

Change toolkit for digital building permit

Deliverable number	D7.1
Deliverable name	CHEK project identity and display window (logo, introductory video, website)
Work package number	WP7
Deliverable leader	SIA
Dissemination Level (PU, SEN, EU classified*)	PU

Status	Final
Version Number	V1.1
Due date	31/12/2022
Submission date	30/12/2022

Project no. 101058559
 Start date of project: 1 October 2022
 Duration: 36 months
 File name: CHEK_D7.1_Project identity_V1.1-Final



This project has received funding from the European Union under the Horizon Europe Research & Innovation Programme 2021-2027 (grant agreement no. 101058559).

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

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Document history

Release	Who	Date	Comment
V0.1	Lorenzo Muro	15/12/2022	First draft
V1.0	Lorenzo Muro	22/12/2022	Error in the numbering of the table of contents
V1.1	Lorenzo Muro	26/12/2022	Final version, adjusted after review

26/12/2022

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1. Executive Summary

The purpose of this document is to give CHEK a recognisable and coherent image. A full manual on the visual identity to establish the basic principles to be applied to the entire range of communication products and deliverables.

The image of CHEK is made up of several elements: logo, typography and colours. These elements, when used together in a coherent way, ensure readability and recognition. They not only express our vision - high quality in “buildings permit” ensure excellent urban development - but they create positive feedback loops that can help us achieve that vision.

Having a clear and effective visual identity serves as a quality standard and will help to achieve a uniform communication system to be used by CHEK project partners. The aim of this document is to help those involved in the production of CHEK materials to make creative use of the visual identity while ensuring consistency and uniformity in its application.

The document provides advice on project logos, colours and fonts, as well as instructions and guidelines on how to use the logo and mention the funding authority in combination with the use of the EU emblem. Quality guidelines are also provided for the selection and attribution of images and for reference to the project in social and other digital media.

2. Project title and funding acknowledgement

“CHEK - Change toolkit for digital building permit” is the title of the three-year Horizon Europe EU-funded project (G.A. No. 101058559). However, for the sake of clarity and conciseness, it has been decided that the project will be known familiarly by the term CHEK, an onomatopoeic expression that reminds us of that moment when a process is finished and well done.

2.1. Title

Therefore, the title of the project “CHEK - Change toolkit for digital building permit” must be written in one word “CHEK” in uppercase. Eventually, the title may be written in lowercase or together with the abbreviation “dbp” in lowercase, but never followed by the expression “digital building permit”.

CHEK	✓
chek	✓
CHEKDBP	✓
chekdbp	✓
CHEK - DIGITAL BUILDING PERMIT	✗
CHEK - digital building permit	✗
Chek - Digital Building Permit	✗

2.2. Acknowledgement of funding

The EU emblem and funding statement must appear on all communication and dissemination activities, as well as on any infrastructure, equipment, vehicle, supply or major results funded by the grant.

This project has received funding from the Horizon Europe programme:

Call: HORIZON-CL4-2021-TWIN-TRANSITION-01 under grant agreement no. 101058559

2.3. Disclaimer

The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. Neither the EASME nor the European Commission is responsible for any use that may be made of the information contained therein

2.4. EU Emblem

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support. https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Either of the EU emblems below must accompany the funding acknowledgement.



3. Logo

The CHEK logo describes the brand of the project. It consists of a grouping of letters and words and an isotype, the graphic symbol, a blue check in a circular C-shape, which visually shows the core of the project.

3.1. Standard

3.1.1. Logotype

The CHEK logo is the graphic symbol used to visually identify the project. It includes two words-statements: CHEK and DIGITAL BUILDING PERMIT. They are written in uppercase Corbel because this font is designed to give a clean, uncluttered appearance on screen. The letterforms are open with soft, flowing curves. It is legible, clear and functional at small sizes.

The clean, straight and modern style reflects the intentions of the project, which links the permit process to technology in an efficient, accurate and transparent manner.



