

# Brand Guide



This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreements No 871153 and 951799. Project coordinator: IFREMER, France. The information and views of this website lie entirely with the authors. The European Commission is not responsible for any use that may be made of the information it contains.

Our vision is that by 2030, the JERICO-RI will be the European gateway to long-term scientific observations and related services for European coastal marine systems at the convergence between the land, open ocean, and atmosphere; empowering European research excellence and expertise for the benefit of society.

# About JERICO-RI





# Marine Coastal Observatories, Facilities, Data and Expertise for Europe



The main purpose of JERICO-RI is to enable a sound understanding of the responses of coastal marine systems to natural and anthropogenic stressors. To do so, JERICO-RI adopts a systematic approach to monitor, observe, explore and analyse coastal marine systems in order to reach reliable information of their structure and functioning in the context of global change.

JERICO-RI encompasses the whole range of environmental sciences, technologies, and data sciences. It achieves observations at global, regional and local scales, through the implementation of a set of complementary platforms and multidisciplinary observation systems.







# Logo

# Core JERICO-RI Logo & Related Projects



The JERICO-RI logo is the primary identifier for the project and therefore should be used consistently across all JERICO-RI communications and applications.

The logo signals the goals of the project, capturing a commitment and ecosystem-based approach to science and sustainability.

The following examples are the only acceptable version of the logo. Logos should be used as shown and not adapted in any way.

Previous projects and project off-shoots may have their own variations on the core logo. If you are unsure as to which logo should be used, please contact the communications lead.



# Grayscale



We understand that there are some situations our vibrant logo just won't work. For instances where backgrounds are of similar or clashing colour, or for prints, a gray-scale logo should be used.

In areas where a monochromatic approach is a requirement, we strive to keep our bold personality alive.

In those situations we recommend that our white or light grey versions should be placed on dark or contrasting backgrounds, ensuring that there is significant contrast and clarity.



# Dark Background Variation



The following logos have been carefully adapted for use on dark backgrounds.





# Usage



To ensure the clarity of our logo when placed next to other elements, a minimum clear zone should be used, extending to 50% of the vertical height of the graphic on all four sides.

It is crucial that the logo spacing is not cropped or ignored when producing documents that will be printed or viewed digitally, but we understand that

such large spacing is not necessarily usable on webpages. Instead, we recommend best judgment on what looks good.

It is best practice to use SVGs or PNGs when placing our logo on webpages. JPEGs should only be used as a last resort.



# Problem Solving



We are aware that logo placement and the background might not always be ideal, but don't panic... here are some tricks you can use to resolve that problem.

In situations where our logo has to be placed on backgrounds that might not be as complimentary as we would like, we suggest placing a contrasting grey block colour behind the logo, dropping the block transparency so that the background image is visible and no longer distracts or overpowers the logo.

Working the block colour in grey scale, adjust accordingly to ensure that there is always significant contrast regardless of what logo variation is in use.



# Colour



Marine coastal observatories, facilities, data and expertise for Europe

## Technology and Technology Design



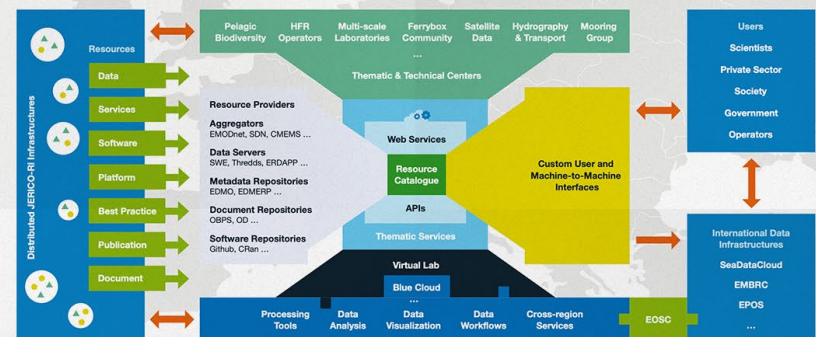
Workpackage 7  
Technological innovation

