



ROMEO

Brand Guidelines Manual

V1 - June 2017

Index

The Romeo Project (Reliable OM decision tools and strategies for high LCoE reduction on offshore wind) is an initiative backed by the EU through its H2020 programme that fosters research and innovation, which aims to develop advanced technological solutions that enable the operation and maintenance costs of offshore wind power facilities to be reduced.

The contents of this manual offer the necessary tools and guidelines to ensure coherence and consistency in the presentation of the Romeo brand, as well as illustrative examples of how we can establish and maintain its visual identity.

Brand

Stylistic Reference	3
Vertical Construction	4
Vertical Safe Zone	5
Horizontal Construction	6
Horizontal Safe Zone	7

Colours

Main Colours	8
Secondary Colours	9

Reproduction of the brand

Application	10
Unaccepted Variants	11

Corporate Graphic Elements

Typography	12
Images	13

Basic Applications

Documentation	14
Presentations	15

Brand

Stylistic Reference

The ROMEO brand is inspired by two wind power elements: the folds of the windmill and the vanes of the power windmills.

The **symbol** is in the shape of three vanes created from scalene triangles.

The **logo** is the verbalisation of the word ROMEO, using a fine geometric typography.

The conjunction of the symbol and the logo create a light and symmetrical brand that inspires **technology and innovation**.



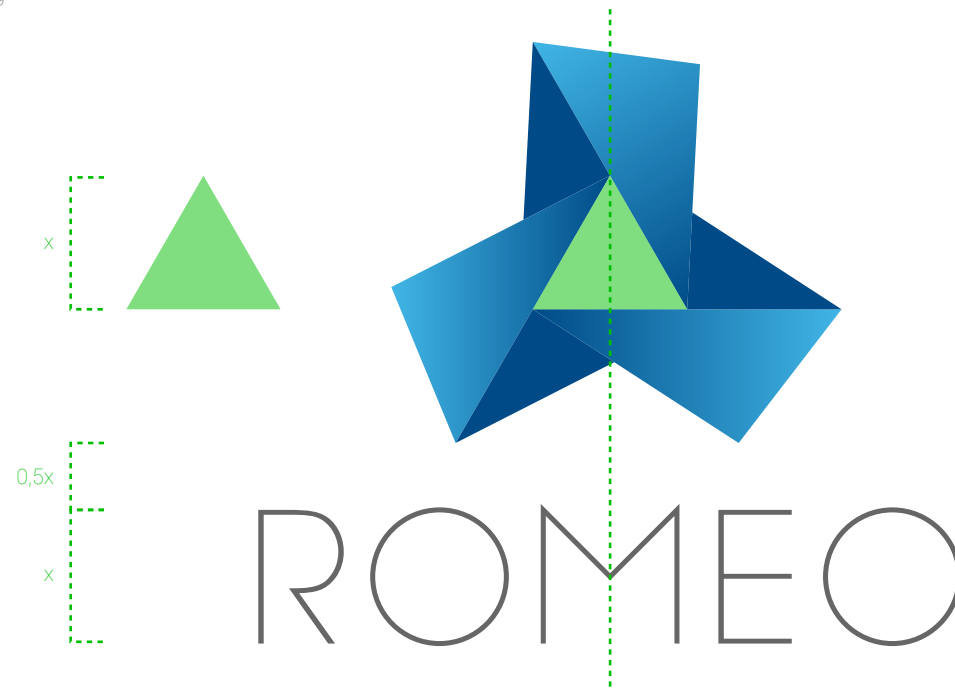
Brand

Vertical Construction

In this section, the vertical layout of the elements that make up the brand is reflected.

This is the natural layout of the ROMEO brand and must be used whenever its reproduction allows it.

To determine the proportion, positioning and distance of the elements, we use the **central equilateral triangle** of the symbol as a reference.

