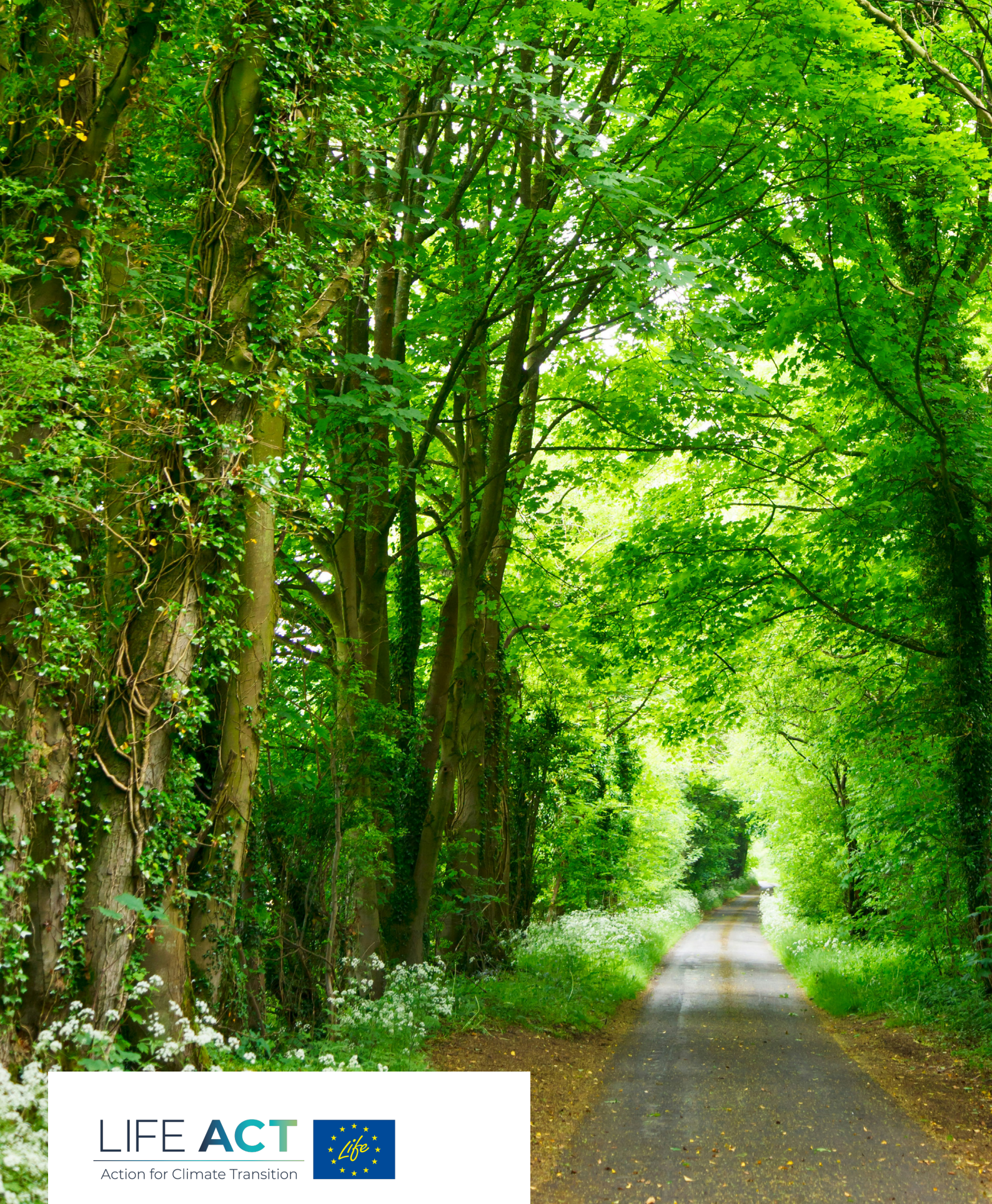




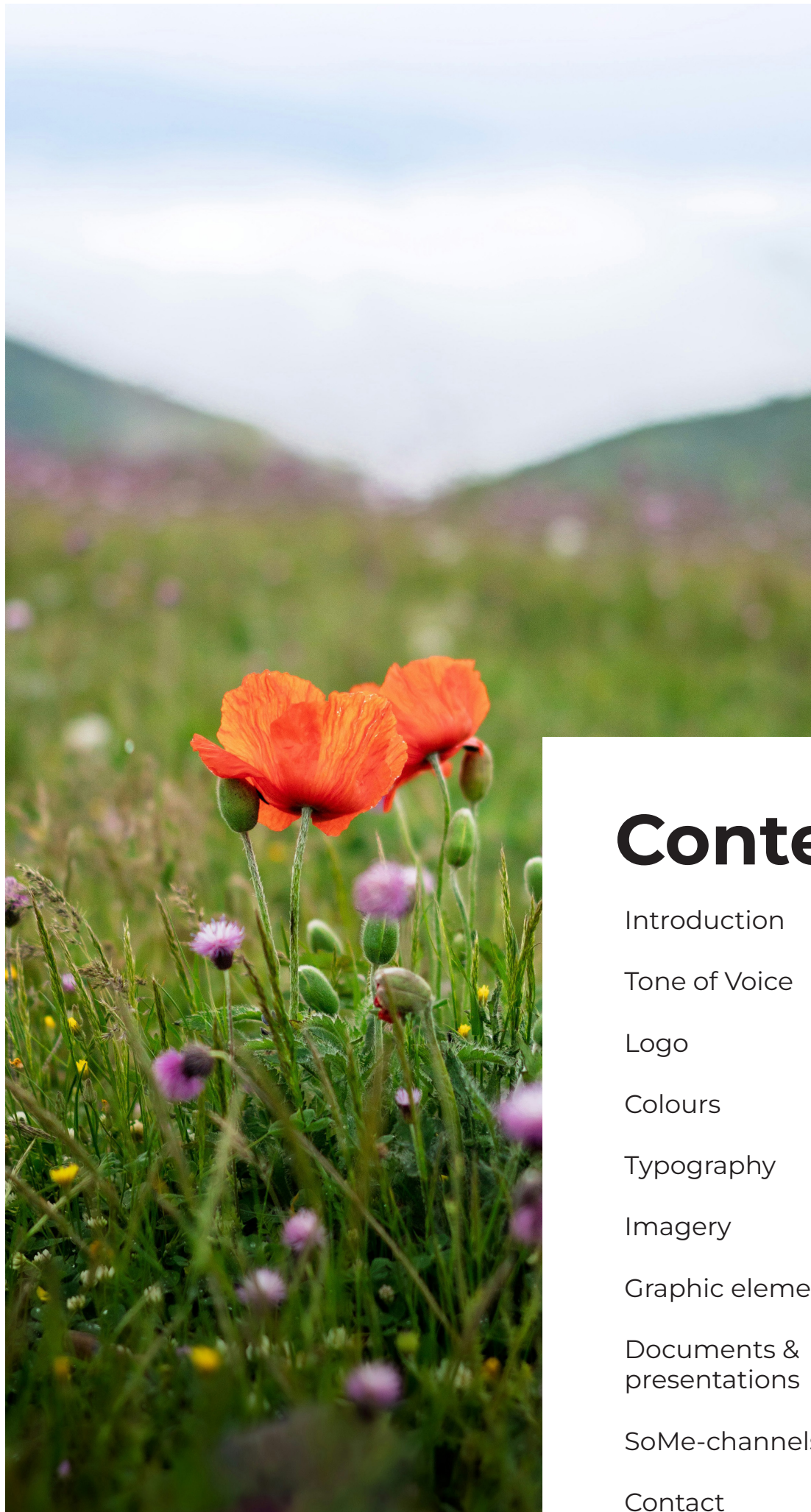
LIFE ACT

Action for Climate Transition



D1.2, v. 1.0 | 2025 | LIFE ACT

Design manual (ENG)



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Introduction

This design manual has been created as a shared foundation for the visual expression of LIFE ACT. Its purpose is to ensure a coherent and recognizable visual identity across all project partners, while also reflecting the diversity and local characteristics that each partner contributes.

LIFE ACT is a dynamic, long-term project spanning eight years, continuously evolving through new initiatives and collaborations. Therefore, this manual is not static. It should be regarded as a living document that will be updated and adjusted in line with the project's development and the needs that arise along the way.

The design guidelines are developed with a focus on inclusion and shared ownership. The visual identity is flexible and open enough for all involved parties to see themselves reflected in it, yet strong enough to create recognition and credibility around LIFE ACT as a united movement for climate action and local engagement.



Tone of voice

LIFE ACT's voice is collective, inclusive, and future-oriented. As the project involves broad collaboration between 27 municipalities, it is important that our communication embraces the diversity of stakeholders while also conveying a clear direction and ambition.

We communicate with a positive, solution-oriented, and engaging tone that invites participation and dialogue both internally and externally. Our language is accessible and clear, so that everyone can understand and feel part of the project, regardless of professional background or geographic affiliation.

Key characteristics of LIFE ACT's tone of voice:

Inclusive:

We use “we” to foster community and make space for all stakeholders.

Inspiring:

We appeal to hope, action, and local empowerment rather than crisis and helplessness.

Professionally credible – but human:

We communicate facts and data, always in a way that feels human and relatable.

Open and transparent:

We show that we are evolving, and that the process is just as important as the outcome.

Action-oriented:

We use active wording and concrete examples that motivate participation and local engagement.

Do use:

“Together with local forces, we create green transformation close to everyday life.”

“LIFE ACT is a community where citizens, municipalities, researchers and companies develop solutions that work in practice.”

Avoid:

“The climate crisis demands immediate action, or everything will go wrong.”

“The project is implemented by the participating units in collaboration with technical staff.”





Logo

The LIFE ACT logo serves as the primary marker of recognition across municipalities, projects, media, and partners.

Since LIFE ACT is funded by the EU through the LIFE Programme, the EU plays a prominent role in the overall visual framework. This means that the EU logo or references to EU funding must be included alongside the LIFE ACT logo in relevant cases. The use of the EU's visual identity must comply with EU guidelines and be placed correctly so that both the funding relationship and the project's own brand are presented clearly and professionally.

Logo variations

Primary logo



Clear space around the logo

Space around the logo corresponds to the size of the letter A as illustrated below.

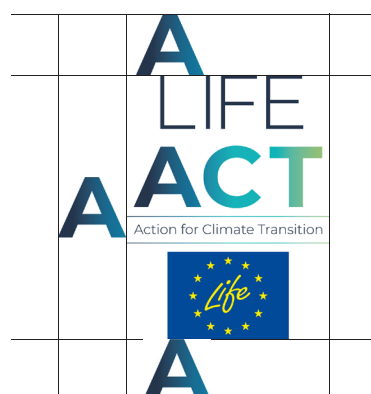
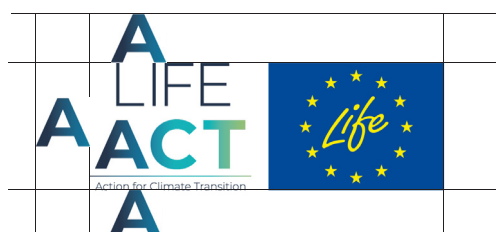


Primary logo with alternative arrangement



Clear space around the logo

Space around the logo corresponds to the size of the letter A as illustrated below.



Secondary logo



Clear space around the logo

Space around the logo corresponds to the size of the letter A as illustrated below.

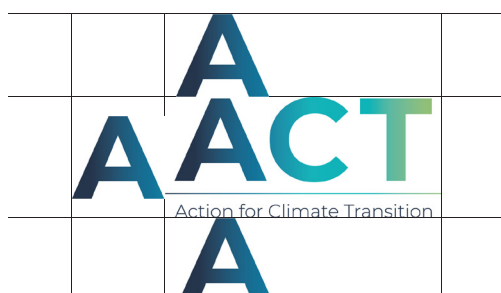


Tertiary logos



Clear space around the logo

Space around the logo corresponds to the size of the letter A as illustrated below.



LIFE logo & funding statement

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the LIFE flag and funding statement “Co-funded by the European Union” (translated into local languages, where appropriate).

