

IN2CCAM BRANDING IDENTITY



**Enhancing Integration and Interoperability
of CCAM eco-system**



Co-funded by
the European Union

IN2CCAM Logo

IN2CCAM has elaborated a visual identity to bring solid and cohesive dissemination across the consortium. The following document collects the guidelines for the project's logo, including the colour palette, graphics and how to use it, complying with the European Union's dissemination recommendations.

All consortium members are free to use the graphics. External parties can use the IN2CCAM logo with prior requests and approval.

The logo is the principal visual tool to represent the project. Therefore, it is created around the project's acronym to ease identification.

Concept behind the logo

The logo is the principal visual tool to represent the project. It depicts the idea behind the project, as well as its values. Therefore, it is created around the project's acronym to ease identification. The title 'IN2CCAM' is self-explanatory as it includes the core term of the project, CCAM, which stands for Connected, Cooperative, Automated Mobility.

Following the project's full title 'enhancing **IN**tegration and **IN**teroperability of **CCAM** eco-system', and responding to the European Union's aim of accelerating the implementation of innovative CCAM technologies and systems for passengers and goods, the logo has been complemented with some symbols, emphasizing the concept.

Symbol A portrays a sensor, which represents interoperability, one of the core assets to reach seamless CCAM. Symbol B, integrated into the number 2, is composed of a road, which allows an immediate identification with the transport and mobility sector, accompanied by an arrow, which represents moving forward, innovation and adaptation to a new way of understanding the industry.



Figure 1: IN2CCAM logo





Figure 2: Symbol A



Figure 3: Symbol B

The typography is straightforward, prioritising readability.

Colour palette

Regarding the colour palette, the IN2CCAM logo consists of two colours. A darker green referred to as 'Shamrock Field' in the PANTONE guide, which evokes freshness, is linked to the project's innovative spirit and sustainability, as the project strives to positively contribute to reducing the environmental effects of the mobility industry, for example, reducing transport emissions and congestion. The aquamarine colour, Tealish, complements the logo as part of the letter I and N. This colour evokes positive emotions. The idea is to reinforce the concept of a step forward in smart mobility.

The two colours merge in the number 2, representing inclusion as one of the core impacts the project strives to achieve is ensuring inclusive mobility and good access for all. This fusion of colours also depicts the collaborative approach. Entities from different countries and sectors will work together to reach IN2CCAM goals. A third colour, 'Black Smoke', has been chosen to complete the project's colour palette. Although this colour is not part of the colour, it will complete the visual materials created for the project. The colour adds neutrality to the brightness of the green and aquamarine, keeping it professional.



PANTONE:
Shamrock Field

R = 50
G = 139
B = 78

C = 80
M = 22
Y = 84
K = 6

#32884E



PANTONE:
Tealish

R = 37
G = 192
B = 169

C = 70
M = 0
Y = 44
K = 0

#25C0A9



PANTONE:
Black smoke

R = 64
G = 64
B = 65

C = 66
M = 56
Y = 53
K = 56

#404041



Other logo uses

Whenever possible, the master logo should be the one used. However, in some cases, it might be necessary to apply changes in the logo in terms of colour to ensure its visibility within a coloured background or for printing matters. Two additional versions, one in black and one in white, are also available. These options must be used as specified in the present document. No other modifications should be applied.



Figure 4: IN2CCAM alternative logos (Black and white)

Incorrect logo uses



Don't reproduce the logo on a coloured or textured background.



Don't place the elements in a different position from the original logo



Don't alter the official colour palette set for the logo



Don't distort or stretch the logo



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Don't enclose the logo in any kind of shape



Don't alter nor use a different typeface

Figure 5: 5GMETA incorrect logo uses

EU acknowledgment

As IN2CCAM is an EU-funded project, its branding identity must follow the European Commission's guidelines for project communication. As stipulated in the renovated Horizon Europe programme that precedes the Horizon 2022 EU funding programme, this is the correct way to refer to the EU acknowledgement:



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Fonts

Whenever possible, use Helvetica. This font has been chosen because of its availability in a wide range of formats (Windows Office Package, Canva, Adobe Package), which allows solid and coherent communication in all documents and materials created in the framework of IN2CCAM.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890./=+&_£@! (%)\$|?>”:

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890./=+&_£@! (%)\$|?>”:

