

An abstract geometric pattern composed of various colored squares and triangles, including shades of purple, pink, red, orange, yellow, and teal, arranged in a grid-like fashion on a dark blue background. The pattern is more dense on the right side and fades out towards the left.

# BRAND RULES

Data Pitch 2017

## Introduction

Welcome to Data Pitch Brand Guidelines. Our identity reflects the business we are today and the aspirations we have for the future. We created these brand rules to ensure that all communications remain consistently in-line with our brand, and the people, products and services it represents.



LOGO

## Our logo

Our logo is central to the Data Pitch identity. It's a bold authoritative mark using dynamic shapes. This logo is to be used for all printed collateral including all printed publications, advertising, posters, flyers and online usage.

When using the logo at a reduced size, we suggest using the smaller logos below, either with or without the Data Pitch wording below.



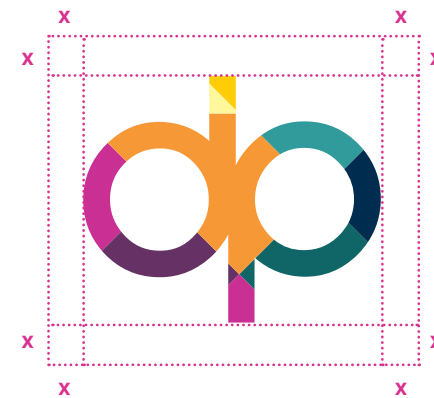
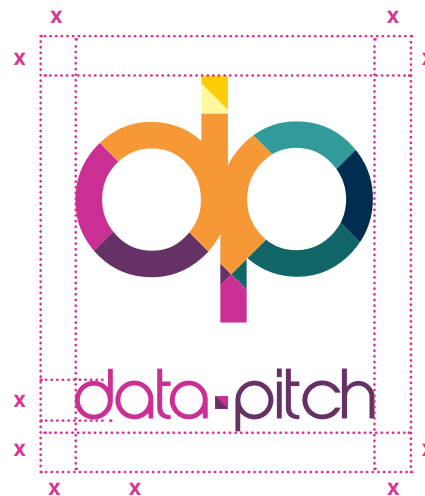
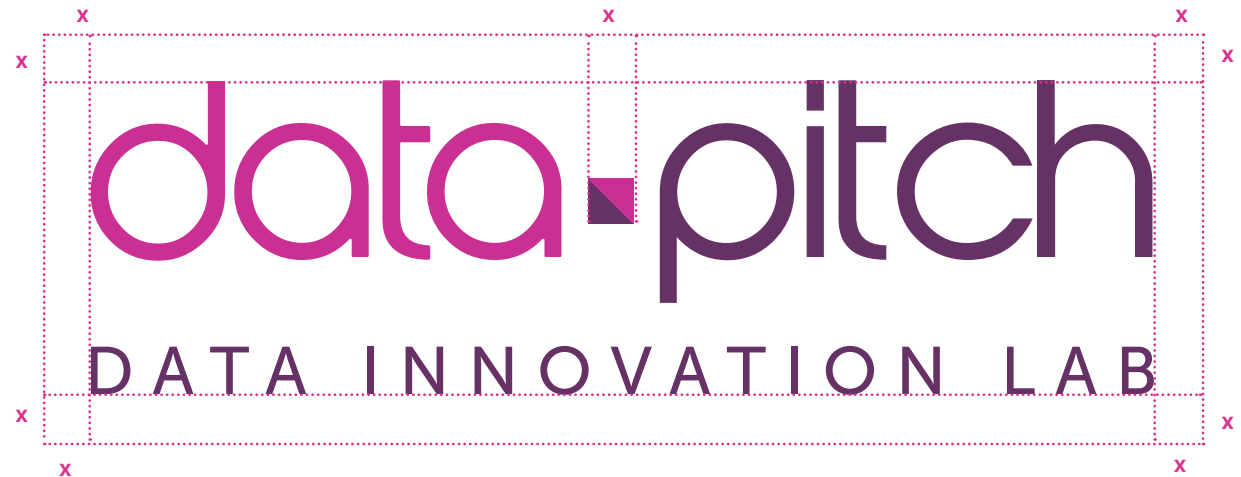
## Clear space

In order to maximise the visual impact of our logo, it needs to be given room to breathe.

