

INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY

## **BRAND GUIDELINES**



[www.industry4e.eu](http://www.industry4e.eu)

# CONTENTS

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## **3 INTRODUCTION**

---

### **4 LOGO**

**5 Primary Logo**

**6 One Colour Logo**

**7 Correct Use of Logo**

**11 Incorrect Use of Logo**

**12 Typefaces**

**13 Colour Palette**

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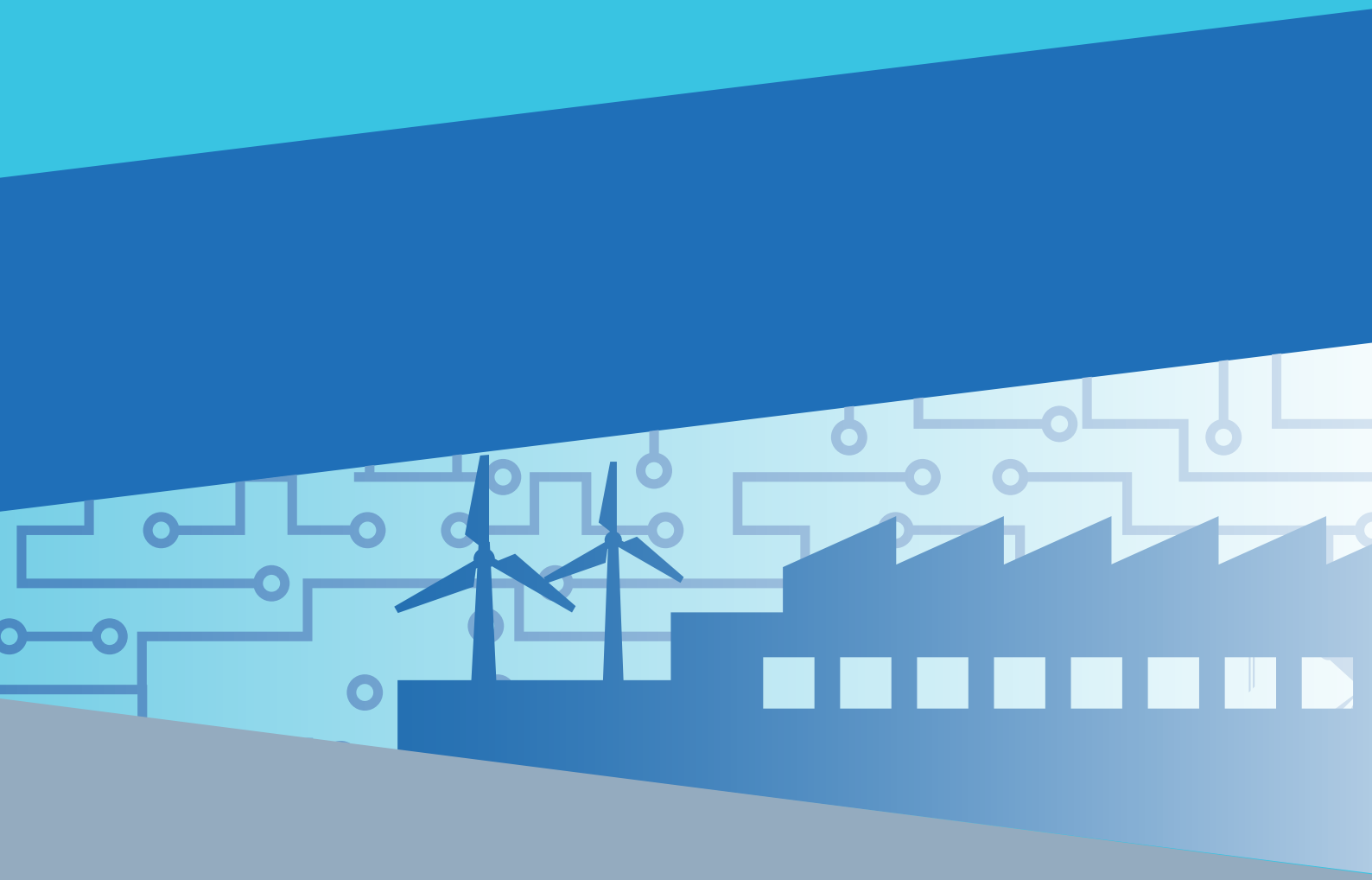
### **14 APPLICATION**

**15 PowerPoint**

**16 Poster**

---

**17 Acknowledgement  
of EU funding**



## INTRODUCTION

### Brand Guidelines

The brand guidelines set out in this manual for the **Industry 4.E Lighthouse** offer the means by which all partners in the **Industry 4.E Lighthouse, CSA Industry4.E** and **Industry4.E LIAISE (Lighthouse Initiative Advisory Service)** teams can achieve the prescribed standards of presentation.

