



ASCEND

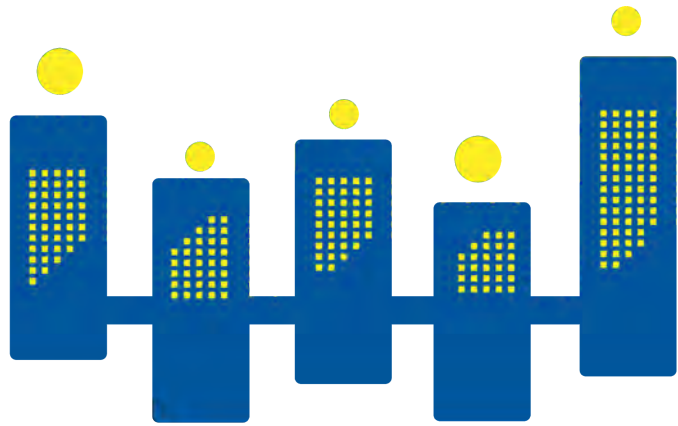
Accelerate poSitive
Clean ENergy Districts

ASCEND Visual Identity



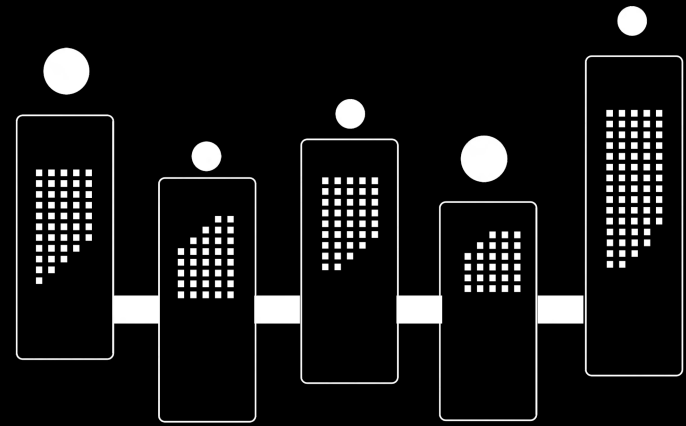
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LOGO



ASCEND

Positive version



ASCEND

Negative version

LOGO SPECIFICATIONS

Rules

- Use suitable ASCEND logo variation, both positive or negative based on the color background.
- Always use ASCEND logo in conjunction with the EU emblem. The use of the EU emblem is described in the EU emblem rules document, available in the ASCEND Communications Toolkit.
- EU emblem should always be located in the lower right corner on any communication materials.
- ASCEND logo should be placed in the upper left corner on working materials and documents. However, ASCEND logo can be placed in the center on specific communication materials such as banners, rollups, stickers or cover pages. The usage should always be discussed and approved by the project coordinator.
- Do not modify or alter the design, colors or font of the ASCEND logo without official approval from the project coordinator.

Logo colors



#02569b



#fceb14



#ffffff

Logo font

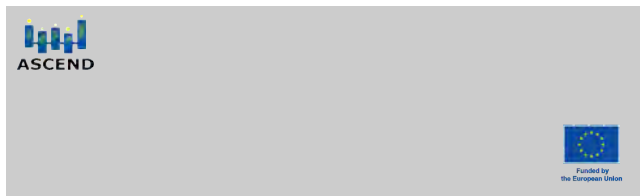
The proper font for the ASCEND logo is Verdana in CAPITAL letters.

ASCEND

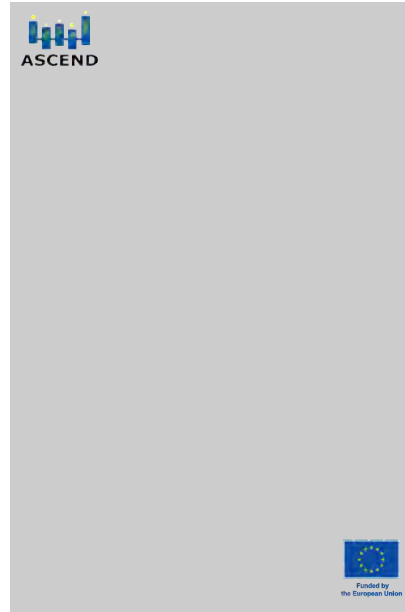
LOGO USAGE



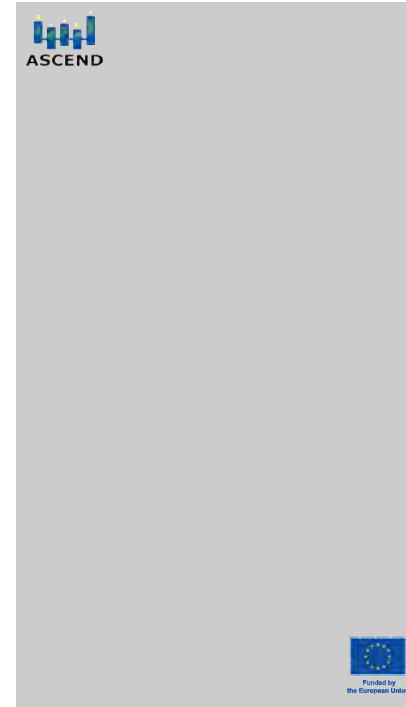
Presentation



Horizontal banner



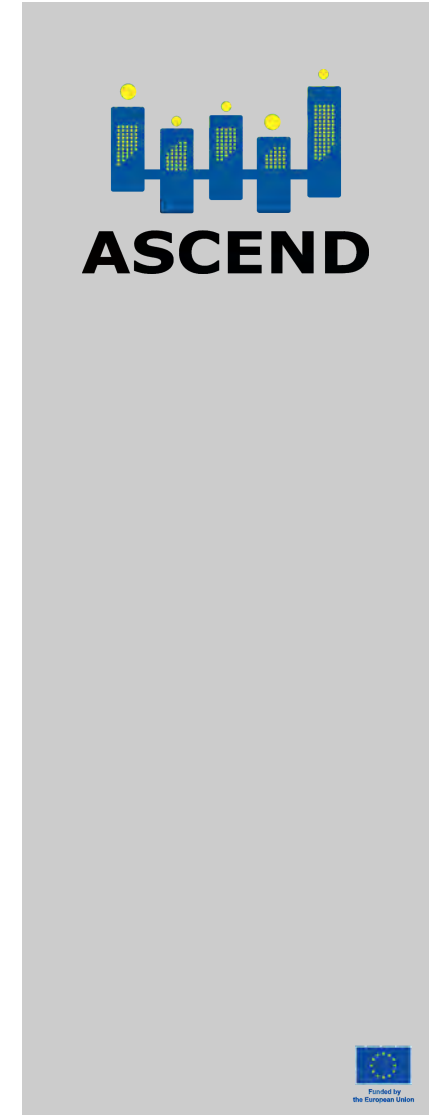
Document



Infographic



Social media
card

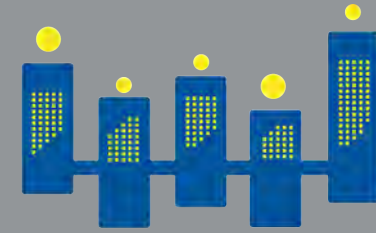


Rollup

*Not to scale

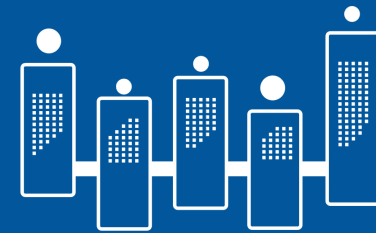
TAGLINE

**Accelerate
poSitive
Clean
ENergy
Districts**



ASCEND

Accelerate poSitive
Clean ENergy Districts



ASCEND

Accelerate poSitive
Clean ENergy Districts

FONTS

Primary fonts

Verdana

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Used as the title font of the project, tables & descriptions for headings, corporate products, etc.

Courier regular

A a B b C c D d E e F f G g
H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u
V v W w X x Y y Z z

Used as a body text in all texts and designs.