### Main objectives

Define, design, develop and demonstrate a coastal observing module for JERICO RI (cEGIM)  
Define sensor packages to respond to a broad range of environmental scenarios  
Propose Artificial Intelligence techniques and demonstrate through in-situ application  
Define and develop the JERICO e-infrastructure for data, data products, service delivery, connectivity with data brokers and best practices

### Main results

cEGIM and sensor set requirements defined and subset mainly secured for demonstration in Spring 2023  
cEGIM core based on COSTOP2 technology defined, designed and acquired, test site identified (Brittany), tests to take place in Autumn 2022  
Demonstration scenario co-designed with WP1 and WP5, site selected (English Channel PSS / SMILE site)  
Artificial Intelligence use case under development (self-awareness and sensor automated control at demo site)  
E-infrastructure (JERICO-CORE) requirements, conceptual and technical design, implementation phase all done (2021), now in integration phase, operational soon (2022)



Workpackage 1  
Co-construction of a long term Coastal Science plan between nations and EU in the European RI landscape

### Main objectives

To provide a practical technical roadmap for an operational JERICO-RI to implement a distributed Research Infrastructure for European coastal seas  
A description of the technological solutions that can be implemented  
Accounting for regional specificities and national requirements  
Establish a Conceptual Design of the physical (hardware part) of JERICO-RI  
Provide a technical roadmap for the implementation of JERICO-RI as a preliminary document for a Technical Design Report

### Main results

Collection of nation-specific data for technology outlook and analysing this ongoing  
Workshops to gather information from JERICO Science Strategy, and Data Integration Strategy, and Pilot SuperSite / Integrated Regional Sites experiences as well as other European initiatives  
Gap analyses to start (late 2022) followed by Roadmap (early 2023)  
KPIs for technology development drafted



jerico-ri.eu



@JERICORI



@JERICORI



JERICO-RI



JERICO RI



This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreements No 871153 and 951799.

# Brand Colours



Our colour palette is crucial to maintaining brand consistency. Colour is one of the most important aspects of any successful brand.

Our colour palette consists of 'primary' and 'secondary' colours. The primary colours are the colours most frequently used by our brand and should be instantly recognizable to us.

The secondary palette are complimentary colours that should not be used in large volume but rather for highlighting elements.





# Primary Colours



## JERICO Blue

R: 13 G: 127 B: 195  
C: 82 M: 40 Y: 0 K: 0  
HEX Code: #0c7fc3



## Light Grey

R: 224 G: 248 B: 255  
C: 5 M: 2 Y: 0 K: 0  
HEX Code: #f4f8ff



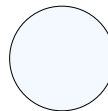
## JERICO Green

R: 71 G: 172 B: 52  
C: 72 M: 1 Y: 100 K: 0  
HEX Code: #46ab33



## Mid Grey

R: 64 G: 64 B: 64  
C: 66 M: 56 Y: 53 K: 57  
HEX Code: #404040



## JERICO Yellow

R: 222 G: 220 B: 3  
C: 20 M: 1 Y: 94 K: 0  
HEX Code: #dddb03



## Dark Grey

R: 38 G: 38 B: 38  
C: 73 M: 63 Y: 59 K: 75  
HEX Code: #262626



# Secondary Colours



## JERICO Teal

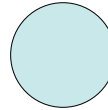
R: 109 G: 191 B: 162  
C: 59 M: 0 Y: 45 K: 0  
HEX Code: #6dbfa1

