



BUILDUP SKILLS

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Let's work together on the high performance of our buildings



DELIVERABLES D5-3 VISUAL STRATEGY AND GRAPHIC IDENTITY



Cofinancé par
l'Union européenne





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VERSIONS AND CHANGES

Version	Date	Editor	Changes
Version 0	08-03-2023	Emilie ANDORNO	Creation



REMINDER GRANT AGREEMENT

In order to maintain the stakeholders' motivation and make the action and its results known as widely as possible, the work package 5 " communication, dissemination, and networking will be carried out with the support of a subcontractor hired by ADEME, selected following the provisions of the Grant Agreement on competitive grounds based on the best value for money, and in charge of defining the communication plan and logo, producing templates, brochures.

The main objectives are to :

- work out a National Roadmap defining a general, shared, and objective vision and the associated action plan detailing
- the way to reach it and meet the national objectives for renovations and new constructions by 2030 is to have the relevant stakeholders' endorsement of the roadmap and the action plan.
- identify the actors and the resources needed to drive the implementation of the actions and monitor the progress of the proposed activities.

Under the supervision of the ADEME engineer, the communication subcontractor will :

- Design a logo for communication tools that will reinforce brand awareness by providing a unique, strong, and consistent image of the project in the minds of all stakeholders,
- Create templates for the most common needs of the partners: reports, letters, minutes, PPT presentations, etc. Finally, a modifiable flyer template will be made to provide an executive summary for each public deliverable.
- To ensure a common visual identity and give maximum credit to the project and its outcomes, communication activities will be based on the French State Corporate identity (already used by ADEME).

PRESENTATION

The creation of a graphic charter helps to give a visual identity to a project. The consortium wishes to help the partners easily and visually identify the BUS2 project.

The consortium, therefore, decided to create a graphic charter specific to the BUS 2 project to have a coherent visual identity. It will be used as a basis for all the visual productions of the project and on all communication channels (social networks, emailing, brochures, etc.). It allows the definition of rules for graphic use by taking up the graphic codes that will have to be respected by the consortium and the partners if necessary.

The visual identity is intended to be simple with graphic and visual components that symbolise the issues and context of this project.

The following document is presented in the form of a guide including the rules of use and the characteristics of the graphic elements of the project (colours, fonts, typography, symbols, logotypes, etc.).

The visual elements of the graphic charter will have to be used on the various communication media (website, flyer, deliverables, etc.) thus guaranteeing the homogeneity and coherence of the project between the members of the consortium, the partners, or the general public.



1 VISUAL IDENTITY

1.1 VISUAL CREATION

The photographic creation features "real" people, who work, think, and train together to meet the challenges of the future.



The visual identity chosen is therefore inspired by the world of construction and renovation sites and refers more broadly to the building sector in general, in line with the communication campaign for the attractiveness of the building sector carried out by ADEME as part of the France Relance credits (continuity over time increases awareness and strengthens the impact of the BUS2 campaign and communication). We wanted a visual that portrays workers; workers who are united, symbolised by the handshake, representing "working together" and the cohesion between all the different trades involved in this project (computer, equipment, and site walkie talkie).

The 'together' echoes the word in the catchphrase:

"Let's work together on the high performance of our buildings"



The identity is accompanied by a "Horizon 2030+" stamp in the form of a label to give the perspective of the future and to identify the structures and stakeholders that take part in the ambitions set by the project.

Hashtags #jobs #jobs #training are the broad fields targeted by this project.



1.2 LOGO - BUILD UP SKILLS 2 -



The logo in its main format includes the 3 hashtags, the Horizon 2030 stamp, and the Build Up Skills image on a white background.

No other logo or text should be superimposed on the logo.

The logo in JPG/PDF format can be requested from buildupskills@ademe.fr.

The colours of the logo are :

- Blue: R36 V 77 B 82
- Garnet: R230 V53 B89

At least this logo and the logo of the LIFE programme (§2.2) should be used in every publication/media/document of the project.

Wherever possible, the logo should be accompanied by the project's catchphrase: **"Let's work together to make our buildings high-performance"**.

Attention:

In general, all communication material must mention at least the support of the LIFE programme and the visibility of the BUS2 project with its specific logo.

As soon as the media allow it, the 4 logos should be preferred (BUS+LIFE+ADEME+AVE).

1.3 ELEMENTS ASSOCIATED WITH THE BUS2 LOGO

Several elements of the graphic charter illustrate the visual identity of the project and can be used to good effect on the various communication media.

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Figure 1 The main image banner of the BUS2 project



Figure 2 The characters of the BUS project



Figure 3 Pictogram of the BUS2 project location



Figure 4 Pictogram of the BUS2 project map of France



Figure 5 Pictogram Nov 2022 - April 2024 of the BUS2 project



Figure 6 Key figures charted in the context of the BUS2 project

2 OTHER LOGOS

2.1 GENERAL

Logos should be in colour wherever possible and are mandatory on web pages.

Several communication elements are mandatory for the BUS2 project:

- Use the logo banner (shown below) on all communication materials (internal, external, physical, or digital), on all durable goods, and on the project sites;
- The rules for the use of European terms are set out below.

These obligations must, at the very least, be respected for all the important documents of the BUS2 project: letters, course certificates, internet email signatures, project presentation brochures, training dossiers, registration forms, etc. Website, information panels, etc.

