

# MISTRA ENVIRONMENTAL COMMUNICATION

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Visual identity & brand manual

Azote

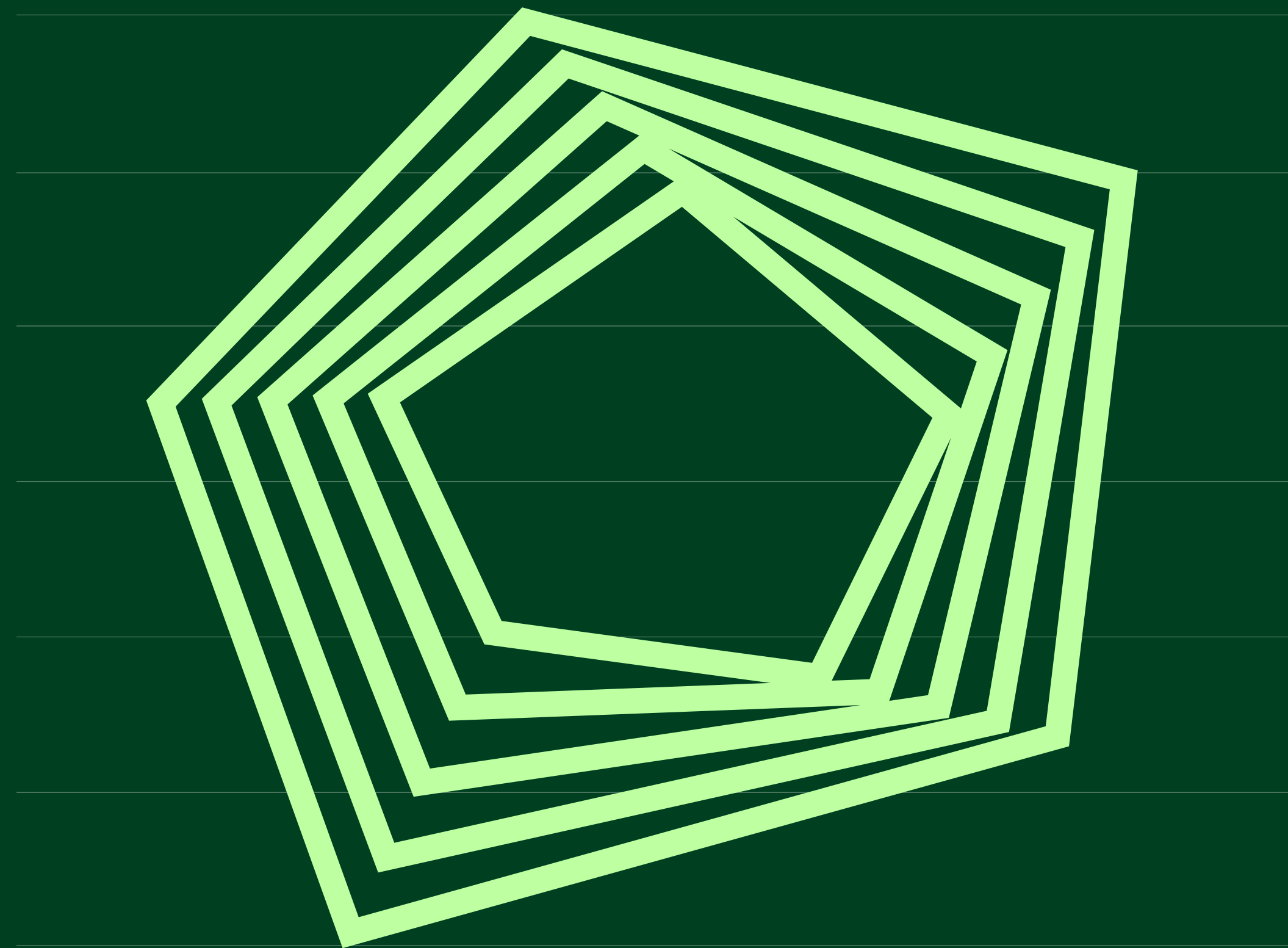
February 2024

# Logotype symbol

The Mistra Environmental Communication (EC) logotype symbol draws inspiration from radar diagrams, signifying the program's diverse focus areas.

The asymmetric lines serve as communication nodes, metaphorically extending like ripples on the water, connecting with multiple actors and expertise involved in Mistra EC's projects.

Crafted to symbolize transformation and constant movement, the logotype encapsulates Mistra EC's core values of co-creation and innovation, mirroring its mission to reframe environmental communication.



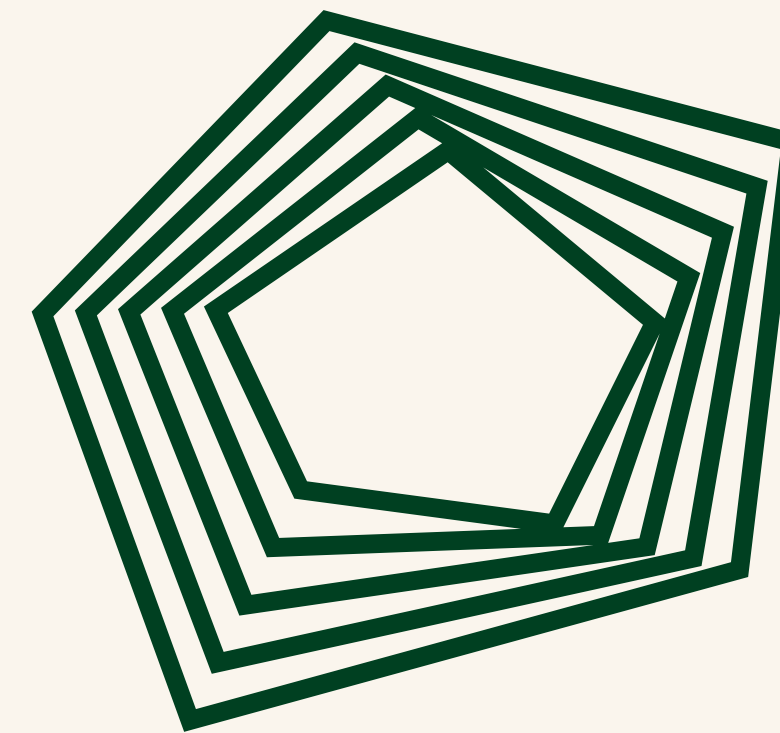
# Logotype

The typographic component of the logotype is crafted using the Altivo font, characterized by its substantial weight and elegant capitals, symbolizing stability and trust.

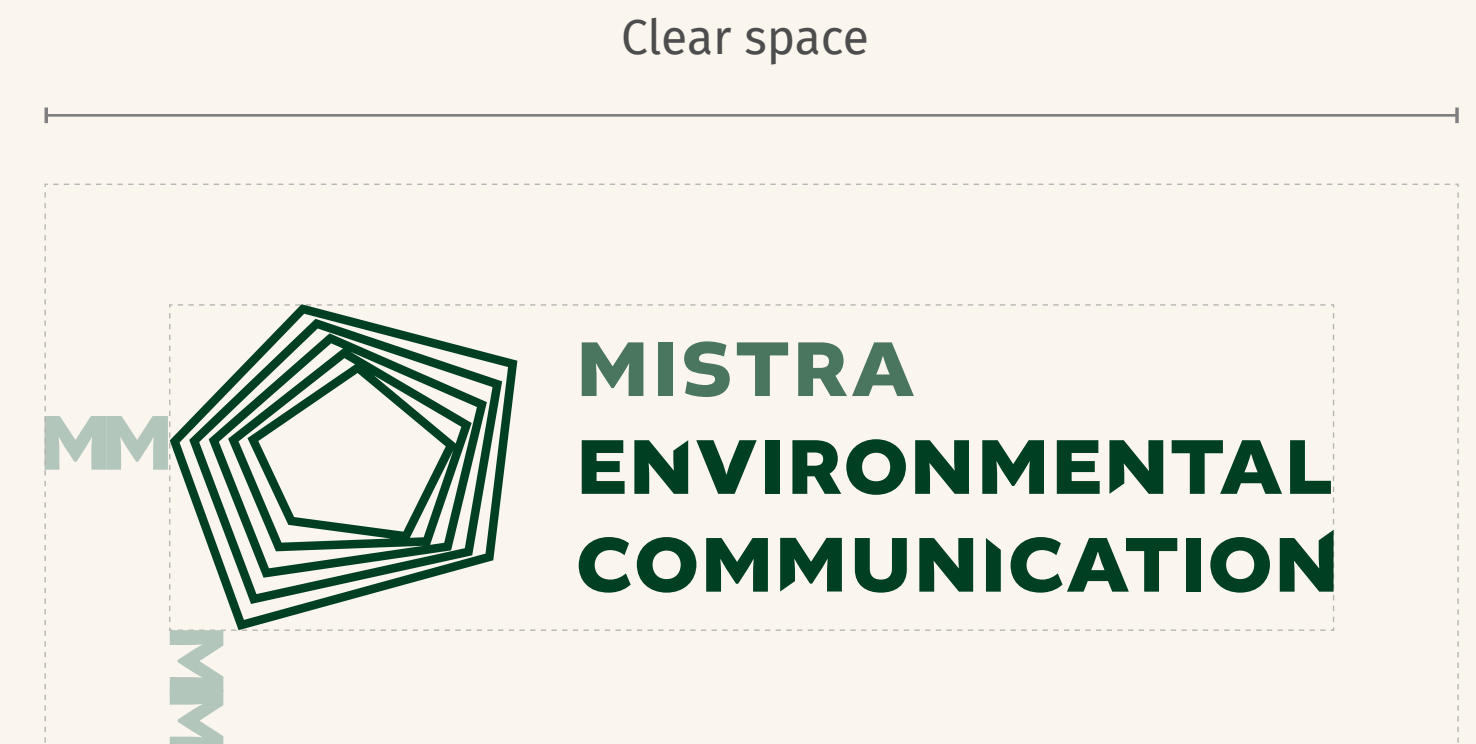
In pursuit of a more organic and distinctive word image, certain letters have been deliberately truncated. These angles are derived from the lines in the symbol, serving to unite them cohesively. This nuanced detail aims to maintain a balanced visual hierarchy, ensuring the logotype remains the focal point while harmoniously integrating with the textual element to form a cohesive whole.

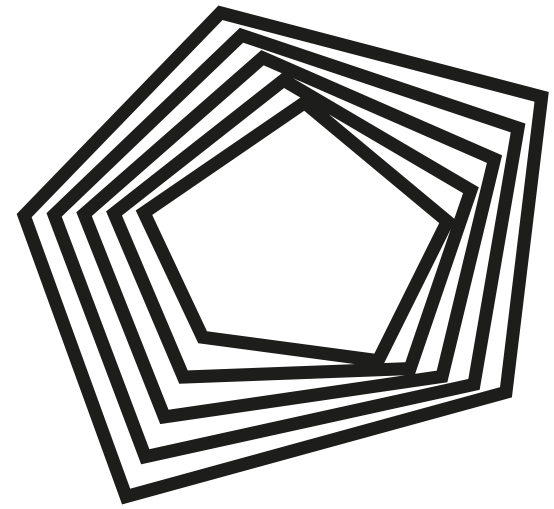
The logotype is available in various color variants, including black and white options. These alternatives are used to increase legibility, especially when placed on visually challenging or busy backgrounds..

