



IN-PRÉP

Communicating Our Brand



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1. The In-Prep standard logo mark



The Logo Mark

The standard logo mark is the preferred option for all communications originating from the project.

The mark visually represents the collaborative nature of the project with many different areas (represented by the strong individual colours) coming together (the linking of the ovals) to work on solutions as a whole.

OUR LOGO AND ITS MEANING

The IN-PREP logo is a combination mark consisting of a word mark - IN-PREP and the abstract brand mark - circular icon. It was designed to be both inclusive (of all the different partners and aspects of the project) as well as instantly recognizable (that the project is focused on co-operation and aid). As such, each area of the logo was specifically designed with these factors in mind.

The type. A rounded font, as well as both a thin and thick font weighting were used to symbolise inclusion.

The ovals: The ovals, forming a circular shape, evoke the universal symbol of partnership and cooperation. There is also 6 ovals specifically which represent both the 6 different types of agencies on our project (Research & technology organisations, University, Industry, Civil protection, Municipality & SME) in addition to the 6 languages spoken among our consortia.

The centre symbol: The centre symbol that comprises a circle, a triangle and a plus is representative of two things. Firstly it is a inversion of the international distinctive sign of civil defence (blue triangle on an orange circle). Secondly, the white cross denotes the projects neutrality and overall aim to be a cross-boundary effort.

Colour use: The use of bold, distinctive colours to provide a sense of optimism and momentum in the distressing environment of disaster events. It illustrates that IN-PREP will help people of all nationalities and diversity.



#E5A124
229/161/36
10/39/99/0
Pantone 7963C

#01A8CA
1/168/202
76/13/14/0
Pantone 312C

#E63E6E
230/62/110
3/91/36/0
Pantone 205C

#096993
9/145/107
91/54/24/4
Pantone 7706C

#01A8CA
1/168/202
76/13/14/0
Pantone 312C

The Logo Mark (Horizontal Lockup)

The horizontal lockup can be used in situations where the original lockup does not fit as there is minimal vertical space (such as footers in presentations or documents).



IN-PREP

IN-PREP



#A8A8A8
168/168/168
36/29/29/0
Pantone Cool Grey 6C

#7A7A7A
122/122/122
53/45/45/10
Pantone Cool Grey 9C

#515151
51/51/51
65/57/56/34
Pantone Cool Grey 11C

The Logo Mark (Greyscale)

Recognising that a colourful logo is not appropriate for every usage requirement, these monochromatic variations are available for use in circumstances where the colour version may be rendered illegible or clashes with surrounding colours

The same usage rules apply to these logo variations as they do to the primary logo mark.



The Logo Mark (Pure White)

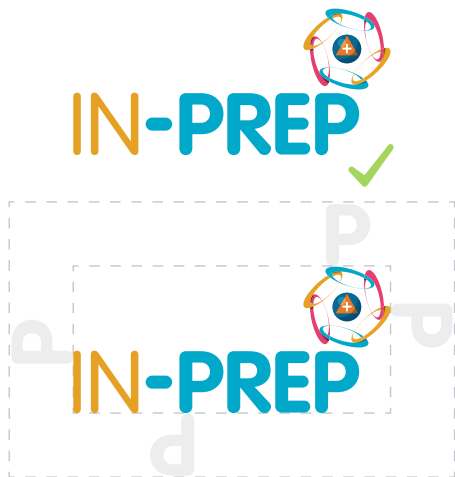
For dark image backgrounds where the main logo does not stand out enough, or colour might be a distraction, the pure white mark should be used.

It should only be used on image backgrounds that give it energy and never used on flat dark colour

backgrounds.

The same usage rules apply to these logo variations as they do to the primary logo mark.

1.1 Using the Logo Mark

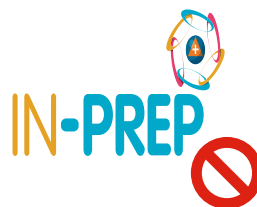


Clearance Area

The clearance area around the logo should always be a proportional minimum size equal to the "P" from the name. The clearance area should be measured from the outermost tips of the full logo shape on all sides.

No Distortion of Shape

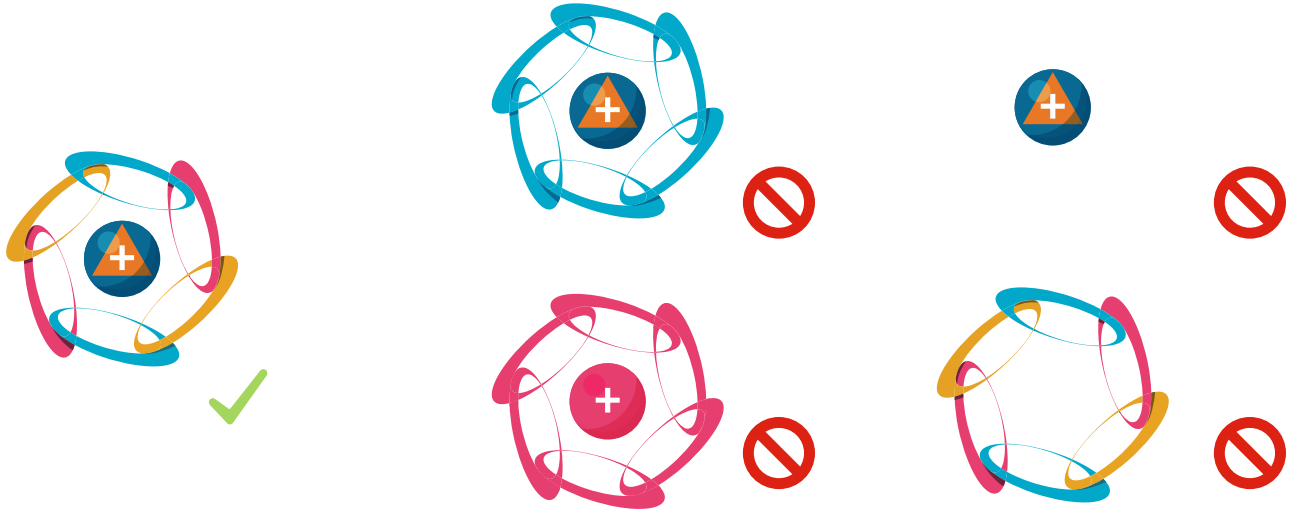
The logo mark must always be constrained



