LiveBetter

Brand Book

LiveBetter Mission

LiveBetter accelerates deep renovation and healthier buildings across Europe by turning messy building data into decisions people can actually act on. Through a shared digital hub, standardized data workflows, and AI-driven services, LiveBetter helps stakeholders improve energy performance, indoor comfort, and investment readiness. By connecting certification, inspection, renovation planning, and building activation, LiveBetter supports a faster, more reliable transition from “knowing there’s a problem” to “fixing it at scale”.

LiveBetter Tagline

Better data
Smarter buildings
Real renovation

LiveBetter Philosophy

LiveBetter sits where building reality meets digital clarity. We believe energy efficiency only matters if it performs in real life, and digital tools only matter if they are trusted and usable by the people who run, finance, and renovate buildings. Our approach blends interoperability and data quality with practical services that reduce friction across the renovation journey, from assessment to investment to verification. LiveBetter’s philosophy is guided by three core principles:

- Trustworthy Data
- Practical Intelligence
- Scalable Adoption

Logo

Logo Description

The LiveBetter logo is built as a circular, modular system, representing the interconnected ecosystem of stakeholders, data flows, and services within the European building sector. Its structure reflects the project's core ambition to unify fragmented processes into a shared digital environment.

The pixel-based composition expresses data as the foundation of decision-making, referencing the project's focus on high-quality building data, AI-driven services, and digital infrastructures. The distributed elements visually echo decentralised data spaces and interoperable systems.

The circular motion of the form symbolises continuity and lifecycle thinking, aligning with deep renovation strategies and long-term building performance. It communicates an ongoing process of assessment, optimisation, and adaptation rather than a one-time intervention.

Combined with a clear and contemporary wordmark, the logo balances technological precision with accessibility. It positions LiveBetter as both a technical platform and a collaborative framework, supporting diverse stakeholders across the renovation value chain, from experts to non-technical users.

LiveBetter

Primary Logo

LiveBetter

LiveBetter

Stacked Logo

LiveBetter

LiveBetter

The stacked logo is to be used sparingly and in instances where the primary logo does not fit as comfortably.

Monochrome Logo

LiveBetter

LiveBetter

LiveBetter

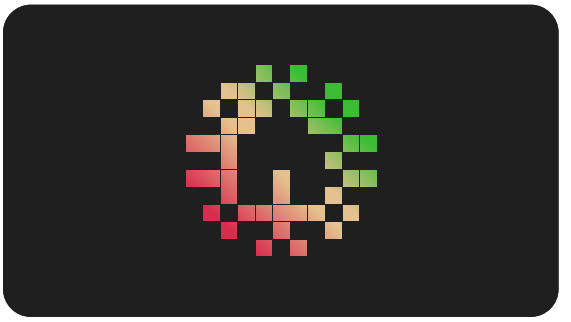
LiveBetter

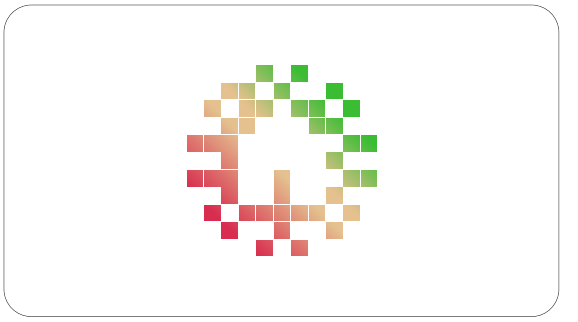
LiveBetter

These are monochrome (single-"color) versions to be used in the case of a clashing background color, in the case of a black-and-white theme, or finally in one-color printings.

Symbol

The symbol is the most minimal representation. It is used where the words "LiveBetter" are already present or where their presence is not required. The symbol also serves as our social media profile image, and favicon.





