

Brand Guideline

Table of contents

Logo		Colours		Image style	
Rationale.....	4	Primary colors.....	14	Approach and style.....	24
Primary	5	Secondary colors	15	Images sample.....	25
Primary Black	6	Gradient.....	16	Special usage	26
Primary White.....	7				
Symbol	8	Typography		Design examples	
		Primary typeface.....	18	Document.....	28
		Secondary typeface	19	Slide	29
				Social Media	30
Logo usage		Graphic Elements		Resources & Templates	
Exclusion Zones.....	10	Pattern.....	21	31
Sizes	11	Texture.....	22		
Dont's	12				

Logo

Rationale

The logotype aims to represent the project's aim using the "Schwa" glyph as a metaphor:

"BeOpen aims at providing a holistic framework to support open data and metadata life cycle management pipelines."

As the "Schwa" is used to represent the neutral vowels, as well as used as an "inclusive sign". Same is the project's aim, harmonising and enhancing data.

LOGO

Primary

The primary logo for BeOpen is displayed in a large, bold, lowercase sans-serif font. The word 'beopen' is rendered in a vibrant blue color. The letter 'e' is stylized with a circular cutout in the center, and the letter 'o' is partially overlapping the 'e'.

A smaller version of the primary logo 'beopen' is shown, maintaining the same blue color and stylized lowercase sans-serif font as the larger version above.

LOGO

Black

bəopen

bəopen

April 2023

LOGO

White

bəopen

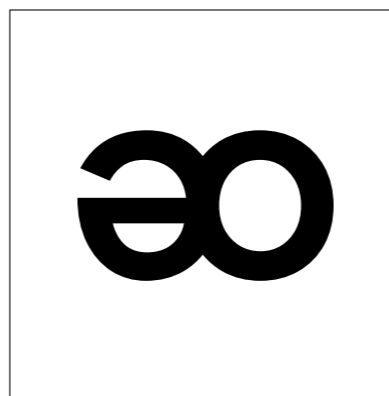
bəopen

LOGO

Symbol



Primary



Black

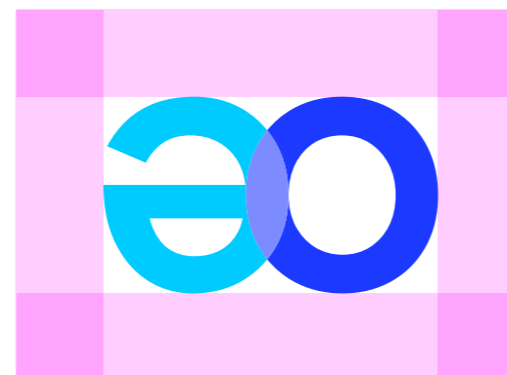


White

Logo usage

LOGO USAGE

Exclusion Zone



All versions of our logo have exclusion zones around them to help them stand out.

The exclusion zone is equal to the double width of the font weight.

LOGO USAGE
Sizes

The logo 'beopen' is displayed in a large, bold, lowercase sans-serif font. The 'be' is light blue, and the 'open' is a darker blue. The 'e' in 'be' overlaps with the 'o' in 'open'.The logo 'beopen' is displayed in a medium size, following the same color and font style as the large version.The logo 'beopen' is displayed in a small size, following the same color and font style.

Minimum sizes

Logo
Width: 82px / 3cm

The symbol 'eo' is displayed in a small size, following the same color and font style.

Symbol
Height: 24px / 1cm

LOGO USAGE

Dont's



Don't use the secondary logo on any color which is not included in the colour palette.



Don't recolor the logo in any way – even when using the brand colours.



Don't recreate, add effects or tilt or angle the logo in any way.



Don't stack the logo, or reconfigure it in any way.

