

HYDRO
COOL

HydroCool Corporate Image Manual

By Estefania González and
Anna Martí



Funded by
the European Union

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CO₂COOL

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Disclaimer



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Introduction

The HydroCool brand has been designed to express the values, goals and unique personality of the project.

This image manual will facilitate a proper, assertive, and uniform communication between consortium members in all the materials that will be released during and after the project timeline.

HYDRO
CO₂COOL

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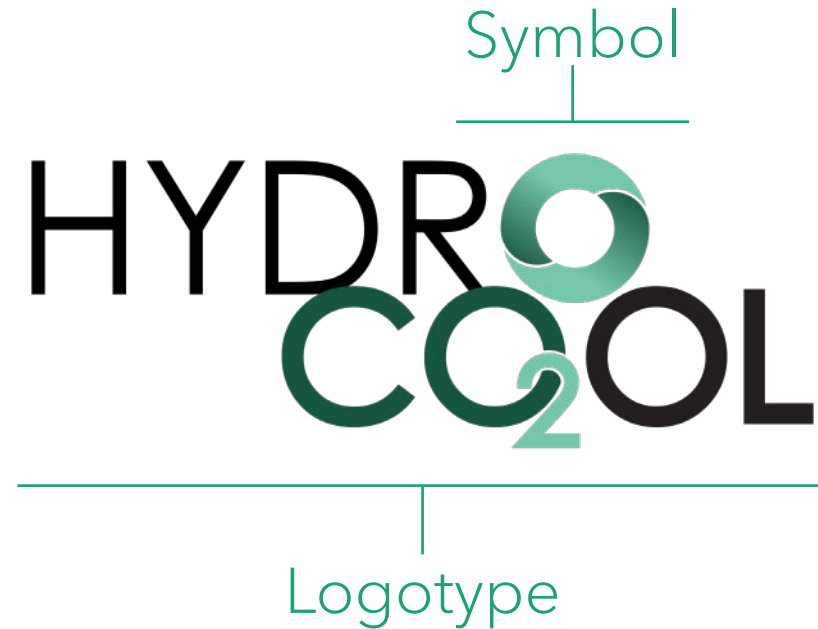
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Blog post

The logotype

The logotype is the heart of the HydroCool brand. This is a combination mark, which means, that it is formed by the name of the project and a symbol. The correct application of this logo in all the official communication materials will ensure that the target audience will recognize this material as part of the HydroCool brand.



The logotype

The HydroCool logo has the name of the project in the "Comfortaa" font. Comfortaa is a rounded, geometric sans-serif type design intended for large sizes. The rounded font is a way to describe the whole graphic aspect of the project brand. As for the logo, it's the merge of 2 letters, the "H" and the "Y", with round ends, to represent THE HYDROGEN with its complementary 2 at the lower right end. Furthermore, the top of the "Y" has an arrow that serves as an indicator of the circular process that the project intends to obtain.

HYDROCOOL₂

Safe Area

For the logo there is a safety area that will determine the minimum distance of the logo from any other graphic material or text.



Logo Applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. Being the square logo the main one.

Square Logo

The square logo application features the text 'HYDROCOOL' in a bold, sans-serif font. The 'O' in 'HYDRO' and the 'O' in 'COOL' are replaced by a stylized green circular graphic with a white swoosh. The '2' in 'COOL' is a smaller, light green number. The entire logo is enclosed in a thin green square border.

HYDROCOOL

Horizontal Logo

The horizontal logo application shows the text 'HYDROCOOL' in a bold, sans-serif font. The 'O' in 'HYDRO' and the 'O' in 'COOL' are replaced by a stylized green circular graphic with a white swoosh. The '2' in 'COOL' is a smaller, light green number.

HYDROCOOL

Logo Applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. For dark backgrounds use the white logo and for light backgrounds use the black logo.

