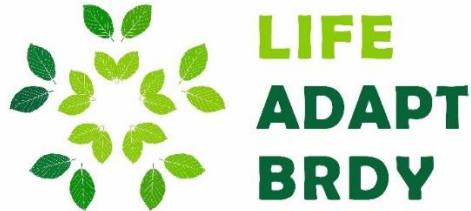




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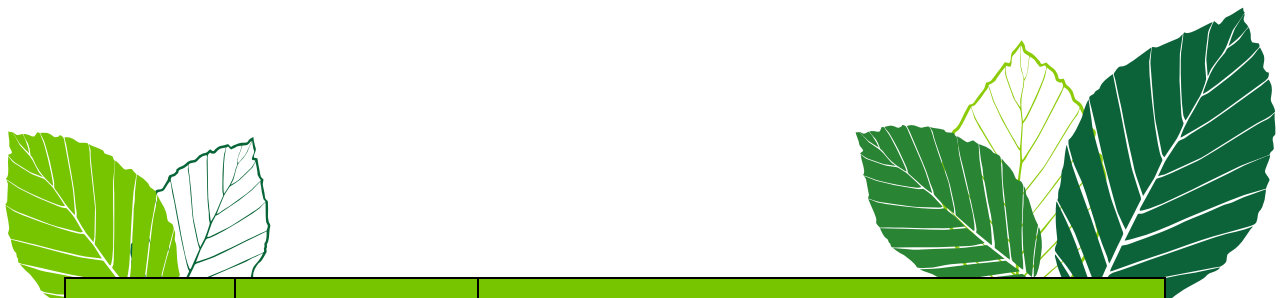
adaptbrdy.czu.cz



Graphic manual

for the LIFE Adapt Brdy project

Project 101074426 – LIFE21-CCA-CZ-LIFE Adapt Brdy
Climate Change Adaptation of Forests in the Brdy Highland



Version		Author/Organisation
1.1	22/05/2023	Hana Brinkeová / CZU in Prague



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CONTENTS

VISUAL IDENTITY OF THE PROJECT	3
1. PROJECT LOGO	3
1.1. Variations	3
1.2. Colour definition.....	5
1.4. Black and white version	6
1.6. Clear space.....	7
1.7. Size range.....	8
2. IMPORTANT INFORMATION	9

VISUAL IDENTITY OF THE PROJECT

The uniform visual style of the LIFE Adapt Brdy project has the task of setting out the rules for the use of the logotype and associated graphic elements.

1. PROJECT LOGO

The basic element of the LIFE Adapt Brdy project visual style is the **logotype consisting of the project's symbol and acronym**. The project logo was designed by Hana Brinkeová after consultation with all partners. The logo may only be used in accordance with the Graphic Manual.

The symbol is made of beech leaves shaped into a flake. It loosely refers to the so-called Brdy snowflake, i.e., the unofficial symbol of the entire Brdy region. The beech leaves represent the Brdy beech forest stands. The individual leaves are depicted in different shades of green and symbolize variability, change, and hope. The variability of the forest, which is constantly changing, the change in forest management, thanks to which there is hope for making forests more resilient against climate change.

The font used in the logotype is Berlin Sans FB Demi.

Colour and its shades are an important part of the logotype. For this reason, it is recommended to **use the colour version wherever possible**.

1.1. Variations

Basic variation – leaves with veining and three-line acronym:



Horizontal variation– leaves with veins acronym on one line:



Variation with leaves without veining suitable especially for printing and smaller logo sizes (acronym on 3 lines; acronym on 1 line):

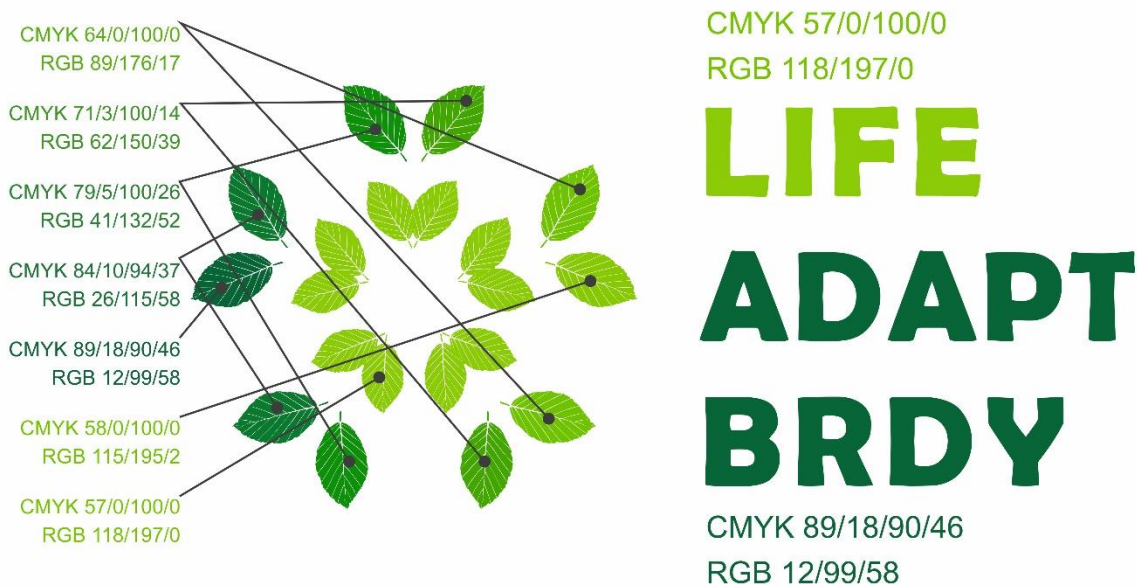


Variation for printing

If necessary, it is possible to use the logotype variation with leaves without veining for printing. Otherwise, the variation with veined leaves is preferred.

1.2. Colour definition

Below, the **CMYK code** (for full-colour prints) and **RGB code** (for web applications) are defined for the individual shades of green in the logo. The entire inner circle of leaves is the lightest shade of green, as is the word LIFE. The darkest shade of green leaf is the same colour as the words ADAPT BRDY.

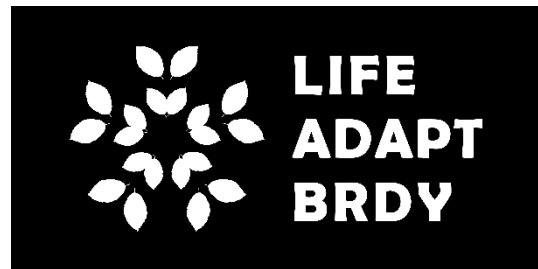
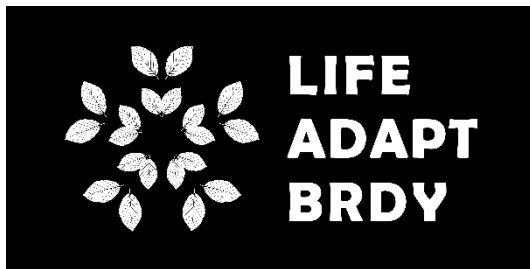
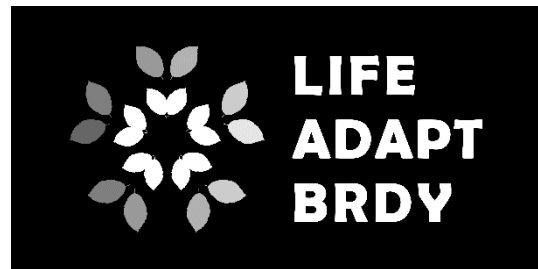
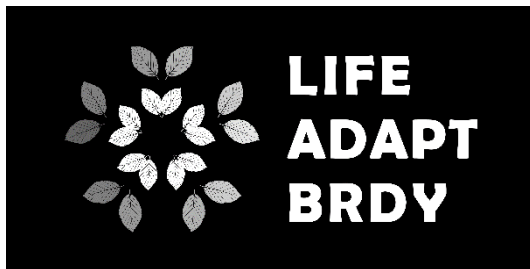


The **above-mentioned colour shades** can also be used as **basic and complementary colours of other graphic elements** and text in materials for the LIFE Adapt Brdy project (e.g. presentations, headings, background colour).

Individual **logotype variations in different formats** can be found on the LIFE Adapt Brdy project webpage in the [Media](#) section.

