



Visual Identity Guidelines

Nov 2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 869474.

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The Logo & the Icon (1)

About the logo, the icon and its usage



Rationale

Half water, half diamond, this new Water Mining logo summarises via an abstract concept, the purpose of the project: transforming used water into valuable resources.

The thin lines hint at concepts of precision and engineering.

The Logo & the Icon (2)

About the logo, the icon and its usage



Safe area



Keep all other graphic elements, other logos or margins at a minimum distance as defined by the “Safe area” line.

Minimum width



Negative and monochrome



The Tagline

...



Highlighting the societal value of the project, the tagline is another way to draw immediate attention to the logo and the project's purpose.



EU Disclaimer

All external communication of the Water Mining project must display the EU disclaimer.



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Minimum width



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10 mm

When printed, the width of the EU flag cannot measure less than 1 cm.

You can find this EU Disclaimer in its most used formats in the Visual Identity package that will be put at the disposal of all the project partners.

Typography (1)



Fonts used in Water-Mining communication materials

The main font used for all external communications is:

Gotham

(For internal usage a secondary font will be used as described on the next slide)

Gotham,
Medium, 20pt

Gotham,
Regular & Medium, 12pt

Gotham,
Italic, 14pt

1. Demonstrate a combined desalination and solar energy and waste heat in order to reduce energy use

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“Uptur ma nam endelenim escitatis aut hicipic imodita taspercime doloria speritatur.”

Typography (2)

Fonts used in Water-Mining communication materials



The secondary font used in internal communication is:

Calibri

Calibri,
Bold, 25pt

1. Demonstrate a combined desalination and solar energy and waste heat in order to reduce energy use

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Calibri,
Regular, 13pt

Calibri,
Bold italic, 14pt

“Uptur ma nam endelenim escitatis aut hicipic imodita taspercime doloria speritatur.”



Colours

The project has an extended colour palette to cover comprehensively the various communication needs.



CMYK: 94, 58, 51, 36
RGB: 15, 72, 84
HEX: 0f4854



CMYK: 70, 0, 30, 0
RGB: 49, 183, 188
HEX: 31b7bc



CMYK: 86, 31, 46, 7
RGB: 8, 127, 133
HEX: 087f85



CMYK: 8, 20, 78, 0
RGB: 239, 201, 76
HEX: efc94c



CMYK: 0, 71, 100, 0
RGB: 224, 103, 22
HEX: e06716



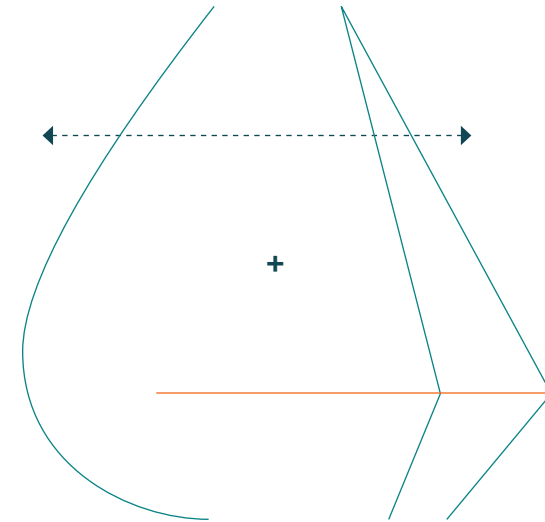
CMYK: 18, 89, 82, 7
RGB: 192, 54, 49
HEX: c03631

Other Graphic Elements

Graphic elements that are part of the brand identity



← (Practical example)



2 elements

- They are to be used together.
- Usually on the side of the page.
- The stroke is to be relatively thin.
- They move horizontally in relation to each other.
- The orange line stays attached to the corner but can extend, to one or the other side, for layout and aesthetic purposes.

Contact

For any questions regarding these guidelines please contact the communication partner:



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