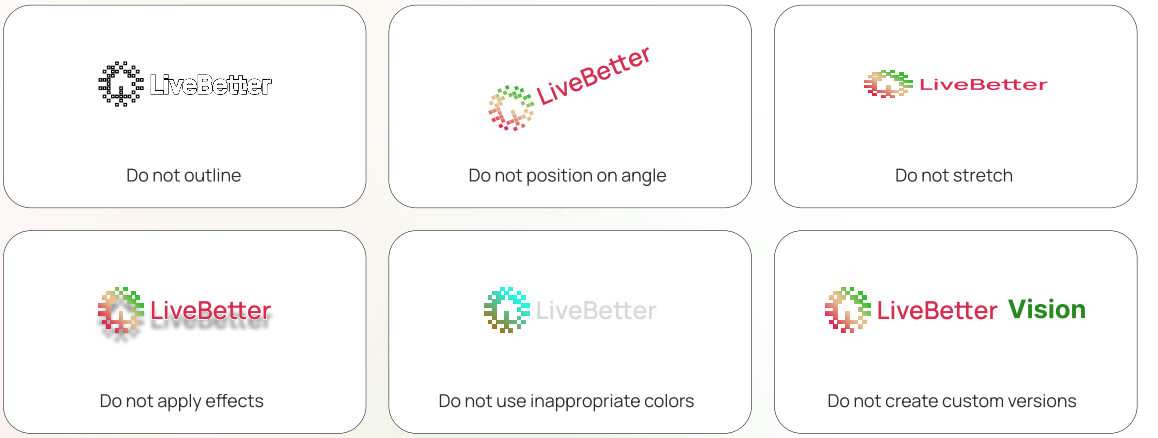
Clearspace

Clearspace is the area surrounding the logo that should be kept clear at all times in order to ensure the logo is always distinguishable from any surrounding graphics.

The X in the diagram indicates the minimum clearspace for each logo.

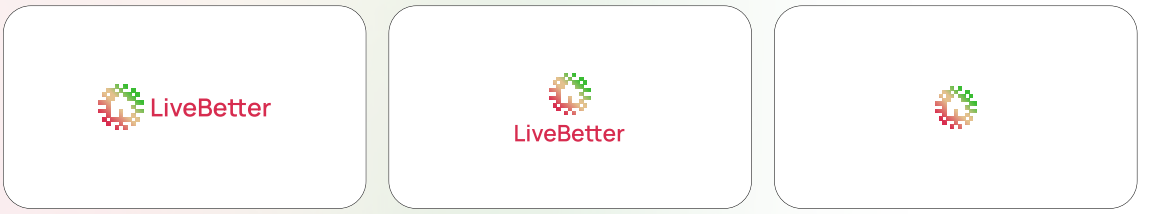
Incorrect Usage

Use the LiveBetter logo consistently to protect legibility, recognition, and brand integrity. Avoid modifications that alter proportions, structure, colour, or clarity, as these reduce visual consistency across applications.



Minimum Size

Minimum size ensures the LiveBetter logo remains legible and recognisable across print and digital applications.



Primary Logo
120px / 25mm

Stacked Logo
90px / 18mm

Symbol
36px / 18mm

File Formats

SVG

Use SVG for all digital applications where the logo must remain crisp at any size, including websites, web apps, UI components, presentations, and digital documents.

PDF / EPS

Use PDF or EPS for professional print and production workflows where the logo must remain fully scalable, including brochures, posters, signage, stationery, and partner deliverables.

Use the correct logo file format to maintain quality across outputs. Vector formats are required for print and scalable applications.

PNG

Use PNG for digital use cases that require transparency and fixed export sizes, including slide decks, social media assets, email headers, and placements on coloured backgrounds.

JPG

Use JPG only for scenarios where transparency is not required and small file size is essential, including compressed web banners, image-heavy layouts, and temporary preview applications.

Colors

Colors Description

LiveBetter's colour palette is built around a balance of green, coral red, and soft sand tones, reflecting sustainability, energy transition, and human-centred innovation. The combination links environmental responsibility with active engagement and real-world impact.

The primary green represents renewable energy, growth, and ecological stability. The coral red introduces urgency, participation, and action, while the warm neutral tone adds approachability and balance, preventing the system from feeling overly technical or rigid.

The palette is designed for clarity across digital applications, supporting hierarchy in interfaces, dashboards, and communication materials. Each colour maintains strong visibility and contrast, enabling effective use for highlights, calls to action, and key information.

Neutral and supporting tones ensure readability and consistency across layouts, typography, and backgrounds. Together, the palette forms a cohesive visual system that is accessible, adaptable, and suitable for both digital and print environments.

Neutral Colours

N–01
#353535
rgb(53, 53, 53)
cmyk(0.00, 0.00, 0.00, 0.79)

N–02
#D3D3D3
rgb(211, 211, 211)
cmyk(0.00, 0.00, 0.00, 0.17)

N–03
#FFFFFF
rgb(255, 255, 255)
cmyk(0.00, 0.00, 0.00, 0.00)

Brand Colours

B–01
#278A21
rgb(39, 138, 33)
cmyk(0.72, 0.00, 0.76, 0.46)

B–02
#D82D4F
rgb(216, 45, 79)
cmyk(0.00, 0.79, 0.63, 0.15)

B–03
#E4C18F
rgb(228, 193, 143)
cmyk(0.00, 0.15, 0.37, 0.11)

