BRAND
Guidelines

DELPHI

The purpose of this guide is to assist the Consortium in using DELPHI logo correctly and maintaining the integrity of the project's overall brand identity.
It is also a useful aid when instructing typographers and others employed to produce branded items to design and create DELPHI communications material

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Brand Logo

The idea behind

The minimal design of the DELPHI logo is based on in the following characteristics:

- The creation of a single sign with separate elements such as human element (passengers), box/package (goods) on an abstract transport element (wheels, road) that refers to various means of transport and traffic.
- The circle surrounding the integrated elements characterizes the integration of all of the above into a single secure system.
- The typeface chosen for DELPHI, minimal clean and thin letter weight gives a contemporary tone of approach and balances with the full circular sign of the elements.
- As a Verbal logo it was created on a minimalistic design to be simple, memorable and easily adjustable in various occasions.

Logo Elements

Colors

The DELPHI logo uses two colors

Blue = Blue for its technological character, that pronounces the optimisation of passenger and freight transport.

Green = Green for the future of green mobility.

Logo Variations

Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on page 7 are available for usage.

Logo Variations

a) Negative Format:

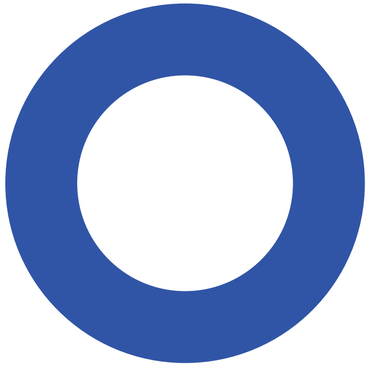
This format of the DELPHI logo is only used when placing the logo on an image, a colored background or a pattern.

b) BW/Grayscale Formats

These logo variations are meant to be printed in a grayscale or black and white format (i.e. internal memos).

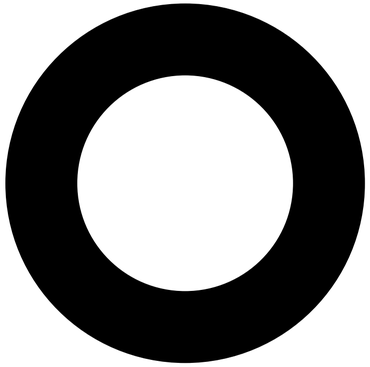
Color Pallete

MAIN COLORS



CMYK = C90 M75 Y0 K0
RGB = R0 G0 B255
#0000ff

CMYK = C65 M0 Y100 K0
RGB = R0 G244 B9
#00f609



CMYK = C0 M0 Y0 K100
RGB = R0 G0 B0
#000000

CMYK colors are used in printing material.

RGB colors are used on web applications.

Logo Usage

The Clear Space zone around the logo has been determined to ensure the proper visibility of the DELPHI logotype.

Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the DELPHI logo always appears unobstructed and distinctly separate from any other visuals.

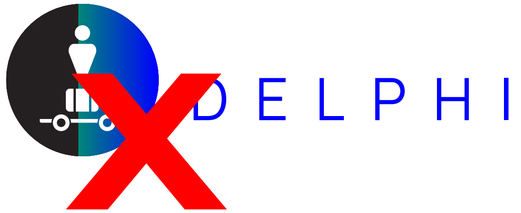
To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended.

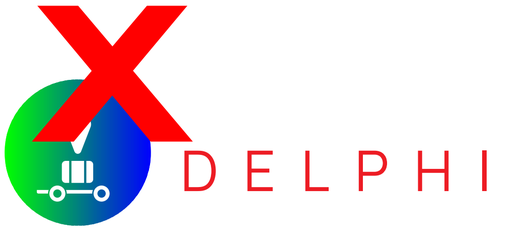
LOGOTYPE PRINT minimum size
48 mm W X 14 mm H

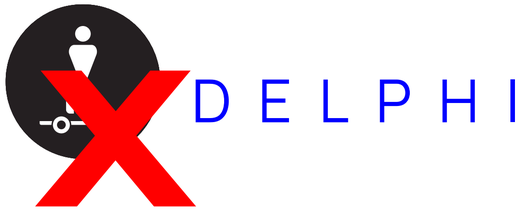
LOGOTYPE SCREEN minimum size
188 px W I 57,2 px H

Logo
Improper use

Display the DELPHI logo only in the formats that are specified in this guide.
The DELPHI logo may not appear in any other colors than the already specified in page 8 of this guide.
Do not rotate, skew, scale, redraw, alter or distort the DELPHI logo in any way.
Do not combine the DELPHI logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

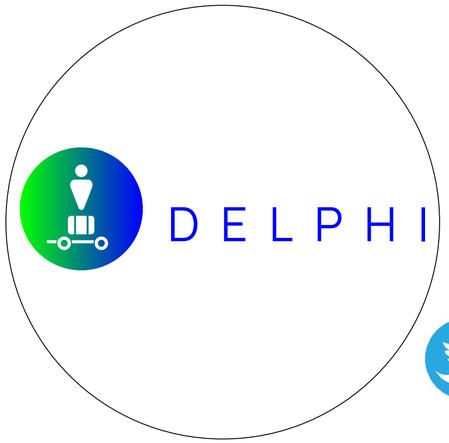






Logo usage on social media

Logo use on social media: the logo should be used in a white background.



