

VISUAL IDENTITY GUIDELINES

CIRSEAU

October 2021

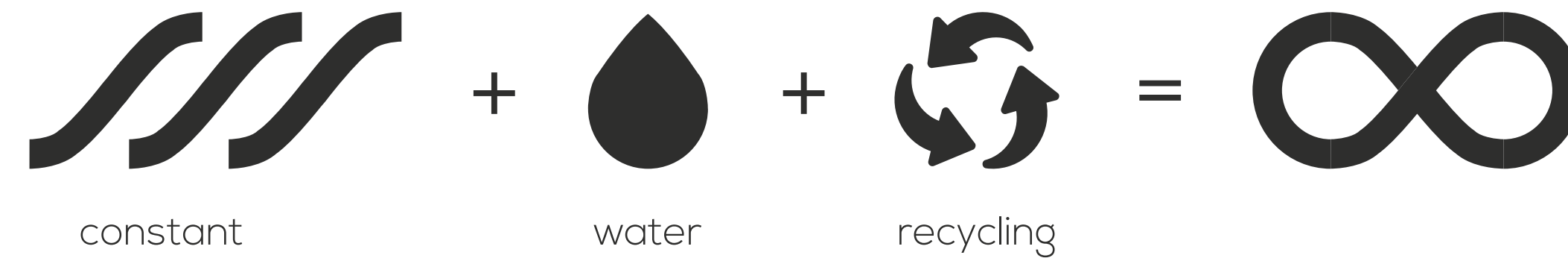
CONTENT

This document contains all the elements that make up the CIRSEAU visual identity.

If you need more information or if you have any questions, please see the Contact section page at the end of this document.

Concept	4
Logo	6
Colour palette	11
Fonts	14
Graphic elements	18
Contact	19

CONCEPT



Constant innovation
Resource recovery
Recycling
Energy recovery



Drop element
focused on the water

Five colours representing
each project

- B-WaterSmart
- Uitimate
- REwise
- Wider Uptake
- Water Mining

LOGO

Download 
the logo [here](#)

Versions

Vertical primary version



CIRSEAU

Vertical secondary version
+ tagline



CIRSEAU

Building a water-smart economy and society

Horizontal secondary version
+ tagline



CIRSEAU

Building a water-smart
economy and society

Safe area

Keep all other graphic elements, other logos or margins at a minimum distance as defined by the "Safe area" line.

Small version

Minimum print size
30 mm wide



Negative and Monocolour versions

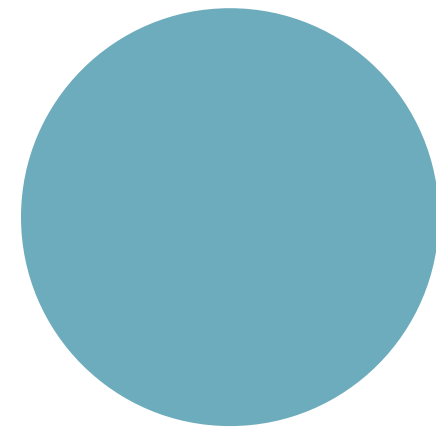


COLOUR PALETTE

Download the colour
palette [here](#)



