**Deliverable 6.3
Graphic Charter**

RESCOOP MECISE

Mobilizing European Citizens to Invest in Sustainable Energy

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Acronym of the project	REScoop MECISE
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Project Partners	Ecopower – REScoop.eu – Somenergia – Enercoop – Courant d'Air – Energy4All
More information	**www.REScoop.eu**

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Mobilizing European Citizens to Invest in Sustainable Energy

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CONTENT

1. INTRODUCTION

Welcome

This visual identity manual of REScoop MECISE introduces the foundation of the REScoop project. The look of the REScoop MECISE visual identity, including the logo, colour palette, typography, graphic style - has been specially created tot represent the attributes and values of our federation.

Please use these guidelines when creating REScoop MECISE communications to achieve a high level of consistency.

2. THE LOGO

Logo

The REScoop MECISE logo is a symbol of the organisation's commitment and values. The logo shows 5 basic elements that represent the different types of renewable energy of REScoop MECISE. Each of these elements are designed to create a unique look for REScoop MECISE that communicates and supports the philosophy of the organization.

In order to create a consistent and effective visual identity, the visual relationship between these elements should never change.

RESCOOP.EU

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coop
**Be proud of your co-operative identity
sign up at www.identity.coop**

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RESCOOP MECISE

2.1 CONSTRUCTION OF THE LOGOTYPE

The REScoop MECISE logotype is the primary element of the visual identity and must appear on all official REScoop MECISE ommunications. It may not be modified in any way.

The REScoop MECISE logotype is a combination of 2 logos. The logo of REScoop.EU and the international COOP logo (www.identity.coop). In other communication, 'REScoop MECISE' has to be written in a combination of capitals and small letters.

Used letter type: Champagne & Limousines (see typography).

2.2 CONSTRUCTION OF THE GRAPHICS

As a secondary element of the REScoop MECISE logo, there are 5 graphics that give the logo a more visual interest.
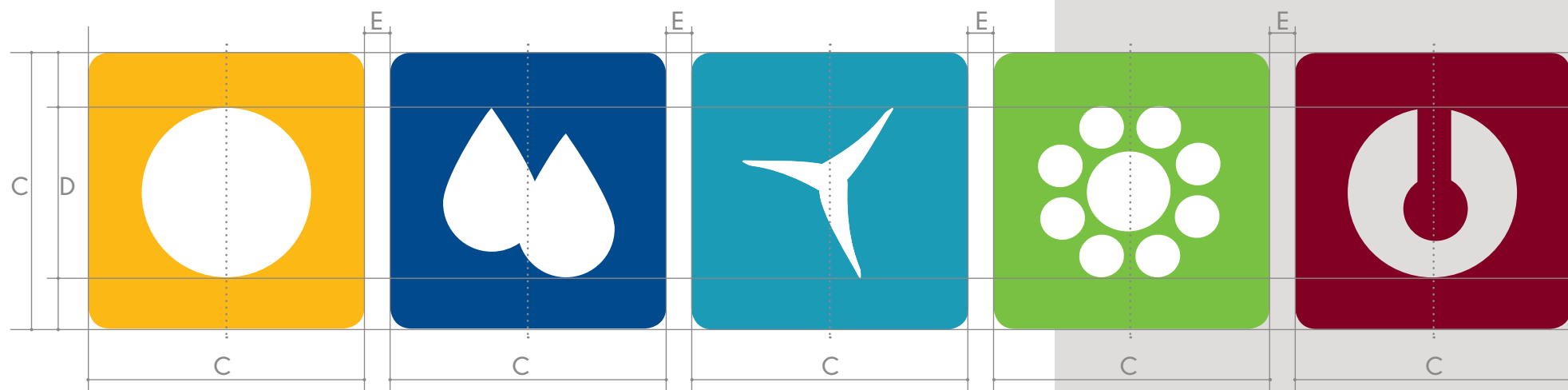
D = 1,6 C
E = C/10

They represent the 5 different elements of renewable energy: solar energy, hydropower, wind energy, biomass and geothermal energy.

The graphics are all centred in the middle of the rounded square.

B = 2 x A
D = 1.5 x C

2.3 COMBINATION LOGO

The logo has to include both logotype and graphics. When communication about REScoop MECISE is required, they can not be used separately.
They can only be used in a separate way when one element is highlighted, for example in a presentation.