To maintain an optimal clear space around the logotype, adhere to the dimensions illustrated by the letters "MM" in the provided example.

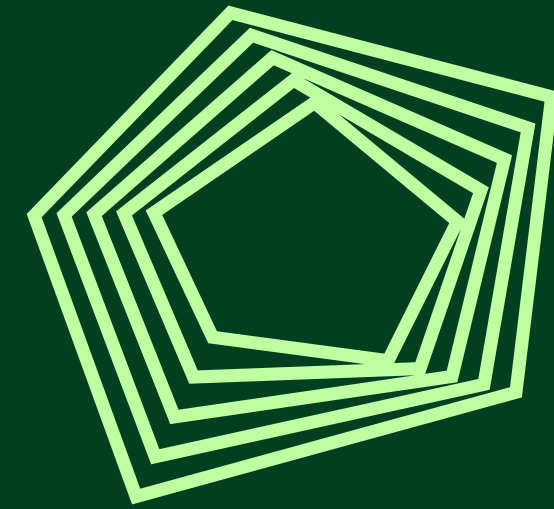


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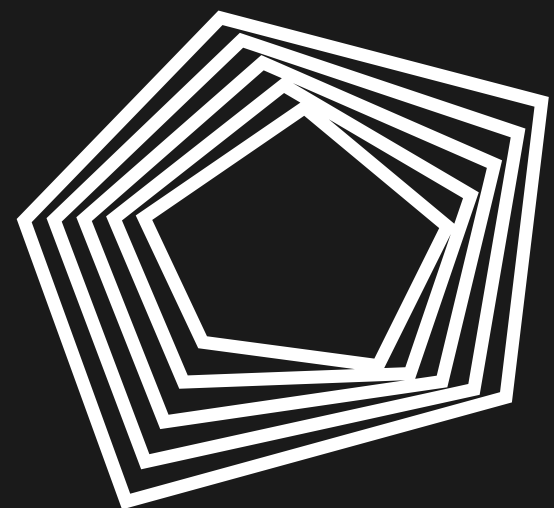




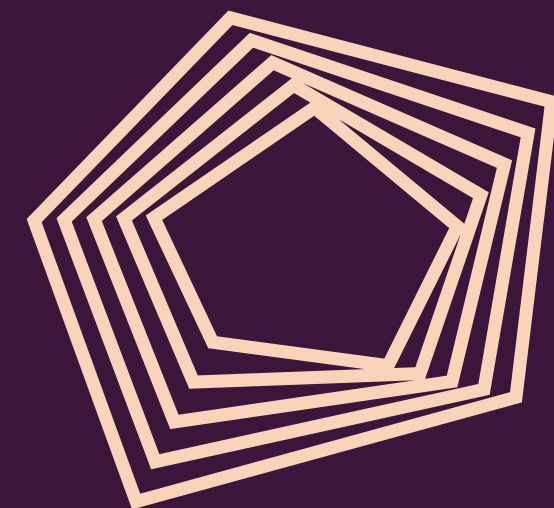
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#004021  
**Forest green**

#BDFFA1  
**Pistachio green**

#FAD4BA  
**Apricot**

#FAF5ED  
**Eggshell**

#3C153B  
**Dark purple**

# Color and accessibility

Mistra EC strives to be accessible to everyone; therefore, we always use sufficient contrast in our productions.

Adequate contrast between text and background color is crucial for readability, particularly for individuals with visual impairments. The contrast value can be measured using the WCAG standard.

We consistently adhere to a baseline value of 4.5:1 (AA) or higher. For larger text elements, such as headlines, and graphics, we apply a minimum threshold of 3:1 (AA).

To conduct contrast checks for our material, Mistra EC utilizes Adobe's [color analysis tool](#).

**15.41:1**

WCAG: AA ✓ AAA ✓

Accessibility – contrast level  
(white text on color)

**11.95:1**

WCAG: AA ✓ AAA ✓

Accessibility – contrast level  
(white text on color)

**17.97:1**

WCAG: AA ✓ AAA ✓

Accessibility – contrast level  
(black text on color)

**15.17:1**

WCAG: AA ✓ AAA ✓

Accessibility – contrast level  
(black text on color)

**18.49:1**

WCAG: AA ✓ AAA ✓

Accessibility – contrast level  
(black text on color)

# Color combinations

In order to optimize the user experience and ensure a seamless integration with the Mistra EC branding, we have formulated guidelines to assist you in making informed decisions regarding color selections.

The primary color palette consists of Dark Purple and Forest Green, which should not be used in combination. These primary colors can be paired with the secondary colors to ensure optimal legibility.

Pistachio Green should not be used as a text color unless it is applied on a dark background, and only for short texts.

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## Primary colors

### Dark purple

HEX #3C153B  
RGB 60, 21, 59  
CMYK 77, 100, 38, 53

### Forest green

HEX #004021  
RGB 0, 64, 33  
CMYK 93, 46, 94, 57

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## Secondary colors

### Eggshell

HEX #FAF5ED  
RGB 250, 245, 237  
CMYK 3, 4, 8, 0

### Apricot

HEX #FAD4BA  
RGB 250, 212, 186  
CMYK 1, 22, 28, 0

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## Accent color

### Pistachio green

HEX #BDFFA1  
RGB 189, 255, 161  
CMYK 31, 0, 52, 0

# Typography

## Typeface

The main typefaces for Mistra EC is Merriweather and Fira Sans.