Incorrect Usage

Use only approved colours

Don't eyedrop
CMYK / RGB / Hex values

CMYK → Print
RGB → Digital

Don't use the wrong color mode

Not enough contrast

Do maintain contrast and legibility

Don't modify colour values

Don't overuse brand colours

Typography

Typography Intro

Manrope

Manrope is selected as the primary typeface for LiveBetter due to its clarity, neutrality, and strong performance across digital environments. Its clean, modern geometry reflects the project's focus on data-driven processes, AI-based services, and technological reliability, while its open forms and balanced proportions ensure high readability across interfaces, dashboards, and communication materials. At the same time, Manrope maintains a human and approachable tone, supporting the project's commitment to accessibility and engagement with both technical and non-technical stakeholders. This balance between precision and warmth makes it well-suited to a project that operates at the intersection of innovation, sustainability, and real-world adoption.

Typostyle D–01

AaBbCc
QRSTUV
1986®?!

Font Family	Manrope
Font Size	240
Font Weight	Medium
Line Height	216
Letter Spacing	-2%

Typostyle H–01

Turning Solar Energy Into Community Power

Font Family	Manrope
Font Size	80
Font Weight	Medium
Line Height	90
Letter Spacing	-2%

Typostyle H–02

Stay Updated, Stay Inspired, Subscribe Now!

Stay Updated, Stay Inspired, Subscribe Now!

Font Family	Manrope
Font Size	67
Font Weight	Regular
Line Height	70
Letter Spacing	-2%

Typostyle H–03

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Stay Updated, Stay Inspired, Subscribe Now!

Stay Updated, Stay Inspired, Subscribe Now!

Font Family	Manrope
Font Size	42
Font Weight	Regular
Line Height	46
Letter Spacing	0

Typostyle	H–04	Stay Updated, Stay Inspired, Subscribe Now!	Stay Updated, Stay Inspired, Subscribe Now!	Stay Updated, Stay Inspired, Subscribe Now!
Font Family	Manrope			
Font Size	28			
Font Weight	Regular			
Line Height	36			
Letter Spacing	0			

Typostyle	B–01	LiveBetter kicked off in Athens (24–25 Nov 2025), uniting partners to align vision and steps on community PV lifecycles, smart-grid communities, and AI tools.	LiveBetter kicked off in Athens (24–25 Nov 2025), uniting partners to align vision and steps on community PV lifecycles, smart-grid communities, and AI tools.	LiveBetter kicked off in Athens (24–25 Nov 2025), uniting partners to align vision and steps on community PV lifecycles, smart-grid communities, and AI tools.	LiveBetter kicked off in Athens (24–25 Nov 2025), uniting partners to align vision and steps on community PV lifecycles, smart-grid communities, and AI tools.
Font Family	Manrope				
Font Size	20				
Font Weight	Regular				
Line Height	24				
Letter Spacing	0				

Typostyle	B–02	LiveBetter introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.	LiveBetter introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.	LiveBetter introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.	LiveBetter introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.
Font Family	Manrope				
Font Size	16				
Font Weight	Regular				
Line Height	20				
Letter Spacing	0				

Typostyle	C–01	This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.	This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.	This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.	This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.
Font Family	Manrope				
Font Size	12				
Font Weight	Regular				
Line Height	16				
Letter Spacing	0				

Incorrect Usage

LiveBetter introduces advanced digital tools, AI-driven analytics and data spaces.

Body copy should not be expressive

Headline

Avoid loose headlines

This is a headline

Avoid big line space in headlines

Type hierarchy rules

Use Manrope for H1–H3 and key titles

Use Manrope for body, captions, UI labels, and long-form text.

Avoid mixing additional fonts; maintain a maximum of two families.

Maintain consistent hierarchy; do not improvise custom sizes.

Minimum Sizes

LiveBetter introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.

This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.

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Minimum body size (dig)
14–16px

Minimum caption size (dig)
12px

Print minimums
8–9pt body, 6–7pt legal

Web fallback stack

Space Grotesk
Manrope, Inter, system-ui, Arial, sans-serif

Resources & Contacts

Conclusion

In conclusion, LiveBetter's brand guidelines provide the foundation for presenting a consistent, professional, and recognisable visual and verbal identity across all communications. By applying these standards, we ensure LiveBetter is represented clearly and coherently at every touchpoint, reinforcing the project's mission to turn solar energy into community power. Consistent use of the logo, colour palette, typography, and layout principles strengthens trust, improves accessibility, and supports effective collaboration with partners, stakeholders, and communities. Together, these guidelines help communicate LiveBetter's values with clarity and ensure a unified presence across digital and print applications.

Contact

Visit LiveBetter's website at https://www.livebetterproject.eu/ for more information or to access artworks files and promotional material, including the LiveBetter's logo suite, flyers, roll-up banner etc.