

# Brand guide



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# 1. About



## Overview

INDoS is an European academic network project to improve how we work with and share research data, specifically data recorded from the brain.

## 2. Primary logo



### Description

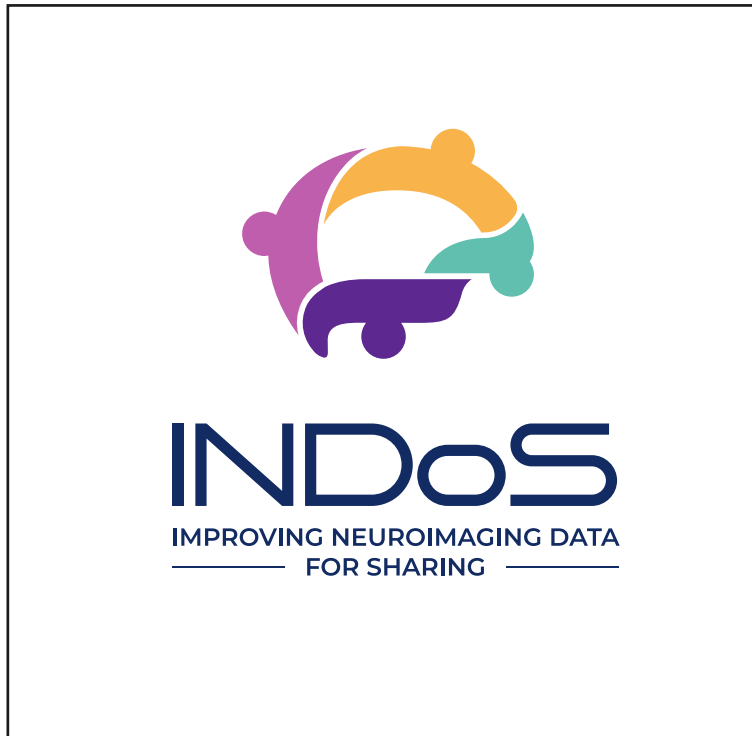
The logo is designed as four segments (representing abstract people) that form a schematic representation of a brain, viewed from the side.

The logo can express community, interaction, and issues related to the human brain.

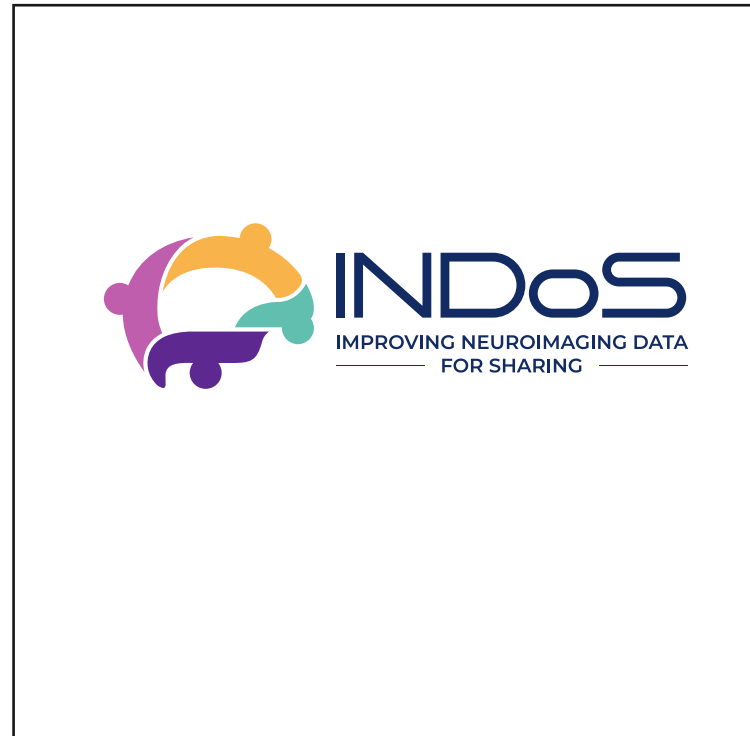
At the bottom, under the icon (or to the right of it), is the name "INDoS".

