



ENABLS

Education and NBS -
bending the curve for biodiversity

Brand **Manual**

The Complete 2024
Visual Guide

Welcome

eNABLS Brand Guidelines

Consistency in the correct use of the materials is essential in creating a strong brand.

This manual outlines the proper usage of the eNABLS brand, ensuring the delivery of cohesive, distinctive and creative communications.

Contents

p. 04 **The concept**

p. 06 **Logo**

p. 07 **Minimum Size**

p. 08 **Logo Clearspace**

p. 09 **Incorrect Use**

p. 10 **Typography**

p. 11 **Colour Palette**

p. 12 **Graphics & Illustrations**

The concept

The eNABLES brand gives the first impression of a circle, which also resembles a flower. This circle is made up of six individuals ('a group/team of people'), each one forming a leaf on their right side ('nature/ environment').

In addition, the colour palette of the project is comprised of various shades of green that reflect its environmental orientation.

The letters of the logo embrace the same minimal and friendly approach and the colour rationale.



01



02

ENABLS

03

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Logo

The eNABLS brand comprises three elements: symbol, typography and colour.

The elements, their proportions and position were developed with the intent to create a strong and memorable visual identity that is representative of the project personality. Changes to any aspects could severely affect this identity.

The rules governing the correct use of the mark are presented in the following pages. They are deemed essential to ensure the consistency of the eNABLS corporate identity.

Vertical Version



eNABLS



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Horizontal Version



eNABLS



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Minimum Size

Make sure that the eNABLS logo is reproduced at a legible size.

To maintain visibility, please do not scale the logo below the specified minimum size.



VERTICAL VERSION

For printed media, the minimum size is 30mm wide. When used below 30mm wide, the brand's descriptive tag should be removed.



eNABLS

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Minimum size with descriptive 30mm



eNABLS

Minimum size 60px



eNABLS

Minimum size 10mm

HORIZONTAL VERSION

For printed media, the minimum size is 60mm wide. When used below 60mm wide, the brand's descriptive tag should be removed.



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Minimum size with descriptive 60mm



eNABLS

Minimum size 90px



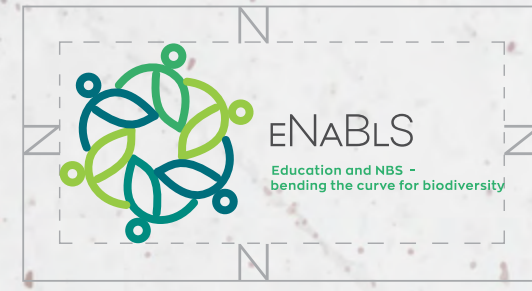
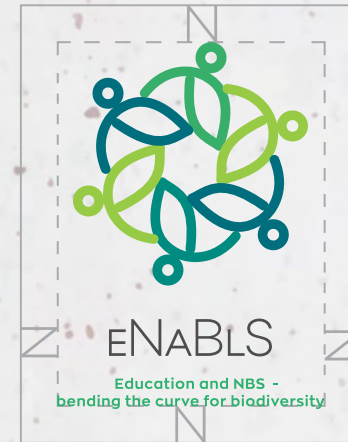
eNABLS

Minimum size 15mm

Logo Clearspace

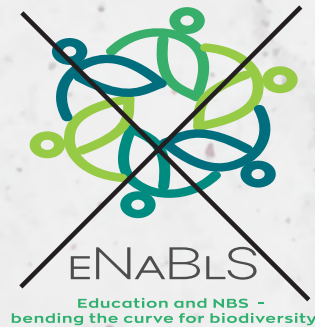
To ensure the good legibility of the logo a safety area was defined around it, corresponding to the “N” of the “eNABLES” word.

The minimum clearance applies to all versions of the mark and is intended to protect the logotype from any other element near it that could influence or prevent its visibility and impact.

