

VISUAL IDENTITY GUIDELINES

V1.01
06.2018





DETECT

Detecting Transcultural Identity
in European Popular Crime Narratives



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770151

Executive summary

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INTRODUCTION

In this manual you will find all of the necessary information to properly use the logo of DETECT – Detecting Transcultural Identity in European Popular Crime Narratives.

The process of conceiving and designing the logo is a key step in developing a project's overall communication strategy. The project's logo defines the main and most distinctive elements of the project's visual identity; it makes the project, its objectives, and its topics, visible and immediately recognizable, enhancing their "spreadability"; it has a crucial role in building a relationship with the audiences and "setting the mood".

REFERENCES

Investigation, research



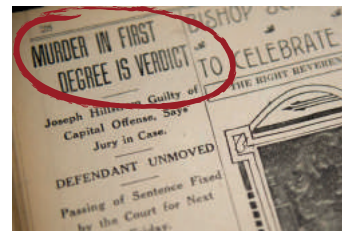
Transcultural, Europe



Storytelling



Crime



GENERAL INFORMATION

The logo is given by the combination of the verbal mention “DETECT” (wordmark) with three coloured, irregular circles that surround the first letter “D”.

While suggesting the main topics of the project, it also expresses the very idea of “research” and refers to the act of investigating.

Both the lettering and graphics are meant to communicate the following values:

- Inclusion and integration while preserving diversity;
- The mutual influence among cultures and the relevance of interculturality in contemporary European societies;
- The transcultural dimension of identity;
- The international dimension of research;
- Europe as a place of cultural exchange;
- Openness and cooperation.

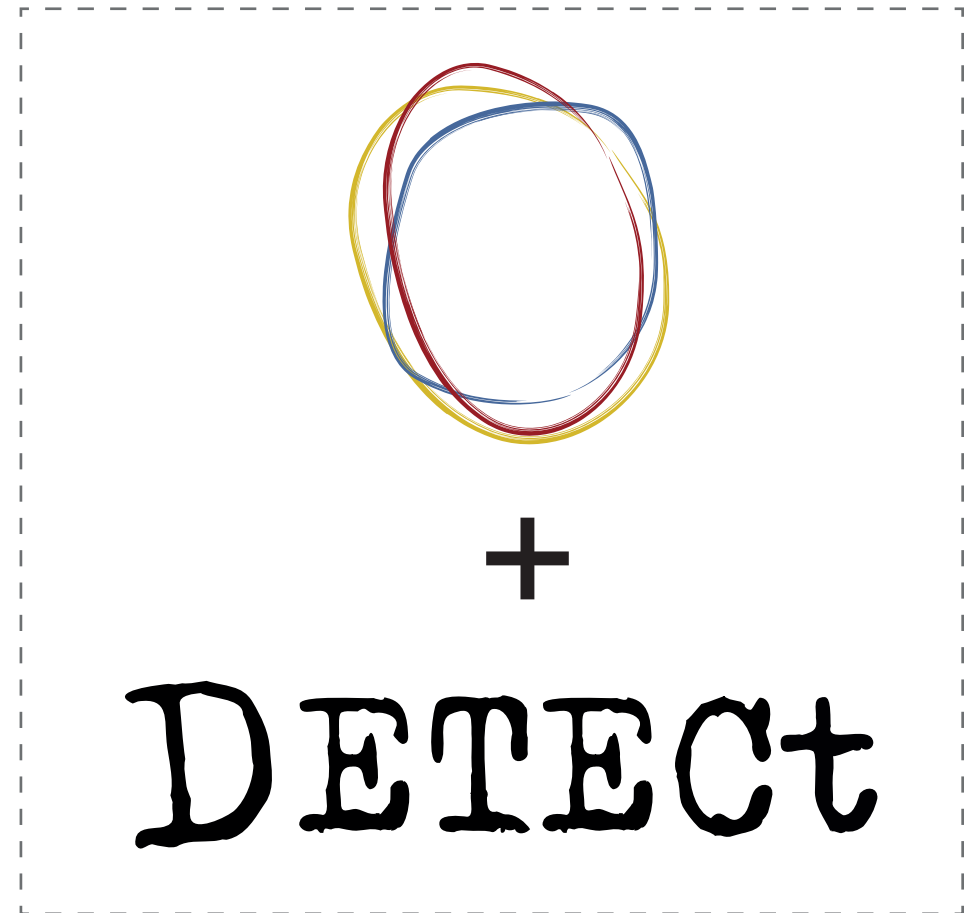


fig. 1: DETECT logo's structure

More in particular, the irregular circles represent the ideas of union and inclusion, as well as the mutual influence among different cultures, which intersect and cooperate for a common purpose. They have different shapes and colours, in order to both emphasize the concept of cultural diversity and to suggest some aspects of the research programme: blue, Europe; red and yellow, the crime genre.

Finally, they repeatedly underline the letter “D” to evoke the investigation and detection processes.

By evoking the characters of old typewriters, inspired to those in use in the early 20th century, at the time of the genre’s first international boom, the lettering also suggests the research field explored by DETECT, and particularly, popular crime narratives in film, fiction and television.

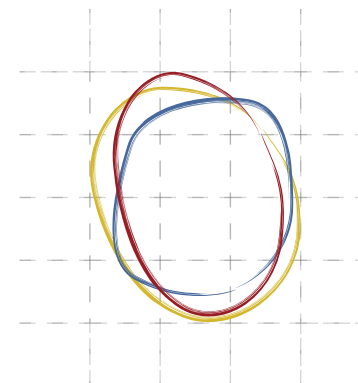


fig. 2: DETECT
irregular circles

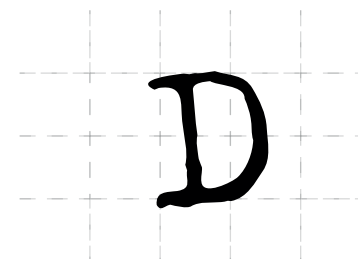


fig. 3: DETECT
first letter

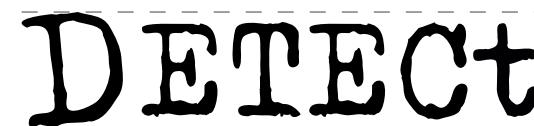


fig. 4: DETECT logotype

LOGO DESCRIPTION

Rules

The design of the logo of DETECT and its conditions of usage are strictly defined by this document.