Colors

COLOURS

Primary



Blue

CMYK 90; 66; 0; 0

RGB 28; 58; 255

HEX #1C3AFF



Light Blue

CMYK 69; 0; 1; 0

RGB 0; 204; 255

HEX #00CCFF

April 2023

COLOURS

Secondary



Blue – Secondary

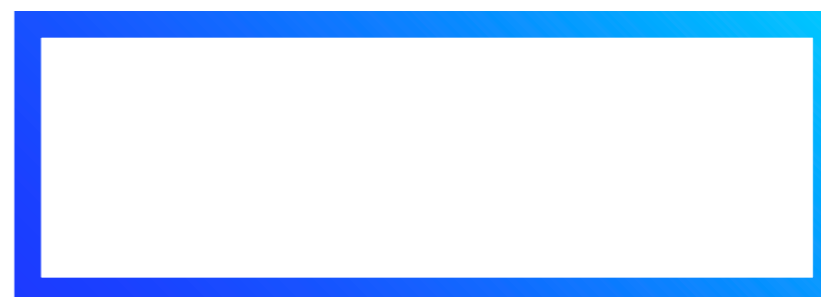
CMYK 60; 42; 0; 0

RGB 124; 141; 255

HEX #7C8DFF

COLOURS

Gradient



The gradient is one of the main characteristic of the visual identity. It goes from Blue to Light Blue with an angle of 45°. It can be used as background or border.

Typography

TYPOGRAPHY

Primary Typeface

The name of the typeface used for the logotype is [Figtree](#). Figtree is a font family carefully crafted & designed for computer screens. One of the peculiarity of this font is that it is Open Source, so not just free but “open to get contributed”.

Figtree Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

TYPOGRAPHY

Secondary Typeface

Arial is the secondary typeface (system font).

It should only be used for communications when we can't use our primary typeface.

Arial Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Graphic Elements

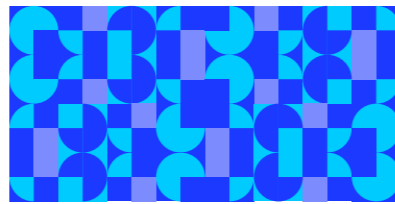
April 2023

GRAPHIC ELEMENTS

Pattern

This three elements are the key elements to create the texture of the visual identity for **BeOpen**.

They can be 90° rotated, horizontally and vertically reflected.



April 2023

GRAPHIC ELEMENTS

Texture

This designed image motif shall be used in (print or digital) campaigns in order to enhance the **BeOpen** brand recognition.