All partners are requested to follow these guidelines.

For any queries regarding the implementation of the **Industry 4.E** brand guidelines, please contact **Olga Ormond**, AquaTT Project Officer ([olga@aquatt.ie](mailto:olga@aquatt.ie)).



## LOGO



## PRIMARY LOGO

The **Industry 4.E** Logo is constructed using a combination of rounded bold lettering, harmonious colour choices and illustration.

This section gives you guidelines on how to use the logo in any format, for example the recommended type face to use, the colour palette and best use of the logo on different backgrounds.



## ONE COLOUR LOGO

The one colour version logos are intended for applications that are restricted in colour, such as fax, memo etc. or any time it is not possible to use colour printing techniques.



Black Logo



White Logo

## CORRECT USE OF LOGO

### Colour Background Variations

The preferred background for the **Industry 4.E** logo is white, but there will be some instances where the logo needs to be used over a colour other than white. In this case, you may have to use either the white or black version of the logo.

Whether the logo is being used in full colour, black or white, please ensure that the logo is always legible and there is sufficient contrast between all the elements.



#### Correct

The full colour logo is only fully visible on a light background.



#### Incorrect

The full colour logo is not fully visible on a dark background.



#### Correct

The white logo is only fully visible on a dark background.



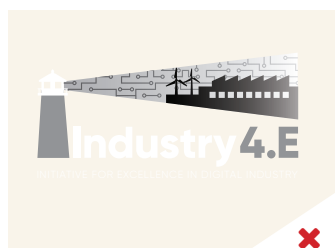
#### Incorrect

The black logo is not fully visible on a dark background.



#### Correct

The black logo is only fully visible on a light background.



#### Incorrect

The white logo is not fully visible here on a light background.

## CORRECT USE OF LOGO (CTD.)

### Photographic Background Variations

The preferred background for the **Industry 4.E** logo is white, but in some cases it is necessary to use the logo over images. In all cases, it is important to ensure that all elements of the logo are clearly visible.



#### Correct

The full colour logo is fully visible on a light image.



#### Incorrect

The full colour logo is not fully visible on a dark image.



#### Correct

The white logo is fully visible on a dark image.



#### Incorrect

The black logo is not fully visible on a dark image.



#### Correct

The black logo is fully visible on a light image.



#### Incorrect

The white logo is not fully visible on a light image.



## CORRECT USE OF LOGO (CTD.)

### Clearance Space

Clearance space is the area surrounding the logo that should be kept free of other graphical elements. You should allow sufficient space around the logo.

The minimum required space to use around the logo is the height of the "E" in the logo.



Clearance space

## CORRECT USE OF LOGO (CTD.)

### Minimum size

The **Industry 4.E** logo can be increased to any size you require however the minimum size the logo should be displayed at is 49mm in width. Where possible, the logo should not be used below this size as legibility will be compromised.



## INCORRECT USE OF LOGO

### What not to do

Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

#### ✗ Do not distort logo



#### ✗ Do not modify colours



#### ✗ Do not rearrange elements



#### ✗ Do not add elements



#### ✗ Do not use elements alone



#### ✗ Do not modify proportion



## TYPEFACES

### Primary – Gilroy (Graphic Design Use Only)

**Gilroy** is the primary **Industry 4.E** typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold.

**Gilroy** is primarily used for print design. For internal documents (such as Microsoft Office applications), use the alternate typefaces below.

### Secondary – Calibri (Internal Use)

**Calibri** is the secondary **Industry 4.E** typeface. This font is intended for internal use. Calibri reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, Powerpoint, Excel etc. Calibri Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc.

Calibri is packaged with all Microsoft and Macintosh computers.

### Web font – Arial

The typeface used on the **Industry 4.E** website is **Arial**. This is a free Google font which is set within the website template.

#### Gilroy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @\*?!&%+="

#### Gilroy Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @\*?!&%+="

#### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @\*?!&%+="

#### Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @\*?!&%+="

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @\*?!&%+="

#### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @\*?!&%+="

## COLOUR PALETTE

### Print

The CMYK values are required when preparing materials for professional print jobs.

In-office printing will provide varied results depending on equipment and as a result, 100% colour accuracy cannot be expected.

### Web

The RGB values are required when preparing materials for the web.

It is important to note that the calibration of monitors, desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across all materials for the web.

