



Governance
Of Sustainability

Brand Identity Guidelines



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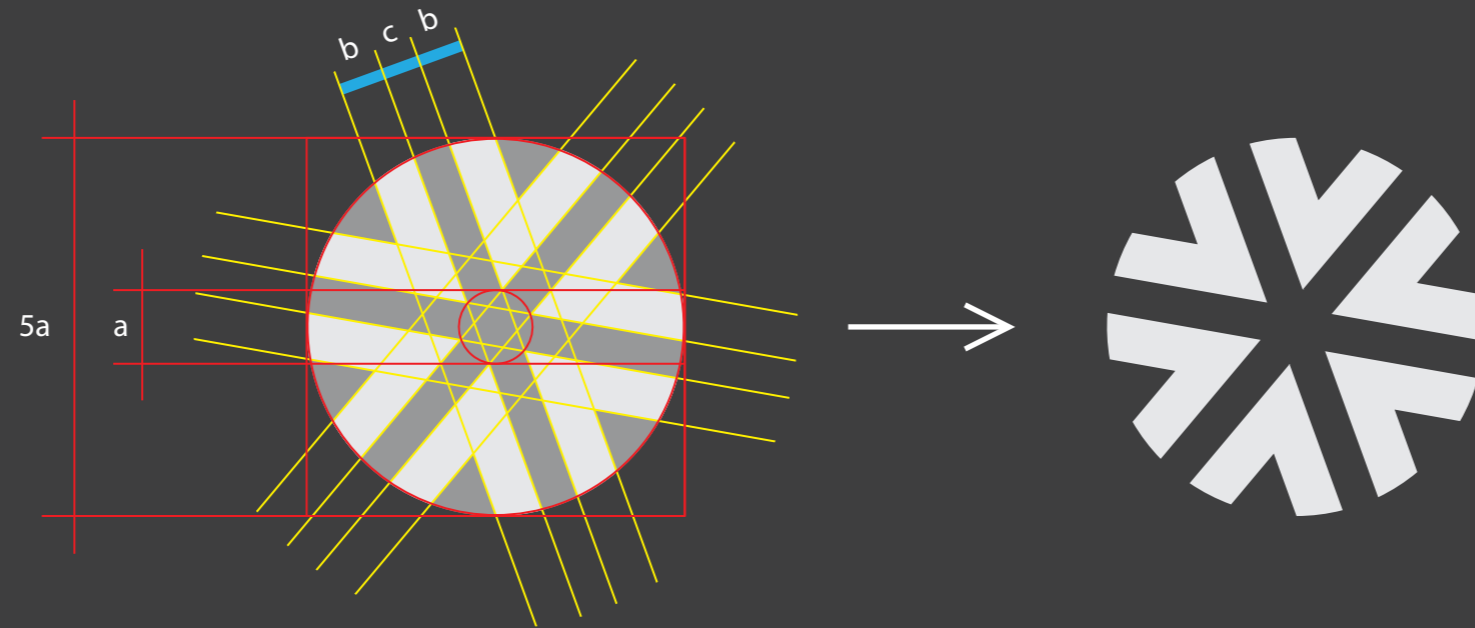
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Part 1 *Logo Design*

1. LOGOMARK



ARROWS+CIRCLE= LETTER "O"

1.1 DESCRIPTION & MEANINGS

The GOS logomark is formed by simple shapes: six arrows and one circle.

The circle is the perfect shape ever and symbolize the circular *movement of sustainability*.

The six arrows represents the LAG's fields of action: sustainability, local economy, culture, society, environment and partnership.

Each arrows pointing the center of Sustainability circle system.

2. TYPOGRAPHY

Poppins Thin
Poppins Thin Italic
Poppins Extralight
Poppins Extralight Italic
Poppins Light
Poppins Light Italic
Poppins Regular
Poppins Italic
Poppins Medium
Poppins Medium Italic
Poppins SemiBold
Poppins SemiBold Italic
Poppins Bold
Poppins Bold Italic
Poppins ExtraBold
Poppins ExtraBold Italic
Poppins Black
Poppins Black Italic

2.1 ABOUT THE FONT

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts.

3. COLORS

Sustainability
Green

C: 49% M: 23% Y: 81% K: 6%
R: 144% G: 158% B: 77%
#90E4D

Economic
Orange

C: 14% M: 63% Y: 88% K: 3%
R: 211% G: 113% B: 47%
#D3712F

Cultural
Red

C: 24% M: 97% Y: 90% K: 19%
R: 165% G: 33% B: 33%
#A52221

Social
Yellow

C: 9% M: 25% Y: 83% K: 1%
R: 234% G: 189% B: 61%
#EBBD3C

Enviroment
Torquaise

C: 77% M: 19% Y: 44% K: 3%
R: 43% G: 150% B: 147%
#2B9693

Partnership
Blue

C: 88% M: 51% Y: 25% K: 9%
R: 25% G: 102% B: 143%
#19668F

Basic Grey

C: 0% M: 0% Y: 0% K: 80% R: 87% G: 87% B: 86% #575756

Rich Black

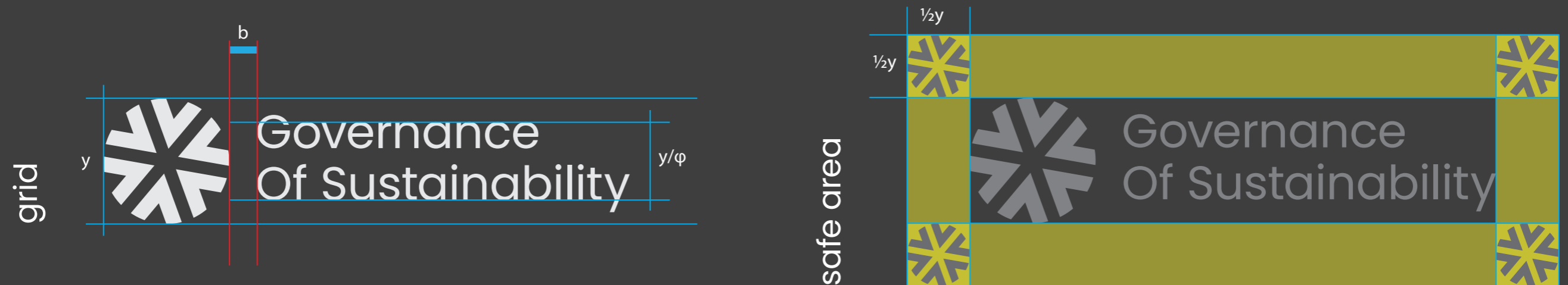
C: 56% M: 53% Y: 52% K: 100% R: 9% G: 6% B: 1% #090601

4. LOGO CONSTRUCTION

#1



#2



5. COLORED & MONOCHROMATIC

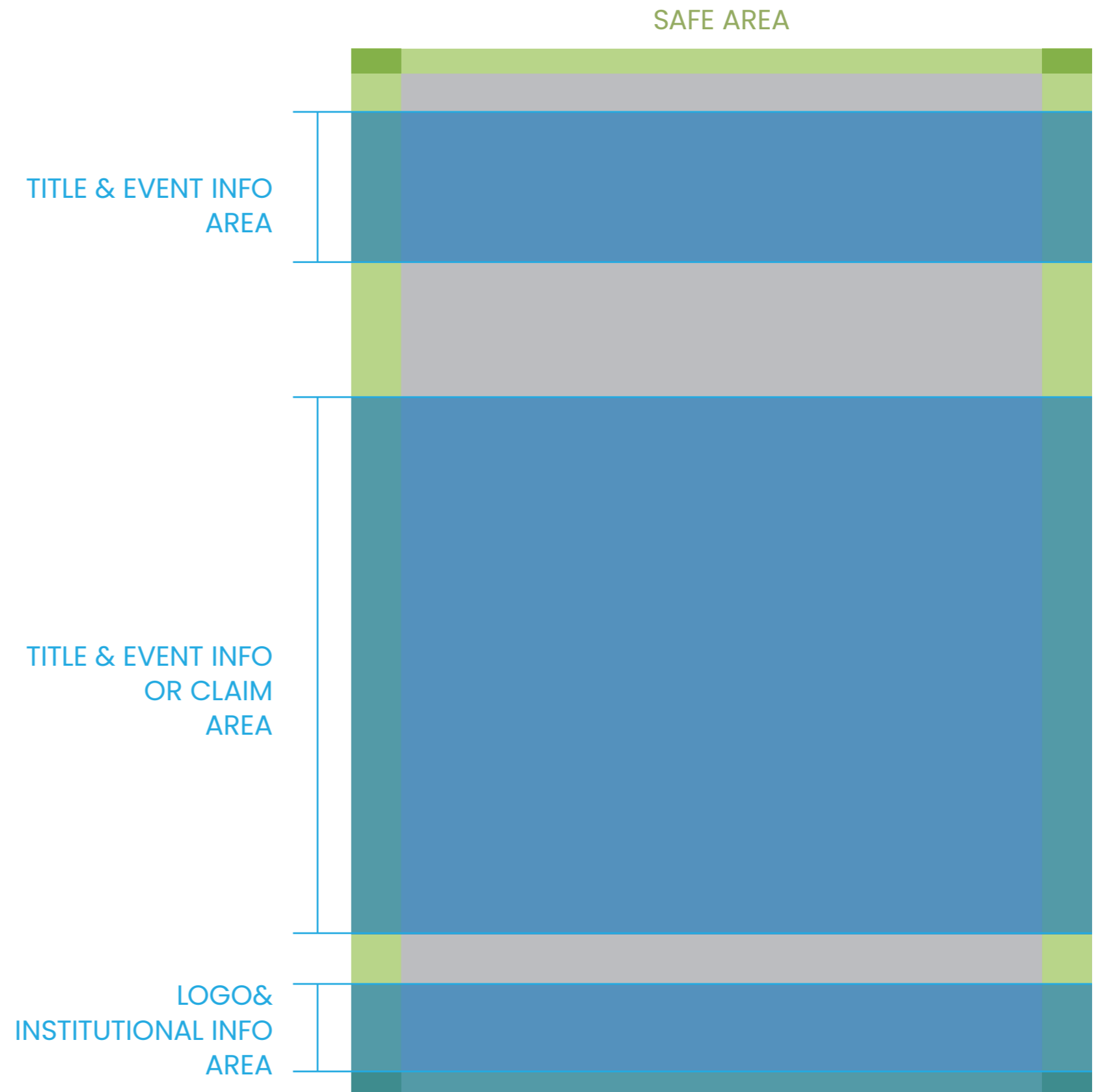




Part 2 *Applications*

6. ADVERTISING

The advertising concept based on a pun: **let's go > let's GoS**
This could be the project claim.
The idea is to work on two types of advertising: an *institutional type* to be used to promote meetings and a *promotional type* to disseminate the project messages.
The *promotional type* is then based on two versions: a *visual design version* with images and a *typographical version* with text and brand graphic elements (pattern, logomark, etc.).
In both version we will choose images and colors representing LAG's fields of action and brand.



30 MAR 2022
 Calabria Region
 headquarter
 Catanzaro (Italy)
GOLD ROOM

Let's GOS

www.gosproject.eu

Workshop – Transnational Cooperation Project GoS “Governance of Sustainability”

SCHEDULE

Morning session, 10am – 1pm

Institutional Roundtable GoS Project “Governance of Sustainability”, new opportunities in the RRP and in the regional program 2021-2027

Coordinator: MARZIALE BATTAGLIA, President LAG Serre Calabresi

PRESENTATIONS AND INTRODUCTORY ITEMS

ANGELO DELUCA (Project coordinator LAG Serre Calabresi)

MARIYA MANUSHKINA (Expert in CLLD strategy of LAG-Razlog, Bulgaria)

VENETA NENEVA (Executive director of LAG Razlog, Bulgaria)

Participants:

POLITICAL BOARD CALABRIA REGION

GIACOMO GIOVINAZZO (MANAGING AUTHORITY PSR Calabria 2014-2020)

NICOLA MAYERÀ (U.G. 2.3 European Territorial Cooperation and Bruxelles headquarter)

POLITICAL BOARD LAG SERRE CALABRESI (ITALY)

MARZIALE BATTAGLIA (President LAG Serre Calabresi)

GREGORIO MUZZI (Director LAG Serre Calabresi)

POLITICAL BOARD LAG RAZLOG (BULGARIA)

TODOR DAMIYANOV (Financial Director of the Municipality of Razlog and Member of the General Assembly of LAG Razlog)

IVAN GVUROV (Member of the General Assembly of LAG Razlog and Deputy mayor of Municipality of Razlog)

VENETA NENEVA (Executive director of LAG Razlog, Bulgaria)

GAJINA KALUSHKOVA (Technical assistant of LAG Razlog, Bulgaria)

MARIYA MANUSHKINA (Expert in CLLD strategy of LAG Razlog, Bulgaria)

LOCAL STAKEHOLDERS

Public administrators, sectorial organizations, socio – economic representatives.

CONCLUSION

On: GIALUCA GALLO (Agricultural Regional Assessor)

Lunch Break, 1pm – 2:30pm

(PECCO – tasting of typical local products)

Afternoon session, 3pm – 6pm

GoS Project “Governance of Sustainability”: project and outputs

3pm – **INSTITUTIONAL GREETINGS**

MARZIALE BATTAGLIA (President LAG Serre Calabresi)

TODOR DAMIYANOV (Financial Director of the Municipality of Razlog and Member of the General Assembly)

3:30pm – 4pm

Rethinking Connection with MARJANA DIMITROVA of the INTEREDU organization, Associate Partner of the Republic of North Macedonia: presentation of INTEREDU and expectations related to the project.

4pm – 4:30pm

Presentation of project outputs, and research on identified good practices (Razlog LAG – MARIYA MANUSHKINA)

4:30pm – 5pm

Presentation of WP5 and illustration of the good practices identified (Serre Calabresi LAG – ENRICO ESPOSITO)

5pm – 5:15pm

E-book presentation (Serre Calabresi LAG – GIAMPIERO PIRRO)

Break (15 minutes)

5pm – 6pm

Open discussion

6:30pm

Greetings and work closure

Dinner, 8pm

N° Meeting
 date
 location

N° Meeting
 date
 location

THE FUTURE is together

N° Meeting