3.1.2. Isotype



The isotype expresses the intention and functionality of the project. It is represented by a blue mark inside the circle formed by the C, a successfully completed process. This symbol is powerful, since it is quickly associated with the project's mission. The use of the circular C-shape is because circles universally symbolise completeness, perfection, but also community, friendship and strength. In addition, the circular shape can also function independently, allowing the logo to fit perfectly on social media platforms.

3.1.3. Colours

The logo has two colours with a very different character. They have a sharp contrast and are easy to reproduce on different backgrounds.

Electric blue is associated with electricity, which means it communicates energy, action and technology. In colour psychology, blue is related to trust and reliability, which makes it popular for innovative brands and applications.

Light grey is a cool, neutral and balanced colour that is both solid and serious. It is a timeless and practical colour that is often associated with formality and sophistication.

3.2. Greyscale



3.3. White for dark backgrounds

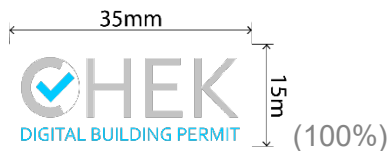


3.4. Dark grey



3.5. Logo sizing in print

The logo can be used at different scales, but care must be taken when using it in small sizes. To ensure consistency, the logo is always used at the same size on common document formats. On A4 documents, the logo is always 35mm wide. To ensure legibility, the logo alone should never be used smaller than 20mm.



3.6. Logo positioning in print

When applying the logotype, it is important to adhere to these sizing regulations for consistency. Care must also be taken to ensure that the space between the logotype and the edges of the document are also in line with the guidance below. When applying the logo to non-standard formats, please use these proportions as a basis for sizing.

3.6.1. Logo on white background

On a white background, the logo should be used in 2C, 1C greyscale or dark grey.



3.6.2. Logo on coloured background

On a colour background and without interference or details, the logo can be used in white.



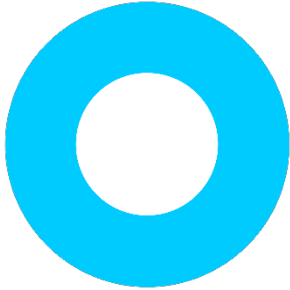
3.6.3. Logo on photographs

To ensure legibility, the logo may not be used on images where there is interference.

4. Colours palette

4.1. CHEK electric blue

CHEK electric blue should be used for text headings, backgrounds and graphical elements.



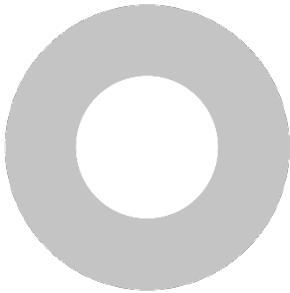
CMYK_ C: 66, M: 0, Y: 0, K: 0

RGB_ R: 0, G: 202, B: 255

HEX_ #00cbff

4.2. CHEK light grey

CHEK light grey should be used for backgrounds and graphical elements.



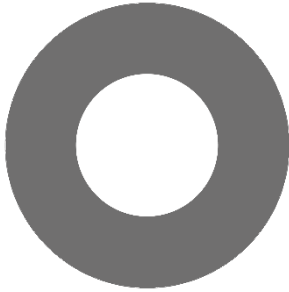
CMYK_ C: 26, M: 19, Y: 20, K: 2

RGB_ R: 196, G: 196, B: 196

HEX_ #848484

4.3. CHEK dark grey

CHEK dark grey should be used for the body text, the text forming the main content of the document.



CMYK_ C: 53, M: 43, Y: 43, K: 28

RGB_ R: 112, G: 111, B: 111

HEX_ #706f6f

5. Font policy

To give CHEK a distinctive and consistent image, Arial has been chosen as the base font for its documents. Arial is a widely used typeface, known for its clean, modern look and easy legibility. In addition, it is included with many operating systems and software programs and is compatible with a wide variety of formats and devices, which makes it a versatile choice for use in a variety of contexts.

