



NEW APPROACH TO INNOVATIVE TECHNOLOGIES IN MANUFACTURING

Deliverable 5.1

Project visual identity

Work package No. 5 – Visibility & Social Media

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Delivery date: 31 December 2022

Dissemination level: Public

Type: DEC





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Revision History

Author Name, Partner short name	Description	Date
Marek Chodnicki (Gdańsk Tech)	v. 1.0	31.12.2022





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1. Introduction

Dedicated project identity including logo, website header, fonts and colors has been developed for the NEPTUN project. The main components of this identity are summarized below.

Based on several propositions, the project board selected the following logo, which aims at graphically presenting the idea of automatic manufacturing (robot) combined with the symbol of Gdansk, i.e. Neptune.

2. Logo - basic version



Figure 1. NEPTUN project logo





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3. Logo - monochromatic version

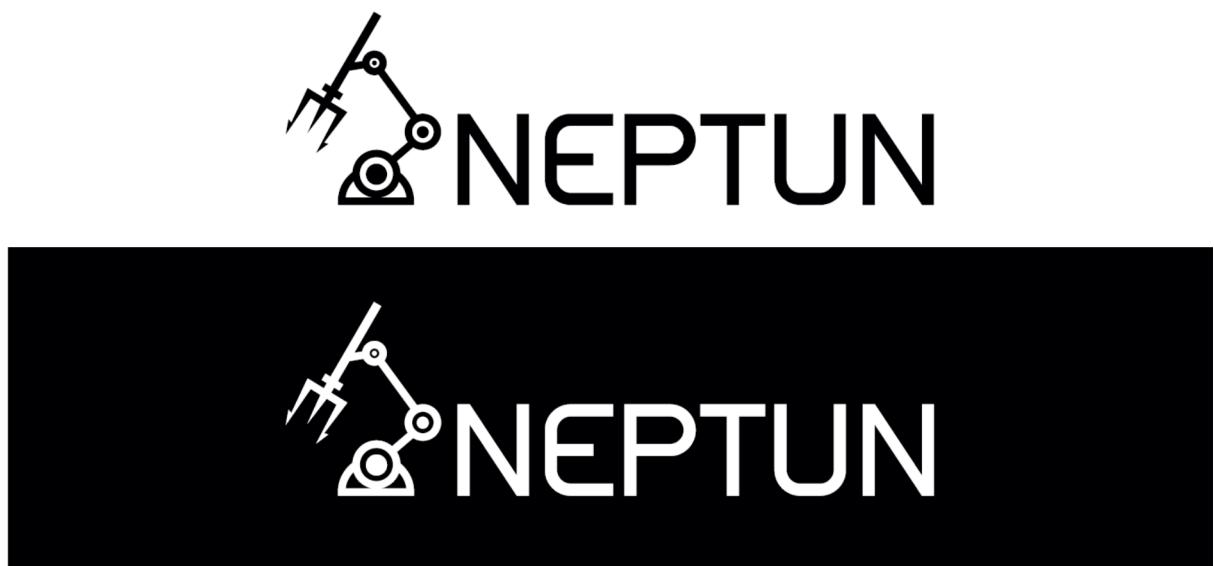


Figure 2. Monochromatic version





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4. Logo protection area

The protective field of the sign is determined by the height and width of the letter 'E' from the typographical part of the sign.



Figure 3. Protection area





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5. Minimum size of the logo

It is permissible to scale the sign only while maintaining the proportions. In order for the sign to remain legible on advertising materials it should not be reproduced in a smaller version than recommended.



Figure 4. Minimum logo size for displays and for printing

6. Color scheme

The color scheme is an essential part of the brand, so it is forbidden to change it or modify it in any way. Inappropriate use of colors can harm the brand image.

