CORPORATE IDENTITY

The „Corporate Identity Manual" documents the general principles and design guidelines of TARGET-X. These standarts are binding for all communication activities, both internal and external.

TARGET-X

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DISCLAIMER
FUNDING

TARGET-X
Trial PlAtform foR 5G EvoluTion
Cross-Industry On Large Scale

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6G SNS

03

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OUR TOPICS

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Accelerate the Digital Transformation with 5G / 6G

The TARGET-X project envisions accelerating the digital transformation of key verticals such as energy, construction, automotive, and manufacturing using large-scale trials in multiple testbeds.

By demonstrating, validating, and evaluating the potential of 5G/6G in real environments, technologies such as real-time communication, localization, self-description, digital twinning, and sensor-network data fusion can be tested and evaluated.

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KEY VISUAL
WITH AND WITHOUT TAGLINE

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KEY VISUAL INFORMATION

KEY VISUAL VARIANTS

Original colours
Use this version for white and light backgounds.

Negative colours
Use the light version of the key visual on dark backgrounds.

Not allowed
Avoid using the key visual on backgounds with insufficient contrast.

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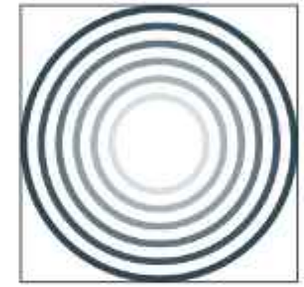
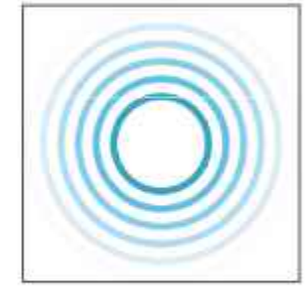
LOGO INFORMATION

SAFETY ZONES

Logo Safety Zone
To ensure enough room around the logo we use whitespace of at least 20% of the logo dimensions.

Logo Usage
The Logo shall only be used in either its light or dark variant.





Circular Elements
These elements can be used without whitespace and can be placed into the bleed of the document.

Usage of Circular Elements
The placement of the circular Elements is completely free. It can overlay images or serve as a background on otherwise white pages.

08 KEY VISUAL INFORMATION
COMPONENTS

Key Visual Components
The Key Visual consists of a stylized letter X, the tagline with the project's name (this element can be omitted) and an element consisting of several fading circles.

Letter
The „X" in the key visual represents the main focal point and is derived from the project's name. It serves as a visual centerpiece, drawing attention to the core essence of the project.

Circles
The key visual's design elements reflect the project's focus on advanced technologies such as 5G and 6G. The use of circles can also represent connectivity, data exchange, and the network of sensors and devices involved in the project's trials and evaluations.

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KEY VISUAL INFORMATION

USAGE EXAMPLES

TARGET-X

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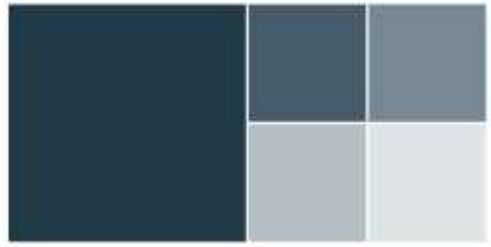
KEY VISUAL INFORMATION
POSITIONING

Positioning
The positioning of the key visual should always be decided according to the chosen format. To prevent arbitrary positioning, here are several examples of positioning.

GUIDELINES

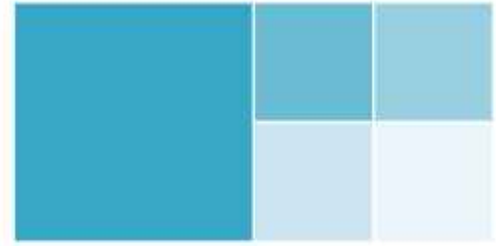
COLOURS



Main Colour

#2b3d4c

RGB (44 | 62 | 77) CMYK (84 | 63 | 46 | 46)



Accent Colour

#339ec4

RGB (51 | 158 | 196) CMYK (73 | 20 | 15 | 1)