The logo cannot be modified in any way unless clearly stated in this manual.

Elements

The logo is composed of the logotype “DETECT” and of three irregular circles surrounding the initial letter “D”. The font is unique and cannot be reproduced.



fig. 5: DETECT logo

The image shows the word "DETECT" in a bold, black, serif font, which is the logo font. The letters are thick and have a slightly irregular, hand-drawn appearance. The word is centered horizontally.

fig. 6: DETECT
logo font

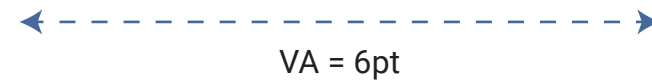
fig. 7: Explanatory text

Explanatory Text

The logo is accompanied, at the bottom of the main text, by the complete title of the research project (explanatory text), “Detecting Transcultural Identity in European Crime Narratives”. The font used for the explanatory text is Roboto with 6pt letter spacing.

Roboto

Detecting Transcultural Identity
in European Popular Crime Narratives



Main symbol

The letter “D” surrounded by the three circles is DETECT main symbol, and it is the only element that can be used separately as an icon. The colours of the three circles are blue (Europe), red, and yellow (the crime/noir/thriller genre).

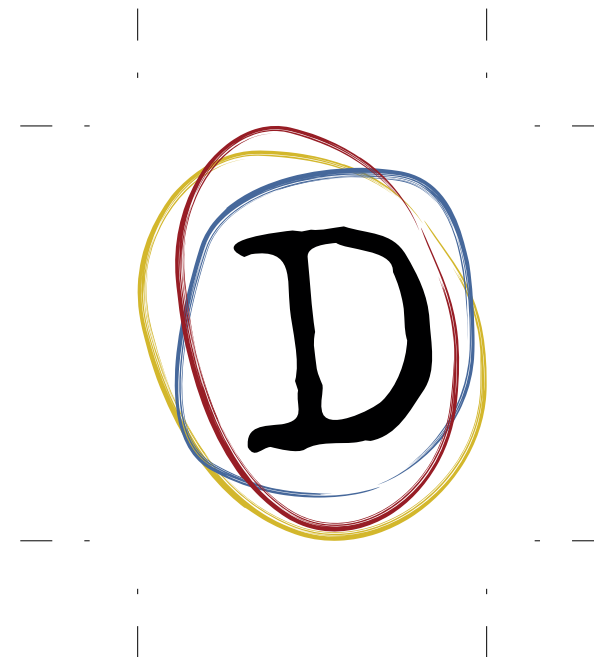


fig. 8: DETECT icon

CONSTRUCTION

fig. 9: DETECt logotype construction



PROPORTIONS

The logo can be re-sized for any kind of dissemination material. However, the original proportions must remain the same. The explanatory text (“Detecting Transcultural Identity in European Popular Crime Narratives”) needs to be readable at all times.