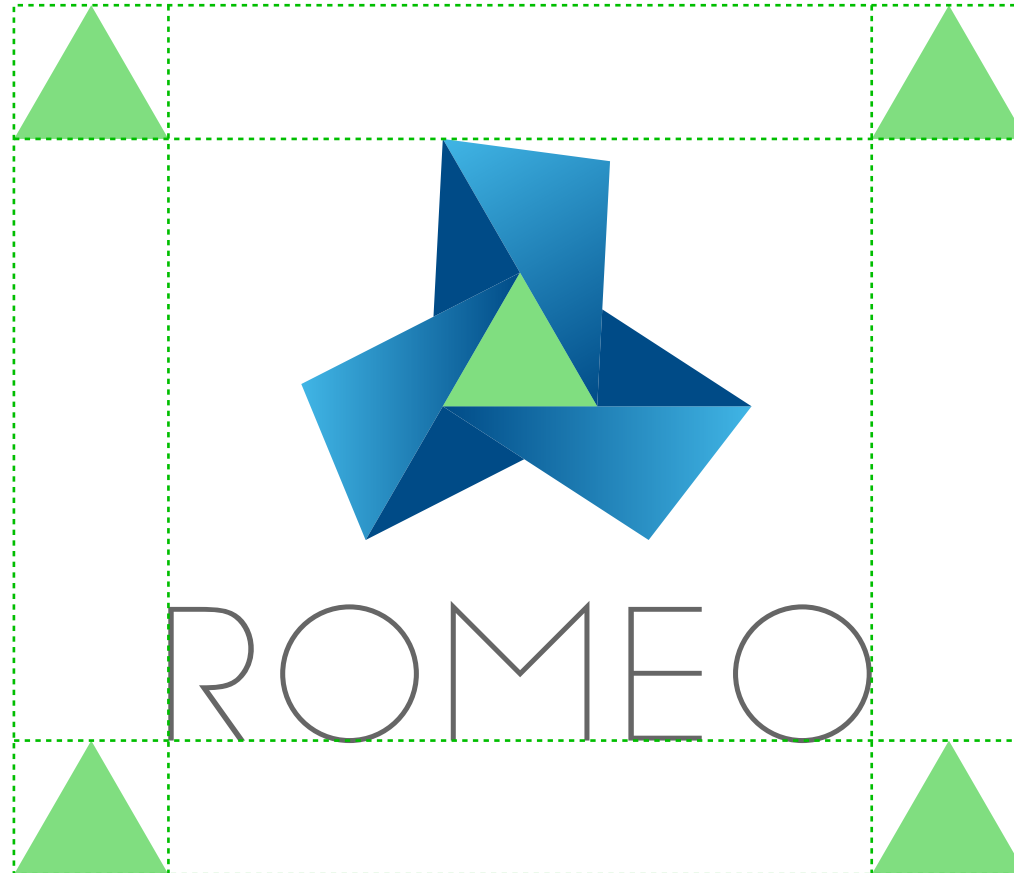


Brand

Vertical Safe Zone

This is the minimum distance that the ROMEO brand must maintain with other elements in the graphic application, such as, for example, margins, menus, texts, images, other brands, etc.

To determine the respect area, we use the height and width of the **central equilateral triangle** of the symbol as a reference.



Brand

Horizontal Construction

In this section, the horizontal layout of the elements that make up the brand is reflected.

This layout must always be used whenever its reproduction does not allow the vertical construction.

To determine the proportion, positioning and distance of the elements, we use the height of the **R in the logo** as a reference, whereby it is double for the symbol and half for the distance between the symbol and the logo.



Brand

Horizontal Safe Zone

This is the minimum distance that the ROMEO brand must maintain with other elements in the graphic application, such as, for example, margins, menus, texts, images, other brands, etc.

To determine the respect area, we use the height of the **R in the logo** as a reference.



