



# Institutional Identity book

February 2025

## Index

<b>01</b>	Brand	<b>03</b>
<b>02</b>	Brand elements	<b>04</b>
<b>03</b>	Protection area	<b>05</b>
<b>04</b>	Minimal dimensions	<b>06</b>
<b>05</b>	Misapplications	<b>07</b>
<b>06</b>	Brand colours	<b>08</b>
<b>07</b>	Colour application	<b>09</b>
<b>08</b>	Logo typography	<b>11</b>
<b>09</b>	Communication material typography	<b>12</b>
<b>10</b>	Claim	<b>13</b>
<b>11</b>	Graphic elements	<b>15</b>
<b>12</b>	EU logo	<b>16</b>
<b>13</b>	Applications	<b>17</b>
<b>14</b>	Standard rules	<b>20</b>

## 01 Brand

This document is intended to be a practical guide to the brand LiveNet. It provides detailed information to the logo's use, graphic specifications, and examples on how to apply the brand.

The identity was designed and thought out as a whole – that is why the combination of its elements results in a graphically coherent construction.

To ensure coherence and uniformity, the following guidelines must be respected.



## 02 Brand Elements

The brand structure presents the symbol and lettering. The use of lettering and symbol separately is allowed, in terms of graphic and digital use.



### 03 Protection Area

To ensure good visibility it is crucial that the logo has a protection area around it. This area is defined as the height of the symbol that establishes the brand's bleeds.



## 04 Minimal Dimensions

When presenting the brand in a small size, the minimal dimensions must be respected, avoiding the reader not noticing the lettering and/or the symbol.

Minimum dimensions are defined by reading all elements.



## 05 Misapplications

A brand's creation implies a coherent and concise approach, in all media applications made. Misapplications or breaking graphic standards dis gures

the brand and implies a poor representation of it, shows poor professionalism towards clients and partners. The following misapplications

of the brand were designed as examples of applications that are not allowed, showing what not to do.