#### Industry 4.E Light Blue

C 64	
M 0	R 57
Y 9	G 196
K 0	B 226

#### Industry 4.E Dark Blue

C 85	
M 55	R 40
Y 0	G 111
K 0	B 183

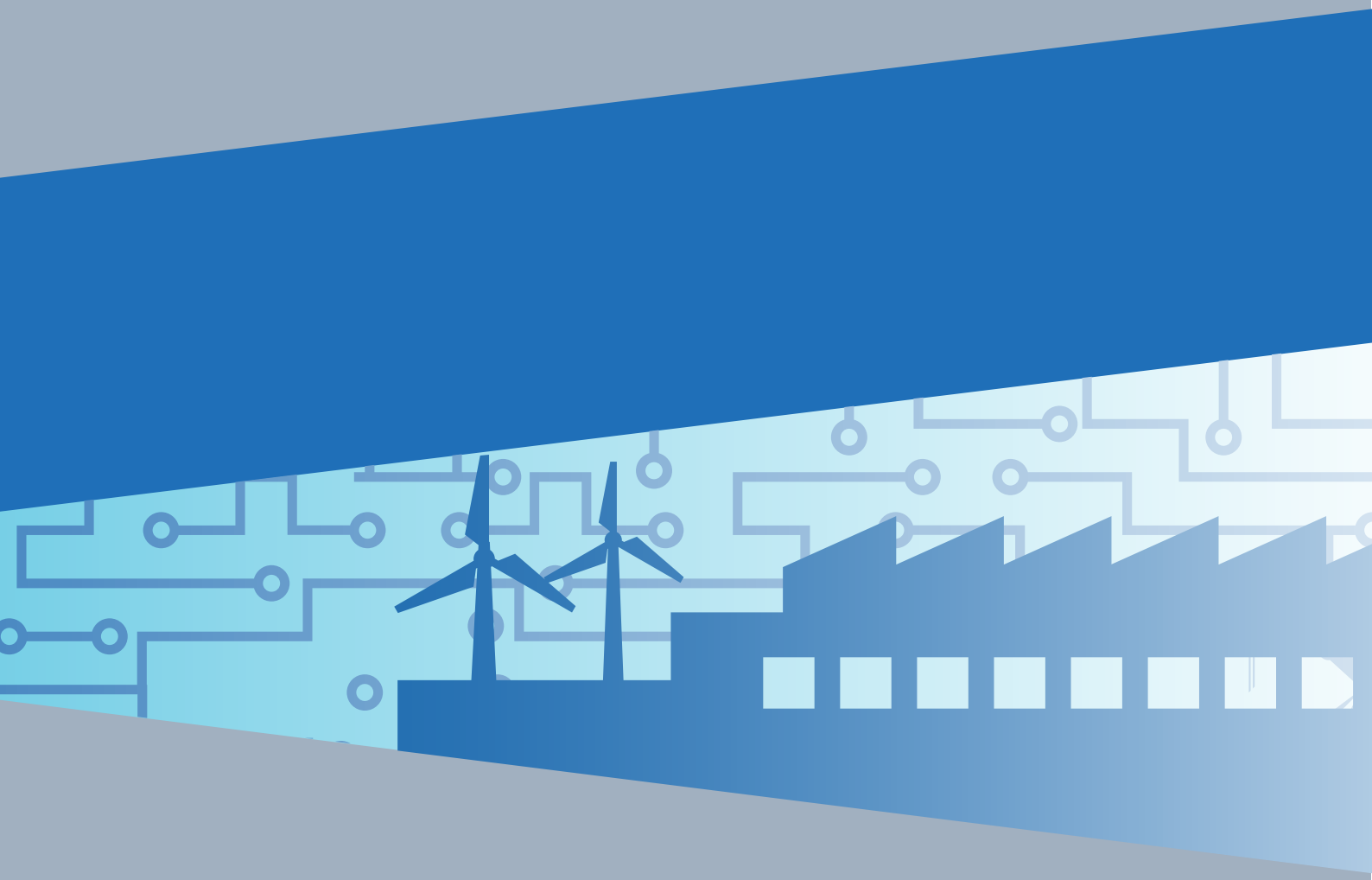
#### Industry 4.E Grey

C 43	
M 27	R 150
Y 18	G 168
K 0	B 186

#### Industry 4.E Red

C 0	
M 90	R 209
Y 31	G 53
K 14	B 102

## APPLICATION



## POWERPOINT

### Cover, context & closing slides

Please follow the PowerPoint template. The recommended font is Calibri. Maximum font size is 40pt.

