



LEADSTART LEADSTART

Brand Identity Guidelines

The purpose of this guide is to assist the Consortium in using correctly the HEADSTART logo. It is also a useful aid when instructing typographers and others employed to produce branded items to design and create HEADSTART communications material. In order to maintain the integrity of the HEADSTART project brand identity, it is important to apply all the given instructions properly.

- HEADSTART logo
- Brand Typography
- Logo variations
- Colour Palette
- Logo Usage
- Logo Usage on Social Media
- Logo Usage on Backgrounds
- Logo Improper Use



Concept / The idea behind

HEADSTART (Harmonised European Solutions for Testing Automated Road Transport)

First of all, the logo icon represents the final aim of the project, the validation, through specific functionalities/activities. The font to be used in HEADSTART follows the modern, minimal design, harmonically fitting with the icon. The imaginary line that comes across the letters, symbolizes the harmony and continuity as the final aim. The light black line highlights the word 'HEAD' as the beginning and the peak of actions, while the differentiation of the letters AD in bold emphasizes on the objective (Automated Road). The colour palette (gradient colour) as well represents the simultaneity/harmony and the transition from the initial action to the final validation.



Primary Typeface

Din pro Regular

The primary typeface is DIN pro with a secondary Nunito Sans ExtraLight to complement the primary. These two typefaces have been carefully selected to give prominence to the brand image, and must be always used to retain consistency - especially within the logo. Replacing fonts with alternatives should not be done under any circumstances. It is strongly recommended for consistency reasons to use these two typefaces for any type of HEADSTART promotional material and in web media and applications.

Secondary Typeface

Nunito Sans ExtraLight

Din pro fonts family

1. Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
2. *Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*
1. **Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**
1. ***Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***

<http://freakfonts.com/fonts/dinproregular2320.html?fbclid=iwar0oqtvoybuwv70ob-ddadjpunupi6sd4byycgb-9i5mvbpkwxxkav0vh8q>

Nunito Sans ExtraLight

1. Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
2. *Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

<https://fonts.google.com/specimen/Nunito+Sans>

1) For MS templates
and publications

HEADING 1

DinPro Bold – 18pt

HEADING 2

DinPro Bold – 16pt
(RGB= R25 G85 B166)

HEADING 3

DinPro Bold – 14pt
(RGB= R25 G85 B166)

HEADING 4

DinPro Bold – 12pt
(RGB= R25 G85 B166)

Body Text

DinPro Regular – 11pt

2) For Website and
other web-applications

HEADING 1

DinPro Bold – 18pt

HEADING 2

DinPro Bold – 16pt
(RGB= R25 G85 B166)

HEADING 3

DinPro Bold – 14pt
(RGB= R25 G85 B166)

HEADING 4

DinPro Bold – 12pt
(RGB= R25 G85 B166)

Body Text

DinPro Regular – 11pt

3) For leaflets and
other material

HEADING 1

DinPro Bold – 18pt

HEADING 2

DinPro Bold – 16pt
(CMYK= 95C, 75M)

HEADING 3

DinPro Bold – 14pt
(CMYK= 95C, 75M)

HEADING 4

DinPro Bold – 12pt
(CMYK= 95C, 75M)

Body Text

DinPro Regular – 10pt



Positive

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. This primary format is used in every occasion except from the cases it is not feasible. In these cases, the following versions are available for usage:



Negative

This format of the HEADSTART logo is only used when placing the logo on an image, a colored background or a pattern.



BW/Grayscale Formats

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



BW / Grayscale Positive Format

Used on a light background



BW / Grayscale Negative Format

Used on a dark background



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

BLUE COLOUR PALETTE



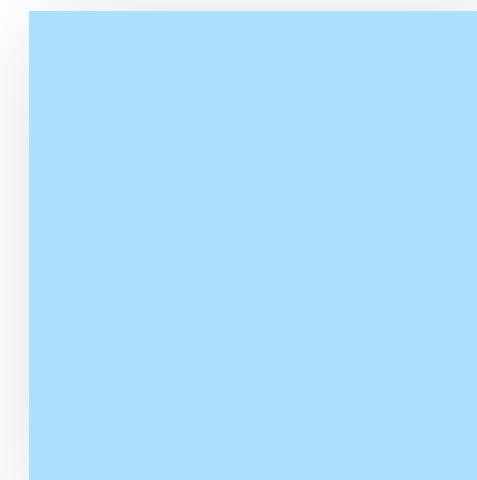
CMYK= 95C, 75M
RGB= R25 G85 B166
#1955a6