 date
 location

SU-STAIN-ABILITY is the way

N° Meeting
 date
 location

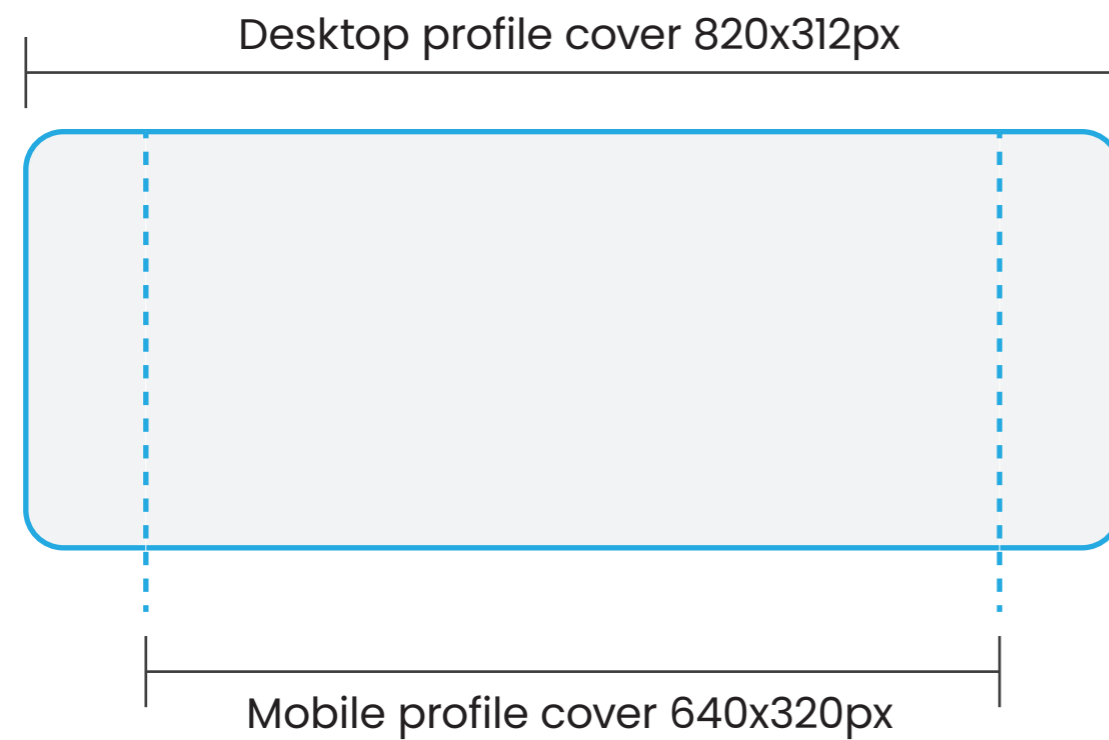


2021/2022 Giampiero Pirrò

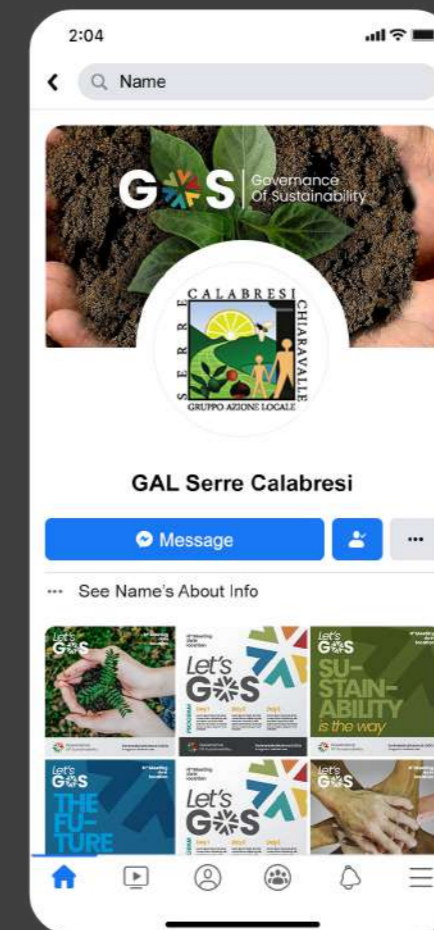


part 2_APPLICATIONS

7. PARTNER FB PROFILES



mobile

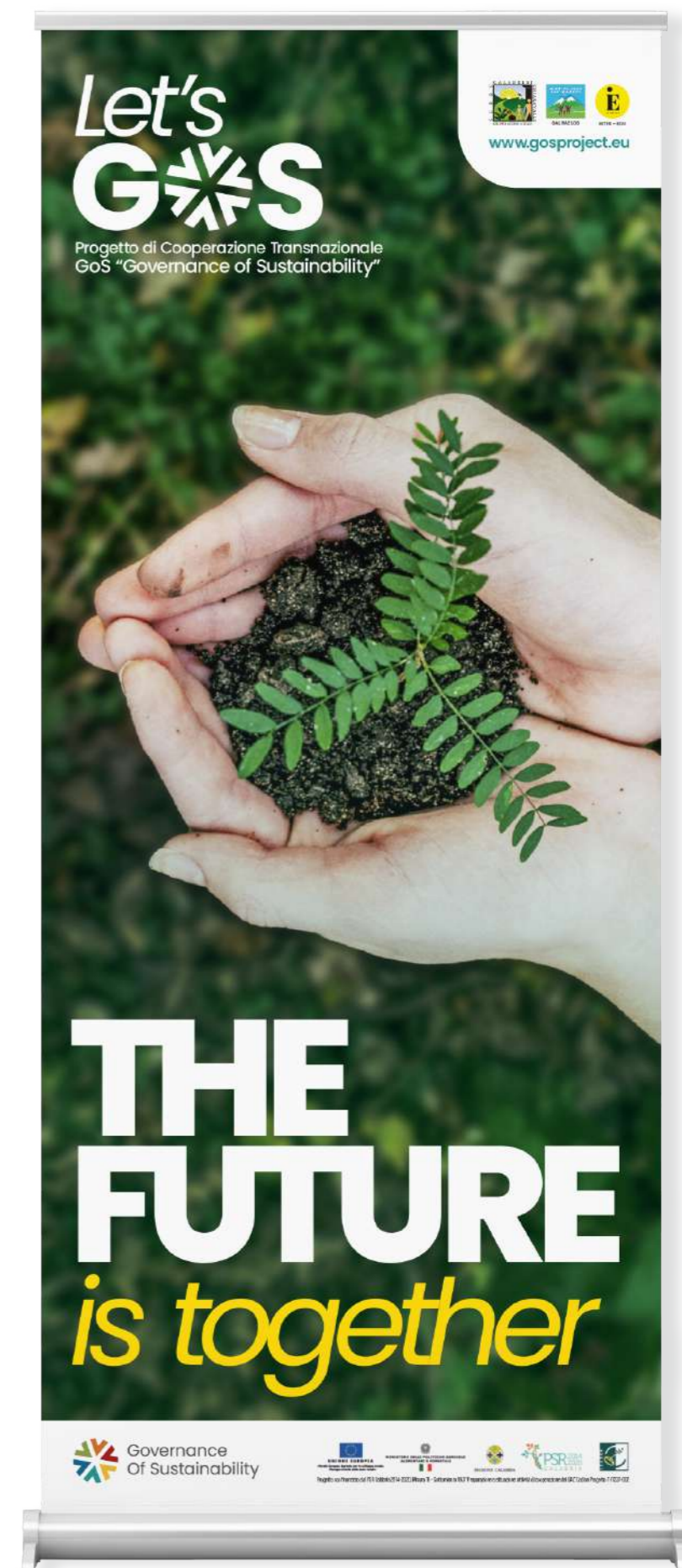
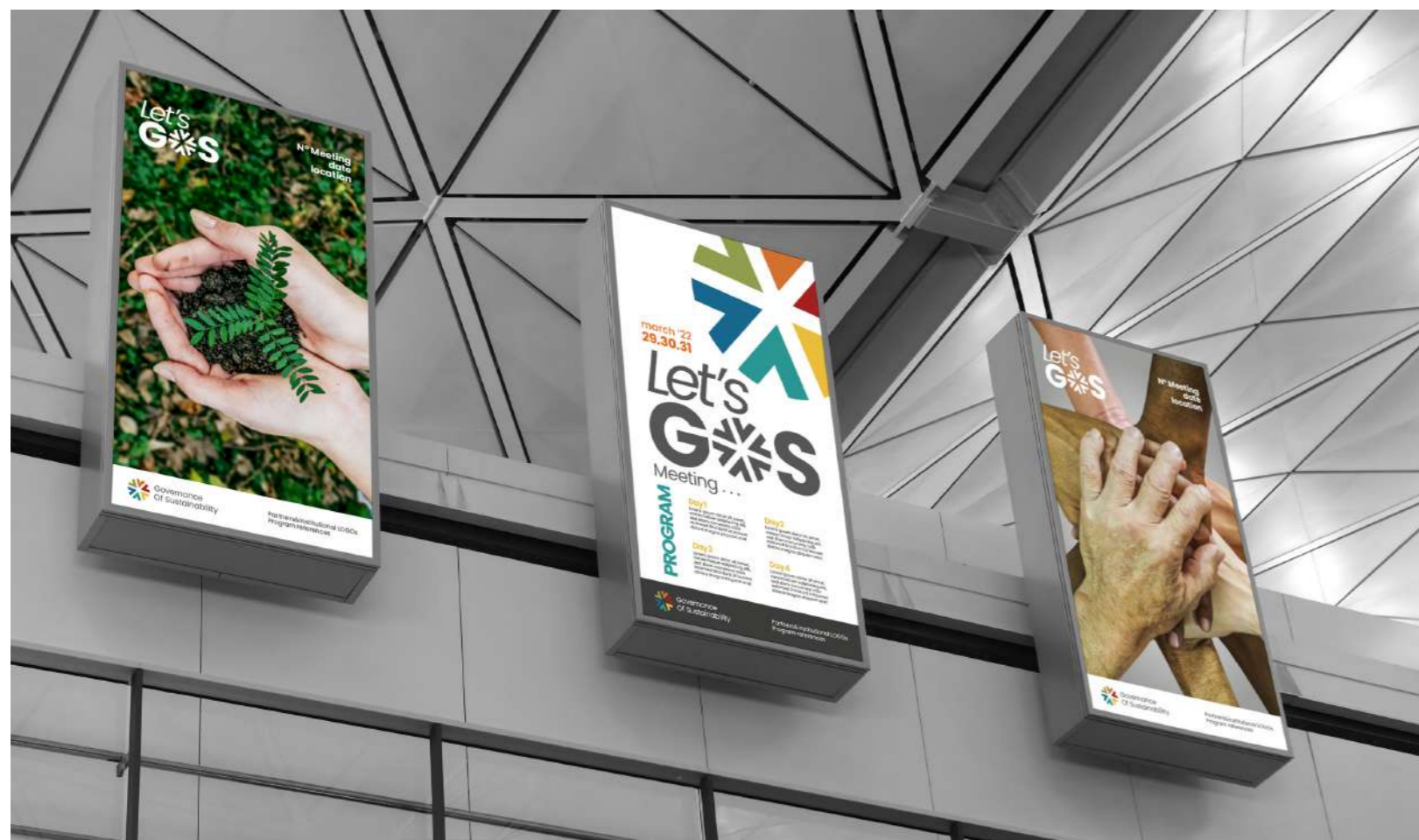


desktop



8. EXPO/MEETING





GOS | Governance Of Sustainability



Progetto cofinanziato dal PSR Calabria 2014-2020, Misura 19 – Sottomisura 19.3 "Preparazione e attuazione attività di cooperazione dei GAL" Codice Progetto T-IT237-002