

Project deliverable D8.1

Brand Identity and Guidelines

HORIZON JU Innovation Actions | 101139048 |
ENVELOPE - HORIZON-JU-SNS-2023



Co-funded by
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6GSNS

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04	22/03/2024	Anna Zanetti - ERTICO	Integration of the comments received from the Peer reviewer 2 and finalisation

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Project executive summary

ENVELOPE aims to advance and open the reference 5G advanced architecture and transform it into a vertical-oriented one. It proposes a novel open and easy-to-use 5G-advanced architecture to enable a tighter integration of the network and the service information domains by

- exposing network capabilities to verticals,
- providing vertical information to the network; and
- enabling verticals to dynamically request and modify key network aspects,

all performed in an open, transparent, and easy-to-use, semi-automated way.

ENVELOPE will build APIs that act as an intermediate abstraction layer that translates the complicated 5GS interfaces and services into easy to consume services accessible by the vertical domain. The experimentation framework and the main innovations developed in the project are: MEC with service continuity support, zero-touch management, multi-connectivity and predictive QoS.

It will deliver three large scale Beyond 5G (B5G) trial sites in Italy, Netherlands and Greece supporting novel vertical services, with advanced exposure capabilities and new functionalities tailored to the services' needs. Although focused on the Connected and Automation Mobility (CAM) vertical, the developments resulting from the use cases (UC) will be reusable by any vertical. The ENVELOPE architecture will serve as an envelope that can cover, accommodate, and support any type of vertical services. The applicability of ENVELOPE will be demonstrated and validated via the project CAM UCs and via several 3rd parties that will have the opportunity to conduct funded research and test their innovative solutions over ENVELOPE.

Social Media link:



@envelope-project

For further information please visit www.envelope-project.eu

Deliverable executive summary

This deliverable has been developed to present the brand identity and guidelines of the ENVELOPE project, including the logo, typography, colours, and visual elements to be used in all communication and dissemination materials and activities of the project, among the consortium and with external stakeholders.

This document explains the brand rationale and describes the graphic guidelines to be followed by the consortium, including the correct use of the logo, the project's colours, the typeface to use, as well as the different templates that have been developed. This is important to ensure a strong visual identity for ENVELOPE and that the ENVELOPE brand is used consistently and coherently by the consortium, which will maximise the impact of the project's communication.

List of abbreviations and acronyms

Acronym	Meaning
CAM	Connected Automated Mobility
EC	European Commission
ENVELOPE	Evaluation and validation of connected mobility in real open systems beyond 5G
SNS JU	Smart Network Services Joint Undertaking

1 Introduction

1.1 Document scope and structure

The purpose of Deliverable 8.1 - Brand identity and guidelines - is to ensure that the ENVELOPE brand is represented consistently across all communication materials and dissemination activities. The document presents the corporate design developed for the project, including the logo and style guidelines for all project promotional materials and document templates. It describes the brand rationale and lays out the brand identity guidelines for the correct use of the logo, brand colours, and typography by the ENVELOPE consortium.

This document is complementary to ENVELOPE deliverable D8.2 - Initial communication and dissemination strategy and plan – and D8.3 – Communication tools - both planned for Month 4 of the project. Deliverable 8.2 will present a preliminary communication strategy considering the intended audience, stakeholders, dissemination channels and opportunities, appropriate communication tools, etc. In parallel, D8.3 sets out the different tools developed as part of the project to support its communication strategy and ensure that the materials that are produced are in line with the project's brand identity. In describing ENVELOPE's corporate identity, this deliverable focuses on the guidelines developed specifically to fulfil the goals of the communication strategy.

The structure of this deliverable is as follows: Section 1 gives a brief description of the ENVELOPE project and explains the purpose of this deliverable. Section 2 describes the brand rationale and lays out the brand identity guidelines for the use of the logo, the colours, and the typeface, together with PowerPoint and Word templates available to the ENVELOPE partners. Section 3 depicts the way to display the EU funding acknowledgement.

1.2 Intended audience

This is a public document. For the project's consortium, this document serves as a guide for the use of the ENVELOPE's internal and external branding and marketing resources. For interested stakeholders outside of the consortium, it helps to create an understanding of the project's image and information channels.

2 ENVELOPE Brand

2.1 ENVELOPE brand identity and guidelines

The guidelines for correctly representing the ENVELOPE brand, cover all aspects of the project's visual identity. They describe the rationale of the ENVELOPE brand, the logo, the logo elements, the logo options, the logo colours, information regarding the incorrect use of it and the ENVELOPE typography.

2.1.1 Brand rationale

The ENVELOPE emblem encapsulates the project's pioneering ethos and collaborative nature. Centred around a connectivity symbol, it signifies the technological advancement. Dynamic italic lines intersecting the symbol convey momentum and progression, underlining the project's ambition to pioneer innovative approaches going beyond 5G realms.

Inspired by the European Union's flag, the ENVELOPE logo employs a colour palette featuring bright blue and vibrant yellow hues. These colours not only foster a sense of unity and collaboration but also symbolise the project's alignment with EU initiatives and principles.

The logotype "ENVELOPE" utilises a modern font, inspiring clarity, and sophistication. The italicised style of the letters injects a sense of dynamism, reflecting the project's forward-thinking stance in exploring 6G domains.

2.1.2 Master logo

The logo must appear fully intact. It must not be altered or distorted in any way. Guidelines for the correct use of the logo must be respected in terms of the minimum size and colour options. Whenever the logo is used, it should be surrounded by clear space to ensure its visibility and impact.



Figure 1. Full ENVELOPE logo

2.1.3 Colour combination usage

The primary colours of the ENVELOPE logo are blue and yellow. The usage of colours is based on the following guidelines, divided between primary and secondary colours

Primary (top row in Figure 2):

- Blue should be used for text headings, backgrounds, and graphical elements.
- Yellow should be used for headings, graphical elements, emphasis, including hyperlinks, dividing lines, info boxes and frames.

- Dark blue should be used for subheadings, graphical elements, emphasis, including hyperlinks, dividing lines, info boxes and frames.

Secondary:

- Light blue should be used for emphasis, including subtitles, hyperlinks, dividing lines, info boxes and frames.
- Beige should be used for backgrounds and graphical elements.
- Gradient should be used for backgrounds and graphical elements.

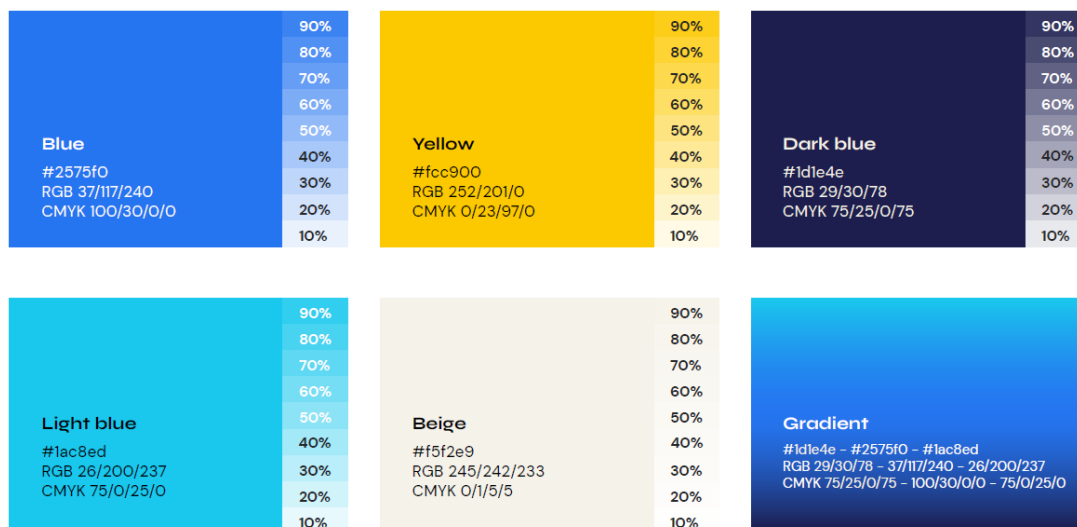


Figure 2. Colour palette

2.1.4 Logo usage

On a white background, the full colour ENVELOPE logo should always be used (Figure 3), on the left. In situations where the logo must appear on a dark background, the grey/white scale logo should be used.



Figure 3. ENVELOPE logo colours

2.1.5 Spacing

The logo is also protected by an exclusion zone. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and visibility on all our communications. Allow the logo sufficient space on any materials you produce. This rule must always be observed, and no other graphic elements are allowed to intrude into this zone.



Figure 4. Exclusion zone around logo

2.1.6 Incorrect use

The ENVELOPE logo may not be stretched, distorted, or altered. The integrity, proportion, position relative to the word mark and colour identity must be respected. The following images (**Error! Reference source not found.**) are examples of wrong usages and alterations that aren't accepted and must be avoided.



Figure 5. Examples of incorrect logo uses.

2.1.7 Typography

The typeface for external communications and promotional materials includes Archivo and DM Sans fonts. The Archivo typeface family (**Error! Reference source not found.**) will be used for headers and accents in bold and semibold. For subtitles and body text the DM Sans is the selected font. Both fonts are available for free on Google Fonts:

- Archivo
- DM SANS

For headers and accents: Archivo

Bold
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 abcdefghigklmnopqrstuvwxyz

Medium
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 abcdefghigklmnopqrstuvwxyz

For subtitles and body text: DM Sans

Bold
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 abcdefghigklmnopqrstuvwxyz

Medium
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 abcdefghigklmnopqrstuvwxyz

Regular
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 abcdefghigklmnopqrstuvwxyz

Figure 6. Primary typefaces for external communications and promotional materials

For internal documents (deliverables, PowerPoint presentations, minutes of meetings, etc.), Arial, the alternative typeface is recommended. This can also be used only if Archivo or DM Sans are not supported.

Alternative typeface: Arial

Bold
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 abcdefghigklmnopqrstuvwxyz

Regular
 ABCDEFGHIGKLMNOPQRSTUVWXYZ
 Abcdefghigklmnopqrstuvwxyz

Figure 7. Alternative typeface for internal documents

2.2 Templates

2.2.1 PowerPoint templates

A Microsoft PowerPoint (PPT) presentation template for the ENVELOPE project has been developed (**Error! Reference source not found.**). The template consists of slides with the ENVELOPE logo and includes an opening slide, slides for bullets and tables and a closing slide. A standard project presentation will be developed to be used by all consortium partners in their presentations concerning ENVELOPE. Consortium partners can access the different elements of the visual identity, including the logo use guidelines, the document's templates, and standard project presentation via the ENVELOPE SharePoint.

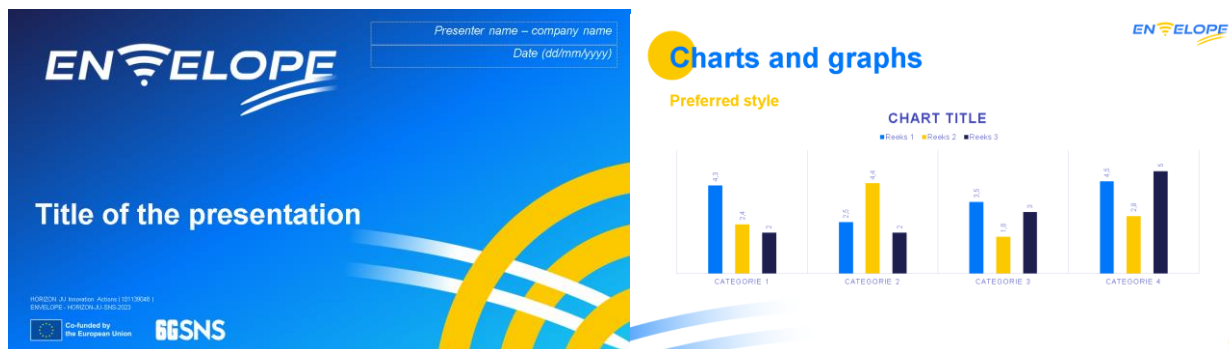




Figure 8.PowerPoint Template

2.2.2 Word templates

Standard Microsoft Word templates, in line with ENVELOPE brand guidelines, have been developed for ENVELOPE deliverables (**Error! Reference source not found.**) and agenda and meeting minutes (**Error! Reference source not found.**). They are available to the ENVELOPE consortium partners via the project SharePoint.



ENVELOPE
Evaluation and validation of connected mobility in real open systems beyond 5G

Project deliverable D.x.x
Deliverable name X.X

HORIZON-JU Innovation Actions (101130049)
ENVELOPE- HORIZON-JU-SNS-2023

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Dissemination level	Choose an item.
Type of deliverable	
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Contractual date of delivery	
Keywords	

Quality control

	Name	Organisation	Date
Peer review			

Version History

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01			

Legal Disclaimer

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Figure 9. Deliverable template

NAME OF THE MEETING

Date(s), place

Day 1: 3 July 2024, Day

Time	Description	Presenter (s)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	Break	
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	End of DAY 1	