## JERICO Light Green

R: 142 G: 191 B: 37  
C: 53 M: 0 Y: 99 K: 0  
HEX Code: #8dbe24

## JERICO Yellow Green

R: 188 G: 297 B: 13  
C: 35 M: 0 Y: 98 K: 0  
HEX Code: #bccf0d



## JERICO Dark Blue

R: 26 G: 42 B: 58  
C: 93 M: 74 Y: 50 K: 58  
HEX Code: #1a2939

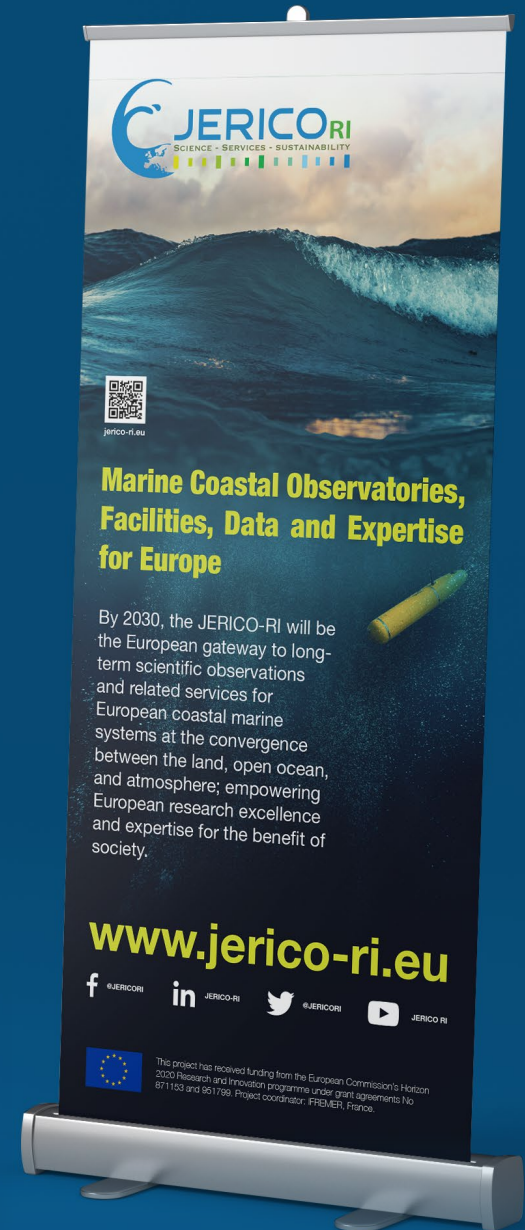
## JERICO Light Blue

R: 213 G: 236 B: 237  
C: 20 M: 0 Y: 9 K: 0  
HEX Code: #d5ebed

## JERICO Navy

R: 18 G: 81 B: 122  
C: 82 M: 40 Y: 3 K: 48  
HEX Code: #115179

# Brand Assets



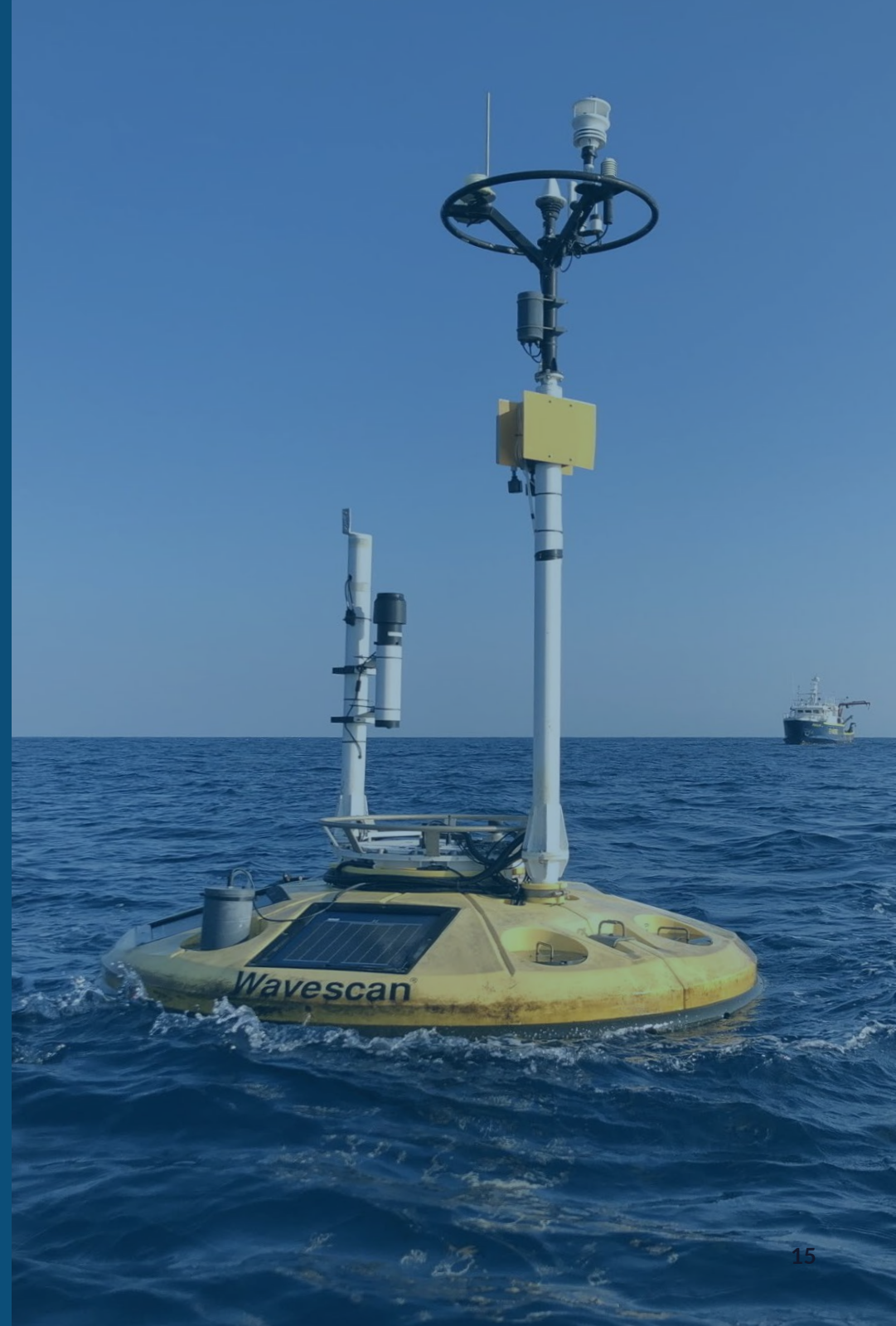


# Our Assets



We have a number of vector illustrations, simple typographic styles and a flavour of imagery that people associate with our brand.

Three following pages illustrate these styles with examples and best practices.



# Image Guide



Images are more than a way to breath life into boring background and pages; they play a key role in delivering a brand's personality and values. As pleasing to the eye as images can be, avoid using them to 'fill a void'. Instead use images to elevate visual work and as a method of enhancing our brand message.

To ensure that brand message is strong throughout, we place just as much emphasis on choosing the right imagery as we do our brand colours and typefaces.

Please consider the following when choosing imagery to work with.

Working digitally has it's benefits when working with images. Bold and punchy images can be used without fear of the printing process. But be mindful, colours on screen can vary between monitors,.

As a rule of thumb: when exporting digital images stick to RGB, and on the rare occasions that our images require a physical print, use CMYK for full colour printing.

