

idea

Brand Guidelines



INDEX

These guidelines describe the visual elements that represent ide₃a's identity. This includes the logo and other elements such as colors, typography and design elements.

The guidelines establish the rules and guides to maintain a consistent identity system to be used throughout all marketing. Through use of examples, this guide lays the groundwork for future design work for ide₃a so that all marketing maintains the same aesthetic.

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01

Colors

Colors

Primary and secondary colors

The color system has been carefully selected to represent the digital and technical characteristics of the ide₃a brand.

The primary and main colors are **deep blue** and **blue-green**.

The secondary colors are only used for graphic elements like lines or dots and as an accent color.

Primary colors

USED FOR
Logo
Typography
Backgrounds

deep blue

RGB 48 | 66 | 105
CMYK 80 | 60 | 20 | 40
#304269

deep blue



blue

blue-green

RGB 54 | 207 | 181
CMYK 64 | 0 | 42 | 0
#36cfb5

grey

RGB 29 | 29 | 27
CMYK 0 | 0 | 0 | 80
#1d1d1b

Secondary colors

USED FOR
Graphic elements
Accent color
dots

blue

RGB 14 | 103 | 161
CMYK 90 | 55 | 15 | 0
#0e67a0

light blue

RGB 51 | 214 | 227
CMYK 60 | 0 | 22 | 0
#33d6e3

blue-green

RGB 54 | 207 | 181
CMYK 64 | 0 | 42 | 0
#36cfb5

sky blue

RGB 200 | 255 | 255
CMYK 18 | 0 | 8 | 0
#c8ffff

light green

RGB 173 | 255 | 181
CMYK 34 | 0 | 42 | 0
#adffb5

turquoise

RGB 170 | 255 | 232
CMYK 29 | 0 | 20 | 0
#aaffe8

02

Typography

Typography

Roboto and Roboto Condensed

ide_a's fonts are Roboto and Roboto Condensed. The fonts are available free of charge, and support most of the languages.

The Roboto Font comes with 5 weights and the Roboto Condensed Font with 2 weights.

On the following pages you will find more specific rules for the usage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 [{}(,.;!/?&ß-*@)]

Roboto

Roboto Light
Roboto Regular
Roboto **Medium**
Roboto **Bold**
Roboto **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 [{}(,.;!/?&ß-*@)]

Roboto Condensed

Roboto Condensed Regular
Roboto Condensed **Bold**

Roboto Condensed
Roboto Regular

Headline 1

Roboto Condensed Regular

ide₃a deep blue

Project Concept

Headline 2

Roboto Condensed Regular

ide₃a blue-green

international alliance for digital e-learning, e-mobility and e-research

Body text

Roboto Light

RESEARCH-BASED TEACHING. Implement of the interdisciplinary topic of "Critical Infrastructure & Digitalisation" in traditional study programs, combined with gamification, international accessibility, digital education platforms (Moodle), and open knowledge tools (MOOCs). Nonsed et que cone natem est, que di ut qui dolorep rovidicia nosa delibus di ad ullabor iaeperuptati.

volutem resequiaes magnihitatus sam, ne doluptur, sit quodi doluptas explam sit, intio et qui aliquibus ut volecum il maiore lacea pratur, comnis dersper feriberæ sitatatio cust rae ipiderspero volorrovit ut utem alignihil eaquoditas denis dolor aliam, quodigenet ut volorryumque niet rempore necab imperis simolup tasitat veriandam eos ad que consequu atquian impores tiberum, consequu odicias ra dolo magnis est, oditius nem nostissumqui ut hariores parum, illat fuga. Luptum sus vellore min rem ad essinus etusdaepudi sinis poria voluptati nis qui suntoruntur auda core consequat.consenem.

