ICT4CART

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D 9.4

Brand Identity and Guidelines

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V0.2	19/11/2018	Add the basic idea behind the logo and change title	ERTICO
v.0.3	28/11/2018	Updates on the text in regards to the introduction, logo description, logo variation section and brand typography section	ICCS
V0.4	4/12/2018	Add information on the tagline and proper appearance of the logo	ERTICO
V0.1	5/12/2018	Correction of typos and editing of text. Revisions on the disclaimer text.	SEAbility

Abstract
The present document has the objective of defining the ICT4CART branding (project logo, font, word and PowerPoint templates, graphic files, visual identity) with the aim to ensure the visual consistency and the effective graphical identity of the project and to support the dissemination and communication activities of the project. The provided guidelines are consider as a useful toolkit for ICT4CART consortium, to utilise the communication tools in a consistent, effective and efficient way, to maximise the impact of ICT4CART dissemination activities and to promote project's results towards building a solid on-line and off-line presence.

Legal Disclaimer

Abbreviations and Acronyms

Acronym	Definition
EC	European Commission
PO	Project officer
GA	Grant Agreement
WP	Work Package
PPT	Power Point Presentation
MS	Microsoft

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1 Introduction

1.1 Purpose of the document

The purpose of this deliverable is to properly present the ICT4CART project brand identity already developed since the beginning of the project, in order to serve as the basis of all communication and impact creation activities of the ICT4CART project. A set of specific guidelines are also provided to assist the consortium in using correctly the project logo and produced MS office templates and material. The guidelines are considered also as a useful aid when instructing typographers and others employed to produce branded items and to design and create ICT4CART communications material. In order to maintain the integrity of the ICT4CART project brand identity, it is important that all given instructions are applied properly.

The project communications material and all the brand elements can be used freely by all consortium members, however all external bodies, except for the European Commission, must acquire the required permission from the consortium, before proceeding with any use of the ICT4CART material.

1.2 Brand, logo and fonts

1.2.1 ICT4CART Brand identity

ICT4CART brand is the first thing people see when encountering the project. The brand represents the project, its personality and appearance. It is important to ensure that the ICT4CART brand integrity is always maintained.

The golden rule when using the core elements of the ICT4CART brand identity is to use them consistently and in-line with the guidelines and the communication procedures (available in the common online collaborative tool (Redmine) as presented in the current document. In any other case, possible occurred inconsistencies may lead to confusion and weaken the project's branding. The correct application of these guidelines, ensures that ICT4CART messages are always clear, they reinforce each other and they always express the true character of the ICT4CART brand.

1.2.2 ICT4CART Logo: the concept

The starting point for a project brand story is based around the core activities of the project shortly presented through its full title: "ICT Infrastructure for Connected and Automated Road Transport".

Being the recognisable element of the project visual identity, the ICT4CART logo visually depicts the basic aspects of ICT4CART's core activities.

For best serving the impact creation activities of the project, a bold, versatile logo has been created. ICT4CART logo (Figure 1), consists of two key elements: the graphical element and the written element. The graphical element represents a vibrant mix of mobility services pointed directly at the individual user. The shape is dynamic and the colour range is exciting and energetic. It consists of an outer circle, which depicts the wheel of a car and represents the vehicle automation aspect. Inside the circle several spokes (in blue) are placed which are connected with each other and with other smaller circles, representing the interconnectivity aspects of ICT4CART. These spokes meet the tyre of the wheel (in black), that in turn represents the infrastructure necessary for project implementation. The written element is in fact the project's short name and includes: the 'ICT' acronym in black and in blue the 'CART' acronym, standing for Connected and Automated Road Transport. For the number '4' (stands for "for") which connects the two main parts of the verbal element, the colour grey was selected as a more neutral one. The typography used is simple, direct and bold. It is an engaging device, which runs throughout the designs that support the ICT4CART project.

The main colours for the project brand are those already used in the logo: the blue, grey and black colours. The blue is used as a variation and reminder of the blue that represents the European identity, prevalent in many EU funded projects.

The logo has been produced in several formats (including positive and negative formats) for different uses, and reproduction purposes (presentations, brochures, roll-up banners, website etc.) as outlined in the present guidelines.

1.2.3   Logo size and use

The master logo should always appear intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure their consistent use.