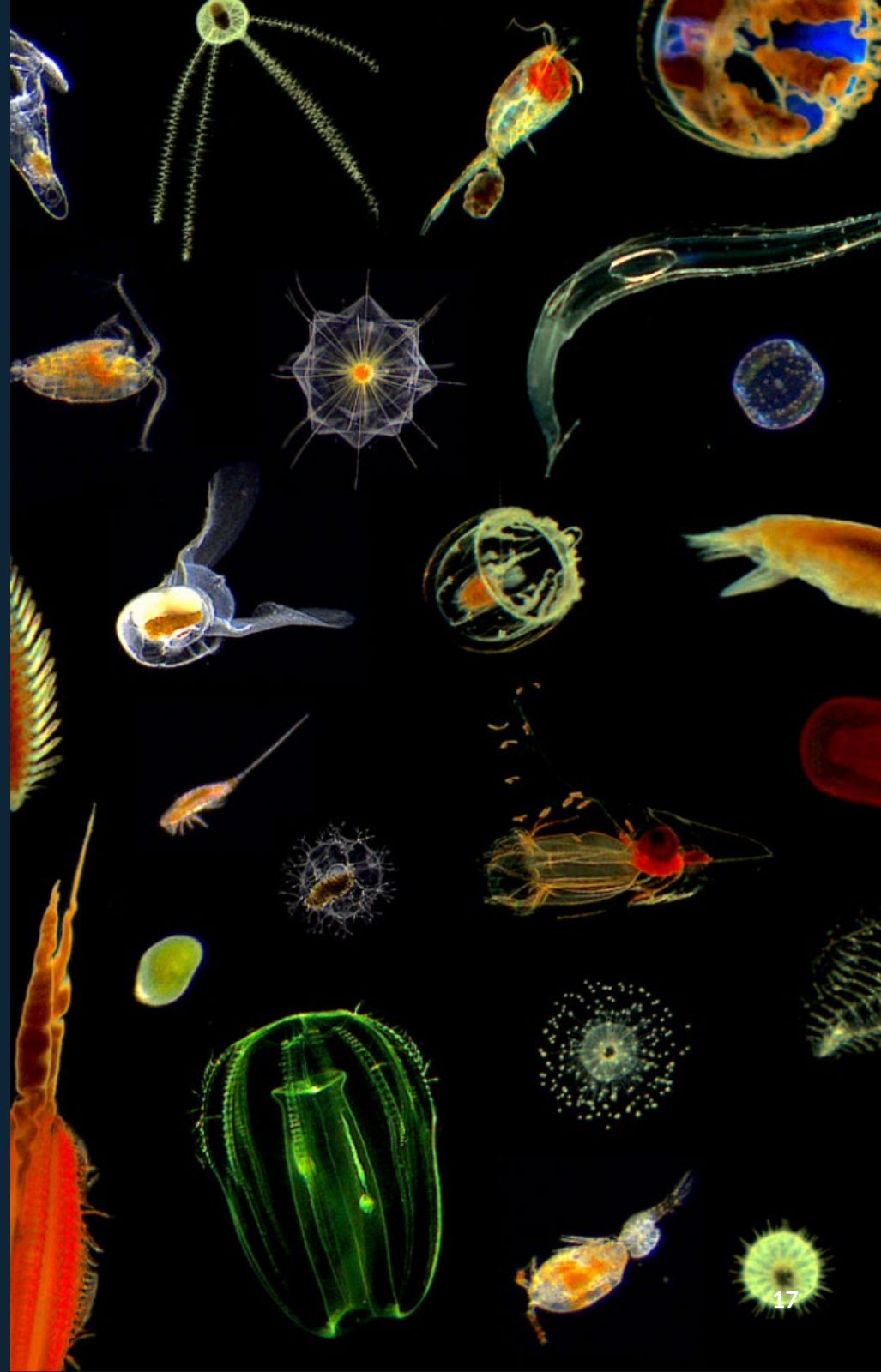
# Our Image Message



When selecting images from our image library or searching for new images online, it is important that the image represents the feelings that we want to convey.