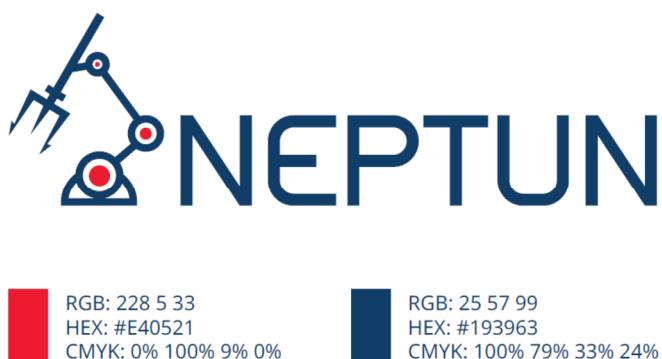


Figure 5. Color scheme



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7. Forbidden distortions of the logo

A sign on a background that makes it impossible to read shall not be used.

It is also not prohibited to change the color scheme.



Figure 6. Correct and incorrect applications of the logo



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Figure 7. Bad, unacceptable examples of logo modification

8. Typography



Project: 101079398 — NEPTUN — HORIZON-WIDERA-2021-ACCESS-03



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9. Sample letterhead

Noto Sans font was used for the entire text of the document from the Google Fonts library.

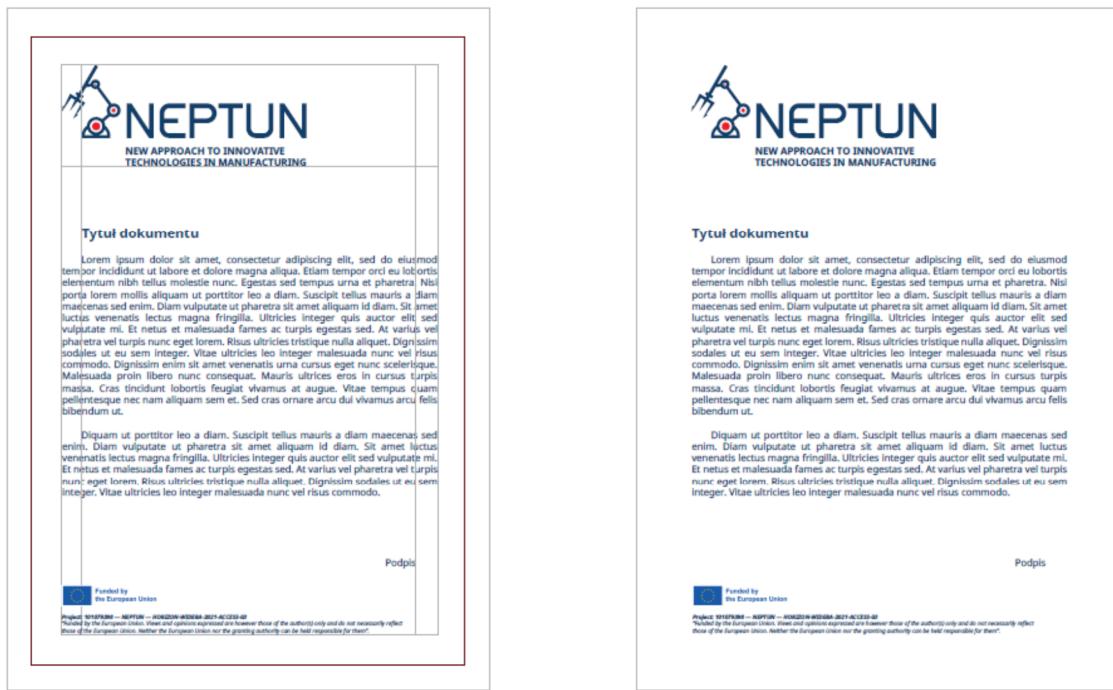


Figure 8. Sample letters





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10. Submitted files

Three color versions were prepared for the logo - a standard version and additional versions with the logo in black and white. Each of these versions was provided in the file types listed below.



.ai .pdf .eps .jpg .png

Figure 9. File extensions