proportionately and must never be stretched wider or taller.

No Substitution of Colours

No colour substitution or variation of colour is permitted beyond the appropriate prescribed use of the greyscale logo variations included in this guide.



The Interlocking Circles Icon

The mark visually represents the collaborative nature of the project with many different areas (represented by the strong individual colours) coming together (the linking of the ovals) to work on solutions as a whole.

When used in isolation the mark must not be altered

and must be used in its entirety. The inner and outer section may not be separate or used in isolation

2. The IN-PREP gradient bar



IN-PREP gradient bar

The gradient bar integrates the colours used in the logo and adds a secondary element that prevents the imagery from coming across as too monotone or lifeless.

It is always to be used at the bottom of images however it can be resized in both width and height to suit.

The colours should never be changed or reversed.

3. Image use



Image styling

All images being used should be styled as per the examples on the right and not used in their original format unless associated with a news story or an external party.

Styling involves adding a slightly more gritty and surreal feel to images. This is to reflect the project concentrating on preparing for potential events as opposed to current or past ones. The reduction of colours also allows the logo to stand out and not become lost.



3.1 General image use guidelines

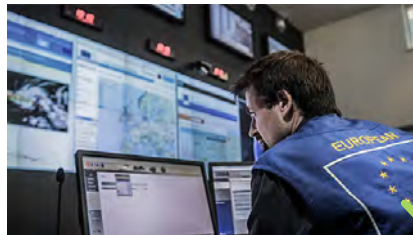


Types of images

Image selection is very important to ensure a consistent message from the brand. Images of disaster situations and the reaction to them that convey the seriousness of a situation should be used in all IN-PREP materials.

Unrelated imagery should be avoided.

All images should be styled as shown previously.



4. Typography



House Font

Montserrat Regular

The quick, brown fox jumps
over the lazy dog.

Montserrat Bold

**The quick, brown fox jumps
over the lazy dog.**

Secondary House Font

Candara Regular

The quick, brown fox jumps
over the lazy dog.

Candara Bold

**The quick, brown fox jumps
over the lazy dog.**

Body Font

Open Sans regular

The quick, brown fox jumps
over the lazy dog.

Open Sans Bold

**The quick, brown fox jumps
over the lazy dog.**

Typography

The choice of fonts for IN-PREP specifically aim to highlight both the professional/technical expertise behind the project while also looking to maintain a human/empathetic link. To that end Montserrat (professional) has been chosen as the header font with Candara (humanist) as the secondary font. Where documents are required Open Sans is the preferred font and Lato as the back up font.

Montserrat and open sans are part of the Google Fonts collection and are open source. Candara is a copyright of Microsoft, but is installed with any version of the Office suite including the free PowerPoint Viewer utility, providing a means to acquire it free of charge.



5. IN-PREP colour palette

The colour palette

As is standard practice, there is a defined colour palette included in the guidelines document. The primary reason for establishing a palette of colours that may be used in brand communications is, of course, one of consistency – to guarantee that all communications originating from the brand form an identifiable suite.

The thought process behind the colour selection was twofold. The three primary colours used are intentionally bright and eye catching. They symbolise the different sectors coming together on the project (SME, Government agencies and Industry) with each having an integral part to play. The strong colours also play into the plan to use stylised, dramatic photography off of which these colours will pop and draw the eye. The final two colours (orange and blue used in the middle of the mark) represent the emergencies services and help flesh out the colour palette for the brand.



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65/57/56/34
Pantone Cool Grey 11C



#F9A86B
249/168/107
0/40/63/0



#0B4F6C
11/79/108
96/65/38/21



#5C415D
92/65/93
64/77/41/27



#74CAE8
92/65/93
50/2/5/0



#FC86AE
252/134/174
0/61/5/0



#604D2F
96/77/47
49/57/83/41



#20BF55
32/191/85
74/0/92/0



#1A2128
26/33/40
80/69/58/70

Secondary colour palette

The secondary palette above provides a wide range of colours that can be used to supplement the primary palette.

These should only be used in addition to one of the primary colours and not used on their own in isolation.



IN-PREP

TECHNICAL ENQUIRIES:

Dr. Angelos J. Amditis
IN-PREP Project Coordinator
Institute of Communication and Computer Systems
a.amditis@iccs.gr

MEDIA ENQUIRIES:

Johanna Varghese
Carr Communications
johanna@carrcommunications.ie