Below the name is the tagline "IMPROVING NEUROIMAGING DATA FOR SHARING", written in two lines.

Primary logo



Primary logo



### 3. The logo variations

Option of logo in black color



Option of logo in white color



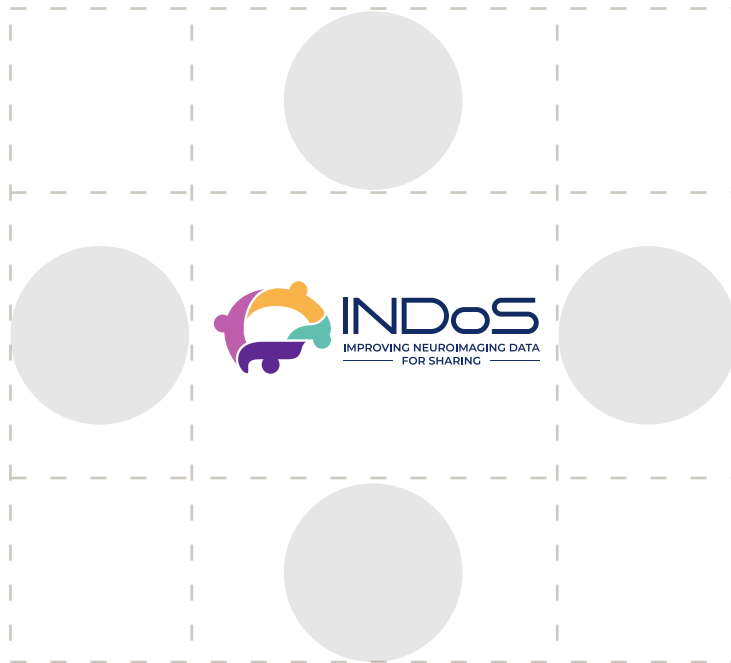
Symbol option



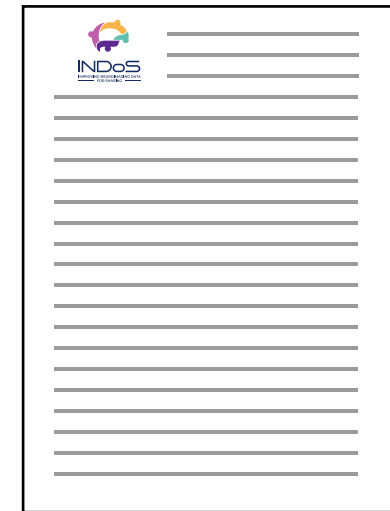
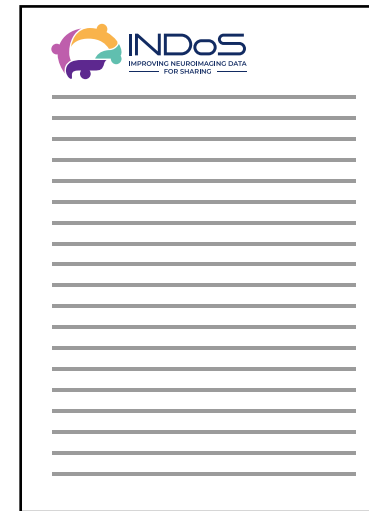
Watermark option



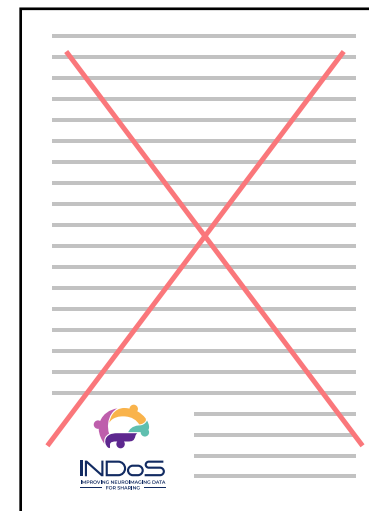
## 4. The logo usage



Please allow adequate spacing at all times.



