



**TRI-HP
PROJECT**

Trigeneration systems based on
heat pumps with natural refrigerants
and multiple renewable sources

Visual identity.

Deliverable number: D8.2

Version 2.0



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01

INTRODUCTION

The Corporate Identity of the European Project TRI-HP, *Trigeneration systems based on heat pumps with natural refrigerants and multiple renewable sources*, is the summation of the entire message emitted by it. That identity is sensed by the institutions, organisms, companies and citizens through the visual communication, a process where it can be distinguished in a concise way which is the activities and services carried out by that same service. This process of visual communication is materialised over the usage of an applied iconography into all the entities.

It is certainly the rightful procedure of this iconography and the respect for the rules which are being established in this application manual what will regulate the correct projected image of TRI-HP.

The fidelity in the treatment of the rules ensures the coherence and solidity of the said image.

This way, the finality of this manual aims to describe in a clear and unambiguous way, the corporate identity of TRI-HP.

This manual intends to standardise and unify all the graphic parameters that should be deployed, evenly, by all those persons in charge of developing and representing the TRI-HP, portrayal. As application normative of the corporate image, this manual should be closely read and understood before proceeding to the implementation of the identity's components.

Properly implemented, this manual ensures the achievement of a unified, appealing and easily identified portrayal for our project while optimizing its communication efficiency.

02

MAIN LOGOTYPE AND VARIATIONS

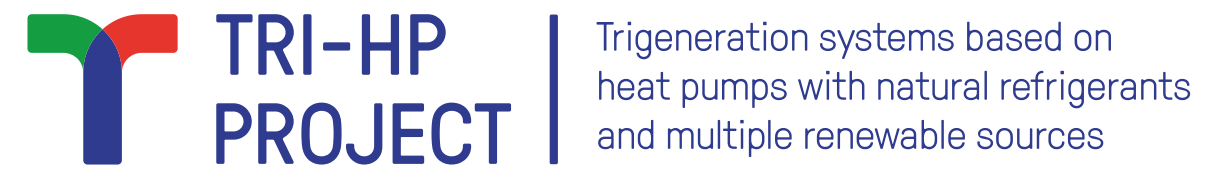
This page reproduces the brand in its corporate colours.

The brand is composed by the TRI-HP typeface designation in the proportions exposed ahead and the T symbol.

It is also presented the reduced version and the extended one. These two options will be used when required by space conditions.

The proportions of all versions will be respected in all applications.

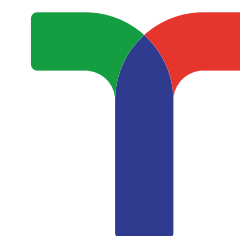
The logotype will be always embodied when possible in its corporate colours.



MAIN VERSION



REDUCED VERSION



SYMBOL

03

POSITIVE AND NEGATIVE LOGOTYPE

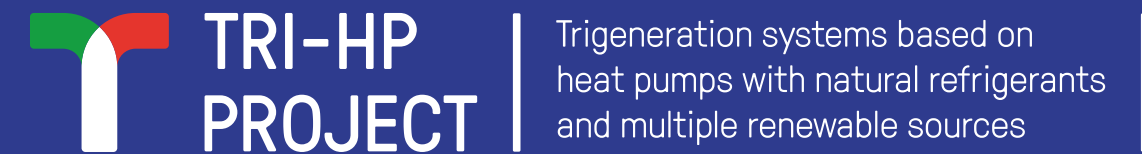
This page will reproduce the brand in its corporative colours, which will be embodied always when possible.

It is also included the model that must be followed in case the corporate identity's reproduction in black and white were necessary.

