



RESilience enhancement and risk control platform
for communication infra**ST**ructure **O**perators

BRAND GUIDELINES

Version 1.0, June 2018



INTRODUCTION

Welcome to the official guidelines of the RESISTO Corporate Identity. In this manual you will find all the necessary information to properly use our logo and understand the concept and the story behind it.

The idea of having an exhaustive and detailed Manual concerning our Corporate Identity and its use is easily understandable: it's something that was missing.

RESISTO is a European project, therefore the use of its main symbol, the logo, must be used correctly. By this manual we give you the tools to do so. Should there be any question marks concerning the usage you are always welcome to contact the International Board or your National Representative.

The Visual Identity Manual will guide you through the story of our Corporate Identity, information and examples of use and misuse of both RESISTO Logo and RESISTO Mark suggestions tips and detailed explanation on how to get the best out of our Visual Identity.

APRE - Agenzia per la Promozione della Ricerca Europea
Arianna Magni, *RESISTO Communication Manager*

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OUR LOGO

The logo of RESISTO is composed of the characters: RESISTO and is accompanied by the text explaining these characters, "RESilience enhancement and risk control platform for communication infraSTructure Operators".

LOGO ANATOMY

RESISTO logo is considered a combination mark. It consists of a wordmark and a symbol or logo mark. This combination gives flexibility as either or both can be used across a variety of applications.



Logo mark,
or simply the mark

RESIlience enhancement and risk control platform
for communication infraSTructure Operators

Wordmark

LOGO COLOR

RESISTO logo should always contrast with the background. There are two versions of the logo to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

SINGLE COLOR:

When there are limited numbers of colors available choose the single color version. Only black and white should be used.



LOGO LOCKUPS

The official version of the RESISTO logo includes the explanatory pay-off below. In some specific cases, it is possible to use the logo without pay-off or only the identifying mark.

OFFICIAL LOGO



OFFICIAL LOGO WITHOUT PAYOFF



MARK



USING OUR LOGO

RESISTO logo has been designed to ensure accurate reproduction and legibility across all communications, screen and print. Therefore, it is important to pay attention to clear space and minimum sizes stated.

CLEAR SPACE:

The clear space around the logo on all sides should be equal to the width of the "I" in RESISTO for maximum legibility and impact. These clear space requirements have been accounted for the supplied logo files. The more clear space, the better.

MINIMUM SIZE:

To preserve legibility, the logo should never be printed smaller than 1" wide and should never appear at less than 120 pixels wide in digital formats.

DESIGN AND PROPORTIONS



CLEAR SPACE



MINIMUM SIZE



DESIGN SYSTEM

RESISTO brand is composed of many colors, graphics, and typography styles.

COLOR PALETTE

The 4 colors of RESISTO CI are well represented in the RESISTO Logo and mark. The so called RESISTO colors are unique like the logo and CANNOT be altered.

BLU ROYAL

RGB	41 35 92	HEX	#262262
CMYK	100 100 25 25		

ROUGE

RGB	190 22 34	HEX	#be1e2d
CMYK	15 100 90 10		

LIGHT GRAY

RGB	157 157 156	HEX	#939598
CMYK	0 0 0 50		

WHITE

RGB	255 255 255	HEX	#FFFFFF
CMYK	0 0 0 0		

TYPOGRAPHY

The typography related to the RESISTO corporate identity is the font LATO. The typography related to the content is the font used for documents of RESISTO such as Powerpoint Presentations, Word Documents, Brochures, etc.

The font is free availability; it should be used in all communications. It can be downloaded at:

> <https://fonts.google.com/>

LATO

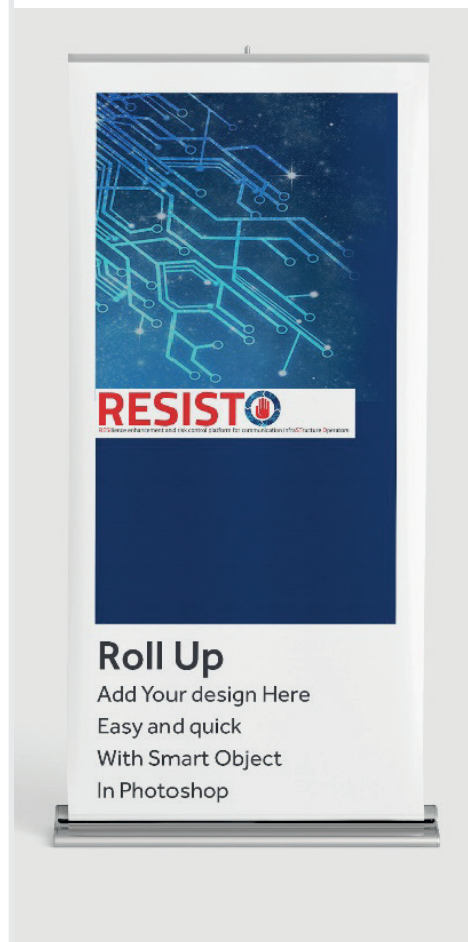
LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

OFFICIAL BACKGROUND



COMM TOOL KIT

Brochure, leaflets, roll-up, poster etc. will be designed to spread main RESISTO information and its results. The RESISTO corporate identity will be respected in all comm tool kit.



SOCIAL MEDIA COVER

The RESISTO project disseminates its results within the major social media such as Facebook, Twitter and LinkedIn. The cover pages of these social networks respect the CI designed for the project (color, background, font, etc.)

PROFILE PICTURE



FACEBOOK COVER PAGE



TWITTER COVER PAGE



LINKEDIN COVER PAGE





www.resistoproject.eu



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