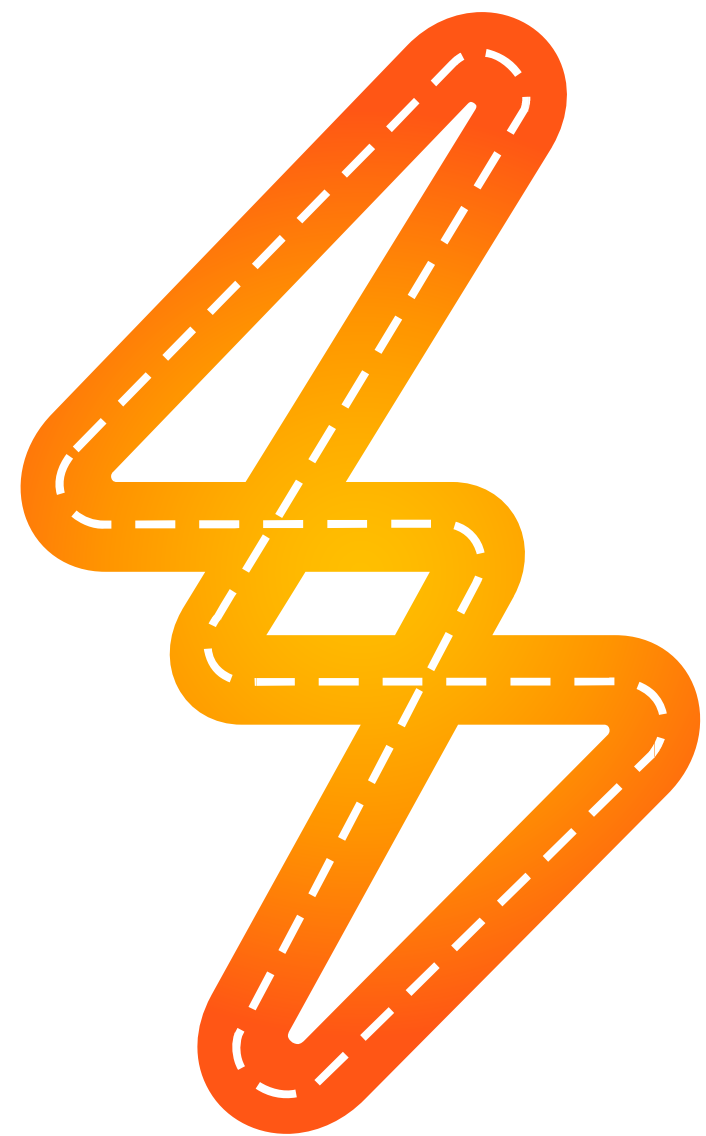# BRAND
## Guidelines

EVENTS

The purpose of this guide is to assist the Consortium in using the EVENTS logo correctly and maintaining the integrity of the project's overall brand identity. It is also a useful aid when instructing typographers and others employed to produce branded items to design and create EVENTS communications material

# Table
of Contents

# Brand
# Logo

## The idea behind

EVENTS project aims to create a robust and resilient perception and decision-making system able to tackle complex situations where the normal operation of the Connected and Automated Vehicle (CAV) is close to be disrupted (e.g., due to dynamic traffic changes, harsh weather/light conditions, unstructured road, imperfect data, sensor/communication failures, etc.). In EVENTS, in case the system or some of the subsystems cannot perform with the expected quality and reliability an improved minimum risk manoeuvre is triggered.

As a Verbal logo it was created on a minimalistic design to be simple, memorable and easily adjustable in various occasions. The logotype letters are in bold indicating its dynamics.

Proposal name is accompanied by a shape which is highlighting an unsafe bended road (with a dotted line to represent the road lanes) representing the complexity of the urban environment.

