

Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as 5GMETA. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members, however, all external bodies, except for the European Commission, must ask for permission before using them.

1.1.1. Brand, logo and fonts

1.1.1.1. Our brand

Our brand is often the first thing people see when encountering 5GMETA. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the 5GMETA brand is to use it consistently and in-line with our guidelines and communication procedures (inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear and they always express the true character of the 5GMETA brand.

1.1.1.2. Our logo

Concept behind the Logo

The starting point for a project brand identity is based around the title of the project: 5GMETA.

Being the recognisable element of the project's visual identity, the logo must be simple and easy to understand, and not too overcrowded with messages.

We have created a bold, versatile logo for 5GMETA. 5GMETA logo, as presented in these guidelines, has two key elements: the symbol and the letters. The symbol is composed of two images: a steering wheel and the wi-fi symbol. The steering wheel represents the automotive industry, while the wi-fi symbol is a direct link to connectivity and 5G. Both elements combined fully represent the concept behind 5GMETA. The shape is dynamic and the colour range is exciting and energetic.

The colours for the project are aquamarine and ERTICO's 'Connected & Automated driving' focus colour. These two colours perfectly fade into each other and provide many design possibilities for the production of branding material.

The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website, etc.).



Figure 1: 5GMETA logo

The typography is simple, direct and bold. It is an engaging device which encompasses the 5GMETA project.

Logo size and use

The master logo should always appear fully 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 in the Box tool or by contacting ERTICO's communications department. Always follow these guidelines to ensure a consistent use.

1.1.1.3. Colours



Figure 2: 5GMETA alternative logos

1 colour – 100% Black logo

1 colour – reversed logo

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for 5GMETA and will distinguish us from our competitors.

The colour logo is made of a range of colours: You should always try to use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

	Focus: Connected & Automated driving	Secondary colour
		
PANTONE 2226 -	PANTONE Violet C	PANTONE 2129 C
C = 60 M = 0 Y = 23 K = 0	C = 94 M = 0 Y = 100 K = 0	C = 0 M = 69 Y = 35 K = 0
R = 87 G = 197 B = 203	R = 65 G = 0 B = 153	R = 110 G = 137 B = 197
#57c5cb	#451683	#6e89c5

Figure 3: 5GMETA colours

Our colours: Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of 5GMETA.

Core colours: Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

Secondary colours: Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

1.1.1.4. Incorrect use



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.



Never distort or stretch the logo.



Never enclose the logo in any kind of shape.



Never recreate the logo using a different typeface.

Figure 4: 5GMETA incorrect uses

1.1.1.5. Fonts

Our primary identity typeface is The Sans, to be used in all printed and web materials. We suggest using 12 of the 56 styles available, to be chosen according to the specific material and criteria of the designer.

As a basic rule, use The Sans Extrabold in the main heading. For subheadings, use The Sans Bold. For body copy, use The Sans Light.

The Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_@!{(%)\$|?>”:

Mintur min corem quia etur?

Tiurepudis et qui beatus, odita sam, imaxim valoris

Des que nimporio opta es que earcid utesequis ent, ut alitatem qui asit illesequisti alique lam estis maiorem. Itatem quuntem sam quae es simus atis reperatemp nonsequ iaspercimur doluptatae cullacat eatum eum et est, utPellessi dolent, simoluptur, qui nus volupta quas isi in et essunto minte autem et ut provitium facitae odi debis ad ut vollupt atestrum dolores solupienis et ute nonecep erist, consedi temquia videllescil magnimp errorer ovidebi tiurepudis et qui beatus, odita sam, imaxim valoris nimi, culpa quos exerum as aut estiasp no.

- Light
- Light Italic*
- Plain
- Plain Italic*
- SemiBold**
- SemiBold Italic***
- Bold**
- Bold Italic***
- Extrabold**
- Extrabold Italic***
- Black**
- Black Italic***

For office materials, use Arial.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)\$|?>”:

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)\$|?>”:

1.1.2. PowerPoint Presentation

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

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given.

A standard presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

1.2. Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text referring to Horizon2020: “This project has received funding from the European Union’s horizon 2020 research and innovation programme under grant agreement No. 957360”.

A disclaimer will also be included on the website, stating:

“5GMETA is co-funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 957360). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The 5GMETA consortium members shall have no liability for damages of any kind that may result from the use of these materials.”

Any publication or any other material prepared by the consortium members, even if at national level, on behalf of 5GMETA and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.