



AdvisoryNet**PEST**

Institutional Identity book

February 2024

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01 Brand

This document is intended to be a practical guide to the brand AdvisoryNetPEST. 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's 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

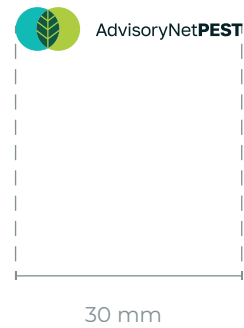
To ensure good visibility it is crucial that the logo has a protection area around it. This area is defined as the height of the symbol that establishes the brand's bleeds.



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 disfigure 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.

<p>Changes in colour</p> 	<p>Changes in dimension</p> 	<p>Changes in typography</p> 
<p>Changes in configuration</p> 	<p>Changes in the element's sizes and proportion</p> 	<p>Changes to outline</p> 

06 Brand's Colours

AdvisoryNetPEST presents four main colours - teal, light green, green and dark cyprus. 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.



RGB 16/186/182
CMYK 91/8/0/29
PANTONE 3115C

RGB 174/203/66
CMYK 14/0/67/20
PANTONE 389 C

RGB 16/88/69
CMYK 82/0/22/65
PANTONE 343 C

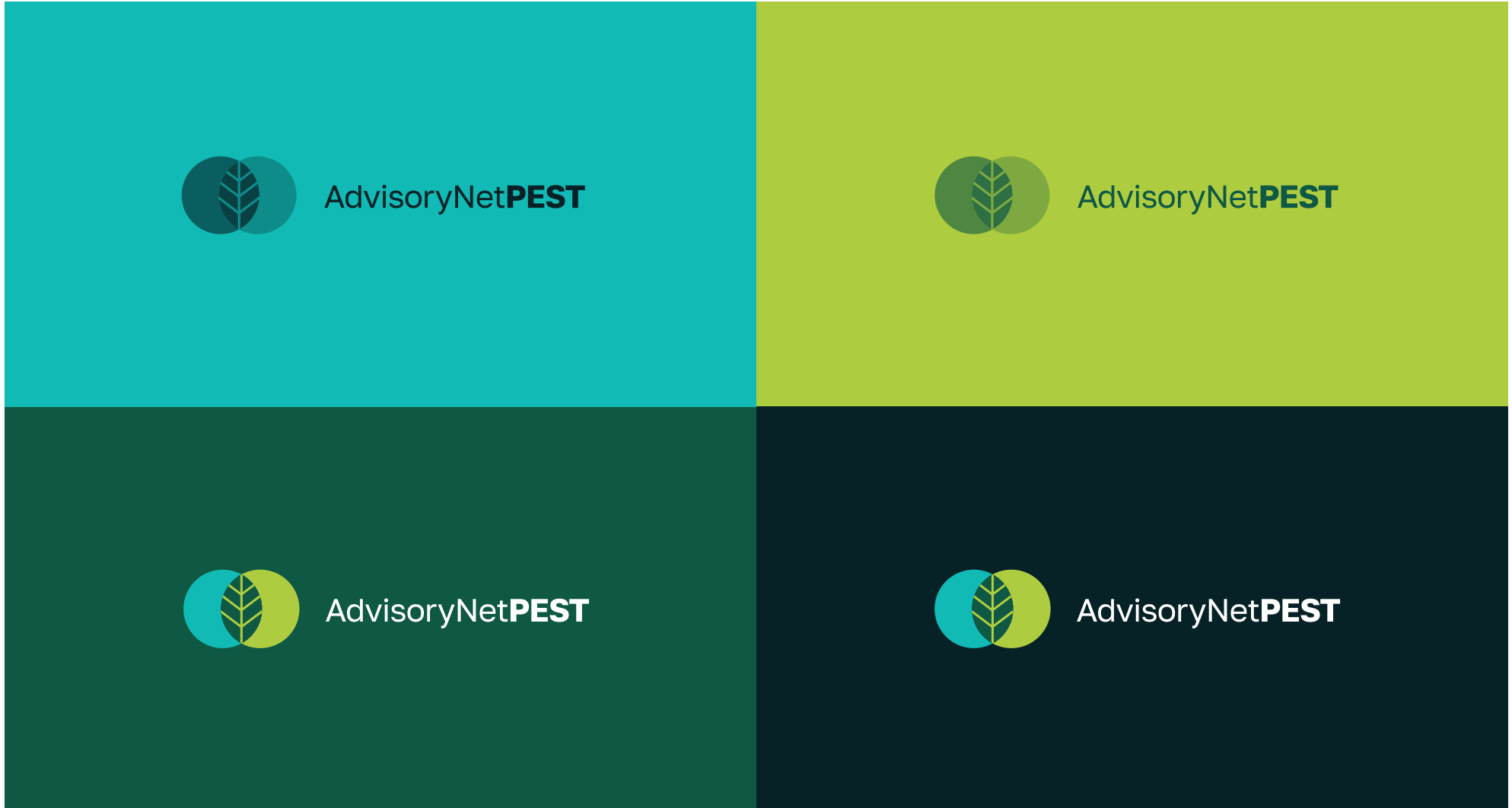
RGB 7/36/41
CMYK 83/12/0/84
PANTONE 5535 C

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.





