



.....
STYLEGUIDE
.....
.....

WHY

STYLEGUIDE

Impress

Author & Design:
Katrin Fischer

©@WhyH2020



info@why-h2020.eu
why-h2020.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 891943

INTRODUCTION AND CONTENT

Welcome to the WHY-Styleguide!

Energy system models (ESMs) help energy experts to predict and describe long-term impacts of energy systems. While ESMs have yielded useful results on energy supply, there is a lack of accuracy in simulating the residential sector as the diversity of dwellings produces a broad spectrum of consumption patterns.

To address this issue, the EU-funded project “WHY” implements causal modelling to quantitatively analyse people’s everyday decisions regarding energy consumption and their reactions to interventions.

This results in innovative methodologies for short- and long-term load forecasting which are benchmarked in different use cases ranging from microgrid size to international contexts. The project provides greater insight into household energy consumption and improves energy demand modelling in leading ESMs.

CHAPTER 1

**Logo &
positioning**
Page 4

CHAPTER 2

**Corporate
design colours**
Page 5

CHAPTER 3

**Corporate
design fonts**
Page 6

CHAPTER 1

LOGO & POSITIONING

Logo

The Logo consists of 14 circles in three different sizes and three different shades of green and the lettering "WHY" in dark grey.



A safe area should be allowed around the logo whether used for print or electronic purposes. The minimum distance to adjoining objects is $1/2$ of the overall height X on all hands.

Colour type and application



The CMYK logo is available for all print products which are produced in 4c Euroscale print processes.



Online and within beamer presentations the RGB version should be applied.



The green/white version can be used on a dark background.



The grey/white version can be used on the green background.



The bw colour logo is used for all basic print products (i. e. letterhead, stamp, etc).



Do not stretch!



Do not change colours!

CHAPTER 2

CORPORATE DESIGN COLOURS

Primary colours

Green and dark grey are the corporate design primary colours.

GREEN	CMYK	RGB	PANTONE	HKS	HEX	
	100/0/65/0	0/152/121	334	55	009879	60%
						30%

80% GREEN	60% GREEN	40% GREEN	20% GREEN
--------------	--------------	--------------	--------------

DARK GREY	CMYK	RGB	PANTONE	HKS	HEX
	0/0/15/85	73/73/65	418	93	494941

80% DARK GREY	60% DARK GREY	40% DARK GREY	20% DARK GREY
---------------------	---------------------	---------------------	---------------------

Complement Colours

For additional design within the corporate design..

BLUE	CMYK	RGB	PANTONE	HKS	HEX
	65/0/0/0	65/192/240	298	50	41C0F0

ORANGE/ RED	CMYK	RGB	PANTONE	HKS	HEX
	10/80/100/0	211/70/30	173	81	D3461E

CHAPTER 3

CORPORATE DESIGN FONTS

The Ubuntu type family is used for all textes within print and online products.
Within the WHY logo design Ubuntu is used in bold profil.

Ubuntu – Condensed Download: <https://fonts.google.com/specimen/Ubuntu+Condensed?query=Ubuntu>

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
.,!/?&%\$(),," 1234567890

Ubuntu – Regular Download: <https://fonts.google.com/specimen/Ubuntu?query=Ubuntu>

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
.,!/?&%\$(),," 1234567890

Ubuntu – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
.,!/?&%\$(),," 1234567890

Ubuntu – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
.,!/?&%\$(),," 1234567890

FONT COLOURS

FONT SIZE

The general font colour is grey:

for print products use CMYK colour 0/0/0/85.

For the utilisation online or projector presentation use RGB colour 74/74/73.

In order to highlight text sections **green** or **blue** (on a dark background) can be used (see chapter 2). Text sections which are marked in white on dark ground should be kept in medium.

Font size running text (default font)

Ubuntu	regular
Font size	10 pt
Line spacing	14 pt
Tracking	5

Addresses & footnotes

Ubuntu	regular
Font size	9 pt
Line spacing	12 pt
Tracking	10

Titles

Ubuntu	regular
Font size	18 pt (front page up to 48 pt)
Line spacing	22 pt
Tracking	0

UBUNTU CONDENSED	REGULAR
FONT SIZE	16 PT
LINE SPACING	20 PT
TRACKING	0

Ubuntu	medium
Font size	12 pt
Line spacing	16 pt
Tracking	0

CONTACT

For further information please contact the WHY Helpdesk:

E. info@why-h2020.eu

W. why-h2020.eu

