

BRAND GUIDELINES

THE DEFINITION OF THE BRAND
GUIDELINES v1.0



Destination Earth
ESA DestinE Platform Use Cases Project

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LOGO- TYPES

The following guidelines have been established based on the visual identity guidelines developed by the European Commission for the wider Destination Earth initiative. The guidelines are to be applied in all communication materials related to the ESA DestinE Platform Use Cases project (DEUC).

Official project logo

In all communication related to DEUC, the official logo should appear side by side with the official European Union Flag. The spacing between the flag and the visual should not be altered.



Do's



RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg

Always use official visual files.

Don'ts

Do not change the proportions of the elements.



Ensure all partner logos are equally represented.



Avoid placing logos on backgrounds that make them difficult to read.



Funding Acknowledgement

All communication or promotional material produced by the DEUC project should indicate funding from the EU and implementation by ESA where appropriate. This can be done through the funding acknowledgement below.



The text "ESA Destination Platform Use Cases project" should serve as base for alignment with "Implemented by" and the logos of the partnering organisations. "Destination Earth Core Service Platform Use Cases" is normally centred on "Funded by the European Union".



All texts and logos aligned with the middle of "Funded by the European Union" is also acceptable.

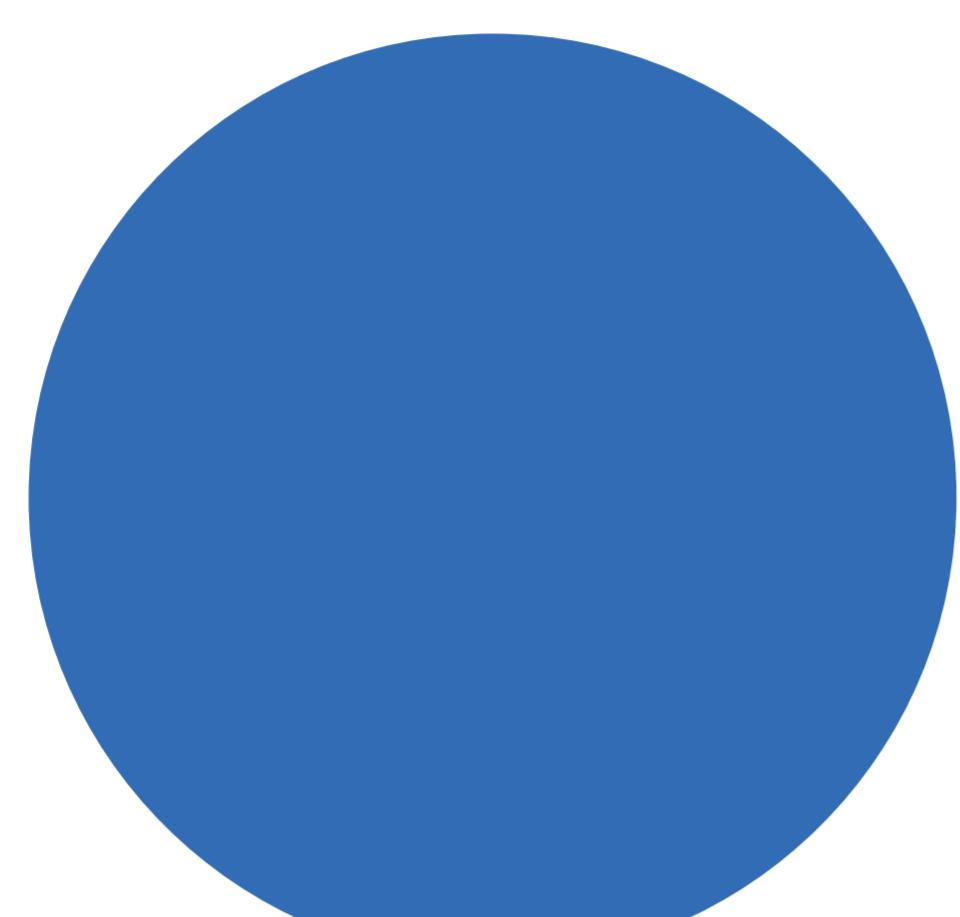


COLOUR SYSTEM

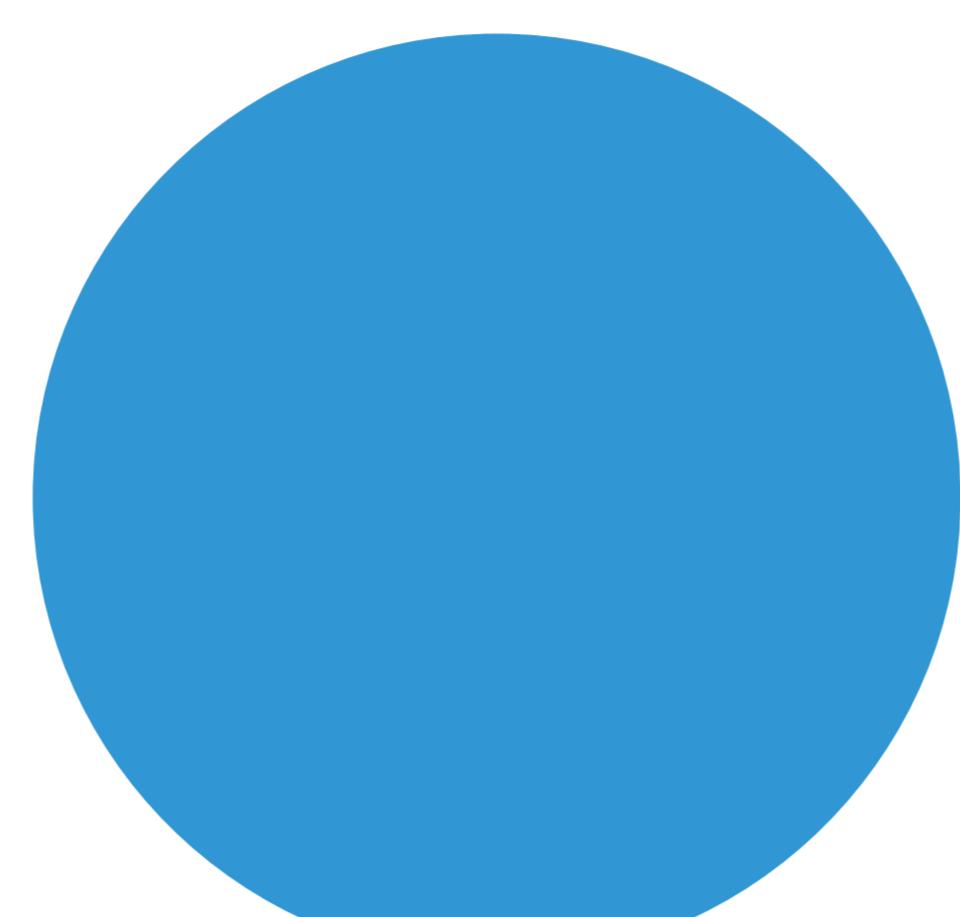
A hand wearing a dark glove holds a paintbrush over a globe. The globe is covered in a digital network of blue and white lines forming a grid and various patterns. The background is a dark blue gradient.

