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CROWD DNA

H2020 EU Fet-Open Project

Technologies for computer-assisted crowd management

www.crowddna.eu

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1. Project Logo

The project logo was inspired by representations of crowd movements and the forces associated with them. We received help from a professional web designer who submitted several proposals for which all members of the project voted. The selected logo is presented below. The different versions of the logos are available in Figure 1, Figure 2 and Figure 3.



Figure 1. Principal CrowdDNA logo



Figure 2. Secondary CrowdDNA logo



Figure 3. Negative CrowdDNA logo

Some explanation about CrowdDNA logo: “Signs of our identity are two saturated colours that indicate the cold and hot parts of the colliding forces inside our object of study.

The logotype is divided with three elements which perfectly reflect the balance that is CrowdDNA: shape, movement and forces. Shape as the crowd of people, movement as waves that show direction and forces represented by distortion and heat (colours). “



Figure 3. CrowdDNA logo construction

The bookstyle of the CrowdDNA project is available in Annex 1. It consists of the overview, the logo, the colours used, the typography and the style guide.

2. Website

The website is available at: www.crowddna.eu

Its structure is shown in Figure 4. It is composed of static pages (blue boxes), and dynamic pages grouping articles (grey boxes). The white boxes are “custom links” empty but useful for structure. Some pages temporarily without content (e.g., Experiments / Demos or Networking / Presentations) are not yet visible but they will be activated as soon as required for the project.

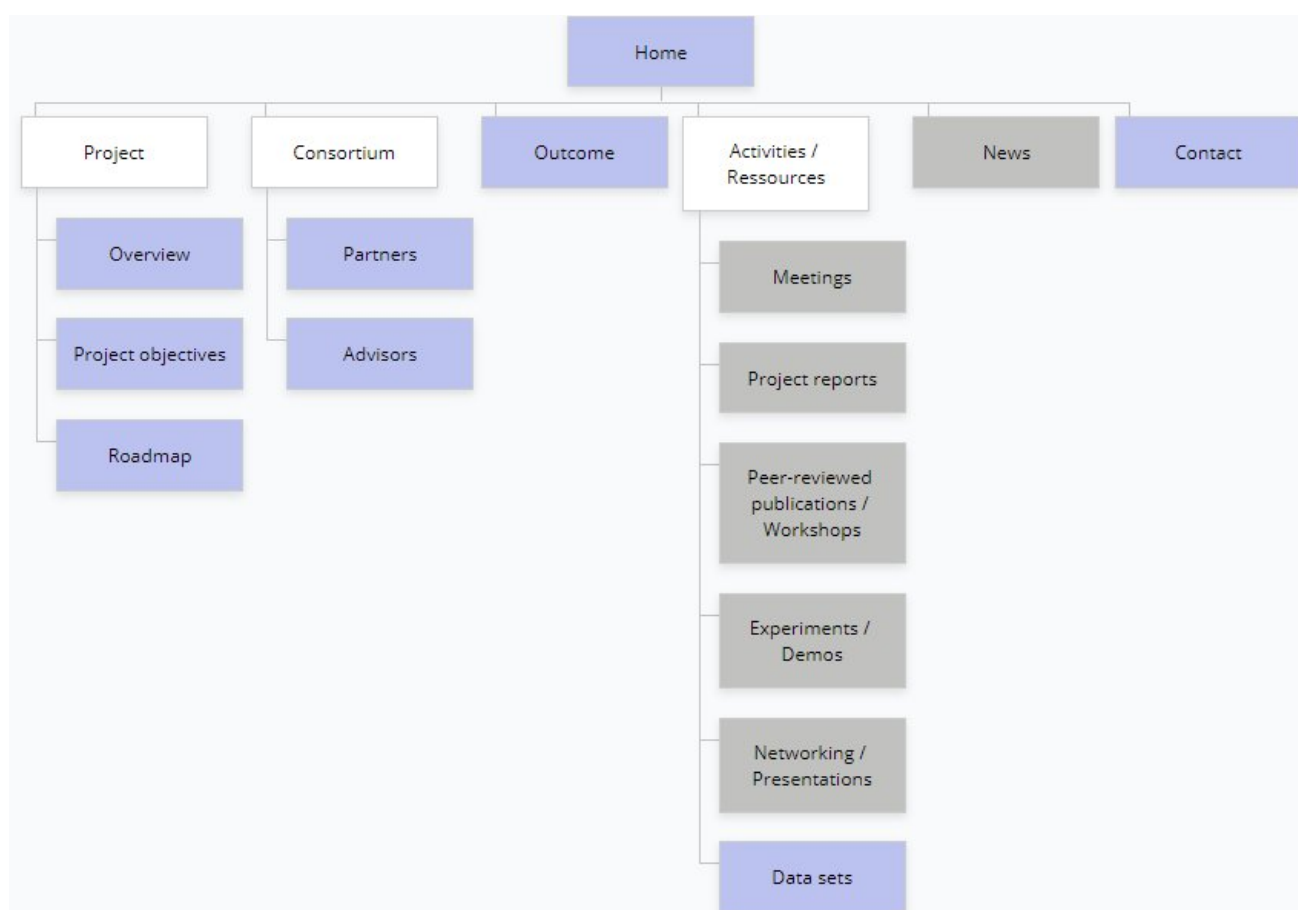


Figure 4. Structure of the website

The idea of the website is to present the project, its objectives and the partners but also the life of the project over the next few years.

3. Other social media

3.1. Twitter

The name of the CrowdDNA project twitter account is: CrowdDNA_H2020

It can be accessed at: www.twitter.com/CrowdDNA_H2020

3.2. LinkedIn

The name of the CrowdDNA project linkedin account is: CrowdDNA H2020 Project

It can be accessed at: www.linkedin.com/company/crowddna



ANNEX 1 - CrowdDNA Bookstyle



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How we look.

BRAND
GUIDELINES

BOOKSTYLES
VERSION 1.0

SIMPLICITY IS THE
ULTIMATE FORM OF
SOPHISTICATION.

Leonardo da Vinci



CROWDDNA

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER.

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FINAL CONCLUSIONS



CROWDDNA

YOU NEED TO UNDERSTAND THE REASONS BEHIND OUR LOGO, GET TO KNOW US, IT WILL HELP YOU TO TRANSMIT OUR IDENTITY.

What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.



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Why use these guidelines

CrowdDNA needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of CrowdDNA.

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realising the design with new techniques. It is a distinctive mark that seeks to present CrowdDNA as a EU H2020 project for research and innovation.

Construction

The graphic element is constructed using complex geometries that represent the forces moving the crowd.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony, it neither dominates or becomes insignificant.

The chosen typeface is clean, geometric and minimalist to reinforce our identity as a quality, professional organisation.

Colour Treatment

There is one preferred full-colour option for stacked and landscape variations shown here. These logos should be used whenever possible.

THE LOGO, Usage Variations

01



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02



CROWDDNA

03



01

This is the landscape version of the logo and it is the preferred version when space is not at a premium in a layout, for example website graphics and banners. It is a presentation form.

02

If the landscape version can't be used, use the stacked version for some small or vertical adaptations printed collateral including advertising, billboards, posters, flyers and product packaging. This version is used as a signature form.

03

This exceptional version can only be used for avatars and online applications where a small and squared version is required.



CROWDDNA

**IT'S ALL LIKE A DREAM.
EVERYTHING IS ECSTASY, INSIDE.**

WE JUST DON'T KNOW IT BECAUSE
OF OUR THINKING-MINDS.

Rules Identity: The Brand

To make use of CrowdDNA's brand implies the compliance with the basic rules of our identity. Signs of our identity are two saturated colours that indicate the cold and hot parts of the colliding forces inside our object of study.

