



# SAVE THE HOMES

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## 1. Executive Summary

The specific objective of WP6 is to realize dissemination, communication and promotion activities at the different levels . The project identity was be developed in a clear and impactful way (Why, How & What) of the project. The main objective for this is to have a clear identity on why we are doing Save the Homes, who are we, what we have to say, what we do and what does it look like. This project identity will be used throughout the project when communicating with the different target groups, especially when engaging and recruiting homeowners for the renovations (decision making). This deliverable contains the visual identity developed for Save the Homes by [Pixels and Beards](#).



## 2. Save the Homes identity

A corporate visual identity package was developed, including a project logo and templates for presentations and reports, to ensure recognition across all implementation levels (pilot level engagements, regional, national and EU dissemination). The visual identity for Save the Homes was developed by [Pixels and Beards](#). An online overview of the brand manual is available on the [website of Save the Homes](#).

## 3. Logo styling and usage

The Save The Homes logo is made up out of two elements.

1. The image is a combination between the elements that define Save The Homes as a brand. It combines people, saving, housing and construction in one logo.
2. The text is a combination between two font sizes. This means that the word “The” is always smaller than the other words. “Homes” is always stacked beneath the other two words.



[Download the full logo](#)

### 3.1 Logo without background #1

It's also possible to use the logo without the background colour. This is only possible when the background of the element you put the image in is already in the same colour as the image element itself.



[Download the green logo](#)







### 3.2 Logo without background #2

It's also possible to use the logo without the background colour. This is only possible when the background of the element you put the image in is already in the same colour as the image element itself.



[Download the blue logo](#)

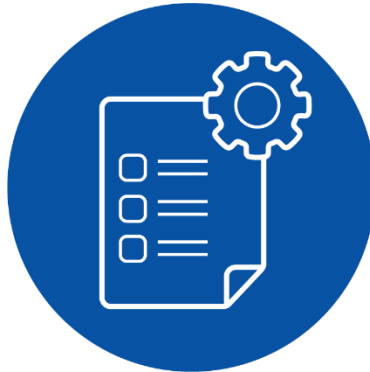
## 4. Colour styling and usage

	
HEX #0852A3 RGB 8-82-163 CMYK 98-76-2-0	HEX #00B8A5 RGB 0-184-185 CMYK 75-0-45-0
	
HEX #3C96F6 RGB 60-150-246 CMYK 67-36-0-0	HEX #00C2C9 RGB 0-194-201 CMYK 70-0-25-0
	
HEX #064588 RGB 6-69-136 CMYK 100-82-18-4	HEX #00849B RGB 0-132-155 CMYK 85-34-32-3

## 5. Imagery use

Save The Homes doesn't use any photographs. Always use the icons that are on the website to emphasise the things you want to show. If the moment arises where we can't use an icon that is provided, new icon can be created.









WHY?

WHY?

HOW?

HOW?

WHAT?

WHAT?

[Download all icons.](#)



## 6. Social media banners and profile image

For Save the Homes, banners and profile images were developed for both Twitter and LinkedIn.

### 6.1 Twitter

Banner:



Profile image:



## 6.2 LinkedIn

Banner:



Profile image:

