



ZERO BRINE

Visual Identity Guidelines
December 2017



The ZERO BRINE project (www.zerobrine.eu) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730390.

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A large container ship is docked at a port, with several tall cranes visible in the background. The ship is loaded with colorful shipping containers. The sky is blue with some wispy clouds. The text "THE CONCEPT" is overlaid in large, white, bold letters. In the bottom left corner, there is a decorative graphic of white diamonds of varying sizes.

THE CONCEPT

THE CONCEPT

Closing the loop

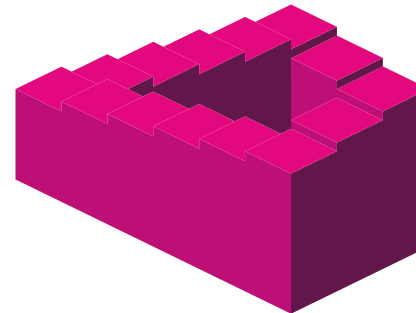
Every project requires a strong, evocative and memorable visual identity. By deconstructing the concept of the project we built up layers of meaning around the logo for a story to emerge.

Recovering the wastewater from industrial plants to reuse the minerals, salts and water in other industries, ZERO BRINE is closing the figurative loop and contributing concretely to the circular economy in Europe.

From the infinity sign to the Mobius Strip and M.C. Escher's Penrose stairs, we derived the feeling of strength, continuity and circularity from these forms to

create the half figure eight with an overlapping ribbon in the middle, implying a work in progress to work in progress to advance 'closing the loop'.

The salty crystals served as inspiration for filling the ZERO BRINE icon ribbon and we chose a typographic font that would be easily recognizable with the slight curl to the 'R' that echoes the feeling of re-starting the circular process.

