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5G BLUEPRINT

Next generation connectivity for enhanced, safe & efficient transport & logistics

D8.2: 5G-Blueprint visual identity and promo toolkit

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Abstract

This deliverable comprises a brand guideline and a promo kit for 5G-Blueprint.

This document lists and explains the visual identity elements of the project 5G-Blueprint, providing rules and values to help you create and compose visual designs using its identity.

Keywords: Brand, graphic identity, corporate, templates, guidelines

Document Revision History

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v0.2	03/10/2020	Content integration for peer review	Margherita Trestini (Martel)
V0.3	26/10/2020	Review	Esther Schoemaker (MIW)
v0.2	26/10/2020	Revised version	Miguel Alarcon (Martel), M.C. Campodonico (Martel)
V1.0	31/10/2020	Final version ready for submission	Wim Vandenberghe (MIW)

Disclaimer

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Nature of the deliverable:	DEC	
Dissemination Level		
PU	Public, fully open, e.g. web	√
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to 5G-Blueprint project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc

EXECUTIVE SUMMARY

A project's brand identity is made of the visible elements of a project such as: the logo, its colours, design, fonts that identify and distinguish the brand in the audience minds.

A unique, well thought identity allows all stakeholders to recognize the project's consistent look and feel across all media outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

This document presents and explains the visual identity elements of the 5G-Blueprint project and represents the foundation of all the project's dissemination and communication activities.

Together with the brand identity guidelines, this document facilitates the different templates designed for the project. Martel team, in charge of Task 8.1 *Dissemination and Communication*, in collaboration with all partners has developed the conceptual and design execution of 5G-Blueprint brand identity and subsequently produced the necessary templates for project deliverables, project presentations (slides) and press releases. All these templates have been presented and shared with all the project's partners (through the project's password protected online repository) and will be one of the most important elements to guarantee the consistency of the 5G-Blueprint identity and communication. Nevertheless, Martel's professional designers remain available to support all partners in their application and customization based on the consortium need.

It must be remembered that 5G-Blueprint belongs to the 5G Infrastructure Public Private Partnership (5G PPP)¹, a joint initiative between the European Commission and European ICT industry (ICT manufacturers, telecommunications operators, service providers, SMEs and researcher Institutions).

As part of the 5G PPP initiative, 5G-Blueprint is required, among other commitments and collaboration opportunities, to apply the 5G PPP brand recognition and guidelines across its dissemination and communication outlets (as presented in detail Section 1.2).

This deliverable therefore represents the cornerstone of the project's dissemination and communication activities, which are presented in detail in the deliverable *D8.2 5G-Blueprint Visual Identity and Promo Tool Kit*.

¹ <https://5g-ppp.eu>

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1 5G-BLUEPRINT IDENTITY

1.1 The visual identity

The design of the 5G-Blueprint identity started already during the proposal preparation. The logo is built vertically with a main symbol centred on top and the acronym/name of the project centred on the bottom.

The symbol tries to compile the essence of the research and innovation of 5G-Blueprint. The visual element on the left clearly represents mobility and transport with a merged item from a wheel. Half of it with the car/truck wheel and the other half representing the boat wheel (rudder). (combination of road transport and tele-operated vessels/shipping.) The symbol is completed with the representation of the connectivity (5G) with the waves pointing to the right as a representation of “evolution” or “moving forward”. The colours are based on the 5G PPP brand guidelines² with the two shades of blues. Colours that appear clean and simple, representing technology, business orientation and future.

The symbol of the 5G-Blueprint logo will be used as an icon for several promotional channels and actions. So far it has been used on the twitter channel and as the favicon of the website.

The name acts as a support for the symbol using a futuristic, clean, technological and wide font. We use the two 5G PPP blues to compose and separate the “5G” from “Blueprint”, following the same order as the symbol.

In the Annex 1 of this document the detailed brand guidelines presenting logo variations, dos and don'ts, colour codes and fonts are presented.



