



Critical Action Planning over Extreme-Scale Data

BRAND GUIDE

Basic Corporate Identity Manual

February 2023



DESIGN STUDIO
airegràfic

■ SINCE 1968

CREXDATA

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Brand Guide

Identity and Logo Application Guidelines

BRAND OVERVIEW

* LOGO

- Logo original
- Logo Black & White
- Logo Negative
- Logo Web Version
- Logo Positioning & Clear Space
- Logo Minimum Size

* IDENTITY

- Colour Palette
- Typography (Glyphs & samples)

* APPLICATIONS

- Presentation Template
- Web look & feel

* INCORRECT LOGO USE



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LOGO

An essential part of brand messages is the appearance of our communication. To help achieve consistency, we compiled a guide that explains how to apply our visual identity in different circumstances.

Original & claim



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LOGO

Web

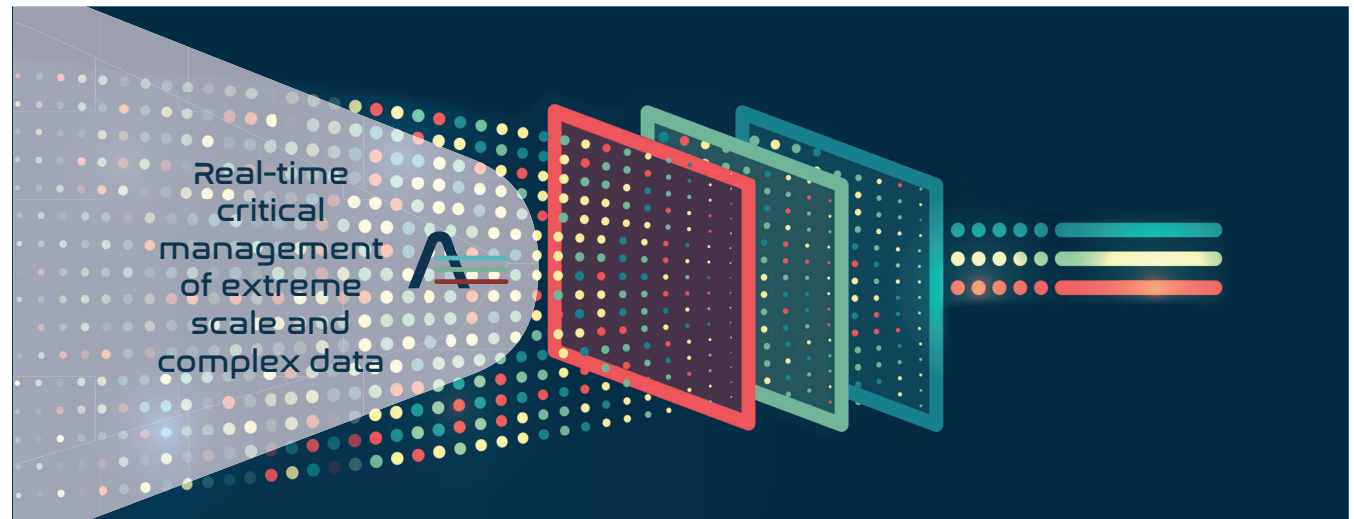
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LOGO

Use cases



LOGO

Simbols



LOGO

Black & Write

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BLACK 100%
CMYK:
C: 0
M: 0
Y: 0
K: 100



BLACK 70%
CMYK:
C: 0
M: 0
Y: 0
K: 70



BLACK 50%
CMYK:
C: 0
M: 0
Y: 0
K: 50



BLACK 30%
CMYK:
C: 0
M: 0
Y: 0
K: 30

LOGO

Positive · Negative

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LOGO

Logo positioning and clear space

The logo requires separation from other elements around it: the space required on all sides is equivalent to double the height of the capitalized type in the wordmark at a minimum. In general, it should never be placed close to other text or design elements.



LOGO

Minimum size

The logo has a wide readability range, and it can reach very small sizes. However, it is good practice to be conscious of its size and readability.

