SIRCULAR

STYLE GUIDE

TABLE OF CONTENT

SIRCULAR is a Horizon Europe project coordinated by RINA-C and combines the expertise of 22 partners from six European countries, including universities, SMEs, NGOs, and industries. During the next three-and-a-half-years, SIRCULAR will transform the building sector into a circular and sustainable industry, aligned with the Built4People partnership principles.

We will test and demonstrate innovative technologies and services across four regional clusters: initially in Estonia and Spain, followed by Germany and Greece. These clusters will engage construction companies, housing companies, universities, and local administrative entities, focusing on buildings owned or occupied by vulnerable population groups, in line with the SIRCULAR just and affordable transition approach.

LOGO

Visuals in the logo represent the key aspects of the project. Buildings drawn in thin lines illustrate the building and construction sector which adresses the main goal of the project - to transform this specific sector into a circular and sustainable and low carbon industry.

The circularity is emphasized by multiple circles around the buildings. The circles also symbolize transformation achived by new tools and technologies. Colours that are applied on some parts of the ilustration represent those new technologies.

Logo is provided in primary vertical alignment and secondary horizontal alignment which can be used when smaller logo is needed or when the format requires that. In some cases it is allowed to use only the logomark (social media profile photo for example).
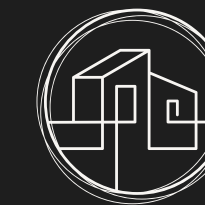

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04

DO'S AND DONT'S

The color version of the logo can only be placed on light background (white, beige, light grey). On other background colors (solid, gradient or photos with overlay) we use monochromatic verison of the logo. A high contrast should remain.

The following treatments are not allowed when using SIRCULAR logo.