Figure 1: 5G-Blueprint logo



Figure 2: 5G-Blueprint symbol

² <https://5g-ppp.eu/5g-ppp-brand-guide-logos/>

1.2 5G PPP Co-branding

5G-Blueprint is part of the Phase 3 cluster of 5G PPP projects focusing on 5G PPP 5G for Connected and Automated Mobility (CAM).³ One of the sections of the 5G PPP brand guidelines is dedicated to these projects. They define and facilitate how these projects in all promotional support should indicate their link to the program. For that purpose, the 5G PPP made available a set of stickers in different shapes and shades:



Figure 3: 5G PPP brand affiliation stickers

³ <https://5g-ppp.eu/5g-ppp-phase-3-5-projects/>

2 IDENTITY AND PROMOTIONAL TOOLKIT

2.1 Deliverable template

As an important factor in assuring a consistent identity, a deliverable template was designed at the very beginning of the project.

Its main objective is to facilitate the understanding and reading of the content. For that purpose, selected brand identity colours and fonts sizes create a rhythm within the content.

This document uses the 5G-Blueprint deliverable template.

2.2 Presentation template

Another very important factor to assure the consistency of the 5G-Blueprint identity is the presentation template. Slides are used for all projects' and partners' presentations to ensure an official and unique visual representation of the contents. The templates need to embed the project identity correctly. A set of different slides (title, inter-title, main content, tables, end slides, etc.) has been designed and distributed among the consortium. It has been decided to use standard fonts for this template in order to avoid any problems in terms of compatibility of operative systems or partners that prove unable to install new fonts on their devices.

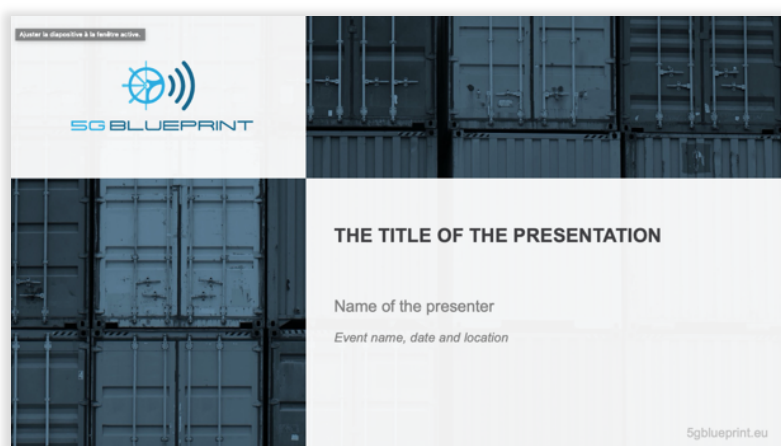


Figure 4: Cover slide of the 5G-Blueprint presentation template



Figure 5: Final slide of the 5G-Blueprint presentation template

2.3 Press release template

To support a clear identity to the project's news dissemination across press and media 5G-Blueprint, a press release template was also designed. This template takes advantage of a graphic design professional tool for the creation of the cover and back pages. These two pages are integrated in a Word document in order to brand the press release. In this case, the corporate fonts are used in order to enhance the identity.