# Logo
# Elements
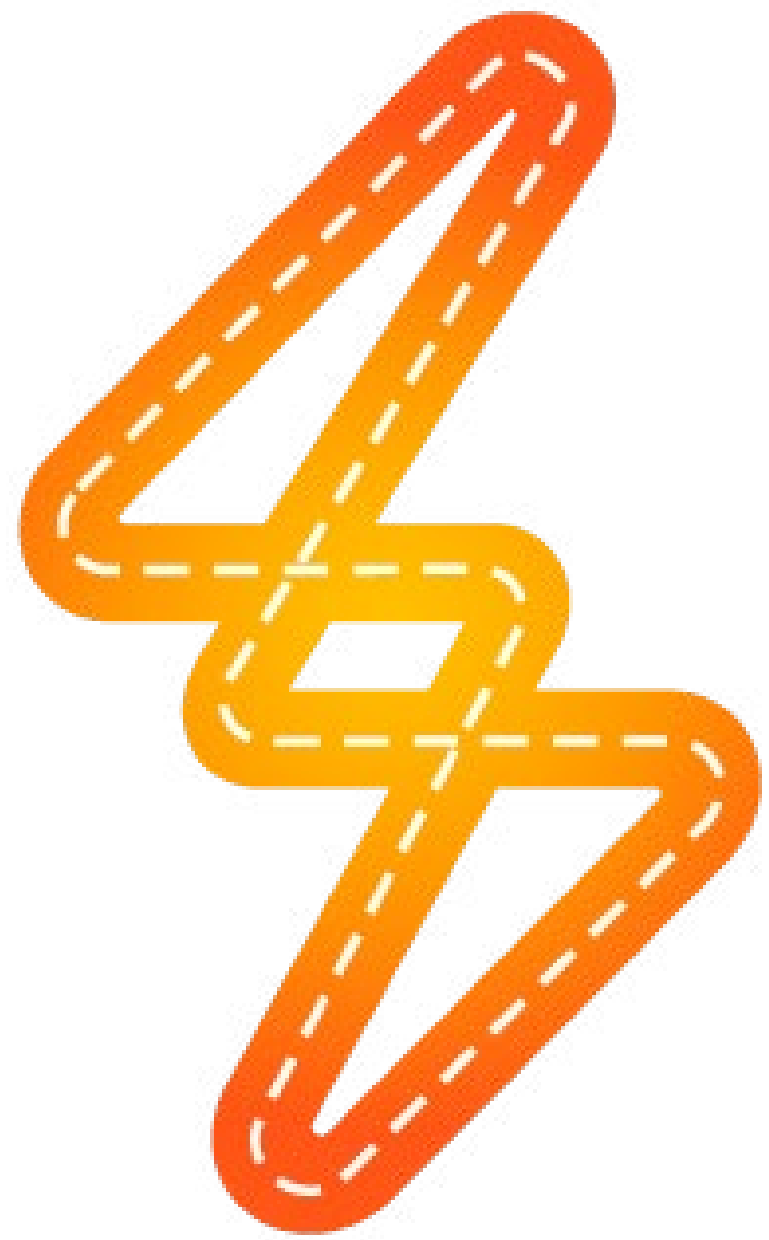
## Colors

**The EVENTS logo uses three colors**

**Blue** = Blue colour represents the reliability and the efficiency of the decision-making system.

**Orange-Yellow** = The chosen colours of yellow and orange represent the high level of risk that may be encountered due to the complex driving situations/conditions.

# Logo
# Variations

## Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on page 6 are available for usage.