DO NOT change the colour

DO NOT stretch or squish the logo

DO NOT rotate the logo

DO NOT use color version on dark background

DO NOT lose contrast
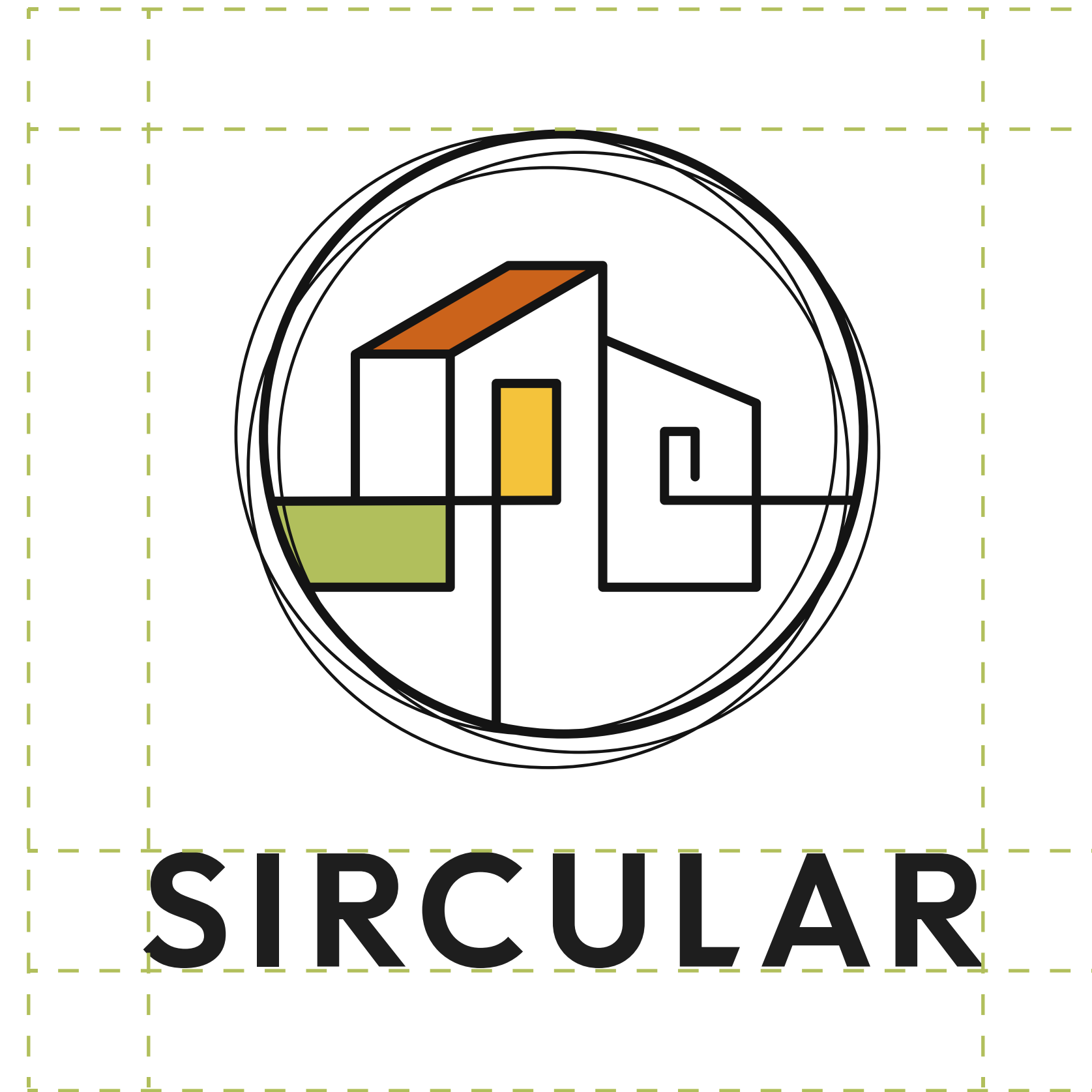

DO NOT use logo on photos without overlay

05

LOGO EXCLUSION ZONE

The exclusion zone represents the absolute minimum safe space around the logo.

For SIRCULAR the exclusion zone is equal to the height of the word SIRCULAR.
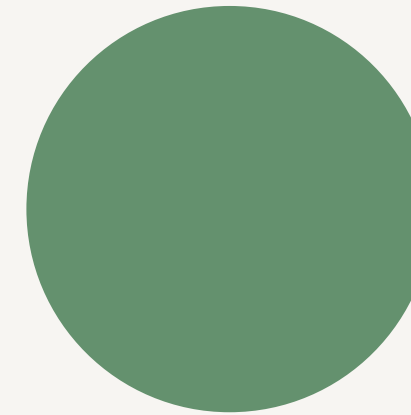

SIRCULAR

COLOURS

Our primary colors, used for most of the solid backgrounds, gradients, buttons on the website and some of the headlines are two shades of green. They symbolize sustainability and transformation to low carbon industry.

Since the project focuses on people-centric approach that prioritises the needs and well-being of people and communities the colour palette also contains some warmer colours - yellow and orange. They can be used for highlights in text, illustrations and other graphics.

CMYK colours are used for print products, whereas **RGB** colours are used for digital products. The **HEX** Code is mostly used for Websites.
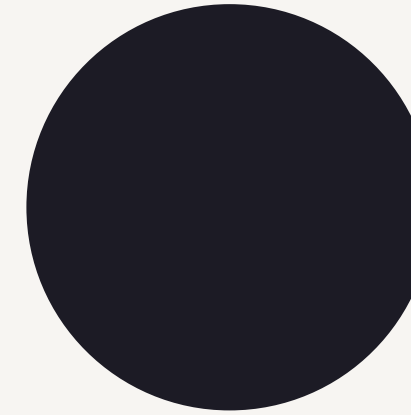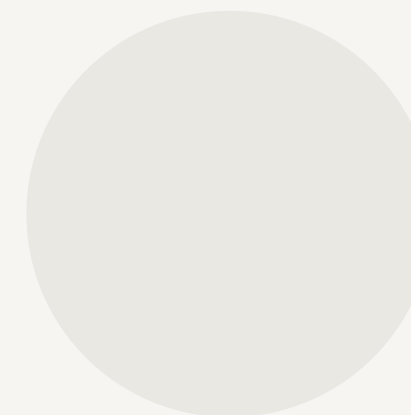
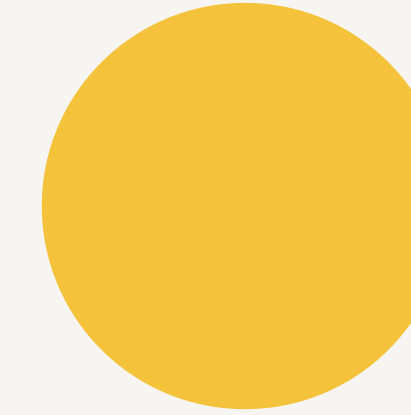**C**78 **M**73 **Y**57 **K**72
R28 **G**27 **B**37
#1C1B25

C4 **M**23 **Y**89 **K**0
R244 **G**195 **B**59
#F4C33B

C64 **M**26 **Y**66 **K**6
R100 **G**145 **B**110
#64916E
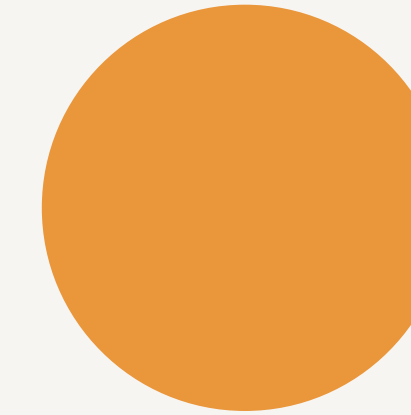
C6 **M**47 **Y**89 **K**0
R234 **G**150 **B**59
#EA963B

C35 **M**12 **Y**81 **K**0
R177 **G**191 **B**92
#B1BF5C
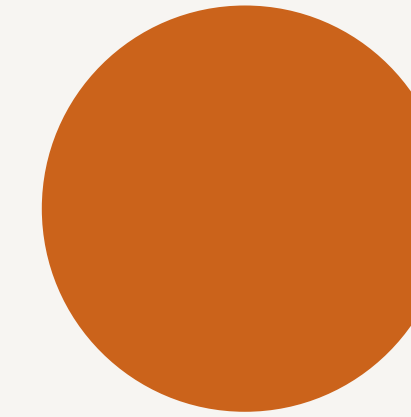
C16 **M**72 **Y**100 **K**4
R203 **G**99 **B**27
#CB631B