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08
Logo's
Typography

Along with the brand's elements, the use of typography is very important to the coherent representation of AdvisoryNetPEST. The typography used in the logo's construction is

Golos Text – however it should not be used in communication and dissemination materials.

Golos Text

A b c 1 2 3 & *

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!"#\$%&/[()]=?*+-.:;, -_~^@€'<>

1234567890

The typography chosen for the text and other information was the font Montserrat - including Montserrat Regular plain text and Bold for titles.

Montserrat

A b c 1 2 3 & *

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!"#\$%&/[()]=?*+-.:;,_~^@€'<>

1234567890

10 Claim

As a complement to communication, “Minimize pesticide use and associated risks” positions the brand on the market and is applied in all relevant media.

This element also has a few rules to respect: the font to be used is Montserrat Bold and it should be applied on two or three lines.

A practical example of the correct use of this element is shown below.

Font:
Montserrat Bold
35 pt
Leading:
38 pt
Tracking:
0 pt

**Minimize
pesticide use &
associated risks**

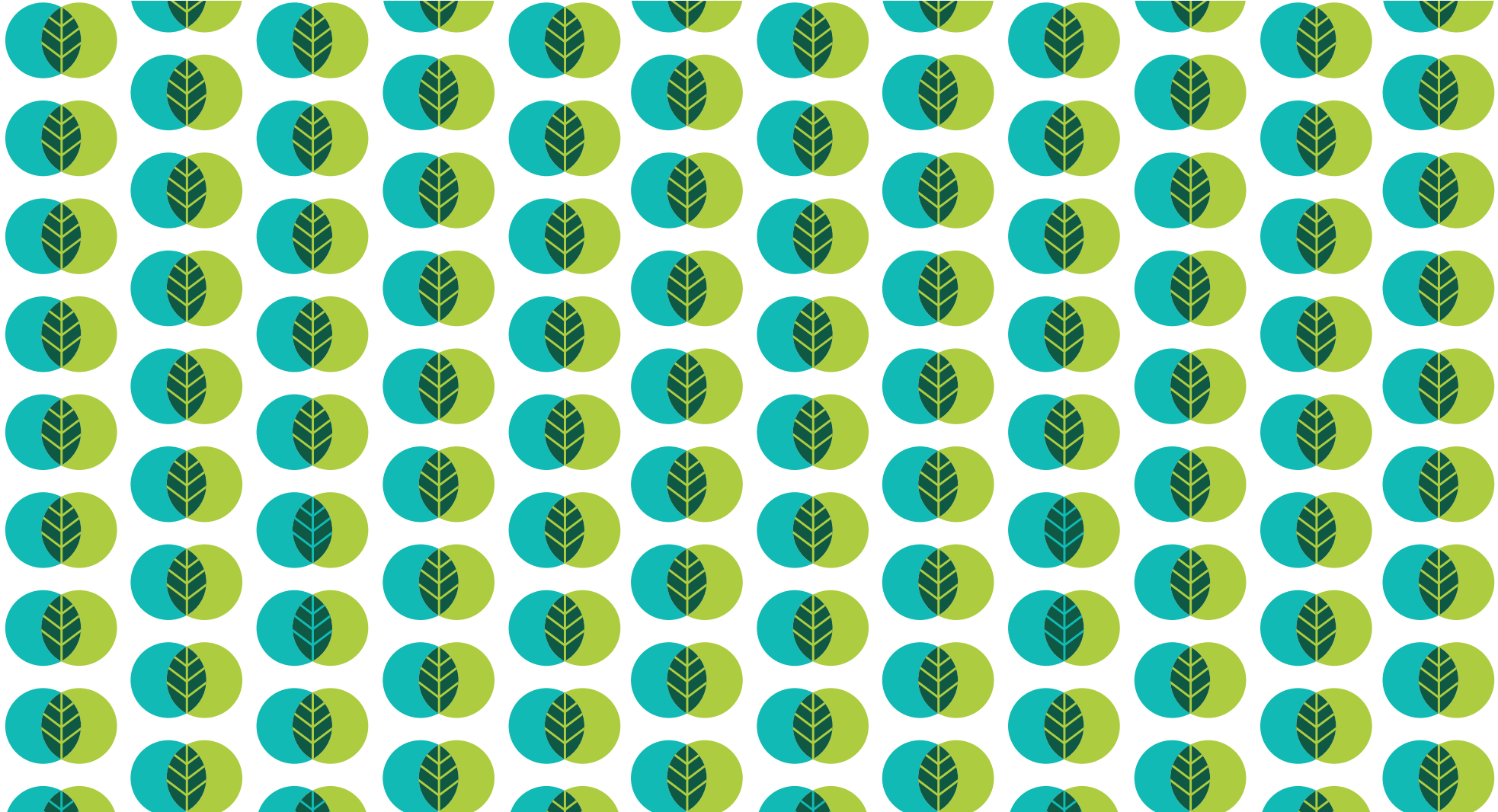
**Minimize
pesticide use &
associated risks**