MAIN POSITIVE VERSION



MAIN NEGATIVE VERSION



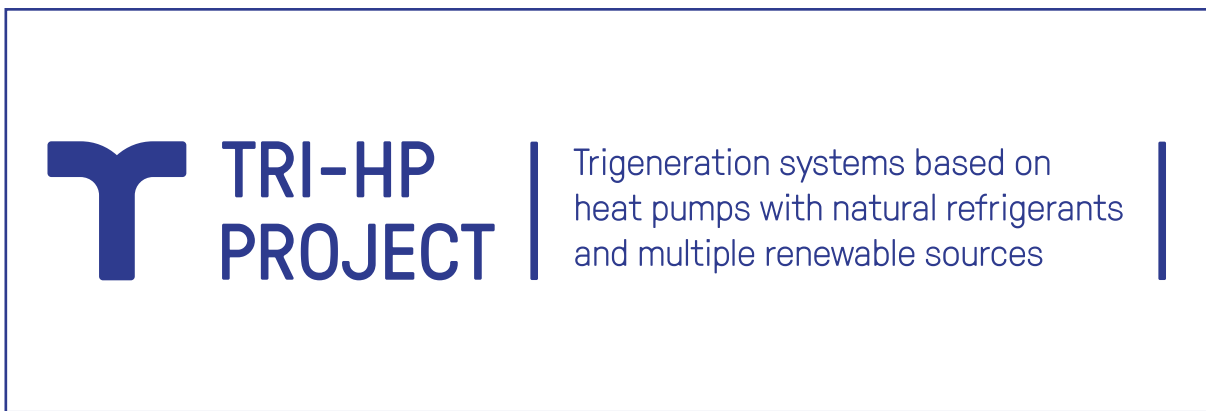
MAIN POSITIVE VERSION
BLUE



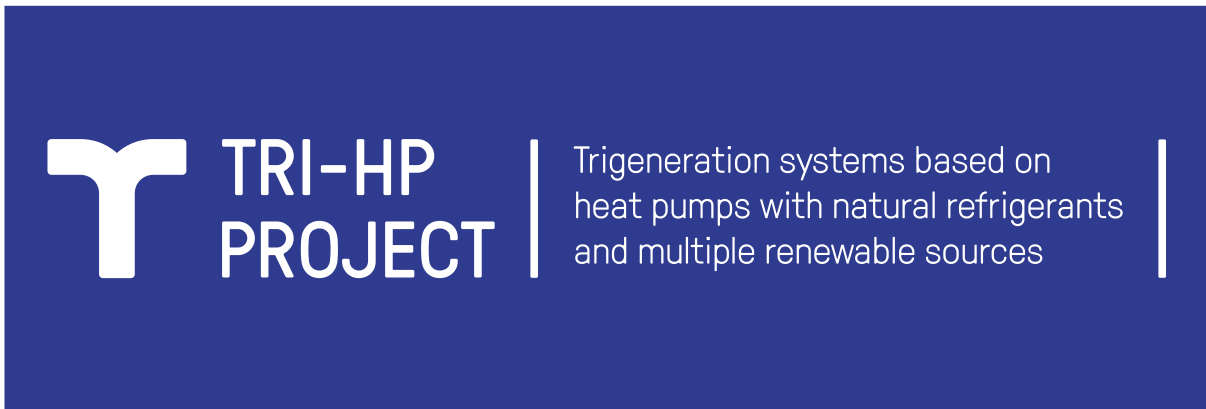
MAIN NEGATIVE VERSION
BLUE



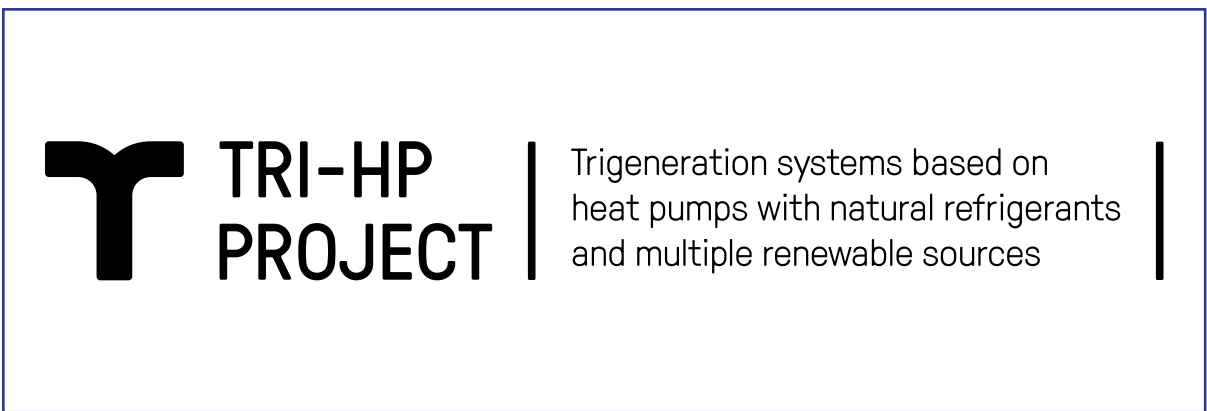
ONE COLOUR
POSITIVE VERSION



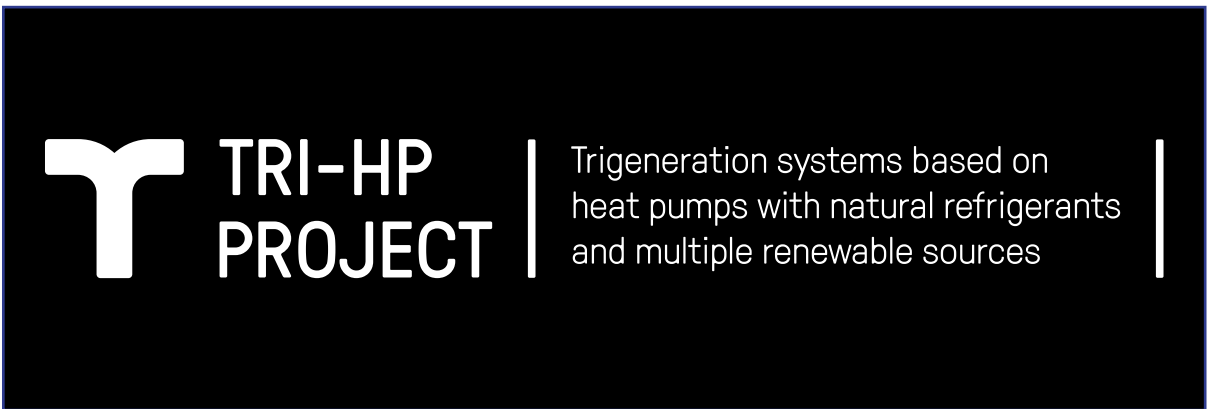
ONE COLOUR
NEGATIVE VERSION



BLACK
POSITIVE VERSION



WHITE
NEGATIVE VERSION



MAIN POSITIVE VERSION



MAIN NEGATIVE VERSION



MAIN POSITIVE VERSION
BLUE



MAIN NEGATIVE VERSION
BLUE



ONE COLOUR
POSITIVE VERSION



ONE COLOUR
NEGATIVE VERSION



BLACK
POSITIVE VERSION



WHITE
NEGATIVE VERSION



04 THE COLOUR

This chapter marks the corporate colours in which the brand must be always embodied when possible.

To guarantee the correct representation of the brand in different supports, we gather in this page the different compositions and patterns of the corporate colours.

CORPORATE COLOUR



BLUE
92C 87M 0Y 0K
60R 56G 142B
3c388e

CORPORATE COLOUR



RED
0C 90M 85Y 0K
