CORPORATE IDENTITY GUIDE
table of contents

3 ● RECOMMENDATIONS AND USE OF THE GUIDE
4 ● BRAND IDENTITY
5 ● LOGO SIZES
6 ● B&W (POSITIVE AND NEGATIVE) AND GREYSCALE VERSIONS
7 ● THE COMBINED LOGO VERSION
8 ● COLORS AND FONTS (BRAND AND GENERAL)

APPLICATIONS

10 ● LETTER 1st. SHEET
11 ● LETTER 2nd. SHEET
12 ● FAX SHEET
13 ● AGENDA SHEET
14 ● ENVELOPE (WITH AND WITHOUT WINDOW)
15 ● CD COVER AND CD LABEL
16 ● FOLDER
17 ● FLAG
18 ● POSTER
19 ● ACCREDITATION CARD AND BUSINESS CARD
20 ● PRESENTATION TEMPLATE
21 ● MERCHANDISING
RECOMMENDATIONS AND USE OF THE GUIDE

This manual serves as a guide for the identification and visual communication of HOMER.

It includes the identity of the brand, the versions, colors, fonts and applications that should not vary in any case. Adaptations or applications not included in this guide should not be correct and could damage the global image of the project.

In addition, we recommend working with the digital version of the manual, rather than extract original for printing directly from the printed manual, insofar as the quality is significantly reduced and the institutional image could deteriorate.

If there are any doubts and/or questions in relation to the implementation of this guide, you can contact:

Agencia de Gestión Agraria y Pesquera de Andalucía
comunicacion.homer.agapa@juntadeandalucia.es
+34955921322 / 323
BRAND IDENTITY

The visual identity is made up by the link between a solid and sober typeface with a blue tone, characteristic of the Mediterranean zone, and a symbol shaped (balloon) containing a text in binary code, characteristic of the computer language.

The opening of the letter “O” and the code included in the balloon, transmit the general concept of HOMER. In other words, the idea of communication and transmission of open data through technological media. Together, we obtain a compact, elegant and timelessness brand.
LOGO SIZES

No maximum size is established; the distribution must respect the exclusion zone.

For sizes smaller than 40mm wide, use version without text.

Minimum size. The brand must not be reproduced in sizes smaller than 20mm wide.

Exclusion zone. To allow a clear visibility of the brand, it may be included within an exclusion zone. No other text or visual element must appear within this area.
The brand may be used mainly in four-colours. For those applications where it is not possible to use four-colours, other options in black & white one ink have been defined.
THE COMBINED LOGO VERSION

HOMER Logo has to be used compulsory with the MED Logo, and the reference to ERDF (“European Regional Development Fund”) for all kind of published materials and/or activities both addressed to the public, and for internal project documents. Please note that these obligations do not only relate to printed publications, but also to audio-visual, digital or electronic material (websites, web tools, videos, etc.). These elements have to be compulsory used in any of the project events (e.g. PPT presentations, agendas, bags and other event advertising material).

Please be aware that products or activities not taking into account these obligations can be considered as ineligible!

Horizontal combined version

Vertical and combined versions

As a general rule, please note that all texts used in these combinations must be readable, therefore you should use, at least, the minimum size! In case this is not possible and individual solutions have to be found, please contact Communication and Dissemination WP responsibles.
COLOURS

Below are shown the colours defined for the brand and the percentages and codes for the different variations of graphical reproductions.

**PANTONE 660C**

<table>
<thead>
<tr>
<th>Colour</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE</td>
<td>82</td>
<td>55</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**BLACK 40%**

<table>
<thead>
<tr>
<th>Colour</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>40</td>
</tr>
</tbody>
</table>

HEX: 486DB7

HEX: B0B1B3

BRAND FONTS

The following fonts have been used to build the brand:

**Gotham regular**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

**Aller Light**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

GENERAL FONTS

Arial font will be used as primary corporate font because of its general availability and its unique and contemporary appearance. It should be used as the primary font in all internal and external documents and in publications and advertisements.

**Arial bold**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. +/1234567890&@!?%

**Arial bold italic**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.+/1234567890&@!?%

**Arial regular**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.+/1234567890&@!?%

**Arial italic**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.+/1234567890&@!?%
APPLICATIONS
LETTER 1st. SHEET
Reproduction of 1st sheet, reduced to 60%. ISO-A4 format. 210x297mm.

Cillum veniam id amet ipsum commodo, lorem; reprehenderit consectetur cupidatat ut sed amet, ullamco ut provident, Commodo sed labore; sed et minim officia dolor quis culpa qui exercitation ut sunt mollit. In velit officia esse ex ex laboris sunt minim ad et aliquid tempor aliquip aliqua. Excepteur amet laboris dolore et do, duis fugiat, sunt dolore sit labore laboris minim inure. Cillum pariatur inure eu commodo magna mollit; veniam: provident magna eiusmod, duis pariatur ad mollit, sunt sunt sit, Sed sint dolor elium sed esse nostrud tempor pariatur nisi dolor et sunt, qui ut consequat id. Anim, amet provident inure duis velit ut aliquid in dolore tempor mollit aliqua occaecat, proident ipsum. Reprehenderit inure, ad nostrud anim dolor aliquip reprehenderit elt dolor do id in ullamco elit ullamco,


tempor eu quis aute est enim enim nostrud dolor, qui dolor pariatur dolore ut aliquid exercitation. Et quis mollit consectetur dolore occaecat proident motit magna occaecat; ut pariatur ad id ex nisi in do, tempor tempor consequat deserunt. Incididunt excepteur deserunt: est: amet elt commodo inure: in lorem ad, ex labore dolor id laborum exercitation proident. Cillum cupidatat consequat elt et ex commodo anim enim sed ea ex in enim non sed, Id culpa officia adipiscing laboris proident incididunt elt et exercitation nulla elt qui veniam excepteur. Lorem nostrud, in labore ex incididunt dolor, cillum commodo in Ipsum sunt ex elisum reprehenderit id fugiat cillum velit. Excepteur ut fugiat, nisi amet: mollit, ipsum: qui in provent ut laborum et dolore dolore culpa, Dolor id, ex,


Laborum Consectetur
Cargo
LETTER 2nd. SHEET
Reproduction of 2nd sheet, reduced to 60%. ISO-A4 format. 210x297mm.
FAX SHEET
Reproduction of fax sheet, reduced to 60%. ISO-A4 format. 210x297mm.
event agenda

9:00 to 10:00  Lorem ipsum dolor sit amet, consectetur adipiscing elit.
10:00 to 11:00  Nulla pretium nulla non ante accumsan cursus.
11:00 to 12:00  Curabitur vulputate dui non enim porta id tempus orci posuere.
12:00 to 13:00  Sed molestie tempus lorem, non sodales maures viverra ut.
13:00 to 14:00  Nami in magna vitae magna commodo accumsan sit amet nec urna.
14:00 to 15:00  Vestibulum in leo id massa accumsan lobortis ac vitae elit.
15:00 to 16:00  Maecenas vitae auge vitae auge blandit varius.
16:00 to 17:00  In congue pharetra nisl, velit dictum velit viverra ut.
17:00 to 18:00  Integer porta neque sit amet mi malesuada lobortis.
18:00 to 19:00  Curabitur ut metus arcu, eget ntrum ipsum.
ENVELOPE (WITH AND WITHOUT WINDOW)
Reproduction reduced to 75%. Format 110x210mm.
FLAG
Reproduction reduced to 10%. Format 200x85 cm.
POSTER
Reproduction reduced to 25%. Format 70x50 cm.

Event name

Date(s)
City
Country
ACCREDITATION CARD
Format 58x90 mm.

BUSINESS CARD
Format 55x55 mm.
CORPORATE IDENTITY GUIDE

MERCHANDISING

Ballpen

Notebook

T-shirt