



# EUROLakes

## Graphic charter

Typography - logo - templates








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# Summary

EUROLakes project proposes an innovative, holistic, and science-based approach to safeguarding and restoring European natural lakes and their ecosystems. It builds upon the 4 Returns Framework for Landscape Restoration, a practical methodology designed to seek sustainable, long-term solutions at the landscape level, with the aim of achieving four types of returns: inspiration, social benefits, natural restoration, and financial gains. This holistic approach is operationalized through five key elements:

-  establishing a landscape partnership,
-  fostering shared understanding,
-  collaboratively envisioning the landscape,
-  taking coordinated action,
-  continuously monitoring and learning.

The EUROLakes project will establish local communities of practice and, in collaboration with them, develop and showcase innovative, integrated protection and restoration solutions, with a particular focus on nature-based solutions (NBS). These solutions will be demonstrated in three specific areas: Lake Vico in Italy, Lake Bistret in Romania and Lake Dümmer in Germany.

Furthermore, the project will highlight the potential for long-term replication by enhancing local capacity in Denmark, Ireland, and Moldova. These approaches will be complemented by modeling activities and dissemination of knowledge regarding nature finance, contributing to a comprehensive adaptive management strategy seeking restoration of the ecological and chemical health of natural lakes to a "good" status.

In this way, EUROLakes project directly contributes to the objectives of various EU instruments and policies, including the Water Framework Directive, the Green Deal, and its Mission objective to "restore, protect, and preserve the health of our oceans, seas, and waters by 2030".

# Logo

Construction for a font size 42 pt



Typography: Montserrat

Montserrat is a sans serif font with a good performance on screen. Its anatomy gives it a great personality and also makes it useful for reading on screen.

What if the logo needs to be smaller than 20px?

If the logo needs to be used in small format - under 20px - it remains in one line.



# Logo

Logo concept, design process and keywords



Suggests a positive direction and progress towards a more sustainable future

+



Represents a commitment to clean environments and pollution reduction

=



Application of nature based solutions restoring and protecting lake ecosystems



# EUROLakes

Nature Based Solutions

Water Managements

Landscape

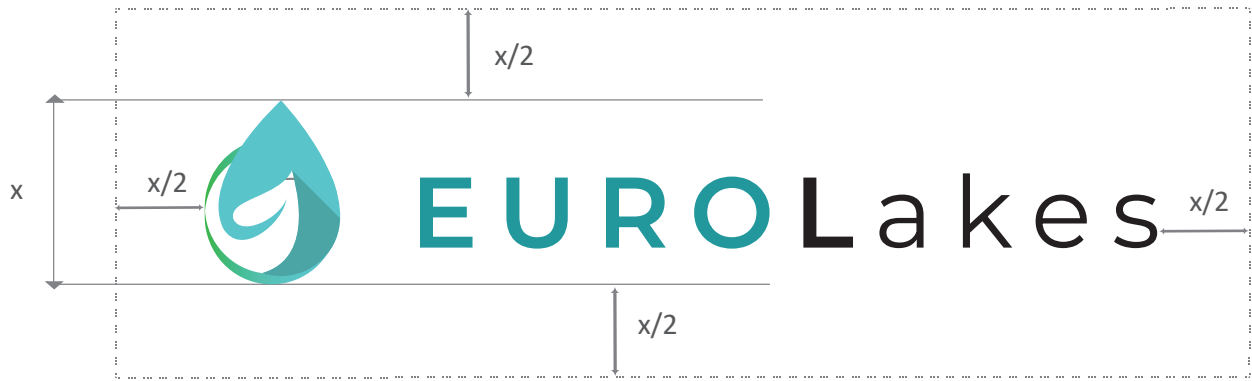
Protection and Restoration

4 Returns Framework

Lake Conservation

Natural Lake Ecosystems

## Protection zone



## What you cannot do with this logo



Distortion



Rotation



Put the logo in a box



Change colors and font

## Allowed variations

No colour changes are allowed with the exception of a white logo against the contrast of the logo colours.



EUROLakes



EUROLakes



EUROLakes



EUROLakes

# Colors

## Institutional palette

For Graphics, Design & typography. Similar shades are also accepted.



#5AC6CC

R: 90  
G: 197  
B: 204

C: 59%  
M: 0%  
Y: 22%  
K: 0%



#4FA6A5

R: 78  
G: 166  
B: 165

C: 69%  
M: 16%  
Y: 37%  
K: 0%



#71C276

R: 113  
G: 194  
B: 118

C: 58%  
M: 0%  
Y: 72%  
K: 0%



#231F20

R: 35  
G: 31  
B: 32

C: 0%  
M: 0%  
Y: 0%  
K: 100%

# Colors



100%  
**5ac6cc**



100%  
**4fa6a5**



100%  
**3bb54a**



75%  
**85d1d7**



75%  
**7cbdbc**



75%  
**71c276**



50%  
**addfe3**



50%  
**a7d1d1**



50%  
**9fd3a2**



25%  
**d5eef0**



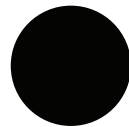
25%  
**d3e9e8**



25%  
**cee8d1**



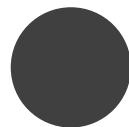
100%  
**544741**



100%  
**000000**



75%  
**77625c**



75%  
**404040**



50%  
**b5967b**



50%  
**7f7f7f**



25%  
**e6cdb8**



25%  
**c0bfbf**



# Colors

Institutional palette -  
additional colors inspired by nature



#453B2F



#CDA47F



#6D6D2D



#98A35E



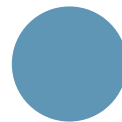
#544741



#EFE4C6



#7E7E5A



#6196B6



#C1976C



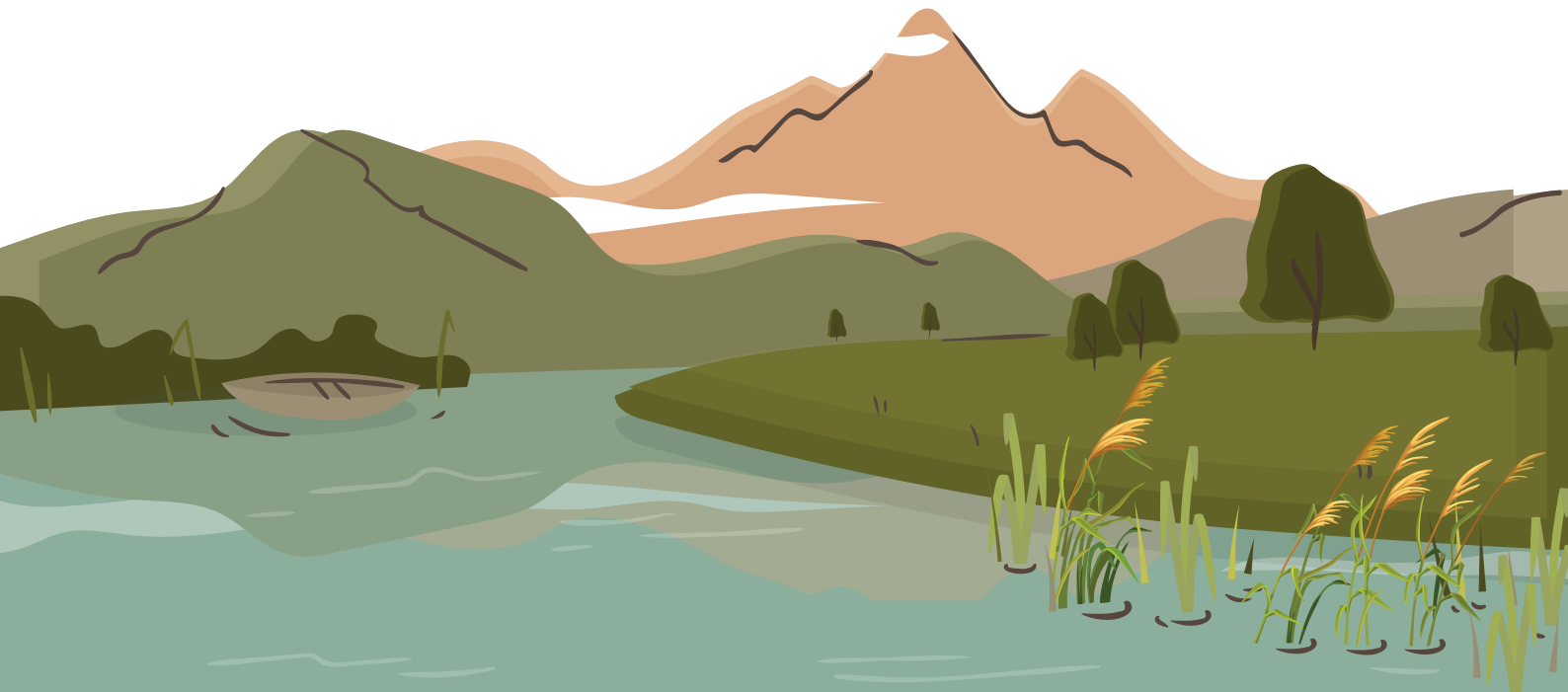
#D7BE47



#988E73



#A7C7CA



# Typography

Montserrat

Web Headings  
logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aptos Regular