The logotype is divided with three elements which perfectly reflect the balance that is CrowdDNA: shape, movement and forces. Shape as the crowd of people, movement as waves that show direction and forces represented by distortion and heat (colours).

Basic Standards of Identity as defined in this chapter are essential to maintain consistency in the various applications of the Mark.

Also regulate all significant identity elements, such as color codes and corporate typeface.



JUST GIVE A BREATH SPACE, WE NEED FRESH AIR TO VIEW BETTER OUR LOGO.

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the dimensions of the line next to the project's mention on the CrowdDNA graphic logo.

With the landscape version, a clear space of the three lines must be maintained on all sides.

For the stacked version, the double line must be maintained on all sides except on the right side with three lines of distance.

On all sides, the exclusion zone should be measured from the farthest edge of the logo.



MINIMUM SIZE, *bigger is better.*

Landscape logos must not be reproduced at a size smaller than 25mm in height.

Stacked logos must not be reproduced at a size smaller than 16mm in height.

For the avatar version, the size should adapt to the requirements.





CROWDDNA

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or our neutral backgrounds.



02 If you have to...

If it's unavoidable to sit the logo on a colour or a photo, use the negative logo or white version.



03 Not right

Do not rotate the logo.

04 Not good

Do not use the negative logo on backgrounds that are too light or cluttered.



05 Colour clash

Do not place the logo on the wrong colours.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.



**SAY HELLO TO EVERYONE
IN THE FAMILY.** IF YOU CAN'T
FIND IT HERE, WE DON'T
WANT YOU TO USE IT.

**CrowdDNA logo exists
in both a landscape and
a stacked version.**

While the landscape option
is the preferred logo, the use
of either the landscape or
stacked logos should be
determined according to their
suitability for the layout.

Do not use the CrowdDNA
icon as the default identifier
in place of the complete logo,
just for copyright or stamp.

There is one full-colour
option of our logo for
each of the stacked and
landscape logos.
For dark backgrounds, it
is recommended the use
of B/W version.

Exception Avatar

For avatars, applications, or
anywhere where a square icon
is needed, the avatar version can
be used as an exception (use
always the full color version).



Landscape Version *full color*



**CROWD
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Stacked Version *full color*



CROWDDNA





CROWDDNA

OUR COLOURS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate colour palette includes a flat green greys and flat colors theme with supporting tones. Colors matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK colour process. Equivalent colours can be composed using the RGB and HEX references included when the logo is to be used digitally.

Colour Palette // Primary

These are our corporate primary colours for our logo, text and headers.



pantone 94-7 C
cmYk 62 : 83 : 0 : 21
rgb 103 : 64 : 121
hex # 674079



pantone 115-7 C
cmYk 83 : 0 : 0 : 0
rgb 0 : 166 : 226
hex # 00A6E2



pantone Process Black C
cmYk 0 : 0 : 0 : 100
rgb 48 : 46 : 44
hex # 302E2C

Colour Palette // Secondary

These are secondary colours for backgrounds and supporting graphics.



