

# VISUAL IDENTITY GUIDELINES



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# INTRODUCTION

Visual identity and key messages for ICARUS have been delivered and approved following the kick-off meeting that took place on 23 and 24 January 2024 in Madrid, Spain. These guidelines have been approved by all partners.

# VISUAL IDENTITY

The visual identity of ICARUS plays an essential role in raising awareness and promoting the project. As such, it is imperative that every partner respects these guidelines when using the logo, font, and colours for any external or internal communication activities. These activities include, but are not limited to, presentation templates, posters, business cards, flyers, or social media content.

## 1.1. The logo



ICARUS aims to advance the circular economy levels of the construction and process industries. By upcycling waste material resources, ICARUS will support the transformation towards circular and sustainable process industries. The logo aims to represent the process by which ICARUS will support the circularity of the industrial sector.

**Both logo pack and templates (Word and PPT) have been uploaded on project Teams site.**

Logo folder: [Logo pack](#)

Templates folder: [Templates pack](#)

## 1.2. Logo variations



### Red and grey

This is the default version of the logo. To be used on a white or light background.





**Grey**

This version of the logo is to be used on a coloured background.



**Dark**

This version of the logo is to be used on black and white layouts or documents, or in light backgrounds.



**White**

This version of the logo is to be used on a dark background.

### 1.3. The colours

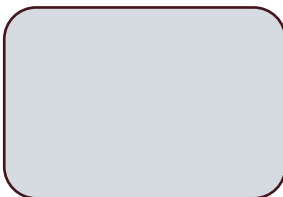
ICARUS project’s colour palette has been developed to meet all communication needs.



**HEX:** #A64151  
**CMYK:** 0/40/33/35  
**RGB:** 166/65/81



**HEX:** #594549  
**CMYK:** 0/8/6/65  
**RGB:** 89/69/73



**HEX:** #D6DAE1  
**CMYK:** 4/3/0/12  
**RGB:** 214/218/225



**HEX:** #939645  
**CMYK:** 1/0/32/41  
**RGB:** 147/150/69



## 1.4. Typography

The typeface used for ICARUS' communications is **Calibri (body)**. Minimum font size of the text is 10pt. Titles and subtitles are in dark red (#A64151), while the rest of the text is dark brown (#594549).

### Heading 1

#### 1.1. Heading 2

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

“Quote: Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

– Author

##### 1.1.1. Heading 3

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec sed odio dui.

## 1.5. Templates

Templates for deliverables, Word documents, PPT presentations, and press releases have been developed with the objective of enforcing the project's visual identity.

## 1.6. EU disclaimer and emblem

Communication activities of the project, such as media relations, conferences, seminars; communication materials (brochures, leaflets, posters, presentations, etc.); and dissemination activities must acknowledge EU support and display the European flag (emblem) and funding statement as shown below.



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## 2. KEY MESSAGES

### 2.1. Golden paragraph

ICARUS aims to provide technological support to energy-intensive and construction industries for the transition to more sustainable and digital processes in a business model for successful market implementation.

### 2.2. Key messaging & sub-messaging

#### *Key messaging*

- ICARUS is at the forefront of advancing circular economy principles through groundbreaking research and innovative technologies.
- Supporting energy-intensive and construction industries as key players in the shift towards greener and more digital processes.
- ICARUS provides technological support to advance the adoption of circular, sustainable practices in process industries.

#### *Sub-messaging*

- ICARUS contributes to a circular economy by fostering collaboration across different actors in the industry production processes such as key industry players, recyclers, public authorities, and standardisation actors.
- ICARUS upcycles waste material resources from energy-intensive industries to contribute to more sustainable process industries.

### 2.3. Keywords

Circular economy, construction sector, process industries, upcycling waste material resources, Secondary Raw Materials, sustainability, climate, industry uptake, P4P process industries.

### 2.4. Website & social media

**Website:** [projecticarus.eu](http://projecticarus.eu)

**X:** [@ICARUSEUProject](https://twitter.com/ICARUSEUProject)

**LinkedIn:** [ICARUS EU Project](https://www.linkedin.com/company/icarus-eu-project)

## 3. CONTACT

For any questions regarding these guidelines please get in touch with the communications partner:

### **CONTACT PERSON**

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REVOLVE

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