This exclusion zone prevents other graphic elements from detracting from our logo. No other object should encroach on this space.

The minimum safe area for our logo is the height of the 'square' surrounding the space.

For the smaller versions of our logo the minimum safe area is the height of the 'data pitch' wording surrounding the space.



An abstract geometric pattern composed of a grid of squares and triangles. The colors used include dark blue, teal, orange, yellow, red, purple, and pink. The pattern is symmetrical and features a central white square. The word 'COLOURS' is written vertically in orange text on the right side of the image.

# COLOURS

# Our colours

Colours and their accurate reproduction are important to brand consistency.

<p>Data Pitch Dark Orange</p> <p>CMYK - 12/64/73/0 RGB - 204/102/102 HEX - #CC6666</p>	<p>Data Pitch Pale Yellow</p> <p>CMYK - 0/0/49/0 RGB - 255/255/153 HEX - #FFFF99</p>	<p>Data Pitch Yellow</p> <p>CMYK - 0/19/100/0 RGB - 255/204/0 HEX - #FFCC00</p>	<p>Data Pitch Orange</p> <p>CMYK - 0/48/88/0 RGB - 255/153/51 HEX - #FF9933</p>
<p>Data Pitch Pink</p> <p>CMYK -17/92/0/0 RGB - 204/51/153 HEX - #CC3399</p>	<p>Data Pitch Dark Pink</p> <p>CMYK - 10/92/0/20 RGB - 204/51/102 HEX - #CC3366</p>	<p>Data Pitch Dark Red</p> <p>CMYK - 26/100/74/0 RGB - 153/0/51 HEX - #990033</p>	<p>Data Pitch Purple</p> <p>CMYK - 65/91/32/18 RGB - 102/51/102 HEX - #663366</p>
<p>Data Pitch Dark Teal</p> <p>CMYK -90/42/55/22 RGB - 0/102/102 HEX - #006666</p>	<p>Data Pitch Teal</p> <p>CMYK - 77/21/42/0 RGB - 51/153/153 HEX - #339999</p>	<p>Data Pitch Dark Blue</p> <p>CMYK - 79/38/0/76 RGB - 0/47/79 HEX - #002F4F</p>	<p>Data Pitch Grey</p> <p>CMYK - 0/0/0/70 RGB - 102/102/102 HEX - #666666</p>

## Our fonts

Our typeface is Museo Sans. It is a simple, modern sans-serif typeface allowing our communications to be clear and accessible.

Museo Sans 700

Aa

Museo Sans 300

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*()-\_=



# Our system font

Our system font is Calibri. This font should be used on internal documents, and documents produced in house. Calibri is also our chosen font for emails and online applications.

Calibri Bold

Aa

Calibri Regular

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@£\$%^&\*()-\_=



# BRAND ASSETS

# Connected blocks

The connected blocks graphic is a key element of the Data Pitch brand.

Born from the Data Pitch logo, it has been designed to create immediate brand recognition.

Using the connected blocks in different ways adds an element of depth and creativity to our brand.

