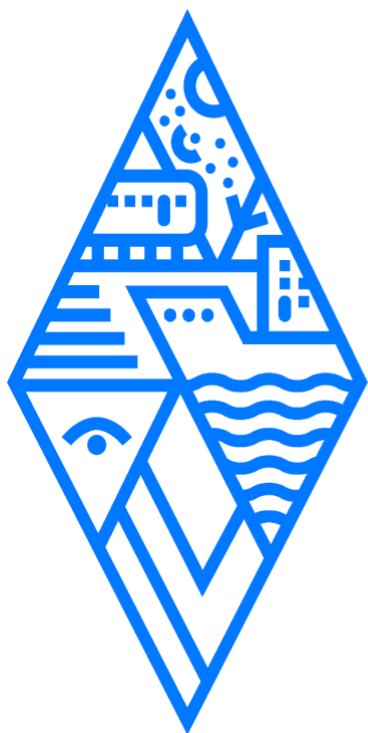




POLARIN

POLAR
RESEARCH
INFRASTRUCTURE
NETWORK

Deliverable 8.2.
Brand Identity and guidelines package

V1, 29-04-2024

www.eu-polarin.eu



**Funded by
the European Union**

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TABLE OF CONTENTS

SUMMARY	4
1. Introduction	5
2. Main Objectives	6
2.1. Brand Identity and guidelines package (logos, general lay-out etc.)	6
3. Conclusions	7
Acknowledgements	7

SUMMARY

Brand Identity and guidelines package, which includes the logo, its various applications, the recommended typography, the colour palette and instructions for use, both on its own and accompanied by other logos of partner institutions. Proposed versions of graphic applications are also presented.

1. Introduction

POLARIN's overall aim is to provide efficient and customized research infrastructure (RI) services to address the scientific challenges of the polar regions, including access to a wide portfolio of complementary and interdisciplinary top level RIs. Building on past EU-funded projects that offered access to terrestrial research stations (INTERACT) and research icebreakers (ARICE) in the Arctic.

POLARIN will further integrate and combine access to research facilities, including research stations, polar vessels, observatories, data infrastructures and ice and sediment core repositories. In doing so, POLARIN seeks to improve online services, data access and interoperability by enabling connection between initiatives, improving workflows and reducing data fragmentation. Finally, POLARIN will seek to ensure that new generations are trained to exploit leading edge IR.

To progress in these challenges, a project of this scope and magnitude, which involves 50 institutions operating around the world, it is essential to develop a coordinated and synergic activity that allows an effective action.

Interaction with diverse stakeholders, therefore, requires efficient communication, outreach and engagement, which is a central line of action.

The first step is the development of a brand identity that allows the various stakeholders to recognise the project, identify with its objectives and act accordingly.

In the search for coherence between the design and the deep concepts of the project, and thus develop a package of guidelines and brand identity (logos, general design, etc.), several meetings were held with the WP8 team to define the most appropriate lines.

With this information, the design team made several proposals for logos and brand identity, which were discussed and improved until the final version was reached.

The final version includes the logo, its various applications, the recommended typography, the colour palette and the instructions for use, both on its own and with other logos of partner institutions.

2. Main Objectives

The main objective of WP8 is the communication and outreach of POLARIN's services and outcomes to users and other target groups. Efficient communication is crucial to the success of engaging identified target groups with the services of POLARIN.

The objective of Task 8.1 is to create a high visibility of the POLARIN project and to set up and implement channels for efficient communication of POLARIN. To achieve this, Task 8.1 will develop communication tools such as a website, social media channels, and dedicated groups on the Catalyst Platform and will map potential service users (in synergy with the development of the POLARIN Communication, Dissemination and Engagement Plan. To ensure visibility for POLARIN from the beginning of the project, Task 8.1 will develop promotional materials such as press releases, a video, flyers, and roll-ups to share with POLARIN target groups.

Task 8.1 will develop a professional lay-out for POLARIN communication, outreach, and engagement to ensure POLARIN communication is consistently recognisable. WP8 will continuously connect with other POLARIN WPs throughout the lifespan of the project to ensure all POLARIN services are communicated effectively with identified POLARIN target groups.

2.1. Brand Identity and guidelines package (logos, general lay-out etc.)

The importance of developing a brand identity is to enable the different stakeholders to recognise the project and identify with its objectives.

In the search for coherence between the design and the deeper concepts of the project, and thus to develop a package of guidelines and brand identity (logos, general design, etc.), several meetings were held with the WP8 team to define the most appropriate lines.

With this information, the design team made several proposals for logos and brand identity, which were discussed and improved until the final version was reached.

The final version includes the logo, its different applications, recommended typography, colour palette and instructions for use, both on its own and with other logos of partner institutions.

3. Conclusions

The Brand Identity and guidelines package is presented in an attached document.

The logo seeks to graphically represent the identity of the brand, in a clear way, but containing a range of complex concepts within it. Among them, the infrastructure (through a station and a vessel), the existence of mountains, icebergs, sea, and finally the human presence, through the eye as a representation of the act of observing/discovering.

The Document includes the logo, its various applications, the recommended typography, the colour palette and instructions for use, both on its own and accompanied by other logos of partner institutions. Similarly, proposed versions of applications are presented (to be developed in more detail in D8.3).

Acknowledgements

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Graphic
Identity Handbook
Version 1.0
April / 2024



2

Contents

Graphic Identity
Handbook
Version 1.0
April / 2024

01. Logotype

4	Logotype Main version	7	Logotype Typography	10	Logotype Variants
5	Logotype Gradient version	8	Logotype High Contrast	11	Logotype And other logos
6	Logotype Main colors	9	Logotype Safe zone	12	Logotype With partner
				14	Logotype Incorrect use

02. Graphics applications

16	Website	19	Social media Linkedin	26	Template Powerpoint
17	Social media Facebook	20	Mockup Custom design	27	Template Documents
18	Social media Instagram	24	Custom Stamps		

3

Logotype

Criteria and correct use of the logo
to ensure its visual integrity.

01.

Graphic Identity
Handbook

Version 1.0
April / 2024

4

Logotype

MAIN VERSION

Main version to be used
in most applications.



Graphic Identity
Handbook

Version 1.0
April / 2024

5

Logotype

GRADIENT VERSION

Gradient logo option, for various uses and recommended for very light or dark backgrounds.



Graphic Identity
Handbook

Version 1.0
April / 2024

6

Logotype

MAIN COLORS

Corporate colors based
on Arctic and Antarctic
blues

Graphic Identity
Handbook

Version 1.0
April / 2024

Main

DODGER BLUE



CMYK: 100 / 53 / 0 / 0
RGB: 0 / 120 / 255
HTML: #0078ff
Pantone: Process Blue C

Secondary

GRADIENT



CMYK: 85 / 2 / 0 / 14
RGB: 33 / 214 / 219
HTML: #21d6db
Pantone: 3255 C

CMYK: 100 / 100 / 0 / 20
RGB: 0 / 0 / 204
HTML: #0000cc
Pantone: Blue 072 C

CMYK: 100 / 100 / 0 / 74
RGB: 0 / 0 / 66
HTML: #000042
Pantone: 273 C

7

Logotype

TYPOGRAPHY

Free use typeface, with many weights from Ultralight to Black, available in Google Fonts, designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

Free use typeface, optional to be used in combination with documents available in Google Fonts. Designed by Huerta Tipográfica,

Graphic Identity
Handbook

Version 1.0
April / 2024

Principal
MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Secondary
ANDADA PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

8

Logotype

HIGH CONTRAST

For use on light and dark backgrounds or to ensure legibility on monochrome prints.

Graphic Identity
Handbook

Version 1.0
April / 2024



9

Logotype

SAFE ZONE

Use letter R in the logo as a reference to the safe zone.

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Handbook

Version 1.0
April / 2024



10

Logotype

VARIANTS



Graphic Identity
Handbook

Version 1.0
April / 2024

11

Logotype

AND OTHER LOGOS

Examples of the use of the logo when accompanied by other non-associated graphic marks.



Graphic Identity
Handbook

Version 1.0
April / 2024



12

Logotype

WITH PARTNER INSTITUTIONS

Examples of the use of the logo when accompanied by other graphic marks. It is recommended to use the dominant color of the institution that accompanies POLARIN and to use its version in context to the size of the other mark.



Graphic Identity Handbook

Version 1.0
April / 2024



13

Logotype

WITH PARTNER INSTITUTIONS

Examples of the use of the logo when accompanied by other graphic marks. It is recommended to use the dominant color of the institution that accompanies POLARIN and to use its version in context to the size of the other mark.



Graphic Identity Handbook

Version 1.0
April / 2024



14

Logotype

INCORRECT USE

The following are examples of what not to do with the logo.

Graphic Identity
Handbook

Version 1.0
April / 2024



DO NOT reposition elements.



DO NOT scale disproportionately.



DO NOT alter the color (unless accompanied by a partner).



DO NOT resize elements by themselves.



DO NOT add elements.



DO NOT add effects in the background

Graphics applications

Examples of logo implementation
in different formats and contexts.

Graphic Identity
Handbook

Version 1.0
April / 2024

02.

16

Website

Graphic Identity
Handbook
Version 1.0
April / 2024



17

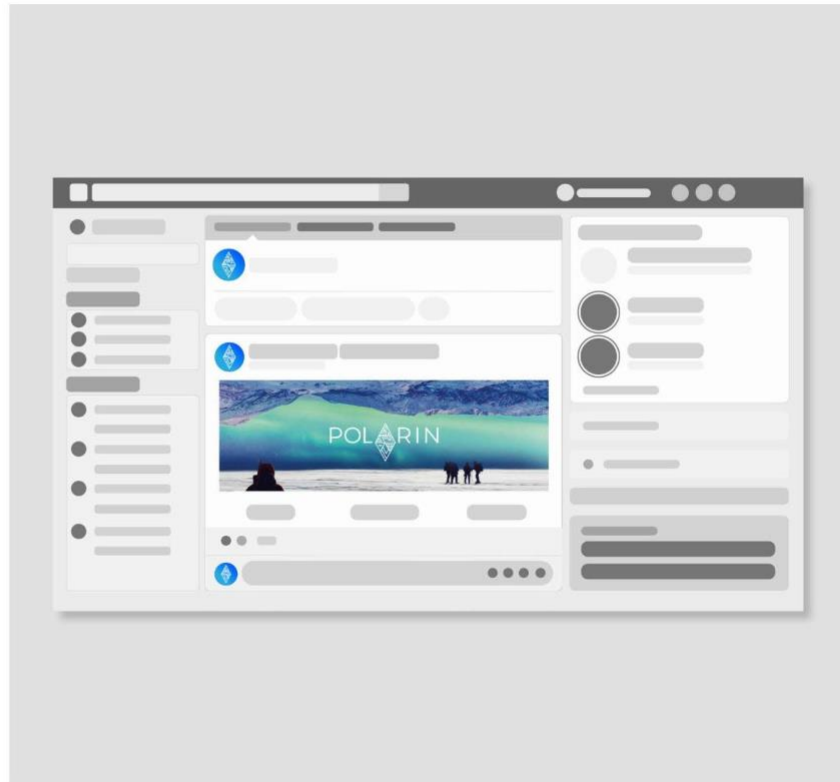
Social media

FACEBOOK

For social media, use the isologotype as an image, since its text equivalent (POLARIN) appears in every space of the application.

Graphic Identity
Handbook

Version 1.0
April / 2024



18

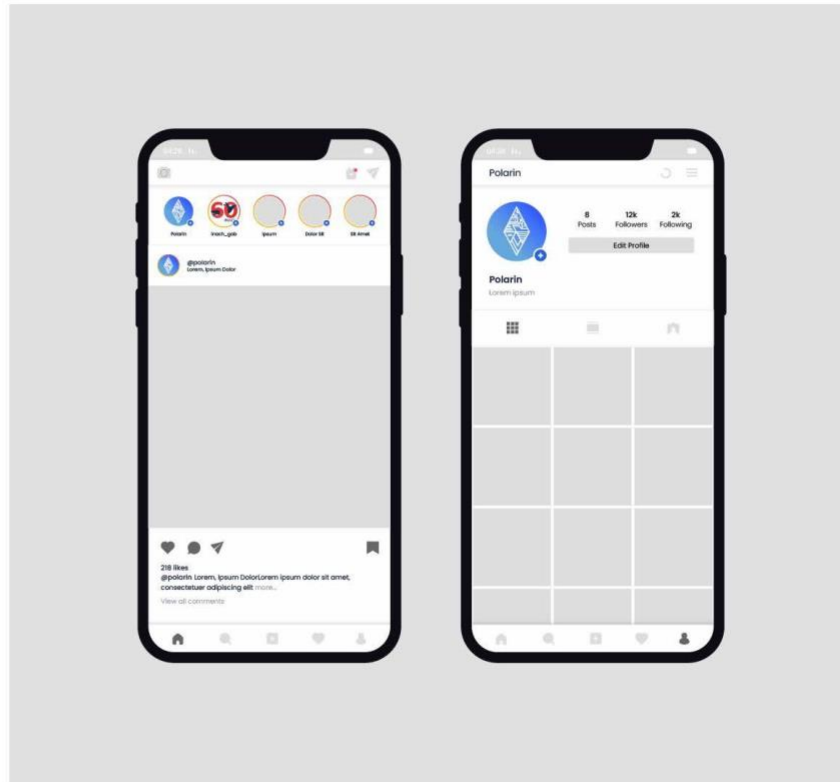
Social media

INSTAGRAM

For social media, use the isologotype as an image, since its text equivalent (POLARIN) appears in every space of the application.

Graphic Identity
Handbook

Version 1.0
April / 2024



19

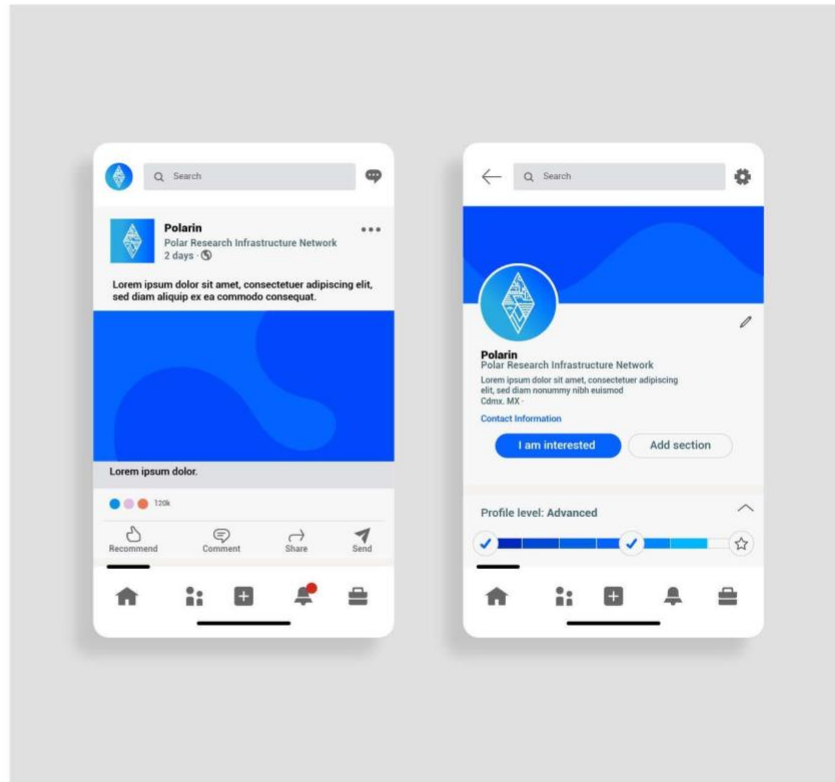
Social media

LINKEDIN

For social media, use the isologotype as an image, since its text equivalent (POLARIN) appears in every space of the application.

Graphic Identity
Handbook

Version 1.0
April / 2024



20

Mockups

CUSTOM DESIGN

Examples of applications.

Graphic Identity
Handbook

Version 1.0
April / 2024



21

Mockups

CUSTOM DESIGN

Examples of application.

Graphic Identity
Handbook

Version 1.0
April / 2024



22

Mockups

CUSTOM DESIGN

Examples of
applications.

Graphic Identity
Handbook

Version 1.0
April / 2024



23

Mockups

CUSTOM DESIGN

Examples of
applications.

Graphic Identity
Handbook

Version 1.0
April / 2024



24

Custom stamps

The optimal application for the logo would be a water or engraved bell, as a second option a signature bell is a good example of application.

Graphic Identity
Handbook

Version 1.0
April / 2024



25

Custom stamps

Graphic Identity
Handbook
Version 1.0
April / 2024



26

Template

POWERPOINT

Designed for powerpoint and google slides.

Is recommended to download the typography "Montserrat".

Graphic Identity Handbook

Version 1.0
April / 2024



27

Template

DOCUMENTS

Designed for
powerpoint and google
slides.

It is recommended
to download
the typography
"Montserrat".

Graphic Identity
Handbook

Version 1.0
April / 2024





Graphic Identity Handbook
Version 1.0 - April / 2024