Alternative fonts

Avenir

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Montserrat

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Nunito

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

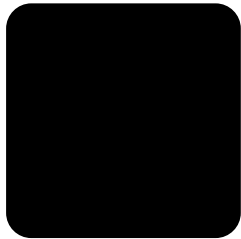
COLORS



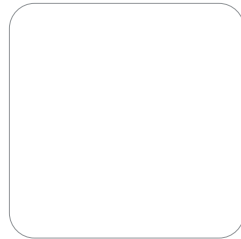
#02569B
R2 G86 B155
C100 M68 Y9 K0



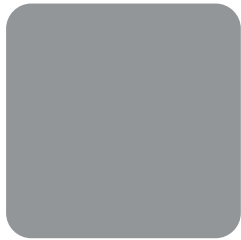
#FCEB14
R252 G235 B20
C4 M0 Y89 K0



#000000
R0 G0 B0
C91 M79 Y62 K97



#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



#929699
R146 G150 B153
C45 M33 Y32 K11

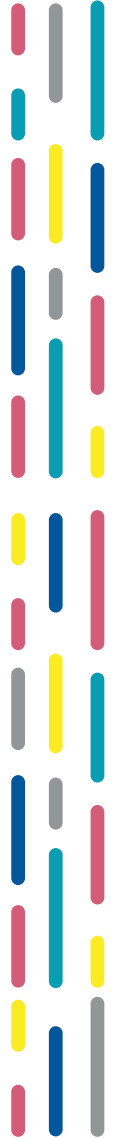


#D35C78
R211 G92 B120
C13 M77 Y35 K2

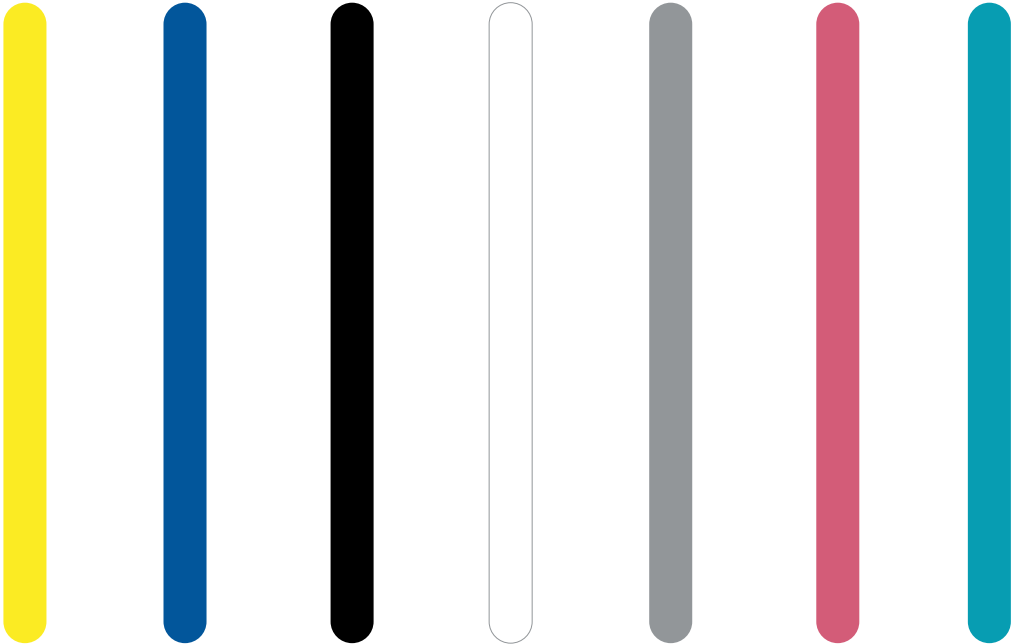


#079DB2
R7 G157 B178
C79 M16 Y28 K2

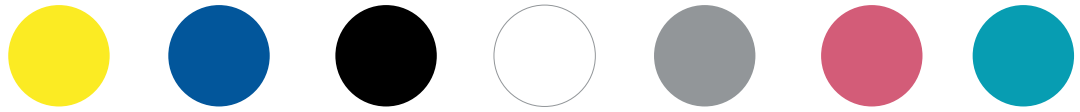
VISUAL ELEMENTS



Support band



Bars



Circles

SOCIAL MEDIA CARDS

ASCEND

**Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore
 et dolore magna
 aliqua.**

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/ASCEND_eu

/ascend-eu

ASCEND

“

Text of the quote
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut
 labore et dolore magna aliqua.

Author
 Organization

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Event title
 Description of the event

Date

Time

Location

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ASCEND

City name, Country
 Accelerating positive clean energy districts

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 Accelerating positive clean energy districts

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City name ★ ★
 Accelerating positive
 clean energy districts

PCED Cities
 Multiplier Cities

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City name
 Accelerating positive clean energy districts

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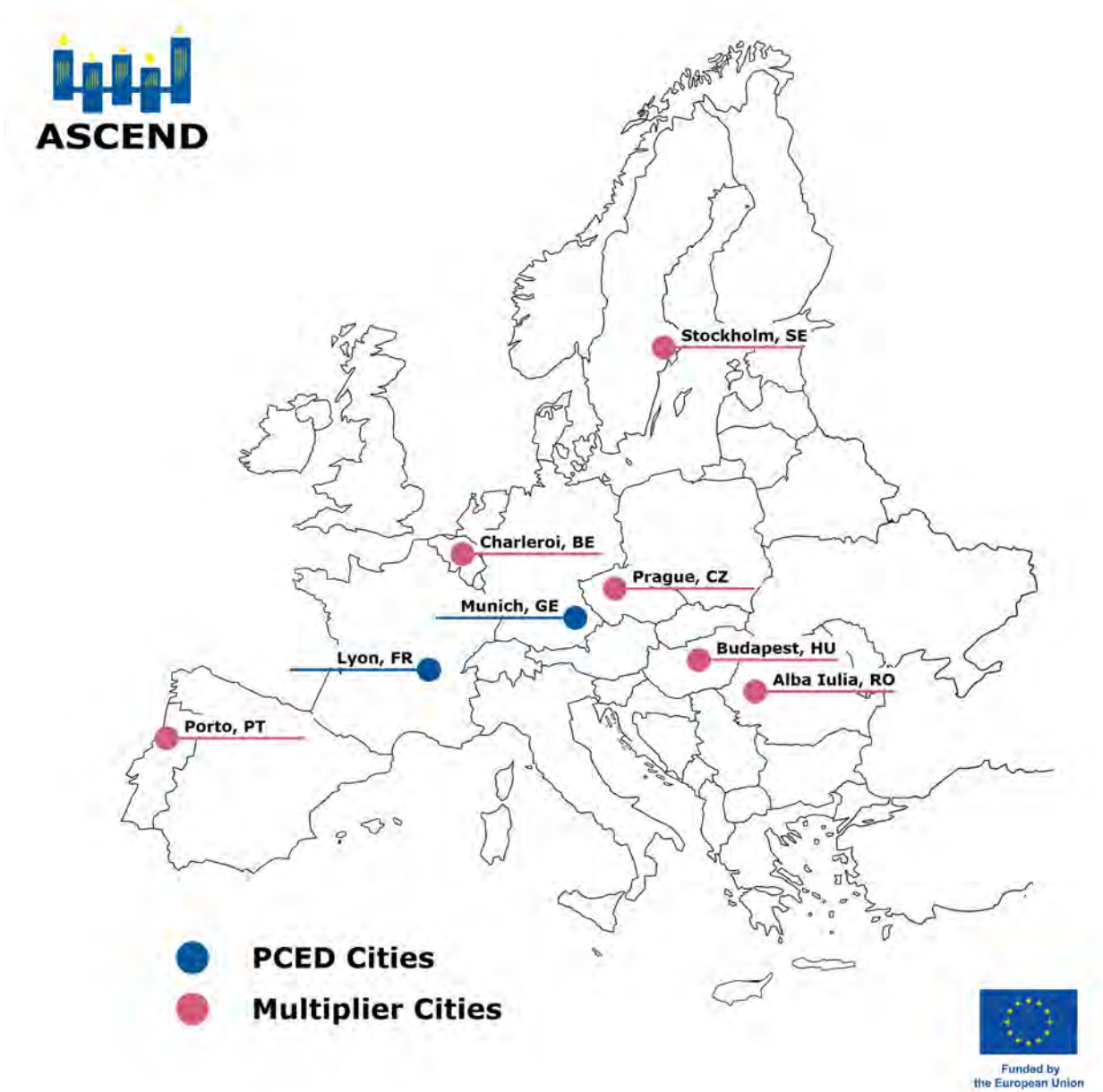
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DOCUMENT COVERS




Examples of document covers to be used on official documents.

