



GRAPHIC CHARTER

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01 INTRODUCTION

This charter presents the new visual identity for the **Fuel Cells and Hydrogen Joint Undertaking (FCH JU)**, and establishes the basic principles to be adhered to for the entire range of communication products.

The new identity is based on the blue-green colours of the logo, which ensures coherence and continuity with the previous products. It is both powerful and dynamic, reflecting the key values of **FCH JU**: research and innovation, clean energy, transport and technological development.

The identity is based on the combination of various graphical elements: curves, blue background and white cloud, which makes it easily adaptable to many materials and formats. It also creates a coherent framework within which the graphic artists can each express their creativity.

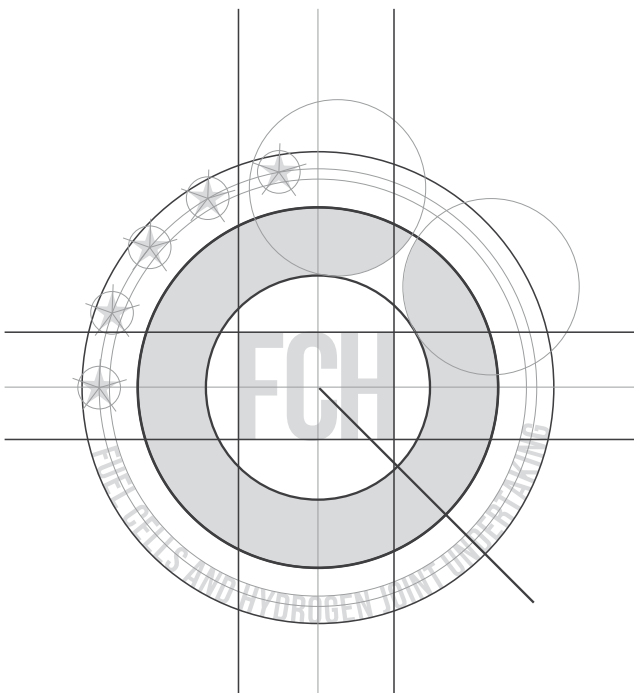
Through a clearly identifiable visual identity, the **FCH JU** will enhance its image and visibility among its members and stakeholders, as well as the general public.

02

LOGOTYPE Presentation and Architecture of the logotype



The FCH logotype is made up of 4 elements: the typography, the symbol of a drop inside a circle, 5 stars representing Europe and a tag line in English. The logotype is identifiable by its typography and its unique symbol created specifically for the brand. It cannot be modified. To increase its visibility, the logotype should be used in colour...



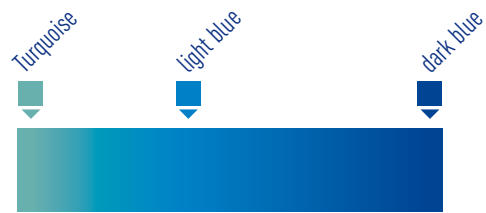
The graphical base of the logotype is made up of concentric circles. The elements are arranged around the 3 letters FCH. The tag line and the stars are placed on the external circles giving the appearance that they rotate around the symbol.



02 LOGOTYPE Colour version



Colour scale composition:



The gradient angle is 45° with Turquoise at the top left, next to the stars, fading to Dark blue at the bottom right.

Azure Blue
Pantone Process Blue C
C 100% - M 30% - Y 0% - K 0%
R 0 - V 129 - B 199
0081c7

Navy Blue
Pantone 7687 C
C 100% - M 80% - Y 0% - K 0%
R 0 - V 68 - B 148
004494

Turquoise
Pantone 7472 C
C 62% - M 12% - Y 33% - K 0%
R 61 - V 167 - B 171
3da7ab

Yellow
Pantone 102C
C 0% - M 0% - Y 100% - K 0%
R 255 - V 237 - B 0
ffd000

02

LOGOTYPE Monochrome version



The monochrome version of the logotype should only be used when faced with technical constraints. In this case, the monochrome version in blue Pantone 7687 C 100% or black 100% would be preferable. A white monochrome version of the logotype can also be used.

 **Navy Blue**
Pantone 7687 C



 **Black**
Pantone Neutral Black C N 100%



 **White**
Only on a dark background



02

LOGOTYPE Protection zone

In order to ensure the readability of the logotype, a protected space has been defined in which no graphic or typographical elements can be placed.

