



Project acronym: **GALATEA**

Project title: *Grow and AcceLerate your smArt projecTs in nEw vAlue chains of the European Blue Economy*

Grant Agreement n°873026

D.4.3.1

Project Branding Pack

Due delivery date: 31/08/2020

Actual delivery date: 17/09/2020

Organisation name of lead participant for this deliverable: Asociación Clúster Movilidad y Logística-ITS Euskadi (MLC-ITS).

Dissemination level: Public



GALATEA project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n°873026

Deliverable number	D.4.3.1
Deliverable responsible	MLC-ITS
Work package	WP 4

Author(s)		
Name	Organisation	Email
Nerea Rojas	MLC-ITS	nrojas@mlcluster.com
Unai Suarez	MLC-ITS	usuarez@mlcluster.com

Document revision history			
Version	Date	Modification reason	Modified by
V1.0	27/08/2020	Review	CWP
V2.0	11/09/2020	Review	CWP
V3.0	15/09/2020	Review	PMM
V4.0	16/09/2020	Final version	MLC-ITS

Abstract
<p>The deliverable presents GALATEA branding pack, designed to maintain graphical coherence for all material produced within the project. It contains all the basic rules on the use of the graphics which constitutes the GALATEA identity with the definition of the logo, colour palette, fonts used, communication style and main visual bases that will be used for every communication activity during the project's life and after. This deliverable presents as well the project presentation and templates for deliverables, press releases and all other communication materials (Word, PowerPoint, etc.).</p>

DISCLAIMER

The content of this deliverable represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

TABLE OF CONTENT

1. Galatea Branding Pack.....	6
1.1. Naming.....	6
1.2. Graphics.....	7
1.2.1. Symbol	8
1.2.2. Colour Pallets	8
1.2.3. Font and Letter	8
1.2.4. Final Logo	9
2. Project Presentation	10
3. Templates	11
4. E-newsletter	12
5. Press Release.....	13
Annexes	14
Annex 1: PROJECT BRANDING PACK	14

FIGURES AND TABLES

Figures :

Figure 1:shipping containers.....	7
Figure 2:Drop of water	7
Figure 3:GALATEA’s symbol without gathering	7
Figure 4:GALATEA symbol.....	8
Figure 5:GALATEA’s Logo pantones options.....	8
Figure 6:GALATEA’s whole logo.....	9
Figure 7:PPT’s main visual slides	10
Figure 8:Web version Newsletter, right image.....	12
Figure 9:Phone version NewsLetter, left image.	12

1. Galatea Branding Pack

This deliverable includes standards for the different elements of GALATEA's whole branding pack and how the different visual elements should be used. This will make GALATEA's brand well-defined to everyone from participants, stakeholders, and the community.

It will be a resource available for every member of the consortium, containing the rules of our brand and how partner should apply it holistically to maintain brand consistency. It is including the most business-critical visual assets and information, such as where to find logos, how to use them, approved color palettes, typography styles, and other visual attributes. These logos will be shared on SharePoint, the project secured platform for sharing documents at the consortium level.

Within this document, different aspects of the Brand creation will be explained. The complete Branding Pack and Guideline is shown above on the **ANNEX I**, including the description of the templates designed and submitted on *D4.3.2. - Design Dissemination and communication materials*.

1.1. NAMING

The choice of naming our project GALATEA is based on its association with the former successful InnoSup-01-2015 project NEPTUNE. GALATEA is one of Neptune's satellite and one of the Nereids, a marine nymph in Greek mythology.

GALATEA means "Grow and Accelerate your smart projects in new value chains of the European Blue Economy". 'Blue Economy' is defined as «all economic activities related to seas, oceans and coasts and covers a wide range of interlinked established and emerging sectors».

The naming process was finished before the project is started, as the name was established before, at the submission phase. This marks the foundations of the branding of GALATEA. The brand bases for GALATEA should follow NEPTUNE's, on its colours, and even on the shapes.

Blue Growth, Ports and Water are the main concepts applied on the process that will be shown above.

1.2. GRAPHICS



Figure 1:shipping containers



Figure 2:Drop of water

Both images tackle the essence of GALATEA's holistic vision. The first one, refers to Ports and logistics, the need of data, and management in the most efficient way. Somehow GALATEA project is also about gathering technologies from other sectors into four main axes of the blue economy. The blocks, the gathering, are shown in the first phase of the logo above.



Figure 3:GALATEA's symbol without gathering

In Figure 3, the first two figures are merged, such as the Blue and The Growth. Water drop creates vibrations, as if they were managed and gathered in an efficient way (GALATEA's

objective) and will end up into a real and consolidate solution, which is one of GALATEA objective.

1.2.1. Symbol

As a result of focusing and gathering the drops, the GALATEAs “G” takes its final form resulting to the following symbol (figure 4), which will be used as the bases of the logo, and as a brand stamp on all the communication materials and activities. This image will be the stamp to be used in all communication activities and will be shown in all materials. All the public documents must have this symbol.



Figure 4: GALATEA symbol

1.2.2. Colour Pallets

To make the brand flexible, the symbol gathers a high number of blue pantones, taking the brightest ones as its identity. The darkest blue pantones will not be used. In figure 5, are shown the different blues that are used on the logo composition. ANNEX I will specifically show and narrow down the colour pallets to use on the different communication materials.

PMS 2905	PMS 2915	PMS 2925	PMS 2935	PMS 2945
PMS 297	PMS 298	PMS 299	PMS 300	PMS 301
PMS 2975	PMS 2985	PMS 2995	PMS 3005	PMS 3015
PMS 304	PMS 305	PMS 306	Process Blue	PMS 307
PMS 310	PMS 311	PMS 312	PMS 313	PMS 314

Figure 5: GALATEA’s Logo pantones options

1.2.3. Font and Letter

The letter font used, gives GALATEA a professional and technological sensation, aligned with the main concepts and objectives of galatea.

Regarding the font to be used in the communication and dissemination material, ANNEX I shows all the variations and specifications. The selection of a personal typeface has been

declined, due to the project's needs. Lots of contents, presentations and materials will be shared online, and the source of letter should be accessible for all the recipients.

1.2.4. Final Logo

The next figure shows the final logo on its whole. The addition of the claim ("Blue Growth Accelerator") has the objective of clearing any doubt on a first time seeing the LOGO, that will be used in the main materials and contents created by GALATEA project.



Figure 6: GALATEA's whole logo

2. Project Presentation

A project presentation has been prepared by the partner in charge of communication. This PPT presentation aims to describe the project scheme, with its partnership, objectives, activities, and opportunities. Each partner will be free to use it and adapt it taking into consideration its target audience.

The deliverable *D4.5 - Design of dissemination and communication materials* has on its ANNEX 4 the whole PPT presentation. The actual deliverable (D4.4) presents the template and main characters of the PPT regarding to its brand design.



01 SMART PORT

Ports are key elements for Union trade: 74% of goods are imported and exported, and 37% of exchanges within the Union go through seaports². In 2017, EU ports moved 4 billion tonnes of freight and a 50% growth of cargo is predicted by 2030 and 415 million passengers embarked and disembarked in European ports in 2017, a rise of 4.6% from the previous year.

02 SMART SHIP

European Union is built around its waterways and seas. Maritime trade accounts for 40% of all freight exchanges between the EU Member States, and each year, more than 400 million passengers embark and disembark in European ports³. The shipping of goods between the main ports and ports located in the Mediterranean Sea totalled 614 million tonnes in 2017.

PROJECT PARTICIPANTS

Participant No	Participant Organisation Name	Participant's short name	Country	Logo
1	Projet Mer Méditerranée: Trajectoire des Technologies	PMBA-TVT	France	
2	Aéroparc Valley	AV	France	
3	Corinthia Cluster Initiative	CORILLIA	Greece	
4	Asociación Cluster de Movilidad y Logística de Europa	MLC-ITS	Spain	
5	Fundació Eumed	EUREGAT	Spain	
6	Cabotage Water Partnership	CWP	Spain	
7	Asociatia Cluj IT	CLUJ IT	Romania	
8	Baltic Sea & Space Cluster	BSSC	Poland	

7 ICT, Aerospace and Maritime clusters

1 research and technology organisation

BENEFITS FOR THE SME'S

An opportunity for:

- SMEs and entrepreneurs to obtain direct financial support through bonds of up to 60,000€ per SME and access to professional services
- With an item of 3,600,000€ to finance initiatives at the European level.
- For projects in collaboration between SMEs, each SME can request financing of up to 60,000€.

THANK YOU

Figure 7: PPT's main visual slides

3. Templates

The following templates has been prepared by the partner in charge of communication and can be seen in ANNEX I of this deliverable:

- Corporative Letter
- Word Template
- Power Point Presentation
- Deliverable Template

Each partner should use these templates with the GALATEA Branding Design on it, for any communication and dissemination activity and for deliverables to be written and submitted in the future. All the templates are available for all the partners for they used and edition in GALATEA's SharePoint.

4. E-newsletter

GALATEA Communication and Dissemination Strategy has planned to edit and publish e-newsletters every 6 months. A lay out and template of this e-newsletter has been designed following the GALATEA branding, ANNEX I. The figure above shows this template, on web and phone version.



Figure 8: Web version Newsletter, right image.

Figure 9: Phone version Newsletter, left image.

5. Press Release

Press release on GALATEA objectives and activities will be sent regularly to press contacts. One press release has already been shared at the launched of the project, that is shown on the next figure. The template for all the press releases to be launched in the future is annexed in ANNEX 1.

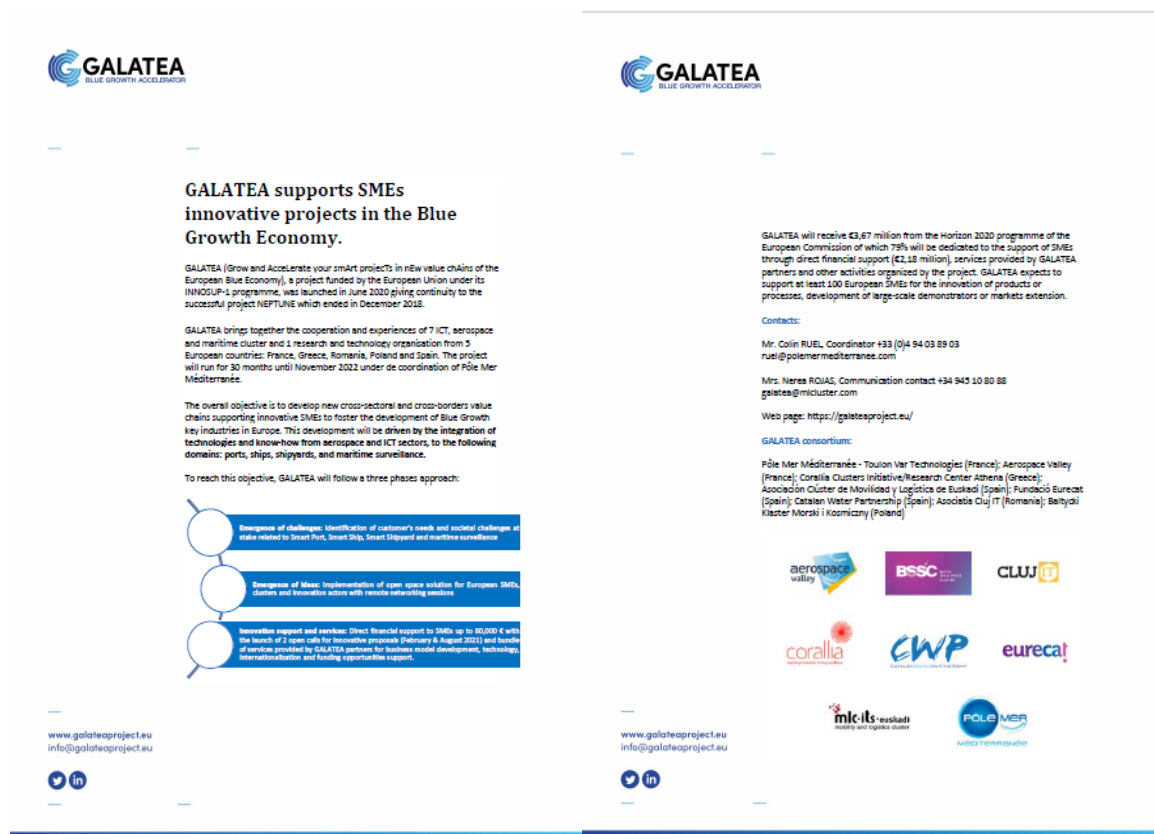


Figure 10: GALATEA's first press release

Annexes

ANNEX 1: PROJECT BRANDING PACK



GALATEA project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n°873026

BRANDING GUIDELINE



COLOR
LOGOTYPE





COLOR VARIATIONS

Positive duotone version
in corporate blue and black



Positive monochrome version
in corporate blue



Positive monochrome version
in black for print

NEGATIVE SPACE

Negative version on black background
for printing

Negative version on black background
for printing



EXCLUSION ZONE

The logo's exclusion zone is equal to the height of the trademark text (marked as x in the diagram).



MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Here you have some different size variations and the readable minimum size that has to be respected

100 mm
283 px



75 mm
213 px



75 mm
213 px



30 mm
85 px





WRONG USE OF POSITIVE LOGOTYPE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

It is not allowed any other combination of colors, nor effects.

WRONG

USE OF LOGOTYPE IN NEGATIVE

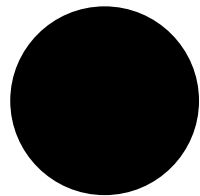
It's not allowed to use the color logotype on color background, or images.

Negative use is only allowed on dark backgrounds, or images when the contrast allows it.



COLOR PALETTE

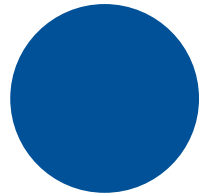
These are the colors and their values in different color modes used to create the visual identity and that has to be respected.



PANTONE: Process Black
HEX#: 000000

RGB: 0/0/0
CMYK: 0/0/0/100

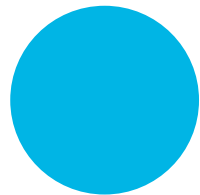
Process Black



PANTONE: 2145 C
HEX#: 004E8

RGB: 0/78/168
CMYK: = 98/62/0/14

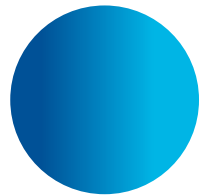
Navy Blue



PANTONE: 306 C
HEX#: 00B5E2

RGB: 0/181/226
CMYK: = 75/0/5/0

Light Blue

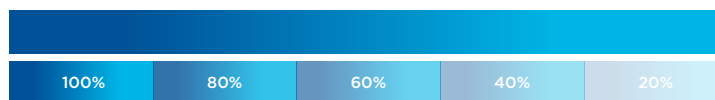


Navy Blue 0° Light Blue

Pos. 15%

Pos. 25%

Gradient Swatch



LOGOTYPE FONT FAMILIES

SOFIA PRO BOLD

Sofia Pro is a geometric sans font family who dares the modernism and the harmony of the curves. Created in 2009 and completely redesigned in 2012, it has become over time a popular alphabet and has received many accolades from graphic industry professionals. It has very rounded curves with very open terminals that makes this font family elegant, friendly and contemporary. Sofia Pro has been designed with a higher x-height than other fonts in its class to make tiny readability more obvious in any use situation. It will be ideal for use in small sizes such as business cards or mobile applications.

Sofia Pro Bold
150 pt**A b c**Sofia Pro Bold
22 pt**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!"#\$%&/'()=? @€©®™,"•—«»x÷|**Sofia Pro Bold
9 pt

Lorestioribus doluptat. Onsed quia qui nus milit quid modi
is rernat alitatiundam et eum ipicium harcide prorerum
dolupta spicim facimin issitibus expere eos serum rent
adisciae omnim quiat quatem. Uptam volumqu amusam di
doloraectur saperum ipienda

Helvetica Neue Bold
150 pt

A b c

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!"\$%&/'()=? @€©®™ „•— — «» x ÷ |**

Lorestioribus doluptat. Onsed quia qui nus milit quid modi
is rernat alitatiundam et eum ipicium harcide prorerum
dolupta spicim facimin issitibus experes eos serum rent
adisciae omnim quiat quatem. Uptam volumqu amusam di
doloraectur saperum ipienda

Helvetica Neue Bold
9 pt

LOGOTYPE FONT FAMILIES

HELVETICA NEUE BOLD

The Helvetica® (Latin for Swiss) has the objective and functional style which was associated with Swiss typography in the 1950s and 1960s. The font is perfect for international correspondence: no ornament, no emotion, just clear presentation of information. Helvetica font is still one of most popular sans-serif fonts.

Helvetica Neue is a reworking of the typeface with a more structurally unified set of heights and widths. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.



SECONDARY FONT FAMILIES FOR PUBLICATIONS

PLAIN TEXT CONFIG REGULAR

Config Condensed is a modern and structured condensed sans serif type family consisting of 20 fonts in 10 weights plus italics. The neutral design of this typeface with subtle details makes it functional for type setting in small and large sizes, and the condensed proportions are efficient and space-saving

A b c

Config Regular
150 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!"#\$%&/'()=? @€©®™„“•—«»x÷|

Config Regular
22 pt

Lorestioribus doluptat. Onsed quia qui nus milit quid modi
is rernat alitatiundam et eum ipicium harcide prorerum
dolupta spicim facimin issitibus experes eos serum rent
adisciae omnim quiat quatem. Uptam volumqu amusam di
doloraectur saperum ipienda

Config Regular
9 pt

A b c

Gotham Bold
150 pt

SECONDARY FONT FAMILIES FOR PUBLICATIONS

HEADLINES GOTHAM BOLD/BLACK

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones and released from 2000. Gotham's letterforms were inspired by examples of architectural signage of the mid-twentieth century. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!"#\$%&/()=? @€©[®]™ „•—«»×÷|**

Gotham Bold
22 pt

Lorestioribus doluptat. Onsed quia qui nus milit quid modi
is rernat alitatiundam et eum ipicium harcide prorerum
dolupta spicim facimin issitibus experes eos serum rent
adisciae omnim quiat quatem. Uptam volumqu amusam di
doloraectur saperum ipienda

Gotham Bold
9 pt

CORPORATIVE FOR PUBLICATIONS

PRESS RELEASE

PUBLICATION EXAMPLE

Gotham Black 28pt

Config Medium 9pt

Gotham Bold 10pt

Config Italic 8pt



Lorem ipsum dolor, consectetuer

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Aliquam erat volutpat. Ut wisi enim ad minim veniam

1.256
euismod tincidunt

78%
euismod tincidunt

+ 3M€
tincidunt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

www.galateaproject.eu
info@galateaproject.eu



Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Gotham Black 30pt

Config SemiBold Italic 12pt

Config Regular 10pt

Gotham Bold 12pt



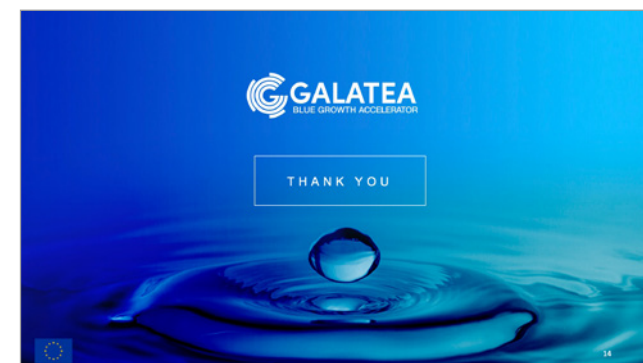
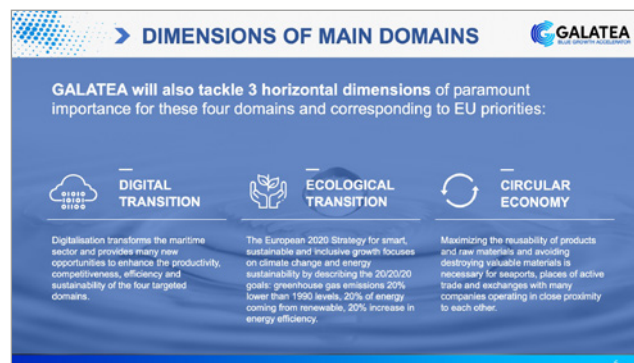
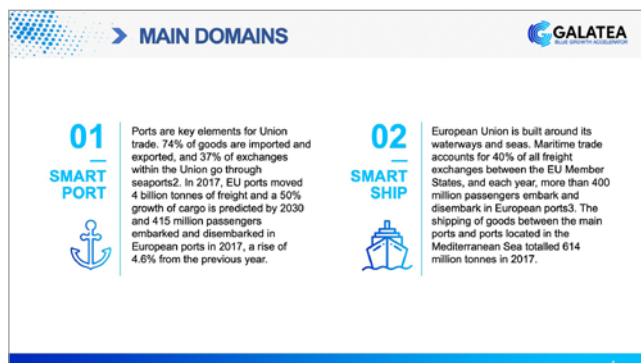
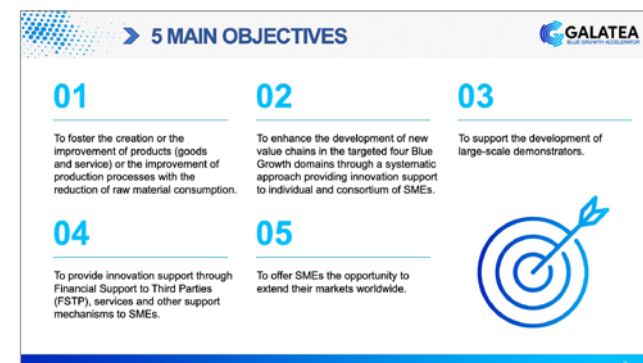
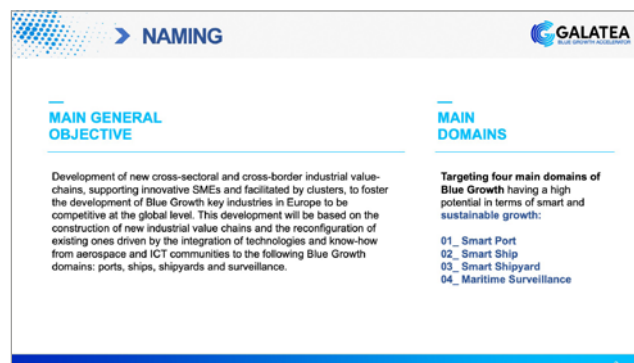
CORPORATIVE LETTER

These are the colors and their values in different color modes used to create the visual identity and that has to be respected.

A4 WORD



POWERPOINT PRESENTATION



CORPORATIVE NEWSLETTER



News & Events



GALATEA supports SMEs innovative projects in the Blue Growth Economy

GALATEA (Grow and Accelerate your smArtprojectTs in nEw value chAins of the European Blue Economy), a project funded by the European Union under its INNOSUP-1 programme, was launched in June...

[+ INFO](#)

News & Events



GALATEA supports SMEs innovative projects in the Blue Growth Economy

GALATEA (Grow and Accelerate your smArtprojectTs in nEw value chAins of the European Blue Economy), a project funded by the European Union under its INNOSUP-1 programme, was launched in June...

[+ INFO](#)



GALATEA supports SMEs innovative projects in the Blue Growth Economy

GALATEA (Grow and Accelerate your smArtprojectTs in nEw value chAins of the European Blue Economy), a project funded by the European Union under its INNOSUP-1 programme, was launched in June...

[+ INFO](#)




www.galateaproject.eu
info@galateaproject.eu



GALATEA project has received funding from the European Union Horizon 2020 research and innovation programme under Grant Agreement n°875026.

© 2020 - GALATEA
Thanks for being part of our community!
[Unsubscribe](#) or [Manage preferences](#)

CORPORATIVE DELIVERABLE

 **GALATEA**
BLUE GROWTH ACCELERATOR

Project acronym: **GALATEA**

Project title: *Grow and Accelerate your smart projects in new value chains of the European Blue Economy*

Grant Agreement n°873026

D.X.X


[Name of deliverable]


Due delivery date: DD/MM/YYYY

Actual delivery date: DD/MM/YYYY

Organization name of lead participant for this deliverable: Name of responsible entity

Dissemination level: Public/Confidential

 GALATEA project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n°873026



Deliverable number

Deliverable responsible

Workpackage

D.XX

Name of responsible entity

WP X

Author(s)		
Name	Organisation	Email

Document revision history			
Version	Date	Modification reason	Modified by

Abstract
Text text text text...

DISCLAIMER

The content of this deliverable represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains. |

 D.XXX = Name of deliverable

1. Title

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test:
 > Test, test, test, test
 > Test, test, test, test

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.

1.1. Subtitle 1

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.

1.1.1. Subtitle 2

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.

1.1.2. Subtitle 2

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.

1.2. Subtitle 1

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.

XXX	XXX	XXX

Table 1. XXX

Test, test, test, test, test, test, test, test, test, test, test, test, test, test, test, test,
test, test, test, test, test.


**GALATEA**
BLUE GROWTH ACCELERATOR

Figure 2. XXX

6



www.galateaproject.eu
info@galateaproject.eu