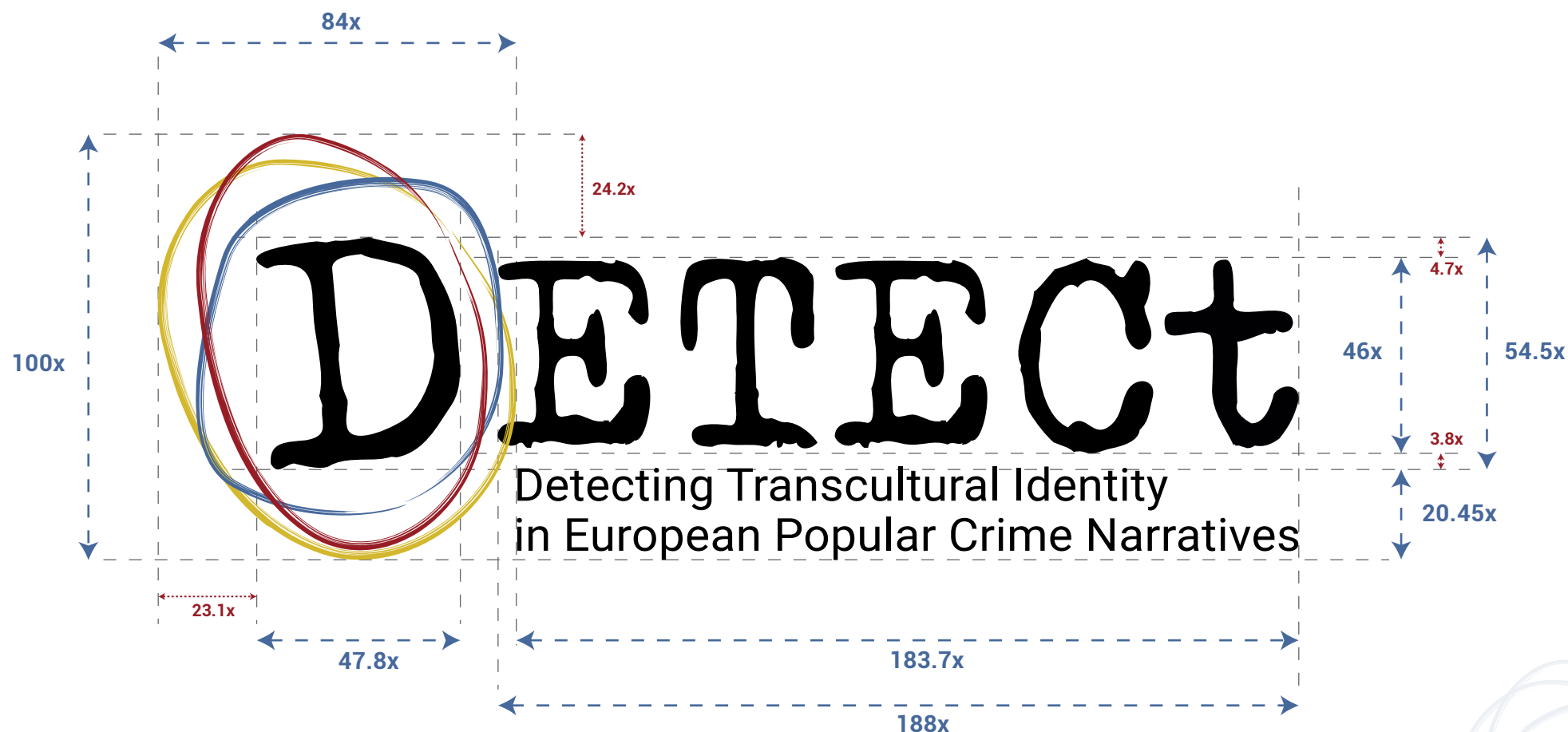


fig. 10: DETECT logotype proportions

NON-INFRINGEMENT AREA

DETECT logo should not be confused with any other logo and design. The safe zone is the space that must be left free from any other element.

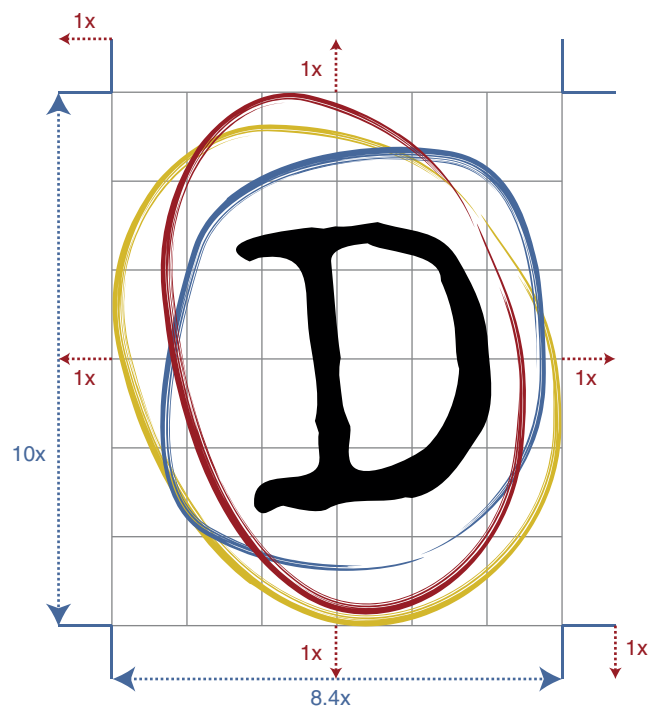


fig. 11: DETECT icon non-infringement area

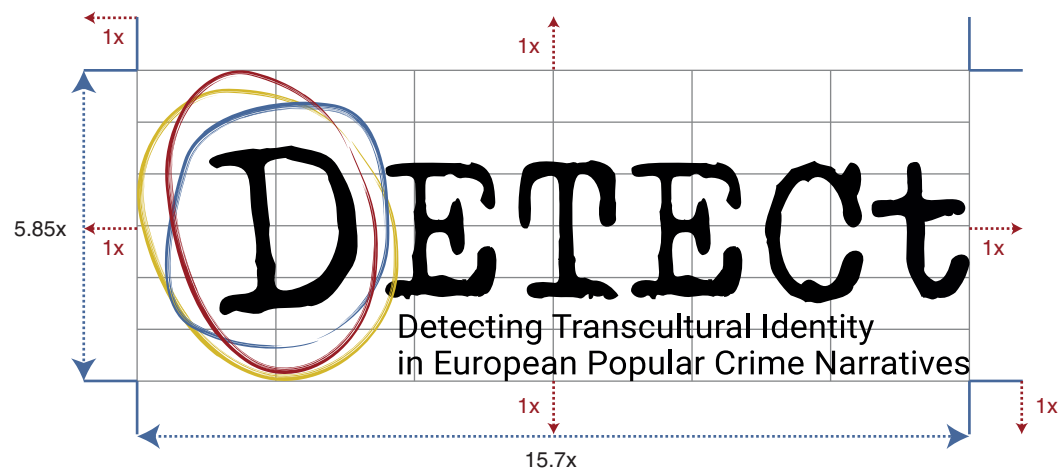


fig. 12: DETECT logo non-infringement area

PRIMARY COLOUR

Logotype

The primary colour of logotype is Black.

The shown colour variants are the only variations allowed, with the main logo guidelines still applicable. It is preferred to use Black whenever possible.

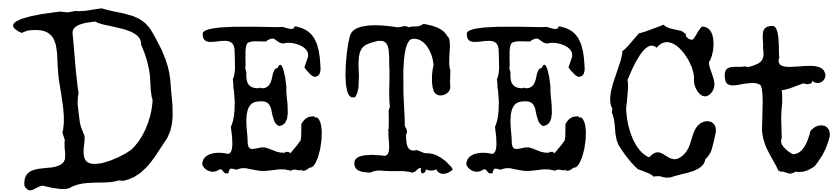


fig. 13: DETECt logotype primary colour

**Primary
colour**

Pantone Black
C 0% - M 0% - Y 0% - K 0%
R 0 - G 0 - B 0
Hex #000000

Pictogram

The primary colours of the pictogram are shades of blue, yellow and red.

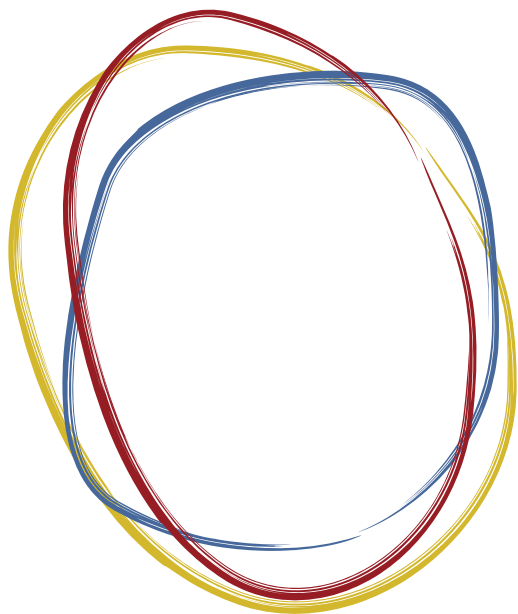





fig. 14: DETECt pictogram primary colours

Primary colours

Pantone	606C
CMYK	C 16% - M 21% - Y 96% - K 3%
RGB	R 218 - G 186 - B 9
HEX/HTML	#daba09
View	
Pantone	7427C
CMYK	C 25% - M 99% - Y 91% - K 25%
RGB	R 154 - G 28 - B 29
HEX/HTML	#9a1c1d
View	
Pantone	7684C
CMYK	C 80% - M 60% - Y 16% - K 2%
RGB	R 71 - G 99 - B 153
HEX/HTML	#476399
View	

POSITIVE / NEGATIVE

Positive

The use of the positive is advisable on white and shades of light colours.



fig. 15: DETECT positive

Negative

The use of the negative is advisable on black and shades of dark colours.



fig. 16: DETECT negative

COLOUR VARIANTS

Solid colour

The primary colours of the pictogram can be used to replace the positive and/or negative when a solid colour is needed. The use of colour gradations is not allowed.

Solid colour hierarchy

The solid colours must be used following a hierarchy of importance. We recommend using solid red only in extraordinary cases.

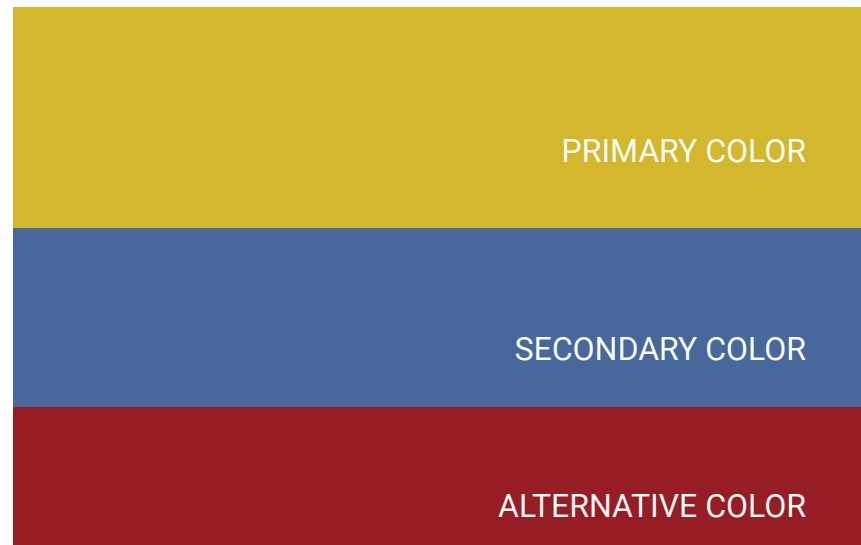


fig. 17: DETECT solid colour hierarchy

fig. 18: DETECT solid colour



Official colours

The 4 official colours of DETECT are represented in the DETECT logo. These colours are defined as the DETECT official colours and cannot be altered.

Using the proper colour codes is required for the colours to be displayed or printed properly. The RGB colour mode must be used for display purposes; the CMYK or PANTONE values must be used for printing materials.

Colour Palette

Pantone Black C 0% - M 0% - Y 0% - K 0% R 0 - G 0 - B 0 Hex #000000	Pantone 606C C 16% - M 21% - Y 96% - K 3% R 218 - G 186 - B 9 Hex #daba09
Pantone 7684C C 80% - M 60% - Y 16% - K 2% R 71 - G 99 - B 153 Hex #476399	Pantone 7427C C 25% - M 99% - Y 91% - K 25% R 154 - G 28 - B 29 Hex #9a1c1d

fig. 19: DETECT colour palette

BACKGROUND

Background

The background must not confuse the logo and every element composing the logo must be clearly legible against the background.

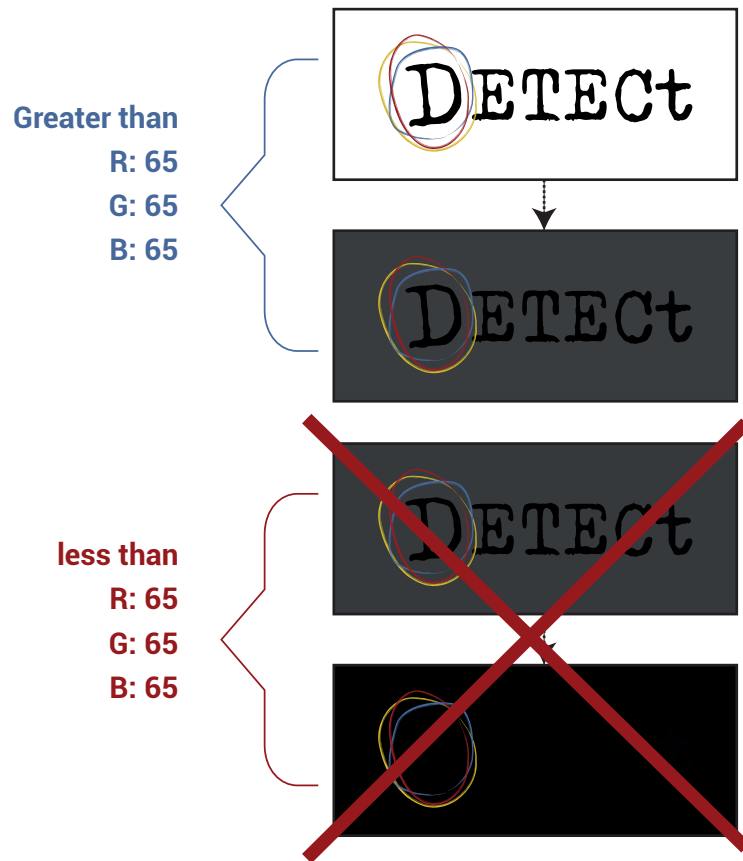


fig. 18: DETECT logo background

Colourful backgrounds

When using the logo on dark colours backgrounds, the negative version is recommended.