Changes  
in colour



Changes in  
dimension



Changes in  
typography



Changes in  
configuration



Changes in  
the element's sizes  
and proportion



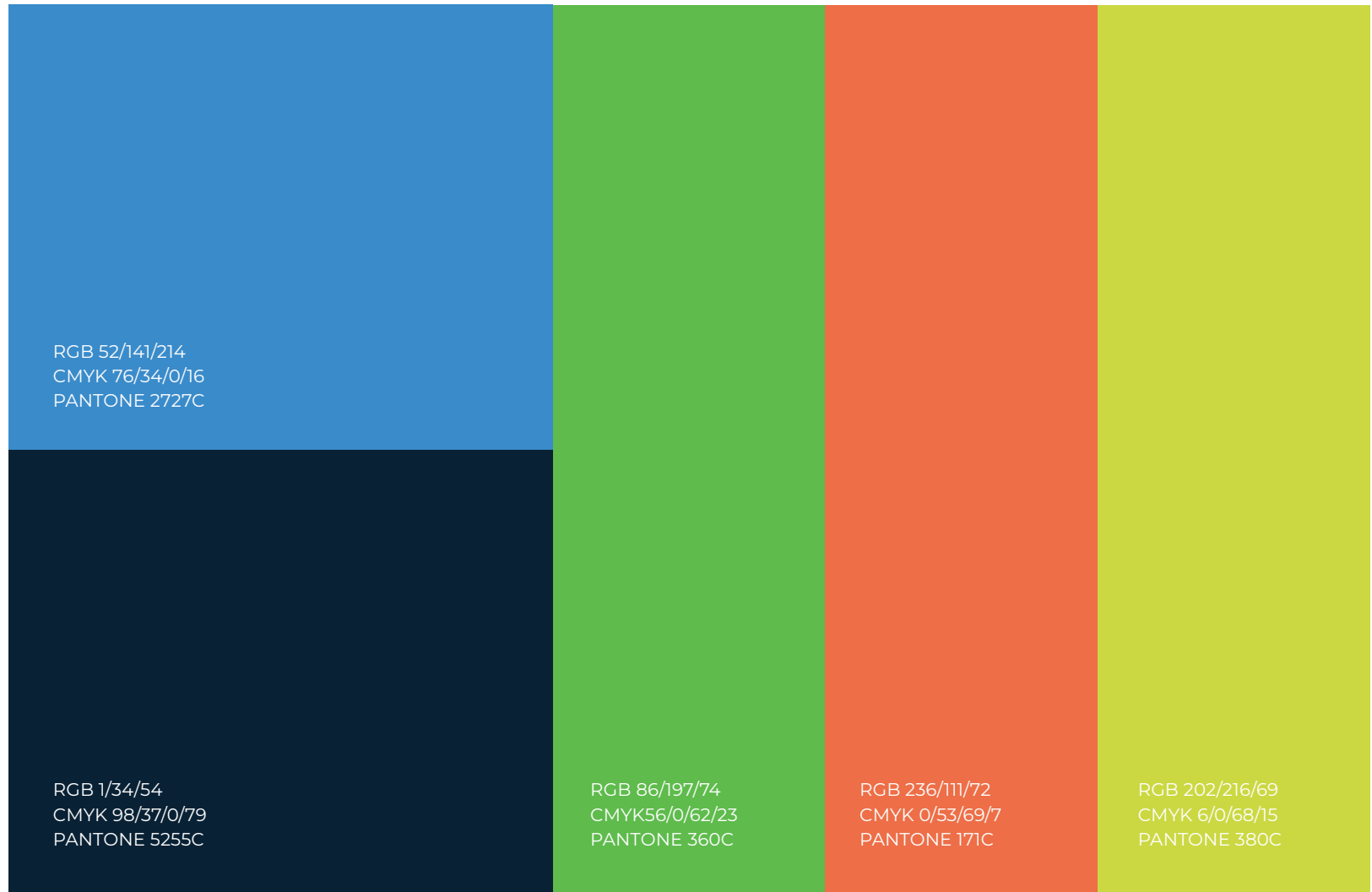
Changes  
to outline



## 06 Brand Colours

LiveNet features two primary colors - dark blue and blue, and three secondary colors - green, red, and yellow. The brand's visual identity should consider the use of the version that stands out the

most, ensuring a balance between colour, shape and background.





## 07 Colour Application

Colour application rules help to ensure the brand's integrity. Logo's applications are presented below – the first one is the main application and should be used with white

or light backgrounds, followed by other application options. The coloured background can be composed by an image with one of

the brand's colour at 90% over it. If the background is of a different colour, shades that contrast with the logo should be avoided.





## 08 Logo Typography

Along with the brand's elements, the use of typography is very important to the coherent representation of LiveNet. The typography used in the logo's construction is Inter Tight – however it

should not be used in communication and dissemination materials.

Inter Tight (Bold)

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!"#\$%&/[()]=?\*+-.:;,\_~^@€'<>  
1234567890

The typeface used in the text was  
Montserrat Bold for titles and  
Montserrat Regular for plain text.

Montserrat

**abc**

**abcdefghijklmnopqrstuvxyz  
!"#\$%&/[()]=?\*+-.:;,\_~^@€'<>  
1234567890**

## 10 Claim

As a complement to communication, **“A Network of Advisors Focused on Sustainable Livestock Practices in Europe”** positions the brand on the market and is applied in all relevant media.

This element also has a few rules to respect: the used fonts are Montserrat Bold. A practical example of the correct use of this element is showed below.

**A Network of Advisors  
Focused on Sustainable  
Livestock Practices  
in Europe**

**A Network of Advisors  
Focused on Sustainable  
Livestock Practices  
in Europe**

**A Network of Advisors  
Focused on Sustainable  
Livestock Practices  
in Europe**

## 11 Graphic Elements

The graphic elements are composed of the colors and graphic language of the brand. With symbol based on the logo, these elements can be used individually or together. As they can be used in

different types of communication materials, it gives flexibility, strength and harmony to the brand.



## 12 EU logo

LiveNet is funded by the European Union. In every communication, dissemination material, whenever two logos - the project's logo, the EU Logo - are jointly presented, these rules must be respected.