For documents generated with MS Office programs (or similar), the fonts ARIAL NARROW and ARIAL NARROW BOLD in CHEK dark grey should be used. Hyperlinks should be in blue and underlined as follows:

<https://www.chekdbp.eu/>

5.1. Arial Narrow font family

For reports and documents generated the main typeface will be Arial Narrow.

Arial Narrow Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmnop**qrstuvwxyz**

Arial Narrow

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

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5.2. Arial Narrow Copyright

Arial is licensed by Monotype Imaging, which means that it is protected by copyright and users must obtain a licence. However, Arial is also included with many operating systems and software programs, which means that it is widely available for use without the need to purchase a licence.

6. Graphical elements policy

Graphic elements means the use of any image or graphic display, including photographs, drawings, graphs and bar charts.

6.1. Graphical elements

Depending on the context in which they are used, it is important to bear in mind the following points:

- To maintain a consistent brand identity, the tones of graphic elements should, as far as possible, match the CHEK colour palette.

Table 1 Example of a table

XXX	XXX	XXX

- Graphical elements must also be of sufficient technical quality (minimum 300 dpi).
- Partners should ensure that they do not use images that could be considered misleading or deceptive.

6.2. Crediting and copyright

When using graphical elements that have not been created by partners, it is important to make sure that you have the right to use them. Partners are responsible for ensuring that consent has been received and that copyright has been granted.

Image credits should be in the following format:

- Photo: title of photo, including link to original online instance, if applicable.
- Author: name of photographer, including link to photographer's web page, if applicable.

- Licenced: licence, including link to licence where applicable.

It is always a good idea to be mindful of these considerations when using graphical elements, and to seek out appropriate permissions or licenses as needed.

7. Digital

In the context of CHEK, media refers to the various forms of communication and expression used to convey information about the project. This includes social media platforms and a website.

7.1. Social media

CHEK social media allow partners and users to interact with each other, to create and share content or participate in social networking. CHEK is present in social networking sites such as LinkedIn, Facebook, Instagram, in microblogging platforms such as Twitter; and content-sharing sites such as YouTube.

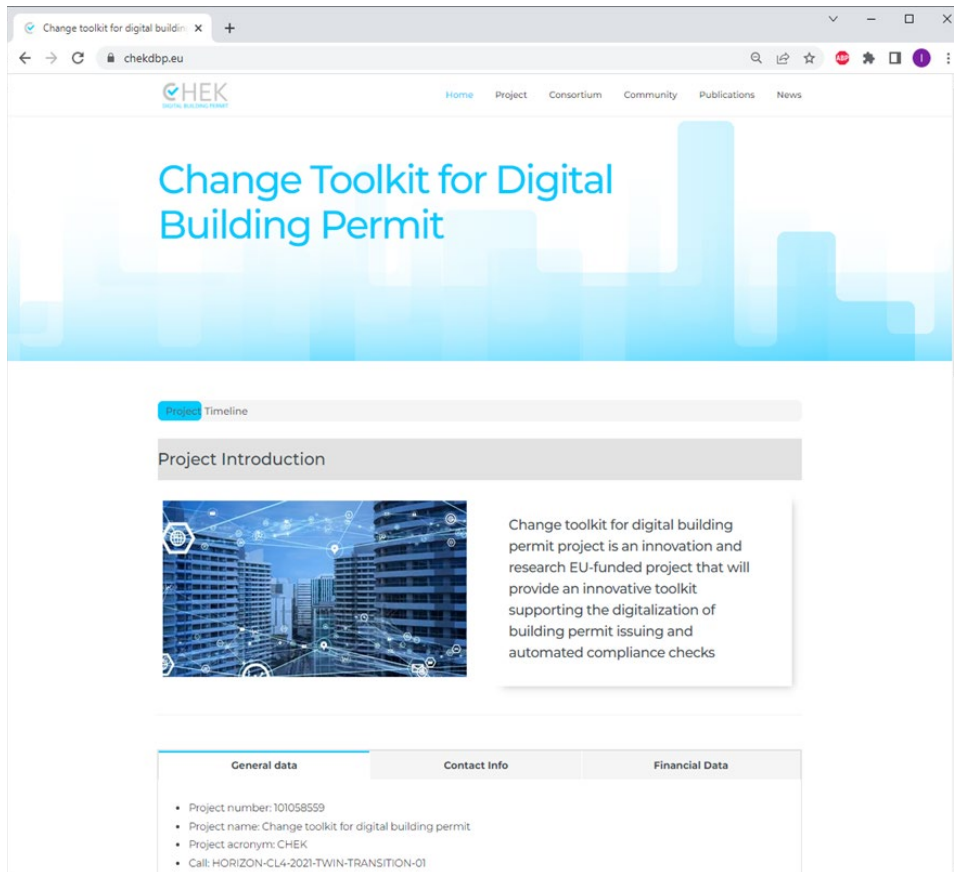
	LINK
Linkedin	CHEKdbp: LinkedIn
Facebook	CHEK - Change Toolkit for Digital Building Permit Facebook
Instagram	CHEKdbp (@chekdbp) • Fotos y videos de Instagram
Twitter	CHEK digital building permit (@ChekDbp) / Twitter
Youtube	Change toolkit for digital building permit - YouTube