RECOMMENDED COLOUR PROFILE:
sRGB (RGB) and FOGRA39 (CMYK)

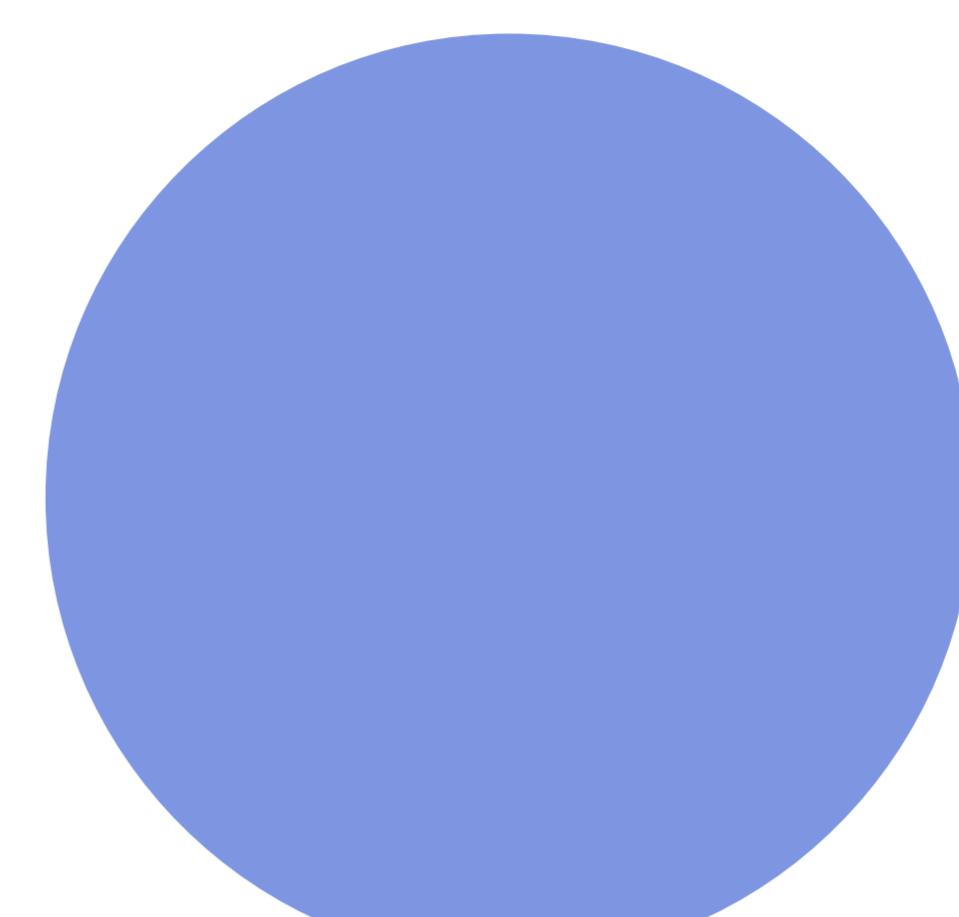
CORPORATE COLOURS



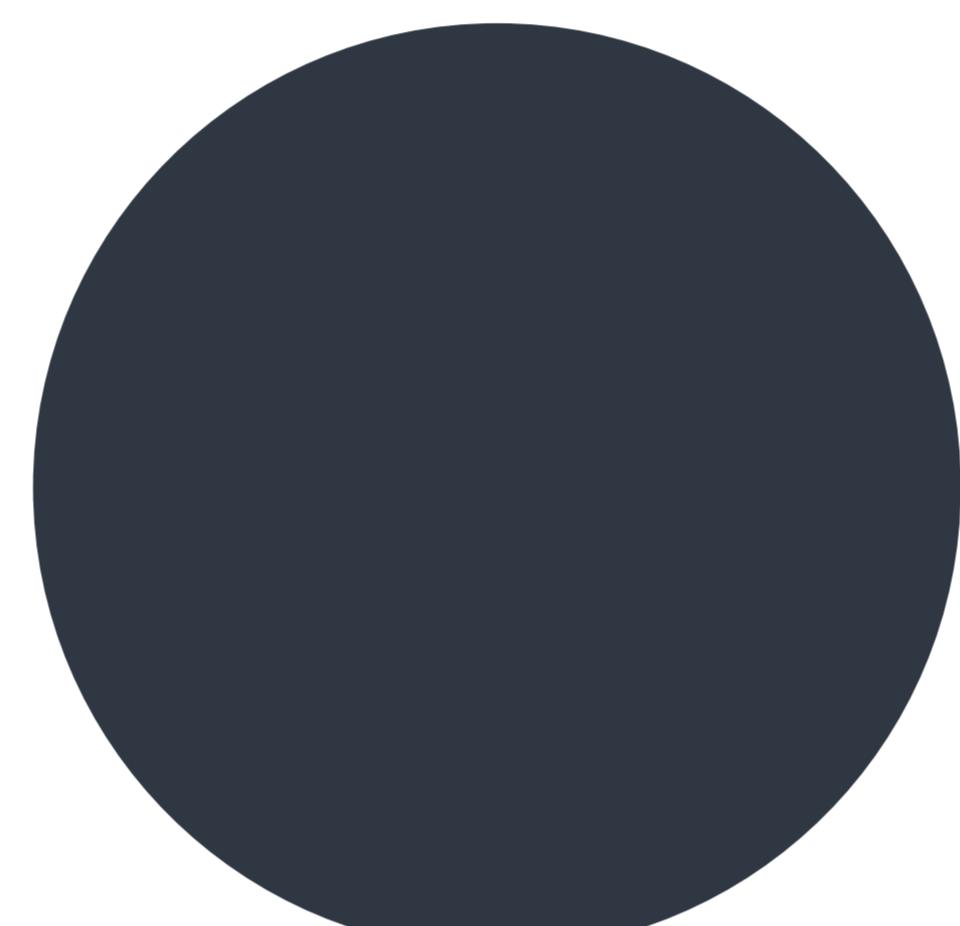
#316CB4
rgb(51, 108, 180)
cmyk(83, 54, 0, 33)



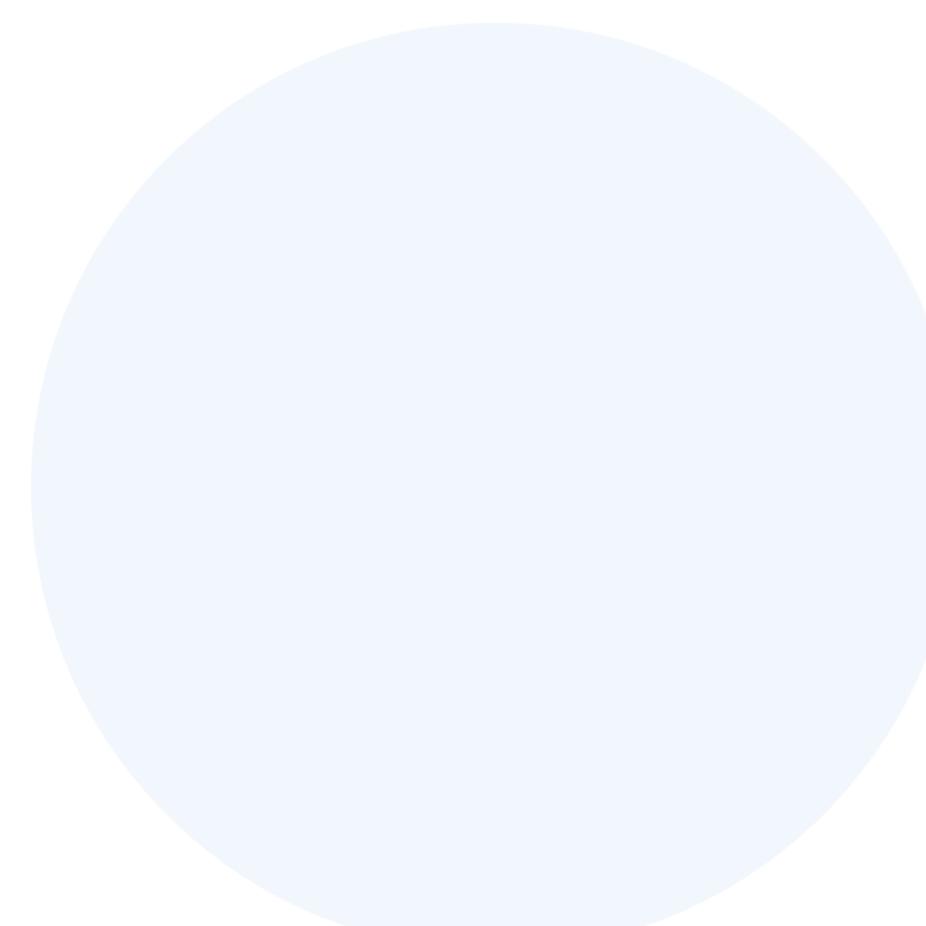
#3097D4
rgb(48, 151, 212)
cmyk(74, 27, 0, 0)



