



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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The background of the slide features a complex pattern of thin, light gray wavy lines that create a sense of movement and depth. A prominent green crosshair is overlaid on the background, consisting of a horizontal line at the top and a vertical line on the right side.

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”.

PIPELINES



GAS



LOGO CONCEPT

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

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 mark,
or simply the mark



SecureGas
Securing the European Gas Network

Wordmark



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.



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.

OFFICIAL LOGO



OFFICIAL LOGO WITHOUT PAYOFF



MARK



DESIGN AND PROPORTION



CLEAR SPACE



MINIMUM 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.

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DESIGN SYSTEM

SecureGas brand is composed of many colors, graphics, and typography styles.

COLOR PALETTE

OLIVE GREEN ACCENT 3

RGB 156 187 89
CMYK 44 10 84 0

HEX #9BBB59

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%

RGB 235 241 222
CMYK 7 1 14 0

HEX #EBF1DE

ROBOTO

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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/>



SecureGas
Securing the European Gas Network

OFFICIAL BACKGROUND



www.securegas-project.eu



SecureGas project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 833017