



Multi-layered Security Technologies

for hyper-connected
smart cities



Brand guide



INDEX

1. Previous design	3
2. Symbol	4
3. Typography	6
4. Imagotype	7
5. Reduced version	8
6. Color	9
7. Variations	10
8. Margins	11
9. EU and NICT funding guidelines for M-Sec partners	14
10. Example to follow	15



1. Previous design

Study and analysis of the first version of the project logo, followed by its adaptation. Changes have been made with the sole purpose of making the logo more balanced and symmetrical.

1. White space was added to make the logo complete. This way, if the two endings of the logo were to be joined they would form an eight, a symmetrical figure.
2. Shortened and rounded the edges.
3. Softer edges on keyhole.



Before



After



2. Symbol

The M-SEC project focuses on security in smart cities. This is why, in order to add a sense of protection, a shield was added to the letter 'S'.

The graphic technique chosen is the 'layer effect'. This effect is achieved by overlapping two different colour channels. Blue and red were the chosen colours.





Practical example of the layer effect. Blue and red channel when located on top of one another create the third colour of the visual identity: dark blue.





3. Typography

The typography selected for M-Sec is Geomanist. This font has a contemporary design providing a fresh look to the project, without leaving behind a sense of elegance and neatness.

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ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
& [.,-:;!?-_]™@®
[*,""«»] {+=÷%}

Geomanist Bold, 15 pt



4. Imagotype

Imagotype is the union of the iconic logo and the word mark in a single design.

This version shows the full name of the project.



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5. Reduced version

This version of the imagotype only shows the short version of the project name.



M-Sec

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
& [.,-;:!?-_]™@®
[*,""»«] {+=÷%}

Geomanist Regular, 15 pt



6. Color

List of the corporate colours selected.

Blue represent trust and loyalty, whereas red represents leadership and courage.



RGB

238 114 96

WEB

#EE7260

CMYK

0 67 58 0



RGB

91 195 223

WEB

#5BC3DF

CMYK

61 0 11 0



RGB

0 61 88

WEB

#003D58

CMYK

100 0 0 75



RGB

0 0 0

WEB

#000

CMYK

0 0 0 100



7. Variations

List of possible variations of the logo using the four corporate colours. those variations are to be used depending on the background on which the logo is located.



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Color



Multi-layered
Security
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One ink 100%



Multi-layered
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Vertical version



Multi-layered
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Black 100%



Negative



8. Margins

The white space that needs to be left on the four sides of the square. the unit taken into consideration (X) corresponds to the diameter of the bottom part of the 'S'.



Horizontal version



Space of margins in case logo is located in vertical position.



Vertical version



Space of margins in case logo is located in vertical position of the reduced version of the logo.



Vertical reduced version



9. EU and NICT funding guidelines for M-Sec partners

Any communication activity related to the project (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must display:

1. The EU emblem and NICT emblem



Note: please do not use the European Commission emblem.

2. The following appropriate text

For communication activities

The M-Sec project is jointly funded by the European Union's Horizon 2020 research and innovation programme (contract No 814917) and by the Commissioned Research of National Institute of Information and Communications Technology (NICT), JAPAN (contract No 19501).

For infrastructure, equipment and major results

This [infrastructure] [equipment] [insert type of result] is part of a project that is jointly funded by the European Union's Horizon 2020 research and innovation programme (contract No 814917) and by the Commissioned Research of National Institute of Information and Communications Technology (NICT), JAPAN (contract No 19501).



10. Example to follow

1. When displayed together with another logo (e.g. M-Sec logo), the EU emblem must have appropriate prominence.
2. The font size used should be proportionate to the size of the emblem.
3. The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.
4. The name of the European Union shall always be spelled out in full.
5. The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
6. Italic and underlined variations and the use of font effects are not allowed.
7. The text should not interfere with the emblem in any way.
8. The font size used should be proportionate to the size of the emblem.



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Small scale versions

Small scale versions should only be used where the surface for the logo is very small or on promotional items. The minimum height of the EU emblem shall be 1 cm.

References

M-Sec Grant Agreement (p 48-49, 56)
<https://ec.europa.eu/easme/en/communication-toolkit>
https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf