

BRAND

Guidelines

M^oSES

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Brand Logo

The idea behind

MOSES aims to significantly enhance the SSS component of the European container supply chain by a constellation of innovations including innovative vessels and the optimisation of logistics operations. The MOSES logotype was designed in such way to graphically depict the main ideas the project leans on.

- As a Verbal logo it was created on a minimalistic design to be simple, memorable and easily adjustable in various occasions. The logotype letters are in bold indicating its dynamics. The letter "O" in conjunction with the line that unites the letters "M" and "S" depicts the following elements:

Part of a job (e.g.. loading / unloading) or part of a machine (e.g. a hybrid vessel).

Movement illustrating the concept of maneuvering (autonomous boat maneuvering system);

Vessel moving blip, integration of docking point.

All the above elements combined are illustrating an abstract process or a button representing automation in all the SSS operations the MOSES end-users are involved.

Logo Elements

Colors

The MOSES logo uses two colors: blue and green.

Blue = Blue represents both the sky and the sea and for that reason is commonly used in the maritime sector. Since the project focusing on enhancing SSS and the respective ports' capacity, the color blue could not but predominate the MOSES graphical ID.

cyan = Cyan is made by mixing the colours green and blue light. It is commonly used with blue, as a secondary colour, to provide some light in the designs. In MOSES logo it was also used as a variation of green, which is by definition the symbol of ecology, to represent the efforts of the project to develop solutions that will also reduce the environmental footprint for SSS services and port areas compared to other modes.

Logo Variations



Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on page 6 are available for usage.

Logo Variations



a) Negative Format:

This format of the MOSES logo is only used when placing the logo on an image, a colored background or a pattern.

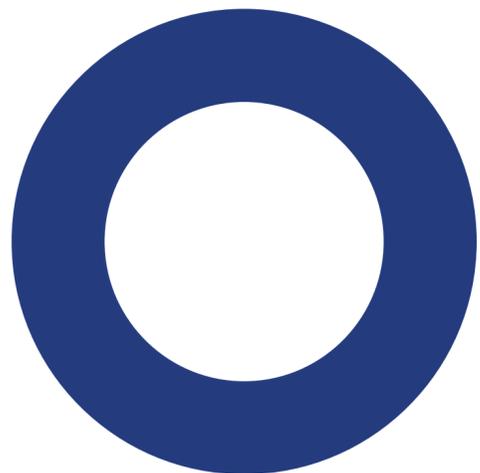


b) BW/Grayscale Formats

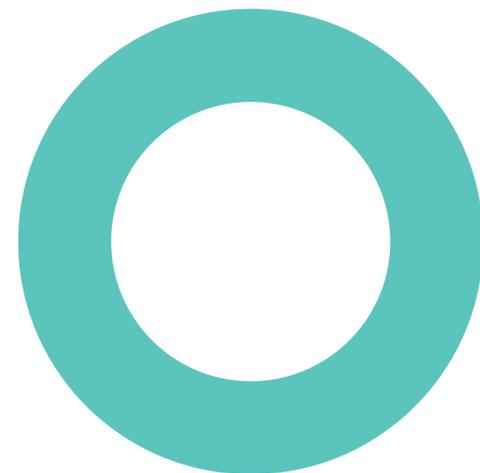
These logo variations are meant to be printed in a grayscale or black and white format (i.e. internal memos).

Color Pallete

MAIN COLORS

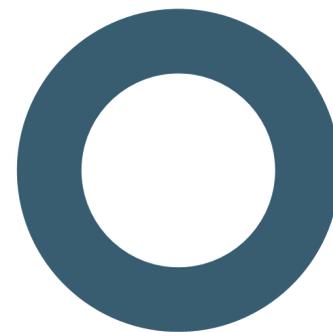


CMYK = C100 M90 Y20 K6
RGB = R37 G60 B126
#253c7e

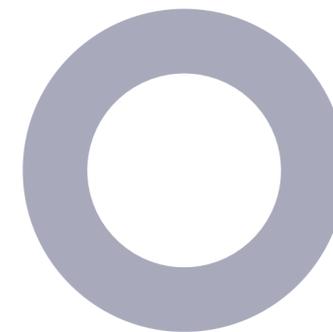


CMYK = C60 M0 Y30 K0
RGB = R90 G195 B190
#5ac3be

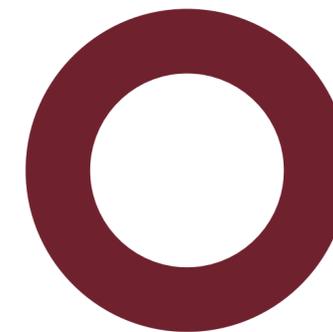
ADDITIONAL COLORS



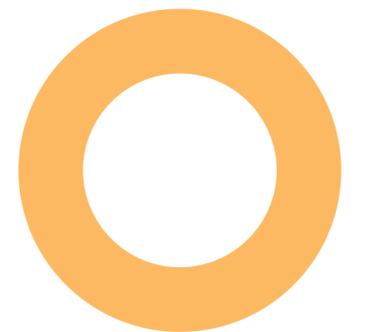
CMYK = C80 M55 Y40 K20
RGB = R50 G88 B105
#325869



CMYK = C35 M29 Y16 K0
RGB = R168 G170 B188
#A8AABC



CMYK = C35 M90 Y70 K40
RGB = R111 G36 B48
#6F2430



CMYK = C0 M30 Y70 K0
RGB = R255 G186 B97
#FFBA61

MAIN and ADDITIONAL COLORS

CMYK colors are used in printing material
RGB colors are used on web applications

Additional color pallete can be used for layouts and artworks such as website/posters/leaflets e.t.c. in case you need a small touch of color contrast. These colors cannot replace main color pallete or logotype official colors

Logo Usage

The Clear Space zone around the logo has been determined to ensure the proper visibility of the MOSES logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the MOSES logo always appears unobstructed and distinctly separate from any other visuals.

To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended.



LOGOTYPE PRINT minimum size
32 mm W X 11 mm H

LOGOTYPE SCREEN minimum size
200 px W | 70 px H

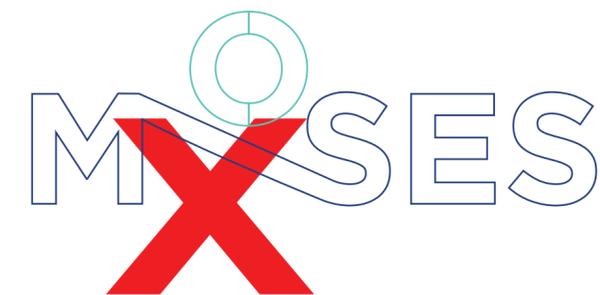
Logo Improper use

Display the MOSES logo only in the formats that are specified in this guide.

The MOSES logo may not appear in any other colors than the already specified in page 7 of this guide.

Do not rotate, skew, scale, redraw, alter or distort the MOSES logo in any way.

Do not combine the MOSES logo with any other element such as other logos, words, graphics, photos, slogans or symbols.



Logo usage on social media

Logo use on social media: the logo should be used in a white background.



twitter icon



linkedin icon

Logo usage on backgrounds

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



Must be always used to all communications material and in web and media applications wherever this is possible (i.e. at the MOSES website), to retain consistency. Replacing the given typeface with others should not be done under any circumstances.

Typo
graphy
BRAND

Calibri fonts family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Regular Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

Typo graphy BRAND

1) For MS templates and publications

HEADING 1
Calibri bold,
18pt black colors

HEADING 2
Calibri bold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

HEADING 4
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Calibri-Regular, 11pt, black colors

2) For Website and other web-applications

HEADING 1
Calibri bold,
18pt black colors

HEADING 2
Calibri bold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

HEADING 4
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Calibri-Regular, 11pt, black colors

3) For leaflets and other material

HEADING 1
Calibri bold,
18pt black colors

HEADING 2
Calibri bold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

HEADING 4
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Calibri-Regular, 11pt, black colors

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