

1. Communications procedure

1.1. Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as 5G MOBIX. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members, however all external bodies, except for the European Commission, must ask for permission before using them.

1.1.1. Brand, logo and fonts

1.1.1.1. Our brand

Our brand is often the first thing people see when encountering 5G MOBIX. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the 5G MOBIX brand is to use it consistently and in-line with our guidelines and communication procedures. (Inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the 5G MOBIX brand. You can find the general Dissemination procedures to refer to at this [link](#).

1.1.1.2. Our logo

Concept behind the Logo

The starting point for a project brand identity is based around the title of the project: 5G for cooperative automated mobility on X border corridors (or shorter, 5G-MOBIX).

Being the recognisable element of the project visual identity, the logo must be simple and easy to understand, and not too overcrowded with messages.

5G MOBIX logo, as presented in these guidelines, has two key elements: the symbol and letters. The symbol forms the wheel of a car, for the automation concept and core idea of the project. Inside the wheel are spokes (in blue) that represent the interconnectivity of 5G MOBIX. These spokes meet the tyre of the wheel (in black), that in turn represents the infrastructure necessary for the project implementation. The letters include the shorter title (ICT) in black, the number 4 (which stands for “for”) in grey and the blue CART (acronym of Connected and Automated Road Transport).

The colours for the project are teal and lime green.

The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.).



Figure 1: 5G MOBIX logo

We have created a bold, versatile logo for the 5G MOBIX. The icon represents a vibrant mix of mobility services pointed directly at the individual user. The shape is dynamic and the colour range is exciting and energetic. The typography is simple, direct and bold. It is an engaging device which encompasses the 5G MOBIX project.

1.1.1.3. Logo size and use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure consistent use.

1.1.1.4. Colours



Figure 2: 5G MOBIX alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for 5G MOBIX and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

CORE COLOURS			SECONDARY COLOUR
			
Teal	Lime green	Light lime green	Dark green
C = 43 M = 0 Y = 16 K = 40	C = 26 M = 0 Y = 100 K = 4	C = 19 M = 0 Y = 100 K = 0	C = 90 M = 61 Y = 58 K = 71
R = 92 G = 143 B = 148	R = 191 G = 209 B = 41	R = 212 G = 220 B = 46	R = 23 G = 52 B = 55
#5D8F94	#BFD129	#D4DC2E	#173437

Figure 3: 5G MOBIX colours

Our colours: Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of 5G MOBIX.

Core colours: Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

Secondary colours: Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

1.1.1.5. Incorrect use



Never reproduce the logo on a coloured or textured background



Never place the elements in a different position from the original logo



Never alter the colours of the logo or reproduce the colours as tints



Never distort or stretch the logo



Never enclose the logo in any kind of shape



Never recreate the logo using a different typeface

Figure 4: 5G MOBIX incorrect uses

1.1.1.6. Fonts

Our primary identity typeface is The Sans, to be used in all printed and web materials. We suggest using 12 of the 56 styles available, to be chosen according to the specific material and criteria of the designer.

As a basic rule, use The Sans Extrabold in the main heading. For subheadings, use The Sans Bold. For body copy, use The Sans Light.

The Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,/=+&_@!(%)\$|?>”:

Mintur min corem quia etur?

Tiurepudis et qui beatus, odita sam, imaxim valoris

Des que nimporio opta es que earcid utesequis ent, ut alitatem qui asit illesequisti alique lam estis maiorem. Itatem quuntem sam quae es simus atis reperatepme nonsequ iaspercimur doluptatae cullaccat eatum eum et est, utPellessi dolent, simoluptur, qui nus volupta quas isi in et essunto minte autem et ut provitium facitae odi debis ad ut vollupt atestrum dolores solupienis et ute nonecep erist, consedi temquia videllescil magnimp errorer ovidebi tiurepudis et qui beatus, odita sam, imaxim valoris nimi, culpa quos exerum as aut estiasp no.

Light

Light Italic

Plain

Plain Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Black

Black Italic

For office materials, use Corbel.

Corbel

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)\$|?>":

Corbel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)\$|?>":

1.1.2. PowerPoint Presentation

A PowerPoint (PPT) presentation template of the project has been developed. All partners will use this template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given.

A template has already been created and is available at the following locations on the ProjectPlace platform:

1. [16x9](#)

A standard presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

1.2. Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text referring to Horizon2020: "This project has received funding from the European Union's horizon 2020 research and innovation programme under grant agreement No. 825496".

A disclaimer will also be included on the website, stating:

"5G MOBIX is co-funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 825496). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The 5G MOBIX consortium members shall have no liability for damages of any kind that may result from the use of these materials."

Any publication or any other material prepared by the consortium members, even if at national level, on behalf of 5G MOBIX and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.