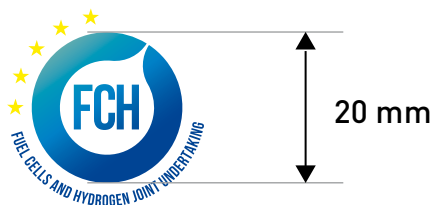
The protection zone corresponds with the height of the letters FCH.



02

LOGOTYPE Minimum size

The minimum size for the logotype when used with the tag line is 18 mm in diameter for the circle. Any less than this, then the logotype should be used without the tag line. In this case, the minimum size for the logotype is 10 mm in diameter.



The logotype with tag line should be used for diameters greater than or equal to 20 mm.



Below 20 mm in diameter, the logotype without tag line should be used. The minimum size is 10 mm in diameter.



02

LOGOTYPE Rules for use on a background

On a dark background (solid colour or visual) the white monochrome version of the FCH logotype should be used to allow optimum contrast and ensure its readability. On a light or white background, the colour version of the logotype can be used. On a varied background, the logotype should be placed in a white circle (see source files).

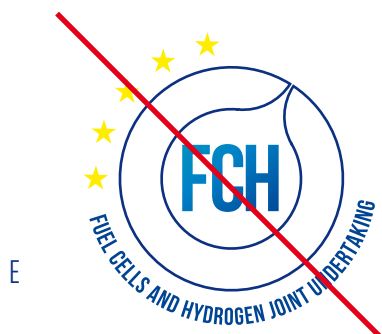


02

LOGOTYPE Restrictions

Here are a few, non-exhaustive examples of restrictions of use for the FCH logotype.

- A. do not deform the logotype / B. do not change the colours / C. do not change the typography /
- D. do not use shading / E. do not use only an outline / F. do not change the colour fade.



02 LOGOTYPE Restrictions

G. do not delete elements / H. do not rotate /
I. do not reposition elements / J K L. do not use inappropriate backgrounds



03

TYPOGRAPHY Corporate typefaces

To retain a homogeneous and identifiable image on all supports, priority should be given to two typefaces. The typeface DIN CONDENSED should be the preferred choice for all corporate documents.

DIN condensed-Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&(!)?:/.

DIN condensed-Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&(!)?:/.

DIN condensed-Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789&(!)?:/.

DIN condensed-Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789&(!)?:/.

DIN condensed-Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789&(!)?:/.

03

TYPOGRAPHY Web-safe typefaces

The DIN Condensed typeface can be substituted with OSWALD for use on the Web. For internal documents such as Word memos, internal circulars, invitations to tender, etc., the standard typeface TREBUCHET can also be used.

OSWALD Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ 0123456789&(!)?:/.

OSWALD Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ 0123456789&(!)?:/.

OSWALD Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ 0123456789&(!)?:/.

TREBUCHET Régulard

abcdefghijklmnopqrstu
vwxyz ABCDEFGHIJK
LMNOPQRSTUVWXYZ
0123456789&(!)?:/.

TREBUCHET Bold

abcdefghijklmnopqr
stuvwxyz ABCDEFGHIJK
LMNOPQRSTUVWXYZ
0123456789&(!)?:/.

04

VISUALS Choice and treatment of photographs

Iconography enriches our messages and, through stylistic identity choices, brings the originality of our trade and our positioning to life. Movement, perspective, colour, there are many specific choices.

A coloured background has been designed and created specifically for FCH's communication supports.



04

VISUALS Choice and treatment of photographs

Photographs, in all their diversity, are used to reveal the essence of our trade. They can be framed as close-ups or long shots. The subject matter can be used for B2B and B2C communication. Where possible, a two-colour process (with 2 of the 4 official, predominantly blue, FCH colours) should be favoured for communication supports (except for photos contained in the internal layouts of corporate documents). Sizes should be determined in relation to the page layout.



Azure Blue

C 100% - M 30% - Y 0% - K 0%
R 0 - V 129 - B 199



Navy Blue

C 100% - M 80% - Y 0% - K 0%
R 0 - V 68 - B 148



Turquoise

C 62% - M 12% - Y 33% - K 0%
R 61 - V 167 - B 171



Yellow

C 0% - M 0% - Y 100% - K 0%
R 255 - V 237 - B 0

05

PUBLICATIONS front cover A4 (21x29.7 cm)

Corporate publications are the showcase of FCH for their stakeholders. They illustrate their expertise and leadership in their profession.