As a general rule, the logo should never be smaller than 35 mm wide in printed materials, and 136 pixels wide in digital applications.



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35mm



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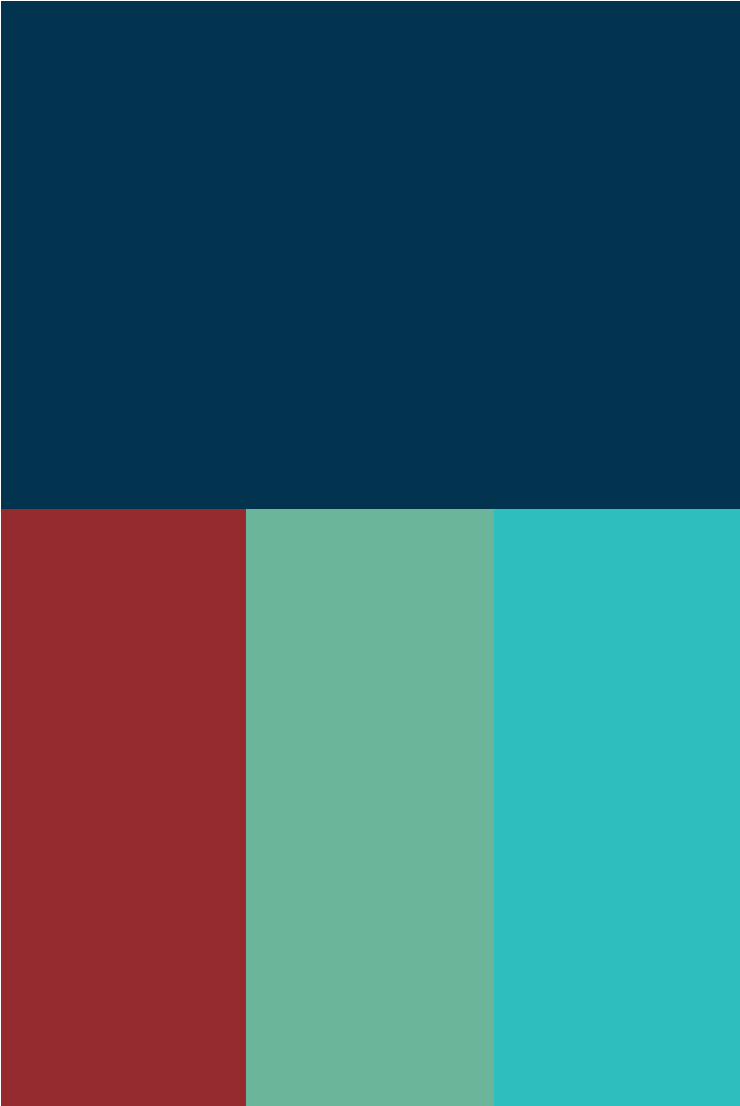
50 mm

IDENTITY

Colour palette:

A comprehensive colour palette has been developed to provide flexibility while creating a unified and recognizable appearance across all communications.

The following palette has been selected for use in all CREXDATA brand communications. Lighter tints of these colors and secondary colors are also allowed, but the logotype should only be used with a 100% tint.



Pantone: 281U

CMYK	RGB
C: 99	R: 14
M: 73	G: 53
Y: 43	B: 79
K: 41	

Pantone: 200U

CMYK	RGB
C: 26	R: 153
M: 93	G: 41
Y: 81	B: 41
K: 25	

Pantone: 7465U

CMYK	RGB
C: 59	R: 116
M: 10	G: 180
Y: 48	B: 152
K: 0	

Pantone: 3125U

CMYK	RGB
C: 68	R: 61
M: 0	G: 185
Y: 30	B: 190
K: 0	

IDENTITY

TIPOGRAPHY

The primary typeface for the project brand is Nasalization Rg Regular

Complementary Tipography Courier & Avenir Next Condensed

Is used for the editable materials such as posters, oral presentations, deliverables and other documents.

