
DIGILOGIC

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ONLINE

www.digilogic.eu

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THE FIRST PAN EU-AFRICA SUSTAINABLE NETWORK OF
DIGITAL INNOVATION HUBS (DIHS) FOCUSSED ON SMART LOGISTIC

Brand Guidelines



DIGILOGIC project is funded by the
EU's Horizon2020 programme under
Grant Agreement number 101016583

Welcome to the brand
guide of DIGILOGIC.

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Welcome to DIGILOGIC

WHY USE THESE GUIDELINES

We are very proud of our brand DIGILOGIC, and would like to see our brand expressed correctly throughout all styles of communication; electronic and printed visual media.

From Nigeria to Italy, we may use the brand in different executions but the visual language is the same. This uniformity creates familiarity, and with it, admiration.

Our Foundational Principle

OUR MISSION

The vision of DIGILOGIC is to boost the cooperation and strategic partnership between European and African Digital Innovation Hubs (DIHs) paving the way for startups, SMEs and innovators to jointly develop smart logistics solutions, in close cooperation with industries and ventures, securing sustainability and success.

OUR PURPOSE

The motivation that drives the EU-Africa DIGILOGIC project (hereafter abbreviated to “DIGILOGIC”) is to facilitate and stimulate the unleashing of the innovation potential within Africa’s young engineers and entrepreneurs. It achieves this through the creation of the first Pan EU-Africa sustainable network of Digital Innovation Hubs (DIHs), focussing on the topic of smart logistics.

01

The Logo

- 01. FINAL LOGO
- 02. LOGO CLEARSPACE

The highlight of the logo is the African Hare.

It embodies the idea of moving forward, mentorship and togetherness.

For the most part, the logo will have the type and logo mark combined, but there are some instances when the logo mark can be used separate from the type. Exceptions usually occur with apparel, swag and sometimes the website.

01. FINAL LOGO

The main logo is also provided in the variations depicted here below, to allow readability or for black and white printing purposes. The full colour logo should always be used as a preference.

FULL LOGO



MONOGRAM & WORDMARK

The African Hare is a symbol of steadiness and speed. Our Monogram can be used on its own under special circumstances, eg. social media avatars. Our wordmark symbolises who we are and where we are situated and should always be combined with our monogram.

MONOGRAM



WORDMARK



02. CLEARSPACE

ISOLATION AREA

Our logo should always stand steadfast and by encouraging clear space surrounding our logo we will be able to achieve this by following the guidance below.



03. BACKGROUNDS

We're proud of our logo, so readability is essential. We don't want to restrict you on our logo position placement on a page, however, we do feel that where it is the place needs to serve a purpose and be clear and visible. Image selection is very important and too much detail will allow our logo to get lost on the page.



04. DO NOT

RESPECT THE BRAND

We love our logo as is, and no matter how you feel you can make it better please don't. We don't want to see our logo colour changed. We don't want to see our wordmark font changed. There is only one variation of our logo and this is it.



02

The Colour

- 01. COLOURS PALLET
- 02. ENHANCING

Our colours are simple, they represent the unity of fresh grasslands of Africa and the blue of the European Union flag.

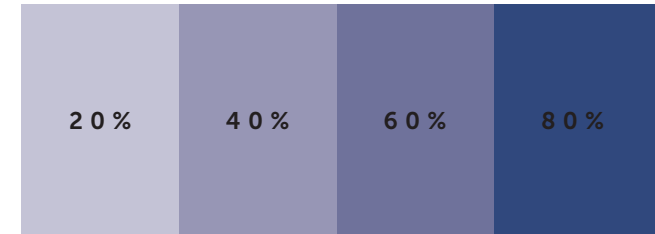
Our colours should never be replaced or substituted as its the pride of our brand.

01. COLOUR PALLET

DIGILOGIC main colours are blue and green. Green and Blue is used for accents. Black is used mainly for typography.