7.2. Website

The website is set up with a clear and precise structure to provide a good user experience. It helps visitors navigate the site and find information quickly and easily, while allowing information to be added in a flexible and adaptable way as the project evolves.

Now, still at the beginning of the project, the information contained on the website is mainly a presentation of all the partners and general concepts, but the structure is already prepared to incorporate all the information and news that will be produced.

URL: <https://www.chekdbp.eu/>



8. Annex: “TEMPLATES”


To make CHEK documents have a consistent look and feel, the following templates with the same structure and formatting are provided for Microsoft Word and PowerPoint.

8.1. Word template

An A4 is offered in two orientations: portrait and landscape. The CHEK logo appears in the upper left corner and an electric blue skyline at the bottom.

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Minutes Executive Board (EB) [Date]

On-line meeting, [time]

Participants:

Absent:

1. Opening
 - Testing text.
2. Minutes EB [date previous meeting] and action points
 - Testing text
3. Objectives for the current period
 - Testing text
4. Current situation and results
 - Testing text
5. Upcoming deliverables
6. Action plan
7. Problem & Risk update
8. Any other business
9. Closure


DIGITAL BUILDING PERMIT

Minutes Executive Board (EB) [Date]

On-line meeting, [time]

Participants:

Absent:

1. Opening
 - Testing text.
2. Minutes EB [date previous meeting] and action points
 - Testing text
3. Objectives for the current period
 - Testing text
4. Current situation and results
 - Testing text
5. Upcoming deliverables
6. Action plan
7. Problem & Risk update
8. Any other business

8.2. PowerPoint template. Covers

The PowerPoint has the CHEK logo at the top and the EU logo at the bottom. In the center the title of the presentation along with the work package and the date. Everything is centered. Two versions are available: white and grey background.



8.3. PowerPoint template. Body

For the body of the PPT, two options are contemplated, the first with the institutional logo and the second with the isotype.

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As for the order of the institutional logos, the EU logo will always be in the upper right corner and the CHEK logo may vary depending on whether it is a speaker or not. If CHEK is the speaker, its logo will appear in the upper left corner, but if the speaker is a partner, the CHEK logo will move to the right next to the EU logo and the partner's logo will take its place.

This way the speaker will always have his logo on the left side above the content columns and the logos of the main programs (parent tree) will rest on the right side.

8.3.1. Slide with logo

Column for speaker

Logos of the parent tree



8.3.2. Slide with isotype



9. Conclusion

Overall, this visual identity document serves as a valuable reference tool for anyone creating materials for CHEK, helping to ensure that all documents are visually cohesive and consistent with the project's values and mission. The main elements (logo, typography, colour palette, etc.) have been developed and the tools for their application have been made available.

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Finally, while it is important to maintain a consistent visual identity over time, this visual identity document remains open to possible future modifications (carefully considered) as CHEK's needs evolve.