



**PROJECT
IDENTITY
GUIDE**

September 2023

This document outlines the design guidelines for the **DISCO project identity**.

The contents of the guidelines cover all elements of the visual identity required for its consistent and most expressive application.

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BRAND ELEMENTS

LOGO

The logo is to be used on all DISCO communication media.

The logo consists of **typography** and **image marks**.

This combination of elements and colors is clearly defined and must not be altered.

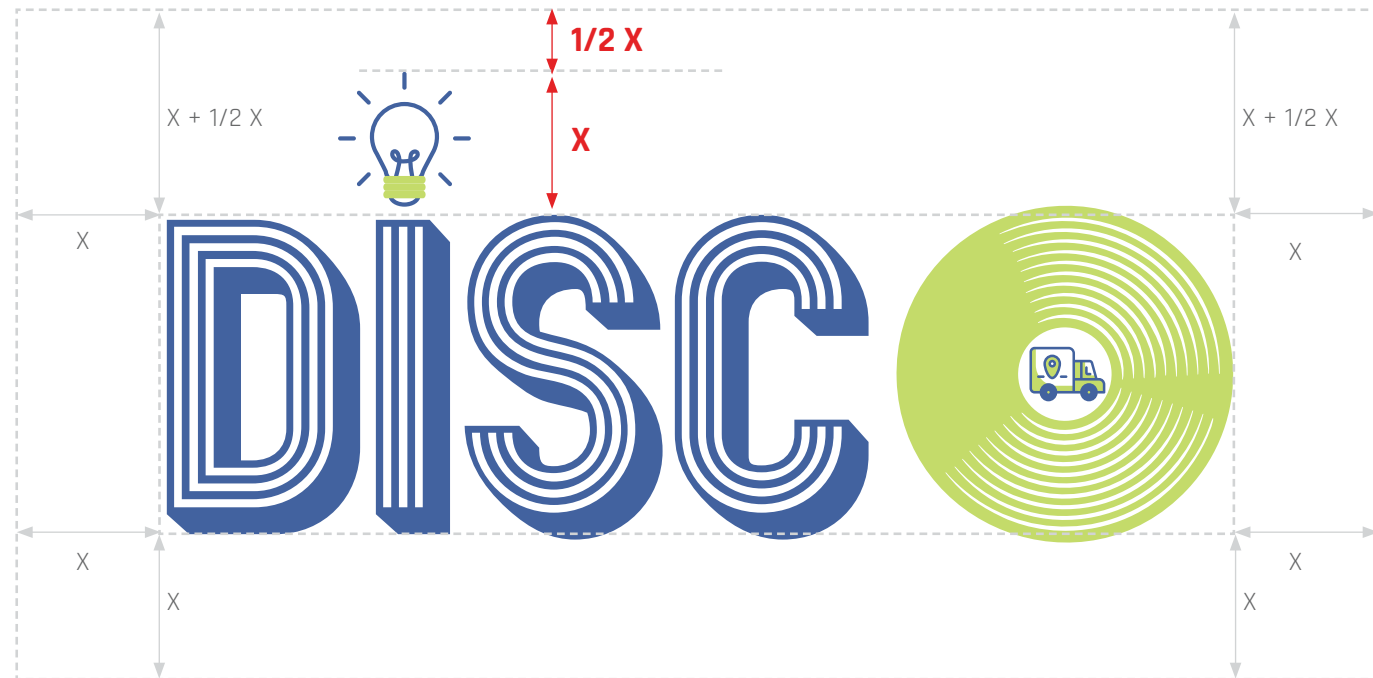


LOGO - CLEAR SPACE

The DISCO logo should always be surrounded by a **minimum area of space**.

A **clear space** around the logo is recommended to maintain visual clarity.

The recommended clear space is defined by the height of the bulb icon: one time from the left, right, and bottom, and one and a half times from the top.



LOGO - MINIMUM SIZE

There are no predetermined sizes for the DISCO logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility.

There is no preset maximum size for the DISCO logo.

The **minimum size** is as shown here.



Print: 25 mm
Digital: 130px

LOGO - COLOR VERSIONS AND BACKGROUNDS

To maintain consistency across all media, the logo should always be used in full color on a white background or as a white logo version.

The white logo version may be used on DISCO blue color, DISCO map background or in combination with the spinning circles graphical element.

Full color version on white background



White logo version on DISCO blue background.



White logo version on DISCO map background.



White logo version on DISCO blue background in combination with spinning circle graphical element.



LOGO - IMPROPER USE

The DISCO logo **must not be altered or modified in any way.**

The following are some examples of situations to avoid.



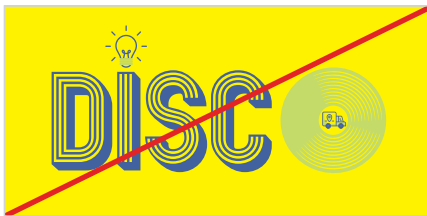
Never stretch or skew the logo out of proportion.



Never change the orientation.



Never change the color of the logo.



Do not use the full color version logo on any other color than white.



Do not use the white color version logo on any other color than DISCO blue (see backgrounds p.7).



Do not use the white color version logo on photos with light colors.



Do always respect the clear space.

On **external media**, the **full color logo** must be used. The logo must always be placed on white background or in a white box. The **clear space** must be maintained (see Logo - clear space)

Use on external media



BRAND COLORS

DISCO has a distinctive palette of colors.

Here you find the DISCO **corporate colors** with CMYK and Hex values.

Primary colors

The primary colors should make up most of the color expression in DISCO communications.

Secondary colors

The secondary color palette is used to complement the primary colors and create a joyful and vigorous DISCO design.

Primary colors

DISCO blue

#43629f

CMYK 82,65,10,0

DISCO lime

#c7dc6d

CMYK 25,0,73,0

Secondary colors

DISCO purple

#3d459a

CMYK 90,85,0,0

DISCO pink

#ef3d58

CMYK 0,90,56,0

DISCO orange

#f47e2c

CMYK 0,62,93,0

DISCO yellow

#fff100

CMYK 04,0,93,0

DISCO turquoise

#42bca1

CMYK 67,0,47,0

DISCO light blue

#7ac1e0

CMYK 49,8,5,0

TYPEFACE

The main typeface in the DISCO identity is Rajdhani. It can be downloaded for free from Google Fonts.

The Rajdhani typeface should be used for all main headlines in all official DISCO print and online communication media.

Calibri is the primary typeface for all body text.

Rajdhani Regular

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Rajdhani Bold

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternative typeface

CALIBRI is a good option when Rajdhani is unavailable, and a standard system typeface must be used. In MS Word and PPT templates, we suggest using Calibri.

