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# Introduction

Circusol stands for Circular business models for the solar power industry. It is a Horizon 2020 project with 15 partners from 7 European countries.

Circusol will deliver tangible innovation for the solar power industry with market-validated PSS business models, 2nd-life PV/battery labelling/certification protocols and cost/applications analysis, and an info sharing ICT platform.

With this branding guide, Circusol will establish their identity on- and off screen, which is very important to establish a professional and even brand appearance in all media.

# Logo

## BASE LOGO

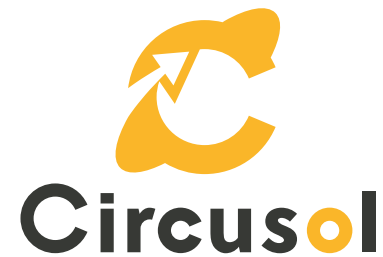
The base logo exists out of a shape (the symbol) and the name on the right side. This is the full logo to be used in all communication whenever the size is 26mm or bigger.

When the logo is used in a smaller size than 26mm there is an alternate smaller version where the shape is in the centre with the name below in order to sustain readability.

Furthermore there is also an icon version without typography. This shape is to be used when the icon clearly represents an miniature version of the base logo.

The shape itself represents renewable and efficient energy.

The basefont for the typography of the name is SOLEIL (Typekit) but has been altered to fit better with the shape.





 **Circusol**

 **Circusol**

 **Circusol**

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 **Circusol**

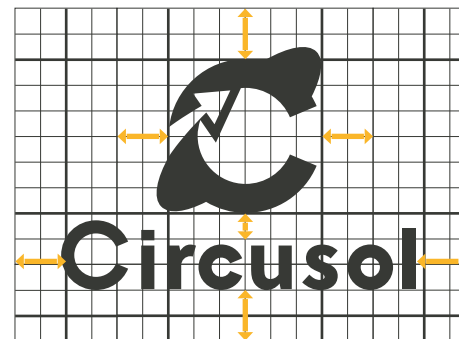
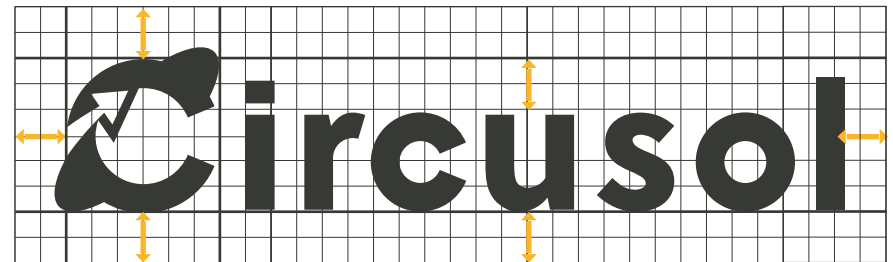
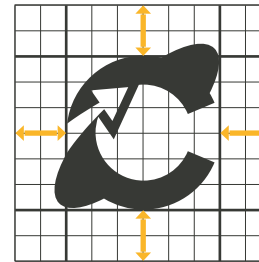


## BOUNDING BOX

For optimal visibility of the logo, there is a need for a minimal free white space around the logo called the "bounding box"

In the example shown you can clearly see the bounding box area round the icon and base logo.

Within this space it is not allowed to place other elements. This rule also applies to thirdparty usage.



## HOW NOT TO USE THE LOGO

The logo has a visually strong character which is enhanced by using it correctly on all brand elements.

You can't use the logo in a smaller or wider version. Adding shadows is prohibited and you can't rotate the logo in any direction.

This applies to the base logo, smaller version and icon version.

Some examples are displayed.



# Colours

## PRIMARY COLORS

The primary color of the logo are a yellowish orange tint and a black tint which combines into an energetic and powerful color combination.