Subheading

Roboto Bold

ide₃a deep blue**ZWISCHENHEADLINE**

dollesed eictotas rest, oditas et volupis et voluptiam, ullique vide sum ut im estis se pe ratusam, consed quo iusdaeribust vendeni scimpor eperistio. Eped erchica tessit omnis quam eum, sit untor relbero qui sandus acest lam quos excepta tibeatiisti andenti umquunt autem eost porumque

03

Logo

The ide₃a logo is a logotype based on a modern sans-serif typeface consisting of technical geometric shapes.

The '3' of the logotype is representing the 3 main topics of the ide₃a virtual campus: e-learning, e-research and e-mobility.

The logo 'ide₃a' is displayed in a dark blue, modern sans-serif typeface. The characters 'i', 'd', 'e', and 'a' are in a standard weight, while the subscript '3' is rendered in a bolder, teal-colored font.The logo 'ide₃a' is displayed in white, using the same modern sans-serif typeface as the first image. The characters 'i', 'd', 'e', and 'a' are in a standard weight, while the subscript '3' is rendered in a bolder, teal-colored font.

Logo

Colors and usage

The logo has been provided with different logo formats.

AS A GENERAL RULE

- Use .eps for printed material
- Use .png for presentations, power points, word documents

The logo is a fixed design element that may not be edited or changed in any way. To present the logo coherently and consistently, adhere to these rules.



ide₃a deep blue

RGB 48 | 66 | 105
CMYK 80 | 60 | 20 | 40
#304269

ide₃a blue-green

RGB 54 | 207 | 181
CMYK 64 | 0 | 42 | 0
#36cfb5

LOGO USAGE

✓ Acceptable use of logo






✗ Unacceptable use of logo






Logo

ide₃a logo with subline

For external media please use the ide₃a logotype with the subline.

- ⓘ **e-learning, e-mobility and e-research** is always colored light green.

ide₃a

ide₃a deep blue

RGB 48 | 66 | 105
CMYK 80 | 60 | 20 | 40
#304269

international alliance
for digital **e-learning,**
e-mobility and e-research
in academia

ide₃a blue-green

RGB 54 | 207 | 181
CMYK 64 | 0 | 42 | 0
#36cfb5

ide₃a

international alliance
for digital **e-learning,**
e-mobility and e-research
in academia

ide₃a

international alliance
for digital **e-learning,**
e-mobility and e-research
in academia

ide₃a

international alliance
for digital **e-learning,**
e-mobility and e-research
in academia

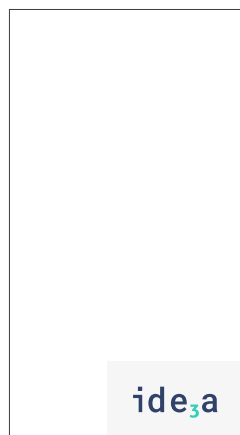
ide₃a

international alliance
for digital **e-learning,**
e-mobility and e-research
in academia

Logo

Isolation area and position

The ide₃a logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the “i”-height. Use in all cases at least the “i”-height of white space around the logo.



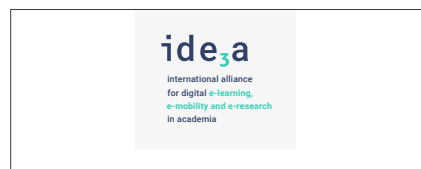
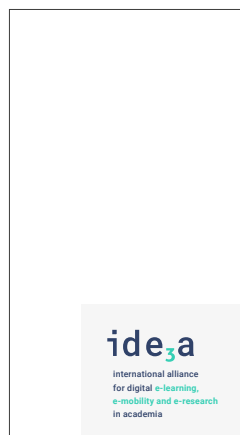
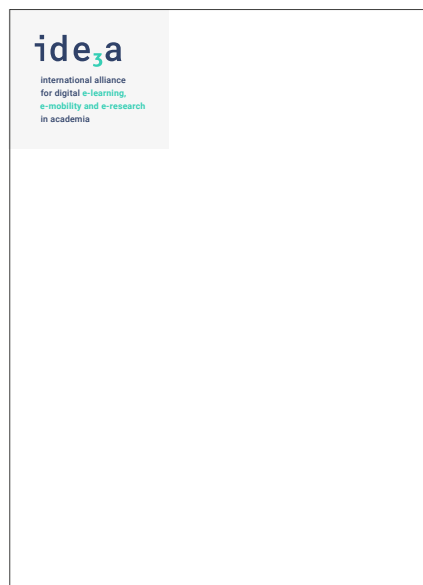
Position

