



# ADAPTA BLUES

“Adaptation to climate change through management and restoration of European estuarine ecosystems”.

## E 1.1: LIFE ADAPTA BLUES Logo

<b>Deliverable ID</b>	<b>E1.1</b>
<b>Issue</b>	<b>1.1</b>
<b>Due Date of Deliverable</b>	<b>01/09/2019</b>
<b>Submission Date</b>	<b>01/09/2019</b>
<b>Dissemination level<sup>1</sup></b>	<b>PU</b>
<b>Lead partner</b>	<b>FIHAC</b>



With the contribution of the LIFE Programme of the European Union

---

<sup>1</sup>PU = Public; CO = Confidential, only for members of the consortium (including the Commission Services);  
CL = Classified, as referred to in Commission Decision 2001/844/EC



## E 1.1: LIFE ADAPTA BLUES Logo

---

<b>Prepared by</b>	<b>Reviewed by</b>	<b>Approved by</b>
Recio, M., Nieto, C.	Mazarrasa, I., Puente, A.	Juanes, J.A.

---

---

<b>Issue</b>	<b>Date</b>	<b>Description</b>	<b>Authors</b>
1.0	01/09/2019	LIFE ADAPTA BLUES visual identity .	Recio, M., Nieto, C., Mazarrasa, I., Puente, A., Juanes, J.A.

---



E 1.1: LIFE ADAPTA BLUES Logo

## TABLE OF CONTENTS

---

1	ADAPTA BLUES Visual ID .....	4
---	------------------------------	---

## LIST OF FIGURES

---

Figure 1-1.	Positive version of the LIFE ADAPTA BLUES Logo .....	4
Figure 1-2.	Negative versions of the LIFE ADAPTA BLUES Logo .....	4



## E 1.1: LIFE ADAPTA BLUES Logo

### 1 ADAPTA BLUES VISUAL ID

---

The visual identity of the ADAPTA BLUES Life project has been designed by Scienseed S.L. according to four key concepts which are supported by the ADAPTA BLUES proposal: estuary, vegetation, conservation and water. Two colors have been chosen for the logo: the BLUE, that is usually associated with water, and light GREEN, which represents the vegetation.

Three design options were developed:

1. The first design consisted of three mountains, symbolizing three “A” letter (of AdAptA), connected with the logo bottom through a river flowing from the mountains to the sea, creating an estuary.
2. The second design consisted of a set of elements symbolizing an estuary (leaf, mountains and the sea) forming an isotype.
3. The third design consisted on a landscape showing an estuary formed by a river flowing from the mountains, hold and protected by a hand.

Finally, the chosen option was the design 2.

The selected typography has been “Geometos”, that represents a clean and balance typeface without a serif.

The final version of the LIFE ADAPTA BLUES project is showed in Figures 1.1 and 1.2:



Figure 1-1. Positive version of the LIFE ADAPTA BLUES Logo

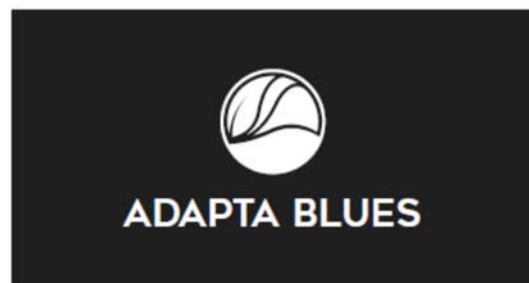
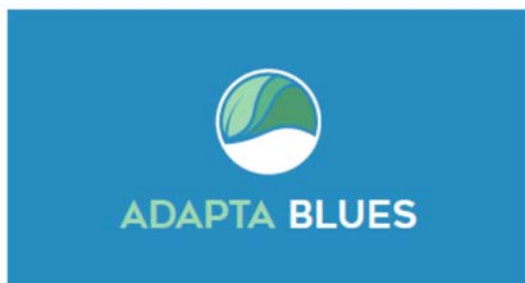


Figure 1-2. Negative versions of the LIFE ADAPTA BLUES Logo