When it is used with other graphic elements, it is advisable to leave free space within the two. Preferably, to each side of the logo, a minimum free space of '1/4 x' should be considered.

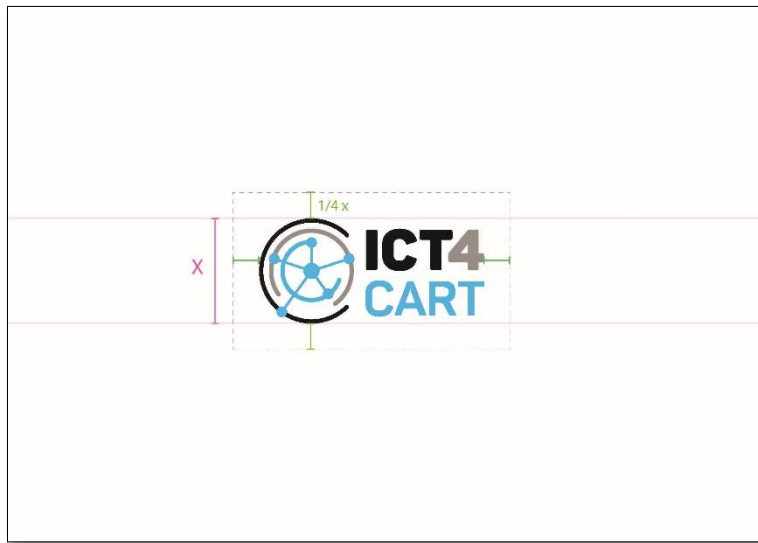X is equivalent to the height of the icon of the logo.

Figure 1: ICT4CART logo - safe area

1.2.4 Logo variations

Figure 2: ICT4CART master logo

Figure 3: one colour logo

Figure 4: one colour reversed logo

Figure 5: social media-sized logo

Figure 2 - Master logo: full colours logo to be used on white background. This is the master version which should be mainly used.

Figure 3 – one colour logo: this version is to be used in the case in which the logo must be reproduced in black and white.

Figure 4 - one-colour reversed logo: to be used if the logo must appear on a dark coloured background.

Figure 5 – social media-sized logo: to be used as a "profile picture" for social media accounts (i.e. Twitter).

1.2.5   Social media visuals: Twitter banners

To support ICT4CART social media promotion, a set of banners has been created for the dedicated-ICT4CART Twitter account. More social media banners will be created, subject to the project needs.
Banner 1 (figure 6) is the main cover of the Twitter account; banner 2 (figure 7), 3 (figure 8) and 4 (figure 9) have been made available to partners, in order to provide visual support for the content they envisage to post and share through their corporate and personal media accounts.
The use of ICT4CART banners will ensure the project's consistency and create a recognizable visual identity for online activities for the content which will be disseminated through various channels and tools.

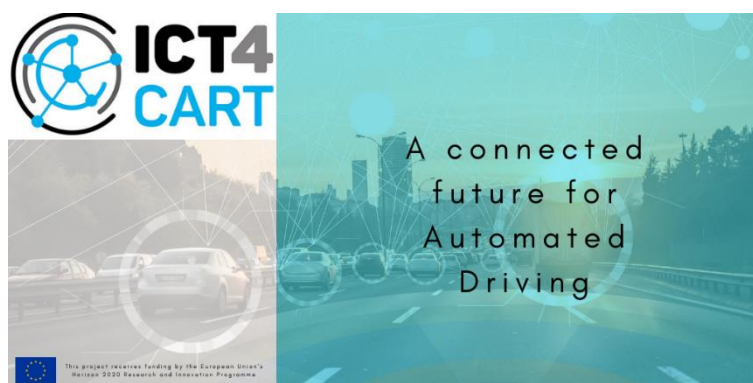**Figure 6: ICT4CART Twitter cover banner**
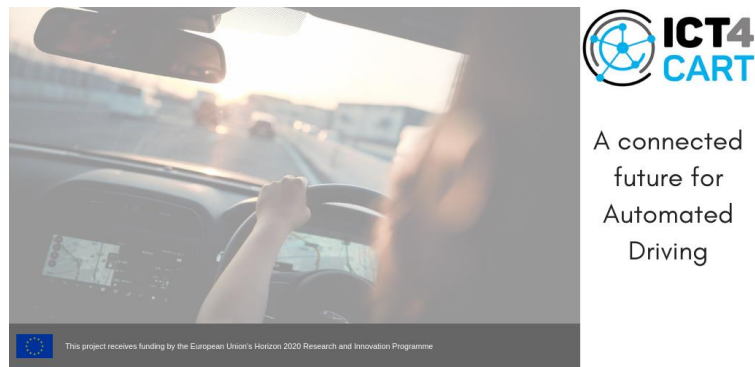