fig. 20: DETECT dark backgrounds

PLACING

Primary colour

When using the logo with the official colours directly on pictures, the addition of a white background is highly recommended.

fig. 21: DETECT placing



Solid colour

The use of the logo on the images must not compromise legibility. When the logo is used on RGB or black and white images, we recommend a solid colour that is in strong contrast with the image or alternatively the positive / negative versions.



fig. 22: DETECT solid colour placing

TYPOGRAPHY

DETECT uses following typography:

Display font

The display font is used for large text elements, heading in documents and presentations, printed materials, and in graphic designs. The display font of DETECT is Courier New.

The font display can be used with any primary color of Detect and in positive/negative.

AaBb

AaBb

AaBb

AaBb

Courier New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Courier New Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Courier New Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Courier New Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

fig. 23:

DETECT display font

Content font

The content font is used for block of text and for the core text of all documents produced by DETECT. The content fonts of DETECT is Trebuchet MS.

fig. 24:
DETECT content font

AaBb
AaBb
AaBb
AaBb

The content font can be used
in black or white.

Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative font

The alternative font is used as the content text substitute text. In special cases – to favour graphic adaptation and/or readability – the alternative font can replace the font display. The alternative font is the Roboto.

fig. 25:
DETECT alternative font

AaBb
AaBb
AaBb
AaBb

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heading 1

Courier New Bold =>72pt

Heading 2

Courier New Bold =>36pt <72pt

Display font and
content font.

Heading 3

Courier New Regular =>16pt <36pt

Body copy

Trebuchet MS Regular =>12pt <16pt

fig. 26: DETECT display and content font hierarchy

Heading 1

Roboto Bold =>72pt

Heading 2

Roboto Bold =>36pt <72pt

Alternative font

Heading 3

Roboto Regular =>16pt <36pt

Body copy

Roboto Regular =>12pt <16pt

fig. 27: DETECT alternative font hierarchy

MINIMUM SIZE

When the logo is reproduced too small, it is no longer legible and its impact is diminished.

Print applications (without explanatory text)

For print applications, the DETECT logo without explanatory text should never be reproduced in a width smaller than 15 mm.

Print applications (with explanatory text)

For print applications, the DETECT logo with explanatory text should never be reproduced in a width smaller than 55 mm.

Digital applications (without explanatory text)

For digital applications, the DETECT logo without explanatory text should never be reproduced in a width smaller than 45px at 72dpi.

Digital applications (with explanatory text)

For digital applications, the DETECT logo with explanatory text should never be reproduced in a width smaller than 150px at 72dpi.

fig. 28: DETECT print apps minimum size

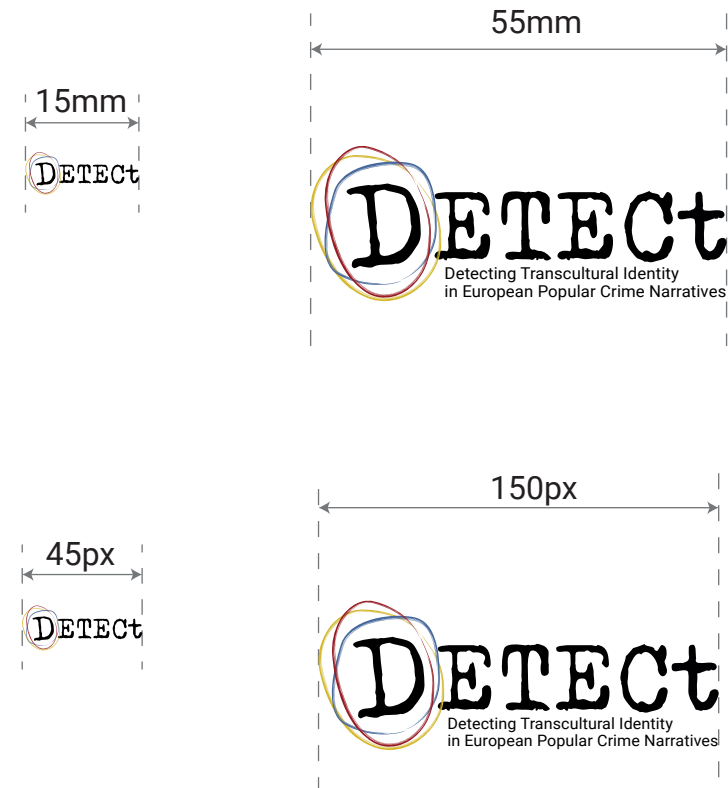


fig. 29: DETECT digital apps minimum size

INCORRECT USAGE

Incorrect use of the DETECT logo compromises its integrity and effectiveness.

fig. 30: DETECT logo incorrect usage

Scaling

Do not change the proportions of the DETECT logo.



Consistency

Do not use wordmark of the logo separately. Only the DETECT icon can be used alone.



Colours

Do not change the colours of the DETECT logo. Use only the colours shown in this guide.



fig. 30b: DETECT logo incorrect usage

Multiple colors

Do not apply multiple colours.



Rotate

Do not rotate the DETECT logo in any way.



Flip

Do not flip the DETECT logo



ICON USAGE

The DETECT icon is part of the DETECT logo and it's the only element that can be used separately.

The DETECT icon follows the restrictions of the DETECT logo incorrect usage. The main idea behind the usage of the DETECT icon is the recognition of the element for all visual materials of DETECT.