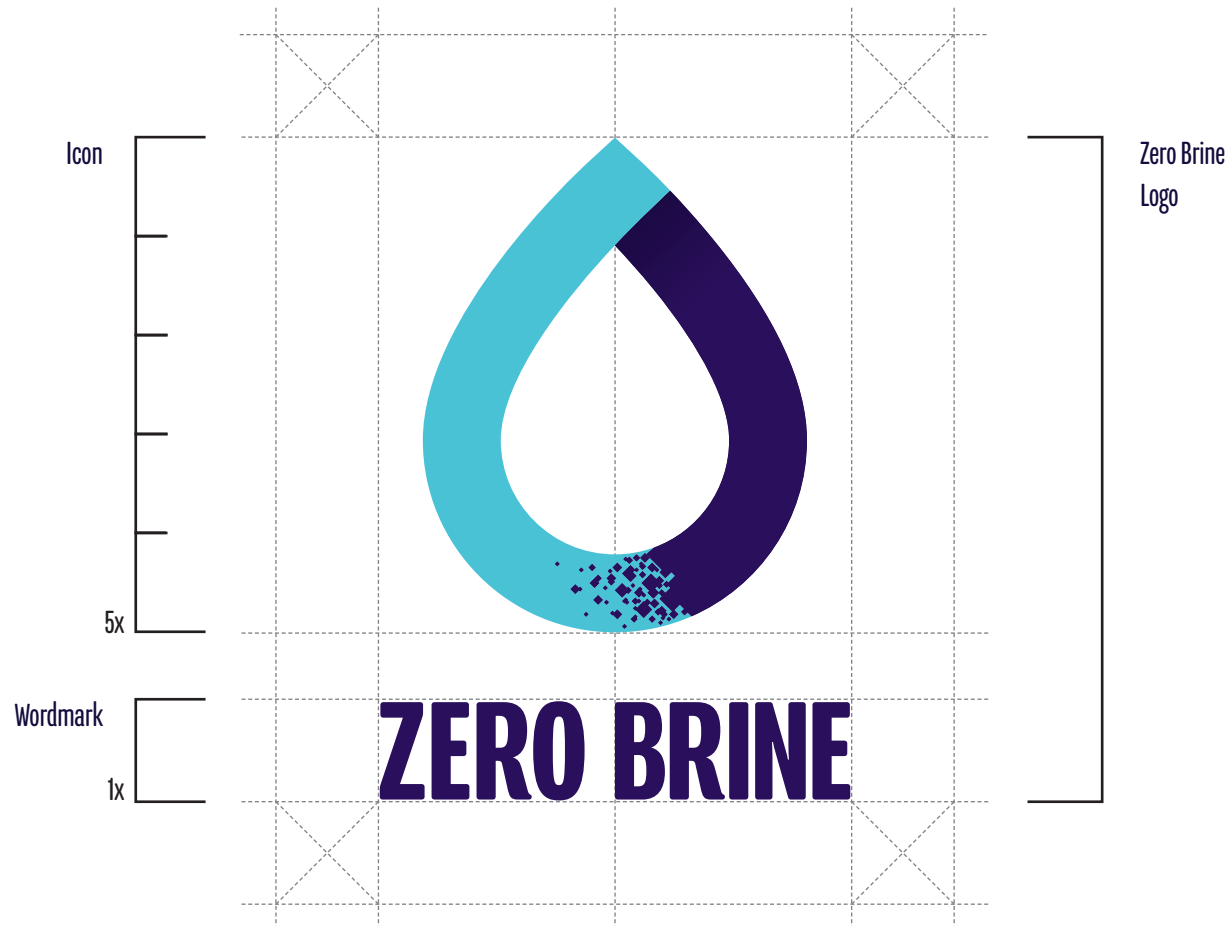




LOGO

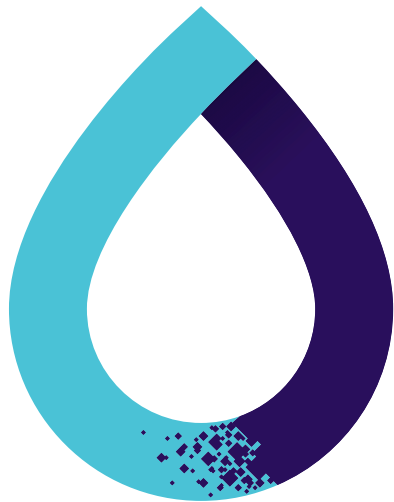
LOGO

Zero Brine



LOGO

Slogan



ZERO BRINE

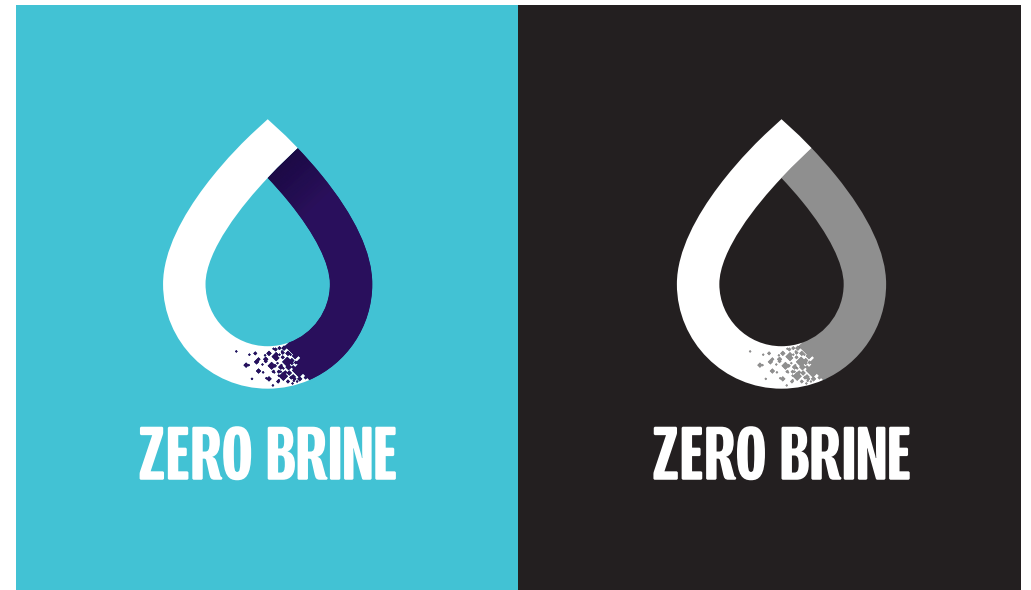
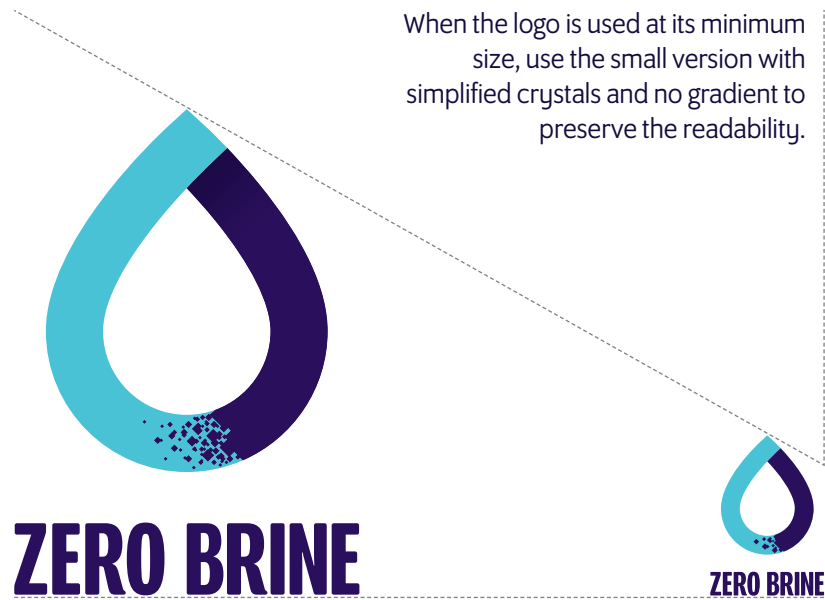
Industrial
Wastewater

Resource
Recovery

Circular
Economy

LOGO

How to use the logo



LOGO

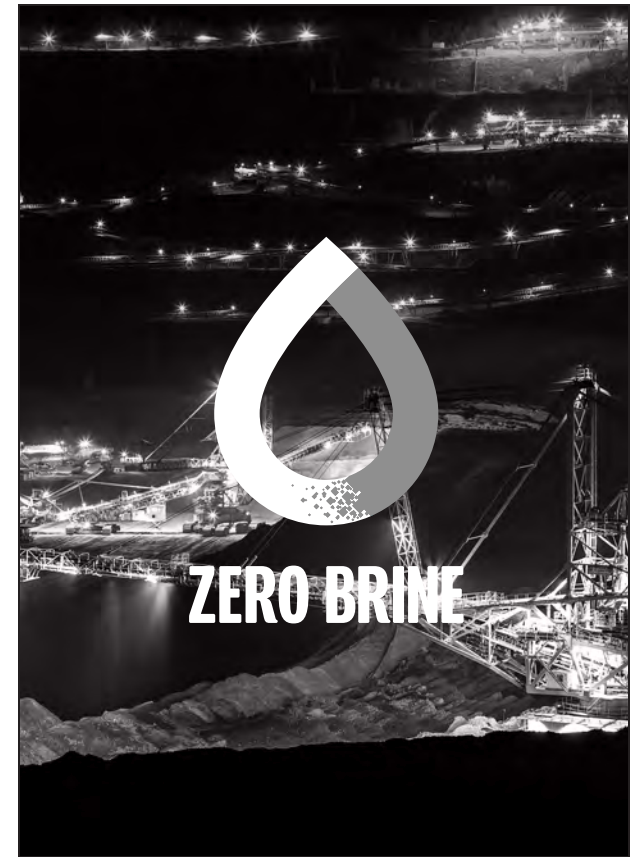
How to use the logo



Original version on light background



Negative version on an image background



Black & white version on monochrome background

LOGO

Use & Misuse

The integrity of ZERO BRINE logo should be respected at all times. Please do not stretch, condense, augment or distort its form. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project.

Here are some examples of inappropriate uses of the logo.

SCALE



Do not change the proportions of the logos in any way.

EFFECTS



Do not add any kind of effects to the logo.

PROPORTIONS



Do not change proportions of the logo.