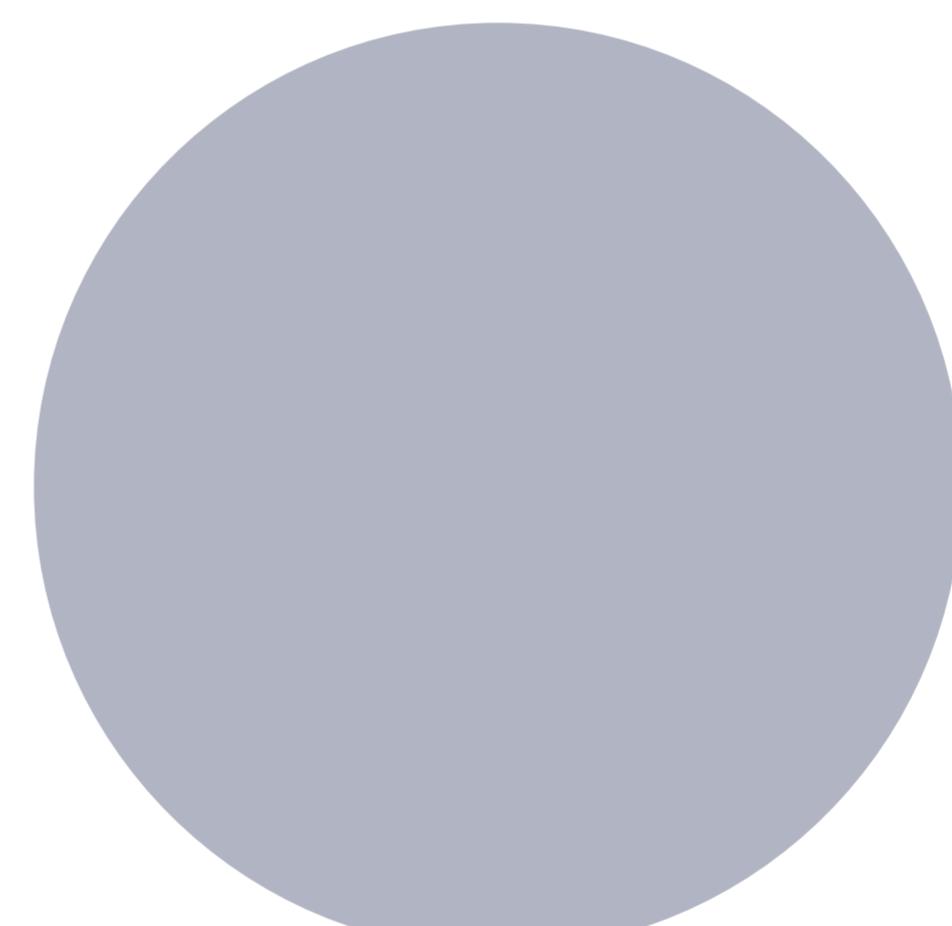
#7E96E2
rgb(126, 150, 226)
cmyk(56, 38, 0, 0)