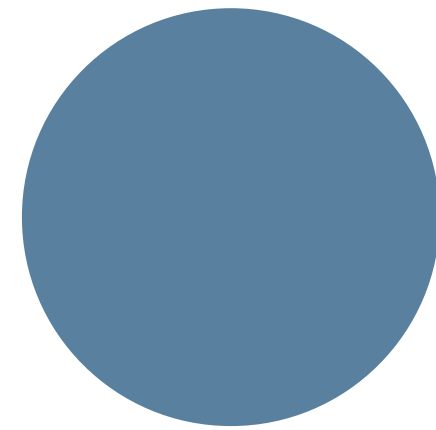
Colour information



#6dacbc

C: 58%
M: 18%
Y: 22%
K: 0%

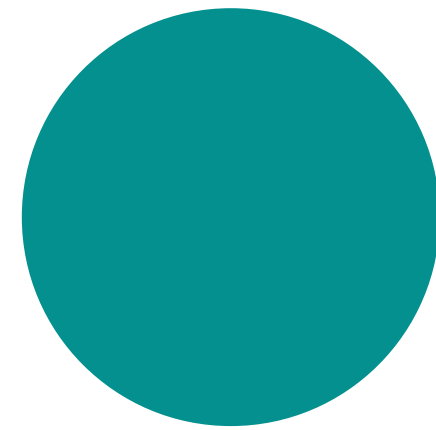
R: 109
G: 172
B: 188



#59809e

C: 70%
M: 43%
Y: 25%
K: 2%

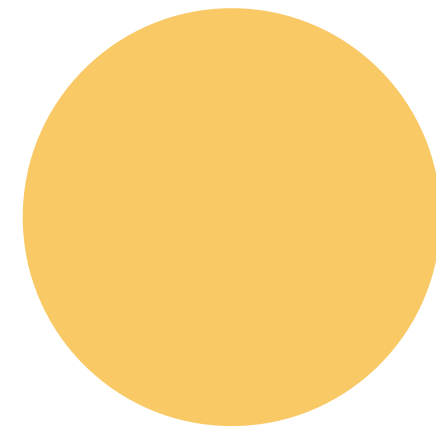
R: 89
G: 128
B: 158



#0a908f

C: 83%
M: 24%
Y: 46%
K: 3%

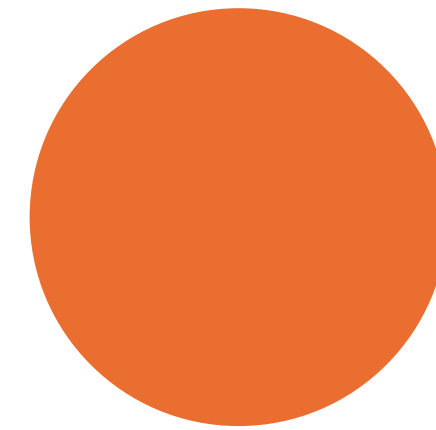
R: 10
G: 144
B: 143



#f9c95f

C: 2%
M: 21%
Y: 71%
K: 0%

R: 249
G: 201
B: 101



#ea6e2f

C: 4%
M: 70%
Y: 93%
K: 0%

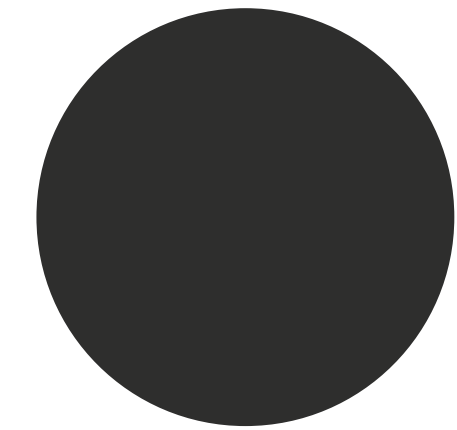
R: 234
G: 110
B: 47



#f7f3ef

C: 2%
M: 3%
Y: 4%
K: 0%

R: 247
G: 243
B: 239



#2e2e2e

C: 70%
M: 64%
Y: 63%
K: 63%

R: 46
G: 46
B: 46

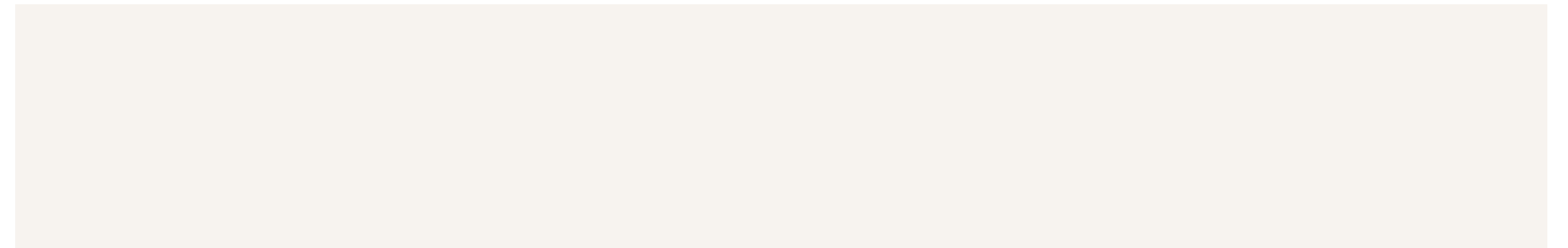
Primary colours

May be used as accent colours that call the viewer's eye to important information.



Secondary colours

Meant to be use only backgrounds, creating contrast and formal documentation.



Monocolour

For the logo, typography or background in formal documentation.



FONTS

Download  the fonts [here](#)

Nexa

A b c

1 2 3 % " ؟ !

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

0123456789 !"·%&/()=?

0123456789 !"·%&/()=?

Typography 1

The main font used in CIRSEAU communication material is:

Nexa

For internal usage a secondary font will be used as described on the next page.

Main title -
Nexa Bold All Caps

Title - Nexa Bold

Subtitle - Nexa Light

Body text - Nexa Light

Quote - Nexa Bold

MAIN BIG TITLE

1. At vero eos et accusamus et iusto odio dignissimos ducimus

Ur aut esciis quisquid. 1234567890. – \$ €(euro sign) %=+/
Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

“This is an example of quote”.