**Minimize
pesticide use &
associated risks**

11 Graphic Elements

The graphic elements are composed of the colors and graphic language of the brand. With a 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

AdvisoryNetPEST 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.



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.





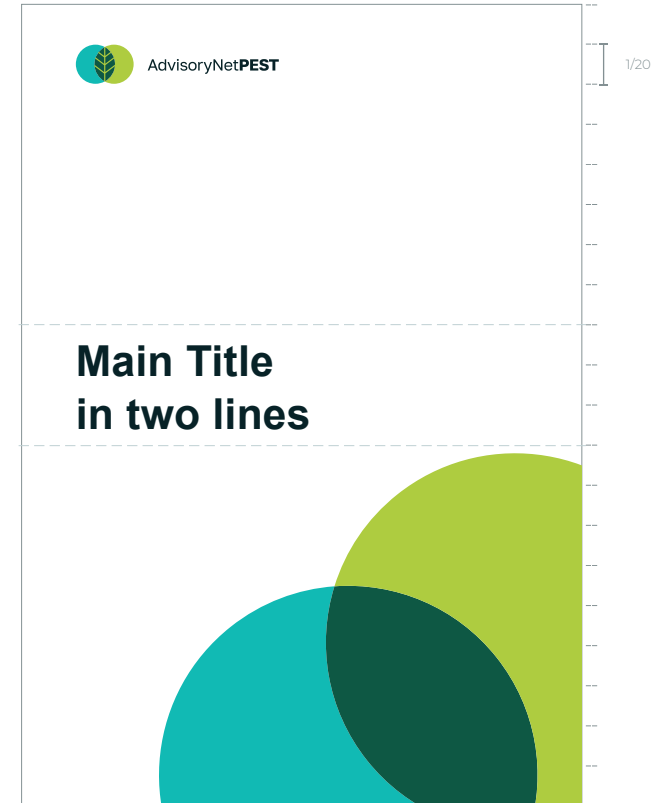
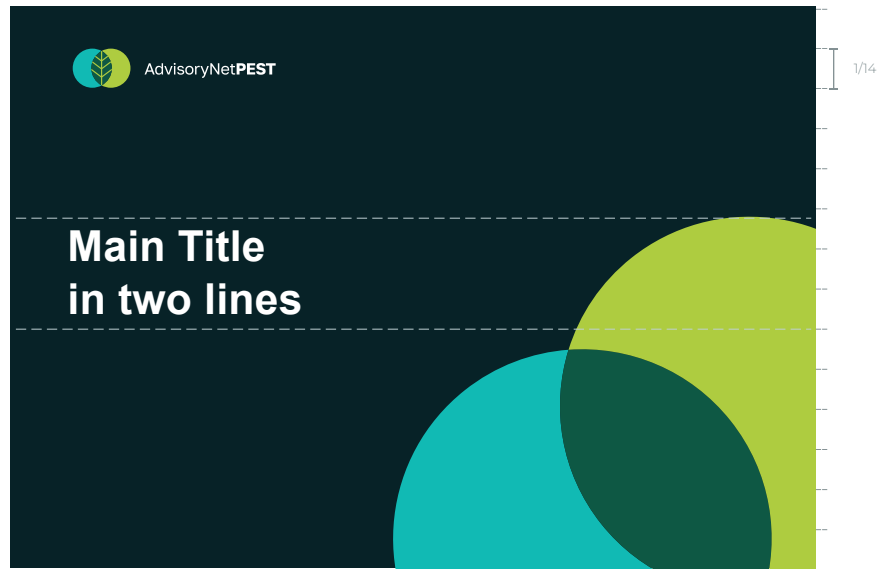




14

Standard Rules

Document covers



14

Standard Rules

Press releases

Full page

AdvisoryNetPEST

Minimize pesticide use & associated risks

Fimibus erat amet, varius nec justo donec volutpat risus vehicula leo facilisis, quis rhoncus felis blandit. Duis ut orci ornare neque ullam corper phasellus eget nec id neque. Pellentesque faucibus massa sed. Duis ut orci ornare neque ullamcorper phasellus eget nec id neque.

