NEMO

Brand identity guidelines

v. 1.0 - October 2023

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Concept

NEMO project aims at advancing the state of the art of battery management systems (BMS) by engaging advanced physics-based and data- driven battery models and state estimation techniques. Towards achieving this goal, the consortium tends to provide efficient software and hardware to handle, host, process, and execute these approaches within high-end local processors and cloud computing.

Main personality traits: Exciting, casual, essential, fun

For the identity system we took inspiration from these core ideas:

Exploration, prediction, improvement

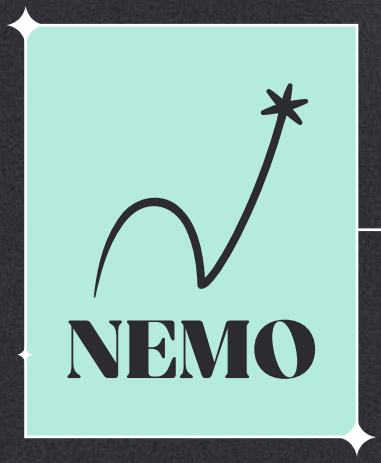
Logo | Concept

The Nemo logo was designed to symbolize the primary goal of the project: creating new battery models through the exploration of innovative data and techniques based on electrochemical impedance spectroscopy (EIS).

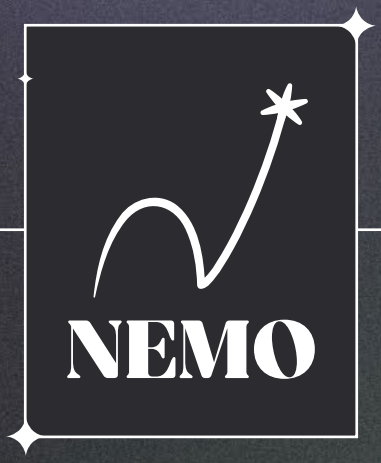
In this design, the star represents the project's ultimate objective, serving as a reference point and final destination while the trail of the star is inspired by the EIS Nyquist curve. Theese two elements are also used as a starting point for other elements of the visual identity such as icons and shapes.