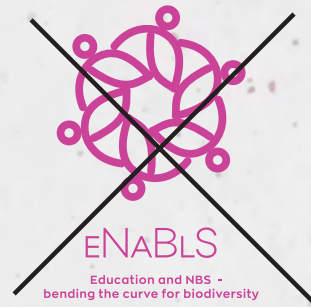


Incorrect Use

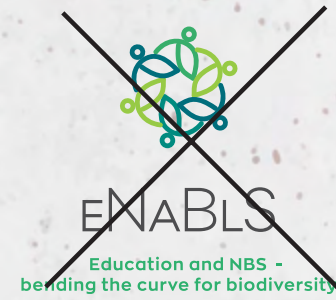
of the logo



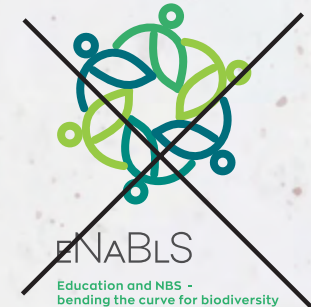
Do not stretch or compress any brand element.



Do not use alternative colours or modify the existing colour values.



Do not alter the proportions of any brand element.



Do not modify the letterforms, spacing, their place or any other typographic element.

Typography

Selected Font

Aa.

Zona Pro

Bold

Zona Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colour Palette

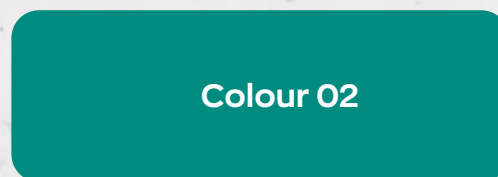
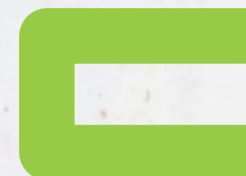
Brand Colours



Colour 01



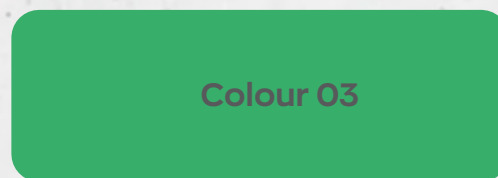
CMYK : 46/0/95/0
RGB : 151/202/69
Web : 97CA45



Colour 02



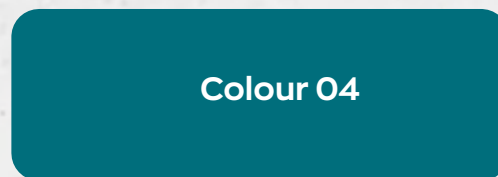
CMYK : 85/25/55/5
RGB : 0/139/128
Web : 008B80



Colour 03



CMYK : 75/5/78/0
RGB : 56/174/107
Web : 38AE6B



Colour 04



CMYK : 90/43/43/13
RGB : 2/110/123
Web : 026E7B



Graphics & Illustrations

Other factors contributing to the creation of a coherent and recognisable image for eNABLES are the various illustrations produced based on the logo, the background texture and the graphics.

These items can be used in various applications of eNABLES.

Some examples of such applications are provided on the next page.

Education and NBS - bending the curve for biodiversity

The mission
Setting the basis of networking and collaboration to promote transdisciplinary dialogue and further embed and unfold Nature-Based Solutions (NBS) concepts and approaches within universities and vocational schools, the professional sphere and society at large.

The approach
Creating Living Labs in 7 countries (DE, NL, FI, AT, LT, EL, CZ) - an integrative approach that combines transdisciplinary dialogue and multi-actor engagement at all levels of society, ensuring all 'voices' are heard and no one is left behind.

The goal
Developing and upscaling new forms of teaching, learning and capacity-building to mainstream biodiversity and NBS in higher education and Technical and Vocational Education & Training (TVET).

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<Presentation Title>

<Speaker>, <Organisation>

<Meeting Name> | <Location> | DD/MM/YYYY

eNABLS
European Network for Nature-Based Solutions

Thank You!

<Speaker>, <Organisation>

<Email>

The eNABLS vision

Build skills & capacity building to ensure environmental sustainability and a nature-positive society by means of biodiversity & NBS learning and teaching.

Partners

Education and Nature-Based Solutions: enable Society to bend the curve for biodiversity

Identity

Site: Münster and Nature-Based Solutions centre
Garten Street 100-104 48129 Münster
Phone: +49 251 2122121-2122121-2122121
Type: Coordination and Support Unit
Programme: Horizon Europe - Climate 5
EU Contract: 101021311

Coordinator: University of Münster - Germany

www.enabls.eu

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European Network for Nature-Based Solutions

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WORLD WILDLIFE DAY



Thank you



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