



Gear@SME
Saving energy together

Brand Identity Guideline

A guide for partners and journalists



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GEAR@SME

GEAR@SME is an acronym for the project title „Generate Energy Efficient Acting and Results at Small & Medium Enterprises“.

“Gear” is a synonym of “equipment”: with the right tool, the problem can be solved.

The term is also reminiscent of a cogwheel: an important part in keeping the big picture running.

The term is also reminiscent of a vehicle’s gearstick; when the right gear is engaged, it is easier to move forward.

Thus, we at GEAR@SME see ourselves as a tool, a cog and also an accelerator to help SMEs save energy and protect the climate.





„Saving energy together“

The claim “Saving energy together” refers to the collective approach of the energy efficiency project. The claim contains three messages:

1. **Saving:** We support climate protection!
2. **Energy:** We reduce our energy use!
3. **Together:** We provide each other with tools, community and means!





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GEAR@SME Logo

The dominant GEAR@SME logo consists of a figurative mark and a claim. This logo is visible on all public documents on the top of the right corner and is further used on title pages of documents or presentations and in the header of documents. The standard project logo is arranged horizontally with the claim "Saving energy together".

If it fits better stylistically, the horizontal logo can also be used.

The figurative mark is a circular symbol that triggers various associations such as a gear, a compass needle or multiple points that are connected to each other. The symbol is at the same time filigree, minimalist and without any frills, but also powerful and dynamic. It further combines the colours blue (inspired by the EU flag), green (environment) and yellow (electricity, energy and EU flag stars).



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Colour codes

The colour codes of the blue, grey, green and yellow shades used in the logo are shown in the following graphic. For each printing method (CMYK / RGB / HEX / Pantone), the respective colour code is provided:

CMYK	100/80/0/0	
RGB	3/78/162	
HEX	#034ea2	
Pantone	Reflex Blue	

CMYK	50/0/100/0	
RGB	141/198/63	
HEX	#8dc63f	
Pantone	375	

CMYK	0/0/100/0	
RGB	255/242/0	
HEX	#fff200	
Pantone	Yellow	

CMYK	[Black]						
RGB	0/0/0						
HEX	#000000						
100%							



Font

The standard size for texts is 11 pt. and colour black (0/0/0). The font shall never be put in **bold**. Instead, if something in a text is to be highlighted, it shall be put in blue (RGB: 3/78/162).

Noto Sans Regular (download unter <https://fonts.google.com>)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890





Typography

The main headlines of the title page are never in bold, they stay slim and clear, but in 24 pt..

The Sub-Headline on a title page is again not in bold, but it is written capital letters, in 18 pt. and in blue.

Headlines of chapters are numbered, in colour blue and 24 pt. The first sub-headlines of chapters are in black (0/0/0), in 14 pt., the second sub-headline is in blue (3/78/162) and 11 pt. and the third sub-headline is in black with 11 pt. and in oblique letters. Documents should never use more than the third level of sub-chapters.

Headline

SUB-HEADLINE ON TITLE PAGES

4 Headline of chapter

4.1 First sub-headline of chapter

4.1.1 Second sub-headline of chapter

4.1.1.1 Third sub-headline of chapter



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TNO innovation
for life

**INDUSTRIELL
ENERGI**

certimac
certificazione materiali per costruzioni
ENR CEN



SERVELECT
Energy is money! We save both.



SYNYO

MINISTRY OF EDUCATION
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CNA
Territoriale
di Ravenna

CLOK
Lokale
ondernemen

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