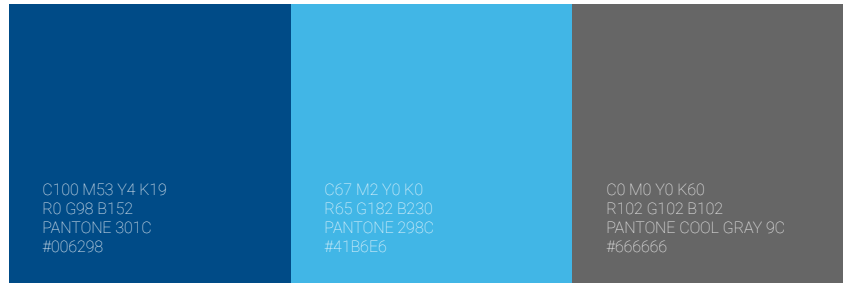
0,5x



Colours

Main Colours

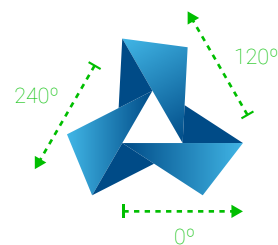
These are the three main colours for the reproduction of the brand.



Main Gradient

The main reproduction of the brand uses a gradient between the two blues. The inclination of the gradient changes in each vane, creating the volume of the symbol.

The main gradient can be used as an additional graphic element in the application of the brand.



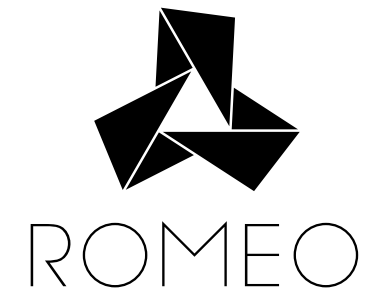
■ Gradient colours



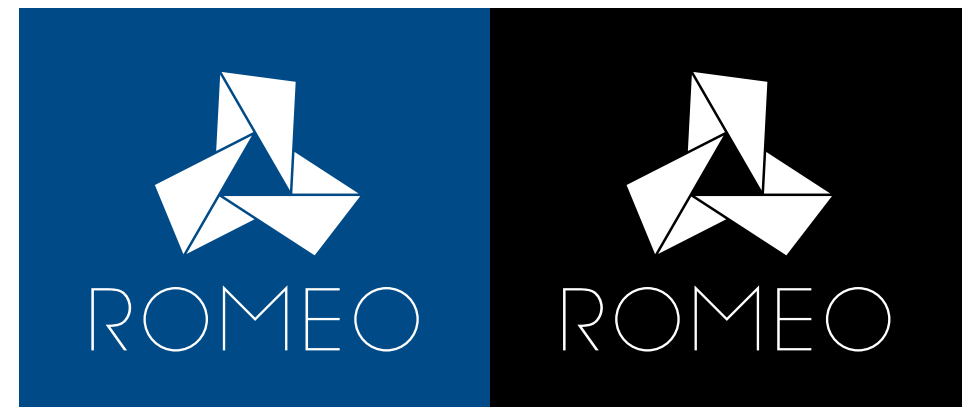
■ Solid colours



■ Monochrome



■ Monochrome black



■ Monochrome negative

■ Monochrome negative black

Colours

Secondary Colours

Secondary colours can be used in those cases in which complex information needs to be shown and the main colours are insufficient. A good example of this is graphs. Secondary colours make the information clearer and add energy and warmth to the document.




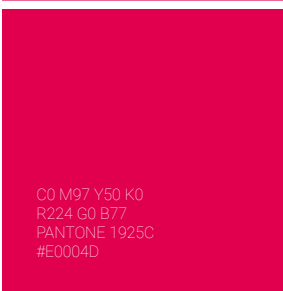

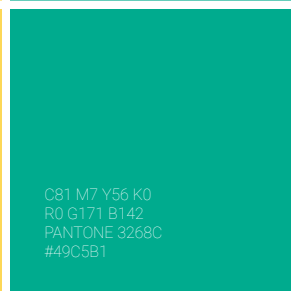
Furthermore, secondary colours will help us to define the hierarchy of contents better making their communication more effective.

