Brand Guidelines

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Introduction

About 5G-DiGITs

The 5G-DiGITs logo captures the essence of the project by showcasing its focus on connectivity, digital innovation, and sustainability. It reflects a commitment to fostering technological advancement while promoting environmental responsibility.

The guidelines for using the logo are designed to maintain consistency across all platforms, ensuring a cohesive and recognizable identity. Proper usage helps establish trust and enhances the project's impact and visibility.

Color Palette

About 5G-DiGITs

The 5G-DiGITs logo reflects the project's dedication to innovation, sustainability, and connectivity. It represents a forward-thinking approach, merging technology with green initiatives for a brighter, more sustainable future.

The guidelines for using the logo are designed to ensure consistency across all platforms. Adhering to these standards will help strengthen the brand's identity and ensure long-term recognition.

Note:

• Use Pantone values for offset printing or provide them to vendors for accurate color reproduction.
• Use RGB values for digital outputs.
• Use HEX values for web design and digital media.
• Use CMYK values for printed materials.

CMYK
100 / 0 / 48 / 25

HEX
#00bf63

RGB
0 / 191 / 99

CMYK
69 / 22 / 0 / 27

HEX
#3a91b9

RGB
58 / 145 / 185

CMYK
0 / 0 / 0 / 80
HEX
#333333
RGB
51 / 51 / 51
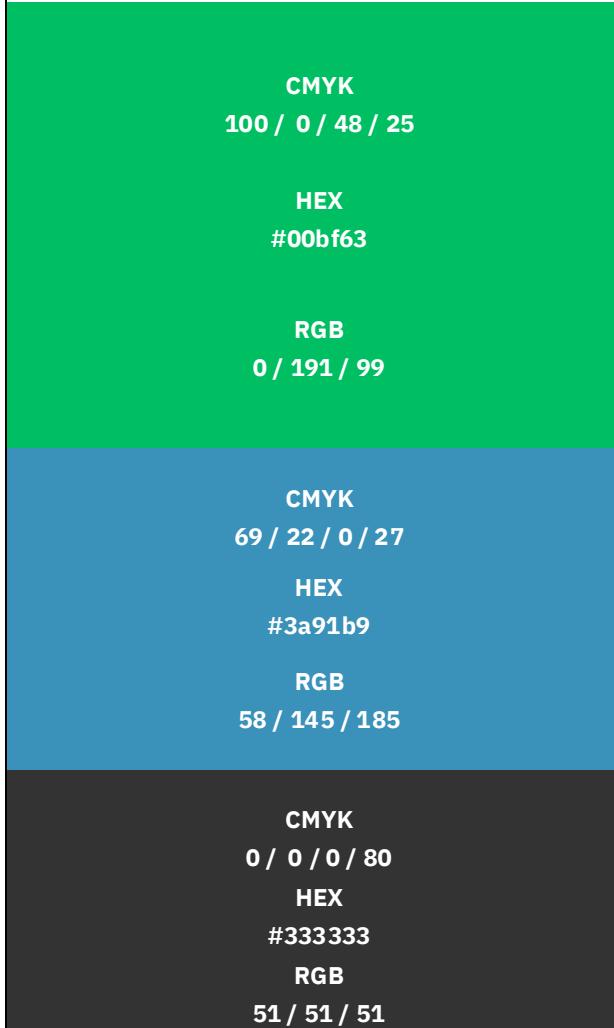
Bright Green

Bright green symbolizes sustainability, freshness, and innovation. It represents growth and commitment to the environment, making it ideal for technology projects focused on a greener future.

Sky Blue

Sky blue conveys trust, professionalism, and clarity. This color reinforces the connection to technology and communication, bringing a sense of modernity and structure.

Charcoal Black

Charcoal black represents sophistication, strength, and authority. It provides balance and a touch of elegance, highlighting the key elements of the design.