All media/publications will comply with the rules set out in Article 17 - COMMUNICATION, DISSEMINATION AND VISIBILITY of the General Model Grant Agreement.

Clear space around the logo

Space around the logo corresponds to the size of the letter A as illustrated below.



LIFE ACT

Action for Climate Transition







Colours

The LIFE ACT colour palette is a central element of the visual identity, helping to create recognition, consistency, and visual appeal across all platforms and partners in the project.

The palette has been developed based on the project's core values: community, climate action, and local engagement. The colours reflect both the green transition, the nuances of nature, and the collaborative, human aspect of LIFE ACT. The visual expressions should be welcoming, trustworthy, and at the same time allow space for local interpretation.

The colour system is divided into a primary and a secondary palette, which together ensure flexibility and consistency whether the material is digital, printed, formal, or creative. The primary palette forms the core of the logo's visual identity, while the secondary colours support variation and functionality in, for example, charts, icons, and subsections.

Primary colour palette

Blå	Tyrkis	Grøn	Lysegrøn	Mørkeblå	
CMYK 84 44 24 8	CMYK 73 0 32 0	CMYK 65 5 50 5	CMYK 50 5 65 0	CMYK 90 73 44 44	
RGB 17 112 152	RGB 19 180 184	RGB 88 173 145	RGB 146 191 120	RGB 38 53 75	
#117098	#13B4B8	#58AD91	#92BF78	#26354B	

Secondary colour palette

Mørkegrøn	Orange	Lyseblå	Brun	Pink
CMYK 78 48 83 54	CMYK 3 74 94 0	CMYK 15 3 0 0	CMYK 43 71 76 50	CMYK 7 92 62 1
RGB 38 66 42	RGB 234 103 45	RGB 210 232 255	RGB 93 55 42	RGB 218 47 72
#26422A	#EA672D	#D2E8FF	#5D372A	#DA2F48



Typography

Typography in LIFE ACT's visual identity plays an important role in conveying the project's values and ensuring a professional, recognizable, and legible expression across platforms and formats.

The choice of fonts is based on the need for clarity, accessibility, and visual coherence. Typography should support LIFE ACT's tone of voice—open, inclusive, and action-oriented—while also allowing flexibility for both formal communication, creative campaigns, and local adaptation.

Montserrat Regular

Body text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890
!"#€%&/()=?

Montserrat Bold

Headings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890
!"#€%&/()=?

Montserrat SemiBold

Subpoints

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890
!"#€%&/()=?

Montserrat Italic

Quotes

Aa

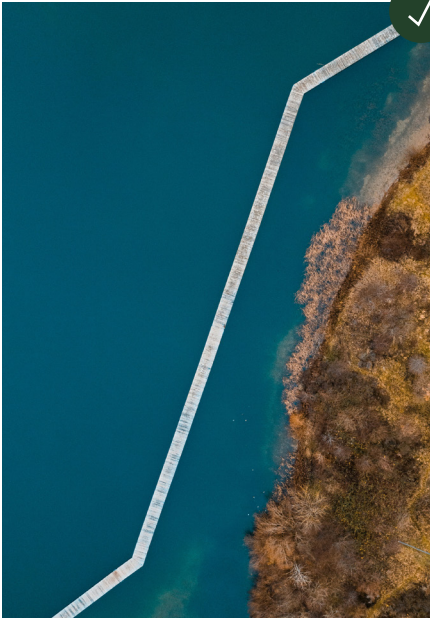
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
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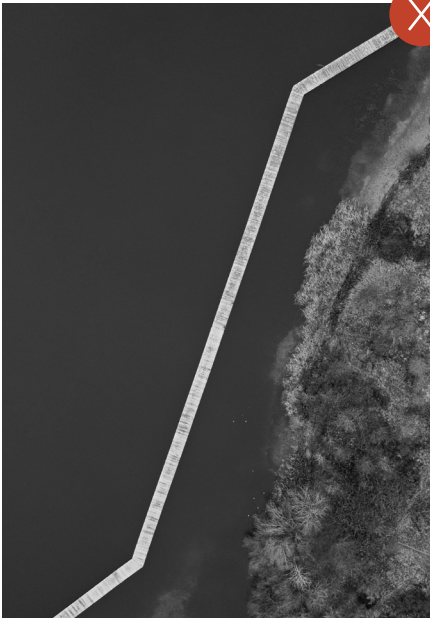


Imagery

Imagery is a key part of LIFE ACT's visual identity and plays an important role in communicating the project's human, local, and action-oriented focus. Images should reinforce the story we want to tell: climate action, community, and real change close to everyday life, with room for diversity regarding local culture and geographical landscape.

A review of image use across all partners shows a clear common denominator: bright, clear, and authentic images. This reflects a shared visual language and forms the basis of LIFE ACT's photographic style. We emphasize photography that feels natural and genuine, with a focus on people, landscapes, action, and local solutions.







Graphic elements

The graphic elements in LIFE ACT's visual identity help to support and strengthen the project's narrative without distracting from the content. They function as visual markers that create recognition and coherence across materials, platforms, and partners.

LIFE ACT uses two primary graphic elements:

The line cube: a light, geometric pattern placed over images. It symbolizes what has yet to be created—the future, the potential, and the collective work that lies ahead. The cube represents development, structure, and opportunity, creating a visual link between today's actions and tomorrow's solutions.

Icons: simple line icons in a single colour, used to support information and provide clarity. The icons are minimalist and clear, contributing to a simple, accessible visual language that can be applied across communication formats.

Both elements should be used thoughtfully and in accordance with the guidelines outlined in this section, ensuring that they support the whole and strengthen LIFE ACT's identity without creating visual noise.







Documents & presentations

For the LIFE ACT project, using multiple document types with a consistent layout ensures all communications are visually aligned and professionally presented. This coherence strengthens the project's identity and makes content easily recognizable. Different formats allow for both concise, visual storytelling and more detailed explanations. Consistent templates also save production time while enhancing clarity and reinforcing a professional image.

Presentations:



Klimahandlingsplaner

- et LIFE-projekt hvor indsatsen gælder klimaomstilling med kommunale klimahandlingsplaner



Ambitionen er;

implementeringen af de kommunale klimahandlingsplaner



Ambitionen er;

implementeringen af de kommunale klimahandlingsplaner



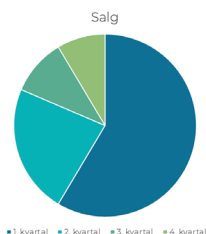
Klimaforandringer i tal

- for hele Danmark



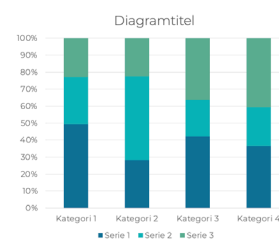
Ambitionen er;

at lave en stor, samlet EU-ansøgning, der er så god, at den kan hente EU-midler til at understøtte implementeringen af de kommunale klimahandlingsplaner



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at lave en stor, samlet EU-ansøgning, der er så god, at den kan hente EU-midler til at understøtte implementeringen af de kommunale klimahandlingsplaner



Participant and signature list:

LIFE ACT

Action for Climate Transition



Deltager- og underskriftsliste

Mødetype/emne:

Sted:

Dato:

Tid:

Med din underskrift bekræfter, du, at

- Du har deltaget i mødet
- Dine kontaktoplysninger må fremgå af udleveret deltagerliste
- Billeder og video taget på dagen må anvendes i f m formidling og dokumentation af LIFE ACT- projektet

Nr.	Navn	Underskrift

Agenda/Programme:

LIFE ACT

Action for Climate Transition



Mødeemne:

Sted:

Dato:

Tid:

Arrangør:

Dagsorden/agenda

1. Velkommen
- 2.
3. x
4. x
5. x
6. X



SoMe channels

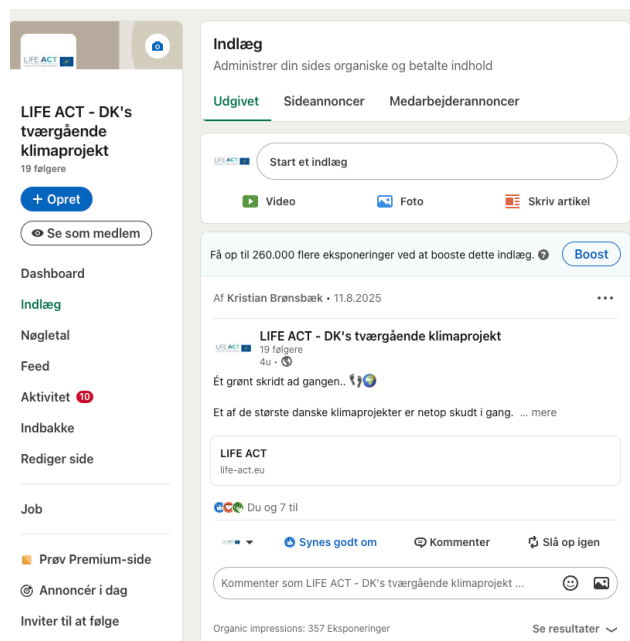
The overarching strategic aim of LIFE ACT is to build awareness, foster engagement, and strengthen connections among a diverse network of partners and stakeholders. Through LinkedIn and Instagram the project seeks to communicate its objectives and progress clearly, while tailoring the tone and content to suit professional audiences and broader public outreach respectively.

LinkedIn:

With a project consisting of so many different partners it is of great importance that communication is clear and professional on this platform. The platform presents the opportunity to elaborate on the project in a business setting as well as inspire and connect like-minded professionals.

The interaction between different levels of partners is important to take into consideration, and that is why this platform is an obvious choice for conducting this here. Therefore, posts will primarily be aimed at encouraging engagement from partners of the project and create awareness.

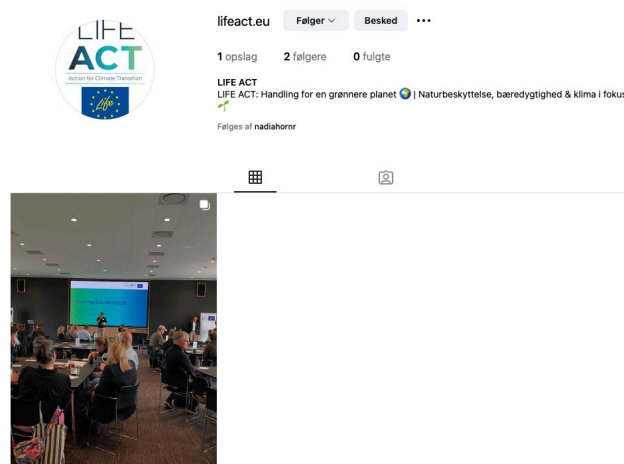
The content will consist of as well videos and pictures as written posts. The consistency and the monthly number of posts will vary although it will be in constant flow to keep informing people about the latest and creating awareness of the project.



Instagram:

On Instagram the agenda about creating awareness of the project is obviously the same as the communication needs to be coherent. But the tone of voice is slightly different compared to LinkedIn.

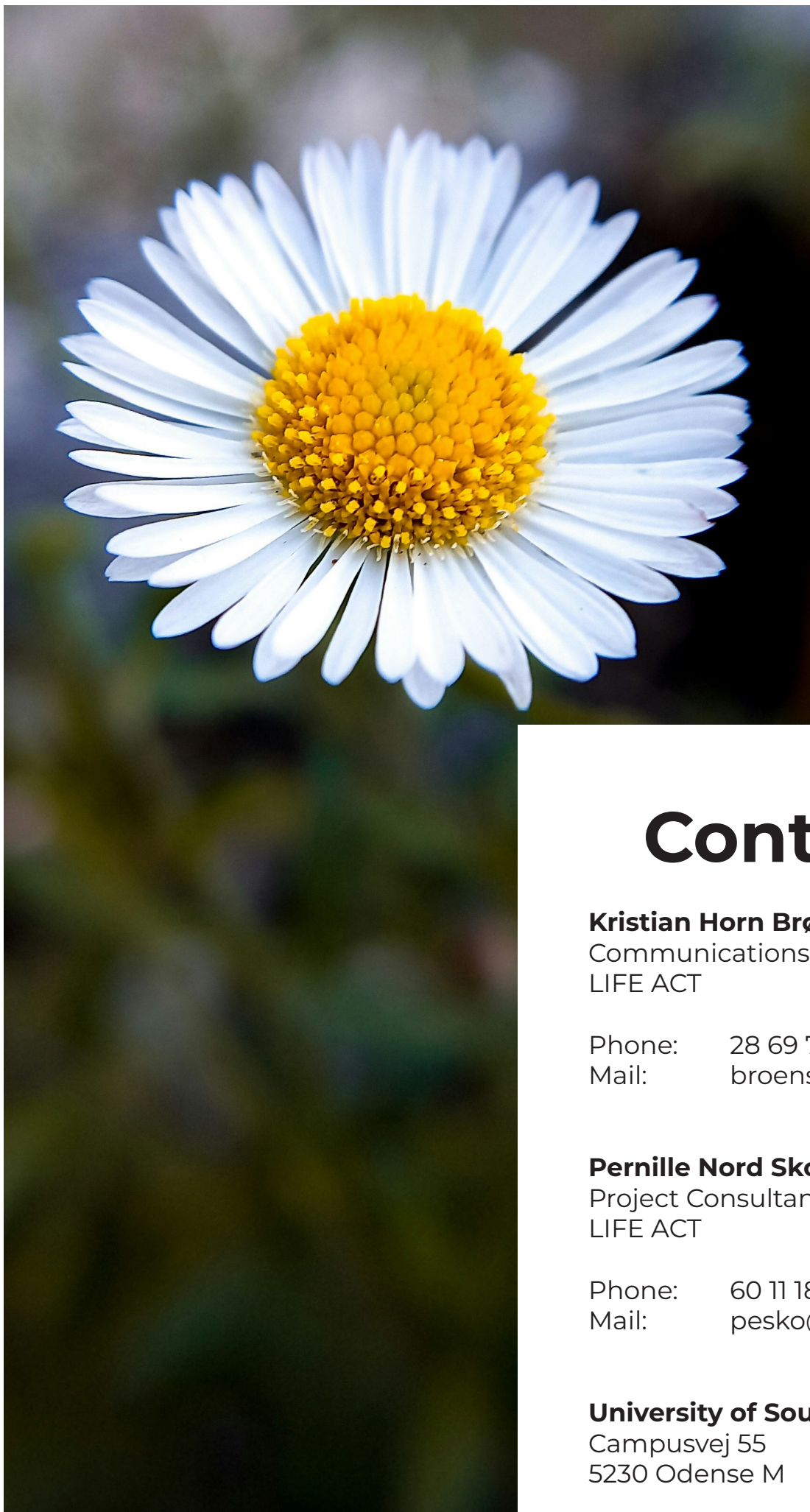
The goal here is to a greater extent than LinkedIn to reach and engage with an audience that might be more unfamiliar with the project to start with. The written word is also of importance here, but the pictures and videos are more important in creating awareness and reach. Especially here different visual elements and ways of presenting updates and news will be explored.



#hashtags and cooperation

Throughtout the project we will share content with social media profiles from EU. News and stories will be shared, while we will also provide relevant material when it comes to press releases, photos, videos, graphics etc.

In specific we will use hashtags to spread the word and reach a wider audience via our own hashtag #LIFEAct as well as #LIFEAmplifiers.