# Logo Variations

## a) Negative Format:

This format of the  EVENTS logo is only used when placing the logo on an image, a colored background or a pattern.
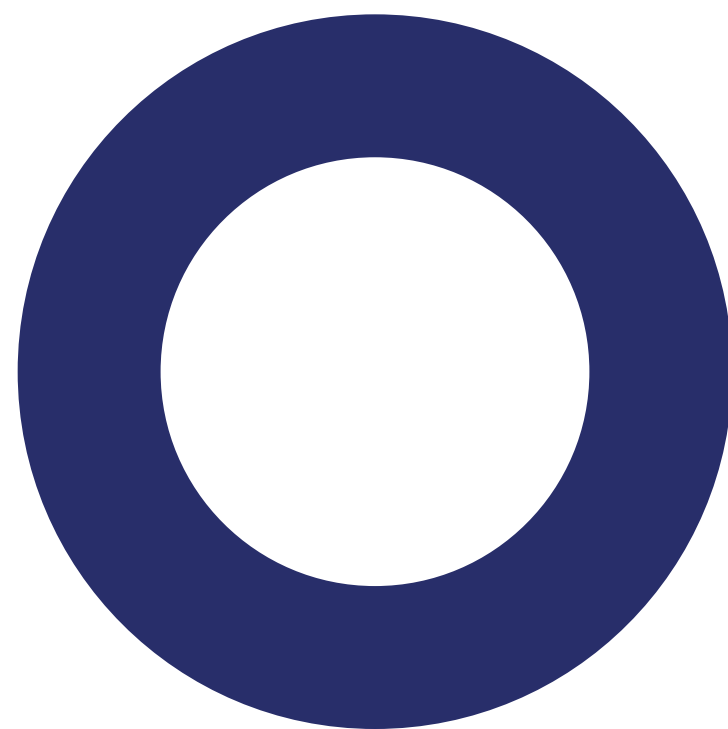
## b) BW/Grayscale Formats

These logo variations are meant to be printed in a grayscale or black and white format (i.e. internal memos).
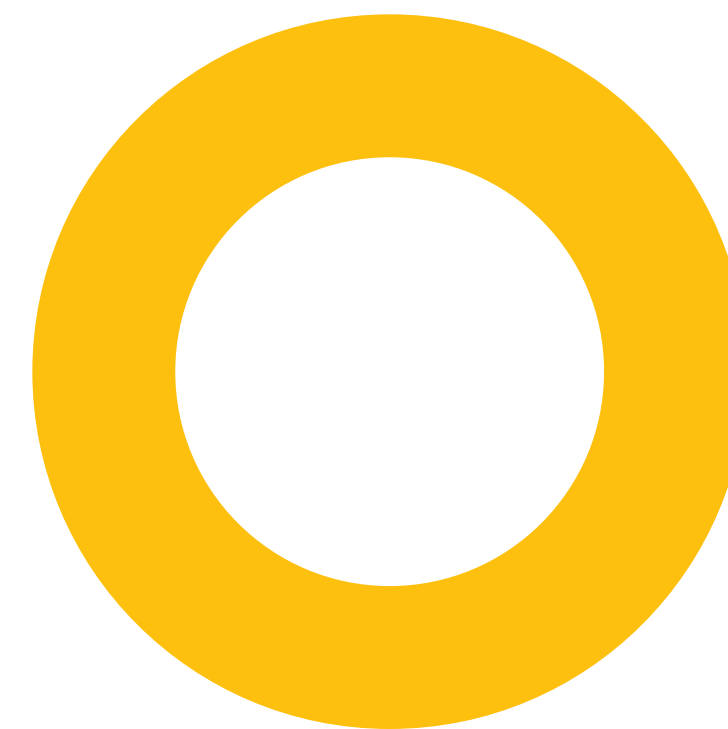
# Color
# Pallete

MAIN COLORS

CMYK colors are used
in printing material
RGB colors are used
on web applications

CMYK = C100 M96 Y28 K16
RGB = R40 G44 B107
#282c6b

CMYK = C0 M81 Y100 K0
RGB = R255 G85 B21
#ff5515

CMYK = C0 M26 Y100 K0
RGB = R255 G191 B0
#ffbf00

# Logo
# Usage

The Clear Space zone around the logo has been determined to ensure the proper visibility of the EVENTS logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the EVENTS logo always appears unobstructed and distinctly separate from any other visuals.

To make sure the logo is always clear and legible, a minimum size requirement was determined.  However, when using a lower quality printing technique (i.e. screenprinting), the usage  of the logo in a larger size is strongly recommended.

LOGOTYPE PRINT minimum size
40 mm W X 12 mm H

LOGOTYPE SCREEN minimum size
191 px W   I   540 px H

# Logo
# Improper use

Display the EVENTS logo only in the formats that are specified in this guide.

The EVENTS logo may not appear in any other colors than the already specified in page 7 of this guide.

Do not rotate, skew, scale, redraw, alter or distort the EVENTS logo in any way.