Nasalization Rg
Regular

Qa

**ABCDEFGHIJKLMNO P Q
RSTUVWXYZ**

Avenir Next
Condensed

Qa

ABCDEFGHIJKLMNO P Q
RSTUVWXYZ

Courier

Qa

ABCDEFGHIJKLMNO P Q
RSTUVWXYZ

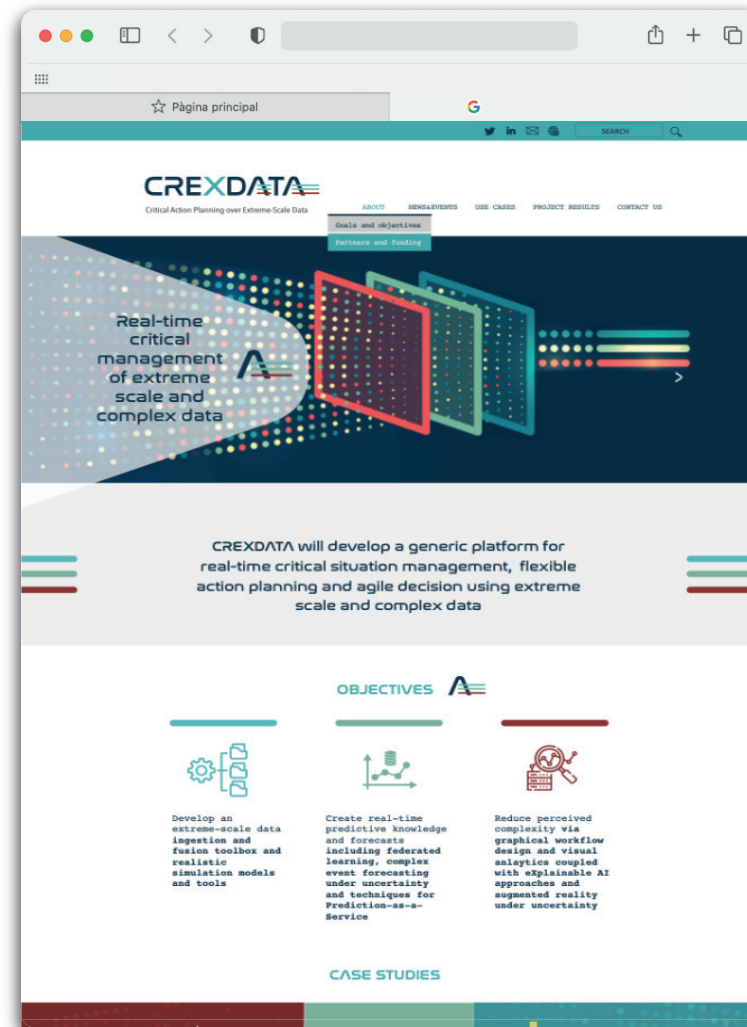