If several logos of different sizes are used, the LIFE logo must be as large as the largest of the logos (in height or width, whichever is more relevant).

In general, it is recommended not to use the European logos in a smaller size than the other logos.

Nota Bene: The monochrome (black and white) version is not possible except in justified cases (for example, the creation of a poster entirely in black and white).

2.2 LOGO LIFE

Article 21 of the LIFE Regulation



"Recipients of Union funding shall publicise the origin of the funds and ensure the visibility of Union funding, in particular when promoting the actions and their results, by providing targeted, coherent, effective, and proportionate information to various audiences, including the media and the general public. To this end, the recipients shall use the logo of the LIFE programme, which is shown in Annex III. All durable goods acquired under the LIFE programme shall bear the logo of the LIFE programme, except in cases specified by the Commission. If the use of the logo of the LIFE programme proves impossible, the LIFE programme shall be mentioned in all communication activities, including on billboards in strategic places visible to the general public.

All European funding programmes require particular visibility for their funding, and the LIFE programme has very specific rules and obligations as well. More details on the rules for using the life programme are available [here](#).



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The logo in JPG format can be found [here](#).

The logo in PDF format can be found [here](#).

The colours of the logo are as follows:

- Blue: #004494; C 100, M 80, Y 0, K 0; R 0, G 68, B 148
- Yellow: #ffed00; C 0, M 0, Y 100, K 0; R 255, G 237, B 0

The words "Co-financed by the European Union" should be systematically associated with the LIFE logo.

Please note: as a general rule, any communication material must mention the support of the LIFE programme to be eligible.

This concerns external communication (posters, videos, posters, T-shirts, etc.) but also internal communication: letters, reports, etc., which must respect the same rules.

Nota Bene: it is recommended to use the following fonts for the written mentions linked to the logos: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, and Ubuntu = preferred. Arial is selected for the BUS2 project.

2.3 LIFE PROGRAMME DISCLAIMER

The disclaimer *"The views and opinions expressed are, however, those of the author(s) alone and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them"* as soon as the Life logo is used.

2.4 LOGOS OF THE 2 CONSORTIUM PARTNERS





Logos in JPG/PDF format can be requested from buildupskills@ademe.fr

These two logos must be used systematically together when the project is presented and must be of the same size. Indeed, the two partners of the consortium must have equal visibility. The two logos are in this order when used next to each other, i.e. in alphabetical order: ADEME + AVE.

Please note that both logos may not be larger than the LIFE logo.

For more information on the rules for using the State Trademark Block: <https://www.gouvernement.fr/charte/charte-graphique-les-fondamentaux/le-bloc-marque>.

2.5 THE JOINT USE OF THE 4 LOGOS

All materials produced by the project or referring to the project should, as far as possible, include the 4 logos:

- The BUS2 project logo
- Logo of the LIFE programme (project funder)
- And the two logos of the two consortium partners, ADEME and AVE

A tolerance will be accepted for posts on social networks or if the dedicated space does not allow for proper visibility of the logos, in which case only the BUS2 logo + LIFE logo will be preferred.

3 TEMPLATE

3.1 TYPOGRAPHY - COLOUR

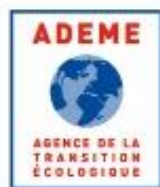
The documents published will be in ARIAL typeface, size 11.

- Colour blue-grey: R36 V77 B 82
- Garnet colour: R230 V53 B89
- Colour Purple: R123 V124 B150

3.2 TEMPLATE TYPE

Several templates integrating the graphic identity and the needs of the project are created in French and English (the latter requested for the needs of the project deliverables):

- Report template
- Template note
- Mail Template
- Template ppt



ADEME IN BRIEF

At ADEME - the French Agency for Ecological Transition - we are firmly committed to the fight against global warming and resource degradation.

On all fronts, we are mobilising citizens, economic players, and regions, giving them the means to move towards a resource-efficient, low-carbon, fairer, and more harmonious society.

In all areas - energy, circular economy, food, mobility, air quality, adaptation to climate change, soil... - we advise, facilitate and help finance many projects, from research to sharing solutions.

At all levels, we put our expertise and foresight capacities at the service of public policy.

ADEME is a public institution under the supervision of the Ministry of Ecological Transition and the Ministry of Higher Education, Research, and Innovation

ALLIANCE VILLES EMPLOI IN BRIEF

Created in 1993, Alliance Villes Emploi is the national network of local authorities invested in the issues of integration, employment, and economic development. It gathers more than 200 local elected officials of all political colors, gathered around the conviction that it is on the scale of the territories, life, and employment areas that the relevant level of intervention is located.

As such, the association federates the tools and mechanisms deployed by its members, in particular the Maisons de l'Emploi (MDE) and the Plans Locaux pour l'Insertion et l'Emploi (PLIE), and it leads the network of facilitators of the social integration clause..



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SUMMARY

The creation of a graphic charter contributes to the visual identity of the Build Up Skills 2 project. The chosen graphic design will facilitate its identification and allow partners to recognise the project brand.

The visual identity is intended to be simple with graphic and visual components that symbolise the issues and context of this project.

Through its design, its colours, and its shapes, the values of the project are then transmitted.

This unique and singular graphic charter specific to the BUS 2 project offers a coherent identity and visual identity. It defines the rules of use to be respected, particularly about the use of logos.



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However, the views and opinions expressed are those of the author(s) alone and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the funding authority can be held responsible for them.