Light Accent Colour

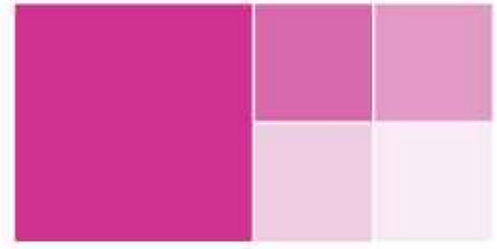
#f2f2f4

RGB (242 | 243 | 244) CMYK (6 | 4 | 4 | 0)

Accent Colour

#f91f93

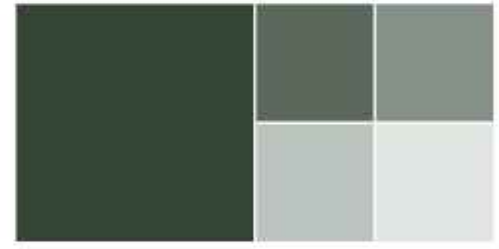
RGB (294 | 31 | 147) CMYK (0 | 88 | 41 | 2)



Accent Colour

#c6157c

RGB (198 | 22 | 124) CMYK (21 | 98 | 7 |0)



Accent Colour

#3f4b3c

RGB (63 | 75 | 60) CMYK (16 | 0 | 20 | 7 | 71)

Colours

The defined colors should be the sole palette used in all materials for TARGET-X, allowing for a unified visual identity. However, variations within the designated color range can be employed, permitting the use of different shades for added visual depth and versatility.

Source Sans Pro
We use Source Sans Pro as our main font, especially in all printed and Microsoft Office documents. Its versatile font styles provide the opportunity to use it effectively both online and in print materials.

Source Sans Pro Light

AaBb

ABCDEFGHIJKLMN
POPQRSTUVWXYZ

abcdefghijklmn
popqrstuvwxyz

Text
The Source Sans Pro font is particularly suitable for body text due to its excellent readability.

Source Sans Pro Regular

AaBb

ABCDEFGHIJKLMN
POPQRSTUVWXYZ

abcdefghijklmn
popqrstuvwxyz

Headlines
We use Source Sans Pro regular for headlines and subheadlines.

Source Sans Pro Semibold

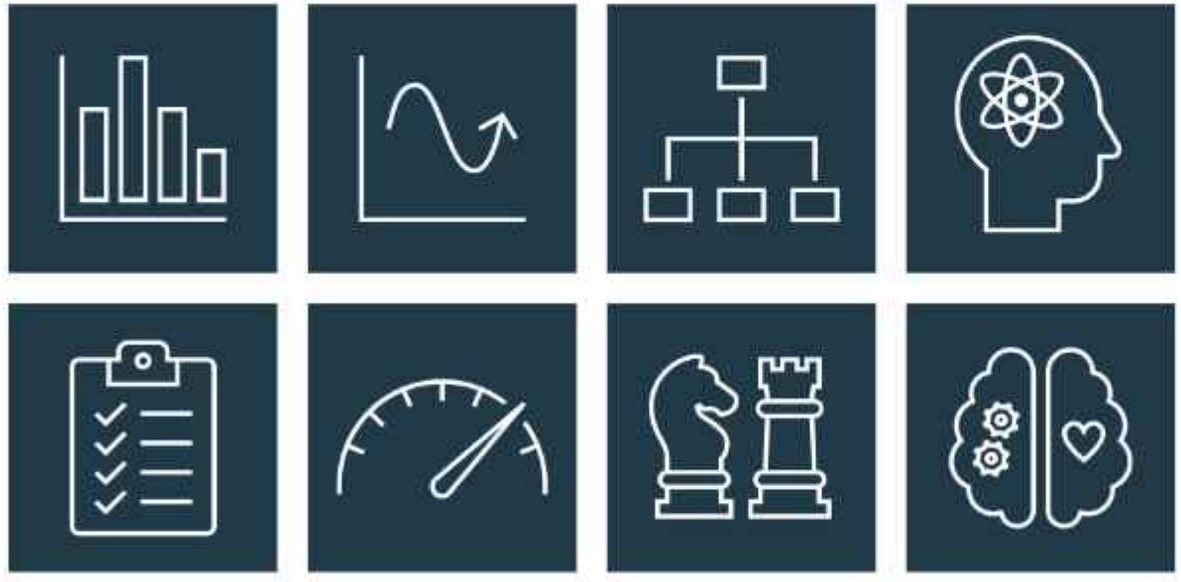
AaBb

ABCDEFGHIJKLMN
POPQRSTUVWXYZ

abcdefghijklmn
popqrstuvwxyz

Emphasis
Individual words and/or sentences can be emphasized in Bold.

