



lifeinsular

corporate identity manual

Integrated strategy for sustainable management of insular habitats in Natura 2000 islands of the Atlantic Ocean



main logo



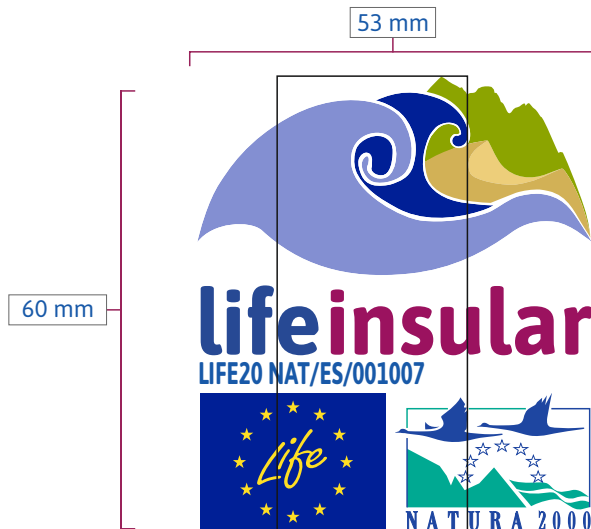
File formats:

Logo artwork is supplied in PNG, JPG, and EPS formats.

PNG and JPG (office use). PNG and JPG files are bitmap files used in general office applications such as MS Word, PowerPoint, or email. Please note that PNG (transparent background) can be used instead of a JPG file.

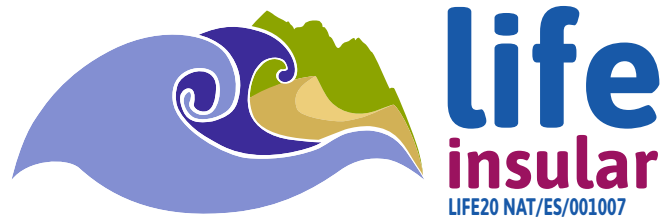
EPS (Professional use). EPS files are "vector files" and should be used for professionally designed items such as brochures or signage. EPS are typically used in professional design programs like CorelDRAW, Adobe Illustrator, or InDesign.

compact logo



color palette

cmyk



Use a cmyk reproduction of the mark in the printing works that could be carried out.

	C:58 M:45 Y:0 K:0
	C:100 M:100 Y:0 K:0
	C:42 M:6 Y:100 K:28
	C:10 M:23 Y:73 K:12

	C:7 M:17 Y:61 K:3
	C:98 M:69 Y:0 K:0
	C:13 M:98 Y:12 K:38

spot colors



In digital spaces, the RGB conversion of the mark will be used following the conversion provided.

	R:125 G:138 B:196
	R:57 G:49 B:133
	R:134 G:154 B:36
	R:213 G:180 B:87

	R:236 G:205 B:121
	R:19 G:85 B:161
	R:153 G:34 B:90

correct use of partner marks



typography

Asap Bold

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

0123456789

Asap Regular

ABCDEFGHIJKLMN

ÑOPQRSTUVWXYZ

abcdefghijklmn

ñopqrstuvwxyz

0123456789

ASAP

Asap is a contemporary sans-serif family with subtle rounded corners. Designed by Pablo Cosgaya, Asap, it has 8 styles: Regular, Medium, Semibold, Bold and its italics. This family, specially developed for screen and desktop use, offers a standardized character width across all styles, which means lines of text remain the same length. This useful feature allows users to change font styles on the fly without reflowing body text. Asap is based on Ancha (designed by Pablo Cosgaya and Héctor Gatti), and has been developed with the collaboration of Andrés Torresi. ASAP is distributed under the SIL Open Font License, 1.1.

<https://www.omnibus-type.com/fonts/asap/>

size test



Below 10 mm in height (10%) the graphic symbol of the logo loses definition and above 7 mm its recognition becomes impossible, so it is proposed to use only typography.