Minibus erat amet, varius nec justo donec volutpat risus vehicula leo facilisis, quis rhoncus felis blandit. Duis ut orci ornare neque ullamcorper phasellus eget nec id neque.

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1/2 Page (vertical)

AdvisoryNetPEST

Minimize pesticide use & associated risks

Fimibus sit amet, varius in justo donec volutpat at risus vehicula leo facilisis, quis rhoncus felis blandit. Duis ut orci ornare neque ullamcorper phasellus eget nec neque. Pellentesque faucibus massa sed impardiet consequat sed aenean id lorem justo ac. Duis ut orci ornare neque ullamcorper phaselluseget.

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1/2 Page (horizontal)

Minimize pesticide use & associated risks

Fimibus sit amet, varius in justo donec volutpat at risus vehicula leo facilisis, quis rhoncus felis blandit. Duis ut orci ornare neque ullamcorper phasellus eget nec neque. Pellentesque fauequat. Duis ut orci ornare neque ullam corper.

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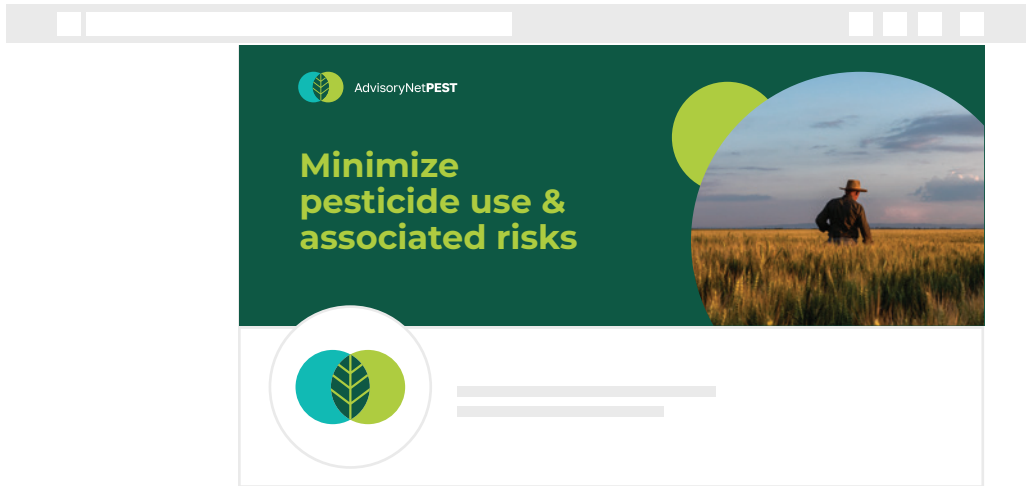
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14

Standard Rules

Social media profile

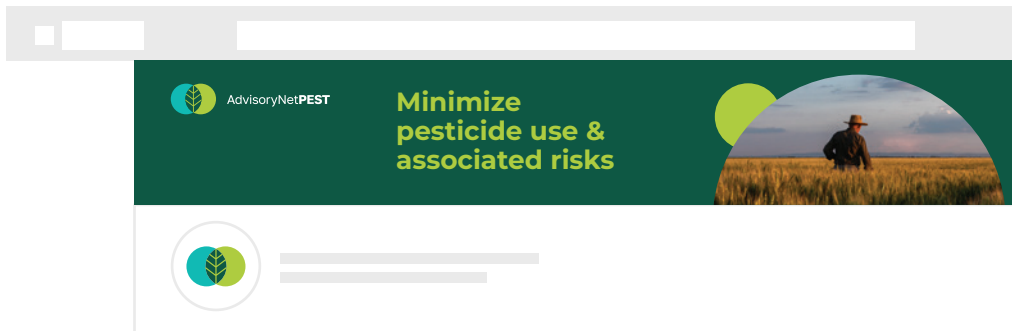
Facebook



Twitter



YouTube



LinkedIn



14
Standard Rules
Typography templates

To make the template's editions by partners of AdvisoryNetPEST 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 templates such as PowerPoint Presentations or Word Documents.

Arial

A b c 1 2 3 & *

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

14

Standard Rules

Templates (Word)

Document

30 mm

AdvisoryNetPEST

Project's Title in two lines

Subtitle 1
Subtitle 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eu sollicitudin augue, erat laculis 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 felis 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 laculis 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 laculis 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.

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01

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List

AdvisoryNetPEST

Title List of participants

Subtitle 1
Subtitle 2

N.*	ORGANIZATION	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 Rijo	
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	

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01

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Event

AdvisoryNetPEST

Program Title of the event

Subtitle 1
Subtitle 2

DATA PLACE

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

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

DATA LOCAL

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

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

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01

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To clarify any doubt resulting from the application of the usage rules presented here, please contact [AdvisoryNetPEST](#)