230R 51G 42B
e6332a

CORPORATE COLOUR



GREEN
81C 4M 92Y 0K
6R 161G 71B
06a147

05 REDUCTION SCALE

This point ensures the readability of the brand thanks to the minimum established sizes in which it can be reproduced on digital and printed publications.

When printed it is crucial to verify that every single step maintains a minimum scale and identification according to the specific medium (i.e. printing system, paper, etc.).



PRINTED
PUBLICATIONS 90 mm



DIGITAL
PUBLICATIONS 255 pixels



PRINTED
PUBLICATIONS 30 mm



DIGITAL
PUBLICATIONS 85 pixels

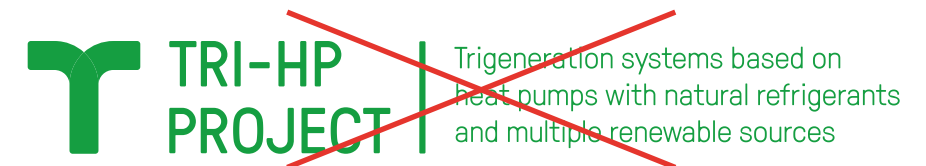
06 IMPROPER USES

The arrangement of the logotype will be in a horizontal manner, rejecting any other position when it is not strictly necessary.

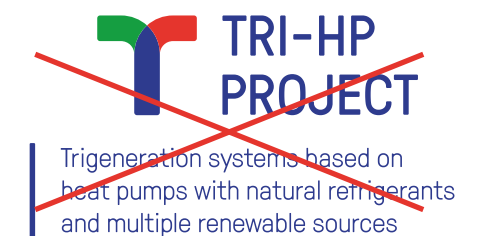
I will not be accepted any attachment or stretching, any other type of deformation which spoils the brand's image nor a proportional change in between the elements of the composition.