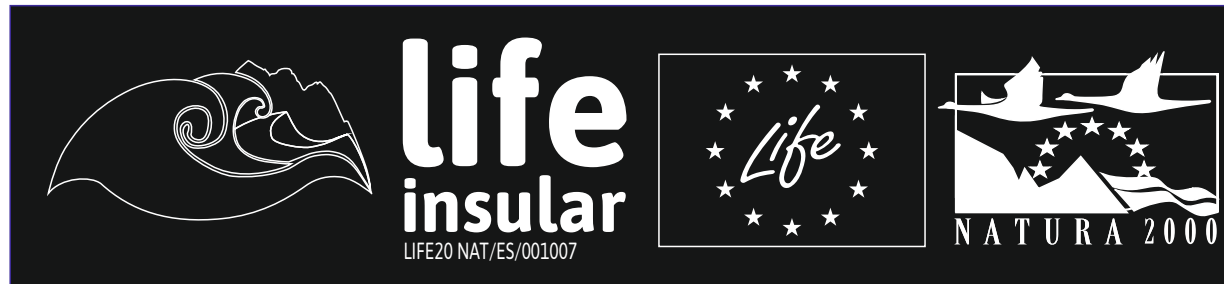


lifeinsular
lifeinsular
lifeinsular

one ink logo



alternative, negative space logo



use on photographic backgrounds



In those contexts in which the Life Insular logo must appear coexisting with images or design texts, the color of the background must guarantee the visualization of the logo. If necessary, the logo will be used in monochrome or a blank space will be included or a white rectangle will be reserved to place the logo on the design itself, so as to guarantee legibility.

In case the logo needs to be included in a blank space, a free space should be left around the logo. It is recommended to leave a minimum of a quarter of the height of the logo free on all sides.



facebook/twitter profile

cover image



An attempt will be made to find the best location in the selected image to place the font associated with Life Insular or, if it is not legible enough, replace the color of the font with white.

profile picture



facebook

Size: 512x512 px

Format: png

twitter

Size: 400x400 px

Format: png

facebook

Size: 851x310 px

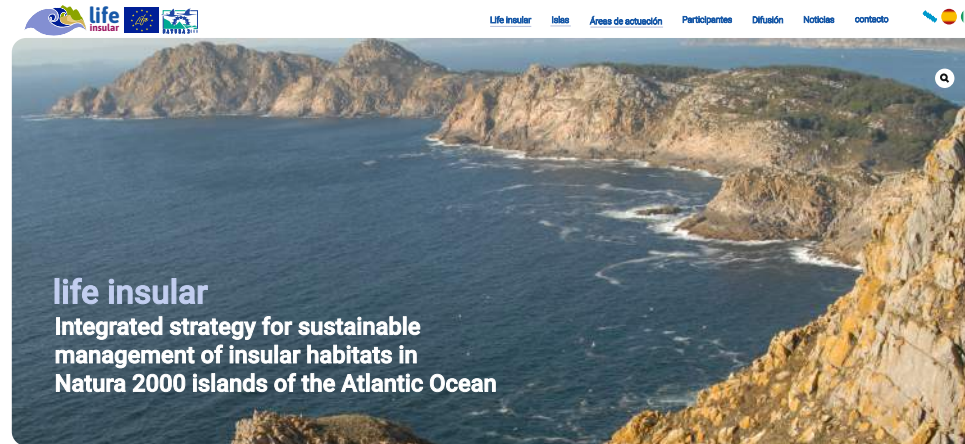
Format: jpg ou png

twitter

Size: 1500x500 px

Format: jpg ou png

web page



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ABRIL 20 - 2022 • PUBLICACIONESEVENTOSNOTICIAS???

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ABRIL 20 - 2022 • PUBLICACIONESEVENTOSNOTICIAS???