C7 **M**6 **Y**8 **K**0
R234 **G**232 **B**227
#EAE8E3
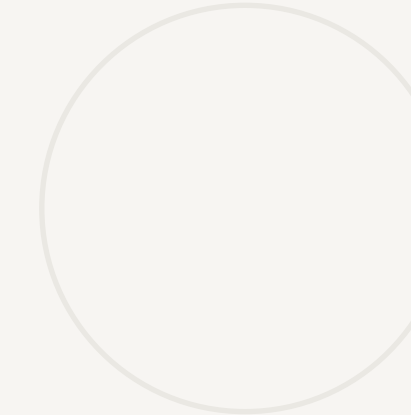
C2 **M**2 **Y**3 **K**0
R247 **G**245 **B**242
#F7F5F2

Overpass is a free, Open Source typeface designed by Delve Fonts. It's available for download on the Google fonts platform (https://fonts.google.com/specimen/Overpass).

Calibri is a system font that can be used as alternative when primary font is not available (Word, PowerPoint templates).

Overpass Thin
Overpass ExtraLight
Overpass Light
Overpass Regular
Overpass Medium
Overpass SemiBold
# Overpass Bold
Overpass ExtraBold
Overpass Black

Calibri Light
Calibri Regular
Calibri Bold

KEY VISUAL

The key visual of SIRCULAR is illustration that is extension of the logo.

Buildings drawn in thin lines illustrate the building and construction sector that will be transformed into a circular and sustainable and low carbon industry. That will be achieved with new tools and technologies. In illustration they are represented by colours while the building is drawn in thin black line.
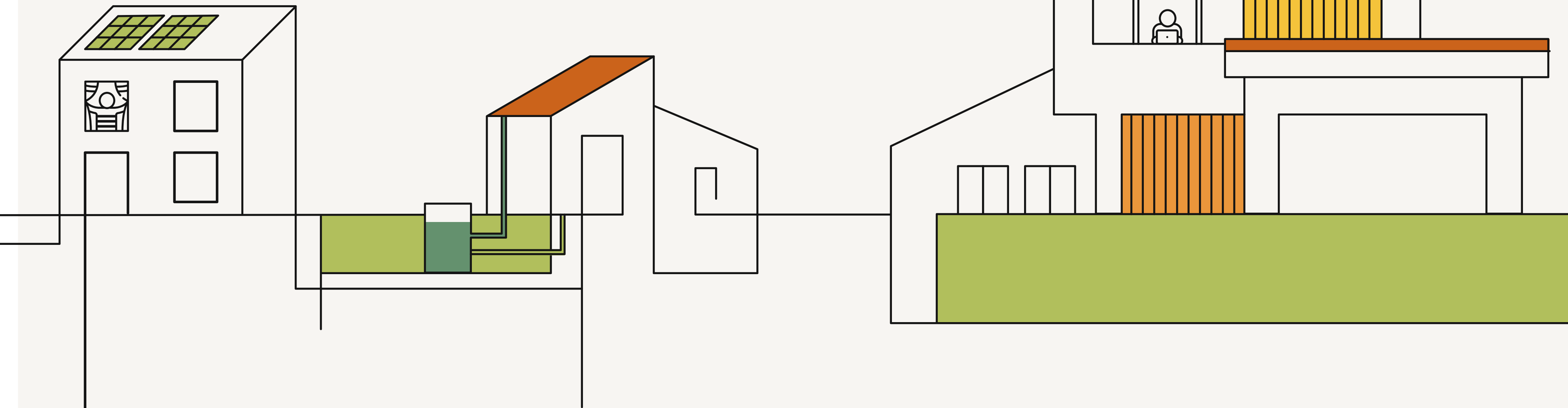
ICONS

ICON I

ICON II

ICON III

GRADIENTS

We have two different gradients. The primary gradient consists of two green colours and can be used for background of the logo, overlay of the photos or as standalone background. The secondary gradient consists of three different shades of yellow and orange. It can also be used as background, but only as a higlight.

#B1BF5C

#64916E

SIRCULAR

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#CB631B

#EA963B

#F4C33B

#F4C33B

USE OF EU EMBLEM AND
FUNDING STATEMENT

Beneficiaries must acknowledge the support received
under EU programmes. Therefore the EU Emblem must
be used in the projects appearance.

Both logos can be placed together, seperated by a line.
Their sizes should be adjusted to each other.

SIRCULAR | Co-funded by the European Union

www.sircularproject.eu

PROJECT COORDINATOR

Margherita Fabbri

RINA-C

margherita.fabbri@rina.org

MAIN PRESS CONTACT

Adélaïde Chopard

Steinbeis Europa Zentrum

adelaide.chopard@steinbeis-europa.de