

Brand Guideline

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Logo

Rationale

The “M” elements which form the logo stand for “Marketplace”, intertwined to reflect collaboration, co-creation and matching providers and users, forming on the one side a winning star, and on the other side the visual effect of looking from the ground up into the inside of a cupola as an architectural element similar to the hollow upper of sphere.

Curved-roof structures (domes) can come from a classical or modern heritage, in both cases the symbolism associated with ‘domes’ are about constructing something of high importance, sustainable, visible and giving room to bring individuals and groups together.

The “M”s themselves additionally reflect – with their ‘arrows’ indication – the cloud-to-edge concept (and vice-versa) thanks to the three major actors involved: Marketplace providers, Cloud service providers, Service consumers.

July 2024

LOGO
Primary



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LOGO

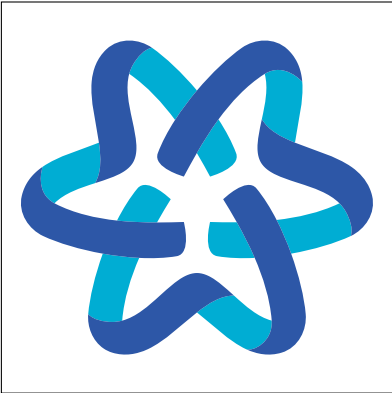
Black



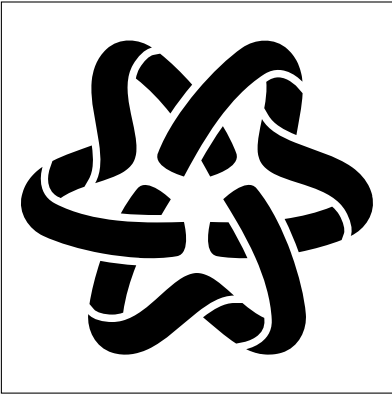
LOGO
White



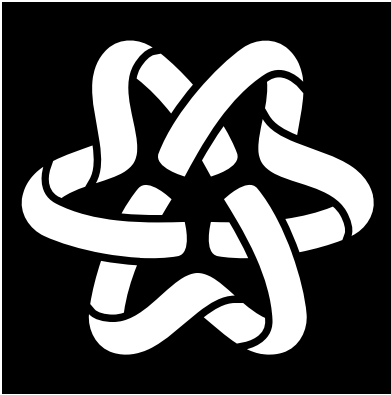
LOGO
Symbol



Primary



Black



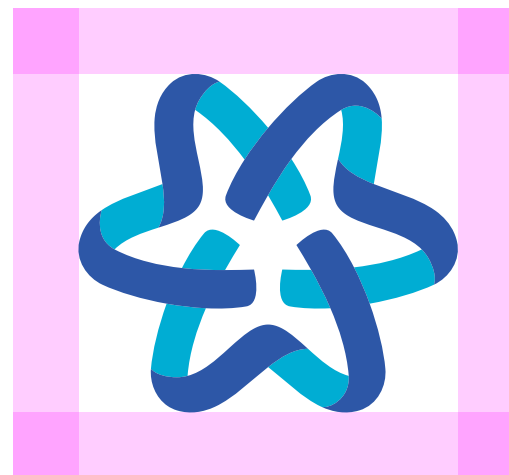
White

Logo usage

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LOGO USAGE

Exclusion Zone



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

LOGO USAGE
Sizes



Minimum sizes



Logo
Width: 114px / 4cm



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
CMYK73; 47; 0; 35
RGB45; 88; 167
HEX#2D58A7
PANTONE286 U



Light Blue Primary
CMYK100; 18; 0; 17
RGB0; 173; 211
HEX#00ADD3
PANTONE312 U

COLOURS
Secondary



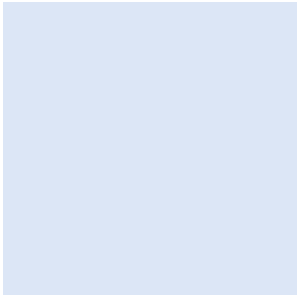
Dark Blue

CMYK 73; 47; 0; 71

RGB 20; 39; 75

HEX #14274A

PANTONE 289 U



Light Blue Secondary

CMYK 10; 7; 0; 4

RGB 221; 230; 246

HEX #DDE6F6

PANTONE 659 U

Typography

TYPOGRAPHY

Primary Typeface

The name of the typeface used for the logotype is [Blinker](#). Blinker is a low contrast sans serif typeface with a squircle as its basic shape, think squarish curves, or Eurostyle's flamboyant cousin. Blinker 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".

