



Impress

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STYLEGUIDE

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#### Welcome to the WHY-Styleguide!

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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.



CHAI	PTER 1	 	 
LOG	O & POSITIONING	 	 

### Logo

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

		1/2 X
	WHY	Х
1/2 X		

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.

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## 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).





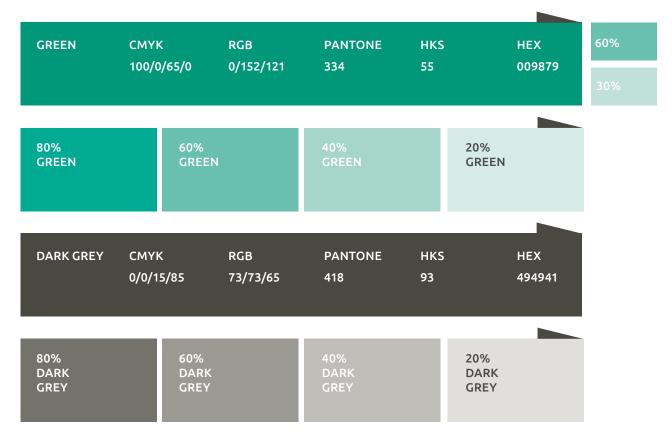
Do not change colours!

Do not stretch!

	CHAPTER 2
••••••	CORPORATE DESIGN COLOURS

### Primary colours

Green and dark grey are the corporate design primary colours.



#### **Complement Colours**

For additional design within the corporate design..

BLUE	СМҮК 65/0/0/0	RGB 65/192/240	PANTONE 298	НКS 50	HEX 41C0F0
ORANGE/	СМҮК	RGB	PANTONE	нкѕ	HEX
RED	10/80/100/0	211/70/30	173	81	D3461E

 CHAPTER 3				
 CORPORATE DESIG	N 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 abcdefghaijklmnopqrstuvwxyz äöü .,;!?&%§(),," 1234567890

Ubuntu – Regular Download: https://fonts.google.com/specimen/Ubuntu?query=Ubuntu ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ abcdefghaijklmnopqrstuvwxyz äöü .,;!?&%§(),," 1234567890

Ubuntu – Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ abcdefghaijklmnopqrstuvwxyz äöü .,;!?&%§(),," 1234567890

Ubuntu – Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ abcdefghaijklmnopqrstuvwxyz äöü .,;!?&%§(),," 1234567890

FO	NT COLOURS		
FO	NT 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

regular
9 pt
12 pt
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

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# For further information please contact the WHY Helpdesk:

E. info@why-h2020.eu W. why-h2020.eu