#### Title Page Layout

Presentation Title 28pt

Subheading 28pt

Presenter text 28pt

Web url text 14pt

EU disclaimer text 6pt

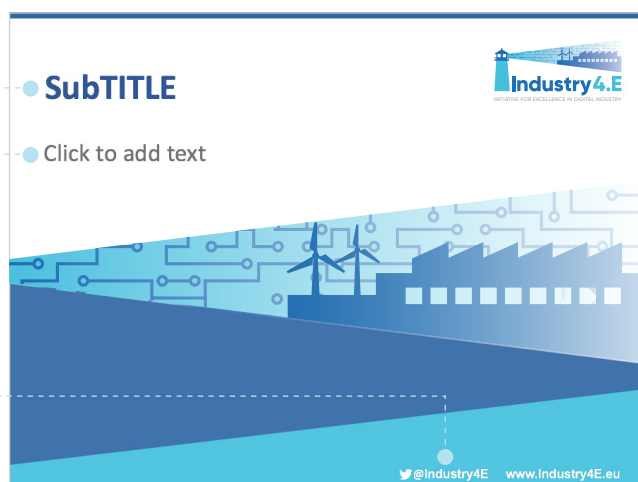


#### Content Page Layout

Headline 40pt

Body text 28pt

Web url text 14pt



#### Closing Slide

Headline 40pt

Contact text 20pt

Web url text 14pt

EU disclaimer text 6pt



## POSTER

### Poster Template A0

Please follow the template.

The recommended font is Gilroy. Maximum font size is 120pt.

### Poster Style 1

Twitter 33pt

Url text 40pt

Heading 31pt

Subheading 21pt

Heading 26pt

Bullet points 21pt

Disclaimer text 10.5pt

**Industry4.E**  
INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY

**ENABLING EUROPEAN INDUSTRY TO ACHIEVE DIGITAL TRANSITION AND STRONG COMPETITIVENESS**

Industry4.E Lighthouse is a collection of connected activities for Industry Digitalisation in the Electronic Components & Systems field. Operating across project, funding, and national boundaries, bringing together relevant RDI projects from across various funding programmes, helping them to connect with each other and the end-user/stakeholder community.

**ACTIVITIES AND EXPECTED OUTCOMES:**

- Promoting European Digital Industry Leadership and European team spirit
- Recommendations on the future of the Industrial Digitalisation roadmap
- Catalysing cooperation and reducing fragmentation among all stakeholders and relevant RDI projects
- Linking projects, national and regional activities, including SME engagement for Digital Industry
- Acceleration of uptake of project results, increasing industrial and social impact
- Contributing to standardisation and policy
- Boosting cross-cutting activities
- Engaging specialists and the general public

ECSEL  
Joint Undertaking

The project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No. 101019715. The JU receives support from the European Union's Horizon 2020 research and innovation programme and ECSEL member states.

### Poster Style 2

Twitter 33pt

Url text 40pt

Heading 42pt

Body text 21pt

Disclaimer text 11.5pt

**Industry4.E**  
INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY

**CSA-INDUSTRY4.E SUPPORTING SUCCESSFUL IMPLEMENTATION OF THE INDUSTRY4.E LIGHTHOUSE**

**CSA-INDUSTRY4.E**

**LIASE**

**CSA-Industry4.E**

The CSA-Industry4.E team will work in close cooperation with:

- Lighthouse Initiative Advisory Service (LIASE)
- Industry4.E Lighthouse projects
- EFRA (www.efra.eu) projects
- All Stakeholders including SMEs, other European, regional and national projects, policy-makers and the public

Get in contact today:  
info@industry4.eu

**INDUSTRY4.E LIGHTHOUSE INITIATIVE**

**CSA-INDUSTRY4.E PARTNERS**

IRISH MANUFACTURING RESEARCH - VTT - MONDRAGON UNIVERSITATSA - STEINBERG 2i - AQUITY

ECSEL  
Joint Undertaking

The project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No. 101019715. The JU receives support from the European Union's Horizon 2020 research and innovation programme and ECSEL member states.



## Acknowledgement of EU funding

All publications or any other dissemination relating to foreground should include the ECSEL-JU emblem, the EU emblem and the following statement to indicate that said foreground was generated with the assistance of financial support from ECSEL-JU, the EU and National/Regional Funding Authorities also supporting the project:

This project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No 830845. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Ireland, Finland, Spain, Germany. The output reflects the views only of the author(s), and neither ECSEL-JU nor the European Union can be held responsible for any use which may be made of the information contained therein.

A combined ECSEL-JU emblem, EU emblem and disclaimer graphic is available in the **Industry 4.E** logo suite.

## ECSEL-JU emblem

High-resolution versions of the emblem can be found here: <http://www.ecsel.eu/useful-information#hashLIAU>

## EU emblem

High-resolution versions of the emblem can be found here: <http://europa.eu/about-eu/basic-information/symbols/flag/>



[www.industry4e.eu](http://www.industry4e.eu)

Designed and Developed by AquaTT  
[www.aquatt.ie](http://www.aquatt.ie)