Where to use secondary colours:

Information graphs and highlighted information

Other potential uses for secondary colours:

Internal communication, user interface and advertising campaigns

		
 <div>C0 M97 Y50 K0 R224 G0 B77 PANTONE 1925C #E0004D</div>	 <div>C0 M8 Y70 K0 R253 G215 B87 PANTONE 121C #FDD757</div>	 <div>C81 M7 Y56 K0 R0 G171 B142 PANTONE 3268C #49C5B1</div>
90%	90%	90%
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

Reproduction of the Brand Application

The nature of the brand enables its versatile integration in any type of graphic element whenever its contrast and legibility is guaranteed.



Positive

Main reproduction of the brand on clear colours.



Negative

Reproduction of the brand on dark colours.



On patterns

Reproduction on patterns and graphic elements whose contrast does not prevent the legibility of the brand.



On image

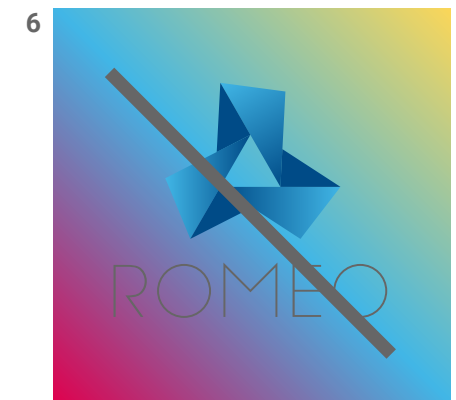
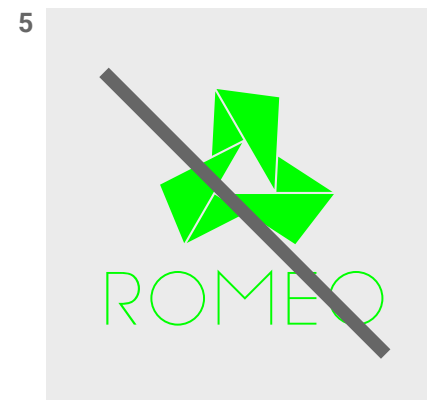
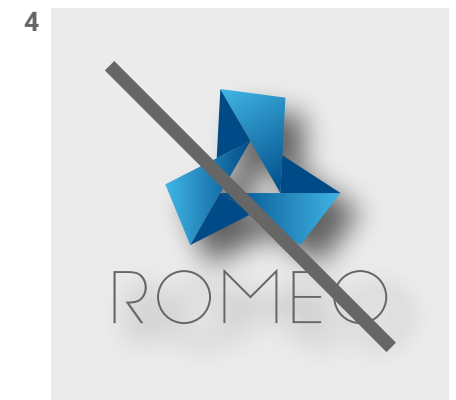
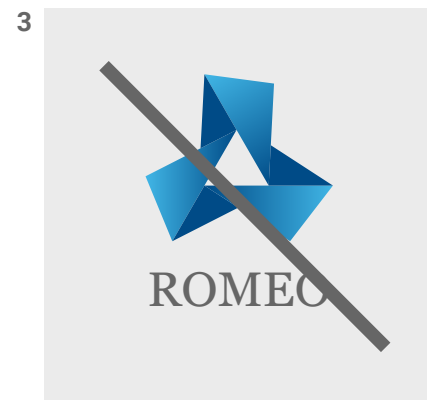
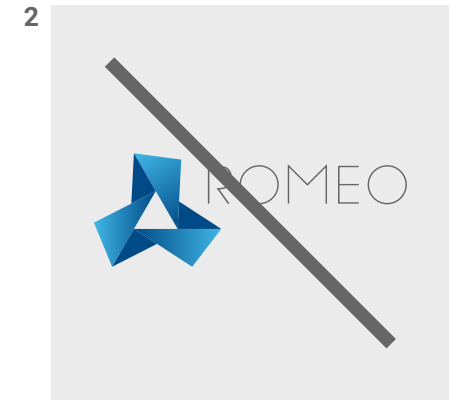
Reproduction on image whose contrast does not prevent the legibility of the brand.