Calibri Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#%\$

Calibri Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#%\$

Calibri Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

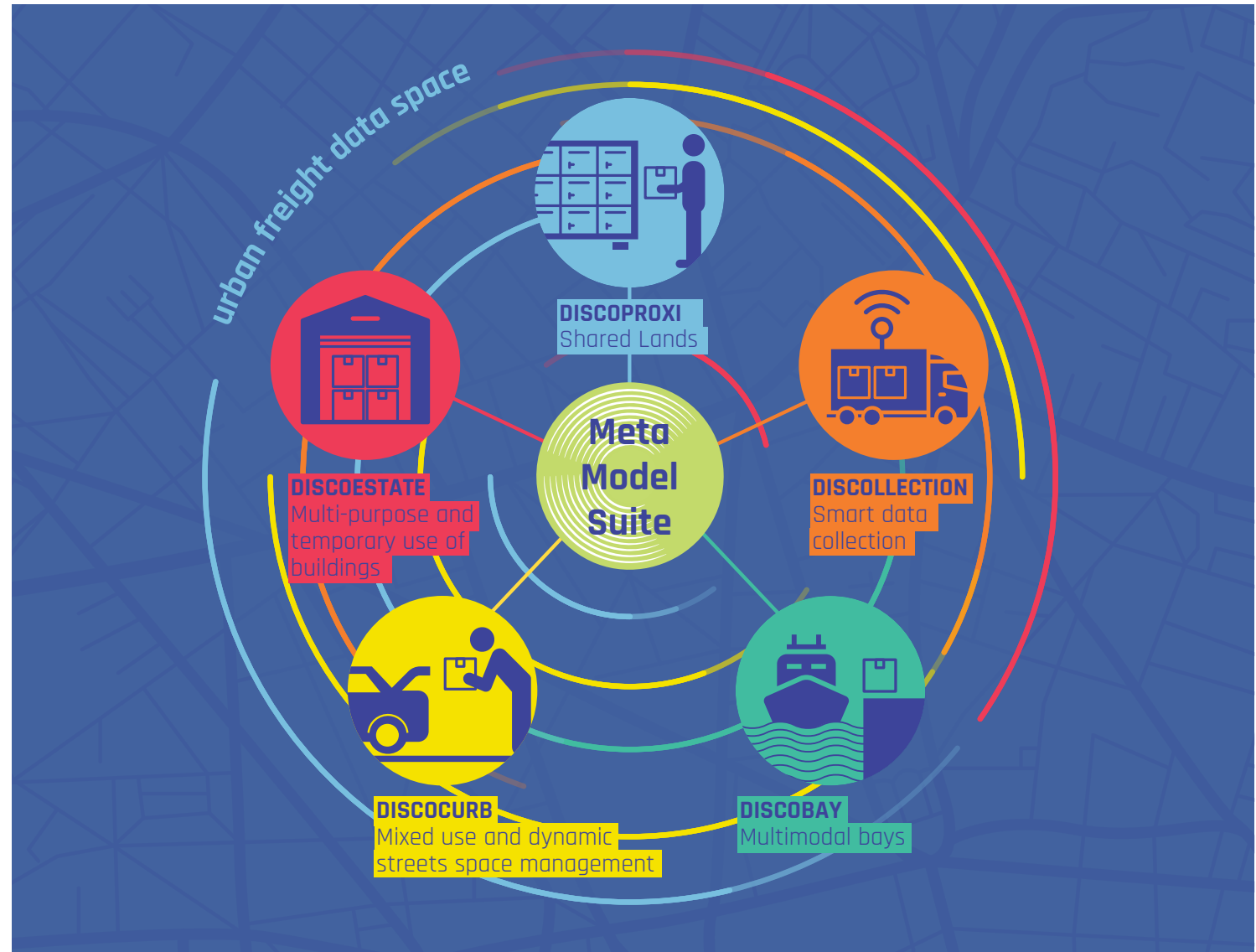
123456789!@#%\$



GRAPHIC ELEMENTS AND KEY VISUAL

THE KEY VISUAL

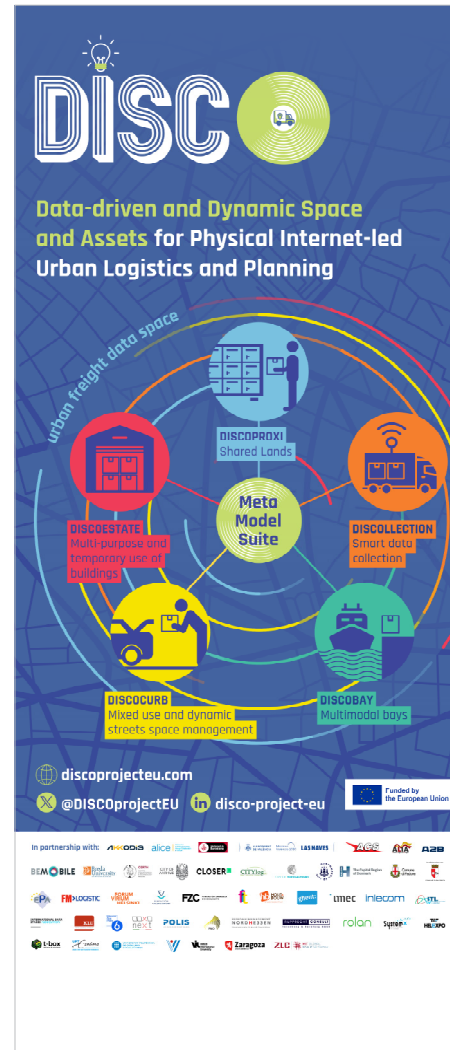
The key visual showcases the DISCO meta model in motion, that visualises physical internet-led urban logistics.



THE KEY VISUAL AND ITS APPLICATION

Examples of media showcasing the integration of the key visual with the logo and text.