CMYK= 78C 40M
RGB= R48 G132 B198
#3084c6



CMYK= 77C, 24M, 6Y
RGB= R15 G154 B204
#0f9acc



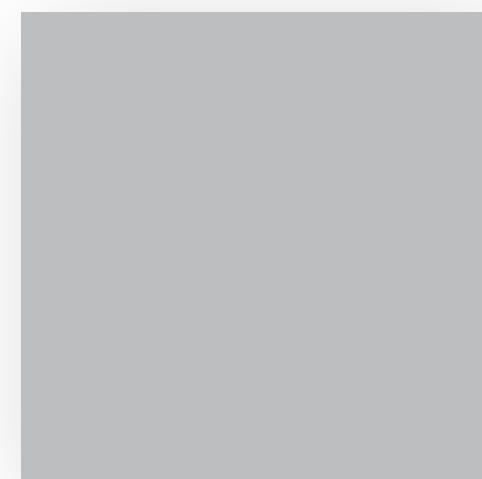
CMYK= 30C
RGB= R171 G225 B250
#abe1fa

PURPLE COLOUR



CMYK= 27C, 80M
RGB= R185 G86 B160
#b956a0

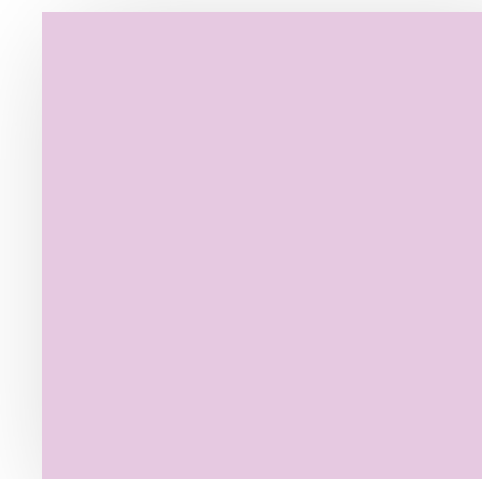
Secondary



CMYK= 30K
RGB= R188 G190 B192
#bcbec0



CMYK= 50K
RGB= R147 G149 B152
#939598



CMYK= 7C, 23M
RGB= R230 G201 B225
#e6c9e1

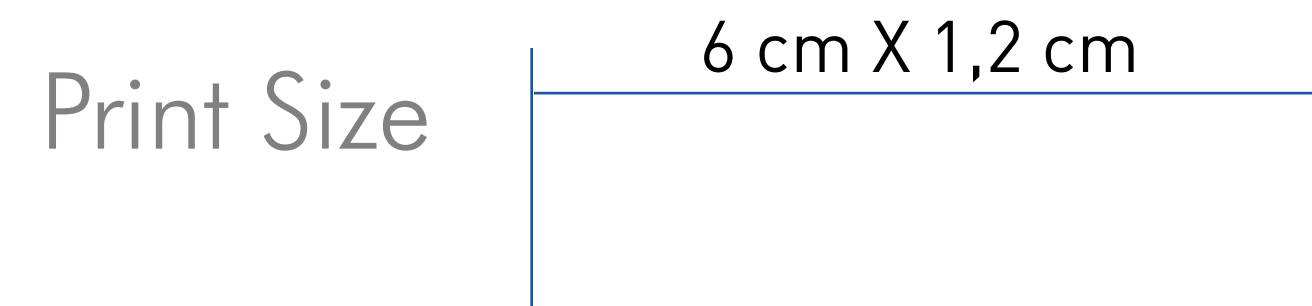
Additional colour palette can be used for layouts and artworks such as website/posters/leaflets e.t.c. in case you need a small touch of colour contrast. These colours cannot replace main colour palette or logotype official colours.

Clear space

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



LOGOTYPE PRINT minimum size, 6 cm X 1,2 cm
LOGOTYPE SCREEN minimum size, 310 px X 51px



Minimum size

The Minimum size has been carefully determined to ensure that the HEADSTART logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended.