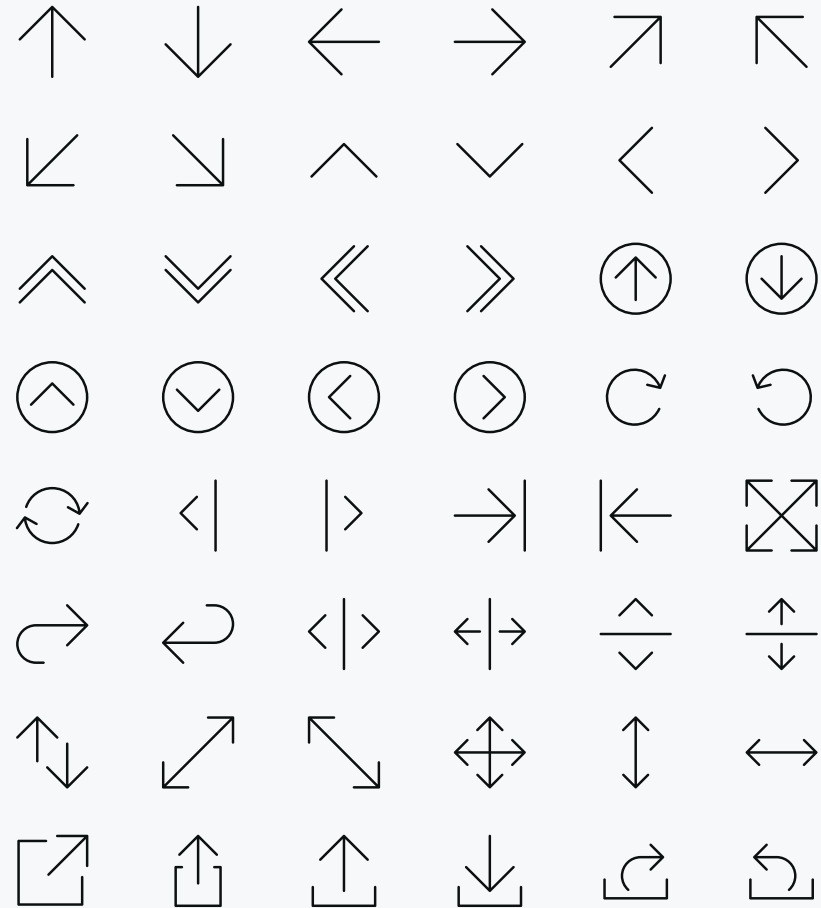
For example, it can be used for document covers or form part of headers or footers etc.

The graphic should not be stretched. Elements of the graphic can be used to highlight key points or for use in infographics.



# Arrows

The arrows can be used over our connected blocks and represent the diversity of Data Pitch -  
A Europe-wide data innovation ecosystem, always  
reaching further and seeking new solutions.



# Arrows

Arrows creating more depth and diversity to the Data Pitch brand. The connecting blocks can be used with or without the arrows.



# Infographic

Information boxes can be used to hold wording, facts and icons.



# Photography

Our imagery captures the essence of the organisation and connects with our audiences in ways that words alone can't.

The style of photography should be reportage, highlighting the work we do and the people we/our partners support.



The background of the slide is a complex, abstract geometric pattern. It consists of a grid of squares, many of which are further divided into triangles by diagonal lines. The colors used are a variety of shades including dark blue, teal, orange, yellow, red, purple, and pink. The pattern is dense and covers the entire slide area, except for the central text box.

# PRESENTATIONS



# PowerPoint

This is our PowerPoint template which has many variations inbuilt to help customise your document.

A logo doesn't have to appear on every page but must be on both front and back covers.



# Title here to go here

- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.

## Title here to go here

“Large quote here experitem am, entem hit quo eosti bea et everro ilit utauo cus at ipsam volut est explauditio excesse quisitat edicita sdbjsak duds.”

Name here  
Job title

Title of presentation here

02

# Title here to go here

- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.
- Bullet point to go here Et dolorem experitem am, entem hit quo ius eosti bea et everro et everro ilit ilit utat.

## Title here to go here

03

MEETING CHALLENGES WITH DATA

Subheading here  
Ga. Et dolorem experitem am, entem hit quo ius eosti bea et everro ilit utat.  
Et quo cus at ipsam volut est explauditio excesse quisitate simendicitas et et facest experum volo ex

Subheading here Et quo cus at ipsam volut est explauditio excesse quisitate simendicitas et et facest experum volo ex

Et quo cus at ipsam volut est explauditio excesse quisitate simendicitas et et facest experum volo ex

Et quo cus at ipsam volut est explauditio excesse quisitate simendicitas et et facest experum volo ex

Title of presentation here

04

An abstract geometric pattern composed of a grid of squares and triangles. The colors include dark blue, teal, orange, yellow, red, purple, and pink. The pattern is symmetrical and repeats across the page.