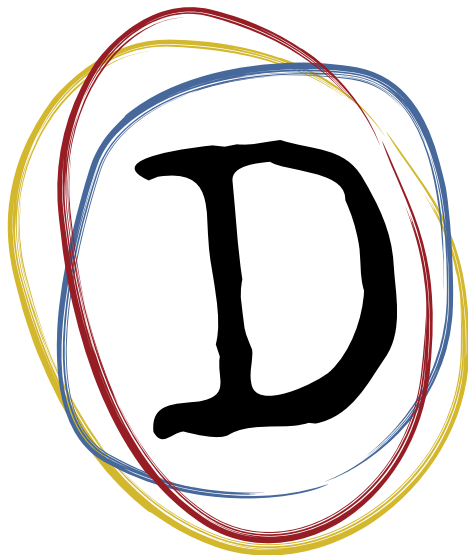


fig. 31: DETECT icon

Icon positive/negative

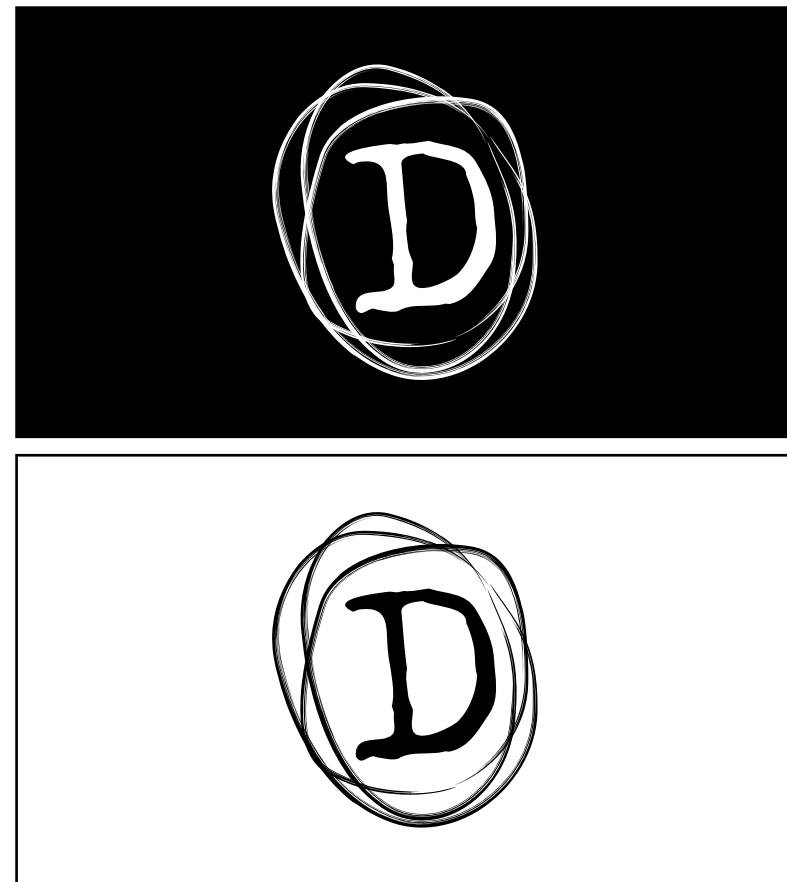


fig. 32: DETECT icon positive/negative

Icon colour variants

The DETECT icon is unique in its form and colours. The shown colour variants are the only variations allowed. The DETECT icon may also be used in grey-scale mode, but only when the circumstances require such use.

Pantone 606C
C 16% - M 21% - Y 96% - K 3%
R 218 - G 186 - B 9
Hex #daba09

PRIMARY COLOR

Pantone 7684C
C 80% - M 60% - Y 16% - K 2%
R 71 - G 99 - B 153
Hex #476399

SECONDARY COLOR

Pantone 7427C
C 25% - M 99% - Y 91% - K 25%
R 154 - G 28 - B 29
Hex #9a1c1d

ALTERNATIVE COLOR

fig. 33: DETECT icon colours

fig. 34: DETECT icon colour variants

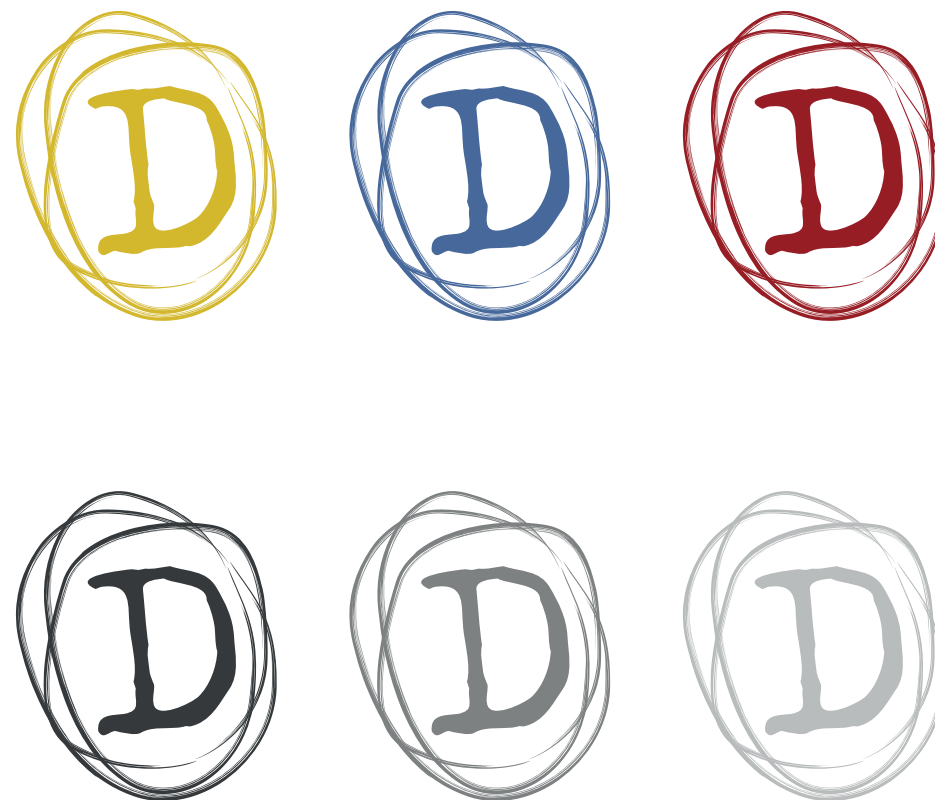


fig. 35: DETECT icon gray-scale mode

Icon portions

The DETECT icon can be used in portions when the natural borders of the document act as the cutting edge. The only portions that are allowed are:

- Width = $\frac{3}{4}$ right or left direction
- Height = $\frac{2}{3}$ top or bottom direction

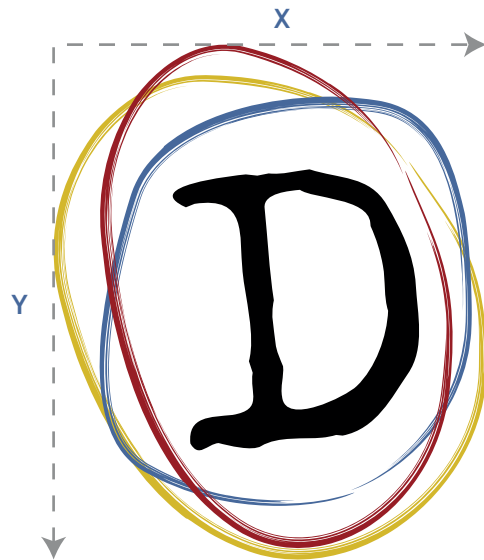
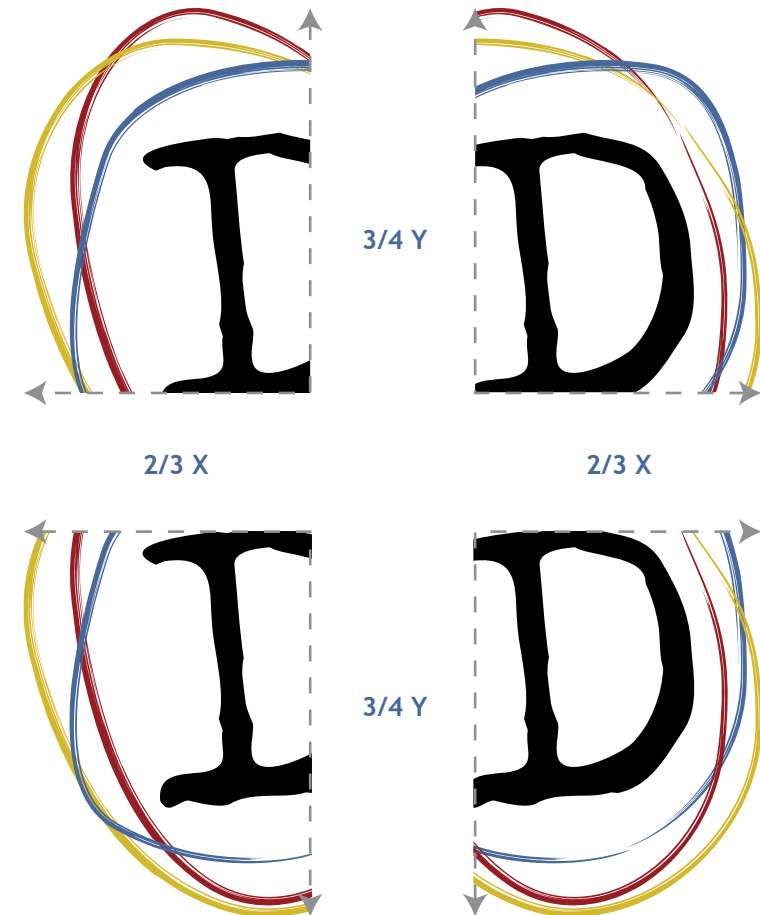


fig. 36: DETECT icon X/Y

fig. 37: DETECT icon X/Y portions



SIZE CONSTRAINTS

In some instances, it won't be ideal to use DETECT logo based on size constraints (i.e. Web favicons, Social avatars, etc.). In those instances it might make sense to use the DETECT icon.