TYPEFACE



Do not change the typography used in the logo.

ORIENTATION



Do not change the orientation of the logo by rotating it any way.

COLORS



Do not change the colors of the logo.



COLORS

COLORS

Main colors

Main Color 1

Medium Blue

HEX: #4AC2D7

CMYK: 65 / 0 / 20 / 0

RGB: 75 / 194 / 215

Main Color 2

Dark Purple

HEX: #2A105B

CMYK: 100 / 100 / 32 / 26

RGB: 42 / 16 / 91

Additional Color

Magenta

HEX: #E6007E

CMYK: 0 / 100 / 0 / 0

RGB: 230 / 0 / 126

COLORS

Secondary Colors

Medium Blue

HEX: #005880
CMJN: 95 / 60 / 30 / 10
RVB: 2 / 86 / 129

HEX: #0093138
CMJN: 80 / 25 / 20 / 0
RVB: 21 / 148 / 181

HEX: #95D3E6
CMJN: 45 / 0 / 10 / 0
RVB: 147 / 210 / 227

Dark Purple

HEX: #201A3D
CMJN: 100 / 100 / 40 / 50
RVB: 24 / 8 / 63

HEX: #4C3C90
CMJN: 85 / 85 / 0 / 0
RVB: 82 / 57 / 150

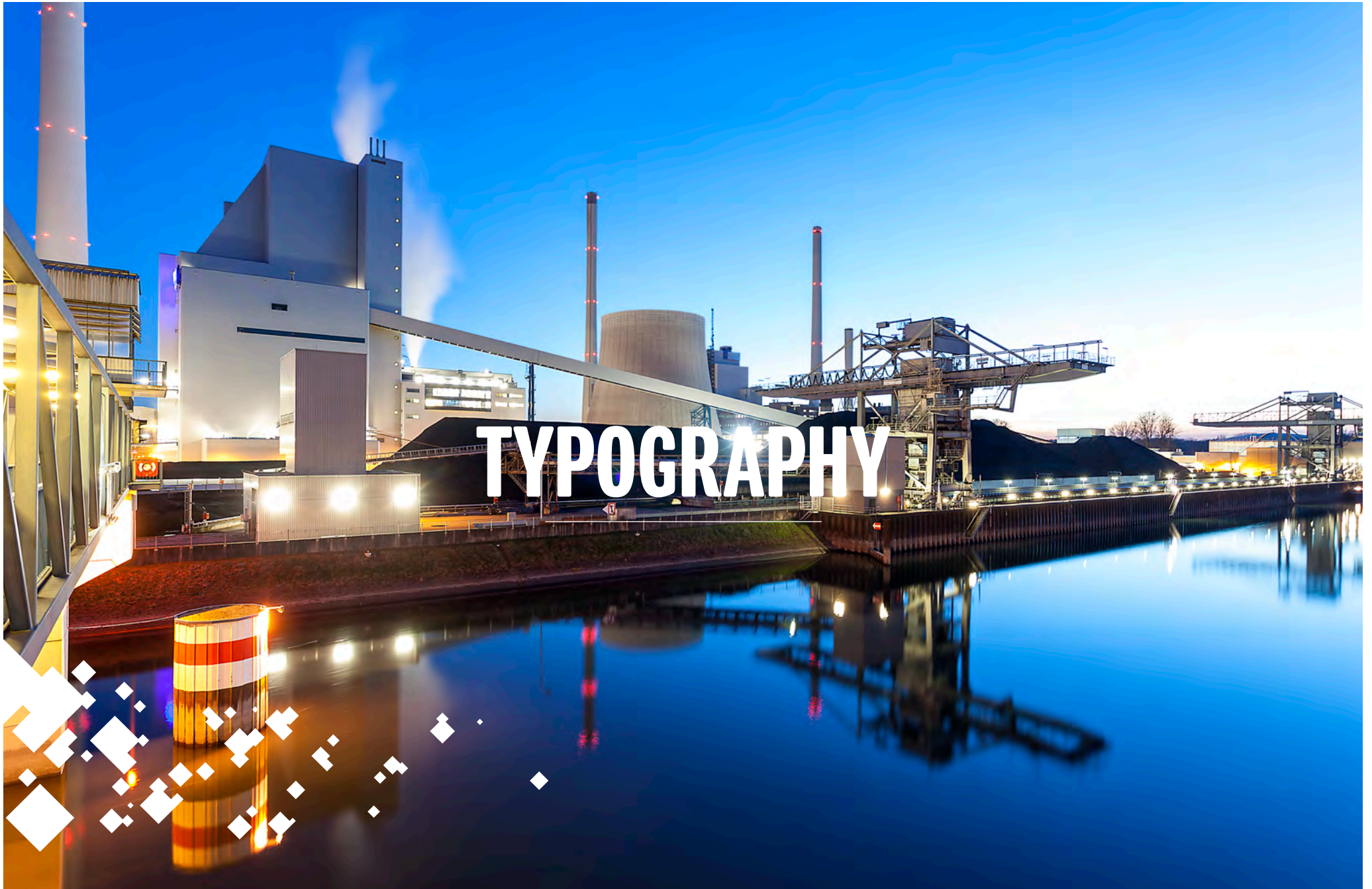
HEX: #7263A9
CMJN: 65 / 65 / 0 / 0
RVB: 120 / 94 / 183