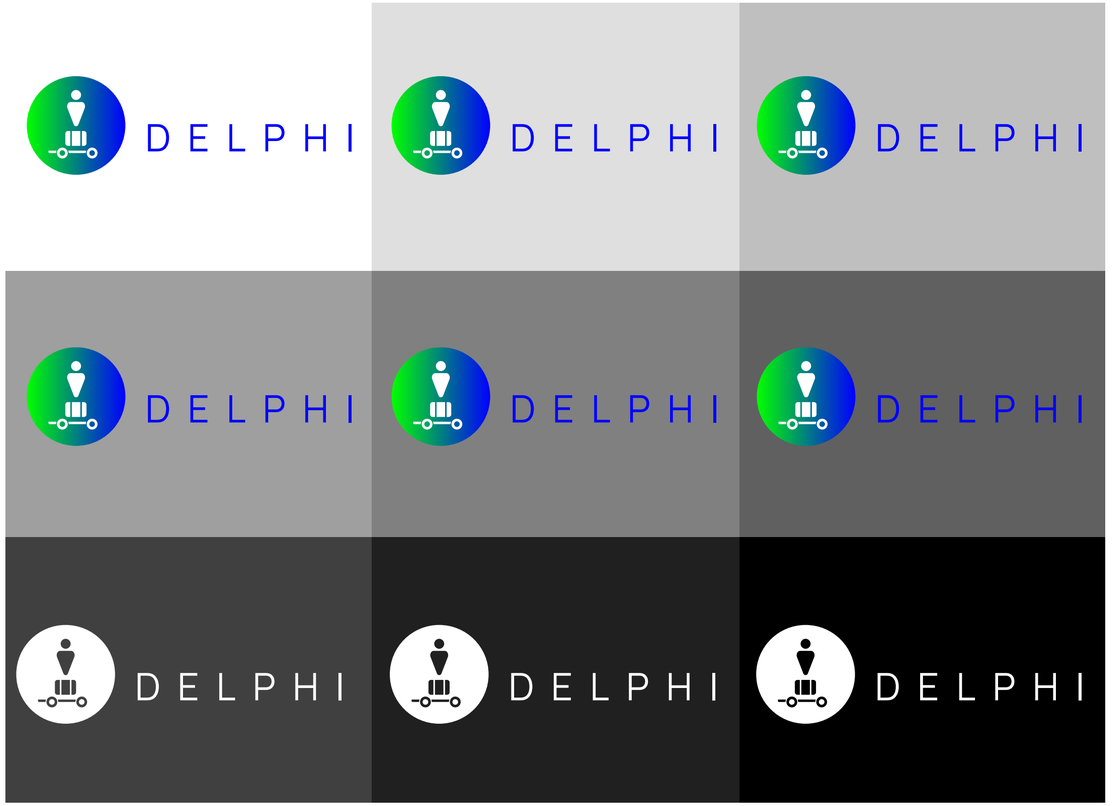
twitter icon

linkedin icon

Logo usage on backgrounds

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



Typography BRAND

Must be always used to all communications material and in web and media applications wherever this is possible (i.e. at the DELPHI website), to retain consistency. Replacing the given typeface with others should not be done under any circumstances.

Calibri fonts family

Light	ABCDEFGHIJKLMNOPQRSTUVWXZ abcdefghijklmnopqrstuvwxz
Light italic	*ABCDEFGHIJKLMNOPQRSTUVWXZ* *abcdefghijklmnopqrstuvwxz*
Regular	ABCDEFGHIJKLMNOPQRSTUVWXZ abcdefghijklmnopqrstuvwxz
Regular italic	*ABCDEFGHIJKLMNOPQRSTUVWXZ* *abcdefghijklmnopqrstuvwxz*
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXZ** **abcdefghijklmnopqrstuvwx**
Bold italic	***ABCDEFGHIJKLMNOPQRSTUVWXZ*** ***abcdefghijklmnopqrstuvwx***

Typography BRAND

Only for MS templates and publication the use of Calibri (Body) font is recommended as it is friendly, easy to read, modern and clean.

1) For MS templates and publications

HEADING 1
Calibri bold,
18pt black colors

HEADING 2
Calibri bold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

HEADING 4
Calibri bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Calibri-Regular, 11pt, black colors

2) For Website and other web-applications

HEADING 1
Calibri Bold,
18pt black colors

HEADING 2
Calibri Bold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Calibri Bold,
14pt, blue colors (RGB R37 G60 B126)

HEADING 4
Calibri medium,
14pt, blue colors (RGB R37 G60 B126)

Body text
Calibri-Regular, 11pt, black colors

3) For leaflets and other material

HEADING 1
Calibri Bold,
18pt black colors

HEADING 2
Calibri Bold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Calibri Bold,
14pt, blue colors (RGB R37 G60 B126)

HEADING 4
Calibri medium,
14pt, blue colors (RGB R37 G60 B126)

Body text
Calibri-Regular, 11pt, black colors

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