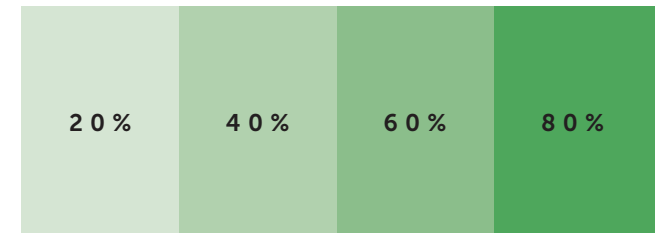
COLOUR CODE

cmyk : 100 / 88 / 27 / 11
pantone : reflex blue
rgb : R0 G22 B137
001689



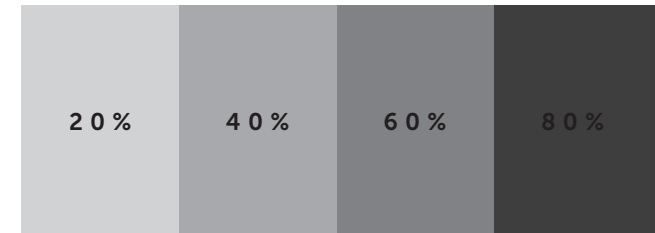
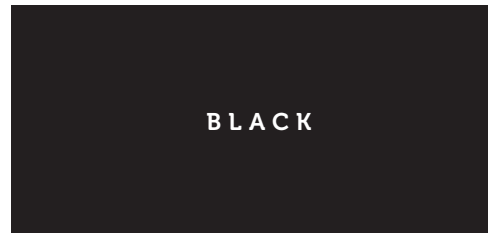
COLOUR CODE

cmyk : 79 / 12 / 94 / 1
pantone : 7739
rgb : R44 G154 B66
2c9a42



COLOUR CODE

cmyk : 0 / 0 / 0 / 100
pantone : black
rgb : R0 G0 B0
000000



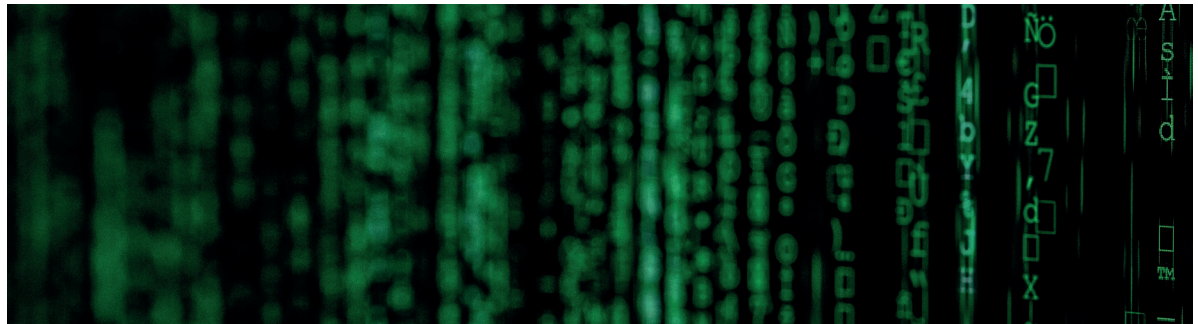
02. ENHANCING

We may want to rely on images to tell a story and we suggest that you use images that enhance our colour pallet. Below is a selection of images that accentuate our colour pallet.

BLUE BACKGROUND



GREEN BACKGROUND



BLACK BACKGROUND



03

Typography

- 01. PRIMARY FONTS
- 02. SECONDARY FONTS

DIGILOGIC brand uses Google Fonts' open source font family Zilla for headlines and Montserrat font family as body copy.

The usage of other versions of the font is allowed. This applies to the website, presentations and all promotional materials.

For project's deliverables, the system font Calibri (Light, Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. It could be used also for presentations in case the two main brand fonts are missing.

01. PRIMARY FONTS

ABOUT ZILLA SLAB

Zilla Slab is Mozilla's core typeface, used for the Mozilla wordmark, headlines and throughout their designs. A contemporary slab serif, based on Typotheque's Tesla, it is constructed with smooth curves and true italics, which gives text an unexpectedly sophisticated industrial look and a friendly approachability in all weights.

<https://fonts.google.com/specimen/Zilla+Slab>

Designed by Typotheque

12 Regular

12 Italic

08 Regular

08 Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910!@#\$%&

02. SECONDARY FONTS

ABOUT MONSERRAT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique.

<https://fonts.google.com/specimen/Montserrat>

The Montserrat project is led by Julieta Ulanovsky

Regular
Regular Italic
Bold
Bold Italic

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910!@#\$%&

ABOUT CALIBRI

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

Luc(as) de Groot (Standard Latin, Cyrillic, Greek, and Hebrew), Mamoun Sakkal (Arabic); Armenian and Georgian (Ruben Tarumian)

Regular

Italic

Bold

Bold Italic

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910!@#\$%&

*good
typography
will make
your design
more attractive*

04

EC RECOGNITION

01. EC RECOGNITION

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc).

01. EC RECOGNITION

Below there are some examples of the elements to show in different positions.

FULL EU LOGO & ACKNOWLEDGEMENT



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*For any questions
regarding the DIGILOGIC
graphic assets and the
uses you would like to
make of them, do not
hesitate to contact the
Prototipi Nigeria team.*

A SHORT SUMMARY

All DIGILOGIC graphic assets, including this Brand Guidelines and the Zilla and Montserrat open source fonts, can be downloaded on the DIGILOGIC repository on Microsoft Teams.

Thank
You