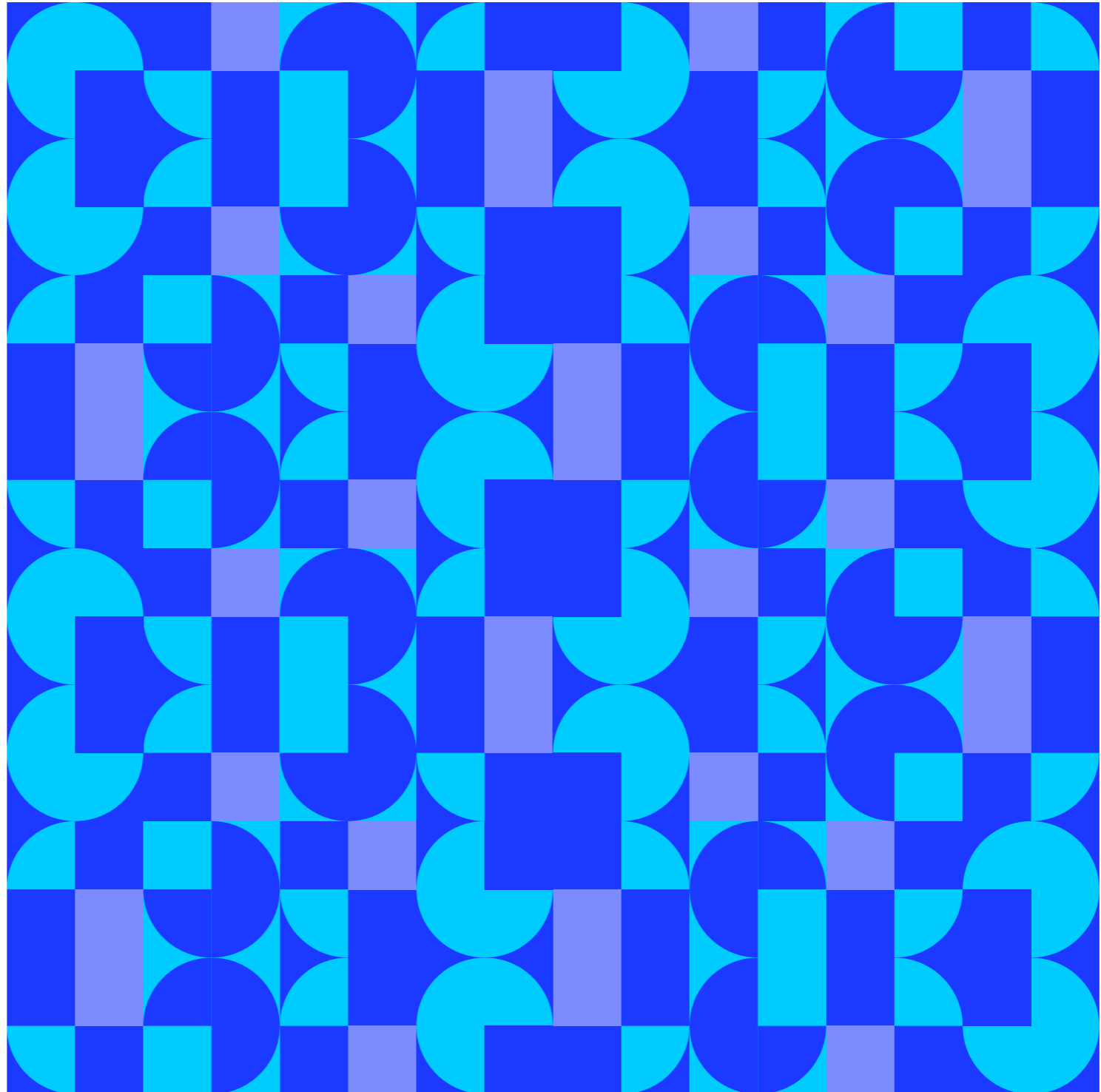


Image style

IMAGE STYLE

Approach and Style

Usage

Images should be used to support and illustrate a story. People are used in context and real life scenarios.

Style

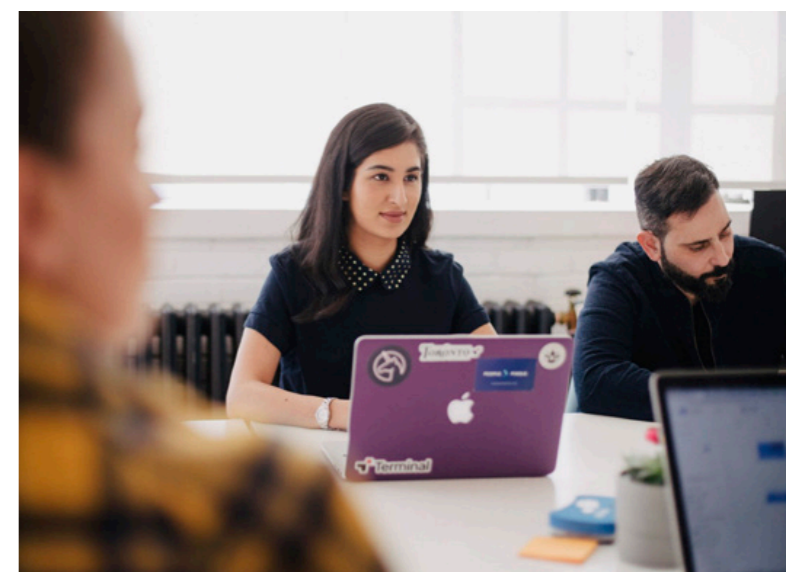
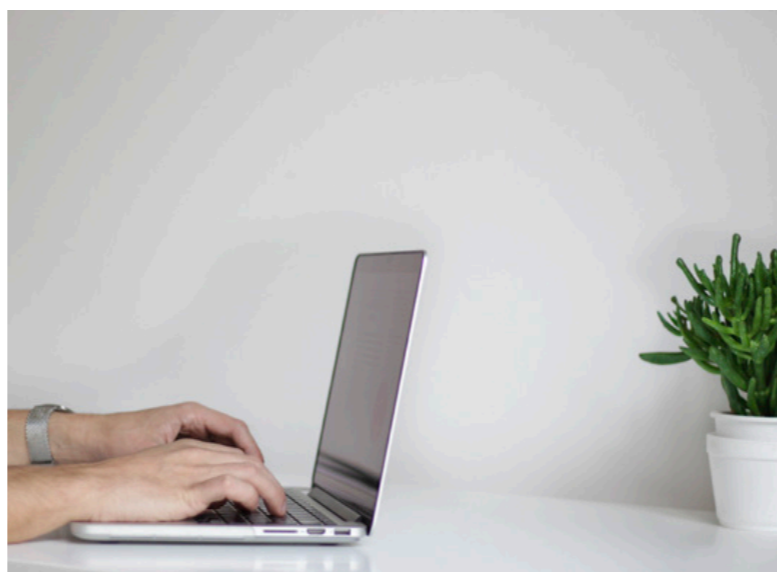
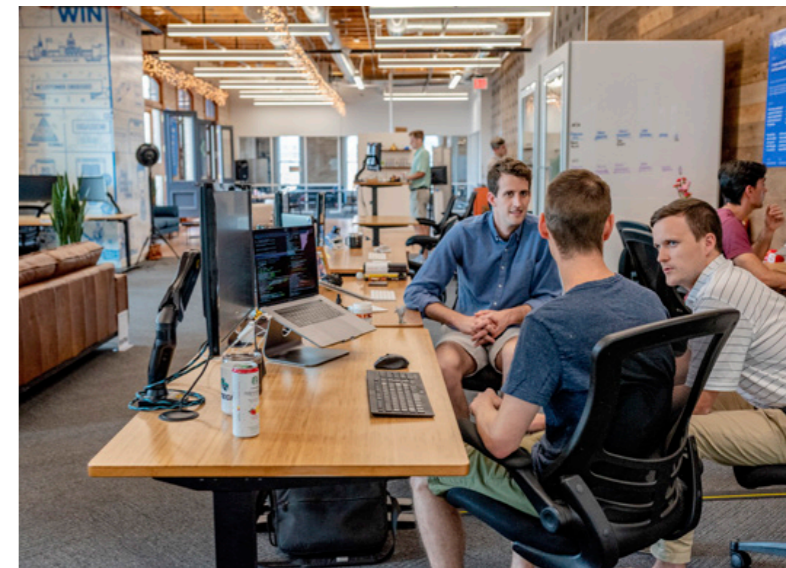
- Natural lighting without any extensive postproduction, stage setting or dramatic colors
- Should the image involve people, it should feature them acting naturally, not posed.
- The use of depth of field when capturing people or products in relation to their surroundings can also help to add visual interest to the image.