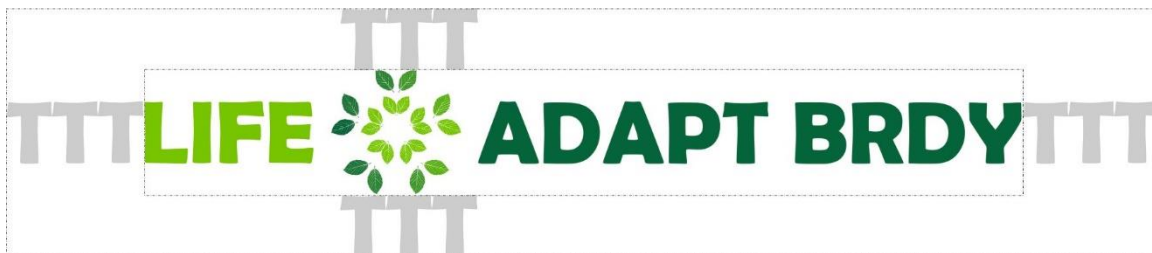
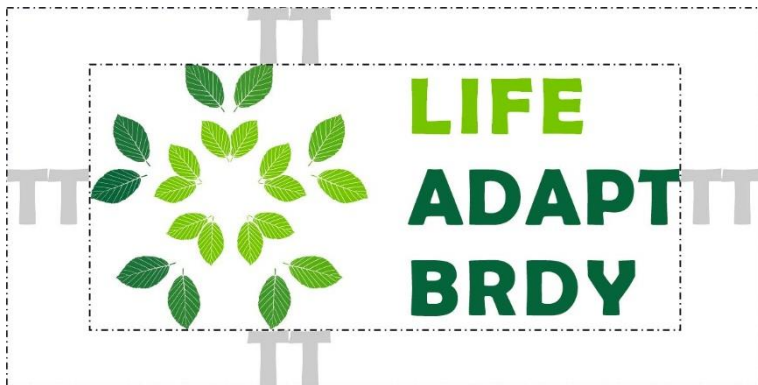
1.4. Black and white version

If it is necessary to use the logo in monochrome layout (black and white), it is possible to use a **variation with shades of grey**, or **black-and-white variation**, while the other rules mentioned in this manual apply (clear space, size ranges, etc.).



1.6. Clear space

Clear space is the **minimum empty area around the logotype**. This space is **defined by the width and height of the letter T**. There should be no other graphic elements in the clear space. It is also not possible to change the logo in any way, especially with a bad ratio between the height and width of the logo. This applies to all variations of the project logo.



1.7. Size range

The size range of the logotype defines the recommended sizes when working on common printed materials, resulting in a uniform appearance across materials. The **basic version of the logo is with veined leaves and the project acronym on three lines** (e.g., 20, 30, 50 mm). It is recommended to use this wherever possible. If you need to display a logo **smaller than 15 mm**, you need to use the **variation of the logo with an acronym on one line**. For printing purposes in particular, when the logotype is smaller than 20 mm, it is recommended to use the variation of leaves without veins (e.g., 5, 10 mm). This also applies in the case of a black-and-white version of the project logo.



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2. IMPORTANT INFORMATION

When using the project logo, it is always necessary to include the logos of the LIFE, NATURA 2000, and the Ministry of the Environment of the Czech Republic, with regard to the co-financing by the EU and the Ministry of the Environment of the Czech Republic. These logos need to be displayed according to the applicable rules of individual institutions (see [Communication and GDPR rules \(europa.eu\)](#) and the document [Barevné specifikace logotypu MŽP. Ministerstvo životního prostředí České republiky - PDF \(docplayer.cz\)](#)).

In certain cases, communication and dissemination of information related to the project (e.g., communication or announcements) must contain, in addition to the logos, the following disclaimer:

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The disclaimer is used in the following cases (of a more permanent nature):

- information on the websites of all partners (in one place);
- on information boards;
- on leaflets and manuals.

It is not necessary to use the disclaimer in the following cases (one-off activities):

- when creating presentations and invitations to events;
- on the recipients' social networks.

Here is the display of all mandatory logos in the so-called **logolink** (EN and CZ versions):



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