Merriweather (by Eben Sorkin) was designed to be a text face that is pleasant to read on screens. It features a very large x height, slightly condensed letterforms, sturdy serifs and open forms.

Fira Sans (by Carrois Apostrophe studio) is a sans-serif typeface with high legibility. The Fira font family comes in a wide range of styles, all accompanied by italic styles.

Both typefaces are available for free use as Google fonts and can easily be installed on both Mac & PC.

[Download Merriweather](#)

[Download Fira Sans](#)

Merriweather

Aa

Fira sans

Aa

**Bold**

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890!?:;"#%^/&\*()

Regular

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890!?:;"#%^/&\*()

**Bold**

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890!?:;"#%^/&\*()

Title

# The main header

Lead

## Here is the intro/subhead

Paragraph

**The body subhead lives here**

This is the body copy. The body copy should differ from the heading font to create contrast and visual hierarchy, and direct readers to the most important information first.



# Typography use

The Merriweather and Fira Sans typefaces are designated for use in all communication and materials from Mistra EC to ensure consistent and high-quality design standards.

Primary headers are consistently formatted in Merriweather bold, emphasizing a substantial size contrast to establish effective visual hierarchy.

Subheaders related to main headers also feature Merriweather bold but in a smaller size.

Smaller subheaders and prefaces are presented in Fira Sans bold. Body text is consistently set in Fira Sans regular. The bold style may be used to highlight certain text and links are distinguished by the Deep purple color and underline.

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## Main header / H1

Font family: **Merriweather**  
Font style: **Bold**

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## Subheader / H2

Font family: **Merriweather**  
Font style: **Bold**

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## Subheader / H3

Font family: **Fira Sans**  
Font style: **Bold**

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## Paragraph / Body

Font family: **Fira Sans**  
Font style: **Regular / Bold**

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# Lorem ipsum dolor sit

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## Sinciae dolorest aliquе sustem arum

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### Est latempo riberunt estium, tempos iunt

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Andus, occatque doluptias mo cone est libust odi aut facerfe ristibu saestiae optat dolut ma consed ma conet ommodit atiusapit reium ventem et restin plicimoleste con pore liber [cusam isquam](#) nimitit lab imporuptus quat quiatusamus.

**Ignatium doluptatem volenia simus** maximin ihiliqui to eum excepudandis quidunt, ut ut lia nossita epudandel earum landem dolupta inctotatur, odit ipideliqui quaspist.

# Templates

In order to maintain the uniformity of Mistra EC's graphic profile, the provided templates are available for use in both PowerPoint and Microsoft Word. These templates cater to various requirements for presentations and reports, ensuring ease of use regardless of prior experience.

It is important to consistently use the default templates, colors, and fonts provided to uphold a cohesive design aligned with the Mistra EC brand. This practice ensures a standardized and professional representation across all materials.

## Power Point



## Microsoft Word



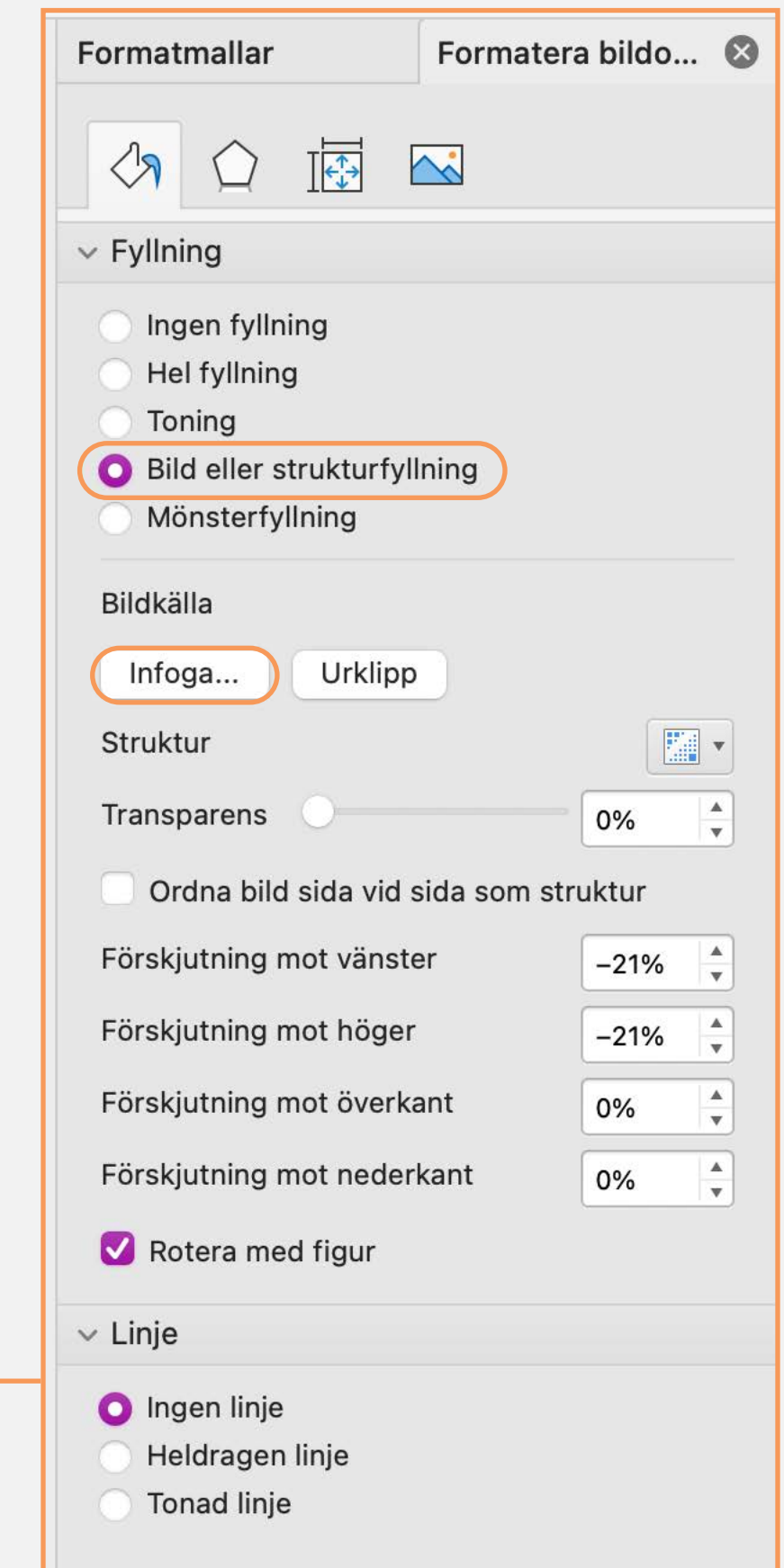
# Word template

Change the logotype or cover by right-clicking and choosing **Change picture – From a file**, then choose the desired image from a file.

To change the image in the shape, click on the image and see the Format image window to the side. click on the button **Insert** under Image source, and choose the desired image from a file.



Click on image to change image from the Format image window



# Word template

To ensure consistent use of the right fonts, make sure the **Styles** tab is visible by clicking on the **Styles icon** (Formatfönster).

If you have text in your document that already has a style applied, you can change the formatting of that text and apply it to the style in the **Styles gallery** to the right.

When you select text that has a style applied, that style is highlighted in the Styles gallery and if you want to change the style, simply click on the style you want to use from the Styles list.

THIS IS THE HEADER OF THE DOCUMENT

# The main header is mainly used for cover titles

Here is the subhead which is used as main header within the document

**The body subhead lives here est latempo riberunt estium, tempos iunt**  
This is the body copy. The body copy should differ from the heading font to create contrast and visual hierarchy, and direct readers to the most important information first. **Ignatium doluptatem volenia simus** maximin ihiliqui to eum excepuandis quidunt, ut ut lia nossita epudandel earum landem dolupta inctotatur, odit ipideliqi quaspist.

“This is a quote earum landem dolupta inctotatur, odit ipideliqi quaspist.”  
Jane Doe, Title

**Two column – The body subhead lives here est latempo riberunt estium, tempos iunt**  
This is the body copy. The body copy should differ from the heading font to create contrast and visual hierarchy, and direct readers to the most important information first.

Optat dolut ma consed ma conet ommodit atiusapit reium ventem et restin plicimoleste con pore liber cusam isquam nimitit lab improptus quat quiatusamus.

**Ignatium doluptatem volenia simus** maximin ihiliqui to eum excepuandis quidunt, ut ut lia nossit.

This is a text/infobox ignatium doluptatem volenia simus maximin ihiliqui to eum excepuandis quidunt, ut ut lia nossita epudandel earum landem dolupta inctotatur, odit ipideliqi quaspist.

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MISTRA ENVIRONMENTAL COMMUNICATION



Formatmallar

Aktuellt format: **H2**

Nytt format... Markera alla

Använd en formatmall:

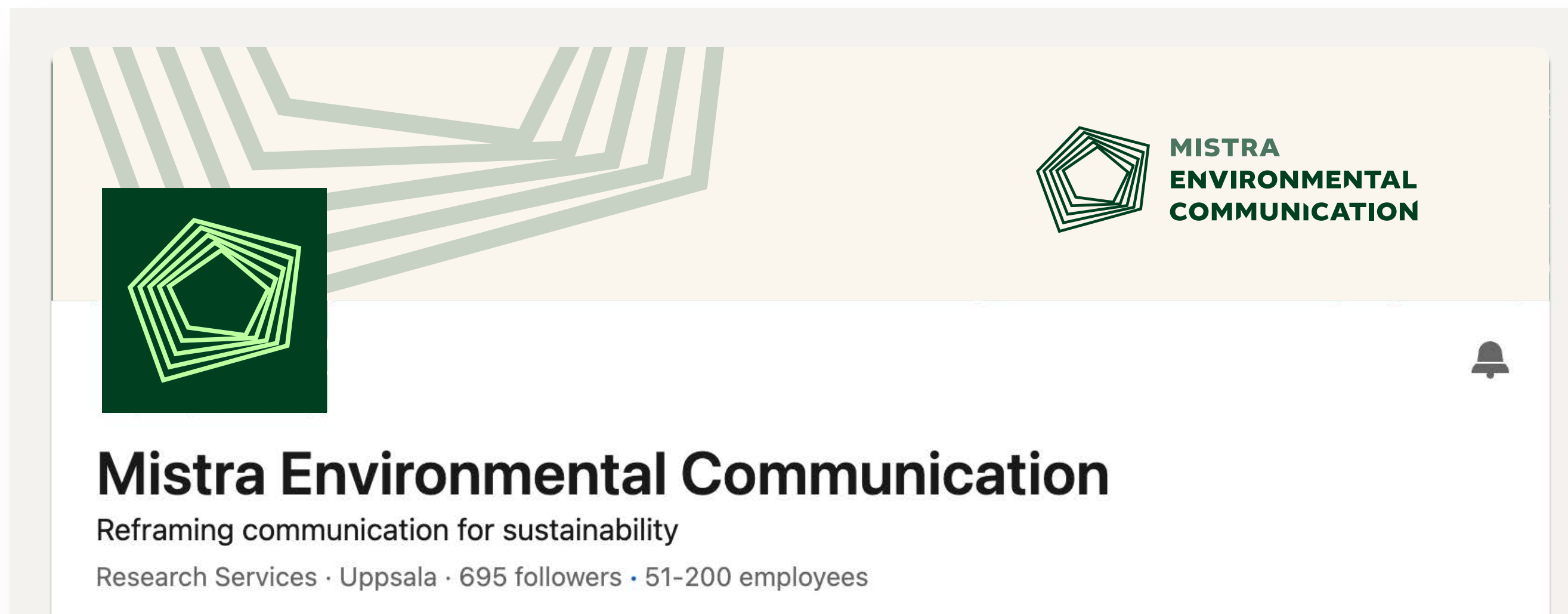
- Radera formatering
- Citat1
- Diagram
- Image
- Normal,Body text
- Table header
- Table item
- Textbox
- Inget avstånd
- Standardstycketeckensnitt
- Rubrik 1
- Body
- H2**
- H3
- Hyperlänk,Hyperlink
- Sidfot