Headings  
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aptos Bold

Headings  
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand SemiBold

Headings  
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# How to display the acknowledgement of EU funding?

Display of EU emblem and funding statement



**Co-funded by  
the European Union**



**Co-funded by  
the European Union**

## Disclaimer

Please use the following disclaimer whenever using the funding logo:

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# Stationary

Word document - Title page



**EUROLakes**

**TITLE**



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Word document - Pages



# Word document - letterhead



## Powerpoint - Title slide



The title slide features a stylized landscape illustration on the right side, showing a green field with reeds in the foreground, a body of water, and mountains in the background under a yellow sky. The EUROLakes logo is in the top left corner. A large white shape on the left contains a title box and a text box. A disclaimer with the European Union logo is at the bottom center.

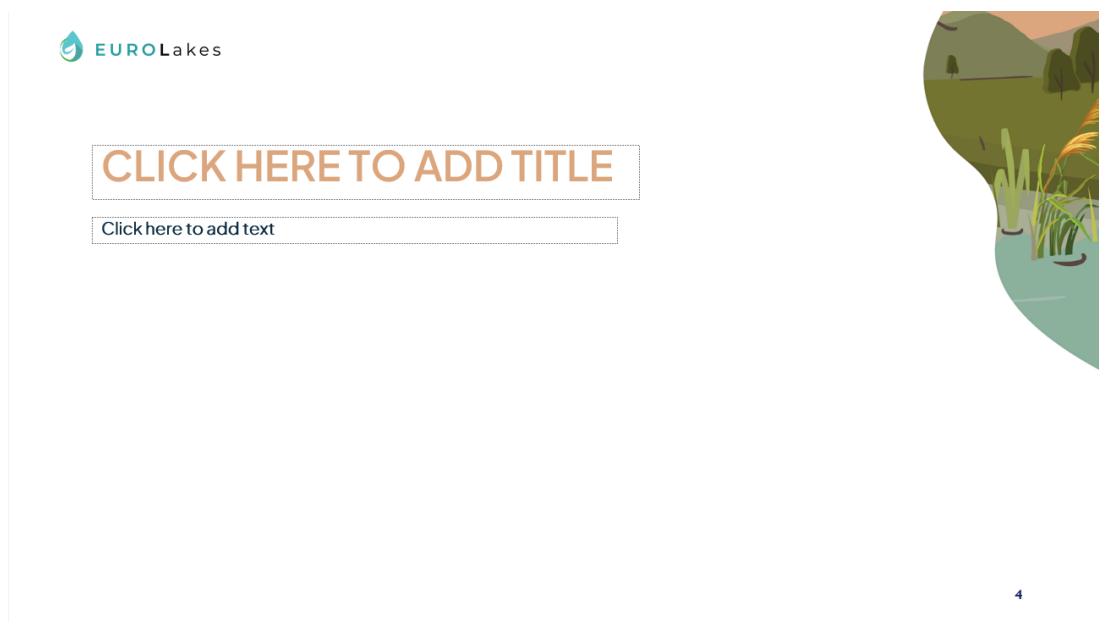
 **EUROLakes**

**CLICK HERE TO ADD TITLE**


Click here to add text

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## Powerpoint - slides



The slide features a smaller version of the landscape illustration on the right side. The EUROLakes logo is in the top left corner. A large white shape on the left contains a title box and a text box. The number 4 is in the bottom right corner.

 **EUROLakes**

**CLICK HERE TO ADD TITLE**

Click here to add text

4

## Stationery set



The EUROLakes project will establish local communities of practice and, in collaboration with them, develop and showcase innovative, integrated protection and restoration solutions, with a particular focus on nature-based solutions (NBS). These solutions will be demonstrated in three specific areas: Lake Vico in Italy, Lake Bistreț in Romania and Lake Dümmer in Germany.

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