Tweets by @insular_LIFE



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Mar 15, 2022

Ver en Twitter

Facebook



10 likes



Cambios climáticos
Participación ciudadana

Ver en Facebook

LIFE INSULAR
Sustainable management of insular habitats in Natura 2000 islands of the Atlantic Ocean



life insular
Isleas
Áreas de actuación
Redes
Comunicación
Contacto

CONTACTO
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Teléfono
+34 982 824 827
E-mail
ibader.lugo@gmail.com
Web
www.ibader.gal

Coa colaboración do programa LIFE da Unión Europea

signature email



[LIFE20 NAT/ES/001007](#)

Link to the page of the LIFE Insular project in the public database of the LIFE PROGRAM.

visiting card (85mm x 55mm)

of the project



Address
Postal Code - City
Country
Telephone:
Email:



personal

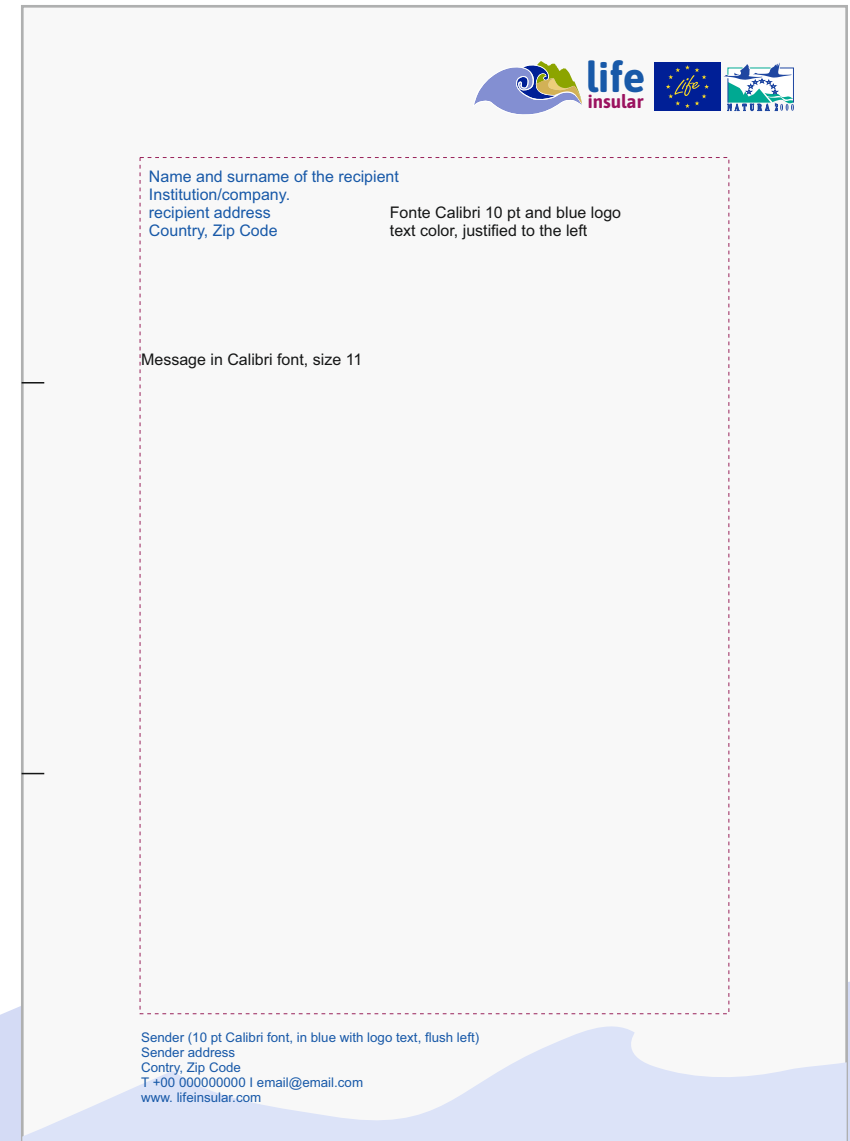
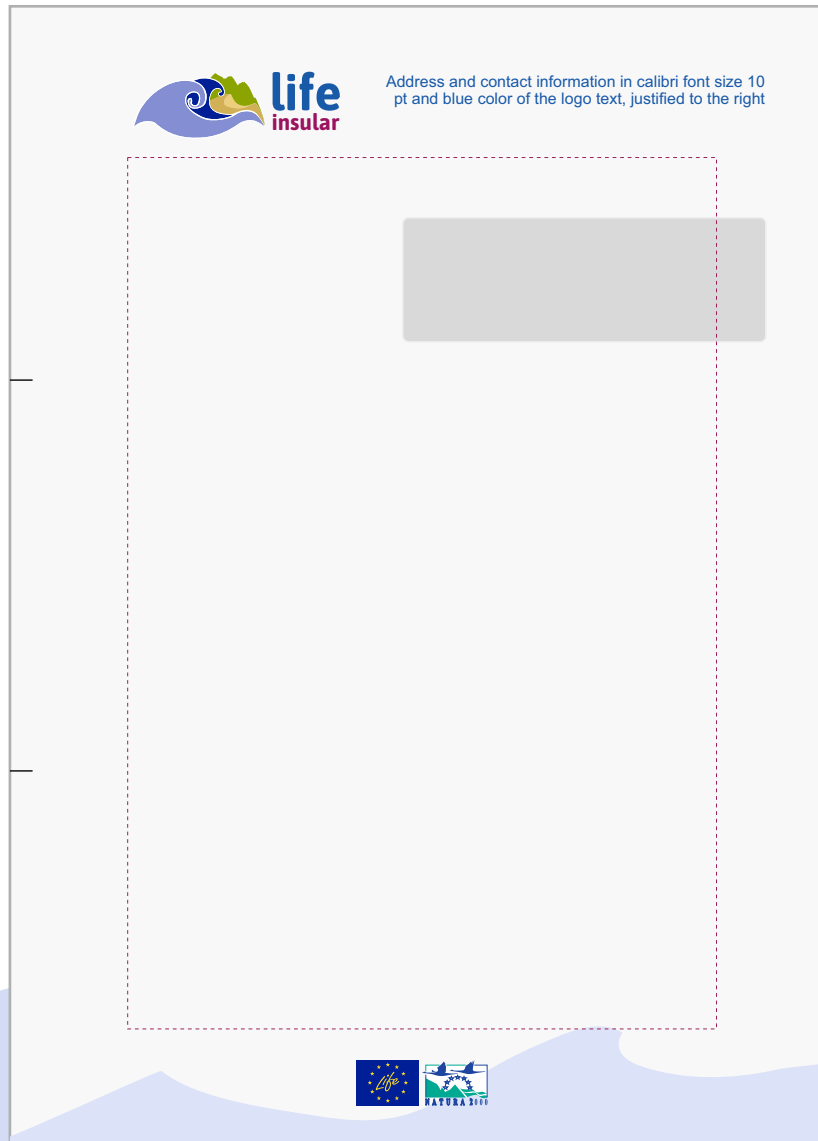


