used when it's possible. The other logo varieties originate from this one.

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

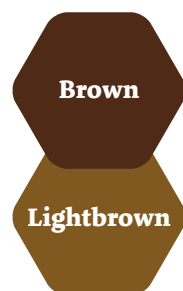
The colour palette consists of five colours. These colours can be used in various ways. Be mindful not to use more colours than necessary. This ensures it won't look too cluttered.

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



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

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

Secondary colour



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

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

Tertiary colour



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

Primary font

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

o 1 2 3 4 5 6 7 8 9 ! @ “
\$ % & ? () / * + < = >

Secondary font

Lora

The quick brown
bee flies over the
lazy dog

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

We use easily recognizable typog-
raphy. 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 symbolize. 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...



Ministries



Partners of industry



Field work



In practice



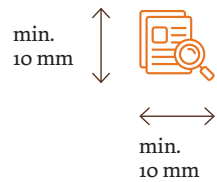
NGO



National Park

Download the icons here
restpoll.eu/media

Minimum height and width



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.

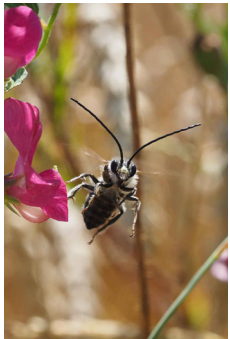




Photography



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

Pictures of people

- ✓ Love for the job
- ✓ Teamwork
- ✓ Research
- ✗ Unmotivated people
- ✗ Unhappy people

Pictures from above

- ✓ Wide view
- ✓ Blue sky
- ✓ Pollinator friendly fields
- ✓ Straight horizon
- ✗ Too cropped
- ✗ Grey sky
- ✗ Too many buildings
- ✗ Crooked horizon



Poster

Coming soon



Roll-up banner





Any questions? Ask us!

info@restpoll.eu