Lista: I aktuellt dokument

Visa skrivhjälp  
 Visa hjälp för direkt formatering

# Social media templates

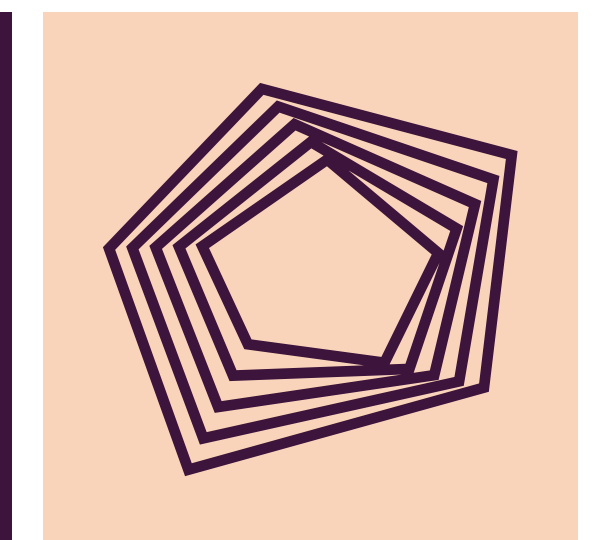
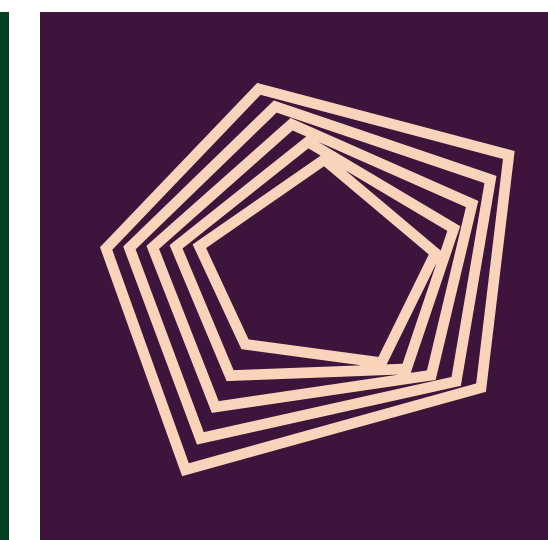
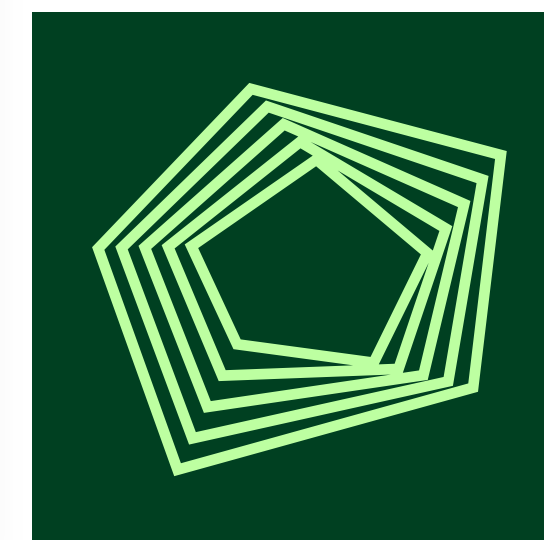
Linkedin Profile page