Minimum  
distance

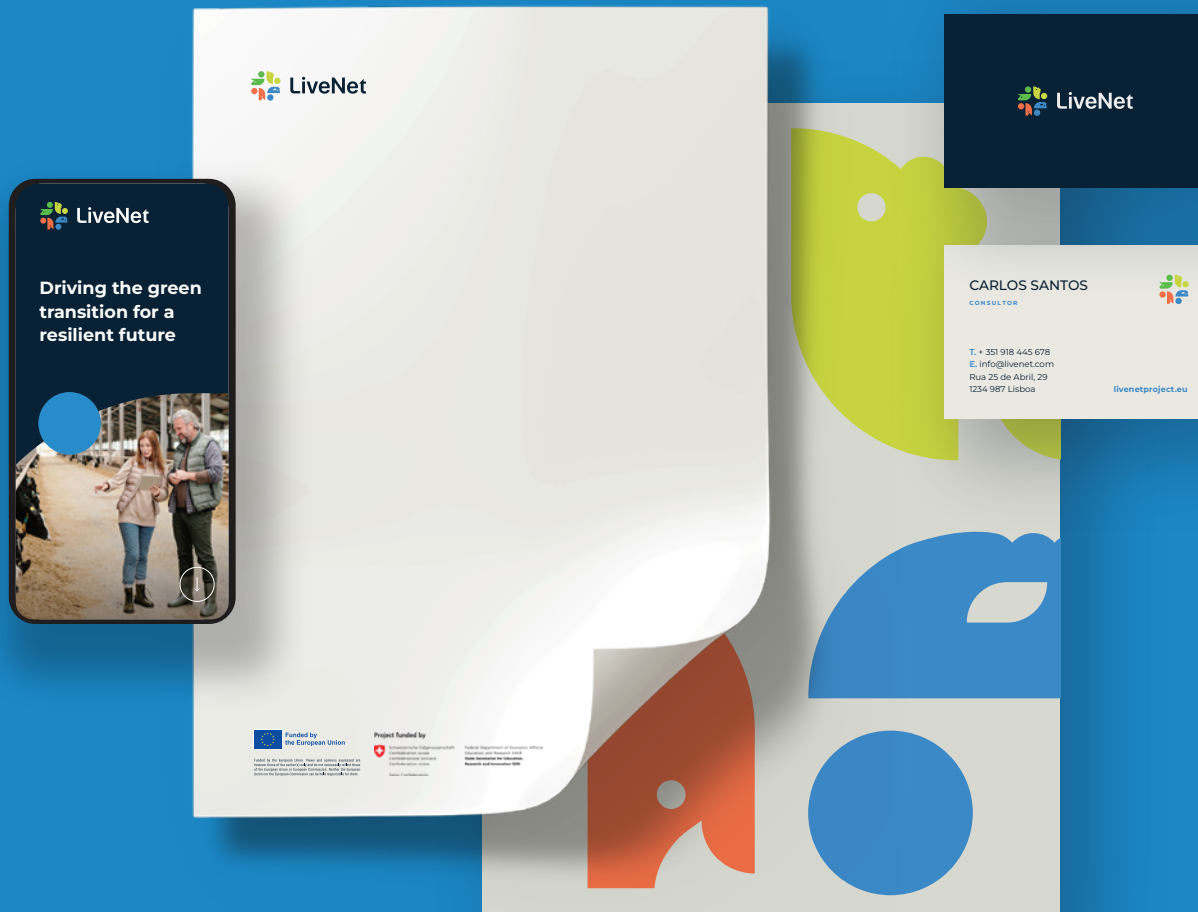




## 13 Applications

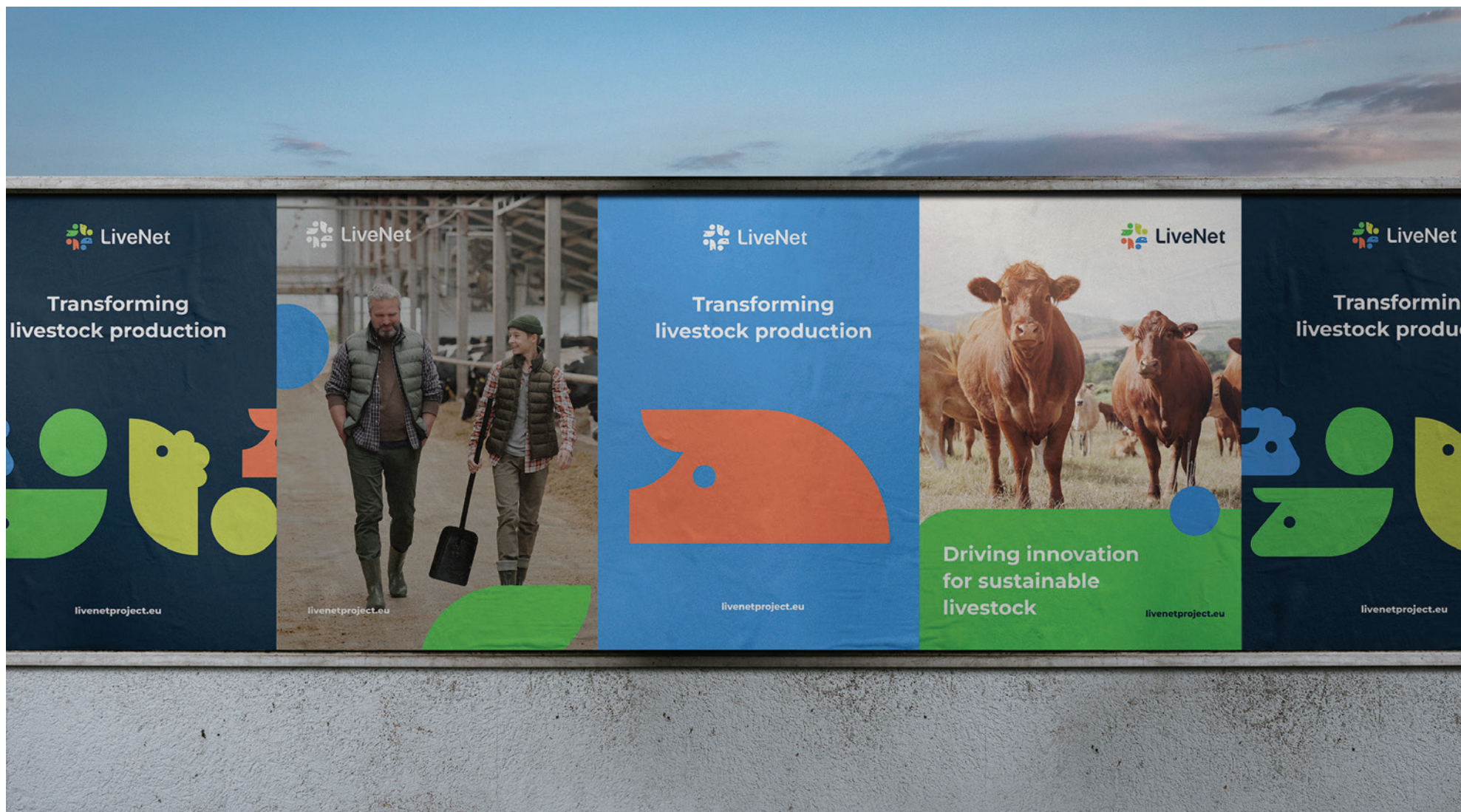
Below, there are some examples of different uses for the logo. There are various types of applications, but the standard rules - mentioned before - must be respected.

When in doubt about an application, please contact the responsible entity.









## Standard Rules


**LiveNet**

# Main Title

## in two lines

### Subtitle in one line

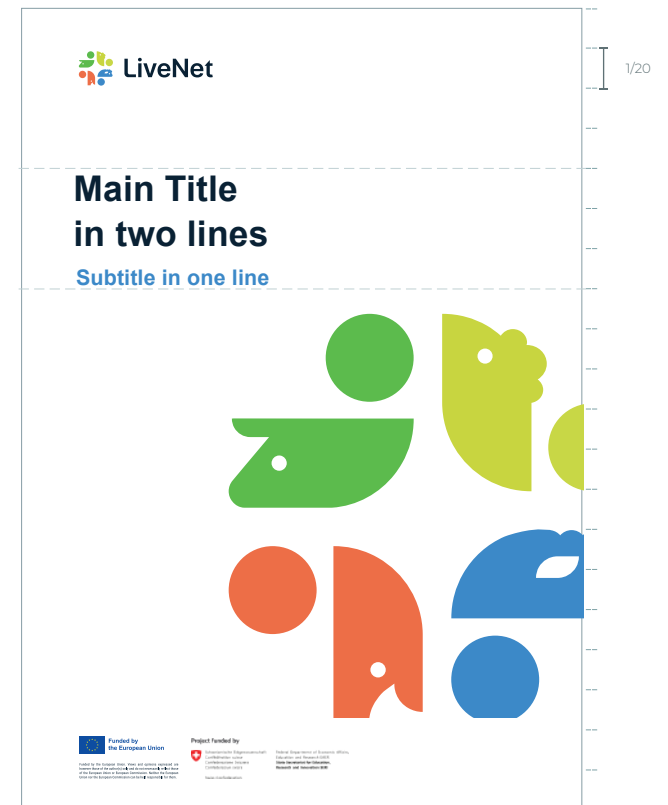




Funded by  
the European Union

Project funded by  
the European Union  
under the Horizon Europe  
programme

Horizon Europe is the largest research and innovation programme in the world, with a budget of €1 trillion over the next decade. It will fund a wide range of research and innovation projects, from basic research to the development of new products and services. The programme is managed by the European Commission, with the European Research Council (ERC) and the European Institute of Innovation and Technology (EIT) as the main funding bodies. The programme is open to researchers and innovators from all European countries, as well as from non-EU countries that are part of the Horizon Europe partnership.





# 14

## Standard Rules

Social media profile

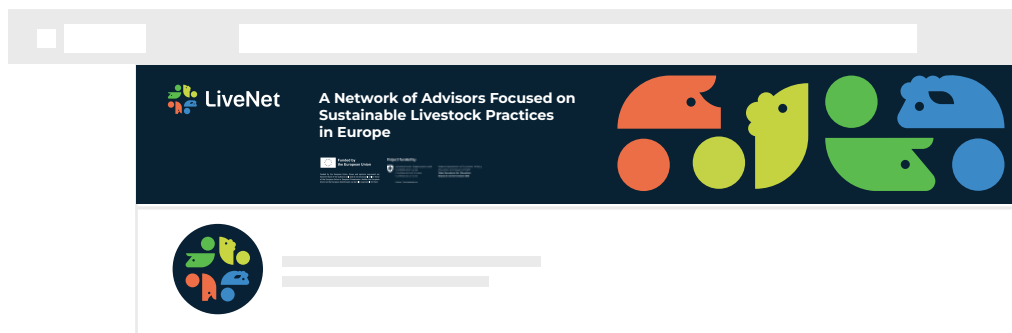
Facebook



Twitter



YouTube



LinkedIn



To make the template's editions by partners of LiveNet possible, without the limitation of the use of communication's typography, a system font was chosen, ensuring graphic coherence. The chosen font – Arial – should only be

used in template such as PowerPoint Presentations or Word Documents.

Arial

Abc123&\*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!"#\$%&/[()]=?\*+-.:;,-\_~^@€'<>

1234567890



## 14

### Standard Rules

#### Templates (Word)

Document



## Project Title in two lines

Subtitle 1  
Subtitle 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eu sollicitudin augue, erat lacus lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc at rutrum eget urna. Suspendisse augue augue, interdum non finibus sit amet, varius in justo. Donec volutpat at risus vehicula leo facilisis, quis rhoncus fells blandit. Duis ut orci ornare neque ullamcorper phasellus eget nec neque. Pellentesque faucibus massa sed imperdiet consequat. Aenean vel lobortis id lacus. Aenean vel lorem vel eros fringilla porttitor. Duis dignissim imperdiet velit ac consectetur justo fusce condimentum nibh et urna venenatis, sit amet lacus velit efficitur.

Praesent mollis enim nibh, facilisis pharetra mauris euismod vel. Ut porta tincidunt lacus in cursus. Sed rhoncus augue arcu, at pretium orci dignissim id. Phasellus ut eros erat. Maecenas posuere est sed viverra condimentum. Pellentesque lacinia ante at dignissim placerat. Mauris congue elit risus, at consectetur arcu consequat id.

Vestibulum mattis tempor leo at tempus. Vivamus ac consectetur velit. Donec vitae volutpat urna, sit amet molestie dui. Suspendisse vel aliquam urna. Suspendisse ultrices purus eget quam viverra congue. Morbi a mauris a purus finibus placerat nec quis ex. Etiam quis ligula nunc vivamus eu volutpat nisi. Donec ac cursus purus. Aenean ultrices egestas risus non semper. Lorem ipsum id dolor sit amet, consectetur adipiscing elit sed eget lacus tellus. Maecenas fermentum eleifend odio. Cras pharetra dapibus tortor id auctor.

Duis placerat purus ut quam egestas molestie. Ut dictum, erat sed scelerisque hendrerit, leo risus sollicitudin mi, dictum scelerisque dui elit ut nibh. Donec a massa id enim molestie placerat.




2,5 cm

2,5 cm

2,5 cm





List



## Title: List of participants

Subtitle 1  
Subtitle 2

N.°	ORGANISATION	NAME	SIGNATURE
1	ADAS	John Elliott	
2	ADAS	Paul Newell	
3	ADAS	Kate Smith	
4	ADAS	John Williams	
5	ADAS	Richard Goodday	
6	AFBI	Francis Lively	
7	AFBI	Debbie McConnell	
8	AgriSearch	Jason Rankin	
9	Agroscope	Nadja El Benni	
10	CONSULAI	Rui Almeida	
11	CONSULAI	Dina Lopes	
12	CONSULAI	Rita Rijs	
13	CONSULAI	Maria Carmo Aragão	
14	CRAGE	Françoise ROUYER	
15	CRAGE	Damien GODFROY	
16	ETH - Zurich	Eva Lieberherr	
17	ETH - Zurich	Nina Buchmann	
18	ETH - Zurich	Valentin Klaus	



2,5 cm

2,5 cm

2,5 cm

Event



## Programme Title of the event

Subtitle 1  
Subtitle 2

### EVENT DATA

00:00 Name of the Event  
Speaker:  
Topic 1  
Topic 2

00:00 Name of the Event  
Speaker:

00:00 Name of the Event

### EVENT DATA

00:00 Name of the Event  
Speaker:

00:00 Name of the Event  
Speaker:  
Topic 1  
Topic 2  
Topic 3  
Topic 4

00:00 Name of the Event  
Speaker:



2,5 cm

2,5 cm

2,5 cm



## 14

### Standard Rules

#### Templates (PPT)

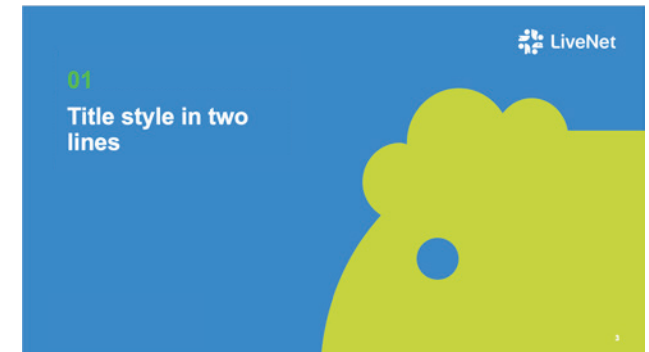
Cover



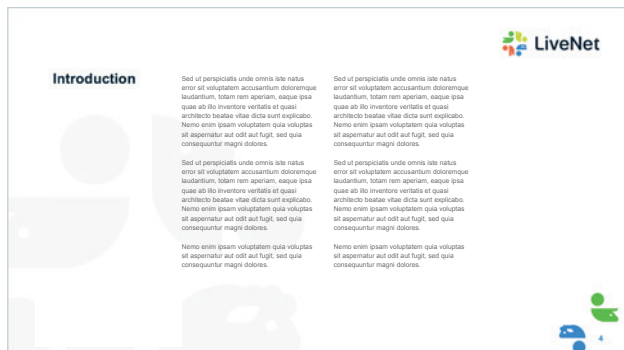
Index



Separator



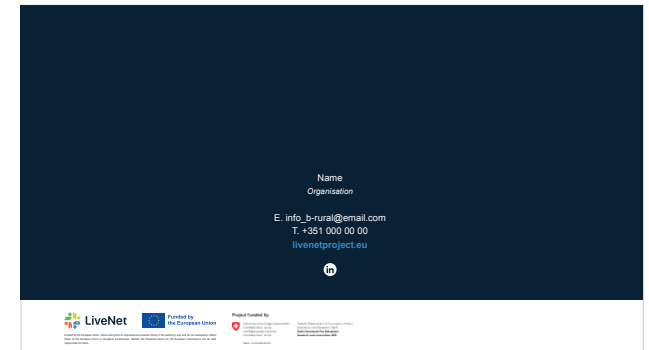
Chapter introduction



Highlights



Final





To clarify any doubt resulting from the application of the usage rules presented here, please contact LiveNet