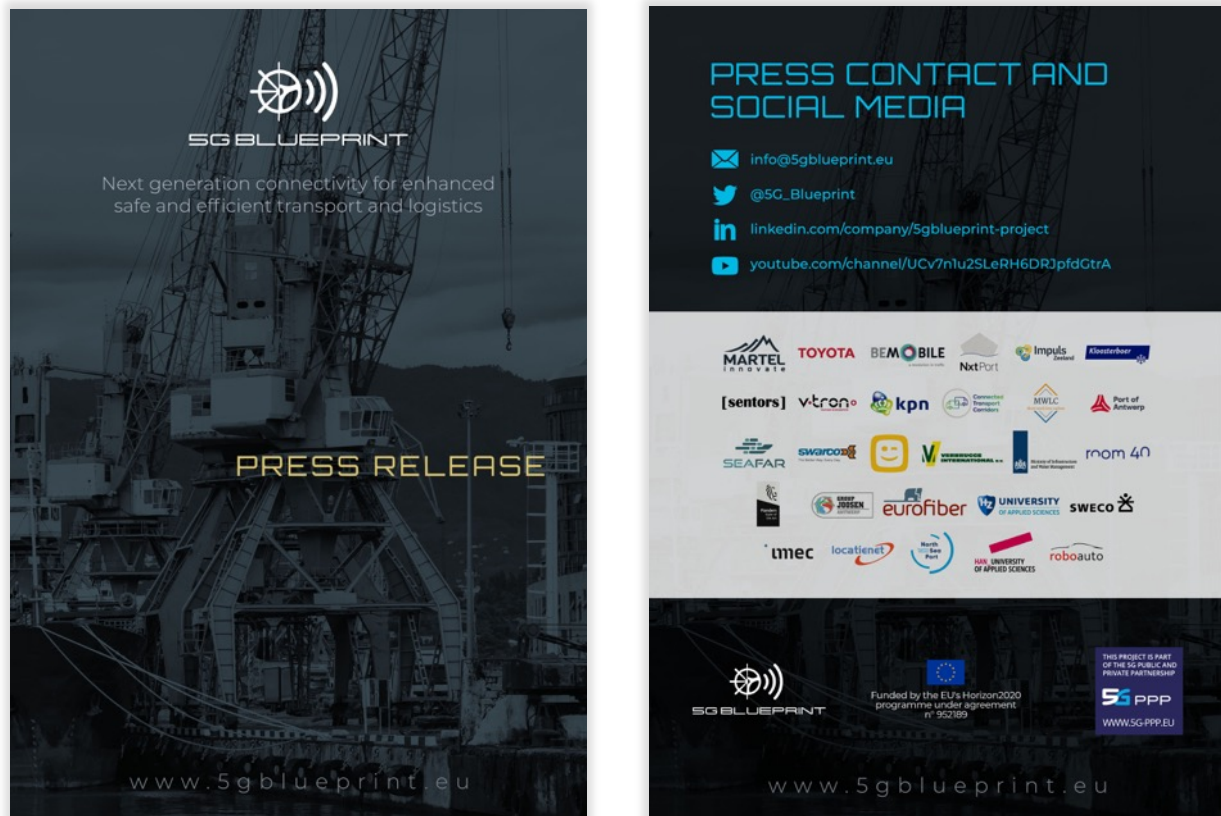


Figure 6: Cover and back pages of the 5G-Blueprint press release template

2.4 Other promotional tools

The brand guidelines and the early on applications (e.g. project's templates and www.5Gblueprint.eu website) represent a good base for future implementation of promotional materials such as: digital banners, flyers, brochures, posters, videos, etc.

ANNEX 1: BRAND GUIDELINES



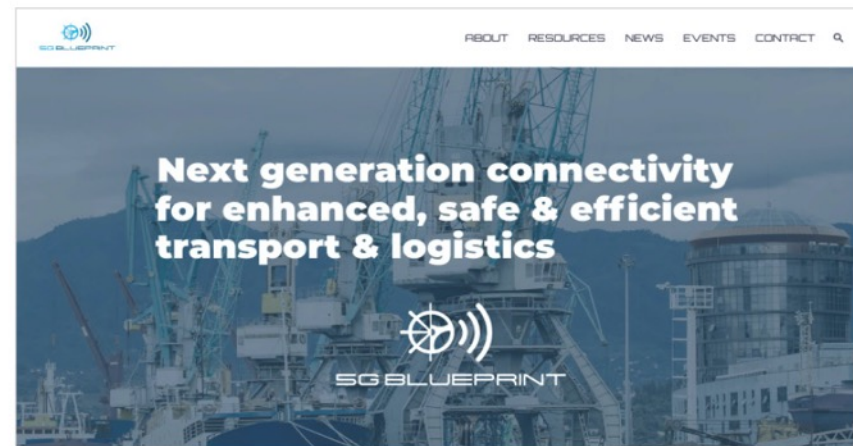
BRAND GUIDELINES

Version 1.0 | September 2020

WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand. This document lists and explains the visual identity elements of the project 5G-Blueprint. These are rules and values to help you create and compose visual designs using its identity.

Examples of 5G-Blueprint's brand identity across different outlets (Twitter and LinkedIn accounts, website).



LOGO

Main version of the 5G-Blueprint logo with some basic recommendations.

Main version



Clear zone



Icon version *(for social media outlets)*



Minimum size



LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Grey shades version



Negative version



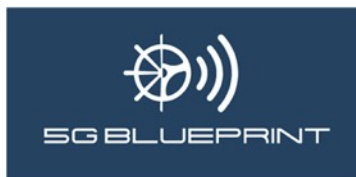
Black&white version



DOS AND DON'T'S

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Dos



Negative version on high contrasted background colour



Main version on image background assuring high contrast

Don'ts



Not enough contrasted background



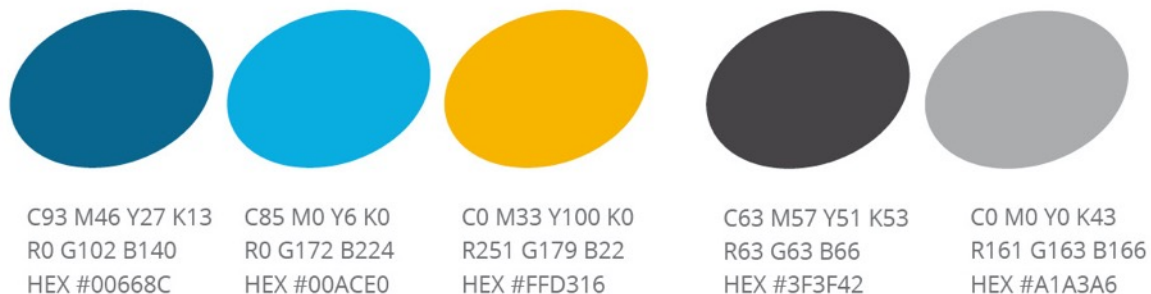
Not enough contrasted background

CORPORATE COLOURS

A main palette of 3 colors based on the logo colour scheme plus a complementary warm one. And two more complementary greyscale colours.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments. To change colours (icons or additional text), editors will find the corporate color palette in the templates.

Palette of corporate colors



FONT TYPES

5G-Blueprint's brand uses the open source fonts Orbitron for headings and Montserrat for the body copy.

This applies to the website and all promotional material.

For presentations and deliverables, the system font Arial (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments.

Headings *(to be used on the website and all promotional material)*

Orbitron regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abc-
defghijklmnopqrstuvwxyz 1234567890

Body copy *(to be used on the website and all promotional material)*

Montserrat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Body copy and headings *(to be used for presentations and deliverables)*

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

5G PPP ACKNOWLEDGEMENT

All the 5G PPP projects should clearly show the 5G PPP logo in all Dissemination & Communication materials (e.g. flyers, posters, brochures, video, website, etc). Below you'll find the "stickers" you should use either on light or dark background as well as horizontal and compact versions. The files are available in different formats on the repository of the project.



EC ACKNOWLEDGEMENT

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, brochures, video, website, etc). Below you'll find a couple of examples of the elements to show in different positions.



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CONTACTS

For any questions regarding the 5G-Blueprint graphic assets and the uses you would like to make of them, do not hesitate to contact Miguel Alarcón at Martel Innovate:

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All 5G-Blueprint graphic assets, including this brand guidelines and the fonts, can be downloaded on the repository of the project.

THIS PROJECT IS PART
OF THE 5G PUBLIC AND
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WWW.5G-PPP.EU

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