Roll-up banner

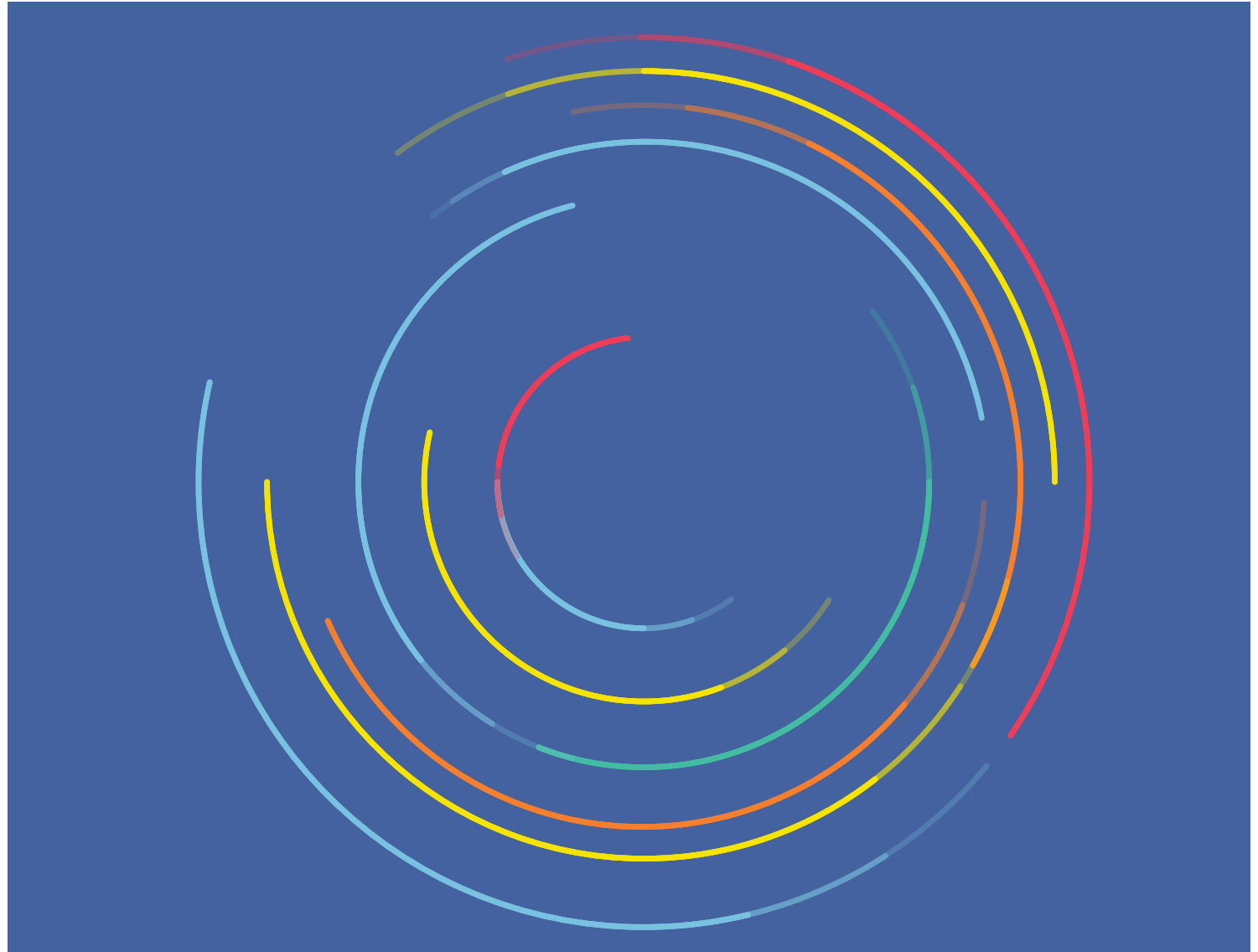


Twitter banner



GRAPHIC ELEMENT

The graphic element, **the spinning circles**, is used as a visual element.