The images shown in the sources files are only given as an example.

The use of other images adapted to the subject and context of the publication is recommended.

Dimensions :

210 x 297 mm (A4) «Portrait»
Format

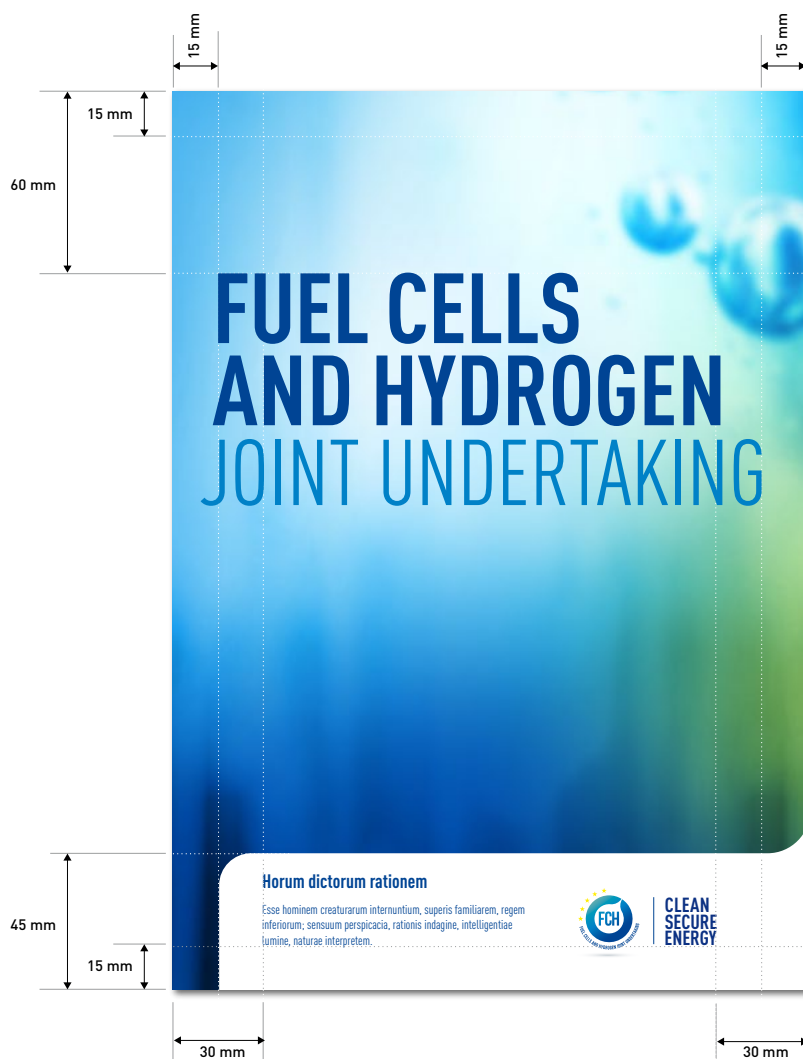
Title:

DIN Cond-Bold Size 84, line
spacing 77,

Subtitle:

DIN Cond-Regular Size 78, line
spacing 77

In white or in colour depending
on the intensity
of the solid or four-colour
background.