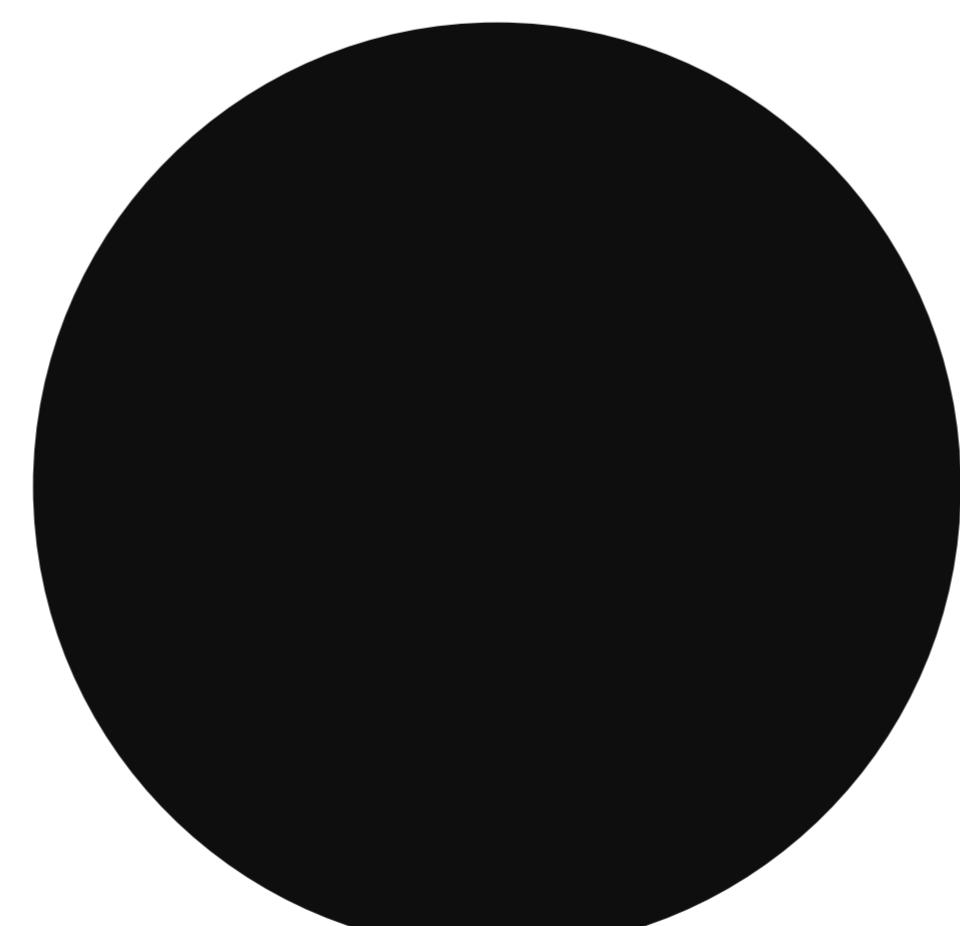
#2F3842
rgb(47, 56, 66)
cmyk(80, 64, 50, 54)



#F2F7FD
rgb(242, 247, 253)
cmyk(6, 2, 0, 0)



#B1B5C3
rgb(177, 181, 195)
cmyk(35, 25, 17, 2)



#OFOEOE
rgb(15, 14, 14)
cmyk(81, 72, 62, 90)

TYPO- GRAPHY

DestinE Use Cases
ESA DestinE Platform Use Cases
project (DEUC)

Responsible Agency:
Trust-IT srl

Creation date:
July 2023

GENERAL RECOMMENDATIONS:

Web Min. Size 16pt

Print Minimum Size 9px

INSTITUTIONAL FONTS

Greycliff CF // 0123456789

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri // 0123456789

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

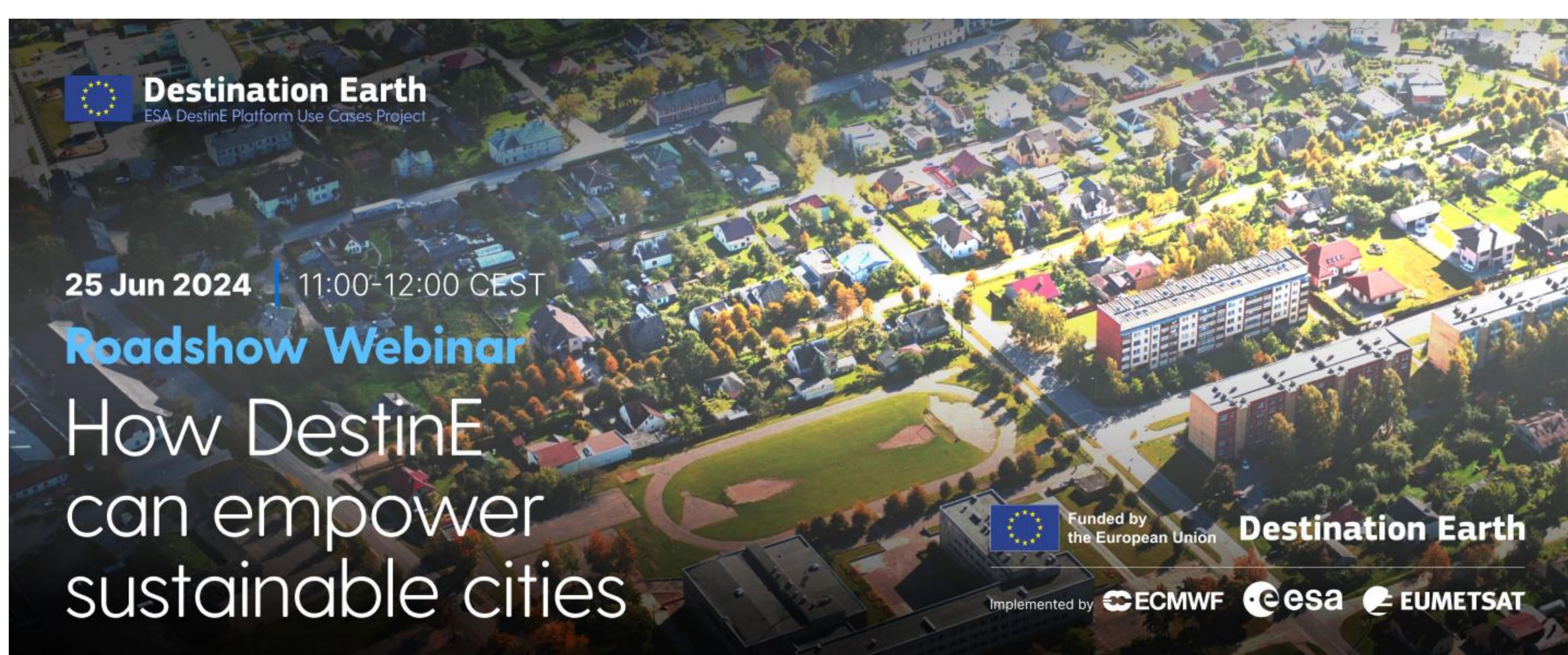
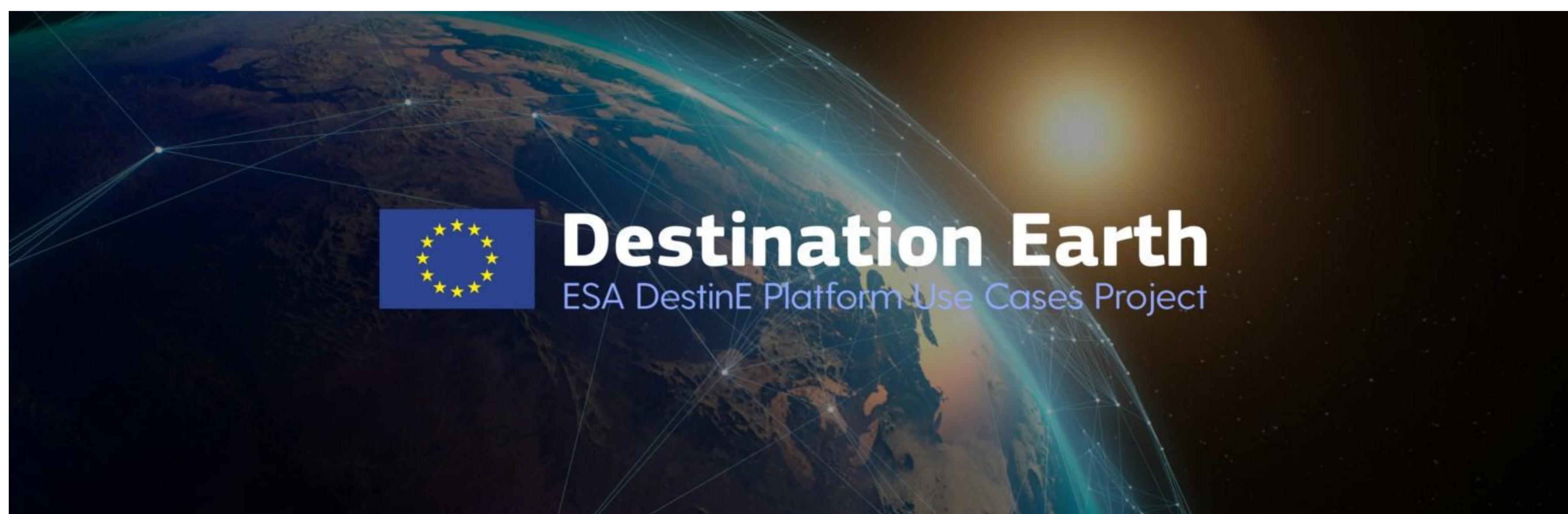
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS

GENERAL RECOMMENDATIONS:

Before starting a graphic layout make sure that something already exists and check all colours and fonts



The complex graphic contains several sections of text and logos:

- Stay informed of key milestones, events and opportunities by subscribing to the DestinE community destination-earth.eu**
- ESA DestinE Core Service Platform Use Cases project (DEUC)**
Develop Use Cases to tangibly demonstrate the worth of Destination Earth in general and the Destination Earth Core Service Platform (DESP) in particular, offering actionable insights and decision support for the Green Transition and Digital transformation.
- DESP Use Cases**
 - Harness DESP and DestinE-specific data
 - Leverage operational or pre-operational software
 - Unique from existing Entrusted Entity use cases
 - Fuel co-development with the community's expertise
 - End Users included in the consortium
 - Completion within 1 year
 - Budget up to 500K€
- Animate the DestinE Community & consolidate requirements for the DESP**
 - The Destination Earth Community guides DestinE's growth and sustainability.
 - Collaborate with diverse experts to tailor solutions.
 - Test and validate new features within the community.
 - A robust community ensures DestinE's enduring success.
- The Destination Earth Website's Outreach, Development, & Operation**
 - The joint Destination Earth website:
 - Destination Earth's official hub, merging content from all 3 Entrusted Entities
 - Your central source for DestinE updates, news, and opportunities

Logos and text at the bottom include 'Destination Earth', 'Funded by the European Union', 'Implemented by ECMWF, esa, EUMETSAT', and 'destination-earth.eu'.



Destination Earth

ESA DestinE Platform Use Cases Project

DestinE Use Cases
ESA DestinE Core Service Platform
Use Cases project (DEUC)

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