Contact

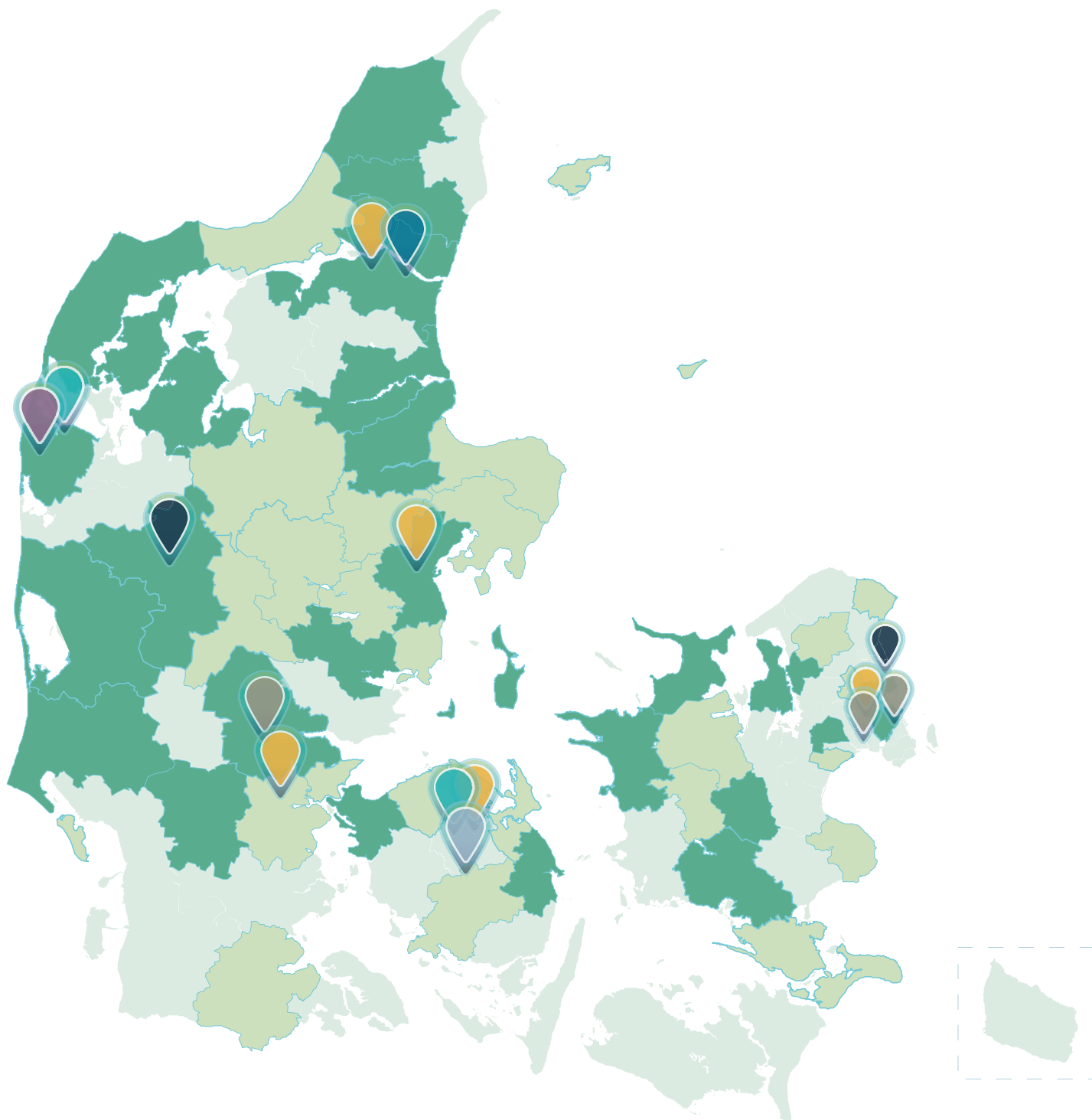
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University of Southern Denmark
Campusvej 55
5230 Odense M



33 økonomiske partnere



27 kommuner



1 universitet
SDU Climate Cluster



Miljøstyrelsens
Center for
Klimatilpasning

2 danske regionale
EU-kontorer

Midtjyllands EU-Kontor
NordDanmarks EU-Kontor



1 forsyningsselskab
Lemvig Vand A/S



Nordjyllands
Trafikselskab



2 tilknyttede
virksomheder
Herning Vand A/S
Lyngby-Taarbæk Vand A/S

38 støttende aktører



28 kommuner



5 vidensproducerende
organisation

4 vidensinstitutioner
Danmarks Meteorologiske Institut



3 danske statslige
myndigheder

Naturstyrelsen
Vejdirektoratet
Energistyrelsen

2 danske regionale
EU-kontorer

Greater Copenhagen EU Office
Det Syddanske EU-Kontor