Main Logo



Positive b&w Logo



Negative b&w Logo



Logo Applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. For dark backgrounds use the white logo and for light backgrounds use the black logo (same with the horizontal logo).

Main Logo

HYDROCO₂OL

Positive b&w Logo

HYDROCO₂OL

Negative b&w Logo

HYDROCO₂OL

Logo Applications

When there is the need to apply the logo to different backgrounds these are the correct examples to follow:

Dark non-corporate
color background



Light non-corporate
color background



Dark image
background



Light image
background



Incorrect uses of the logo

These are the rules of the use of the logo for the different materials. Each one of the rules is followed by its example. Any doubt about the use of the logo should be directed to the graphic designer.

01 HYDR
COOL

03 HYDR
COOL

05 HYDR
COOL

02 HYDR
COOL

04 HYDR
COOL

06 HYDR
COOL

07 NEW PR
JECT

1. Don't stretch
2. Don't add effects
3. Don't place over busy backgrounds
4. Don't change the colour
5. Don't rotate
6. Don't flip
7. Don't write words in the style of the logo

Fonts

The following fonts are official selected to represent the HydroCool brand. The headings will go in **Avenir Next LT Pro Demi** and the texts will go with **Avenir Next LT Pro Light**. Both fonts are accessible to all public and can be found in Google fonts. This fonts can be used in any of their versions: regular, bold & italic.

Avenir Next LT Pro Demi

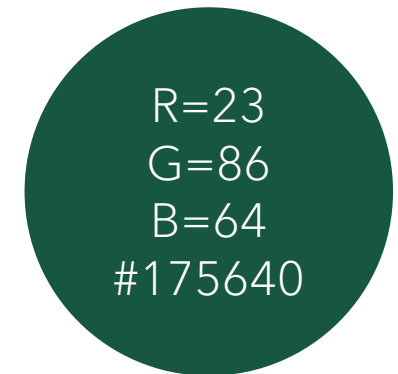
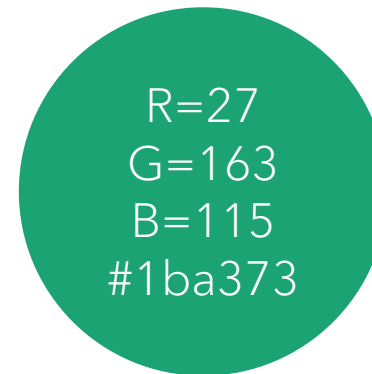
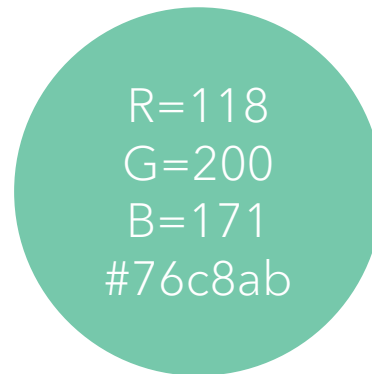
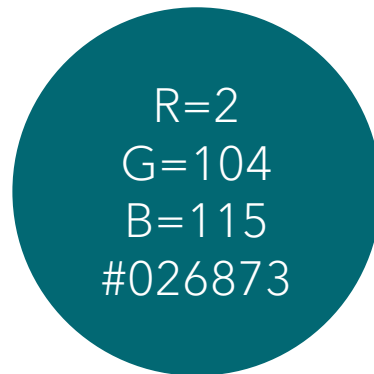
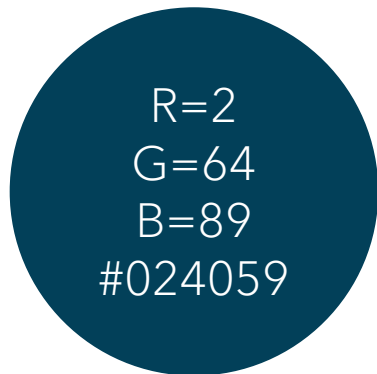
- **ABCDEFGHIJKLMNÑOPQRSTUVWXYZ**
- **abcdefghijklmnñopqrstuvwxyz**
- Download [here](#)