Do not attempt to recreate any of the graphics and logotype that are displayed on this page.

B

D

A

E

F

E = 4 x C
F = E / 2

2.3 COMBINATION LOGO

Additional to the logo of REScoop MECISE there is a subtitle. The subtitle 'federation of groups and cooperatives of citizens of renewable energy in Europe' had to be used in some ways...

This subtitle can be used optional and is not required.

G

C

G

G

C

G

G = C/5

2.4 THE EXCLUSION ZONE

The logo is a crucial element of our identity, therefore an area of space must always surround it. The required clear space for the REScoop MECISE logo is illustrated on the left.

The space equal to or larger than a graphic divided by 5 is required on all sides surrounding the logo. So it does not compete with other images, graphics and text. Do not place any elements inside this clear space!

MIN: 10 MM

MIN: 32 MM

RESCOOP MECISE
Mobilizing European Citizens to Invest in Sustainable Energy

2.5 THE MINIMUM SIZE

To ensure the logo is always clear and legible, it should never be used in a smaller size than 10 mm high. In case of the logo with the underscript 'federation of groups and cooperatives...' the minimum width of 32 mm is required in print and non-screen-based applications. This ensures that everyone is still able to read the bottom text line.

For on-screen applications, do not reduce the size below 100 pixels.

1. Do not distort any portion of the logo.

2. Do not tilt or rotate the logo.

3. Do not rearrange components (graphics, logotype) in the signature.

4. Do not alter the alignment of any component of the signature.

5. Do not make the logotype any colour other than the colours indicated in this manual. If it's necessary, the logo can be put in black-and white (see 1.6 colour variations)

6. Don't put extra graphics with the original elements of this logo.

①

②

③

④

⑤

⑥
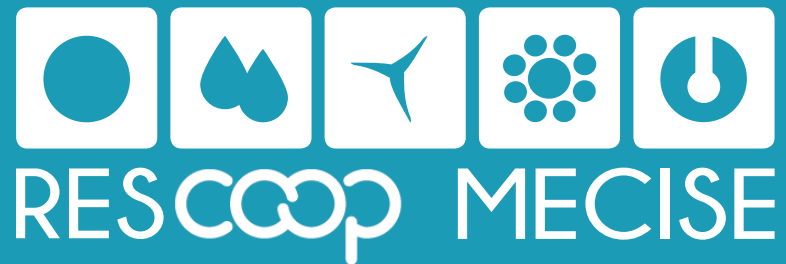
2.7 COLOUR VARIATIONS

Colour plays an important role in representing REScoop MECISE. Use the colours that are mentioned in the colour palette (see 4.1) on all communications. The white option is also acceptable. Great care should be taken to ensure sufficient contrast between the logo and the background. See 2.8 for guidelines on background control.
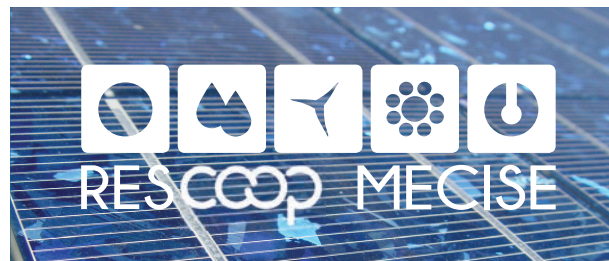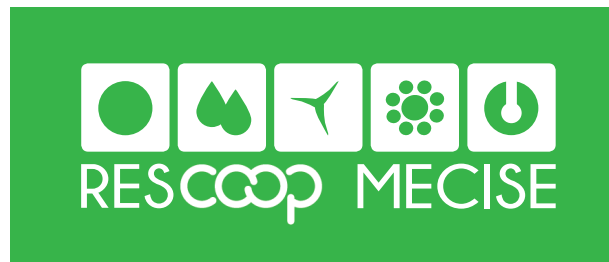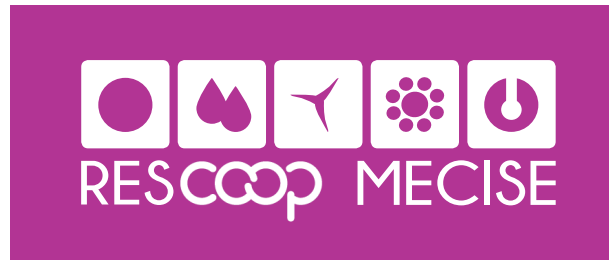
2.8 BACKGROUNDS

There are only 3 colours of background possible for the full-colour logo. Black, white and every shade of gray can be used.