Typography 2

The secondary font used in internal communication is:

Arial

Main title -
Arial Bold All Caps

Title - Arial Bold

Subtitle - Arial Regular

Body text - Arial Regular

Quote - Arial Bold

MAIN BIG TITLE

1. At vero eos et accusamus et iusto odio dignissimos ducimus

Ur aut esciis quisquid. 1234567890. — \$ €(euro sign) %=+/

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

“This is an example of quote”.

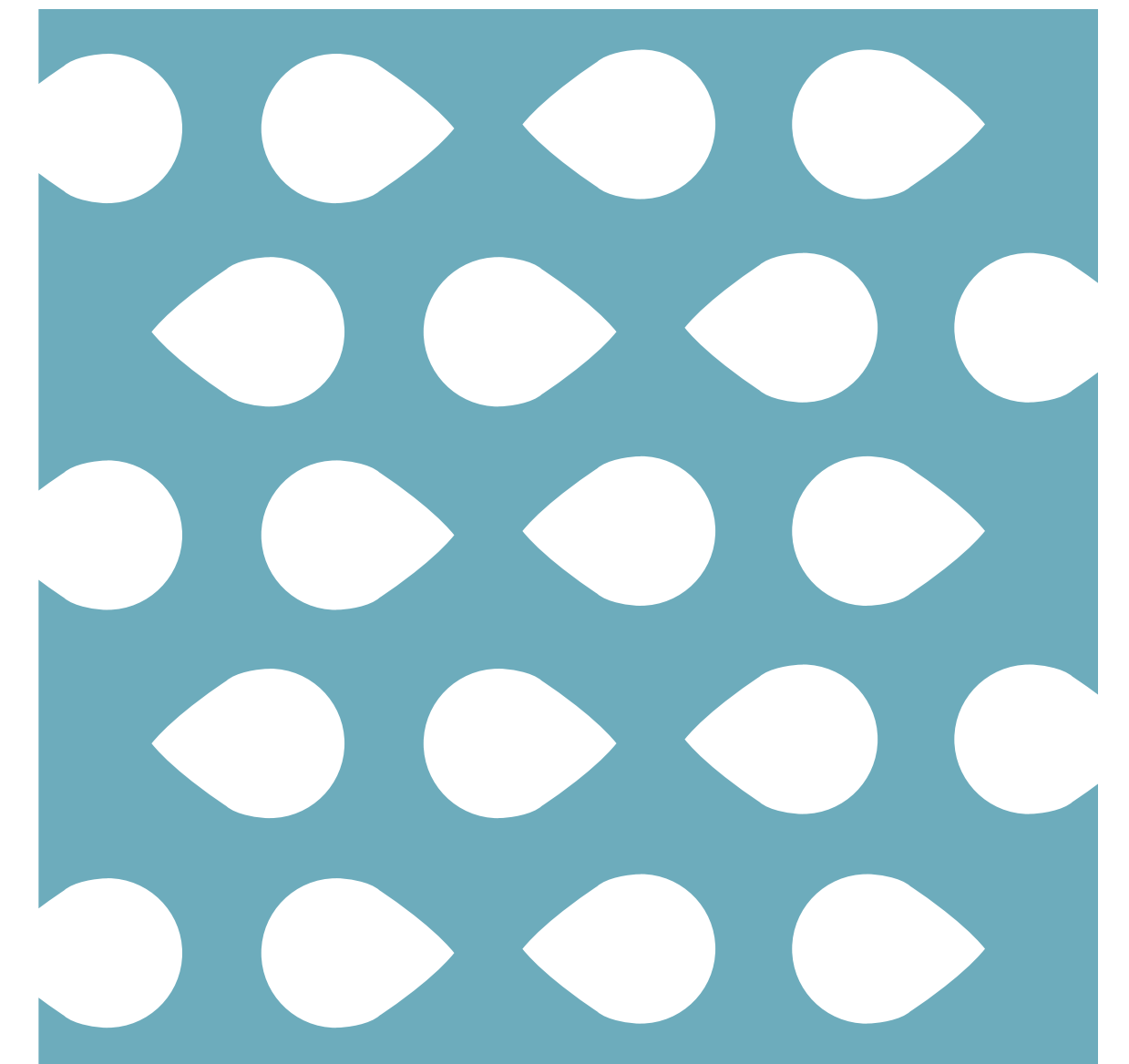