Day 2: 3 July 2024, Day

Time	Description	Presenter (s)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	Break	
00:00 – 01:00	Keynote 1	Name / Name

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SNS

HORIZON JU Innovation Actions | 101100048
(ENVELOPE - HORIZON JU SNS 2023)



Name of event
30/11/2022 | Venue

MINUTES OF THE MEETING

Participants

Organisation	Name and Surname
NAME	Name / Name
NAME	Name / Name

Minutes

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
- Neque porrete velitis esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

WP1

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WP2

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WP3

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- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	End of DAY 1	

Day 3: 3 July 2024, Day

Time	Description	Presenter (s)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	Break	
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name

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SNS

HORIZON JU Innovation Actions | 101100048
(ENVELOPE - HORIZON JU SNS 2023)



Name of event
30/11/2022 | Venue

WP4

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Temporibus autem quibusdam et aut officiis

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

WP5

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- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

WP6

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- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

WP7

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- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Action no.	Description	Who	Deadline	Status
01	description	John Doe	07/10/2022	Status
02	description	John Doe	07/10/2022	Status
03	description	John Doe	07/10/2022	Status
04	description	John Doe	07/10/2022	Status
05	description	John Doe	07/10/2022	Status

Figure 10. Agenda and Minutes of meeting

2.3 Acknowledgements of EU funds

All recipients of EU funds have the legal obligation to explicitly acknowledge that their action has received EU funding. This requirement is to ensure visibility and transparency. For projects funded by Horizon Europe, this requirement is specified under Article 17 of the Grant Agreement.

The obligation requires all beneficiaries, managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on **all communication materials**. An important element with this regard is the European Union emblem and the funding statement, which must be displayed

prominently on all printed and digital products, websites, social media channels and other communication products:



Figure 11. EU funding acknowledgement

Joint Undertaking Acknowledgement

In addition to the obligations set out in Article 17, ENVELOPE's communication, and dissemination activities as well as infrastructure, equipment or major results funded under JU actions must also display the Joint Undertaking's special logo:



Figure 12. SNS JU funding acknowledgement

Extended EU funding disclaimer:



ENVELOPE has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101139048. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the SNS JU. Neither the European Union nor the granting authority can be held responsible for them.

Both graphic elements have been shared with the ENVELOPE consortium via the organisation's SharePoint.

3 Conclusion

This deliverable D8.1 is complementary to Deliverable D8.2 – Initial communication and dissemination strategy and plan. The purpose of this document is to describe the ENVELOPE project's brand identity and guidelines, explain the rationale of the logo, colours, and typeface, and detail the correct use of the project's visual identity.

All consortium partners should follow the guidelines detailed in this deliverable to ensure the consistent use of the ENVELOPE brand to make it easily recognisable. This is important for the coherence of the dissemination activities of the project and to ensure maximum impact of the project's communications goals.

Consortium partners can find the different elements that make up the ENVELOPE brand identity, including the logo files, guidelines, and templates through the project's SharePoint.

Annex

ENVELOPE Branding book extract



ENVELOPE - Visual Identity

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2

ENVELOPE - Visual Identity

2.2. Positioning

Logo on white background

On a white background, the logo should be used in full colour CMYK/RGB or greyscale.

Logo on coloured background or photographs

On a coloured background with black colours and without interference or details, the logo may be used in white. The logo may not be used on top of images with details or interference and legibility must be guaranteed.

Exclusion zone

The logo is also protected by an exclusion zone. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and visibility on all our communications. Allow the logo sufficient space on any materials you produce. This rule must always be observed and no other graphic elements are allowed to intrude into this zone.



7

ENVELOPE - Visual Identity

4.1. External communication & promotional materials

For headers and accents: Archivo

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For subtitles and body text: DM Sans

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Both fonts are available for free on Google Fonts

ARCHIVO
<https://fonts.google.com/specimen/Archivo?query=Default&type>

DM SANS
<https://fonts.google.com/specimen/DM+Sans?query=dm+sans>

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ENVELOPE - Visual Identity

2.3. Colour variants



Primary logo on light background



Greyscale logo on light background



White logo on dark background

The logo comes in three different colour variants. The colour variant on light background is the primary choice. If the contrast is insufficient using the primary variant, the other variants are used.

8

ENVELOPE - Visual Identity

4.2. Internal communication & documents

Alternative typeface: Arial

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial is used as an alternative typeface when Archivo or DM Sans are not supported, for example in e-mail signatures, Word or PPT templates.

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