Magenta

HEX: #641649
CMJN: 55 / 100 / 30 / 40
RVB: 100 / 22 / 73

HEX: #921760
CMJN: 40 / 100 / 23 / 17
RVB: 146 / 23 / 96

HEX: #C82686
CMJN: 20 / 94 / 0 / 0
RVB: 200 / 38 / 134



TYPOGRAPHY

Program

The primary typeface is Program (Program Nar OT Medium & Program OT Book).

Use these fonts for all ZERO BRINE communication where possible.

When use of Program fonts are not possible, use Calibri instead.

Example of using the Program Font

THIS IS A TITLE

PLUS A SUBTITLE

Edigent quiatur sequam ad eligenis con perupta alit endia quodigent que de pel moste plamus que veliae veratib eratumq uoditibus sinctora sunt latus quis ut et dias rem quam resto omnimin citiam, quost laborat magnis incitibusa vendaec tionsendit exeri dunt occus, occus que se ligenis aut quamet ventinctotat audam dolumquam, conse verescient, voluptatur re offic tem sit, ut velitem dest exeratist, ute pliquat labo. Exersperi debitatis doluptat ea quiaturit quodit re doluptae. Ullibuscit fuga. Tam, quae modi dolore. Oris coreratem nis et miliatem. Et eiunt audant ationse quaque ipsamet velique niet et optat.

Program Nar OT Medium

Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Program OT Book

Sub-head

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Program OT Book

Body

Edigent quiatur sequam ad eligenis con perupta alit endia quodigent que de pel moste plamus que veliae veratib eratumq uoditibus sinctora sunt latus quis ut et dias rem quam resto omnimin citiam, quost laborat magnis incitibusa vendaec tionsendit exeri dunt occus, occus que se ligenis aut quamet ventinctotat audam dolumquam, conse verescient, voluptatur re offic tem sit, ut velitem dest exeratist, ute pliquat labo.