Figure 7: ICT4CART Twitter post banner 1
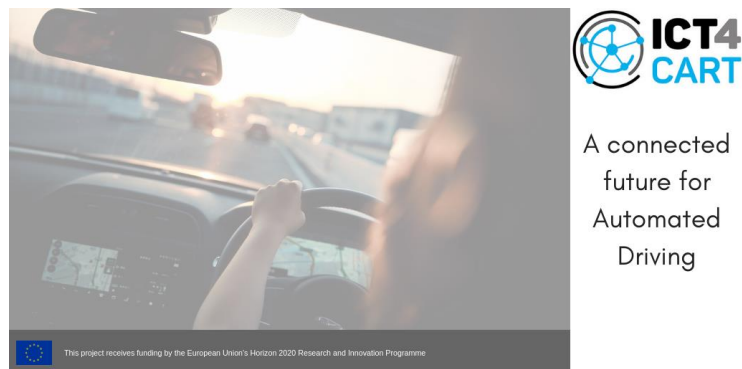
Figure 8: ICT4CART Twitter post banner 2

Figure 9: ICT4CART Twitter post banner 3

1.3 Colour palette

Colour is a powerful mean of identification. Consistent use of ICT4CART logo colours will increase project's visibility, uniformity and integrity and the awareness and recognition for its brand.

The coloured logo is made up of a range of colours: it is required to use the full colour logo on a white background, as depicted in figure 10 below.
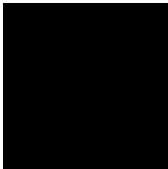

Black	Cyan	Colour grey	Colour grey 70%
C = 0	C = 70	C = 47	C = 33
M = 0	M = 0	M = 42	M = 29
Y = 0	Y = 3	Y = 39	Y = 27
K = 100	K = 0	K = 25	K = 18
R = 0	R = 23	R = 116	R = 158
G = 0	G = 185	G = 113	G = 157
B = 0	B = 236	B = 115	B = 155
#000000	#17B9EC	#747173	#9E9B9D

Figure 10: ICT4CART colours

Colour is a primary mean of visual communication. The use of a limited colour palette will assist the ICT4CART project in building a strong external recognition.

Core colours of ICT4CART are a vibrant blue, black and grey, used within the master logo. They can be used carefully as highlight or background colours in documents. As mentioned above, the blue is a variation of the colour that is used to represent the European identity, given the project has been supported/funded by the EU. Grey and black are considered as identifiable colours, with elements related to mobility, road, infrastructure, aluminium and iron.

1.3.1 Logo and colour palette incorrect use

The following section includes a few examples of incorrect use of ICT4CART logo and colour palette. The below-reported cases (figure 11) will help you to avoid inconsistences and ensure the proper utilisation of ICT4CART communication tools and visuals.

Never distort or stretch the logo

Never enclose the logo in any kind of shape

Never recreate the logo using a different typeface

Never reproduce the logo on a coloured or textured background

Never place the elements in a different position from the original logo

Never alter the colours of the logo or reproduce the colours as tints

Figure 11: ICT4CART examples of incorrect use

1.3.2 ICT4CART Tagline

ICT4CART brand identity includes a tagline, which is reported on the social media banners and will also be included in the homepage of the ICT4CART website. The tagline, "A connected future for automated driving" summarises the main aim and core idea of the project and should be used, along with visuals and graphic elements, to reinforce the message and build a stronger online identity.

It is advisable to use it together with the project logo, when possible, or as the basic opening/closing/accompanying message when producing press releases, presentations or printed material such as brochures, leaflets etc.

1.4   ICT4CART Brand typography

The primary identity typeface is **Panton**, and it should be used in all printed and online materials. It is highly suggested to use **12 of the 54 styles** available. The right choice must be made according to the specific material and criteria of the designer.

As a basic rule, the use of **Panton Extrabold** (figure 12) is required in the main heading.

For subheadings, it is compulsory to use **Panton Bold**, and for body copy, the **Panton Regular** (figure 13-14).