ide₃a places its logo on the left or right position in the most formats and media. If it is not possible for instant on a webheader it is also allowed to place the logo in the center of the format.

Logo with subline

Isolation area and position

The ide₃a logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the “i”-height. Use in all cases at least the “i”-height of white space around the logo.



Position

ide₃a places its logo on the left or right position in the most formats and media. If it is not possible for instant on a webheader it is also allowed to place the logo in the center of the format.

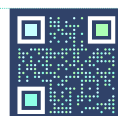
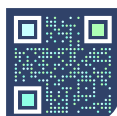
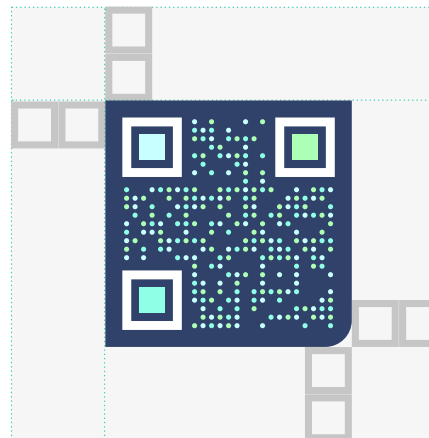
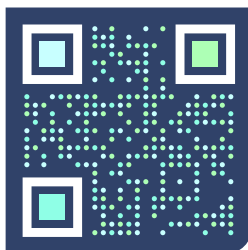
QR Code

Usage and position

The ide₃a QR code should always be surrounded by a minimum area of space. The area is defined by using two squares of the QR code. Use in all cases at least the “two square”-height of white space around the QR Code.

The QR Code is always placed on a white background.

The minimum size shows the smallest allowed usage of the QR Code. Make sure that the minimum size is at least 1,5 cm in width. This is to prevent the QR Code is not scannable.



Minimum size:
1,5 cm in width



LOGO USAGE

Unacceptable use of the ide₃a QR Code



04

Design elements

Design elements

Lines, pattern, rectangle and square

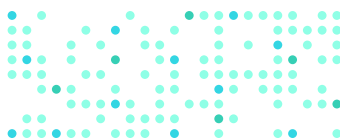
The design elements system of ide₃a includes different types of lines, a rounded corner rectangle or square in different colors and a circle pattern which is related to the QR Code.

The use of design elements – colors, lines, pattern, rectangle, square – can vary depending on the purpose of the communication medium.

It's not compulsory to use all brand elements in one document or page.

On the following pages you will find examples of usage.