Name and surname of the person
Position held
Address, Postal Code - City, Country
Téléphone: . Email:



20% reduction of the logo. Font size 9 and 7 points.

reduced logo a 40% (13mm)



stamp (60 x 40 mm)



american envelope (220 x 110 mm)

with window

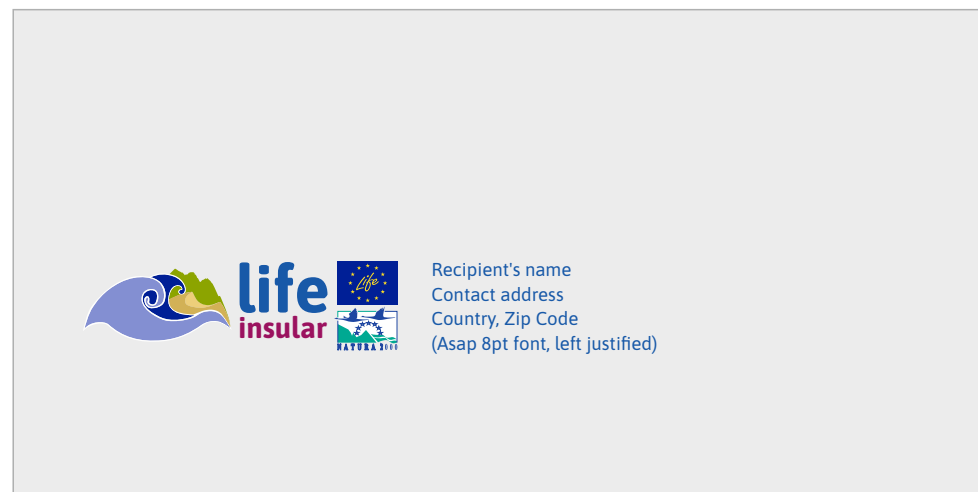


life insular

Contact address - Postal Code - Town,
Country. (Asap 8pt font, left justified)

A rectangular window is located to the right of the address text.

without window



life insular

Recipient's name
Contact address
Country, Zip Code
(Asap 8pt font, left justified)

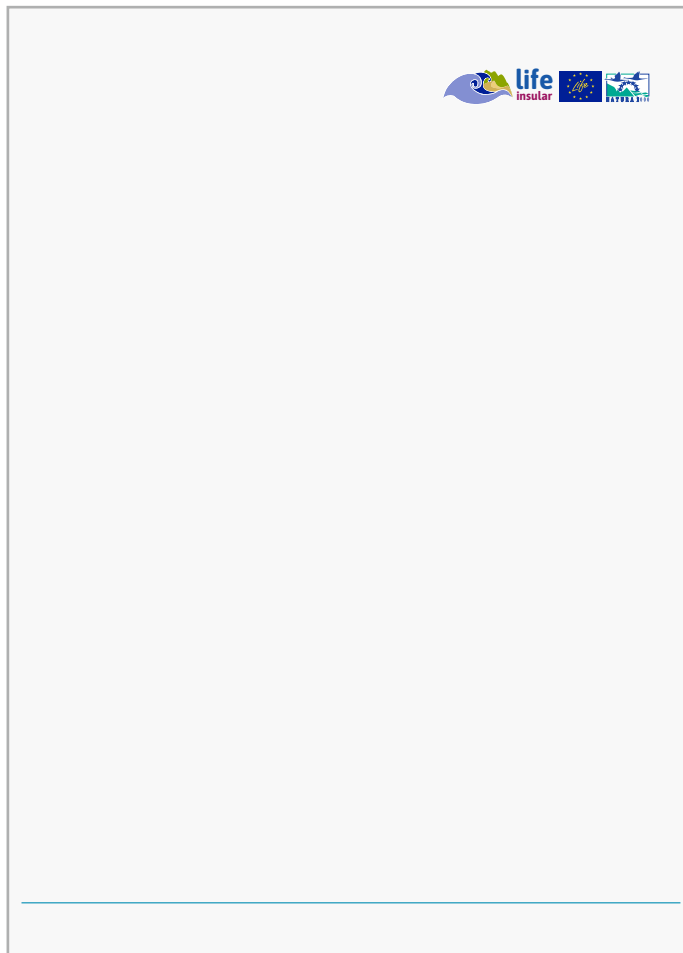
report size A4

logo reduced by 20% and a 40%

cover sheet



inner sheet



back cover sheet



folder (A3 open - A4 close)