Reproduction of the Brand

Unaccepted Variants

Here are some examples of brand interpretations that do not comply with the regulations. They are examples that should be avoided.

- 1** The brand should not be deformed.
- 2** The layout of the logo and the symbol should not be modified.
- 3** The font of the brand should not be changed.
- 4** Effects should not be applied to the brand (such as drop shadows or bevels)
- 5** High contrast colours should not be used for the reproduction of the brand.
- 6** The brand should not be applied on backdrops that hinder its legibility.



Corporate Typography

The **Roboto font family** - in its thin and bold variants - is standardised as corporate typography for Romeo communication.

The full family of the Roboto font can be downloaded and used with any commercial purpose from Google Web Fonts.

› fonts.google.com/specimen/Roboto

Roboto Thin

Roboto Thin Italic

Roboto Bold

Roboto Bold Italic

Backup font

————→ **Arial Regular**

————→ ***Arial Regular Italic***

————→ ***Arial Bold***

————→ ***Arial Bold Italic***

Corporate Graphic Elements

Images


The use of photographs in the visual contents created for the brand is standardised.

The images may be edited in the brand's colours.



Example of the application of the corporate identity in documentation

Press note



Lipsum Dolor sit Amet
Feugiat velit massa – July 2017
Suspendisse eu pellentesque

Consectetur adipiscing elit. Suspendisse eu pellentesque augue, sit amet volutpat tortor

- Ehendrerit magna.
- In luctus lectus in ipsum ultrices feugiat. Suspendisse rutrum, justo quis interdum varius, justo odio dapibus est, nec feugiat velit massa sed lorem.
- Donec auctor varius neque eu pulvinar. Sed nec finibus velit. Donec eget nunc sit amet nisi finibus eleifend.


Maecenas id malesuada ex. Quisque ac massa quis urna scelerisque maximus. Etiam nulla quam, vulputate eget lectus et, blandit accumsan turpis. **euismod ut diam vel, tristique semper est.** **Suspendisse potenti** Suspendisse fermentum nibh neque, sed volutpat odio fermentum vitae. Maecenas dignissim rhoncus mi in lobortis. Suspendisse viverra laoreet sem dictum laculis. Quisque ut placerat justo, viverra rutrum est. Maecenas commodo faucibus vehicula. Nullam tincidunt pretium suscipit. Proin hendrerit venenatis velit sed dapibus.

Non rutrum quis, euismod eu magna

In molestie quam eu mauris tempor portitor. Sed sed metus eleifend risus finibus interdum mattis non urna. Nullam tincidunt purus vitae est feugiat auctor. Quisque nisi dolor, varius et nunc eu, vehicula laoreet turpis. Nulla id elit sollicitudin, pharetra erat sed, rhoncus ex. Nam a volutpat arcu. Quisque hendrerit consectetur turpis sed tincidunt. Sed eleifend volutpat sagittis. Curabitur a pellentesque lacus. Curabitur tellus lacus, suscipit volutpat urna eu, gravida pellentesque ipsum.

Elementum nullam at nisl sit amet nulla hendrerit placerat. Suspendisse potenti. Nam bibendum quis tellus at tempus. Nullam eu volutpat elit euismod.

Nunc tristique nulla et justo euismod, at elementum quam varius. Nulla fringilla vestibulum ex id semper. Fusce nec lacus mauris. Suspendisse accumsan dapibus quam, at tempus lectus fermentum at. Nam aliquet, enim sed blandit lobortis, mauris est varius eros, quis imperdiet.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 745625

Deliverable cover




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 745625

Deliverable Report

Lorem ipsum dolor sit amet consectetur adipiscing elit.