Logo | Main version

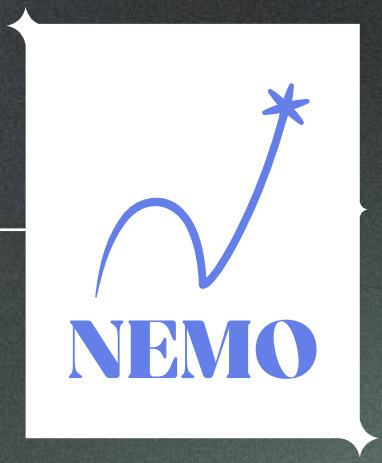
Light background



Dark background



white background

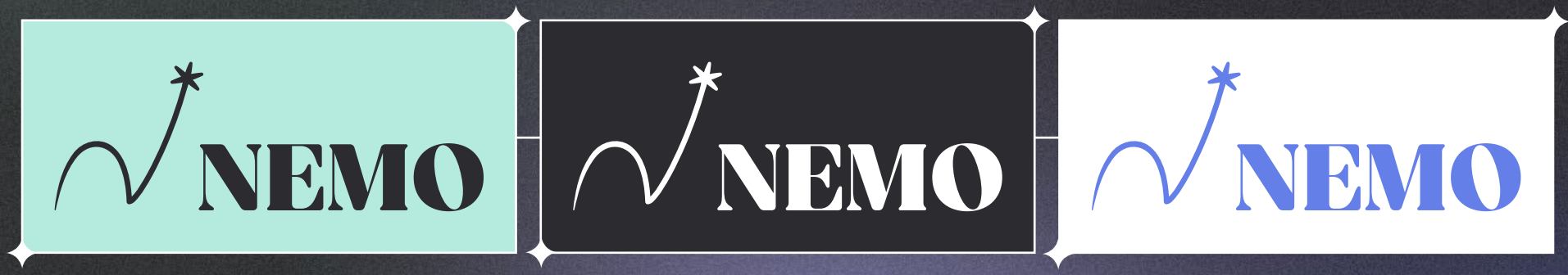


Logo | Horizontal version

Light background

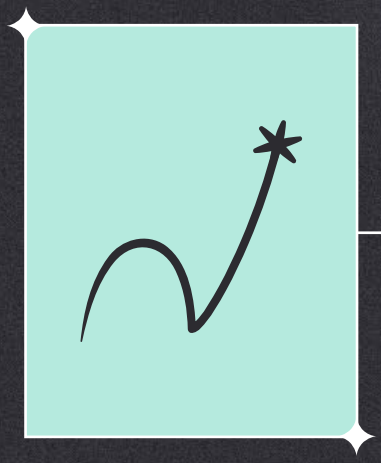
Dark background

white background

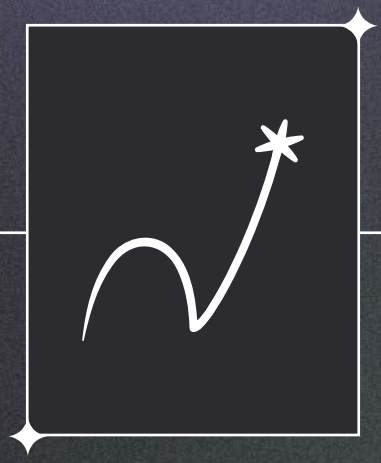


Logo | Icon

Light background



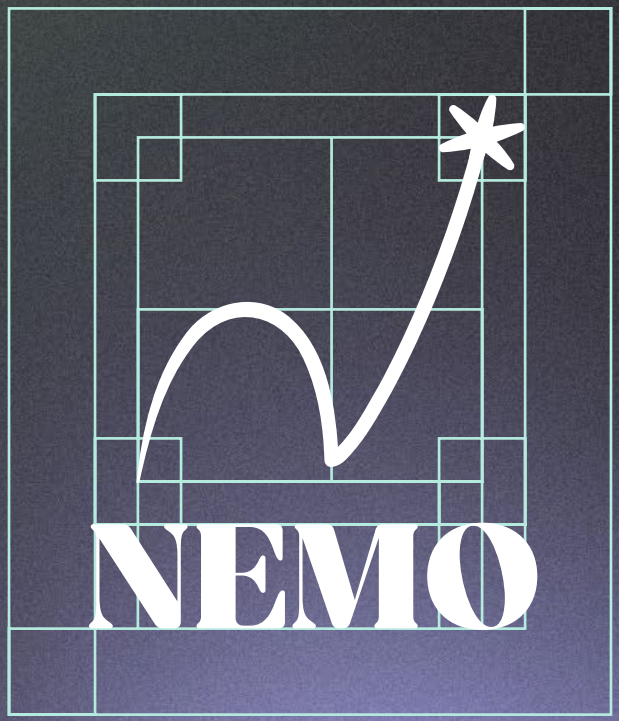
Dark background



white background

Note: Use these social badges only if the project's name is clearly stated and associated to the icon in textual form.

Logo | Respect area and construction grid



Colors

CMYK
70, 50, 0, 0

RGB
100, 128, 232

HEX
#6480E8

CMYK
32, 28, 0, 0

RGB
173, 170, 246

HEX
#ADAAF6

CMYK
33, 0, 19, 0

RGB
181, 234, 222

HEX
#B5EADE

CMYK
64, 0, 68, 0

RGB
86, 194, 117

HEX
#56C275

Note:

The colors of the project may vary from CMYK and RGB. Use the appropriate color format based on the required output.

N.B.

Avoid using purples on greens, and vice versa as they may have insufficient contrast.

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#FFFFFF

CMYK
0, 0, 0, 90

RGB
44, 43, 48

HEX
#2C2B30

Typography

Major headline is set in FIELDS DESPLAY BOLD

Headline is set in FIELDS DISPLAY BOLD

Body copy is set in OBVIUSLY REGULAR.

Es dolupti vendelest quide debit aut adi aborepe lluptatiis doluptatem eatem ut et aut hil incia dit voluptatur, simagnatem ut ut que sit odisimet fugia voluptatur, cusa voluptatur, cusae nihil es inctum, temolup tuscill uptasse quia quiaestrum fugia porio bearit luptatur?

MS Office safe font is ARIAL for headlines and body copy.

Fields Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!#€%&/.|*'@,?:;)

Obviusly Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!#€%&/.|*'@,?:;)

NEMO

The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules. For further information please contact:

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