BeOpen
Brand Guideline

April 2023

IMAGE STYLE

Images sample



BeOpen Brand Guideline

April 2023

IMAGE STYLE

Special usage

Pictures can be given an image personality. Different colors can create different tones and moods in the imagery as well. Warm colors and its different shades can help to create images that feel welcoming, vibrant and exciting to target customers.

There are cool colors that can be seen as refreshing or replenishing, sometimes very relaxing.

To create additional image personality, Blue Primary and Light Blue can be used.

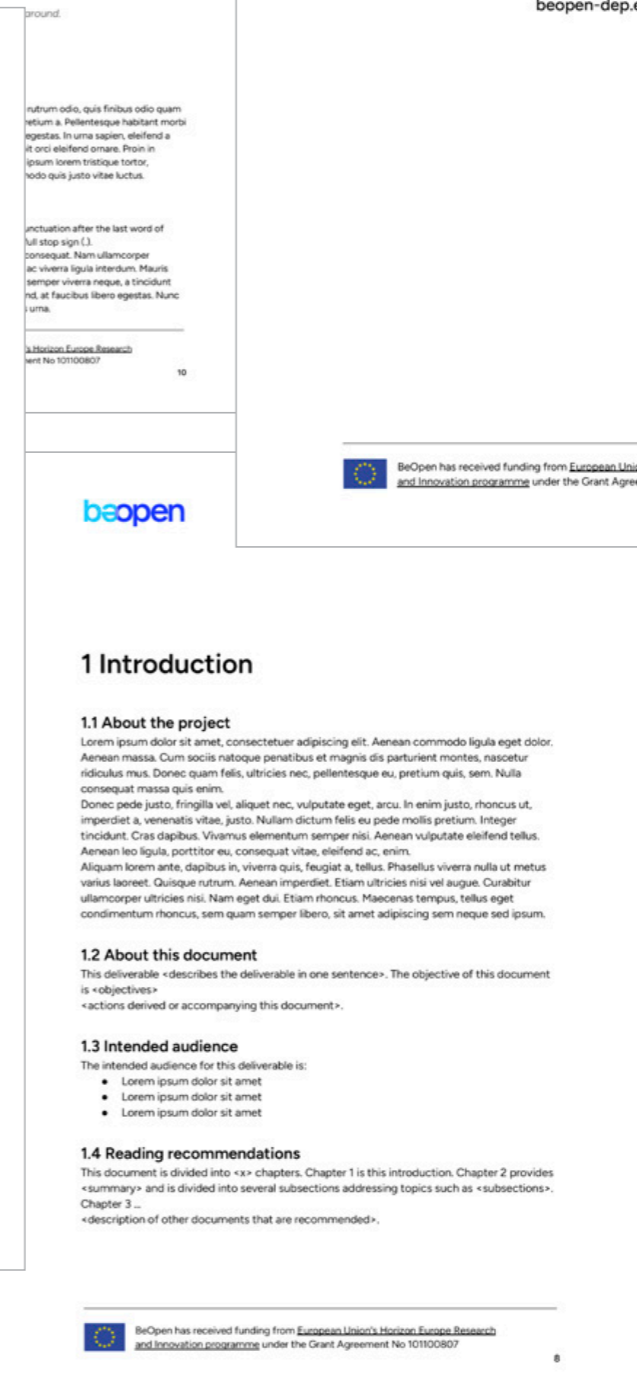
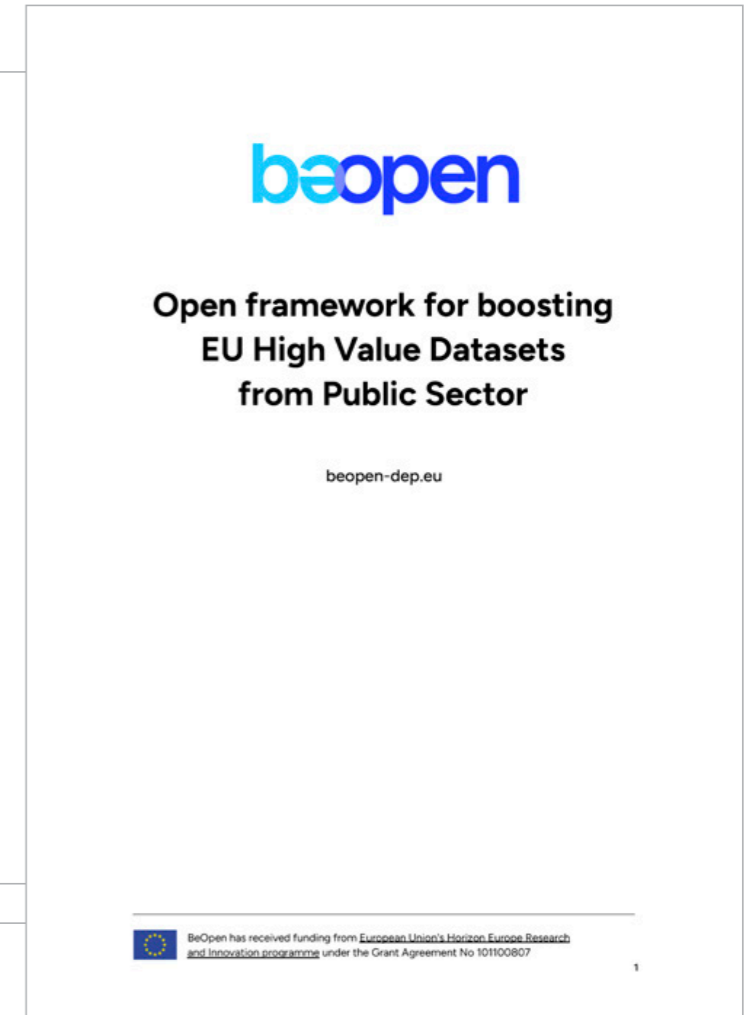
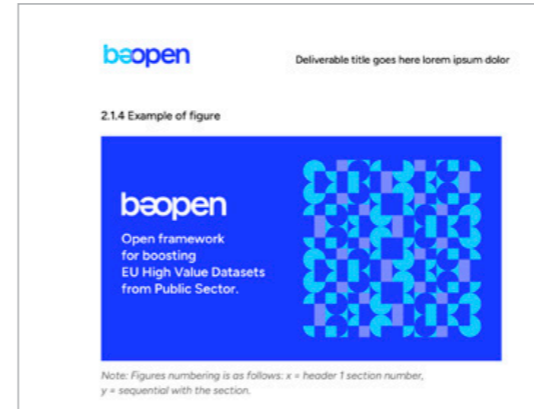


Templates

TEMPLATES

Document

Any type of stationary like letter paper, minutes, **BeOpen** specific market communication material or co-branded advertising etc. shall include the **BeOpen** logo and the respective grant agreement number given by the European Union's Horizon Europe Research and Innovation programme.