Figure 12: Panton Bold and Extrabold for headings and subheadings
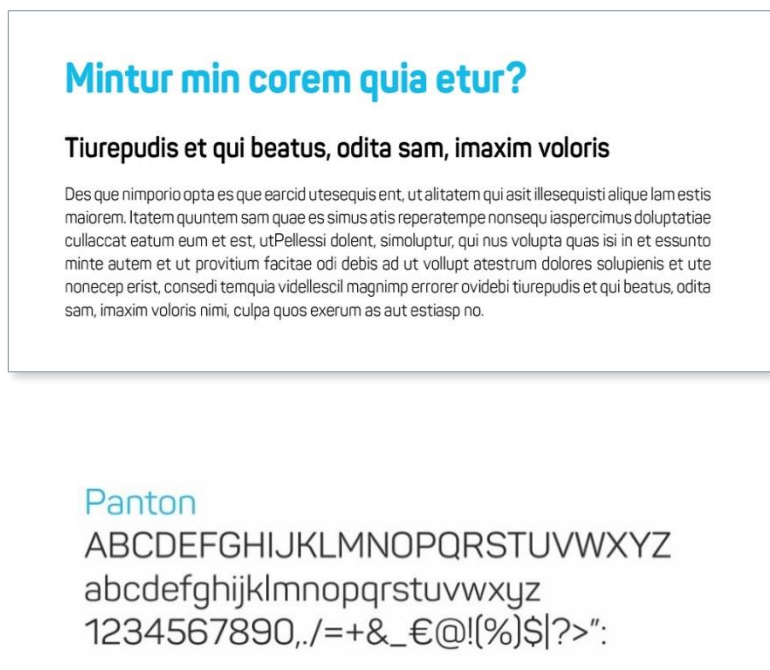
Figure 13 Panton Regular for body text

Figure 14: Panton - all variations

For MS Office, the use **Tahoma** fonts is required.

Tahoma
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_£@!(%)$|?>":

Tahoma Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_£@!(%)$|?>":

1.5   MS Office templates

1.5.1   PowerPoint Presentation

A PowerPoint (PPT) presentation template of the project has been developed. All partners have been instructed to make use of the available template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the master PPT; a placeholder has been incorporated on the PPT cover, on the left side of ICT4CART logo (the placeholder is visible in Slide Master view).

The partners' logo should be included in a one-colour version, to align with the blue background of this slide, or in a white box (this option, though, it is not preferable, as it would interfere with the project identity and design). In case more logos need to be added, the best option would be to include them on the very last slide and not on the cover presentation slide.

Partners are suggested to check with ERTICO the final layout before presenting.

Furthermore, partners should inform the ICT4CART Project Coordinator and the project Steering Committee where and when presentations are given. Detailed description of the dissemination procedures, related to presentations, is available through the common online collaborative tool (Redmine). The template is available in the corresponding folder on the Redmine depository platform. Indicative screenshots of the PPT template are available in Annex 1 of the present document (figures 15-18).

1.5.2 Word template

An official Word template has been also developed. All partners have been instructed to use this template in order to produce internal reports and official project deliverables.

The template has been developed according to ICT4CART brand identity, including the project logo, fonts and colours. The template is also compliant with the EC requirements regarding the official project deliverables. ICT4CART template is available in the corresponding folder on the Redmine repository platform. Indicative screenshots of the PPT template are available in Annex 1 of the present document (figures 19 - 21).

1.6 Notices/Disclaimer

ICT4CART project is co-funded by the European Union. Any dissemination, communication and publication materials (in any form, including electronic) and any infrastructure, equipment and major results, must clearly acknowledge the receipt of EU funding (unless the Agency requests or agrees otherwise or unless it is impossible) through:

- The display of the EU emblem and

- The acknowledgement of EU funding by including the following text:

For Communication activities:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768953".

For infrastructure, equipment and major results:

"This [infrastructure][equipment] [insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768953".

According to EC instructions, all project communication material must acknowledge the EU funding by including the appropriate EC disclaimer as stipulated in the article 38 of ICT4CART Grand Agreement and by displaying the correct EU emblem, with an appropriate prominence.