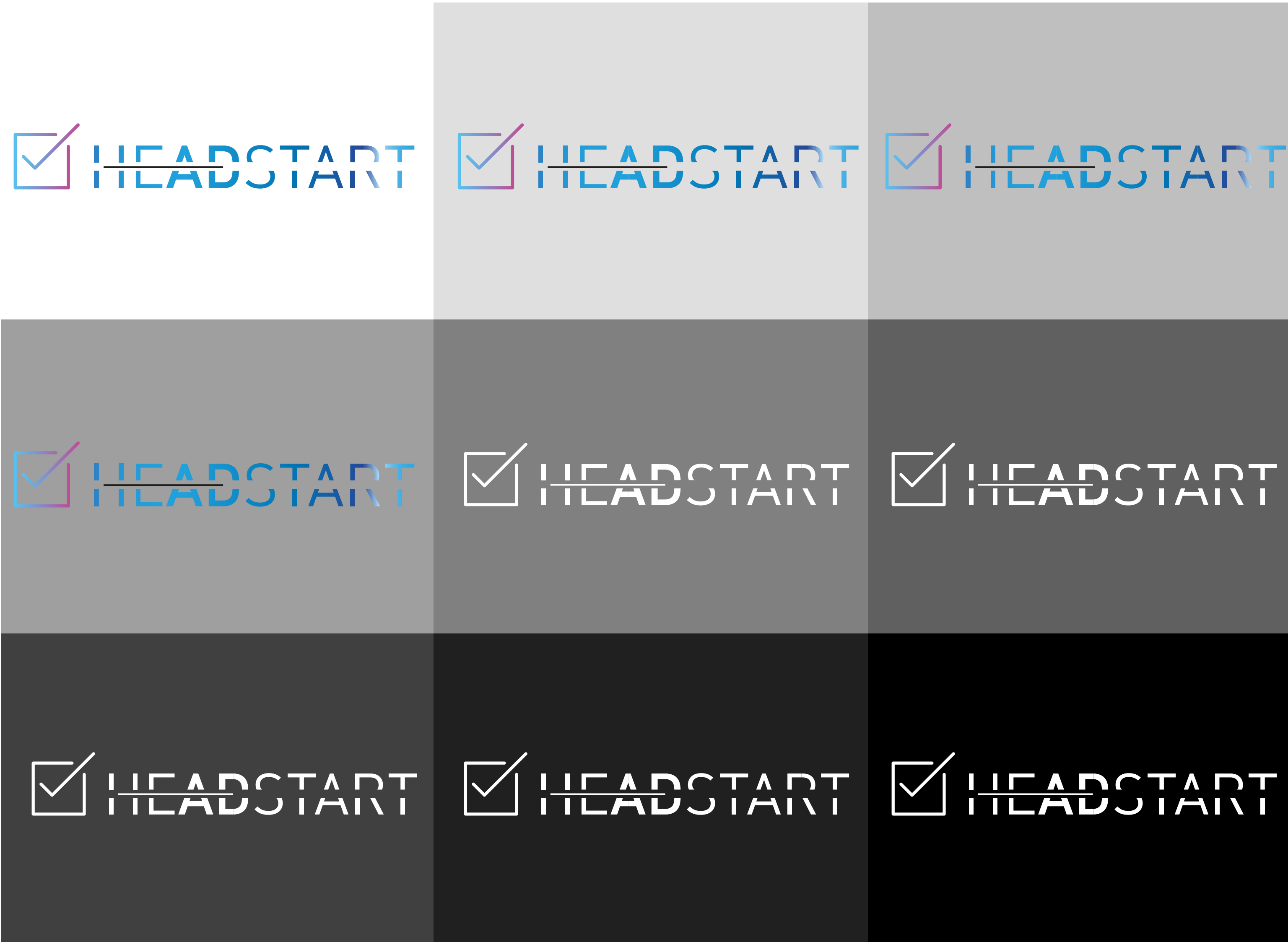
Logo use on social media:
the logo should be used in
a white background.