PROPER USE



IMPROPER USE



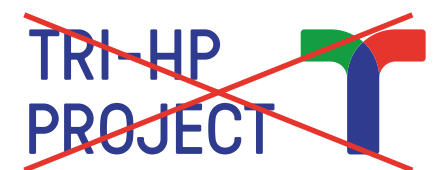
IMPROPER USE



PROPER USE



IMPROPER USE



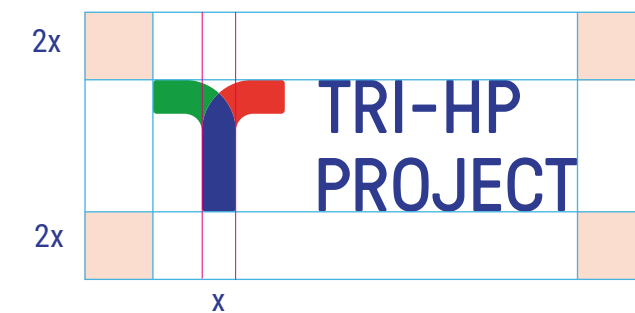
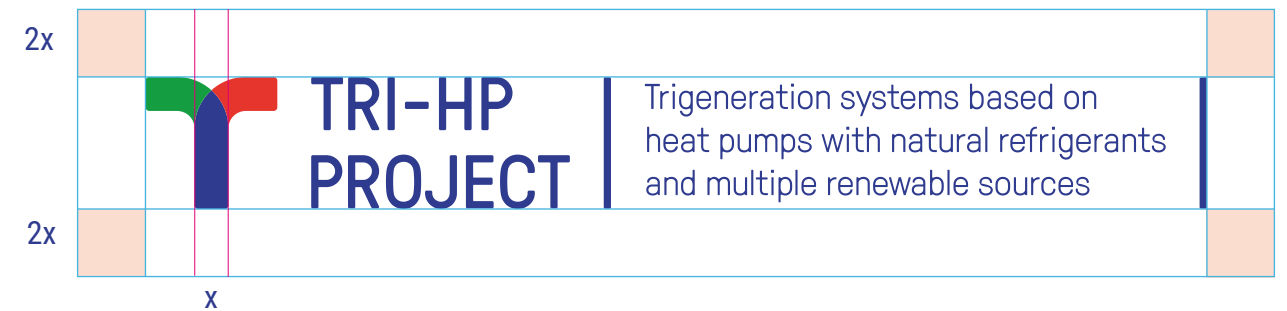
IMPROPER USE

07

AREA PROTECTION

We introduce in this page the minimum margins of the protection area in which the brand can be reproduced on printed and digital publications.

The protection area is the least distance which has to be maintained in between the logotype and other graphic elements to guarantee its presence and identification.



08

CORPORATE TYPEFACE

TRI-HP does not only wish to convey its values over graphic forms and colours, but also through its typeface.

This is why it has been selected the Roboto font family in its web version as well as its corporate templates for every version, light, regular, italic, bold.

The text compositions will always be left-aligned, with a generous body and a solid line spacing (11 for bodies, 12 for line spacing).

– ROBOTO LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€&()*?;!i@

– ROBOTO LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€&()*?;!i@

– ROBOTO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€&()*?;!i@

– ROBOTO REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€&()*?;!i@

– ROBOTO BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€&()*?;!i@

– ROBOTO BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890€&()*?;!i@

09

PHOTOGRAPHIC STYLE

TRI-HP does not only wish to convey its values over graphic forms and colours, but also through photography.

This guideline gives example images for further reference.