Basic Applications

Presentations

Example of the graphic application in presentations or dossiers.

Lorem ipsum dolor

Sit amet consectetur adipiscing elit suspendisse eu pellentesque.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019718.



Duis quis tortor sed massa sollicitudin pellentesque

Maecenas faucibus nibh eu neque interdum blandit. Donec ut elit at libero pretium lacinia. Praesent sollicitudin lacus ligula, non consectetur risus fringilla ut. **Class aptent taciti sociosqu ad litora torquent per conubia nostra**, per inceptos himenaeos. Nam vel lorem risus. Curabitur volutpat tempor leo, rutrum commodo augue rutrum porttitor. Aenean eu enim sed nisi fermentum eleifend mollis vitae mi. Etiam sagittis scelerisque semper.

Duis sed mollis urna, at lobortis lectus. Integer ultricies mauris nec lacinia facilisis. Vestibulum ipsum nisi, fermentum nec justo nec, feugiat congue lacus. Quisque ac vehicula velit.

Praesent nec enim id orci ultricies pretium. Etiam tincidunt at odio consequat lobortis. Duis interdum, risus dictum tristique sollicitudin, sem tortor consectetur dui, a posuere leo velit sed arcu. Mauris auctor leo vitae iaculis consectetur.

In accumsan erat vel est euismod, eget tempus orci fringilla. Nunc varius, diam sit amet cursus varius, ipsum erat egestas tellus, eu mollis est ante tempor ante.



Fusce consequat nulla in pretium laoreet.



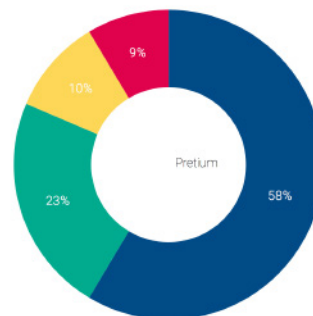
Fusce consequat

Quisque id purus eget purus euismod rutrum a nec neque. Vivamus eget enim nibh. Sed interdum eros quis diam sollicitudin, nec vulputate nisi eleifend.

Nulla ullamcorper sapien vitae nulla euismod ultrices. Curabitur aliquam, nulla euismod mollis malesuada, magna massa posuere dui, eu porttitor odio purus a sem.



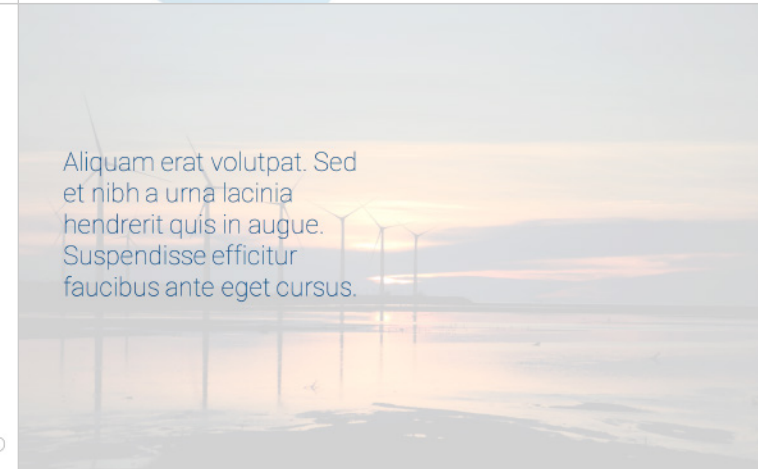
Nulla faucibus tempus urna



- Volutate porttitor
- Sed rutrum
- Pellentesque
- Maecenas



Aliquam erat volutpat. Sed et nibh a urna lacinia hendrerit quis in augue. Suspendisse efficitur faucibus ante eget cursus.





ROMEO