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PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA

This project is part of the PRIMA programme supported by the European Union

NPP-SOL

"Modelling and Technological Tools to Prevent Surface and Ground-Water Bodies from Agricultural Non-Point Source Pollution Under Mediterranean Conditions"

Presentation of NPP-SOL logo and visual identity

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First Version

Logo History

In addition to the **first version** that was elaborated at the beginning of the project, an **updated version** has been conceived.

Updated Version

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About the Logo

While the lettering has been left unaltered, the acronym of the project has been filled using the **green** and **blue** colours, the same used in the pictogram that has been completely edited.

The **pictogram** visually represents the thematic areas related to NPP-SOL project.

NPP-SOL

Non-Point Pollution Solutions

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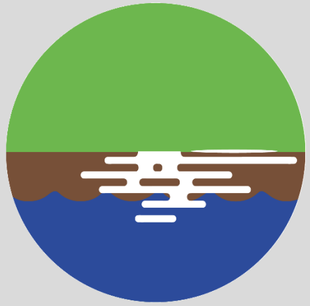
The pictogram

The pictogram has been elaborated to visually represent the thematic areas related to NPP-SOL project. The following **elements** have been joined together.

ELEMENTS OF NPP-SOL LOGO

Circular arrows

Element linked to the **sustainability** of the **inputs** and the **outputs** of project's interventions.



Soil and water

Element the recall the **soil** and **groundwater**

Plant

Element that recall the idea of **agriculture** and **crops**

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Color palette

The following **colours** have been used for the logo:

- **Green**: to recall the **environment** and **agriculture**
- **Blue**: to recall the **water** resources
- **White**: to recall the **irrigation**
- **Brown**: to recall **soil** and **agriculture**

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COLOR PALETTE FOR LOGO USAGE

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Logo Font

ARIAL

The original font for the logo was **ARIAL**, one the most used “standard” typefaces for “normal” computer usage. The ARIAL font has been used also for the updated version.

Aa

ARIAL

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	00	01	02	03
04	05	06	07	08	09

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Logo Variations

In addition to the horizontal colored version, the logo has been also elaborated in:

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Logo Positioning

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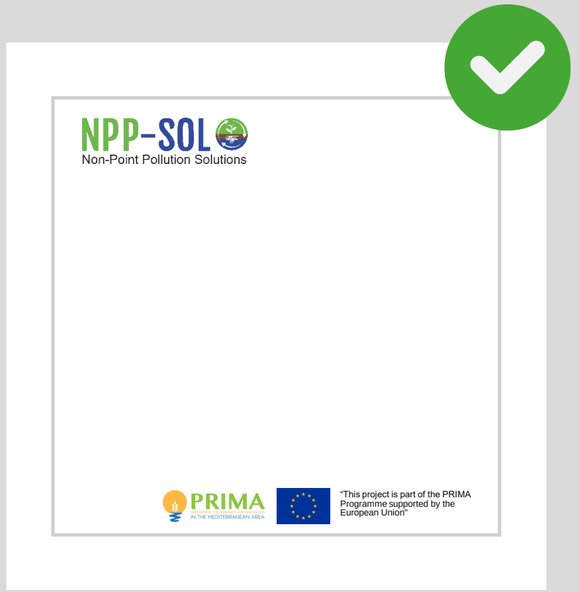
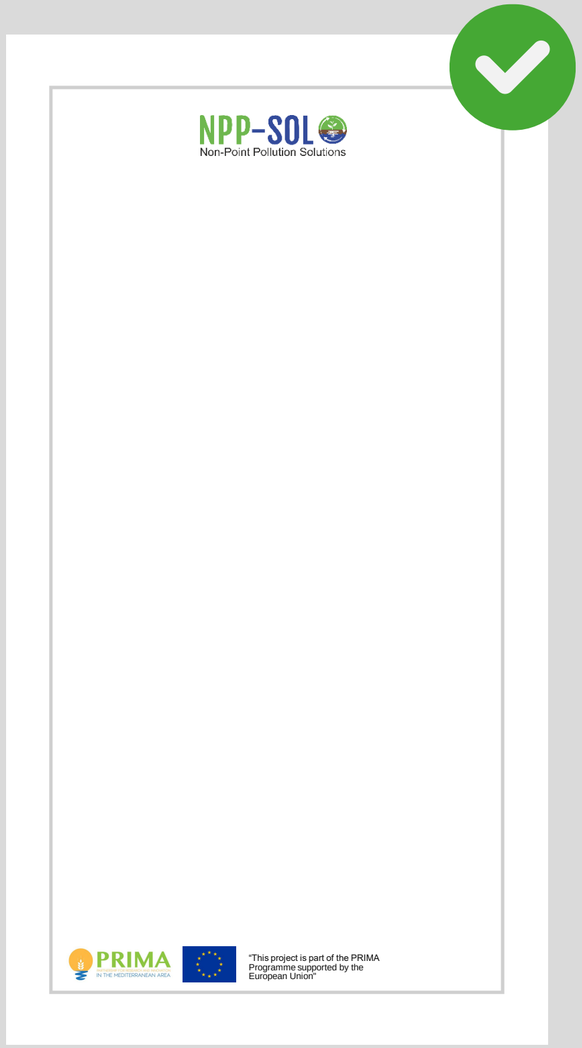
The logo can be generally placed on the **upper side** of the page (depending on the type of document: on the left, center or right based on where it is best suited).

PRIMA logo and **EU Emblem** should be always displayed and the following text should be included: ***"This project is part of the PRIMA Programme supported by the European Union"***

NPP-SOL logo, **PRIMA logo** and **EU Emblem**, could be also placed on the same row.

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.





SOME EXAMPLES OF LOGO POSITIONING

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Recommendations

1

DO NOT change the colors of the logo. Use only the colors in the palette.

2

DO NOT add shadows or effects.

3

Always include **PRIMA logo** and **EU Emblem**

4

DO NOT crop the logo.

5

DO NOT rotate the logo.

6

DO NOT use tint or opacity.

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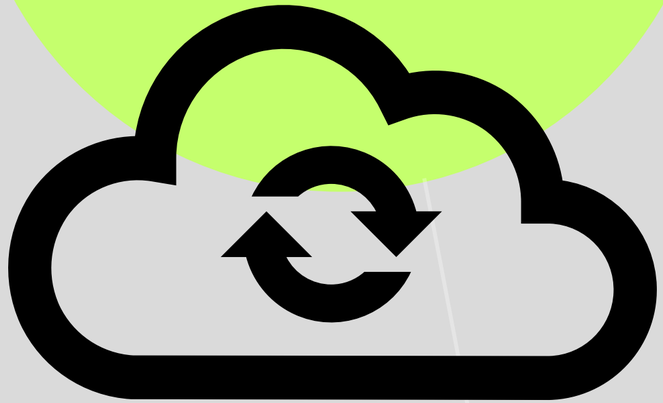
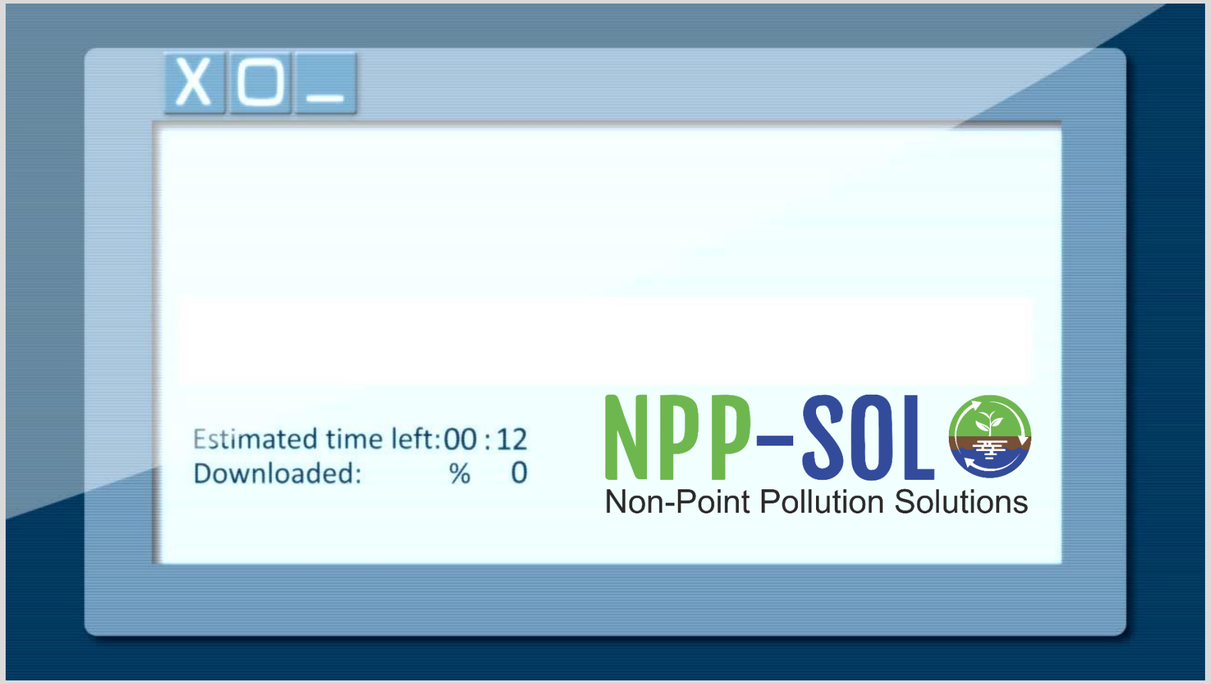
Download the Resources



Click here to access the Project's repository



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Thank you

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