

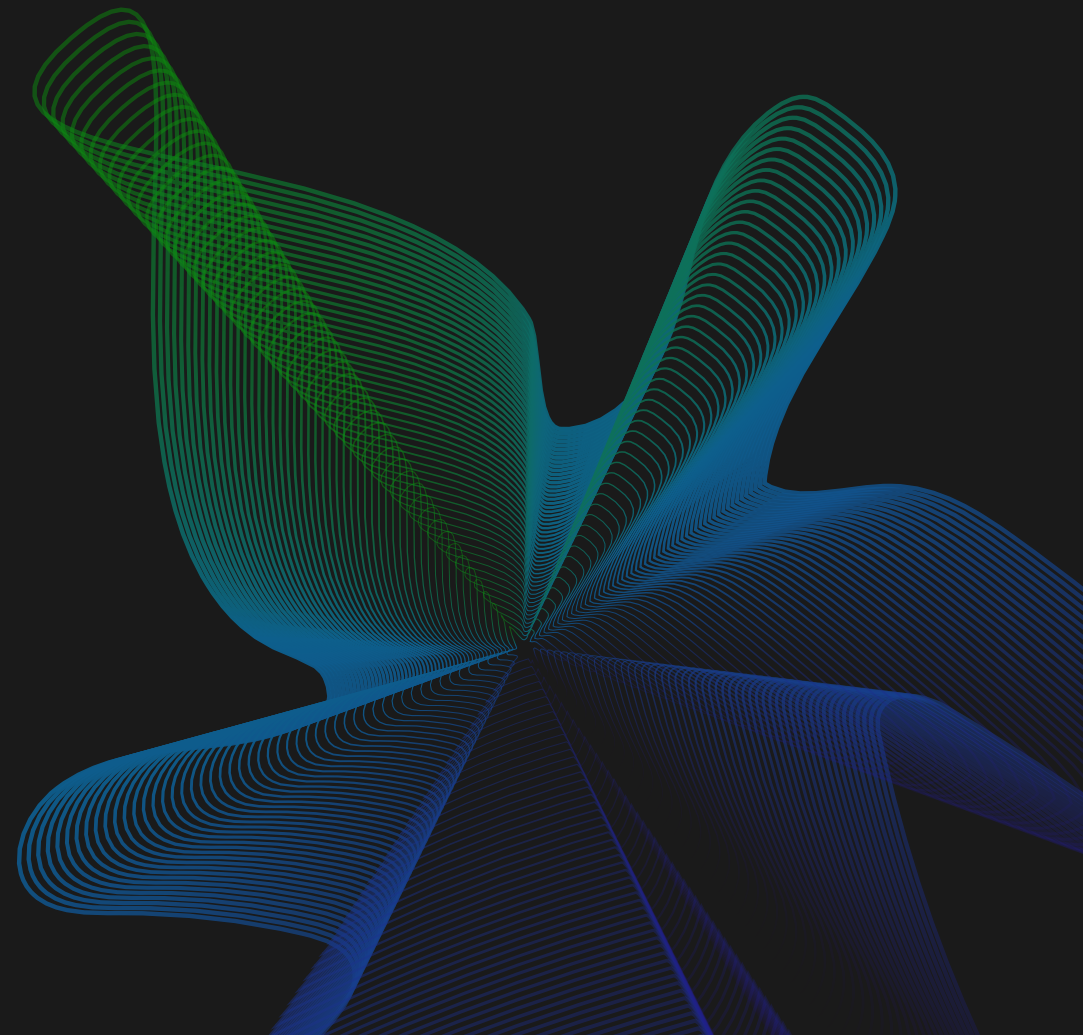
/ **BRAND GUIDELINES**  
2023



▶ HOW WE LOOK

LOGOTIPE	4
COLOR	12
TYPOGRAPHY	14
ICONOGRAPHY	17
PHOTOGRAPHY	19

▶ BRAND IN ACTION 21



VISUAL IDENTITY

**GRAPH**  
MASSIVIZER

**/ HOW WE LOOK**

An abstract graphic composed of numerous thin, wavy lines in shades of blue and green. The lines are arranged to form a stylized profile of a person's head, facing right. The lines are more densely packed in some areas, creating a sense of depth and movement. The overall effect is a modern, digital aesthetic.

## / How we look **LOGOTIPE**



The Graph-Massivizer logo was created using the Space Age typeface.

A sans serif typeface that enhances the values of innovation, technology and modernity, which are dear to the brand.

The second sans serif typeface, Byom, refers to technological elements. It is used for "Massivizer".

To represent the Data Ecosystem, the letter "A" for Graph stands out. This concept is reinforced by the different circles surrounding it.

Finally, the gradient is intended to reflect the technological and digital scope of the project. In addition, the green colour conveys sustainability and energy, fundamental pillars on which the project is based.

Overall, the Graph-Massivizer logo aims to convey the following values: efficiency, energy, technology, sustainability and massive data processing through graphics.

/ **LOGOTIPE**  
POSITIVE VERSION

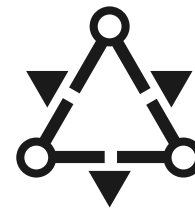
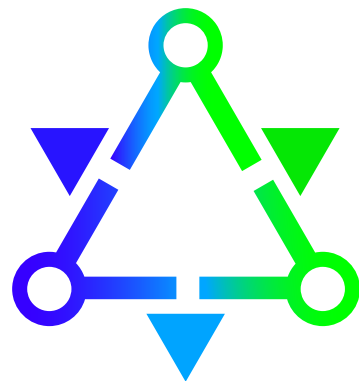


NEGATIVE VERSION

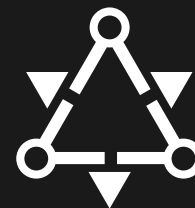
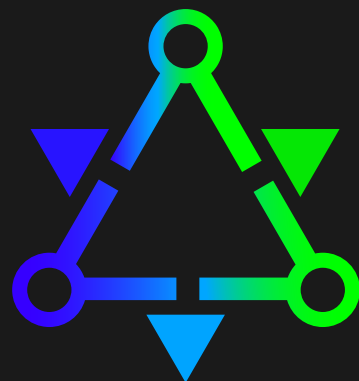


[Download Logo](#)

**/ EMBLEM**  
POSITIVE VERSION



NEGATIVE VERSION



[Download Emblem](#)

# / LOGOTIPE SAFE SPACE

The logo should always be surrounded by a minimum uncluttered area called "safe space." It is defined by using the height and width of the 'G' in Graph Massivizer. The safe space ensures that headlines, text or other visual elements do not hinder the logo's legibility and visibility. As a general rule of thumb, the more safe space around the logo, the better.



# / LOGOTIPE

## MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the wordmark is not compromised in application.

As such, please refer to the following specifications when using the logo at small scale.

### Logotipe

MINIMUM PRINT HEIGHT



MINIMUM DIGITAL HEIGHT



### Emblem

MINIMUM PRINT HEIGHT



MINIMUM DIGITAL HEIGHT





# / LOGOTIPE PLACEMENT

At a high level, the following diagrams illustrate the preferred placement areas for the GM logo, regardless of communication size or ratio.



GRAPH  
MASSIVIZER



GRAPH  
MASSIVIZER



GRAPH  
MASSIVIZER



GRAPH  
MASSIVIZER



GRAPH  
MASSIVIZER



GRAPH  
MASSIVIZER

# / LOGOTIPE RESTRICTIONS

The logo's appearance must remain consistent throughout all communications.

It must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any logo application.



GRAPH  
MASSIVIZER

The logo is shown with a white outline around the letters and the central graphic.

DO NOT OUTLINE



GRAPH  
MASSIVIZER

The logo is shown with increased spacing between the letters.

DO NOT ALTER KERNING



GRAPH  
MASSIVIZER

The logo is shown tilted at an angle.

DO NOT ROTATE



GRAPH  
MASSIVIZER

The logo is shown with a different color palette than the original.

DO NOT ALTER COLORS



GRAPH  
MASSIVIZER

The logo is shown with a different font size.

DO NOT ALTER SIZING



GRAPH  
MASSIVIZER

The logo is shown horizontally stretched.

DO NOT STRETCH



GRAPH  
MASSIVIZER

The logo is shown with a different central graphic element.

DO NOT MODIFY ARTWORK



GRAPH  
MASSIVIZER

The logo is shown with a horizontal line added below the word 'MASSIVIZER'.

DO NOT ADD ELEMENTS



DON'T USE COMPLEX PHOTO

# / EMBLEM RESTRICTIONS

The emblem's appearance must remain consistent throughout all communications. It must never be redrawn, adjusted or modified in any way.



DO NOT OUTLINE



DO NOT ROTATE



DO NOT ALTER COLORS



DO NOT MODIFY ARTWORK



DO NOT STRETCH



DO NOT ADD ELEMENTS



DO NOT REMOVE ELEMENTS



DO NOT USE PATTERN



DON'T USE COMPLEX PHOTO

# / How we look **COLOR**

White

RGB  
255 255 255

CMYK  
0 0 0 0

HEX  
#FFFFFF

Black

RGB  
255 255 255

CMYK  
0 0 0 0

HEX  
#FFFFFF

Royal blue

RGB  
40 20 255

CMYK  
91 75 0 0

HEX  
#2814FF

Blue

RGB  
0 165 255

CMYK  
70 26 0 0

HEX  
#00A5FF

Green

RGB  
5 232 5

CMYK  
67 0 100 0

HEX  
#05E805

Brand gradient

○ Royal blue

○ Blue

○ Green

/ **COLOR**  
USAGE



**GRAPH**  
MASSIVIZER



**GRAPH**  
MASSIVIZER



**GRAPH**  
MASSIVIZER



**GRAPH**  
MASSIVIZER



**GRAPH**  
MASSIVIZER



**GRAPH**  
MASSIVIZER

# / How we look **TYPOGRAPHY**

Graph-Massivizer's corporate typeface family is Red Hat Display.

For use in all internal communication, signage and external communication.

This typeface was chosen because of its clarity, modernity and good legibility.

This font is accessible for free on Google Fonts.

## RED HAT DISPLAY

Light

*Italic*

Regular

**Bold**

Medium

**Extra Bold**

Semibold

**Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ? ! # @ \*

[Download Typo](#)

# / **TYPOGRAPHY**

## WEIGHT & SIZING

In order to keep a consistent typographic system throughout all communications, please refer to the following guidance.

### HEADLINES

---

If >50pt, use 'Regular'

# Graph Massivizer

If between 50 and 30pt, use 'Medium'

## Graph Massivizer

If <30pt, use 'Semibold'

### Graph Massivizer

# / TYPOGRAPHY

## WEIGHT & SIZING

In order to keep a consistent typographic system throughout all communications, please refer to the following guidance.

### BODY COPY

---

If >15pt, use ‘Regular’

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accum.

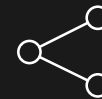
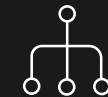
If <15pt, use ‘Light’

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accum.



# / How we look **ICONOGRAPHY**

Graph Massivizer's iconography is helpful when needing to highlight a concept or feature in a digital product while remaining a minimal asset in layouts. When using or creating icons, please follow the specifications laid out in the upcoming pages

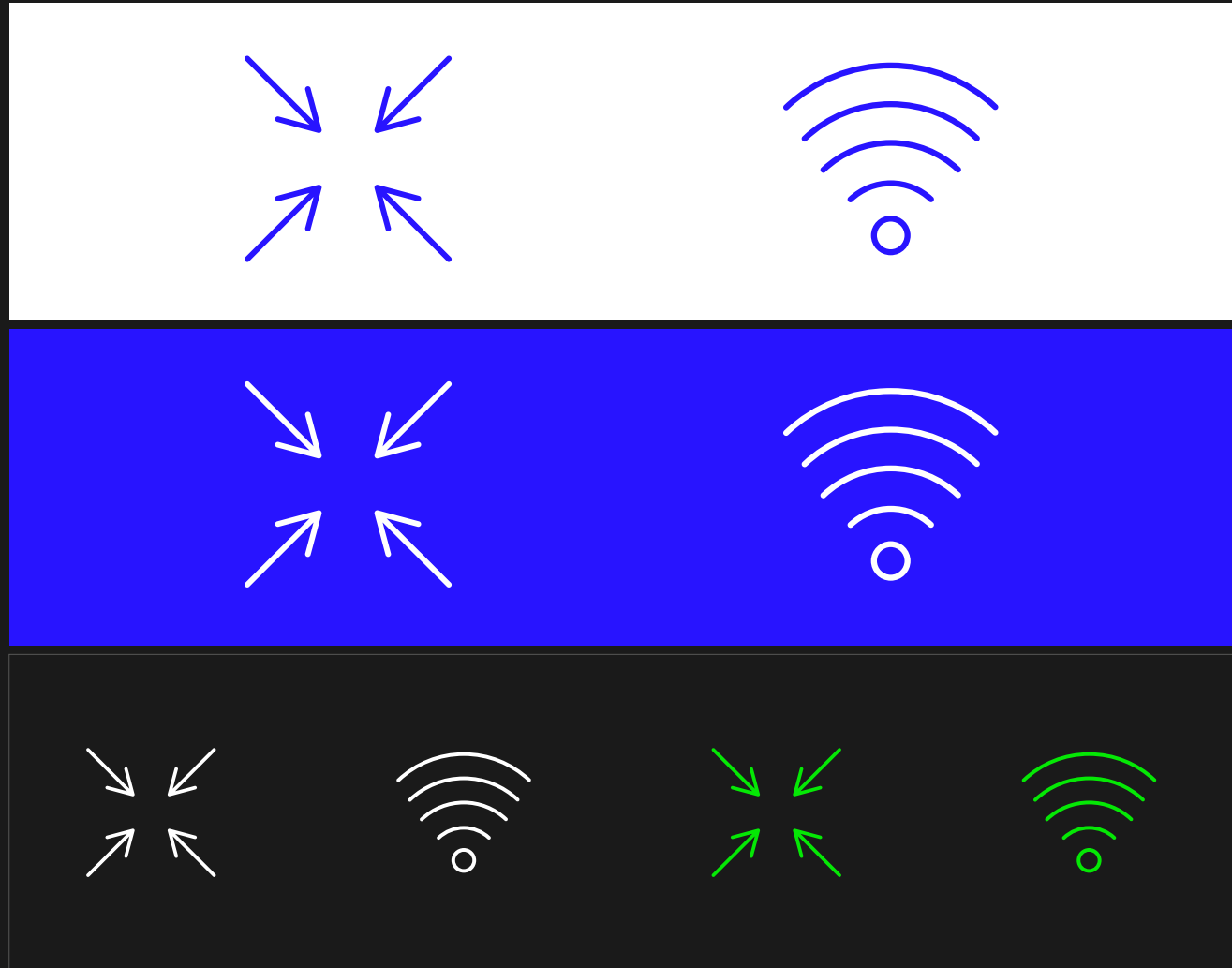


[Download Icons](#)

# / ICONOGRAPHY

## COLOR

Please refer to the following examples to understand how to use icon color appropriately in communications.

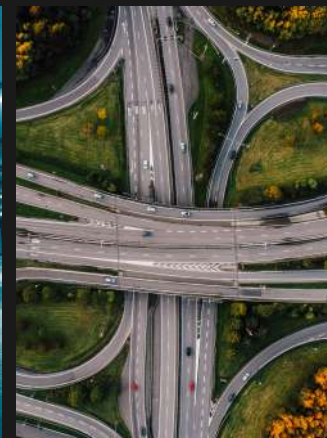


# / How we look **PHOTOGRAPHY**

The Graph Massivizer photography style aims to be consistently clean and professional. It uses natural lighting and warm colors, but uses more defined shadows and highlights on subjects to create interest and emphasize the focus of the image.

As such, please consider the following principles when choosing photographs:

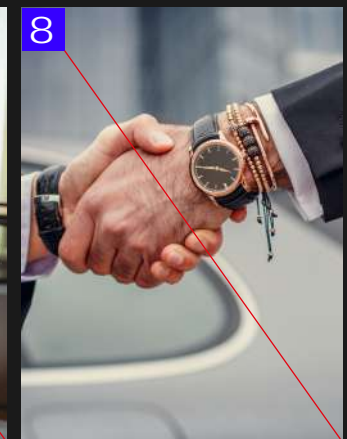
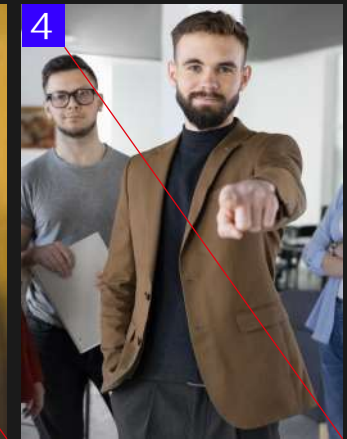
- Uncluttered composition
- Artificial lighting / colors
  - Balanced contrast
  - Open & wide framing (for Industry)
  - Macro & focused (for Assets)



[Download Library](#)  
\*Coming soon

# / PHOTOGRAPHY RESTRICTIONS

1. Messy, cluttered composition
2. People in data centers
3. Special effects
4. Staged scenes (e.g. looking at camera, forced body language...)
5. Visual metaphors
6. Unusual angles
7. 'Overly casual' settings
8. 'Overly business' settings





VISUAL IDENTITY

**GRAPH**  
MASSIVIZER

**/ BRAND IN ACTION**

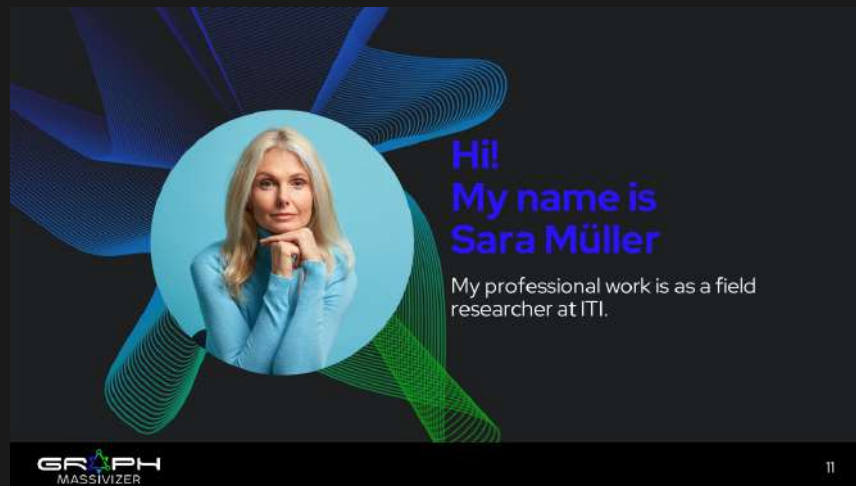
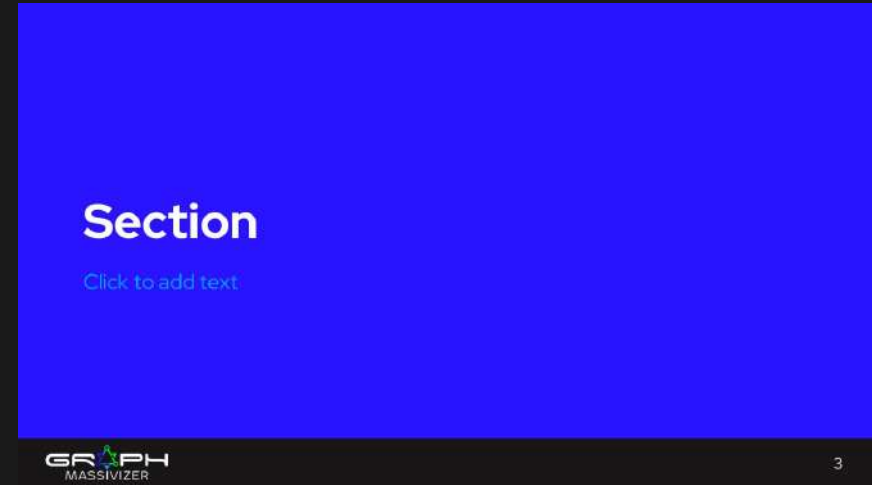


# / Brand in action OUR WEB



# / Brand in action

## OUR PRESENTATION



[Download Google Doc](#)

[Download PPT](#)

# / Brand in action OUR WORD

**GRAPH MASSIVIZER**

Change in a field in information options - NOT HERE

Title: \_\_\_\_\_ Document Version: 0.1

Project Number: 101093202 Project Acronym: Graph-Massivizer Project Title: Graph-Massivizer

Contractual Delivery Date: M1 (January 2023) Deliverable Type: Security- R-CO

Responsible: \_\_\_\_\_ Organisation: \_\_\_\_\_

Authors (Organisation): \_\_\_\_\_

Name Surname (Organisation): \_\_\_\_\_

Name Surname (Organisation): \_\_\_\_\_

Name Surname (Organisation): \_\_\_\_\_

Abstract: \_\_\_\_\_

One paragraph for the abstract

Keywords: \_\_\_\_\_

Include keywords

Change in a field in information options - NOT HERE

**TORY**

Description	Author (Organisation)
First version of the DOCUMENT	Name Surname (Organisation)
Second version, adding content in many sections	Name Surname (Organisation)
Adding screenshots and correcting typos	Name Surname (Organisation)



© European Union's Horizon Research and Innovation Actions under [massivizer.eu/](https://massivizer.eu/)

document reflects the opinion of the authors and the t necessarily reflect the views of the European Commission. y use that may be made of the information it contains. This Massivizer Consortium. All rights related to this document is document does not grant any right or license on the intents are not to be used or treated in any manner \*Massivizer Consortium and are not to be disclosed Massivizer Partners. In conformity with the GraphMassivizer Consortium

1 / 12

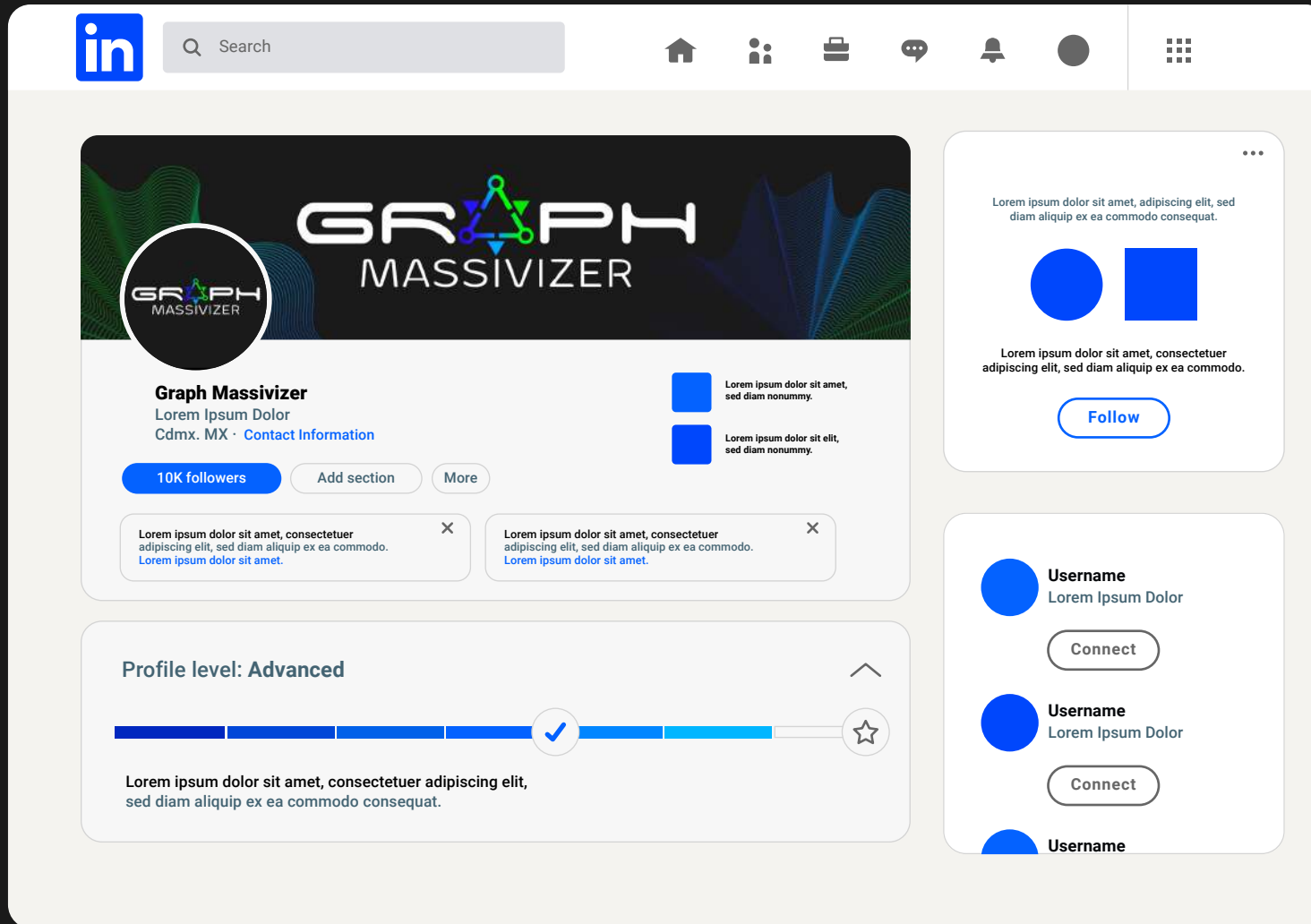
Download Google Doc

Download Word



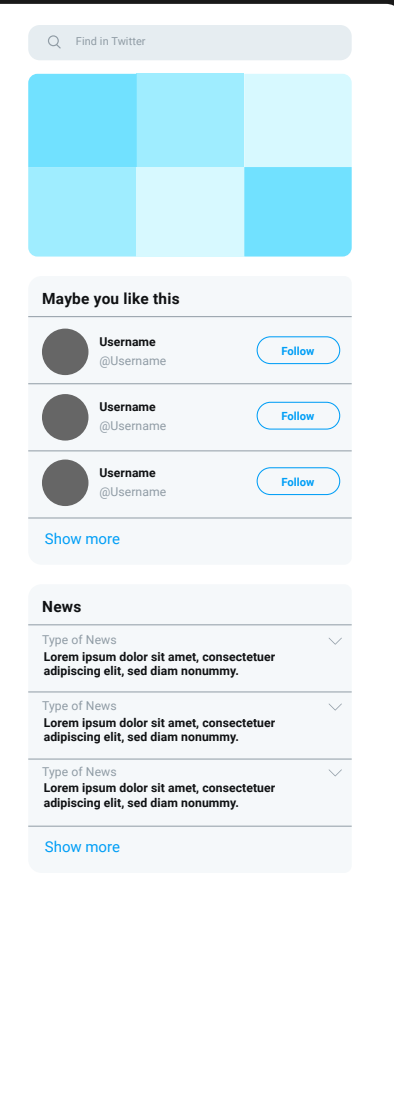
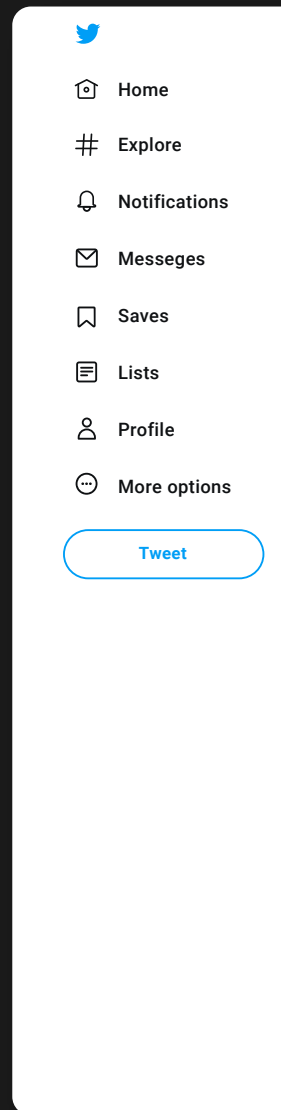
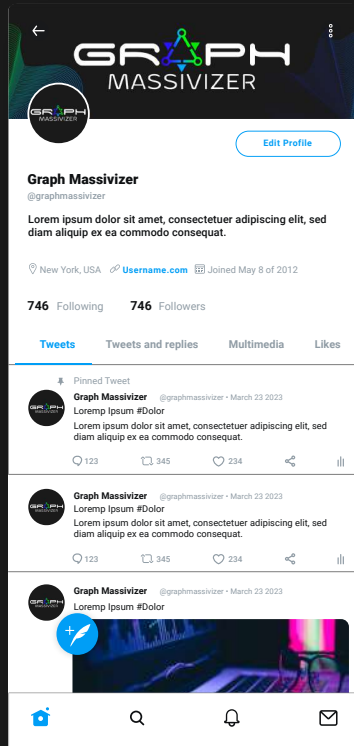
# / Brand in action

## OUR LINKEDIN



# / Brand in action

## OUR TWITTER





/ Brand in action  
**OUR VISIT CARD**





# / SWAG MOCK UP BOTTLE



# / SWAG MOCK UP

## T-SHIRT



# / SWAG MOCK UP CAP



/ **SWAG MOCK UP**  
TOTE BAG





# Thank you

**GRAPH**  
MASSIVIZER

[www.graph-massivizer.eu](http://www.graph-massivizer.eu)