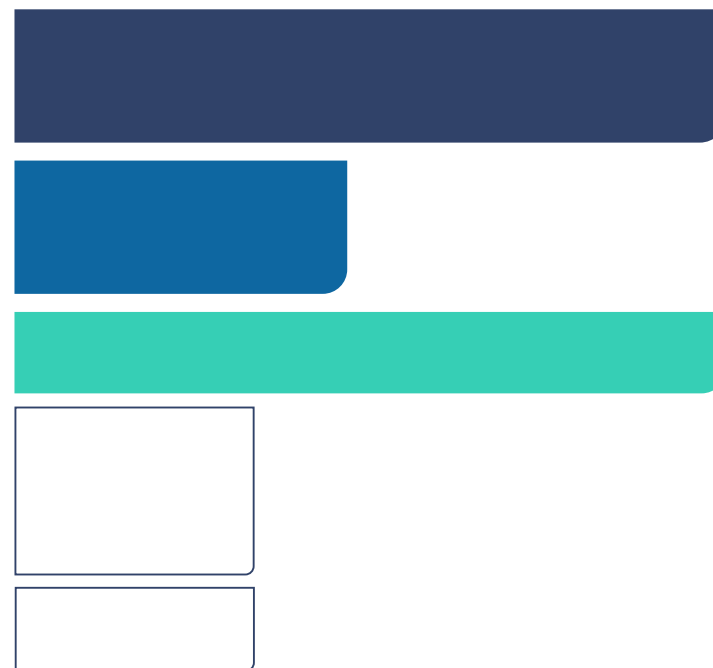
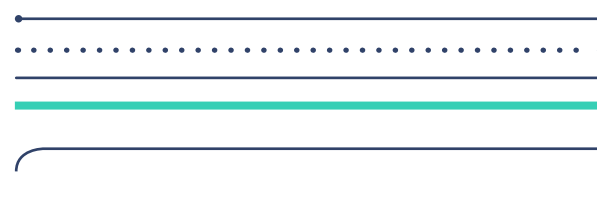
Elements and pattern



Rectangel and square

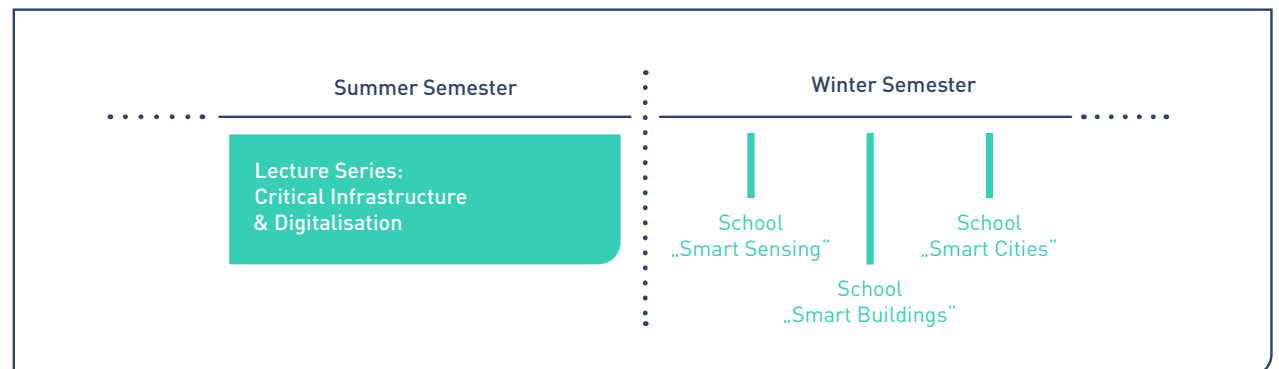
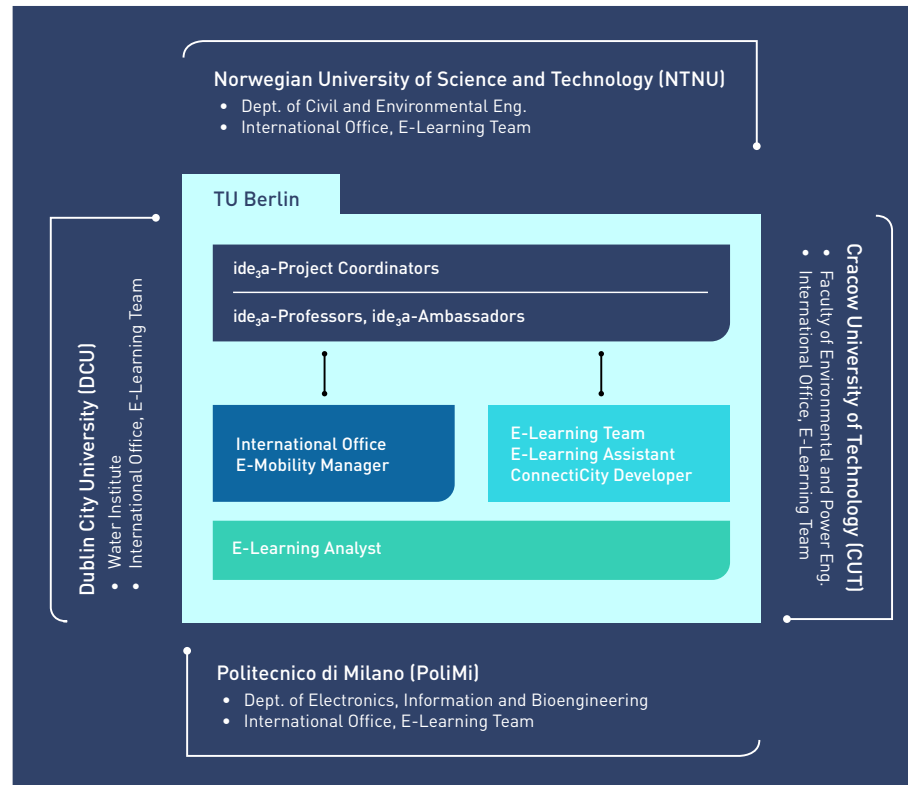


Lines



Graphic elements

Infographics

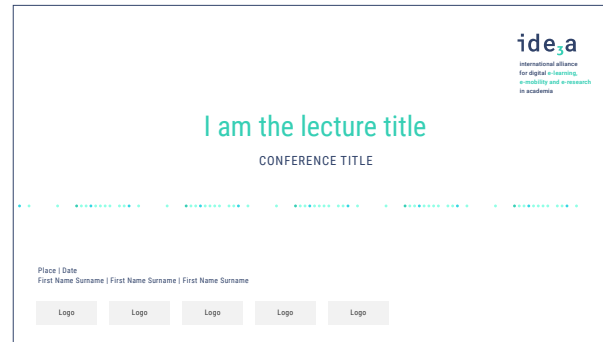


05

Applications

Powerpoint

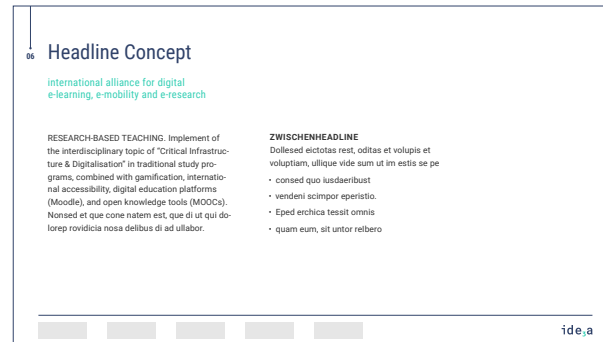
The examples on the right illustrate some of the slide layouts inside the Power Point presentation. The template has a total of six slide layouts: title, chapter separation, text, text and image, quote, contact.



Title



Contact



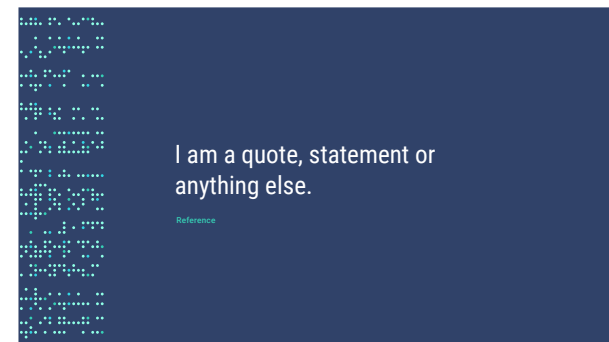
Text



Text and image



Chapter separation



Quote/statement



Contact

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