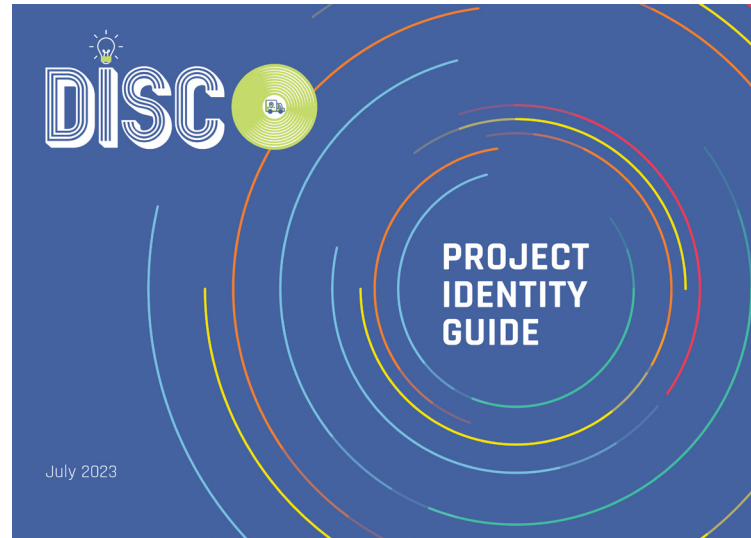


THE GRAPHIC ELEMENT AND ITS APPLICATION

Examples of media showcasing the integration of the graphic element with the logo, text and photo. These spinning circles can be used on chapter pages for example in presentations and or added as a visual element on top of photos.

This graphical element can also be used as a substitute for the key visual when there is limited space available, or on media where there is no need to present the key visual, such as the MS Word header.

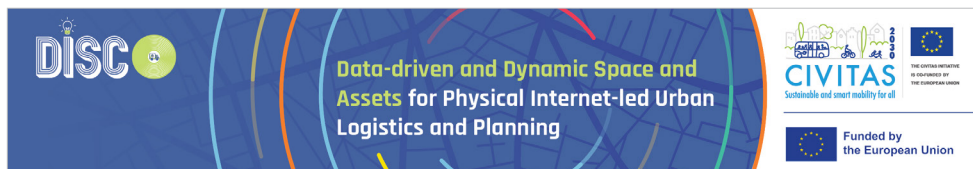
Exemplary presentation chapter slide



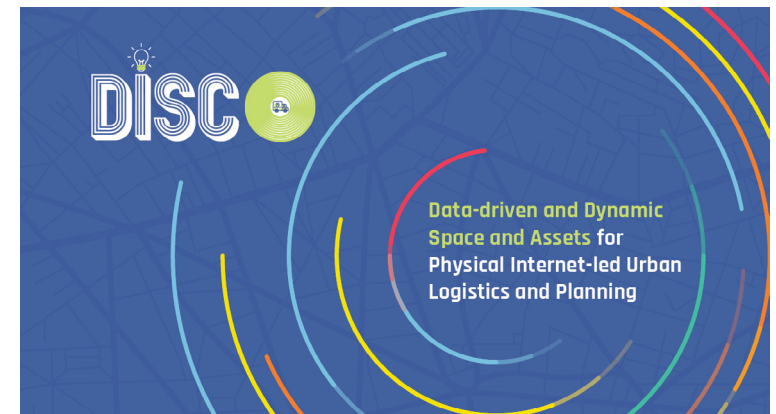
Graphic elements used in combination with a photo



LinkedIn banner - Due to the limited space, the spinning circles serve as a substitute for the key visual.



MSWord header





USE AND APPLICATION OF DISCLAIMER

USE AND APPLICATION OF DISCLAIMER

Each DISCO medium should contain a disclaimer that includes the following elements:

1. **Funded by the European Union** logo
2. The “Funded by the European Union” logo should be accompanied by the following text: “This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement No 101103954.”
3. The **CIVITAS** logo
4. The “CIVITAS logo” should be accompanied by the text: “DISCO is a project under the CIVITAS Initiative. Read more - civitas.eu.”

For more information on how to apply the **Funded by the European Union** logo, please refer to the [guidelines](#).

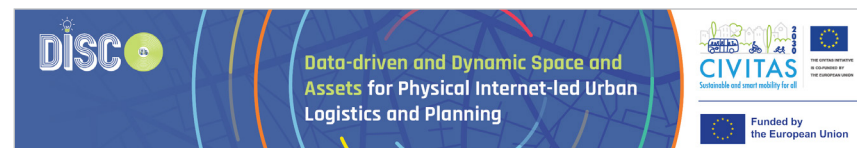
For more information on how to apply the **CIVITAS** logo, please refer to the [guidelines](#).

On the right, we present different possibilities for applying the disclaimer to DISCO media.

Leaflet cover



Social media banner



PowerPoint presentation



The first slide contains a disclaimer with the **Funded by the European Union** logo and the **accompanying text**.

The last slide contains the **Funded by the European Union** logo, the **CIVITAS** logo and the **accompanying text**.

On media with **limited space** such as a social media banners, we recommend to use only the **Funded by the European Union** logo and the **CIVITAS** logo.



If you have questions about use of this project identity guide, and questions relating to design and the practical application please contact:

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