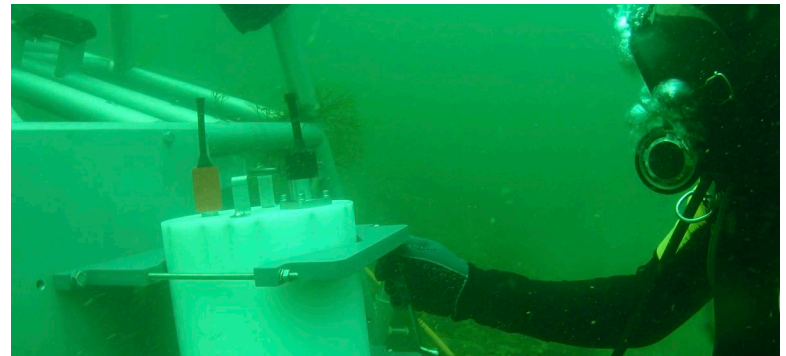
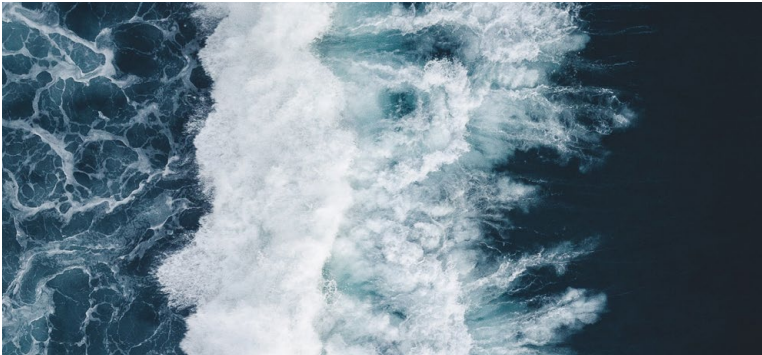
The following examples are the core ‘values’ that we want you to keep in mind when selecting imagery. Each image selected for use has to highlight at least one of these values, and remember to match the image and its message to the content of the page.

For example, when creating content that speaks to our scientific work, images should be relevant to that topic.





**Coastal Observation**  
**Research Infrastructure**  
**Coastal Marine Systems**  
**Transnational Access**  
**Data & Data Services**  
**Innovative**  
**Framework**  
**Pan-European**  
**Collaborative**



# Image Sizing



Here are some tips on how to get the best resolution out of our images.

Large crisp images can cause serious problems when uploaded online and can really slow a site down. To ensure that this doesn't happen, we recommend that the size of the image be 1110px X 685px at a resolution of 72 dpi.

For print our images need to be as high resolution as possible. A recommended 300 dpi for a sharper image.



# Image Licensing



With thousands of online images at our fingertips it can be easy to get carried away and download everything without a second thought.

Be mindful that there are legal stipulations to all images found online. As the images you choose will be used in project documents or marketing, it is crucial that any images we use are 'free licensed' and can be used for commercial purposes.

When choosing an image, first, check the websites own licensing agreement.

Look for the following :

'All photos can be downloaded and used with out premisson for free Commercial and non-commercial purposes '

Despite the websites clear 'free use' licensing it is important that the individual images are also free to use. Normally this would mean a declaration in the images information that something to the effect of:

' Free to use under the .... License'

We like to give credit where credit is due so it is important that you save the image in the follwoing manner so we can find other great images from the same creator. - Name of Image, name of creator, name of source and year of upload.

Here is an example:

'Closeup of keyboard (A. Anon, Unsplash 2020)'



# Iconography



A very important part of the project's assets are pre-designed illustrations.