ICE



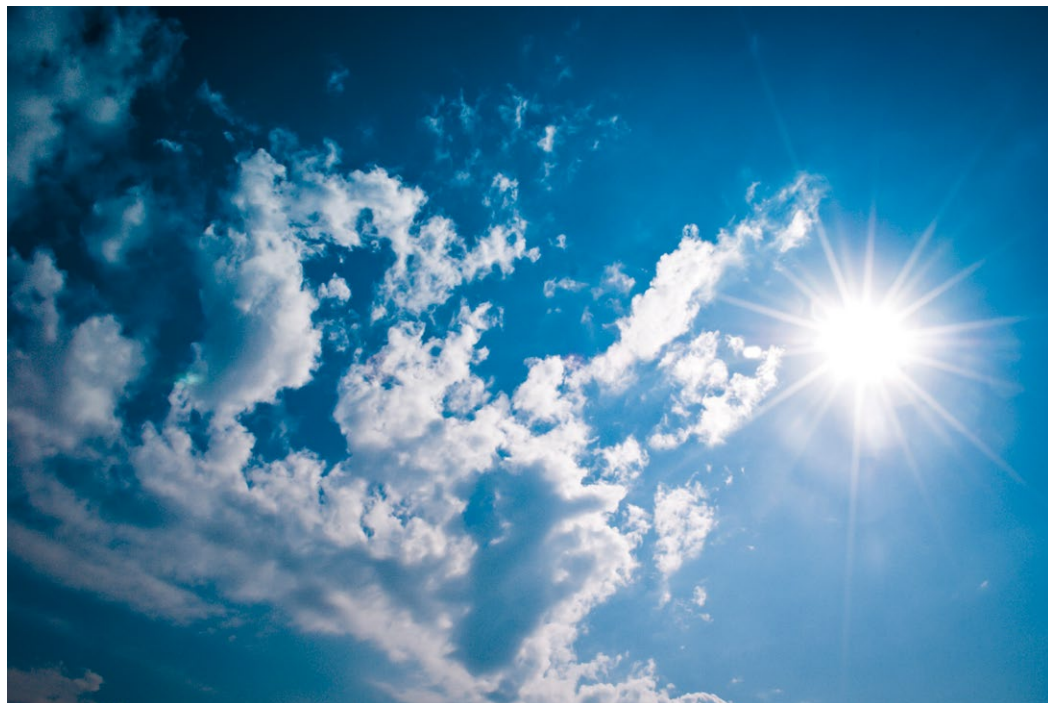
ICE



NEW BUILDING



REFURBISHED BUILDING



SKY + SUN



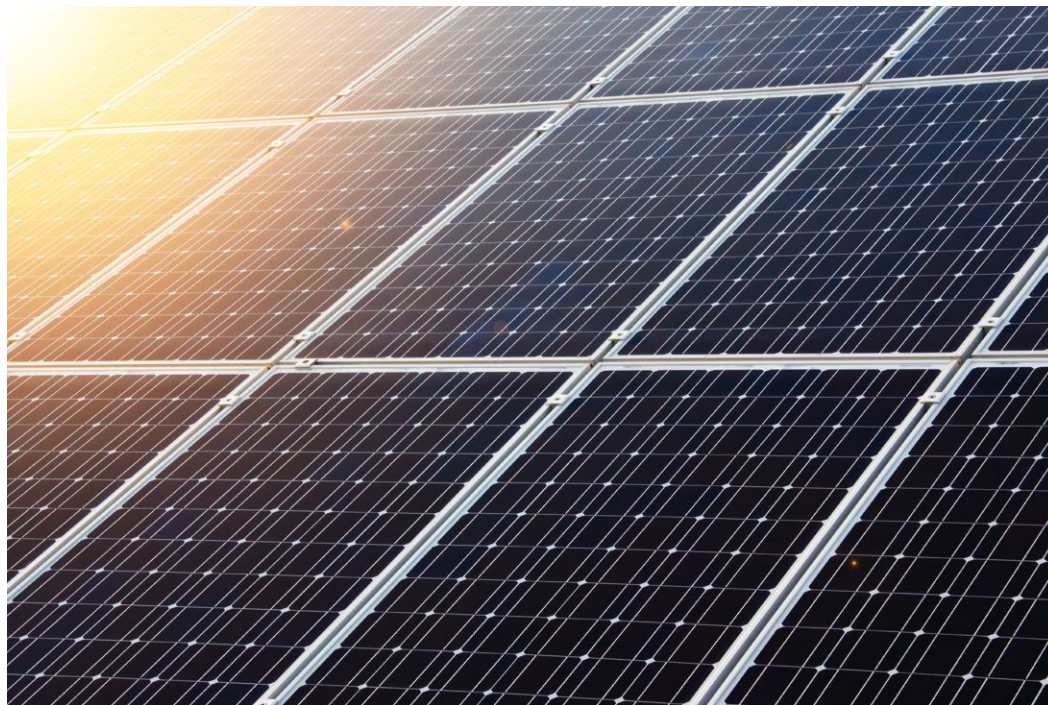
SKY



SOLAR ENERGY + BUILDINGS



PHOTOVOLTAIC



PHOTOVOLTAIC



GROUND ENERGY



ELECTRICITY



GROUND ENERGY



Trigeneration systems based on
heat pumps with natural refrigerants
and multiple renewable sources



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