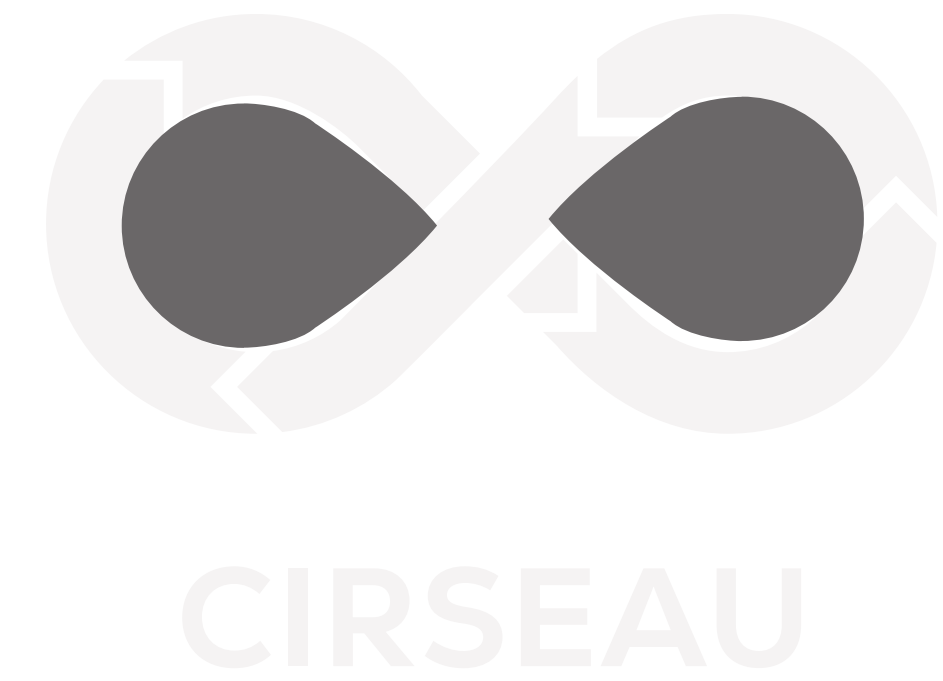
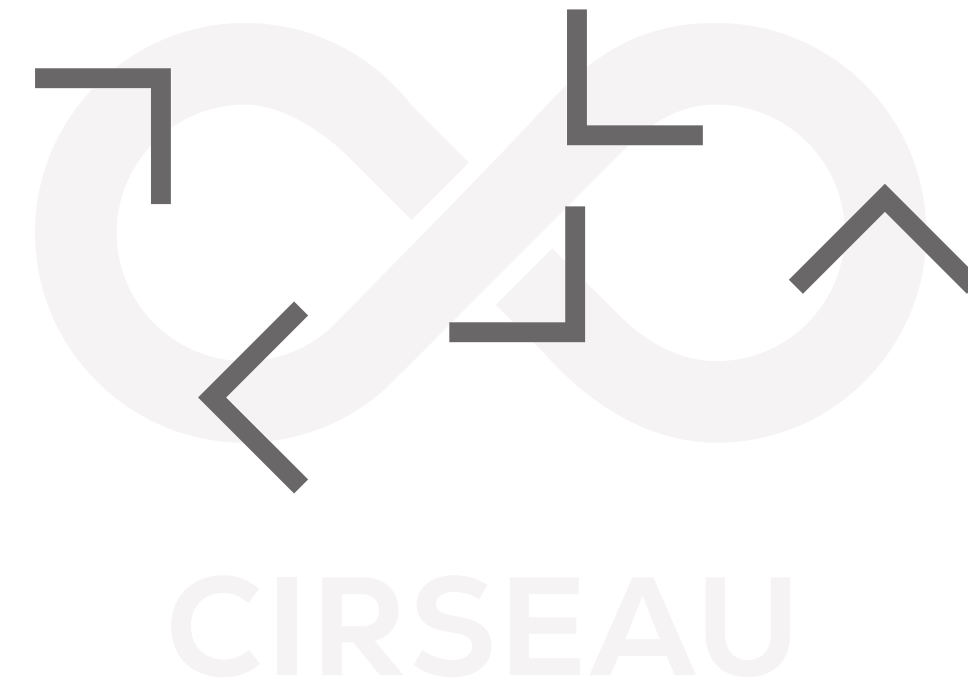
GRAPHIC ELEMENTS

Download the graphic
elements [here](#)



Other Graphic Elements

Graphic elements that are part of the brand identity.



CONTACT

For any questions regarding these guidelines please contact the communication partner.

REVOLVE

Contact person:

t. +351 (0)932 796 495

e: josep@revolve.media

REVOLVE (General):

t. +32 (0)2 318 39 84

e. info@revolve.media

www.revolve.media

Thank you!