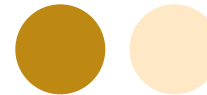
**CMYK** 0/33/88/0  
**RGB** 255/183/27  
**HEX** #ffb71b  
**PMS** Pantone 1235 C



**CMYK** 68/56/59/63  
**RGB** 55/58/54  
**HEX** #373a36  
**PMS** Pantone 447 C

## TINTS

To lay accents in the graphic design and communication elements there's a light and dark tint of the primary colors available



**CMYK** 22/44/99/11 - 0/11/27/0  
**RGB** 191/137/20 - 255/234/196  
**HEX** #bf8914 - #ffeac4



**CMYK** 17/14/15/91 - 27/22/23/0  
**RGB** 49/49/47 - 197/193/191  
**HEX** #31312f - #c5c1bf

## SECONDARY COLORS

To emphasize elements there is a range of secondary colors available. These come in handy for tables and graphs for example.



**CMYK** 84/78/0/0  
**RGB** 74/72/154  
**HEX** #4a4898



**CMYK** 63/13/0/0  
**RGB** 88/178/229  
**HEX** #58b2e5



**CMYK** 0/66/93/0  
**RGB** 238/112/30  
**HEX** #ee701e



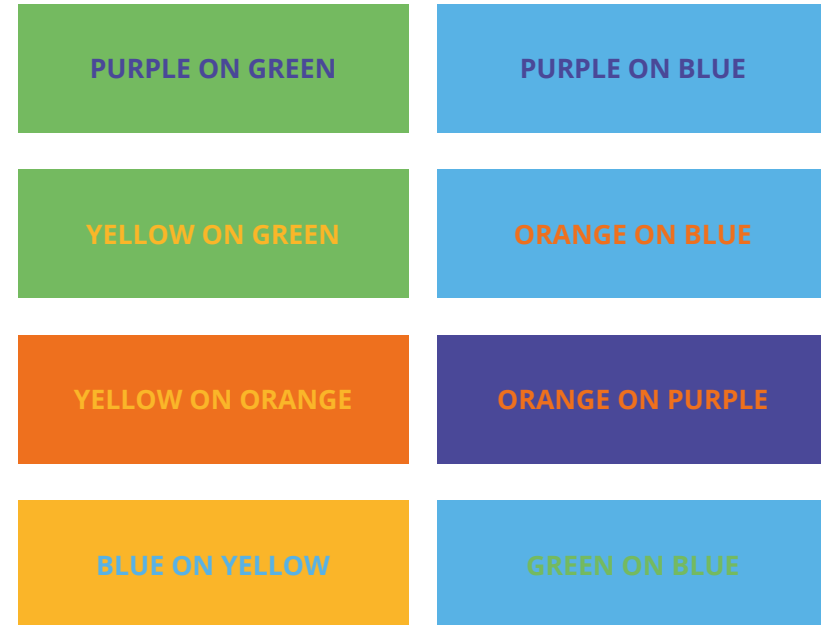
**CMYK** 60/0/77/0  
**RGB** 115/186/96  
**HEX** #6fc25d



## HOW NOT TO USE COLOR COMBINATIONS

The color combinations are carefully tested for visibility and contrast. It is prohibited to use these colors in a mix together.

Some examples of what does not visually work in the branding elements.



# Typography

## FONT

The font used in the logo is a derivative of the Typekit font "SOLEIL". A symmetric, geometric and very readable quality font for titles.

## FONT FOR BRANDING ELEMENTS USE

SOLEIL is not a free font unless you have a typekit membership.

However there is an alternative available free Google font which shares a lot of similarities. Employees or agencies can use the Google font "Montserrat" for titles in documents such as Word, Powerpoint, website, ...

## TITLES VS. BODY FONT

As explained above the "Montserrat" font works great for titles but not so much for body text. Another Google font "Open Sans" is a very good fit for body text because it is also very readable and makes a nice combination with "Montserrat" because of shared characteristics.

Soleil

**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  
**1 2 3 4 5 6 7 8 9 0**

Montserrat

**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  
**1 2 3 4 5 6 7 8 9 0**

Open Sans

**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  
**1 2 3 4 5 6 7 8 9 0**

# More info?

**FOR MORE INFO OR ADVISE ON HOW TO USE  
BRANDING ELEMENTS PLEASE ADDRESS  
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