APPLICATIONS

Web

TIPOGRAFIA

The primary typeface for the project brand is Nasalization Rg Regular

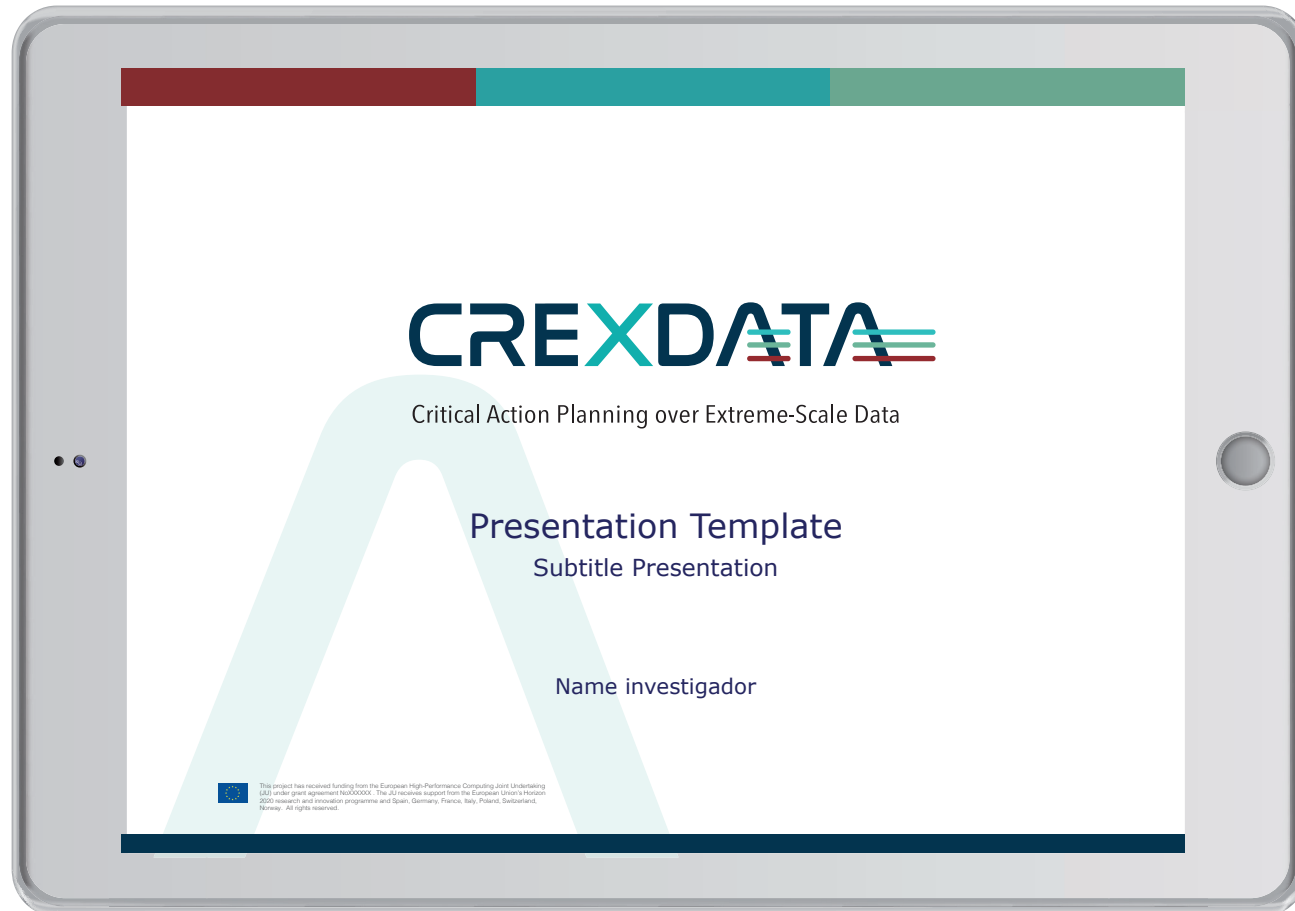
Complementary Tipography Courier & Avenir Next Condensed