Cover image



Profile/Avatar image



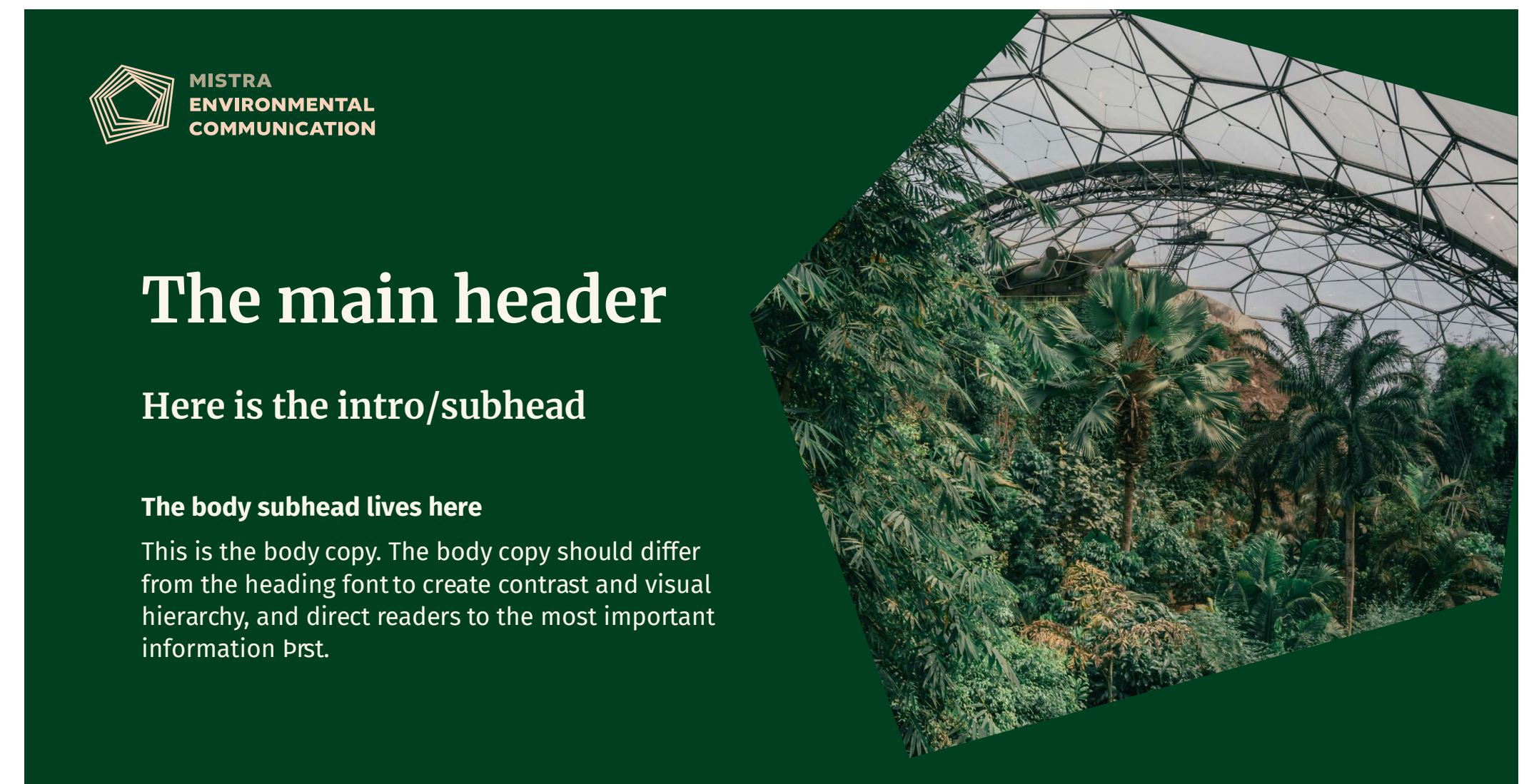
Linkedin example post



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“  
**Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit sed.**

