



Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects

Deliverable 7.1: Identity Guidelines

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Preface













Triple-A has a very practical result-oriented approach, seeking to answer three questions:

- How to **assess** the financing instruments and risks an early stage?
- How to **agree** on the Triple-A investments, based on selected key performance indicators?
- How to **assign** the identified investment ideas with possible financing schemes?

The Triple-A scheme comprises three critical steps:

- **Step 1 - Assess:** Member States (MS) risk profiles and mitigation policies, including a Web based database, enabling national and sectoral comparability, market maturity identification, good practices experiences exchange, reducing thus uncertainty for investors.
- **Step 2 - Agree:** Standardised Triple-A tools, efficient benchmarks, and guidelines, translated in consortium partners' languages, accelerating and scaling up investments.
- **Step 3 - Assign:** In-country demonstrations, replicability and overall exploitation, including recommendations on realistic and feasible investments in the national and sectoral context, as well as on short and medium term financing.

Who We Are

	Participant Name	Short Name	Country Code	Logo
1	National Technical University of Athens	NTUA	GR	
2	ABN AMRO Bank N.V.	ABN AMRO	NL	
3	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
4	JRC Capital Management Consultancy & Research GmbH	JRC	DE	
5	GFT Italy srl	GFT Italy	IT	
6	CREARA Consulting SL	CREARA	ES	
7	Adelphi Research Gemeinnützige GMBH	adelphi	DE	
8	Piraeus Bank SA	PB	GR	
9	University of Piraeus Research Center	UPRC	GR	
10	SEVEn, The Energy Efficiency Center	SEVEn	CZ	
11	Public Investment Development Agency	VIPA	LT	
12	National Trust Ecofund	NTEF	BG	



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IDENTITY GUIDELINES HANDBOOK

INDEX

- 3. Introduction
- 4. Main symbol Logo
- 5. Sizes
- 6. Clear minimum space

Logo sets, Size and Alignment

- 7. Color version
- 8. Monochromatic version
- 9. Colored backgrounds
- 10. Photographic backgrounds

Color References

- 11. Semiotics
- 12. Typeface

Semiotics and Typeface

Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects

INTRODUCTION

This book provides the elements of visual identity for Triple-A project, as well as the guidelines for their proper use and reproduction. It serves as a reference manual for applications in communication and advertising associated with this project.

The graphic standards manual is a working tool to define a set of rules and recommendations that ensure the correct application of graphic identity. Follow these rules to ensure effective communication, strengthening the image and allowing fast identification.

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LOGO

Main components are a signature of Triple-A symbol and lettering and these are associated in an immutable way. So they should be used together, regardless of application or imposed dimensions.

The relative size of positioning and treatment of logo colors are oriented by the rules of this guide.

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60 x 39 px

LOGO

The defined minimum size ensures the visual quality of the symbol in press media and in digital media. These same minimum sizes are also applied to the monochromatic sets.

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LOGO

The minimum clear space around the symbol should not contain any other graphic elements such as text, icons or pictures to protect visual integrity.



Four-color process



C60 M0 Y20 K0

C10 M0 Y10 K50

Three-color process

R60 G180 B195

R120 G125 B120

Web-color process

#3cb4c3

#787d78

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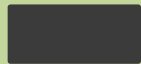
COLOR

The reproduction of brand in color is specified according to the internationally recognize standard color systems.

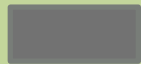
In this page are the codes for the symbol in color version.



Gray Scale Version



Black 90%



Black 55%

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COLOR

The reproduction of brand in color is specified according to the internationally recognize standard color systems.

In this page are the codes for the symbol in monochromatic version.



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COLOR

The use of this symbol in a colored background should satisfy some rules:

Choose the better fill in contrast with background and consider the guideline for clear minimum space.



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COLOR

The use of this symbol in a picture background should satisfy some rules:

Choose the better fill in contrast with background; Put element on a uniform color area of the picture and consider the guideline for clear minimum space.



A practical result-oriented approach, seeking to answer three questions:

- How to Assess the financing instruments and risks an early stage?
- How to Agree on the Triple-A investments, based on selected key performance indicators?
- How to Assign the identified investment ideas with possible financing schemes?

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SEMIOTICS

The logo semiotics represent the Triple-A methodological scheme, comprising of three critical steps: Assess-Agree-Assign.

Enhancing at an Early Stage the Investment Value Chain of Energy Efficiency Projects

FONTS

TRIPLE-A

Halant

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPEFACE

The “Triple-A” symbol is tailor-made for the action and is based on the Halant Medium font with slight modifications.