

Corporate Identity

# Manual





## PROJECT INFORMATION

Grant Agreement Number	760858
Project Full Title	Innovative Materials and techniques for the conservation of 20th century concrete-based cultural heritage - InnovaConcrete
Project Acronym	InnovaConcrete
Pillar	Industrial Leadership
Type of action	RIA Research and Innovation Action
Work Programme	Nanotechnologies, Advanced Materials, Biotechnology and Advanced Manufacturing and Processing
Topic	Innovative solutions for the conservation of 20th century cultural heritage (NMBP-35-2017)
Start date of the project	January, 1, 2018
Duration	36 months
Project Coordinator	María J. Mosquera
Project Website	<a href="http://www.InnovaConcrete.eu">www.InnovaConcrete.eu</a>



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# 1. BASIC ELEMENTS



# 1.1 CONSTRUCTION



*The Centennial Hall: one of the most iconic concrete buildings from the 20th century*



**Innovative Materials and Techniques for the Conservation  
of the 20<sup>th</sup> Century Concrete-based Cultural Heritage**

Innova Concrete's logo consists of an isologo, which means imagotype (image) and logotype (typography) will always go together.

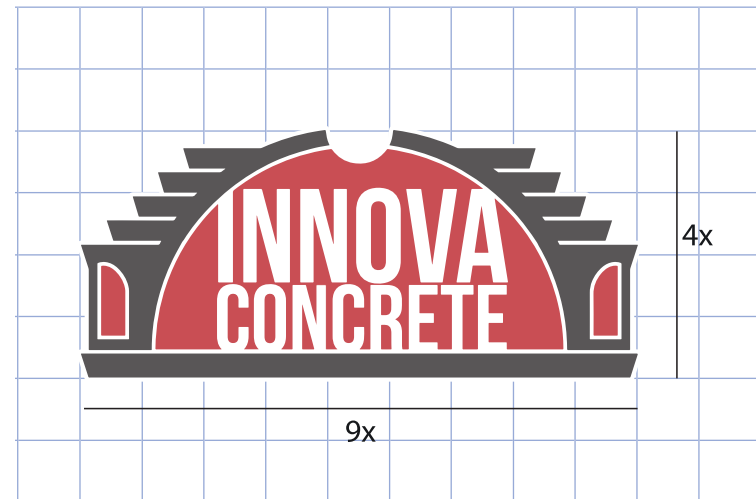
Its logotype uses BEBAS NEUE typography and its isotype resembles one of the most iconic concrete buildings from the 20<sup>th</sup> century: the Centennial Hall.

Innova Concrete's slogan is optional but highly recommended. It can be used right under the logo or anywhere in the applications to balance their composition BUT its use must be consistent.

## 1.2 PROPORTION

These are Innova Concrete's logo proportions which were taken into account in its construction.

This height and width proportions shouldn't be altered under any circumstances.





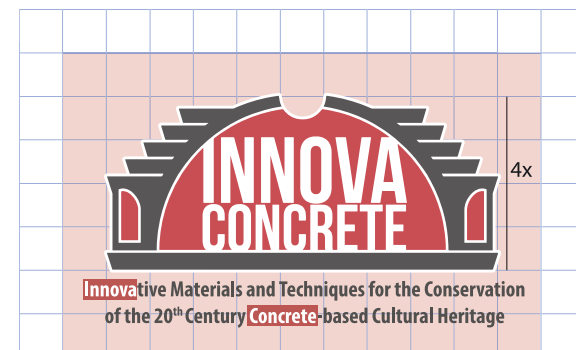
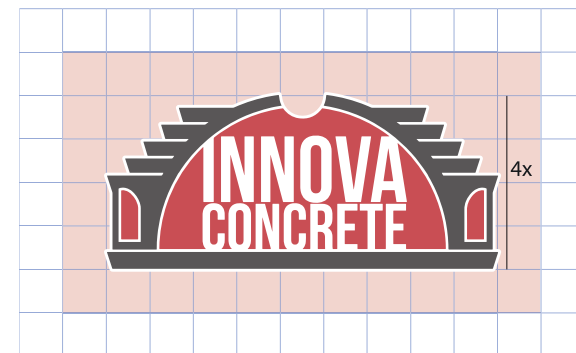
### 1.3 BREATHING SPACE

This area limits the relationship between InnoVa Concrete's logo and other graphic elements on compositions.

This limit should never be surpassed since it gives the trademark the minimum margin space to coexist with other images, logos, texts, etc.

Based on the proportion previously given, if the trademark's height is 4x, any other element should be nearer than 1x (the equivalent to the quarter of its height) from it.

When the slogan appears, the breathing space under the logo becomes 2x.



### 1.4 MINIMUM SIZE

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These are the minimum sizes accepted for the printed logo and the screen one. Slogan will be omitted when it's no longer legible.



30 mm

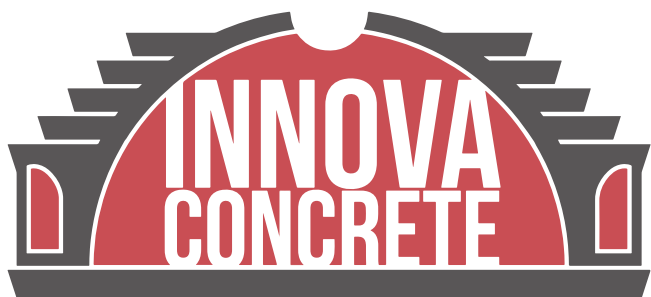


85 px

# 1.5 MAIN COLOURS

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This is the chromatic composition of Innova Concrete's logo. CMYK and RGB codes are specified under this section. No Pantone specifications were considered, but if they were necessary, Pantone codes should resemble the most taking into account the original CMYK codes provided.



**R 90 G 83 B 83**  
**C 71 M 67 Y 64 K 16**



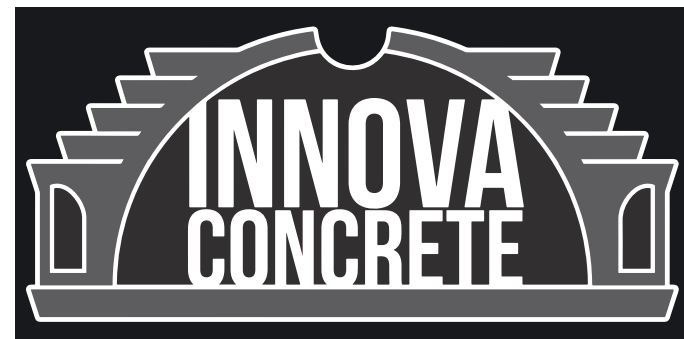
**R 174 G 69 B 74**  
**C 20 M 84 Y 67 K 0**

### 1.6 GRAY SCALE

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This alternative version will only be used in black and white prints.

It will also be suitable over black backgrounds since it includes a white border similar to the one separating the different sections of the image type that will only be noticeable over non-white backgrounds.



## 1.7 ALTERNATIVE VERSIONS OVER BACKGROUNDS

Innova Concrete's alternative colour versions are not needed due to its white stroke which is unperceivable when the logotype is over white backgrounds.



# 1.8 TYPEFACES

Main typeface family is Myriad Pro.

Headers are written in Myriad Pro Bold Condensed capital letters. Subheaders use Myriad Pro Bold, regular texts use Myriad Pro Regular and highlights within them are written in Italic.

**HEADERS**  
**subheaders**  
general use general use  
*highlight highlight highlight*

## Myriad Pro Bold Condensed

ABCDEFGHIJKLMNÑ  
OPQRSTUVWXYZÇ  
\*\*+@\^°%&()=¿?  
123456789

## Myriad Pro Regular

ABCDEFGHIJKLMNÑ  
OPQRSTUVWXYZÇ  
abcdefghijklmñ  
opqrstuvwxyzç  
\*\*+@\^°%&()=¿?  
123456789

## Myriad Pro Bold

ABCDEFGHIJKLMNÑ  
OPQRSTUVWXYZÇ  
abcdefghijklmñ  
opqrstuvwxyzç  
\*\*+@\^°%&()=¿?  
123456789

## Myriad Pro Italic

ABCDEFGHIJKLMNÑ  
OPQRSTUVWXYZÇ  
abcdefghijklmñ  
opqrstuvwxyzç  
\*\*+@\^°%&()=¿?  
123456789

# 1.9 FRAMES AND LOGO INTERACTION

## FRAMES



Lorem Ipsum

They are recurrent elements in Innova Concrete's applications. They must be red, their size must be at least 1pt and resemble, if possible, to the size of the divisions within Innova Concrete's brand.

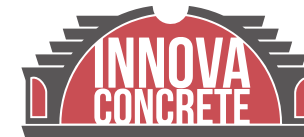
These frames usually coexist with other graphic elements. If that's the case, they leave them enough space as shown in the example.

Frames should be used as described if new elements were to be designed.

## LOGO INTERACTIONS

When other than Innova Concrete's logo is used in its applications, Innova Concrete's identity should (at least) double the size of the other ones.

It's highly recommended that the participants' logos are used within new frames making it clear Innova Concrete's higher importance.







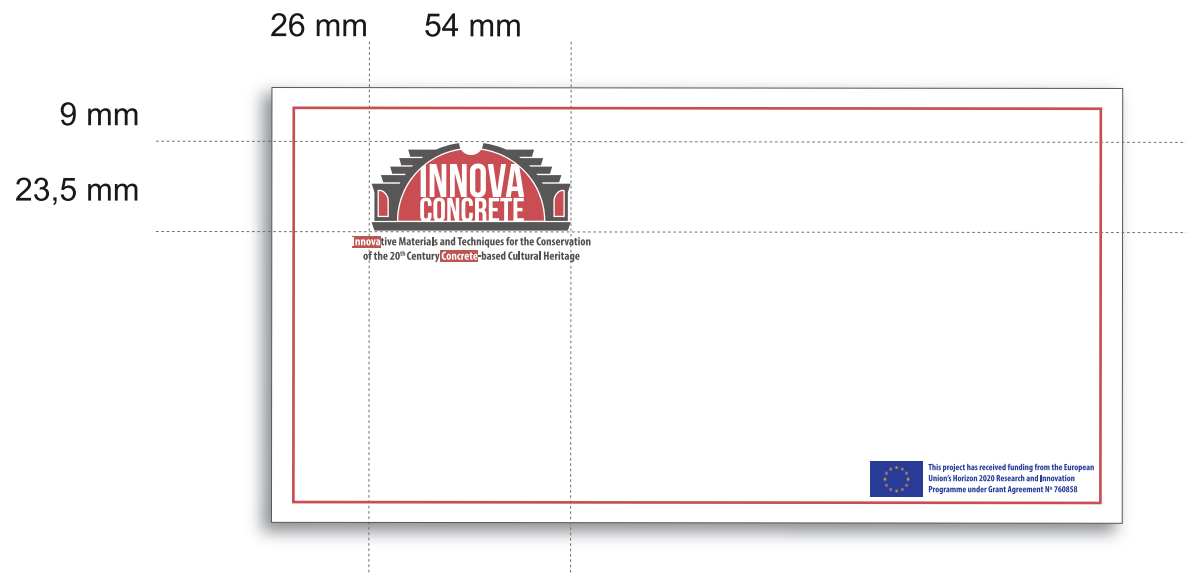
## 2. APPLICATIONS AND STATIONERY



# CARD

Format: 250 mm x 115 mm

Shown at 50%



# ID CARD

Format: 250 mm x 115 mm

Shown at 100%



The ID card features a red border and a central logo. The logo consists of a red semi-circle with the words "INNOVA" and "CONCRETE" in white, stacked vertically. The semi-circle is flanked by black, stylized architectural elements resembling a bridge or a classical archway. Below the logo, the text "KICK-OFF MEETING" is written in a bold, red, sans-serif font, followed by "BRUSSELS, JAN 24-26 2018" in a bold, black, sans-serif font. At the bottom of the card, there is a dark grey horizontal bar containing the text "Innovative Materials and Techniques for the Conservation of the 20 th Century Concrete-based Cultural Heritage" in a white, sans-serif font. The word "Innovative" is in red, and "Concrete" is in black.

**INNOVA  
CONCRETE**

**KICK-OFF MEETING**  
**BRUSSELS, JAN 24-26 2018**

**Innovative Materials and Techniques for the Conservation  
of the 20 th Century Concrete-based Cultural Heritage**



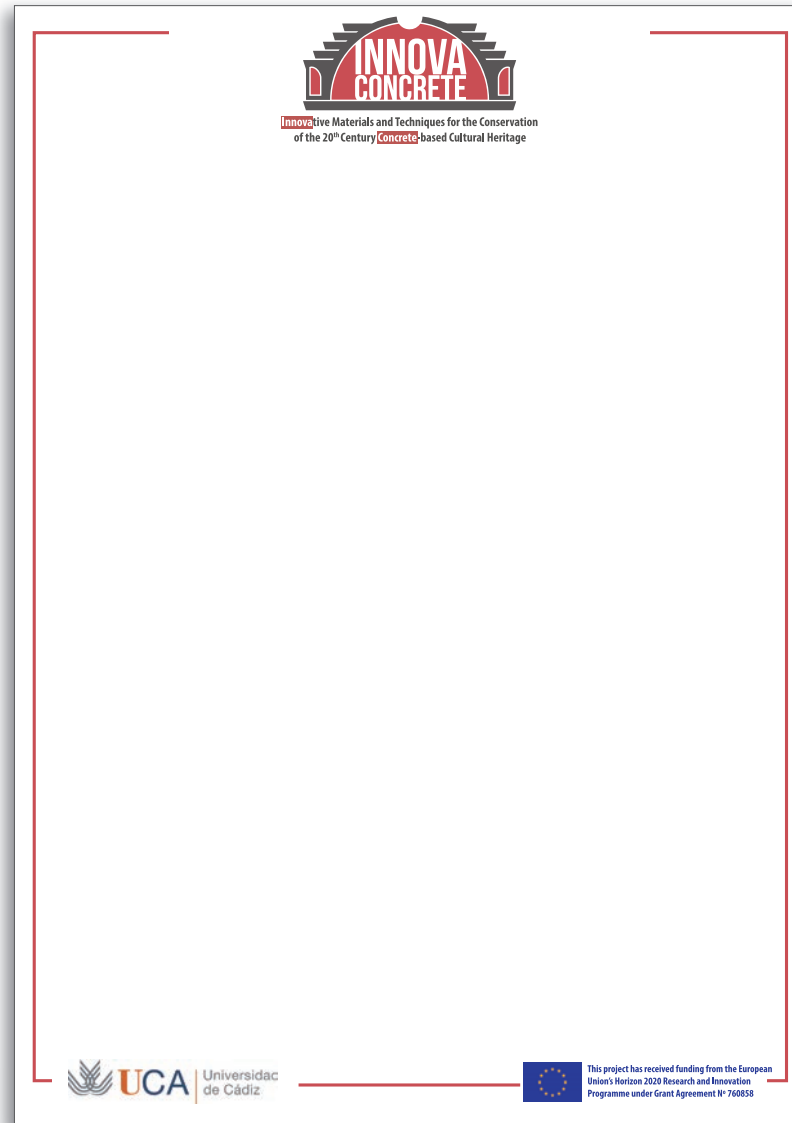
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 760858

# A4

Format: A4

50% of its original size

Myriad Pro Italic 12 pt



# LETTER

Format: A4

Shown at 50%

Myriad Pro Bold 11 pt

Myriad Pro Regular 10 pt

Myriad Pro Regular 11 pt

15 mm 56 mm

24,5 mm

24,5 mm

17 mm

**INNOVA  
CONCRETE**

Innovative Materials and Techniques for the Conservation  
of the 20<sup>th</sup> Century Concrete-based Cultural Heritage

**Name Surname**  
**Position**

**Proin ac tincidunt augue.**  
**Maximus dui, vel ornare**  
**Tortor fringilla id.**  
**Tellus, aliquet at enim sodales,**  
**laoreet efficitur nibh.**

**Ciudad y fecha**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae imperdiet massa. Proin ac tincidunt augue. Proin egestas sagittis risus sed molestie. Quisque vulputate maximus dui, vel ornare tortor fringilla id. Nunc libero tellus, aliquet at enim sodales, laoreet efficitur nibh. Fusce eu ipsum nunc. Proin mattis eleifend rhoncus. Donec consequat convallis magna in placerat. Duis interdum, magna ut sodales viverra, erat nibh rhoncus ante, eu laoreet sem metus sed velit. Nullam lacus lectus, vestibulum non finibus sed, euismod ut augue. Duis bibendum, risus ac iaculis aliquet, dui mi consectetur quam, vel pretium lectus ipsum id justo. Aenean varius id libero vel consequat. Sed eget ullamcorper nunc, eget ornare nibh. Nunc eget ornare magna, a aliquam metus. Pellentesque ullamcorper, nibh id sollicitudin luctus, ipsum nibh varius quam, vitae luctus orci felis at mi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas a hendrerit arcu, a luctus elit. Donec a ligula nibh. Donec hendrerit congue nisi at hendrerit. Proin cursus eros vel malesuada lacinia. Aliquam lacus dolor, finibus sit amet egestas vel, pharetra non purus. Quisque dapibus posuere eleifend. Phasellus nisl velit, scelerisque et dictum eu, consectetur in tortor. Nam ultricies risus tellus, sed posuere nibh posuere at.

Proin blandit neque vel tortor lobor  
E-mail: e-mail  
www.mipáginaweb.com

 This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 760858

13 mm

16,5 mm

12 mm

80 mm

17 mm

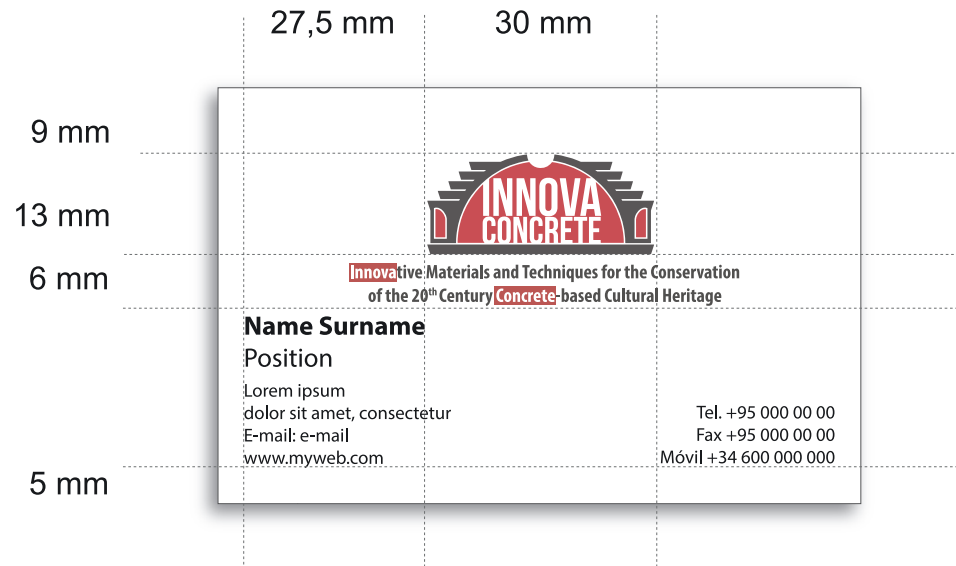
# BUSSINESS CARD

Format: 90 mm x 55 mm

Shown at 100%

Myriad Pro Bold 10 pt

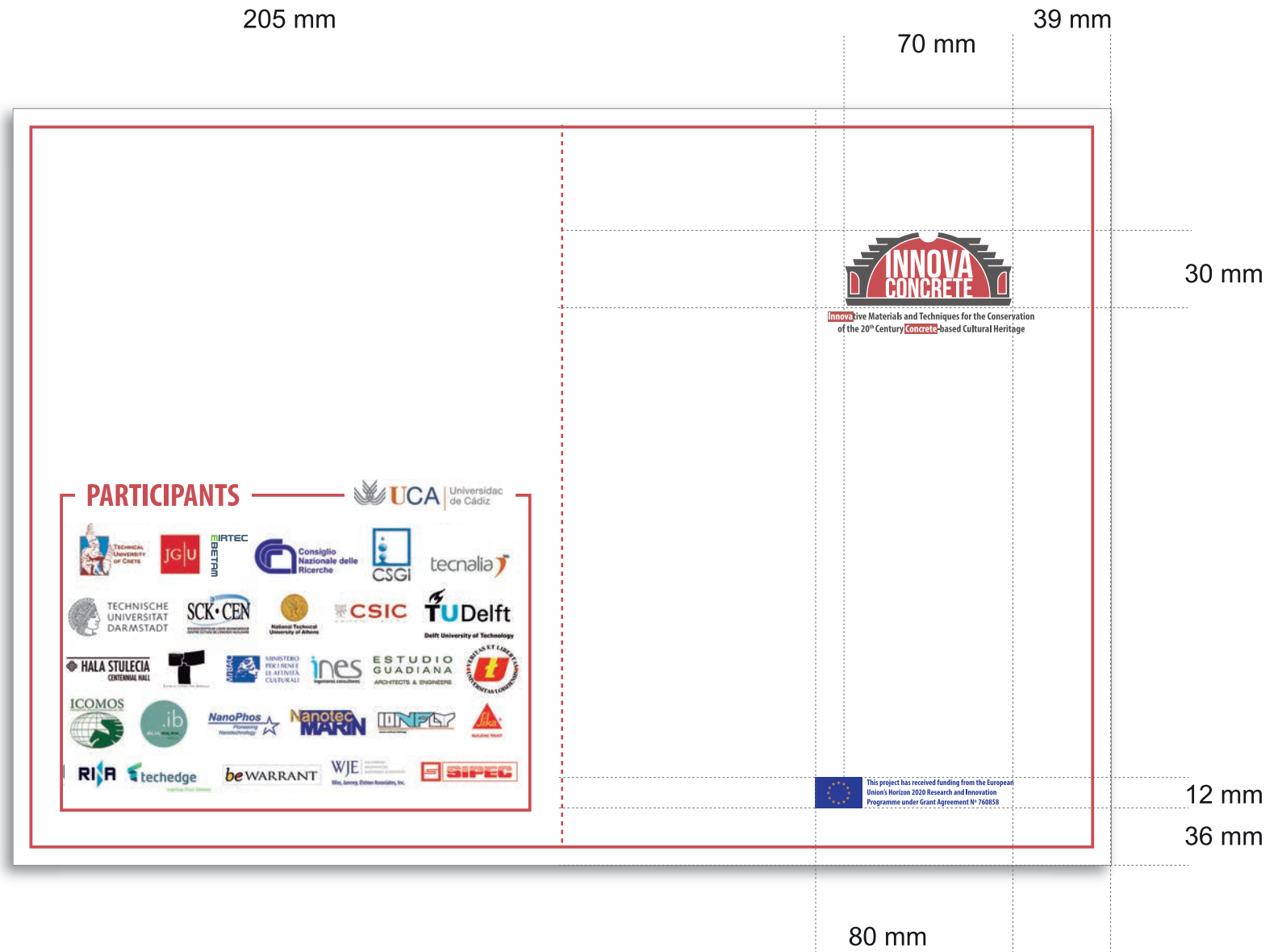
Myriad Pro Regular 7 pt



# FOLDER

Format: 450 mm x 310 mm

Shown at 40%



# AGENDA AND DELIVERABLES

Format: A4

Shown at 50%



**Kick-off Meeting**  
Brussels, 24-26 January 2018

## AGENDA

Wednesday 24th January 2018, Networking Session

14:00	<b>Welcome and Introduction. InnovaConcrete Coordinator.</b>
	<b>PARTNERS PRESENTATIONS</b>
14:06	Partner 1 Presentation: University of Cadiz, UCA
14:12	Partner 2 Presentation: Technical University of Crete (TUC)
14:18	Partner 3 Presentation: Johannes Gutenberg-Universität Mainz (UMC)
14:24	Partner 4: Presentation: Consiglio Nazionale delle Ricerche (CNR)
14:30	Partner 5 Presentation: Consorzio Interuniversitario CSGI (CSGI)
14:36	Partner 6 Presentation: Fundación Tecnalia (TECNALIA)
14:42	Partner 7 Presentation: Technische Universität Darmstadt (TUDA)
14:48	Partner 8 Presentation: Studie Centrum voor Kernenergie (SCK-CEN)
14:54	Partner 9 Presentation: National Technical University Athens (NTUA)
15:00	Partner 10 Presentation: Technische Universiteit Delft (DELFT)
15:06	Partner 11 Presentation: CSIC-Instituto Eduardo Torroja (IETcc)
15:12	Partner 12 Presentation: MIRTEC (MIRTEC)
15:18	Partner 13 Presentation: Centennial HALL(CENTENNIAL)
15:24	Partner 14 Presentation: Fundación Eduardo Chillida-Pilar Belzunce (CHILLIDA)
15:30-16:00	<b>COFFEE BREAK</b>
16:00	Partner 15 Presentation: Soprintendenza archeologia dell'Abruzzo (MIBACT)
16:06	Partner 16 Presentation: INES Ingenieros (INES)
16:12	Partner 17 Presentación: Estudio Guadiana ( GUADIANA)
16:18	Partner 18 Presentation: Uniwersytet Lodzki (LODZ)
16:24	Partner 19 Presentation: International Scientific Committee of 20 <sup>th</sup> Heritage (ICOMOS)
16:30	Partner 20 Presentation: Fundación DOCOMOMO (DOCOMOMO)
16:36	Partner 21 Presentation: NANOPHOS S.A. (NANOPHOS)
16:42	Partner 22 Presentation: NanotecMARIN GmbH (NTM)
16:48	Partner 23 Presentation: IONFLY Vacuum and Plasma Tech SRL (ION )
16:54	Partner 24 Presentation: SIKA S.A. (SIKA)
17:00	Partner 25 Presentation: RINA Consulting (RINA)
17:06	Partner 26 Presentation: TECHEDGE Group (TECH)
17:12	Partner 27 Presentation: BeWarrant (BeWG)
17:18	Partner 28 Presentation: Wiss, Janney, Elstner Associates INC. (WJE)
17:24	Partner 29 Presentation: SIPEC restauraciones (SIPEC)
17:30	Closing of the Networking Session
20:00	<b>INFORMAL NETWORKING DINNER</b>

innovaconcrete.net  
IC@innovaconcrete.net

## TITLE OF DERIVERABLE



Innovative materials and techniques for the conservation of 20th century  
concrete-based cultural heritage

H2020-NMBP-2016-2017

Grant Agreement Number: 760858



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 760858



# EMAIL SIGNATURE



**Innova**ive Materials and Techniques for the Conservation  
of the 20<sup>th</sup> Century **Concrete**-based Cultural Heritage

**NAME SURNAME**

**Position in Project**

web: [www.innovaconcrete.net](http://www.innovaconcrete.net)

mail: [IC@innovaconcrete.net](mailto:IC@innovaconcrete.net)

phone: 686 86 86 68



# POWERPOINT TEMPLATE

## COVER SLIDE

**HEADER** Myriad Pro Bold Condensed 80 pt

**SUBHEADER** Myriad Pro Bold 44 pt

## SECTION SLIDE

**SECTION N°** Myriad Pro Bold Condensed 300 pt

**SECTION** Myriad Pro Bold Condensed 80 pt

**ADD. INFO** Myriad Pro Bold 44 pt

## SECTION SLIDE

**SUBSECTION N°** Myriad Pro Bold Condensed 96 pt

**TITLE** Myriad Pro Bold 44 pt

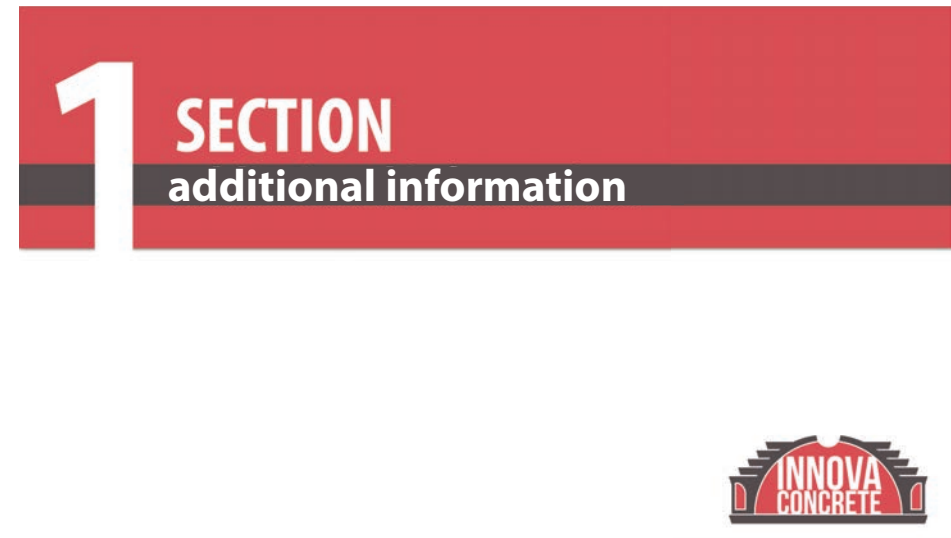
**NORMAL TEXT** Myriad Pro Regular / Italic (highlights)

## cover slide



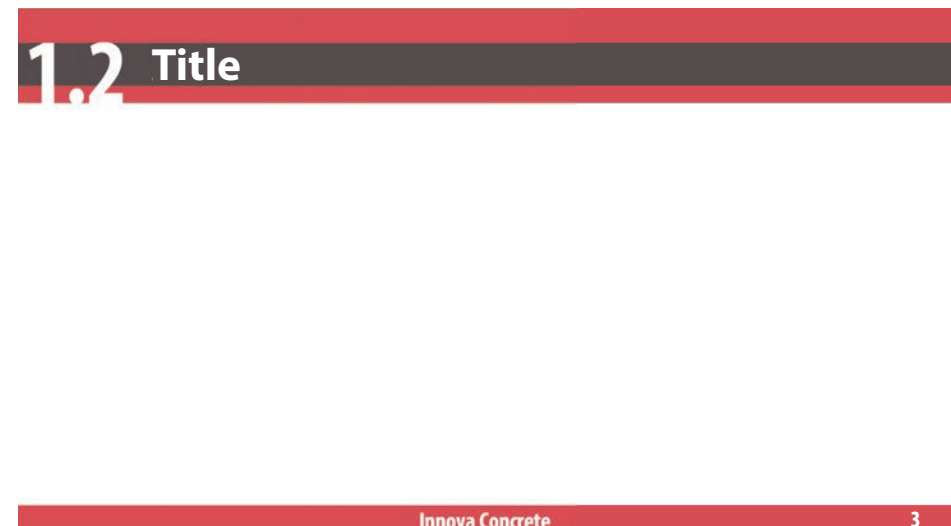
COVER SLIDE TEMPLATE: A red header bar with the word "HEADER" in white. Below it is a dark grey bar with the word "subheader" in white. The main content area is white and contains the "INNOVA CONCRETE" logo, which features a stylized building facade above the text "INNOVA CONCRETE". Below the logo is the text "Innovative Materials and Techniques for the Conservation of the 20th Century Concrete-based Cultural Heritage". At the bottom right, there is a small European Union flag and the text "This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 760856".

## section slide



SECTION SLIDE TEMPLATE: A red header bar with a large white number "1" on the left and the word "SECTION" in white on the right. Below the header is a dark grey bar with the text "additional information" in white. The main content area is white and contains the "INNOVA CONCRETE" logo in the bottom right corner.

## content slide



CONTENT SLIDE TEMPLATE: A red header bar with a large white number "1.2" on the left and the word "Title" in white on the right. The main content area is white. At the bottom, there is a red footer bar with the text "Innova Concrete" on the left and the number "3" on the right.

# ROLLER UP

Format: 100x200 cm

Shown at 9%

**INNOVA CONCRETE**

Innovative Materials and Techniques for the Conservation of the 20 th Century Concrete-based Cultural Heritage

**WORK PACKAGES**

- WP1 Multi-scale modelling
- WP2 Synthesis & characterization
- WP3 Laboratory validation
- WP4 In Situ validation
- WP5 Exploitation & Awareness
- WP6 Conservation approaches
- WP7 Management

**PARTICIPANTS**

UCA | Universidad de Cádiz

TECHNICAL UNIVERSITY OF CRETE | JGU | IRTEC | Consiglio Nazionale delle Ricerche | CSGI | tecnalia

TECHNISCHE UNIVERSITÄT DARMSTADT | SCK·CEN | National Technical University of Athens | CSIC | TU Delft | Delft University of Technology

HALA STOLECIA CENTRAL HALL | ANOSTERO PERI PIRINE LE ANTIQUA CULTURALI | ines | ESTUDIO GUADIANA ARCHITECTS & ENGINEERS

ICOMOS | .ib | NanoPhos | Nanotec MARIN | UNIPG | H&A

RIR | techedge | beWARRANT | WJE | SIPEC

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# NAMEPLATE

Format: 250 mm x 115 mm

Shown at 50%