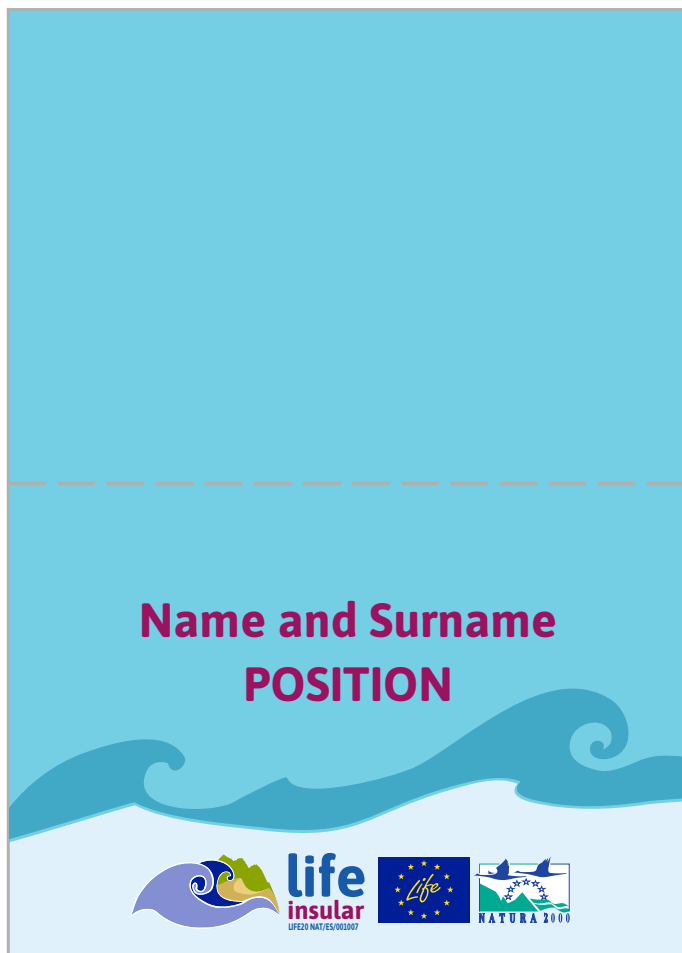
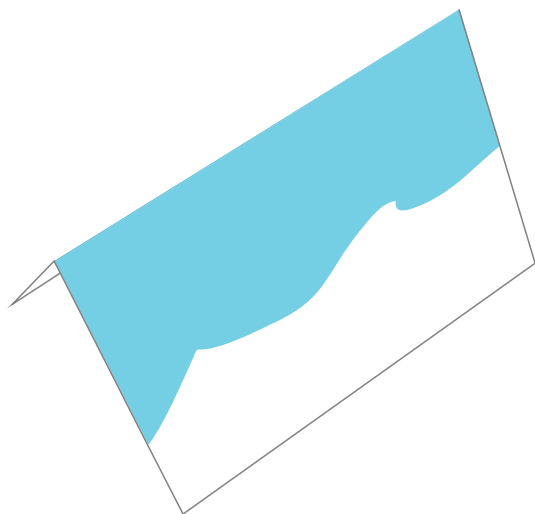
die cut folder (A3 open- A4 close)



rollup (1000 x 2000 mm)



table tent card (A4 open- A5 plicated)

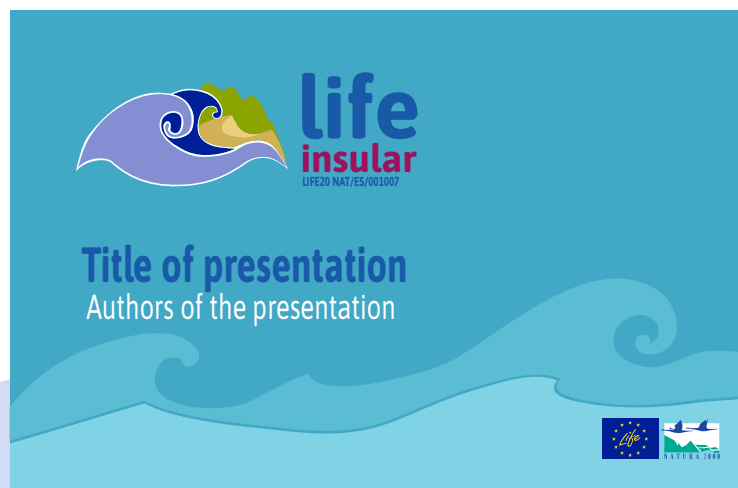


Power Point templates

cover with image



color cover or dividers



interior



USB Flash Drives



kraft paper bags



tshirts



button badges, pens, pencils