Donna Simons  
Sustainable Future



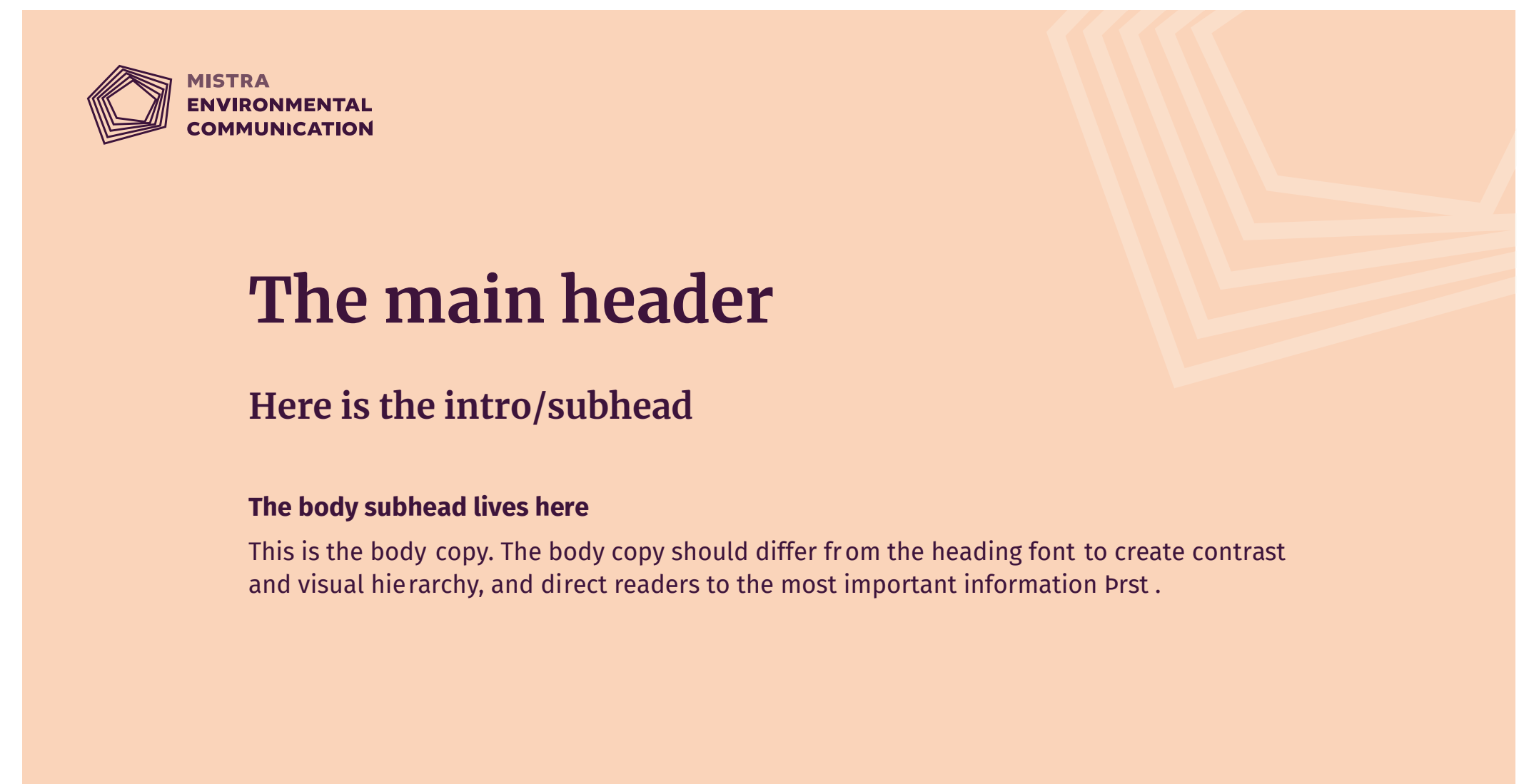

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# The main header

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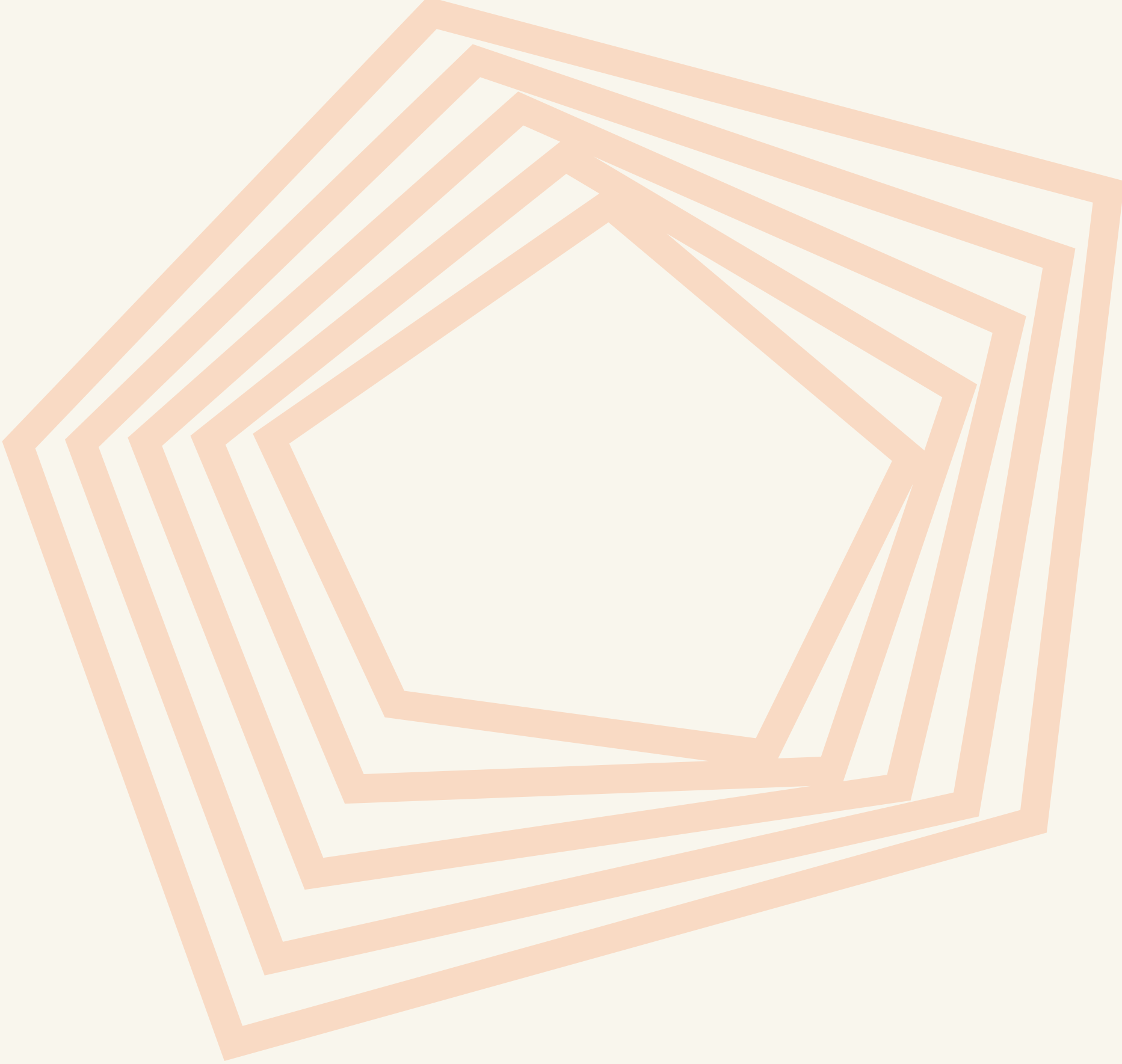
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**Azote**

**Sveavägen 118**

**azote.se**