Not recommended logo usage





1234 Somewhere St  
Somewhereville, NA 12345

## HEADLINE

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**Creative Art Director**  
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www.companyname.com



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Somewhereville, NA 12345

## HEADLINE

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**Creative Art Director**  
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John Smith

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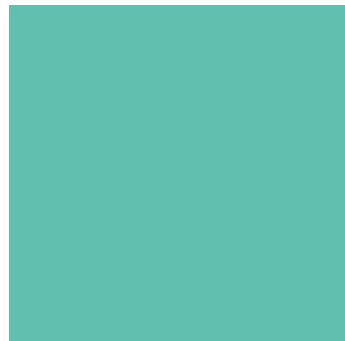
## 5. Colour scheme

Color of logo



HEX: #F9B34B  
RGB: 249, 179, 75  
CMYK: 3, 29, 66, 0  
Pantone 143C (80%)

Color of logo,



HEX: #60BFAF  
RGB: 96, 191, 175  
CMYK: 63, 1, 24, 0  
Pantone 7465C (80%)

Color of logo



HEX: BE5EAC  
RGB: 190, 94, 172  
CMYK: 24, 60, 3, 0  
Pantone 252C (90%)

Color of logo



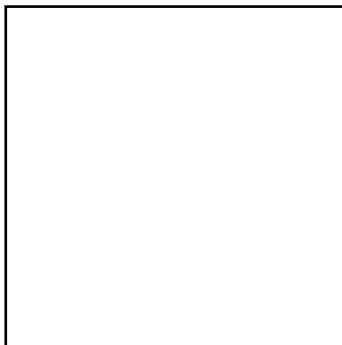
HEX: 5D288F  
RGB: 93, 40, 143  
CMYK: 66, 80, 3, 0  
Pantone 2084C

Color of name and tagline



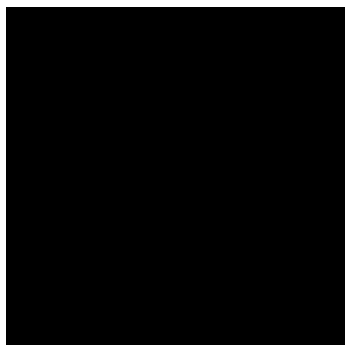
HEX: 122B62  
RGB: 18, 43, 98  
CMYK: 93, 69, 26, 14  
Pantone 3597C

Color option



HEX: ffffff  
RGB: 255,255,255  
CMYK: 0,0,0,0

Color option



HEX: 000000  
RGB: 0,0,0  
CMYK: 0,0,0,100

## 6. Typography

The typeface of name is "Lokko St Regular"

<https://www.myfonts.com/products/st-regular-lokko-296219>

Lokko St Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The typeface of tagline is "Montserrat SemiBold"

<https://www.dafontfree.net/montserrat-semi-bold-font/f78637.htm>

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# 7. Glossary

## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## Pantone

Pantone colors are color codes that stand for a specific shade. You can communicate about colors by defining the pantone code. Basically, pantone is the standard language for colors. The formula developed by pantone is a spot color. This means that the color is created from a palette of 18 basic colors, not with screens or dots.

Process colors are CMYK colors, the color is determined by cyan, magenta, yellow and black. There are more pantone colors because not all colors can be mixed in CMYK.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## 8. Contact Details



Designer:	Hanna Berla
Email:	<a href="mailto:anjuta.ua7@gmail.com">anjuta.ua7@gmail.com</a>
Web:	<a href="https://99designs.com/profiles/2142586">https://99designs.com/profiles/2142586</a>