A complementary disclaimer will also be included in the production of any dissemination/communication material (as indicated in the article 38.1.3 of ICT4CART GA, related to exclusion of Agency's responsibility) stating:

"*The content of this material reflects only the authors' view and the European Commission is not responsible for any use that may be made of the information it contains.*"

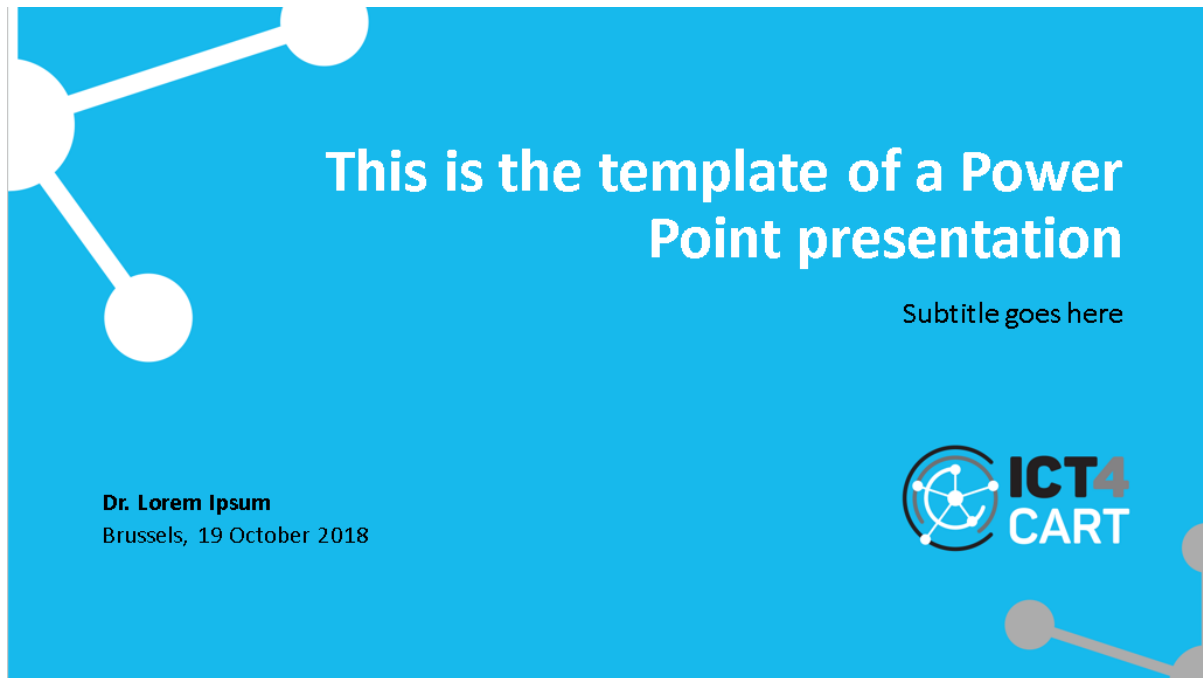## 2 Annexes

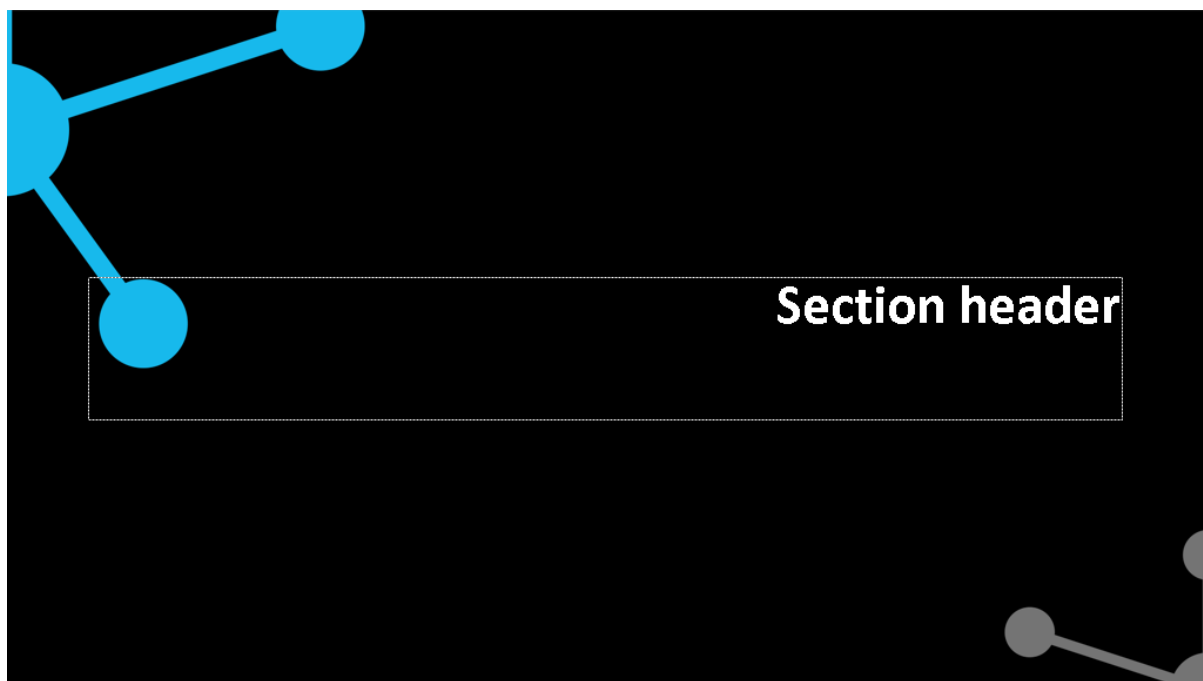### 2.1 Annex 1: Power Point template

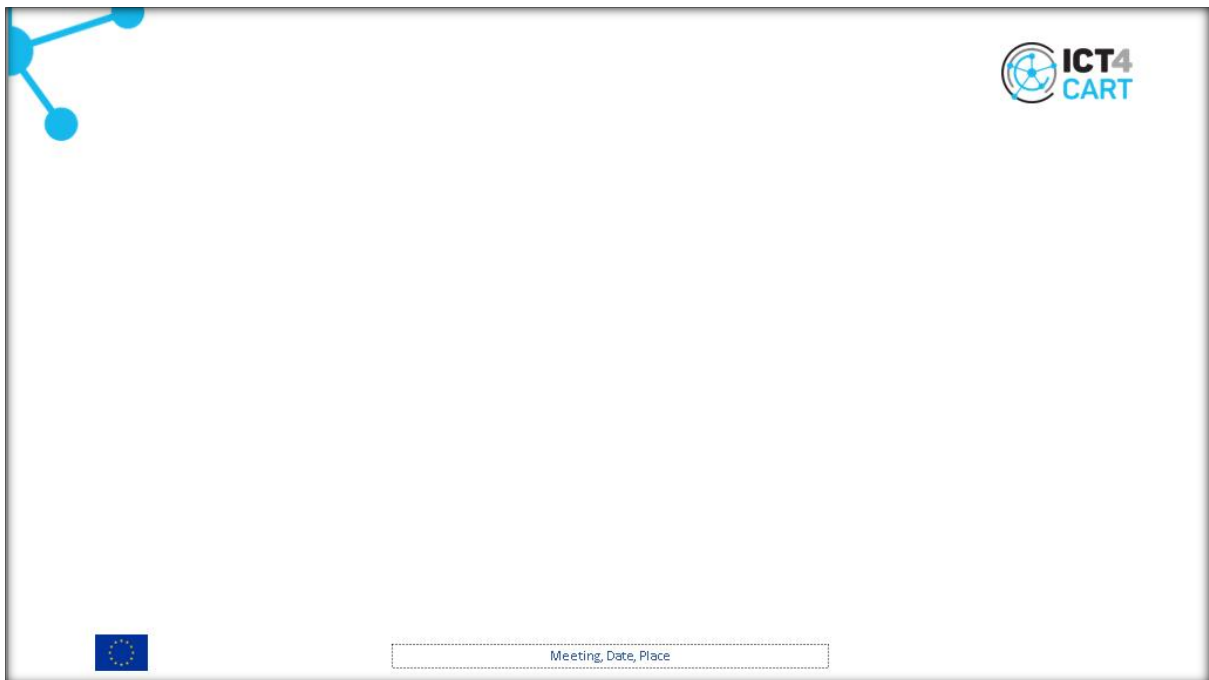**Figure 15: PPT Cover**

Figure 16: Section header

Figure 17: Regular text slide

Figure 18: Closing slide

2.2 Annex 1: Word template

Figure 19: Word template - Cover page

Figure 20: Word template - Document control sheet

Figure 21: Word template - content pages