 **Twitter icon**



 **FB icon**



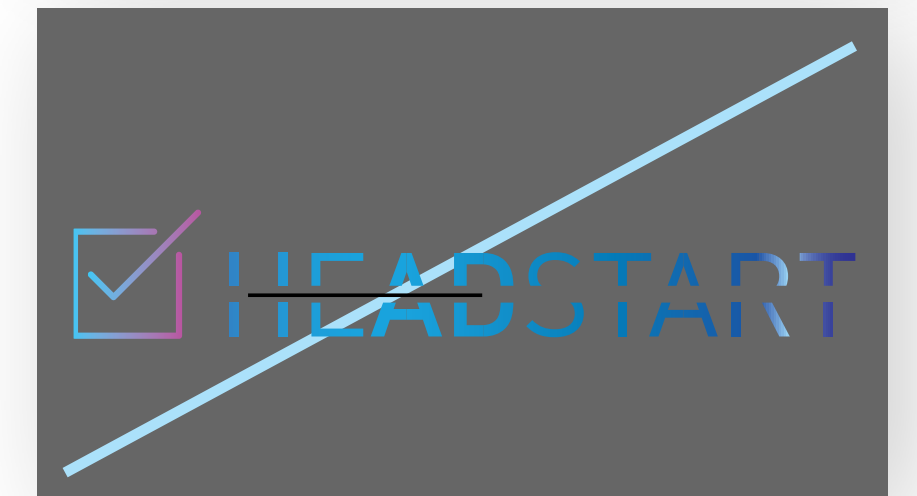
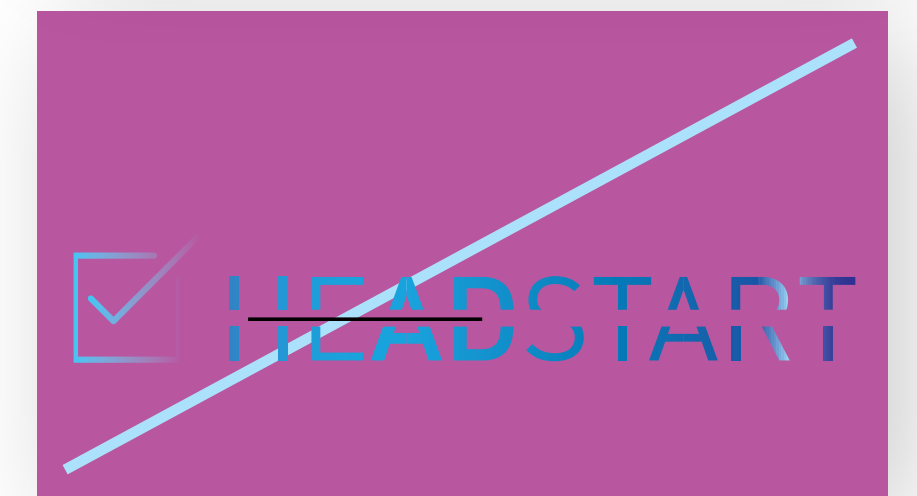
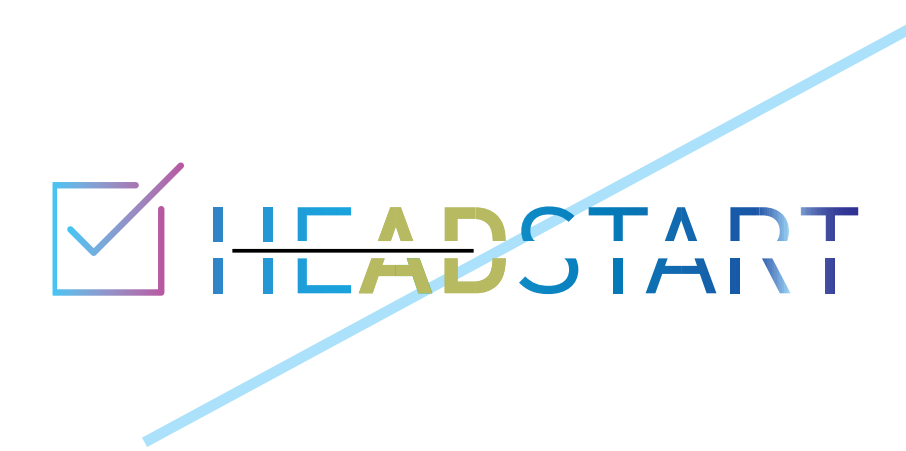
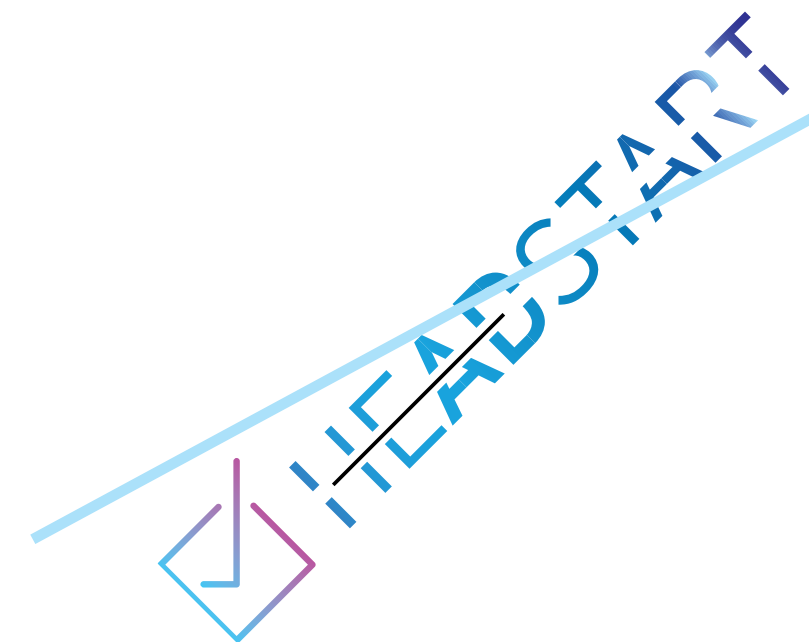
When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

Display the HEADSTART logo only in the forms specified in this guide.

The HEADSTART logo may not appear in any colour.

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

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





HEADSTART
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