
BRAND BOOK

REGACE Brand guidelines provides a set of tools and rules on how to use REGACE'S branding elements



REGACE PROJECT

About

The EU-funded REGACE project is dedicated to developing an innovative Agrivoltaics technology to sustainably increase greenhouse yields and improve electricity production. The REGACE system is highly competitive providing affordable clean energy that combines optimum crop conditions with significant energy generation. The use of CO2 enrichment expands Agrivoltaics usage, to areas with less sunshine and low light conditions, thus expanding usage opportunities.

In addition to the economic impact, this technology will also lead to significant positive effect on ecological-environmental sustainability and reduced carbon footprint and will contribute to improve food and energy security.

Mission

REGACE aims to make Agrivoltaics a major contributor to the EU clean energy portfolio. We wish to put our highly innovative Agrivoltaics technology into use to sustainably increase greenhouse yields and improve electricity production contributing to stabilizing agricultural produce prices and improving energy and food security.

REGACE wishes to lead to a significant positive effect on ecological environmental sustainability and a reduced ecological footprint.

By installing our system on land and infrastructure, which is already in use, we wish to reduce construction and maintenance costs, duration of execution, and the reduction of CO2 emissions.

THE LOGO



The logo incorporates three distinct shades: green, blue, and yellow.

Minimum dimensions for print:
width 38.5 mm, height 8.9 mm

Minimum screen dimensions:
width 200 pixels, height 46 pixels



Below is an example of using one color in the logo



The logo can be used with one color background

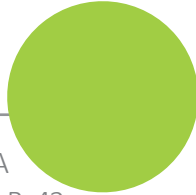


Spacing around the logo

The minimum spacing around the logo will be the same height and in width to the letter O appearing in the logo

THE BRAND COLORS

Green light



Web color: #ABC92A

RGB: R:171 G: 201 B: 42

CMYC: C 42 M:0 Y:95 K:0

The brand colors are intended to convey the technological innovation on that the project offers.

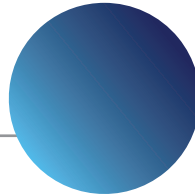
The color palette was thoughtfully curated to encompass the essence of sustainability:

Green - green energy

Yellow - solar

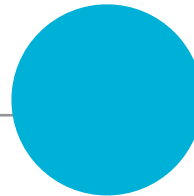
Blue - CO₂ and renewable resources

Blur grade to light blue



Web color: #26285B to #66BCEB

Blue

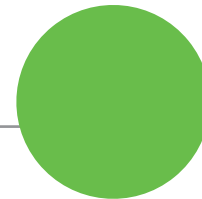


Web color: #00A5D1

RGB: R:0 G: 165 B: 209

CMYC: C 91 M:0 Y:14 K:0

Green

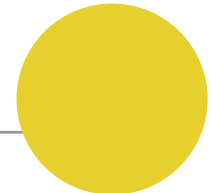


Web color: #6DB536

RGB: R:109 G: 181 B: 54

CMYC: C 63 M:0 Y:96 K:0

Yellow



Web color: #EDD209

RGB: R:237 G: 210 B: 9

CMYC: C 11 M:12 Y:94 K:0

TYPOGRAPHY

Cairo font

The Cairo font was used for the design of the REGACE logo and website titles.

The font combines straight lines with a combination of symmetrical lines, in order to convey innovation and out of the box thinking.

Cairo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cairo bold

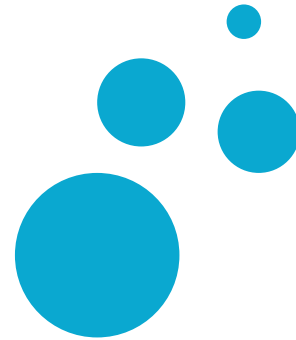
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



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GRAPHIC ELEMENTS



PICTURES



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