



Brand Guideline

June 2022



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Logo



Rationale

openZDM addresses the challenge of the manufacturing industry to deliver high-quality products at the necessary production rates while minimizing waste and energy consumption, maximizing efficiency and ROI.

The project will develop and demonstrate in 5 representative production lines an open platform designed to realize ZDM. The platform integrates advanced ICT solutions & innovative non-destructive testing, setting the foundations for an innovative solution applicable to a large variety of manufacturing industries.

The logo is composed of two semicircles, formed by interlocking waves, building the idea of movement that the circle is intended to represent. Circle shapes represent the notions of totality, wholeness, perfection and all cyclic movement. Which relates to the idea of a platform that can provide solutions for zero defects processes -perfection, completion, full cycle-.

The chosen colors represent: Dark blue symbolizes integrity, knowledge, power, and seriousness; Blue symbolizes stability, trust, confidence, cleanliness, order, technology; And purple symbolizes transformation, wisdom, enlightenment, honor and temperance.



Brand guideline

Logo

June 2022



Primary logo



Brand guideline

Logo



June 2022

Secondary logo



Brand guideline

Logo variation

June 2022



open
ZDM

Vertical variation



Brand guideline

Logo b&w

June 2022



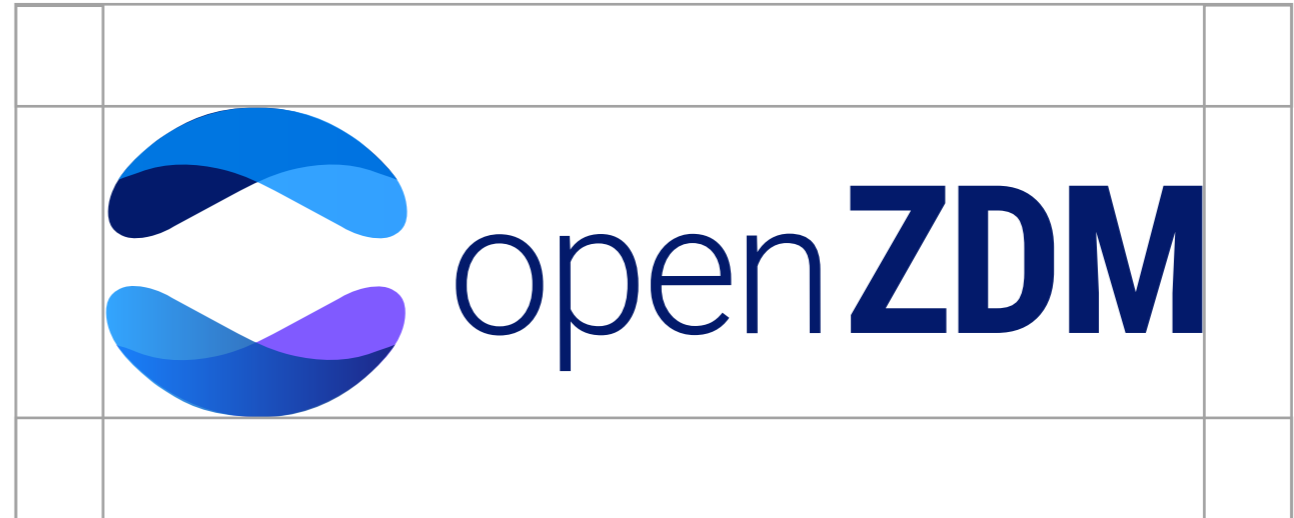
Black & white variation



Logo usage



Exclusion zone





Don't's



Don't the secondary logo on colored backgrounds different from the project colors or textured backgrounds.



Don't recreate, add effects or change the colors of our logos. Don't tilt or angle the logo in any way.



Don't recolor the logo in anyway - even when using the brand colors.



Don't reconfigure the logo in any way; don't warp it.



Colors



Primary colors



NAME
Midnight blue

HEX
031a6b

RGB
3, 26, 107

CMYK
97, 76, 0, 58

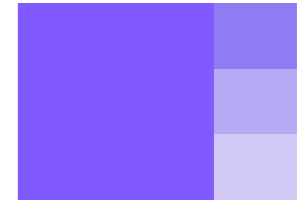


NAME
Dodger blue

HEX
0094ff

RGB
0, 148, 255

CMYK
100, 42, 0, 0



NAME
Medium slate blue

HEX
805aff

RGB
128, 90, 255

CMYK
50, 65, 0, 0





Secondary color



NAME

Silver chalice

HEX

aaaaaa

RGB

170, 170, 170

CMYK

0, 0, 0, 33



Typography



Primary typeface

Roboto became a flagship Google brand typeface in 2011, as the Android operating system UI type. It is prominently positioned in the global design community, with Google using it on Android, in web apps, and for branded content at small sizes.

Roboto Flex

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789



Secondary typeface

Roboto Condensed is the condensed version of Google's Roboto typeface. Like Roboto, it is a free, open-source font family.

Roboto Condensed

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789



Image style



Approach & style

Usage

Images should be used to support and illustrate a story.

People are used in context and real life scenarios.

Style

Natural lighting without any extensive postproduction, stage settings or dramatic colors.

If the image showcases people is preferable that characters involved should be acting natural and not posed.

Use depth of field when capturing people or products in relation to their surroundings can also help to add visual interest to the image.



Brand guideline

Images sample



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