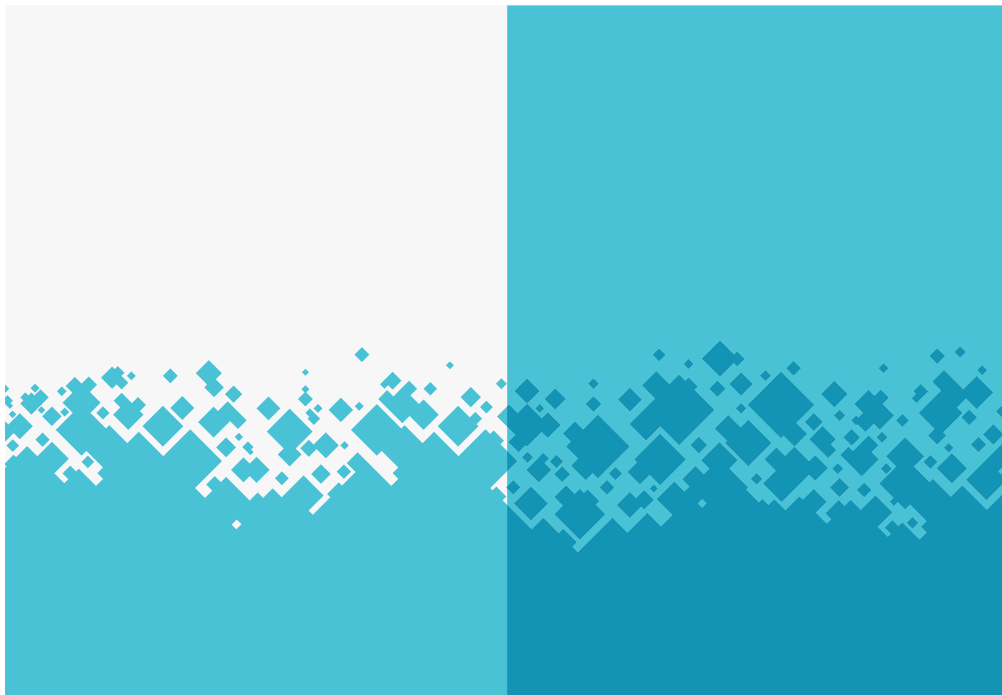
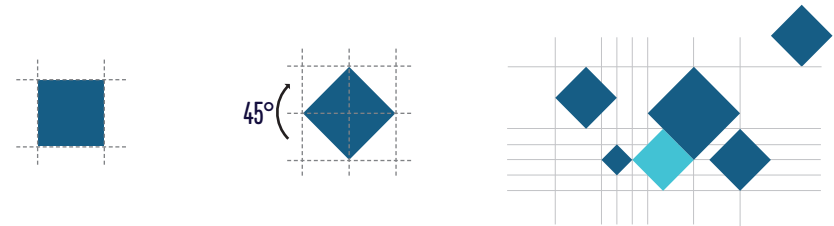
GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

How it works

Inspired by the shape of salt crystals, These graphic elements enhance the ZERO BRINE identity, adding tools that can be used to visually represent the project while staying consistent with the logo.

Salt patterns are created following a principle of square shapes rotated at 45° and assembled on a grid structure.



GRAPHIC ELEMENTS

With images





IMAGERY



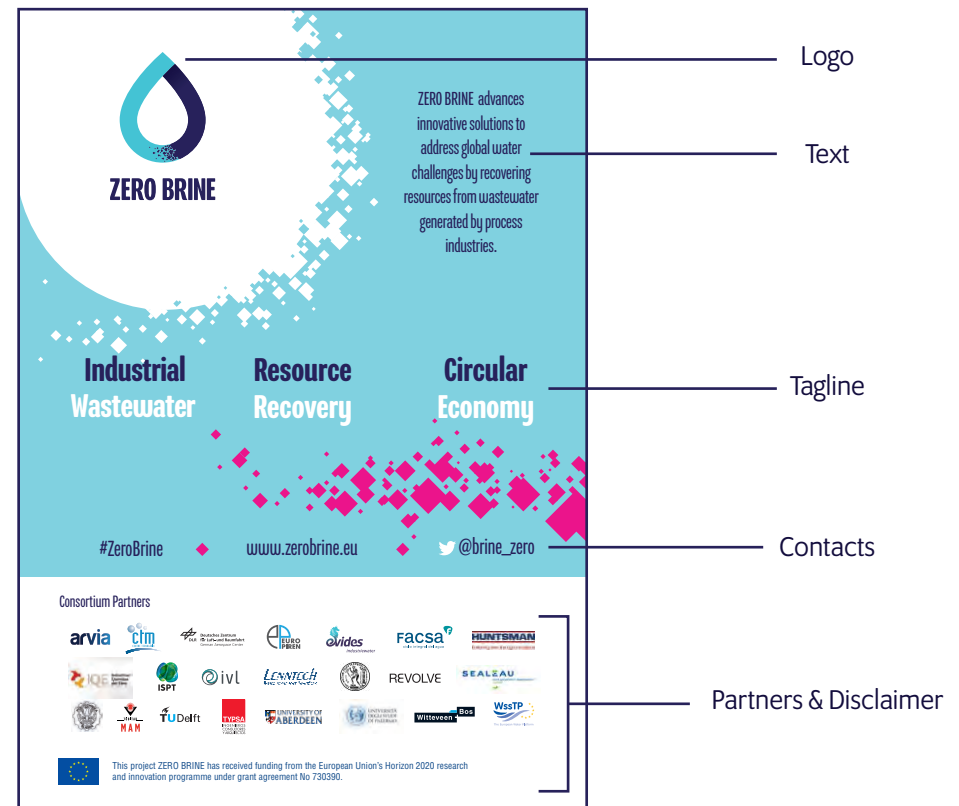
A high-contrast, blue-toned photograph of an industrial machine, likely a lathe or mill, in operation. Bright sparks are being ejected from the cutting area, creating a dynamic, energetic scene. The machine's complex structure, including various gears, levers, and a large circular component on the left, is visible. The overall aesthetic is industrial and modern.

