



Life Project CityTRAQ House Style Guide //////////////////////////////////

October 2022

1 House style

A house style and project logo were developed for the project in line with the LIFE programme guidelines. The project aims to improve local air quality based on data derived from traffic counts. A blue ring was therefore chosen for the logo, representing the air surrounding the cities. Black text with extensions of the Y and T were used to symbolise city roads. The logo in its entirety resembles a city centre with a ring road.

Partners are to use this house style when communicating about campaigns within the project. Several templates have been created for items such as reports (publications) and PowerPoint presentations to promote visual consistency. All partners have these templates which are also available on the project's shared web space. The LIFE logo should be added to communications as well.

1.1 Logo

Main logo



Permitted colour variations



Example of combination with the LIFE logo



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1.2 Colours

The main colours are white, black and blue(-green). We use shades of orange and light blue as supporting colours.

Main colours

C: 0	C: 90	C: 60	C: 60
M: 0	M: 0	M: 0	M: 0
Y: 0	Y: 0	Y: 30	Y: 30
K: 100	K: 100	K: 0	K: 30
#FFFFFF	#000F1F	#67C1BE	#519795

Supporting colours

C: 25	C: 0	C: 0	C: 0
M: 0	M: 20	M: 35	M: 50
Y: 15	Y: 45	Y: 60	Y: 85
K: 0	K: 0	K: 0	K: 0
#CBE6E1	#FDD59B	#F9B672	#F39433

1.3 Font

Calibri has been designated the default font. For a standard text, the font size is 11 pt. In templates of administrative applications, the various variants are already set.

1.4 Campaign image

In project-based communications, we use this campaign image. For local activities, the partners are obviously free to use their own images. Images used within the LIFE CityTRAQ project may also be used by other partners as long as the partner who owns the copyright is mentioned. The user must always inquire with the respective partner whether there are any special copyrights on the images.



2 Administrative applications

Templates are available for meeting agendas, minutes, reports and PowerPoint presentations.

3 Communication tools

Templates are available for posters, flyers, brochures, presentation folders and roller banners.