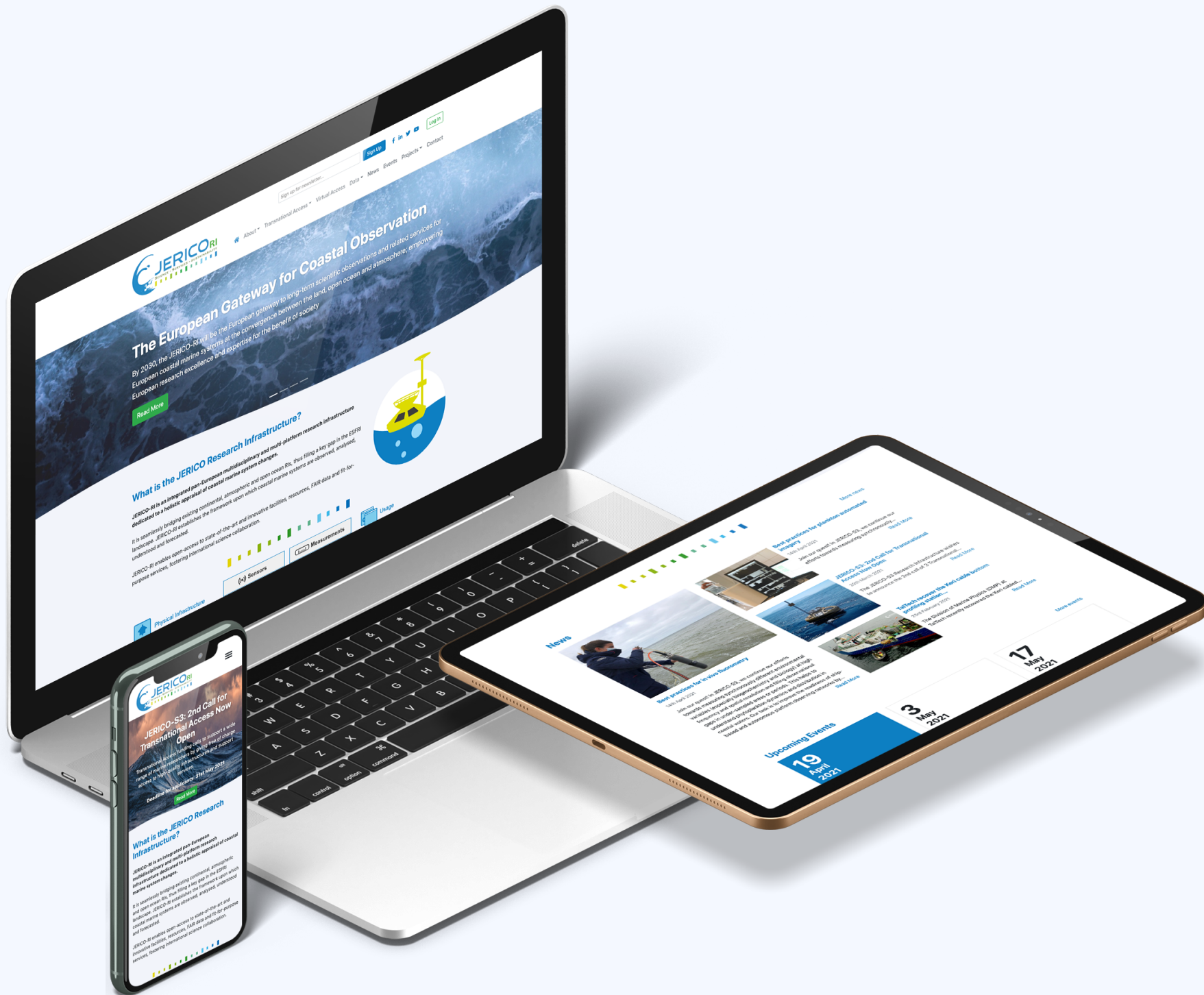
You will find a library of graphics available for strategic use on our website, social media or presentations. As the graphics are available both in SVG and PNG the colours can be adapted for varying backgrounds.





# Typography







# Title Typography



We've selected Helvetica Neau as our primary title typeface.

Alongside Helvetica, it works well as an attention grabbing header or sub-header, but Helvetica Neau should not be used for body copy.

The examples to the right are the recommended font weight and sizes when using as titles.

Headline 1:

**Helvetica Neue  
Condensed Black (30)**

Subtitle 1:

**HELVETICA BOLD (18)**

Headline 2:

**HELVETICA MEDIUM (24)**

# Body Typography



Helvetica is our brand body typeface.

The following are the recommended font weight and sizing.

In print / PDF media, we recommend a size no smaller than 12pt. For web copy, we recommend a size no smaller than 16pt.

## Regular

aAbBcCdDeEfFgGHiljJkKl  
LmMnNoOpPqQrRsStuUv  
VwWxXyYzZ  
!@£\$%^&\*()0123456789

## Bold

**aAbBcCdDeEfFgGHiljJkKl  
LmMnNoOpPqQrRsStuUv  
VwWxXyYzZ  
!@£\$%^&\*()0123456789**



@jericori



**bluelobster**  
the digital experience company