Individual Icons
In order to achieve uniqueness, we use specially designed icons. These icons fit thematically and make for a distinct design.



Microsoft Office Icons
Microsoft Office provides a wide range of free-to-use symbols that can be utilized in materials to enhance and illustrate various points.

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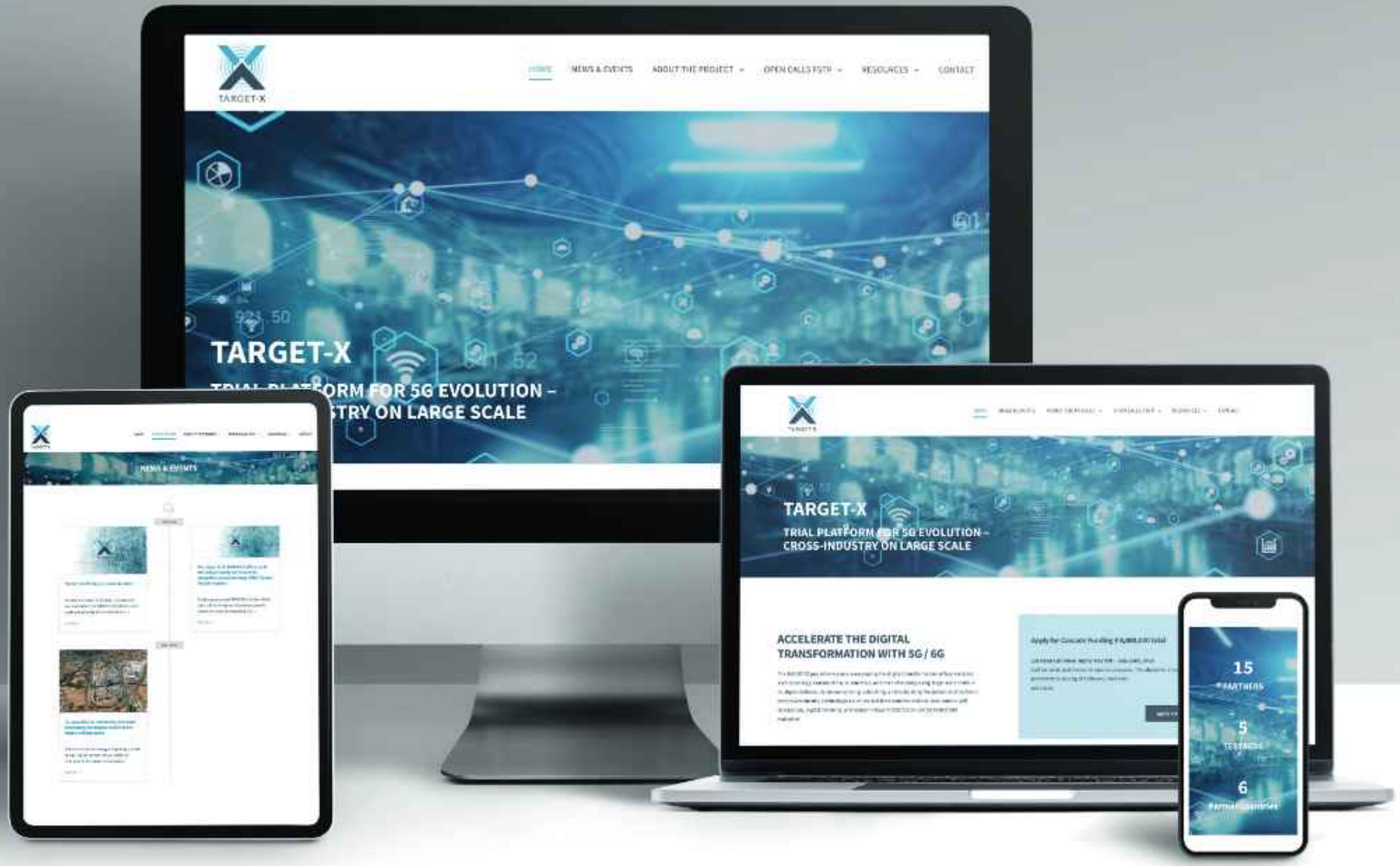
GUIDELINES
WEBSITE