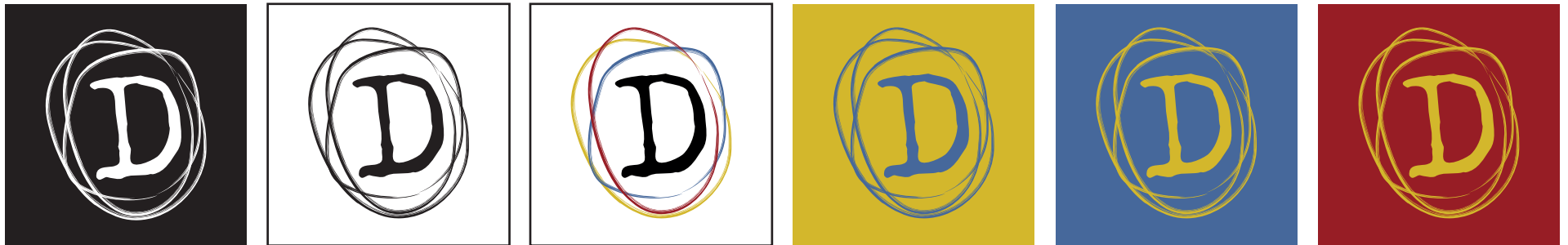


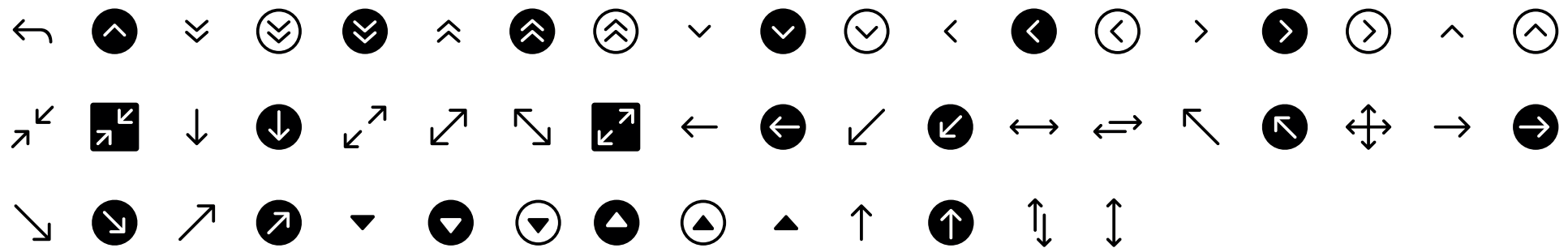
fig. 38: DETECT size constraints

ICONS SET

DETECT uses a set of icons for digital works. The icon set can be used with GPL2.0 and MIT license also in the font version.

The icons can be used in positive, negative or following the colour scheme of the user manual on page 17

Arrows



Audio/Video

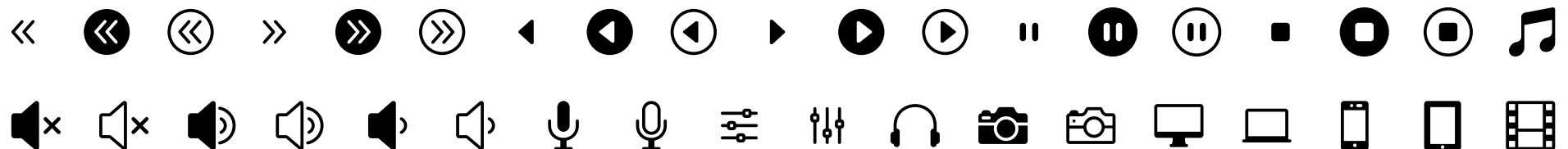


fig. 39: DETECT arrows and audio/video icons

fig. 40: DETECT documents and web icons

Documents



Web

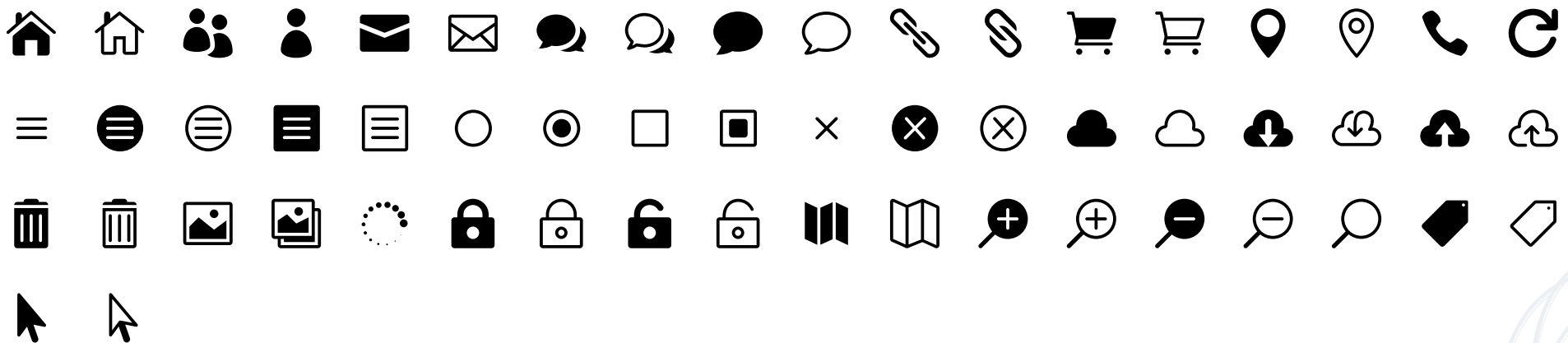
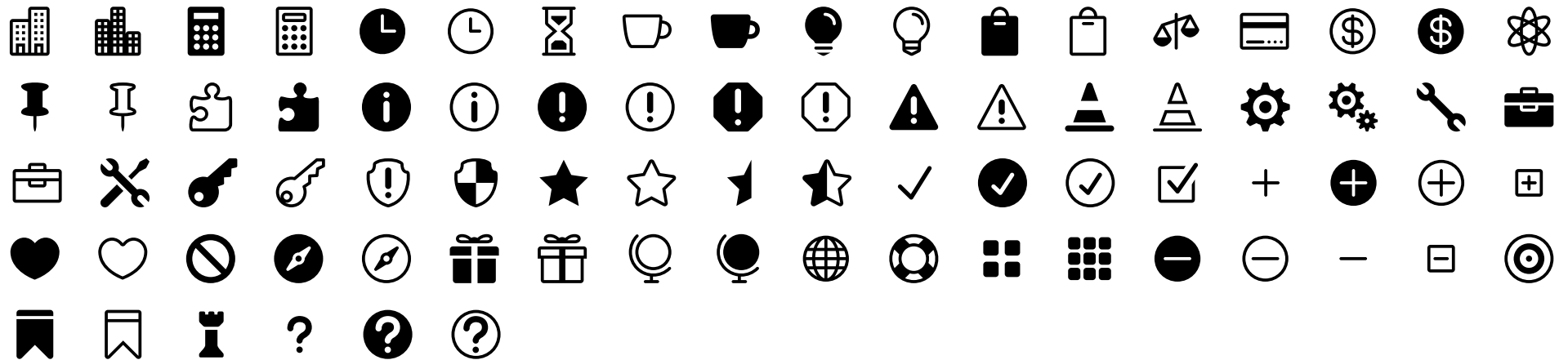


fig. 41: DETECT various and social network icons

Various



Social network