Do not combine the EVENTS logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

# Logo usage on social media

Logo use on social media: the logo should be used in a white background.



twitter icon



linkedin icon

# Logo usage
# on backgrounds

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background.
The logo must not be placed on backgrounds that distract from or compete with the logo.

Must be always used to all communications material and in web and media applications wherever this is possible (i.e. at the EVENTS website), to retain consistency. Replacing the given typeface with others should not be done under any circumstances.

Typography
BRAND

## Montserrat fonts family

Regular
ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwxz

*Regular Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXZ*
*abcdefghijklmnopqrstuvwxz*

Light
ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwxz

**Semibold**
**ABCDEFGHIJKLMNOPQRSTUVWXZ**
**abcdefghijklmnopqrstuvwxz**

**Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXZ**
**abcdefghijklmnopqrstuvwx**

Typography
BRAND

Only for MS templates and publication the use of Calibri (Body) font is recommended as it is friendly, easy to read, modern and clean.

## 1) For MS templates and publications

### HEADING 1
**Calibri bold, 18pt black colors**

**HEADING 2**
**Calibri bold, 16pt, blue colors (RGB R37 G60 B126)**

**HEADING 3**
**Calibri bold, 14pt, blue colors (RGB R37 G60 B126)**

**HEADING 4**
**Calibri bold, 14pt, blue colors (RGB R37 G60 B126)**

**Body text**
**Calibri-Regular, 11pt, black colors**

## 2) For Website and other web-applications

### HEADING 1
**Calibri bold, 18pt black colors**

**HEADING 2**
**Calibri bold, 16pt, blue colors (RGB R37 G60 B126)**

**HEADING 3**
**Calibri bold, 14pt, blue colors (RGB R37 G60 B126)**

**HEADING 4**
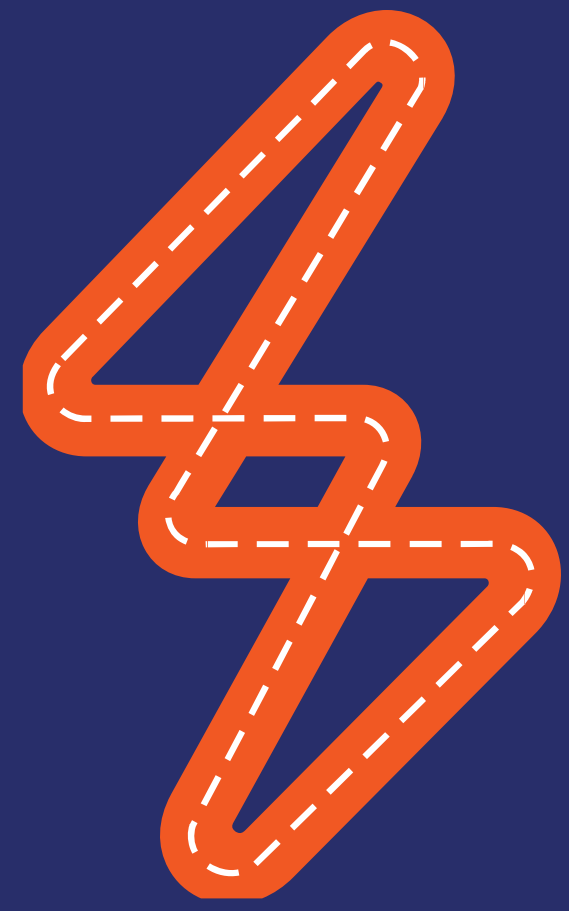**Calibri bold, 14pt, blue colors (RGB R37 G60 B126)**

**Body text**
**Calibri-Regular, 11pt, black colors**

## 3) For leaflets and other material

### HEADING 1
**Calibri bold, 18pt black colors**

**HEADING 2**
**Calibri bold, 16pt, blue colors (RGB R37 G60 B126)**

**HEADING 3**
**Calibri bold, 14pt, blue colors (RGB R37 G60 B126)**

**HEADING 4**
**Calibri bold, 14pt, blue colors (RGB R37 G60 B126)**

**Body text**
**Calibri-Regular, 11pt, black colors**

**Funded by
the European Union**

# EVENTS

Guidelines
## BRAND