MAPS




ROLLUPS




ASCEND


Accelerate poSitive
Clean ENergy Districts



● PCED Cities
● Multiplier Cities



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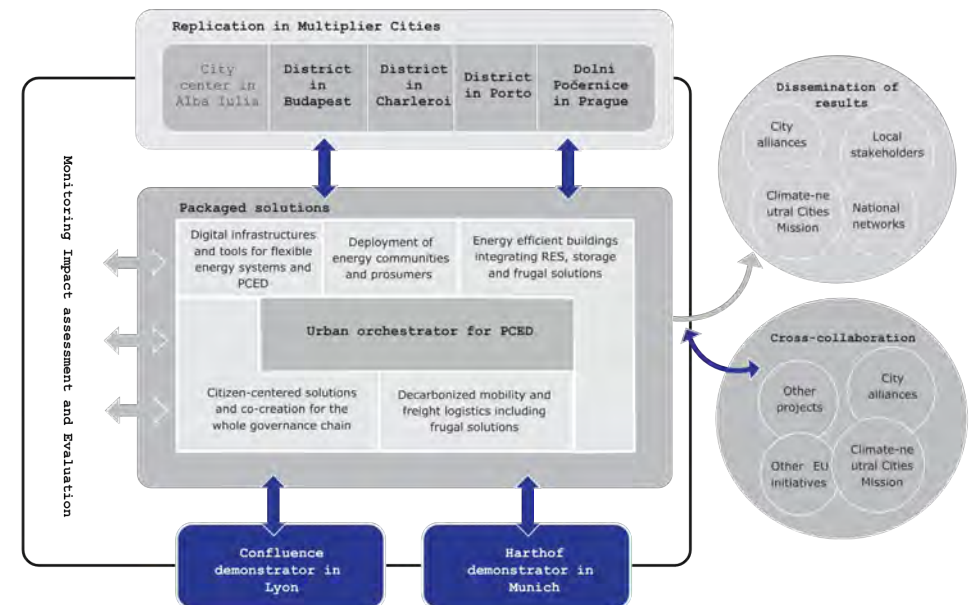
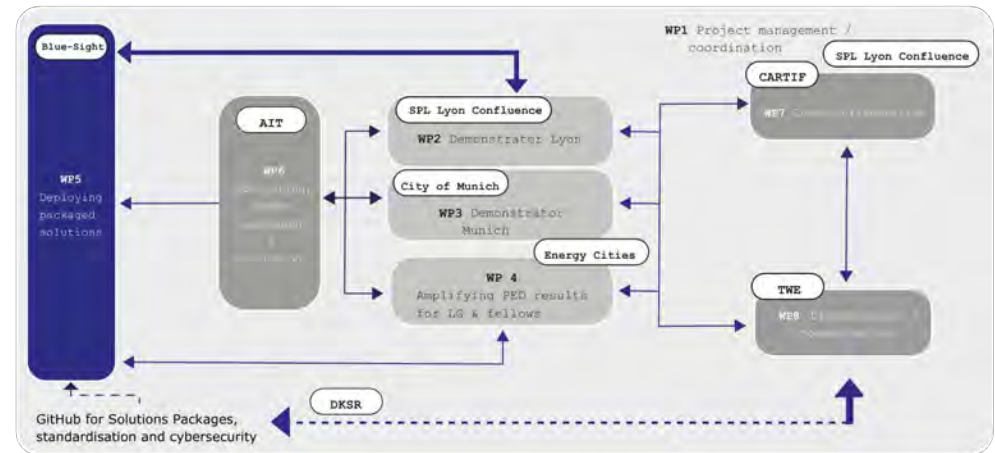


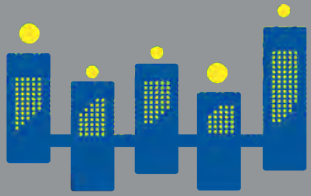
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INFOGRAPHICS & DIAGRAMS

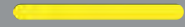


The new Work Breakdown Structure





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