pantone 52-15 C
cmYk 0 : 88 : 73 : 9
rgb 198 : 66 : 72
hex # C64248



pantone 10-8 C
cmYk 0 : 27 : 100 : 0
rgb 239 : 183 : 27
hex # EFB71B

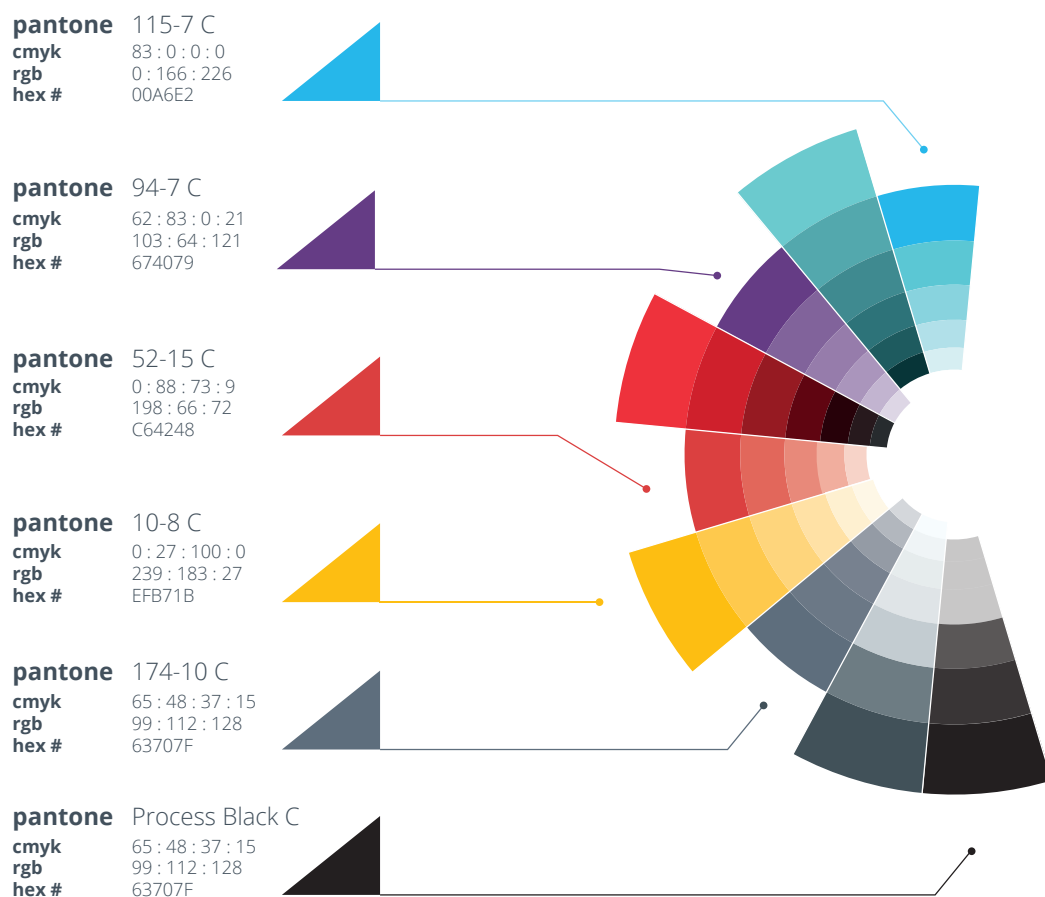


pantone 174-10 C
cmYk 65 : 48 : 37 : 15
rgb 99 : 112 : 128
hex # 63707F

GRADIENT FLOW CHART PALETTE. COLOR COMBINATION IS REALLY THE MOST IMPORTANT PART OF COLOR THEORY.

We Love our Colours

Our gradient flow chart is a solution to play with our lovely colours palette. You can click on the colours with some vectorial App or follow the Pantone used to develop your colour combinations in flat design.





TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. **Print.**

Our corporate typeface is Sinkin Sans. This full font family with Apache License suits a multitude of purposes. The incisions make right angles appear sharper and improve definition in more intricate glyphs.

Typefaces. **Online.**

When technology allows for it, Open Sans should be used in any web applications. The default fall-back corporate font is Helvetica which should be utilised to ensure acceptable degradation when Open Sans is unavailable.

Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalisation should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Sinkin Sans Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Sinkin Sans Light

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Open Sans Light

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower CrowdDNA.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

Give it your best shot ;)

**THIS DOCUMENT MAY BE MADE AVAILABLE
IN ALTERNATIVE FORMATS ON REQUEST.
PLEASE CONTACT OUR MARKETING / CREATIVE
DEPARTMENT FOR FURTHER DETAILS.**