

# **BRAND GUIDELINES**

Version 1.0, May 2019

# INTRODUCTION

Welcome to the official guidelines of the **SecureGas Corporate Identity**.

In this manual you will find all the necessary information to properly use our logo and understand the concept and the story behind it.

The idea of having an exhaustive and detailed Manual concerning our Corporate Identity and its use is easily understandable: it's something that was missing.

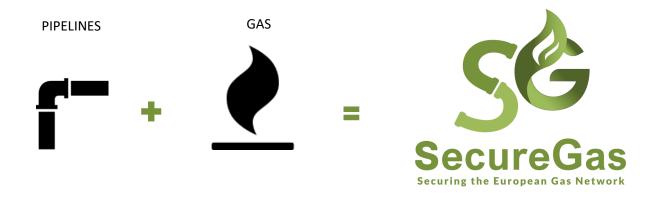
SecureGas is a European project, therefore the use of its main symbol, the logo, must be used correctly. By this manual we give you the tools to do so. Should there be any question marks concerning the usage you are always welcome to contact the International Board or your National Representative.

The Visual Identity Manual will guide you through the story of our Corporate Identity, information and examples of use and misuse of both SecureGas Logo and SecureGas Mark suggestions tips and detailed explanation on how to get the best out of our Visual Identity.

APRE - Agenzia per la Promozione della Ricerca Europea Arianna Magni, SecureGas Communication Manager

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# **OUR LOGO** The logo of SecureGas is composed of the characters: SecureGas and is accompanied by the text explaining these characters, "Securing the European Gas Network ".



# **LOGO CONCEPT**

SecureGas logo derives their meaning from the quality of the thing it symbolises – "logo is there to identity, not to explain".

Logo mark, or semply the mark

# Secure Gas Securing the European Gas Network

Wordmark

# **LOGO ANATOMY**

SecureGas logo is considered a combination mark. It consists of a wordmark and a symbol or logo mark. This combination gives flexibility as either or both can be used across a variety of applications.



# **LOGO COLOR**

SecureGas logo should always contrast with the background. There are two versions of the logo to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

#### SINGLE COLOR:

When there are limited numbers of colors available choose the single color version. Only black and white should be used.





#### OFFICIAL LOGO



OFFICIAL LOGO WITHOUT PAYOFF



.....

MARK



# **LOGO LOCKUPS**

The official version of the SecureGas logo includes the explanatory pay-off below. In some specific cases, it is possible to use the logo without pay-off or only the identifying mark.

#### **DESIGN AND PROPORTION**



# CLEAR SPACE

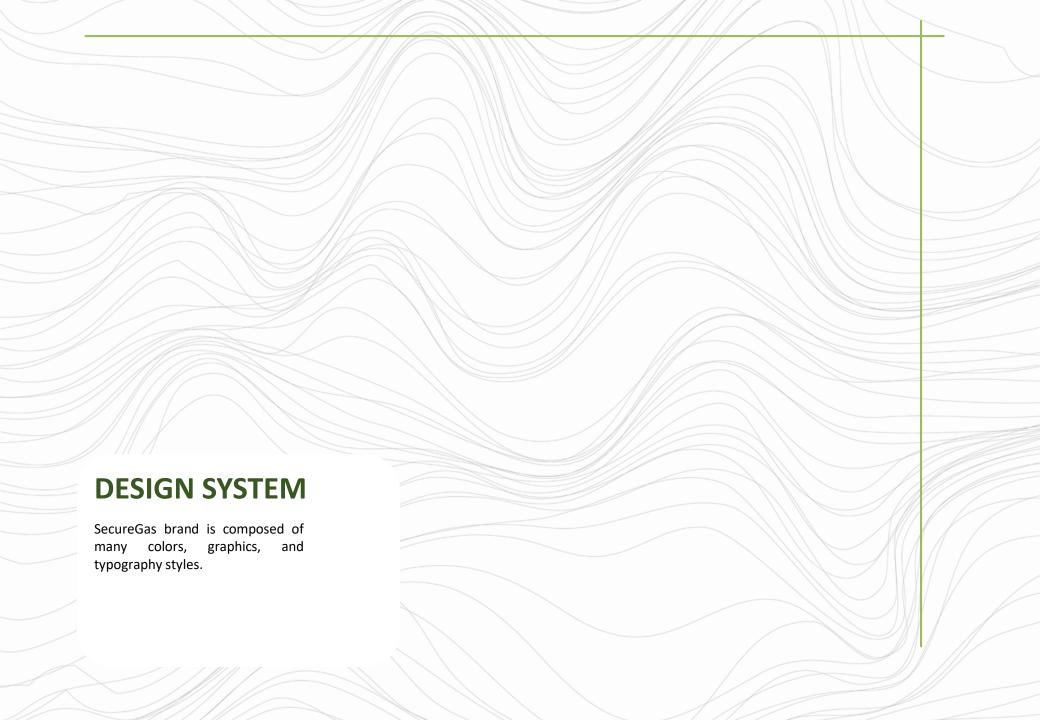


#### MINIMUN SIZE



# **USING OUR LOGO**

SecureGas logo has been designed to ensure accurate reproduction and legibility across all communications, screen and print. Therefore, it is important to pay attention to clear space and minimum sizes stated.



# **COLOR PALETTE**

## **OLIVE GREEN ACCENT 3**

RGB 156 187 89 CMYK 44 10 84 0

RGB 235 241 222

CMYK 7 1 14 0

HEX #9BBB59

HEX #EBF1DE

DARKER 50%	
RGB 80 98 40 CMYK 67 41 100 31	HEX #4F6228
DARKER 25%	
RGB 118 147 59 CMYK 58 26 99 7	HEX #76933C
LIGHTER 40%	
RGB 196 215 155 CMYK 25 4 48 0	HEX #C4D79B
LIGHTER 60%	
RGB 216 228 188 CMYK 16 2 31 0	HEX #D8E4BC
LIGHTER 80%	

# **TYPOGRAPHY**

The typography related to the SecureGas corporate identity is the font ROBOTO. The typography related to the content is the font used for documents of SecureGas such as Ppt Presentations, Word Documents, Brochures, etc.

The font is free availability; it should be used in all communications. It can be downloaded at:

> https://fonts.google.com/

## **ROBOTO**

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789

**BOLD** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789





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