Avenir Next LT Pro Light

- ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
- Abcdefghijklmnñopqrstuvwxyz
- Download [here](#)

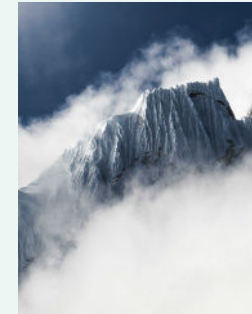
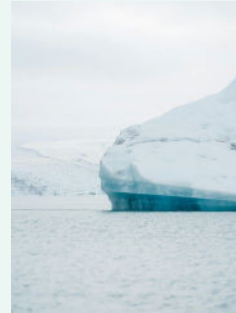
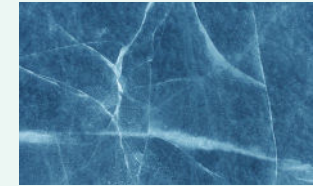
Colour Palette

The following colours are the only ones which may be used for the HydroCool logotype. No other colours may be used or substituted for the HydroCool.



Stock Images

The HydroCool brand has a specific kind of images for their materials. In this page you can see some of the examples of the kind of photos that can be used to illustrate the different materials.



Social Media

Twitter / X

Social Media

Linkedin

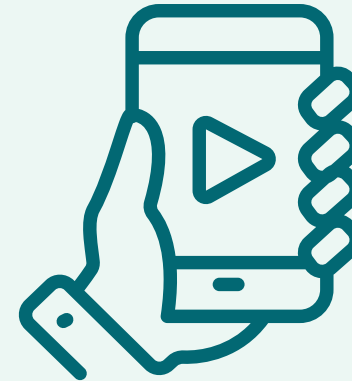
Word Template

Power Point Template

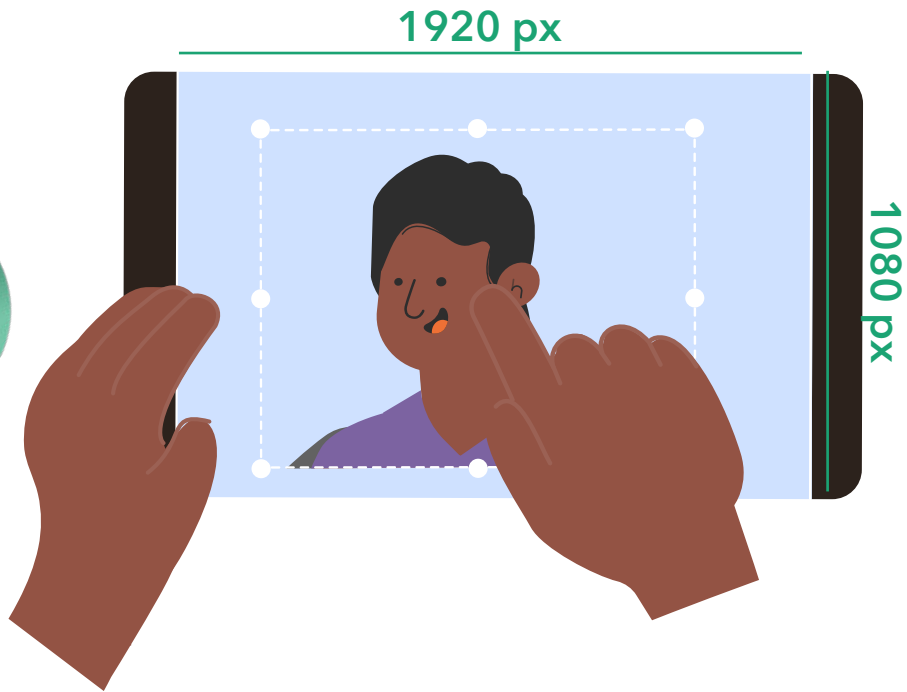
Tables example

Guidelines for producing

As part of the brand manual it's important to talk about the guidelines to follow in order to create a professional and useful content. Some of these tips may be quite basic or obvious but its important to always keep them in mind. The list includes some things to keep in mind when creating content (photos and videos) to be used for the communication and dissemination of the HydroCool project.



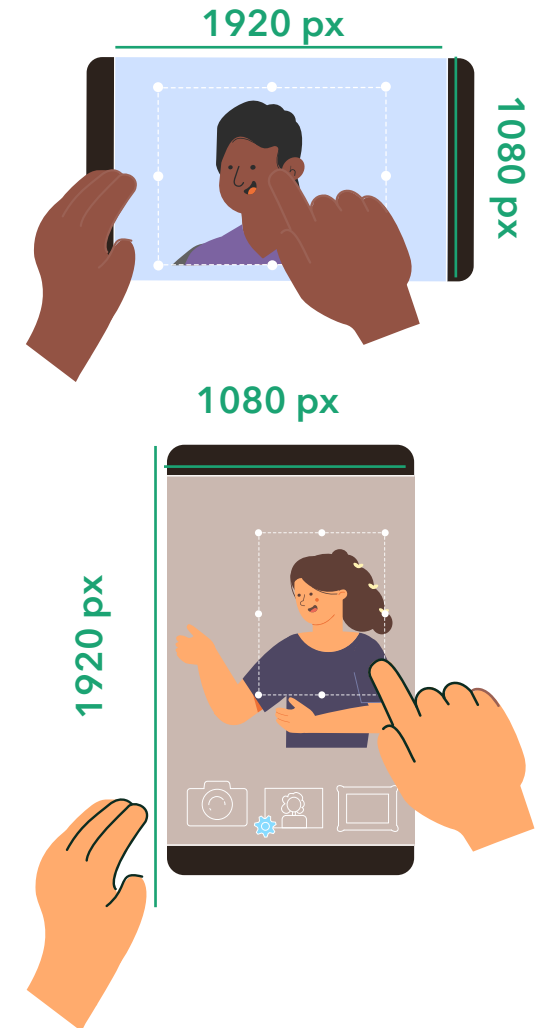
Video production



1. All videos should be horizontal.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to record in well lit place. Avoid recording in dark rooms.
4. Record only on quiet places and where there are not many people passing by.
5. Choose an appropriate background, nothing distracting. Avoid excessive light on the back.
6. Before start recording make sure that the subject is in focus and with the right light adjustment by clicking on the person face.

Photo production

1. Photos can be both horizontal and vertical.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to make photos with the right lightning. Quality may decrease in dark places.
4. Do not make photos of people with a strongly illuminated background, place the subject or the focus on the areas being illuminated and not the direct source of the light.
5. Before taking the photo make sure that the subject is in focus and with the right light adjustment by clicking on the person face.



Guidelines for blog post

The creation of content is an important part of the communication and dissemination task. All the consortium members will be asked to create some content at some point during the project. In the next page we can find some relevant points that should be part of the format and the content of those articles.



Blog Post

Format

- Articles should be relevant to the HYIELD project or relate directly to the project.
- Avoid political jargon and academic theory. If needed, there should be a clear explanation.
- If there are references being used we need to add the bibliography and links

Content

- Blogs may have a minimum of 350-500 words.
- Name of the author, roll* and institution* (optional)
- Title, no more than 50 characters. Using keywords that will help promote in social media.
- First paragraph should be a small sum up of the article. (3 or 4 sentences, max 20 words)
- An image or a photo to illustrate. (event, participants, speakers). If it is a stock image it is important to know if the image is free of use.

Thank you!

If there are any doubts or comments on how to apply HydroCool corporate image, please refer it to: estefania@inveniam-group.com

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