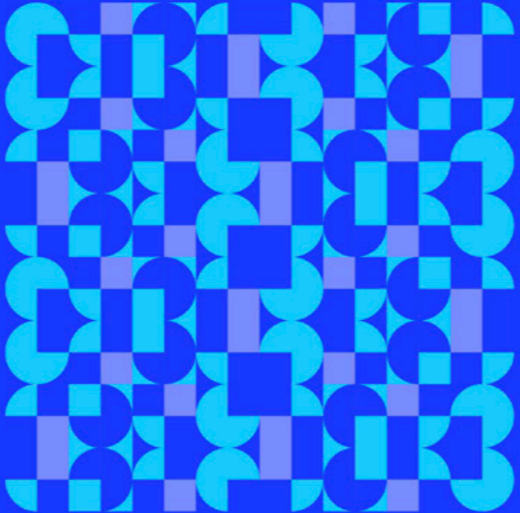
TEMPLATES
Slide

beopen

This is the title of the presentation and can go on multiple rows.

Name Surname
Job Title
Company



beopen-dep.eu |  




This is the title of a single slide, it can go on one or two rows.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu.

beopen Open framework for boosting EU High Value Datasets from Public Sector | beopen-dep.eu |   | 5



CONSORTIUM PARTNERS

ENGINEERING

ARTHUR | Ayuntamiento de Cartagena | CERTH | DATAPOWER CONSULTING | FIWARE FOUNDATION | Stadt Herne


LITUDOLO | libelium | MEDITECH | MOLINA DE SEGURA |

OPENABLE SMART CITIES | PORTO DIGITAL | AYUNTAMIENTO DE TORRE PACHECO | ubiwhere | VILVAIR PLANAS | VILVAIR

 BeOpen has received funding from [European Union's Horizon Europe Research and Innovation programme](#) under the Grant Agreement No 1011100807