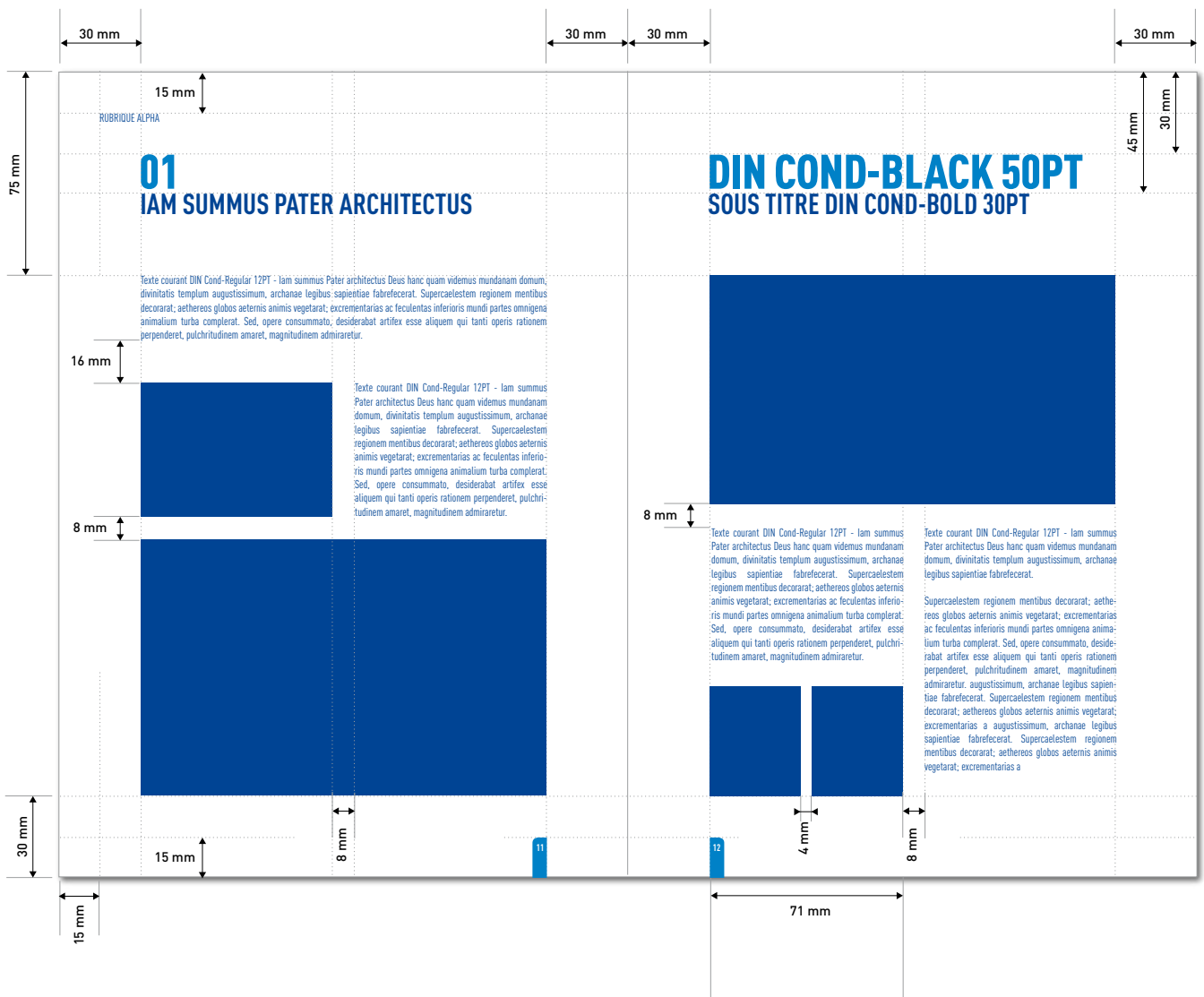
05

PUBLICATIONS page layout, double A4

The internal pages adapt to suite the nature of the information whilst always favouring readability. Here is a suggestion for an internal page layout.

Page: DIN Cond-regular, Size 12 - **Title:** DIN Cond-black, Size 50

Subtitle: DIN Cond-Bold Size 30 - **Text:** DIN Cond-Regular Size 12, auto line spacing



05

PUBLICATIONS A3 poster (29.7x42 cm), with body copy

The overall configuration remains the same as that of the A4 «Portrait» format. Only the size differs.

The poster features a blue and green background with a water droplet graphic. The main title is 'FCH JU FIRST STAKEHOLDER FORUM' in large blue and white letters. Below it is the date '12 NOVEMBER 2014'. At the bottom, there is a white section containing a Latin quote, the FCH logo, the 'CLEAN SECURE ENERGY' logo, and the website 'www.fch-ju.eu'. Dimensions are indicated with arrows: 80 mm for the top margin, 20 mm for the top margin of the bottom section, 80 mm for the bottom section height, 20 mm for the bottom margin of the bottom section, 40 mm for the left margin, and 20 mm for the right margin.

Dimensions :
297x210 mm (A3) «Portrait»
Format

Title & subtitle:
The size is adapted in relation to the quantity of text to favour readability.

In white or in colour depending on the intensity of the solid or four-colour background.

**FCH JU
FIRST STAKEHOLDER
FORUM**

**12 NOVEMBER
2014**

Horum dictorum rationem cogitanti mihi non satis
Esse hominem creaturarum internuntium, superis familiarem, regem inferiorum; sensuum perspicacia, rationis indagine, intelligentiae lumine, naturae interpretem; stabilis aevi et fluxi temporis inmundi copulam, immo ulo deminutum.

FCH
CLEAN SECURE ENERGY

www.fch-ju.eu



05

PUBLICATIONS A3 poster (29.7x42 cm), without body copy with a white box

The overall configuration remains the same as that of the A4 «Portrait» format. Only the size differs.



05

PUBLICATIONS A3 poster (29.7x42 cm), without body copy without white box

The overall configuration remains the same as that of the A4 «Portrait» format. Only the size differs.



05

PUBLICATIONS Kakemono 85x250 cm, with body copy

The overall configuration remains the same as that of the A4 «Portrait» format. Only the size differs.



05

PUBLICATIONS Kakemono 85x250 cm, without body copy, with a white box

The overall configuration remains the same as that of the A4 «Portrait» format. Only the size differs.



05

PUBLICATIONS Kakemono 85x250 cm, without body copy, without a white box



The overall configuration remains the same as that of the A4 «Portrait» format. Only the size differs.

06

STATIONARY business card, 85x54

The FCH corporate business card, size 85x54 mm, can be personalised in accordance with the template below.



Name: DIN Cond-Medium, Size 12, letter spacing 50, colour Navy Blue FCH

Function: DIN Cond-Medium, Size 8, letter spacing 200, colour Azure Blue FCH

Tel: DIN Cond-Regular, Size 8.5, line spacing 8.5, letter spacing 25

E-mail: DIN Cond-Regular, Size 8.5, line spacing 8.5, letter spacing 0

Address title: DIN Cond-Regular, Size 7, line spacing 8.5, letter spacing 25, colour Navy Blue FCH

Address text: DIN Cond-Regular, Size 8.5, line spacing 8.5, letter spacing 0, colour Azure Blue FCH

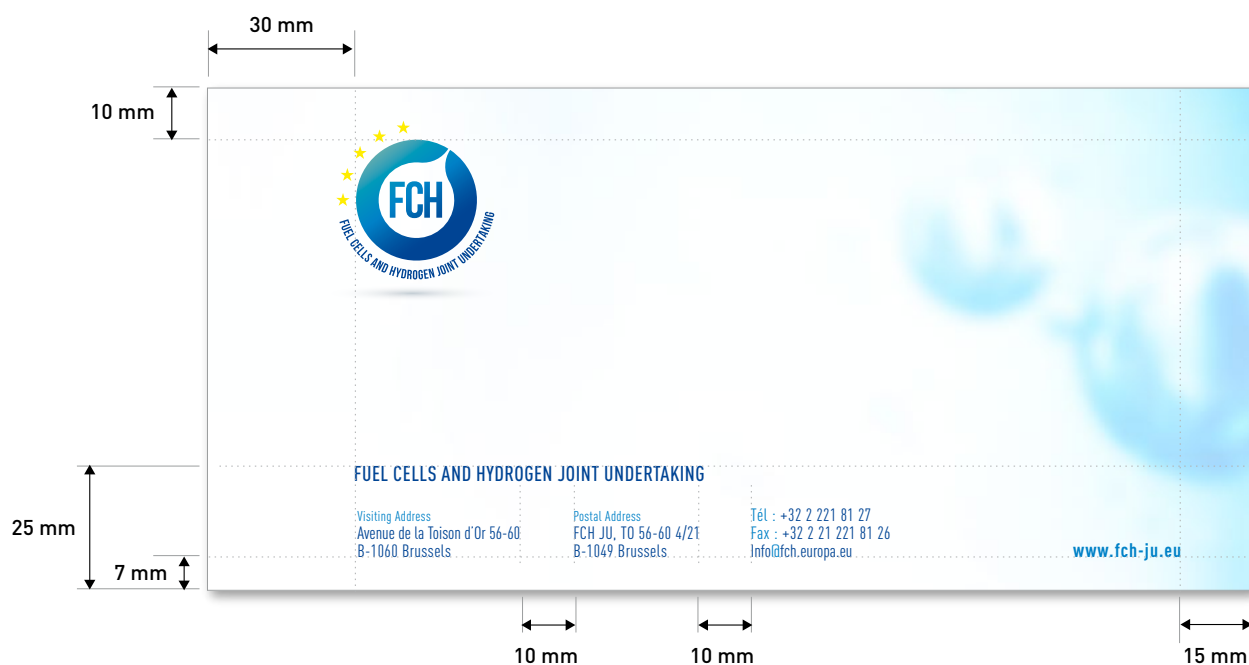
Web address: DIN Cond-Bold, Size 10, letter spacing 50, colour Navy Blue FCH



06

STATIONARY DL size note cards, 210x100 mm

The DL size note cards can be personalised in accordance with the template below.



Company name: DIN Cond-Medium Cap, Size 12, letter spacing 25, colour Navy Blue FCH

Address title: DIN Cond-Regular, Size 8, line spacing 10, letter spacing 25, colour Navy Blue FCH

Address text: DIN Cond-Regular, Size 10, line spacing 10, letter spacing 0, colour Azure Blue FCH

Tel: DIN Cond-Regular, Size 10, line spacing 10, letter spacing 25

E-mail: DIN Cond-Regular, Size 10, line spacing 10, letter spacing 0

Web address: DIN Cond-Bold, Size 11, letter spacing 50, colour Navy Blue FCH

06

STATIONARY A4 letter head, 21x29.7 mm

The FCH corporate A4 letter head can be personalised in accordance with the template below.



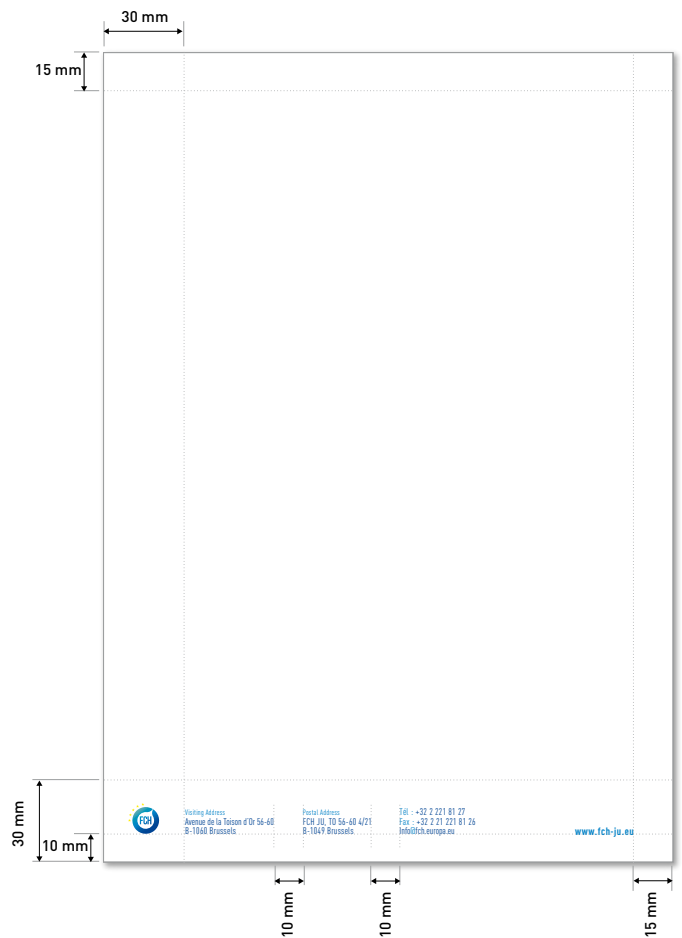
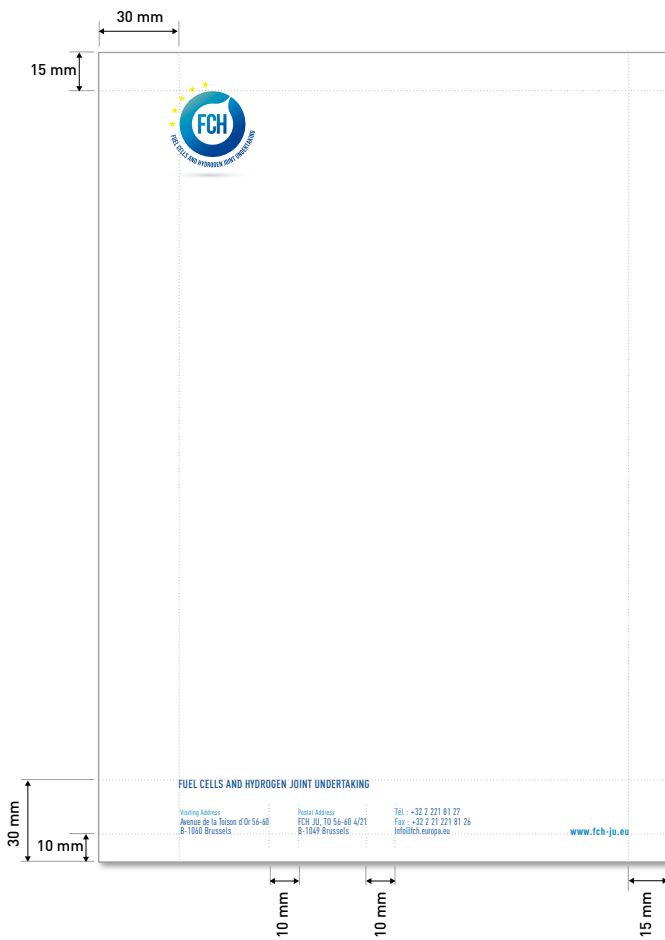
- Company name:** DIN Cond-Medium Cap, Size 12, letter spacing 25, colour Navy Blue FCH
- Address title:** DIN Cond-Regular, Size 8, line spacing 10, letter spacing 25, colour Navy Blue FCH
- Address text:** DIN Cond-Regular, Size 10, line spacing 10, letter spacing 0, colour Azure Blue FCH
- Tel:** DIN Cond-Regular, Size 10, line spacing 10, letter spacing 25
- E-mail:** DIN Cond-Regular, Size 10, line spacing 10, letter spacing 0
- Web address:** DIN Cond-Bold, Size 11, letter spacing 50, colour Navy Blue FCH