Typography

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Primary

Aa

Montserrat
ABCDFEGHIJKLM
abcdefghiklmopqr
z 0123456789

Secondary

Aa

Lato
ABCDFEGHIJKLM
abcdefghiklmopqrz
0123456789

Typography Applied

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The heading text is bold, modern, and geometric, designed to draw attention and establish hierarchy. Perfect for titles and key statements in both print and digital formats. **20 Pt**

The subheading text is regular weight, offering a balance between formality and readability. Ideal for supporting text that needs to stand out without overpowering the heading. 14 Pt

Body text is clean, approachable, and legible at smaller sizes. Designed for paragraphs, descriptions, and extended reading, maintaining a professional tone throughout. 10 Pt

The Logo

About 5G-DiGITs

The Warner & Spencer logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

✓

✓

✓

✓

Incorrect logo

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Guidelines for Using the EU Emblem

Acknowledging EU Funding

All beneficiaries of EU funding are required to display the EU emblem prominently in all communication materials to acknowledge the financial support received under EU programmes. This must always be accompanied by the statement:

Correct Usage of the EU Emblem

Use the official blue-and-yellow emblem whenever possible.
• Monochrome versions may be used only when necessary for specific design constraints.
• The emblem must always appear on a white or neutral background for clarity and visibility.

Visibility Requirements

The EU emblem and funding statement must be placed prominently and proportionately to ensure proper recognition.
• Avoid altering the proportions, colors, or alignment of the emblem in any way.

Graphic Elements

Primary Icon

The Icon is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible
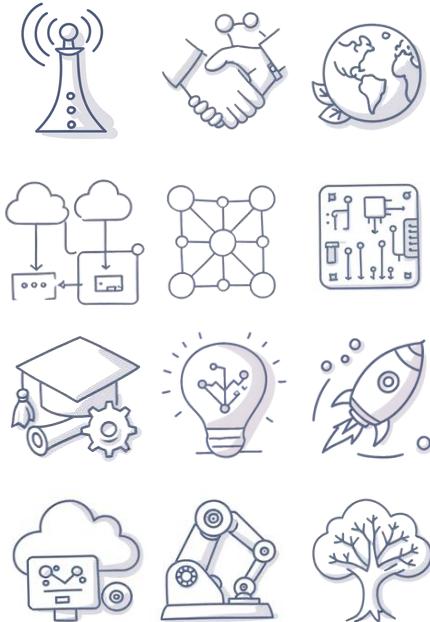
Elements Icon

These are our line-drawing icons. They are familiar, uncomplicated, and friendly, just like we are. Preferably, you must always reproduce the blue on a white background.
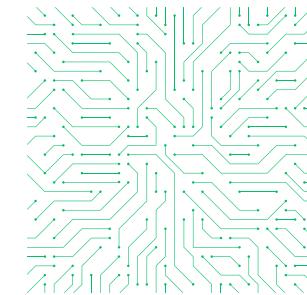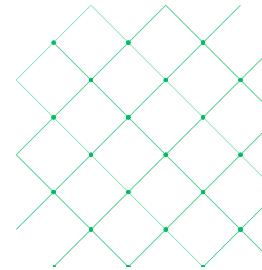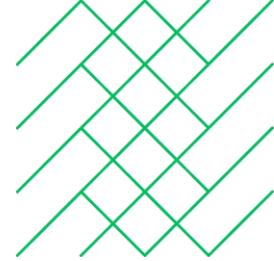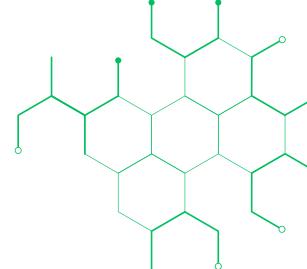
Primary Pattern

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Save Area

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SIZING

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases. legibility should always be your top priority


CLEAR SPACE

The minimum clear space is de?ned as x, measured by the sixth of the height of the jar. The minimum clear space of 2x around the jar and 4x above and below the letters should 2x always be applied. Try to maximize clear space whenever possible. Always scale the logo proportionally

BRAND STYLE GUIDE