LAYOUT SYSTEM

LAYOUT SYSTEM

Structure

The ZERO BRINE visual identity is represented on all communication tools in order to ensure the consistent representation of the project, recognition value and by that raising awareness and attention. The layout system shows how the visual identity is used on all communication materials including logo usage, graphical elements, typography and images use.

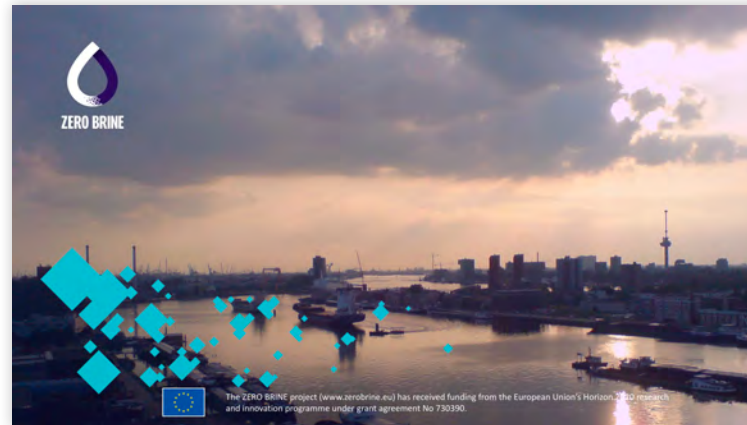


LAYOUT SYSTEM

With background image



Report



PowerPoint presentation



Poster

LAYOUT SYSTEM

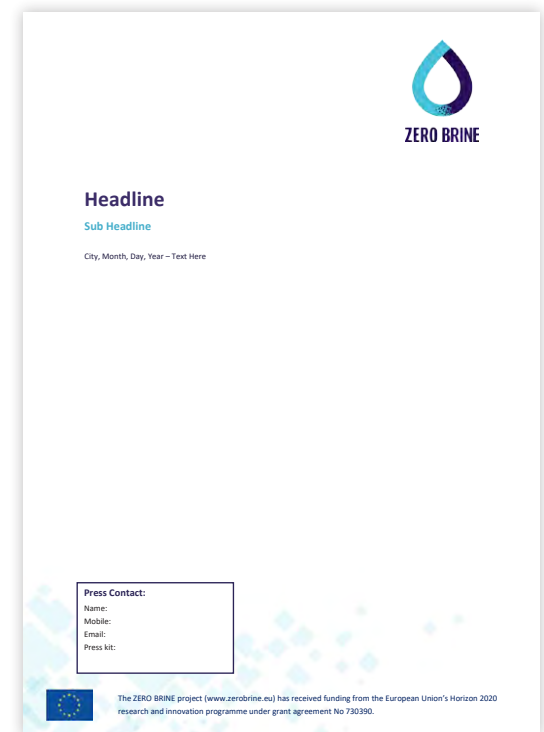
Without background image



Report



PowerPoint presentation



Press release

CONTACT

Communication Partner

REVOLVE

Rue d'Arlon 63-67
B-1040 Brussels, Belgium
T: +32 (0)2 318 3984
E: info@revolve.media