06

STATIONARY letter head and following pages A4, 21x29.7 mm

The FCH corporate A4 letterhead without background and following pages can be personalised in accordance with the template below.



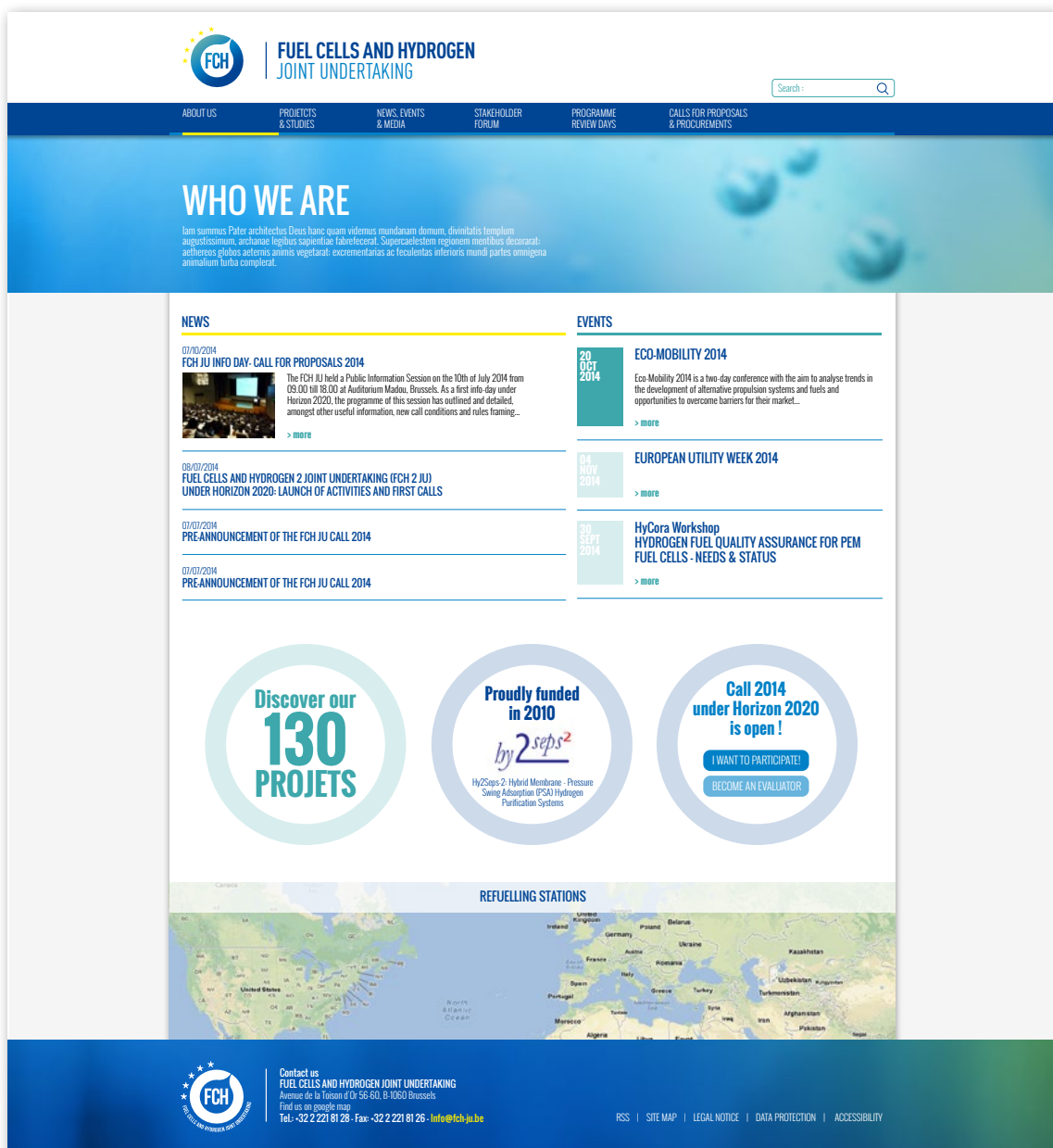
07 POWER POINT TEMPLATE

Several PowerPoint templates are available for enriched presentations for example.



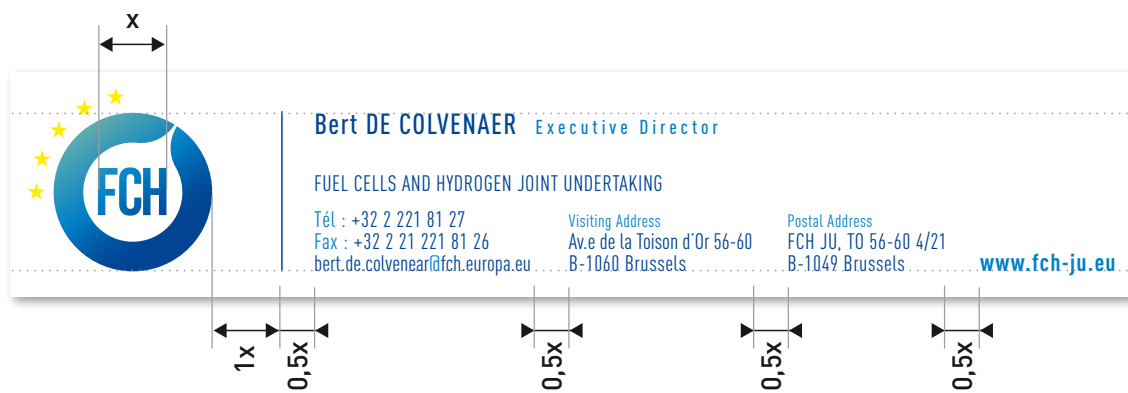
08 WEB TEMPLATE

Graphic principals for the FCH web site based on the home page.



09 EMAIL SIGNATURE

FCH corporate email signature, size 750x150 px, can be personalised in accordance with the template below.



10

BRAND ARCHITECTURE Tagline variations

In exceptional circumstances, the tag lines can be used alone. In this case, they can be written on 2 or 3 lines, with 2 different types of bold and 2 different colours, following the examples below:

FUEL CELLS AND HYDROGEN
JOINT UNDERTAKING

**FUEL CELLS
AND HYDROGEN**
JOINT UNDERTAKING

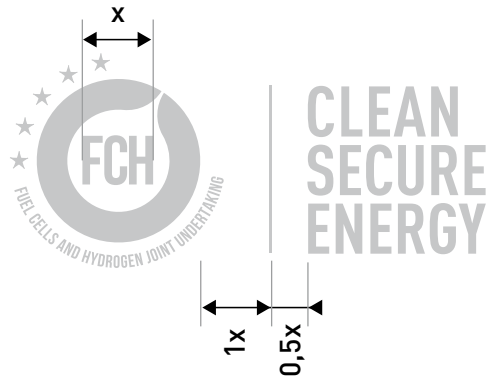
**CLEAN
SECURE
ENERGY**

10

BRAND ARCHITECTURE Tagline variations

The FCH logotype can be associated with an additional tag line.

Here are 2 examples of logotype + tag line variations and the design principals for combining the two.





Contact us

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