APPLICATIONS

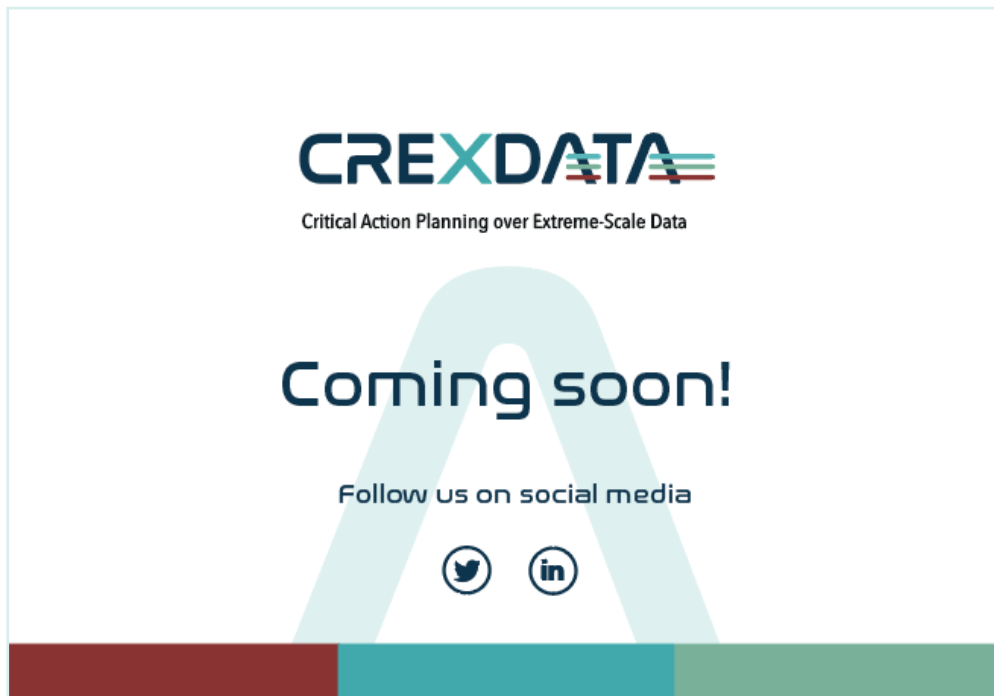
Template

Power Point



APPLICATIONS


Web, coming soon
Cartelera



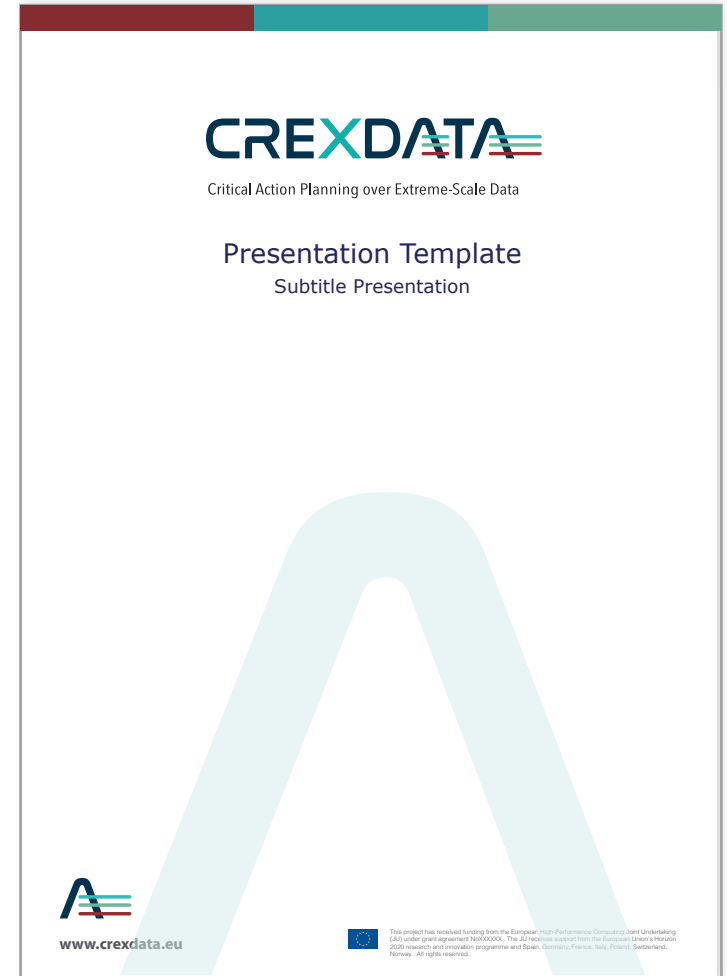
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Coming soon!

Follow us on social media




The graphic features a large, light blue stylized 'A' shape in the background. At the bottom, there is a horizontal bar with three colored segments: dark red, teal, and green.




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Presentation Template
Subtitle Presentation



www.crexdata.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019719. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Spain, Germany, France, Italy, Poland, Switzerland, Norway. All rights reserved.

The graphic features a large, light blue stylized 'A' shape in the background. At the top, there is a horizontal bar with three colored segments: dark red, teal, and green.

INCORRECT LOGO USE

The CREXDATA brand logo has been carefully designed and should never be altered, recreated, or modified in any way. Below are restrictions on the use of the logo. Samples,



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