If it is necessary to place to logo on top of an image or on a coloured background, only the white logo can be used. When placing the REScoop MECISE logo on print- or screen-based applications, it is important to ensure sufficient contrast between the background and logo. When placed over an image, it may be necessary to adjust the position of the image or retouch the area to achieve maximum visibility.

3.TYPOGRAPHY

Typography

The signature fonts are Champagne & Limousines and Myriad Pro. Trebuchet MS of arial is an option when the others are not available.

The text in the logo itself is also build up out of these fonts.

3.1 CHAMPAGNE & LIMOUSINES

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3.2 MYRIAD PRO

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. / / 0 1 2 3 4 5 6 7 8 9 : ; < = > ? ? @ @

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Myriad pro condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad pro light

a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad pro regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad pro italic

a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad pro semibold

a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad pro bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

3.3 TREBUCHET MS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

! ! " # $ $ % % & & ' (( )) * * + , - -

. / / 0 1 2 3 4 5 6 7 8 9 : ; < = > ? ? @ @

[[\ \ ]] ^ _ ` ff fi fl ffi ffl { { | } } ~ ¡ ¡ ¢ £ ¥ § ¨ © ª ª « ¸ º º » ¿ ¿

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Trebuchet MS regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

Trebuchet MS italic

a b c d e f g h i j k l m n o p q r s t u v w x y z

Trebuchet MS bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

Trebucht MS bold italic

a b c d e f g h i j k l m n o p q r s t u v w x y z

Heading for poster

Head of poster or article: Champagne & Limousines

Supporting cooperative and social enterprises to achieve a more inclusive, sustainable and prosperous Europe. Open Letter to the European Commission.

As European citizens and scholars, we would like to express our appreciation for the programmatic statements made by Mr. Tajani and by Mr. Barnier in occasion of their January hearings in front of the European Parliament. In their statements, both Commissioners seem to explicitly recognize the potential of the social economy, which includes a variety of organisational forms, ranging from cooperatives to associations, from mutuals and foundations to social enterprises. These organizations, which arise from the European tradition of a vibrant civil society, play multiple and very important roles (economic as well as non-economic, through market and non-market oriented activities) in the production of goods and the provision of services at the local, national and European level. Mr. Barnier in particular seems to stress the fact that the "social market economy" goes well beyond the initiative of the public sector and includes all of the social elements that are at the core of the European economic model. Considering also that these statements come in the wake of the February 19, 2009 European Parliament's resolution on the Social Economy and the EESC's opinion 1454/2009 on the "Diverse forms of enterprise", it seems that European institutions are understanding that

sustainable and inclusive economic recovery and growth can only be achieved by finding a better alignment between social and economic interests, which cannot be accomplished by the combination of market and public sector actors alone.

At the same time, we can't help but notice that the EU has taken similar positions in the past, most notably with the Statute for a European Cooperative Society in 2003 and the 2004 Communication on the promotion of cooperative societies in Europe. However, those documents were followed by years during which the organizations that are associated with the "social economy" were largely overlooked by the European Union and most European countries. In fact, in some instances, European policies (including for example fiscal policies and the promotion of the International Accounting Standards) have actually hindered the development of this sector by trying to impose norms that disregard the diversity of the various forms of enterprise, thereby impairing the variety of responses to the problems and challenges Europe faces.

Body text: Myriad Pro
9/12 pt

4. COLOURS

Colours

Colours have an important role in representing the REScoop MECISE brand. Use the correct colours on all communications. When used consistently over time, the colours will become directly associated with MECISE.

	Unknown	R 0 - G 155 - B 183
	Pantone 130 c	R 253 - G 185 - B 19
	Pantone 288 c	R 0 - G 75 - B 141
	Pantone 369 c	R 108 - G 179 - B 63
	Pantone 195 c	R 130 - G 0 - B 36

4.1 PRIMARY COLOURS

The primary colour for REScoop MECISE visual identity system are pantone 130 c, pantone 288 c, pantone 369c and pantone 195 c.

The pantone code for the blue colour remains unknown, this colour is taken over from the original coop logo.

5. TEMPLATES

Heading
Subtitle

To edit title

Click to edit text

RESCOOP MECISE