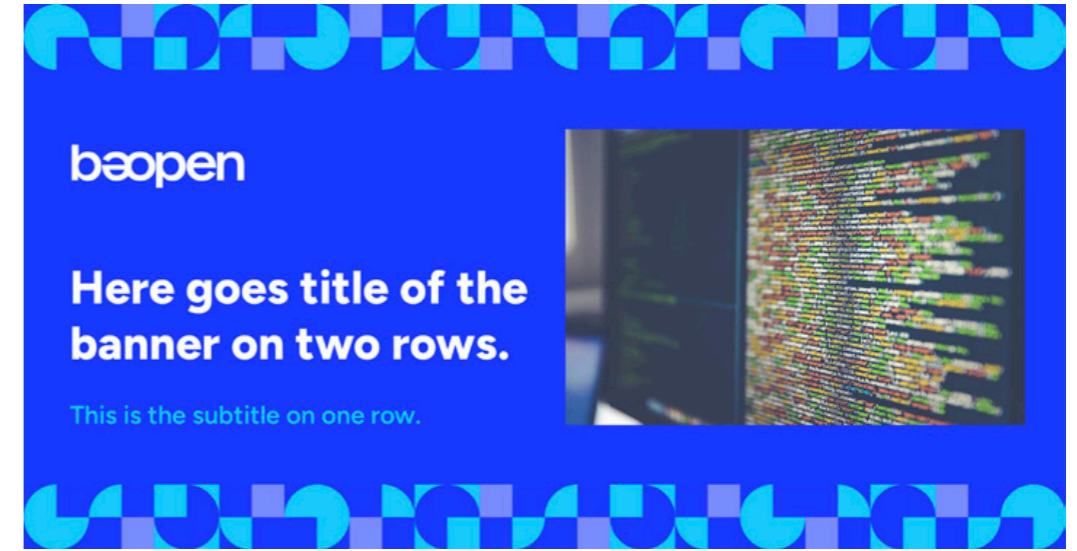
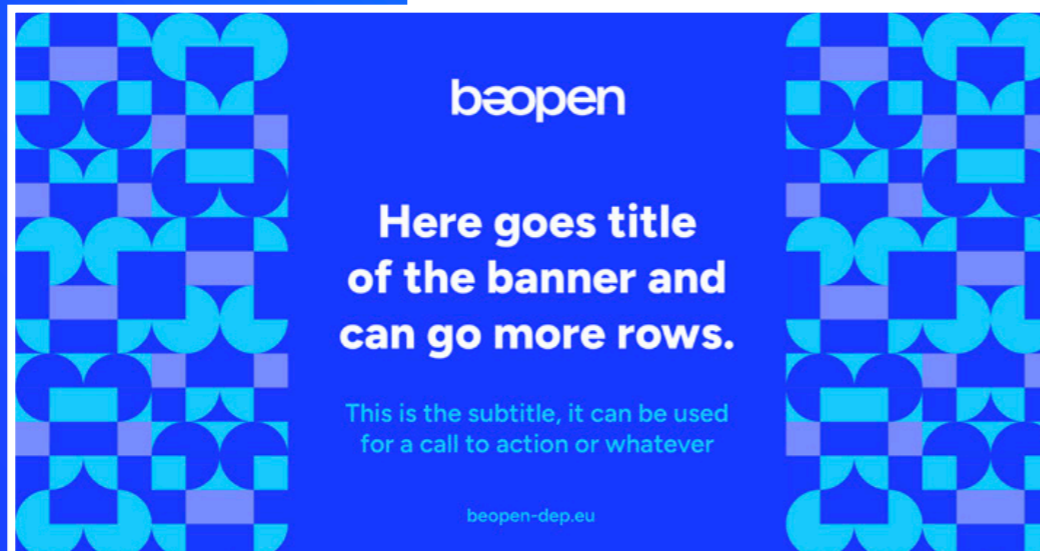
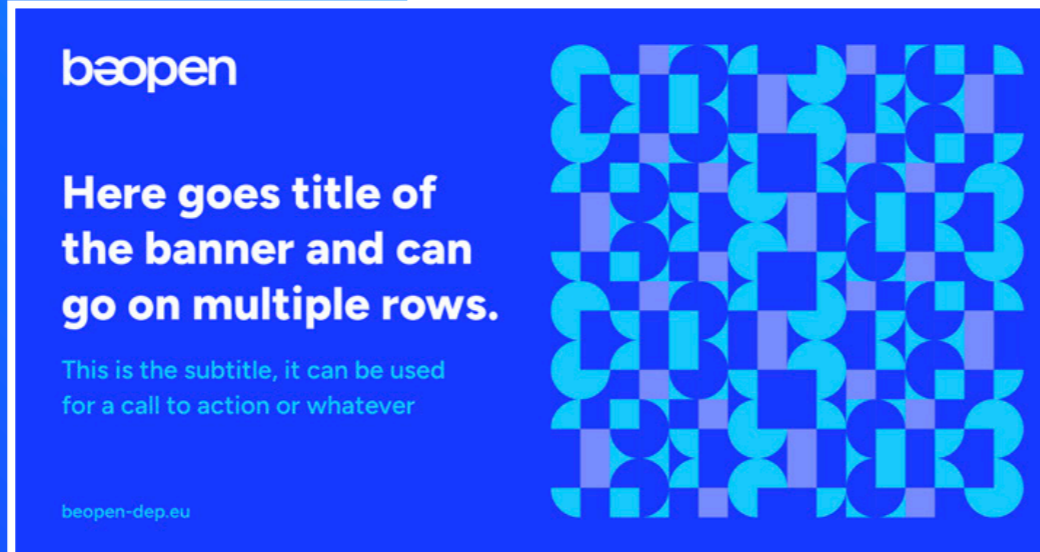
beopen Open framework for boosting EU High Value Datasets from Public Sector | beopen-dep.eu |   | 2

This is the title of the section, it can go on one, two or more rows.

beopen Open framework for boosting EU High Value Datasets from Public Sector | beopen-dep.eu |  



TEMPLATES
**Social
Media**



Resources

Logo Collection

Font

Colour Palette

Graphic Elements

Templates

Document

Slide

Partners Banner

Comms. Toolkit

Thank You