Blinker 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

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Graphic Elements

These three elements are complementary to the Logotype and can be used to consolidate DOME's visual identity. Proportions should be respected when included in communications materials.



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VISUAL

Mockup

A background including a designed motif can be used in print or digital campaigns to enhance the DOME project 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.

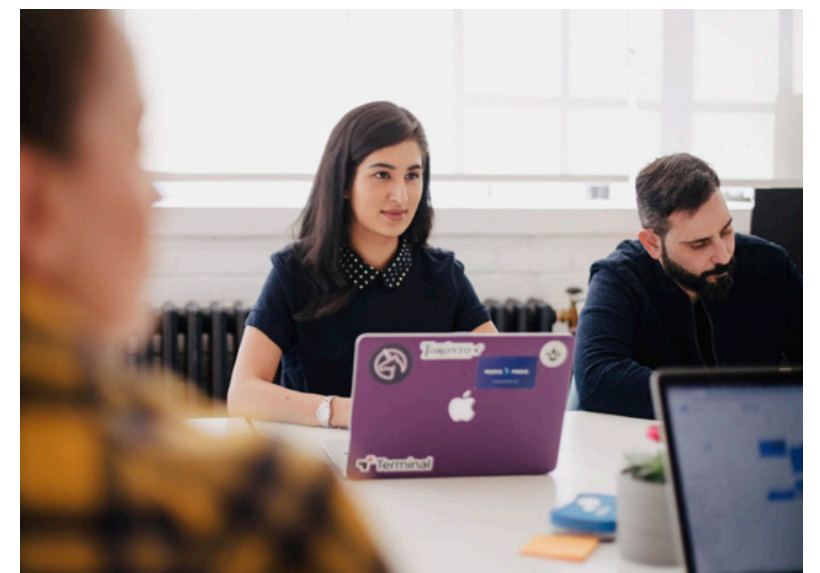
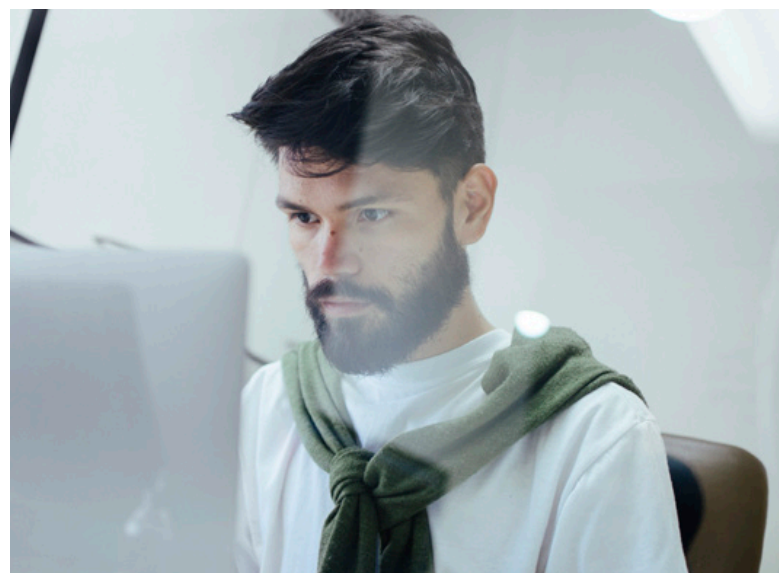
Style

- 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.

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IMAGE STYLE
**Images
sample**



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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



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A Distributed Open Marketplace for Europe Cloud and Edge Services

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CONSORTIUM PARTNERS















































































Distributed Open Marketplace for Europe (DOME) Project has received funding from [European Union's Digital Europe Programme](#) under the Grant Agreement No 101084071.



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TEMPLATES
**Social
Media**



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**Giovanni
Frattini**

Project Coordinator
Engineering Ingegneria Informatica



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Resources

Logo Collection

Font

Colour Palette

Graphic Elements

Templates

Document

Slide

Partners Banner

Comms. Toolkit

Thank You