# BANNERS





MERCHANDISE

Merchandise



Merchandise

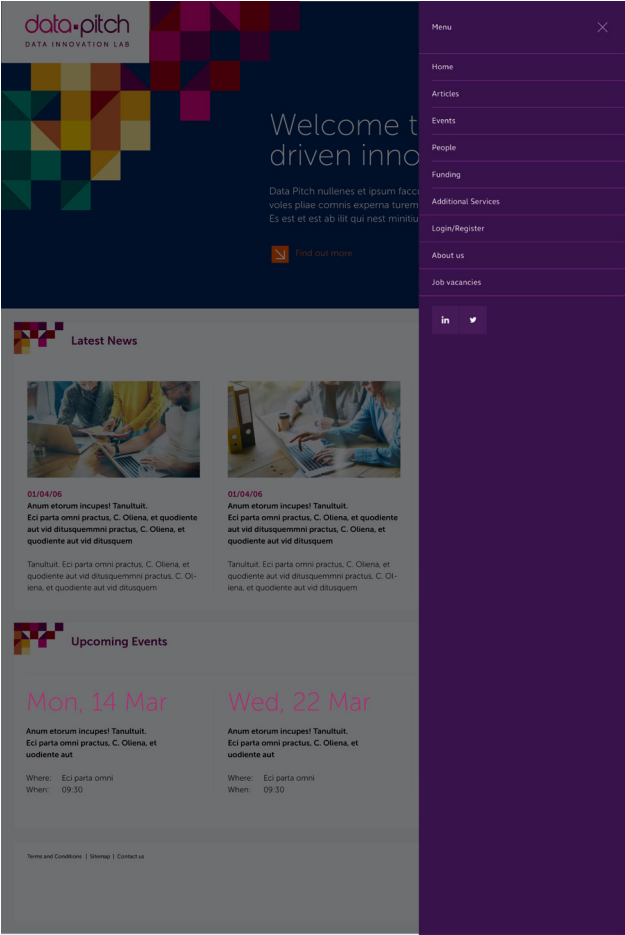




SOCIAL MEDIA / WEB











PRINT



FACT SHEET



  
DATA INNOVATION LAB

### DATA PITCH

**Data Pitch will create a transnational, Europe-wide data innovation ecosystem that will bring together data owners and Big Data technology providers, with startups and SMEs with fresh ideas for data-driven products and services.**

Data Pitch is an EU Horizon 2020 programme led by the University of Southampton, Open Data Institute, Telecom Italia and Beta-i. **Our goals are to:**

- Explore the critical factors that impact the way organisations create value from sharing data;
- Organise a competition addressing economic, societal, and environmental challenges, present and future, to identify promising digital innovators and data-empowered solutions;
- Create a cross-sectoral, secure data experimentation facility which will offer the winners of this competition a purposeful environment to nurture their ideas; and
- Support them by solving common concerns through funding, technical, legal, marketing, and commercial assistance.

Drawing on the experience from key players in the consortium, we will establish a European Data Innovation Lab, guided and promoted by targeted engagement channels and an international network of hundreds of organisations that have already confirmed their intention to join forces with and support Data Pitch. Together we will make the European data economy stronger and help the region regain leadership in innovation through digital transformation.

### PROJECT FACTS AND FIGURES

**Project:** GA 732506 - Data Pitch - H2020-ICT-2016-2017/H2020-ICT-2016-1

**Coordinator:** University of Southampton, UK

**Duration:** 36 months from 1 January 2017 to 31 December 2019

**Budget:** €6,994,105.00

**Website:** <http://datapitch.eu/>

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