

PYRAH2 Corporate Image Manual

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Introduction



The PYRAH2 brand has been designed to express the values, goals and unique personality of the project.

This image manual will facilitate a proper, assertive, and uniform communication between consortium members in all the materials that will be released during and after the project timeline.

Content

01

The logotype

02

Safe area

03

The logo applications

04

Incorrect uses of
the logo

05

Fonts

06

Colour palette

07

Stock images

08

Social media

09

Word template

10

Power Point template

11

Guidelines for producing

12

Video production

13

Photo production

14

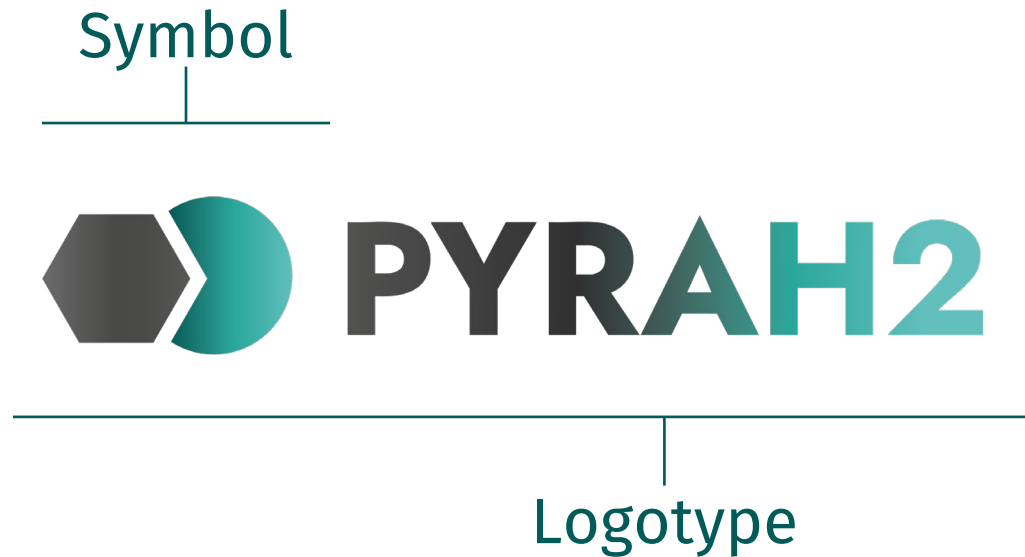
Guidelines for blog post

15

Blog post

The logotype

The logotype is the heart of the PYRAH2 brand. This is a combination mark, which means, that it is formed by the name of the project and a symbol. The correct application of this logo in all the official communication materials will ensure that the target audience will recognize this material as part of the PYRAH2 brand.



The logotype



The PYRAH2 logo uses the Jost font, a geometric sans-serif typeface designed for large-scale applications. The visual elements represent the project's two products: solid carbon, depicted as a dense, dark angular icon in black gradient; and hydrogen, shown as a light, circular icon in green gradient—both key outputs for the metal industry.

Safe area

For the logo there is a safety area that will determine the minimum distance of the logo from any other graphic material or text.



Logo applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. Being the horizontal logo the main one.

Horizontal Logo



Square Logo



Logo applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. For dark backgrounds use the white logo and for light backgrounds use the black logo.

Main Logo



Positive b&w Logo



Negative b&w Logo



Logo applications

To ensure the usability of the logo in all different kind of materials, textures and situations there are some variants of the logo. Only this ones will be accepted as a correct use of the brand image. For dark backgrounds use the white logo and for light backgrounds use the black logo (same with the square logo).

Main Logo



Positive b&w Logo



Negative b&w Logo



Logo applications

When there is the need to apply the logo to different backgrounds these are the correct examples to follow:

**Dark non-corporate
color background**



**Light non-corporate
color background**



**Dark image
background**



**Light image
background**



Incorrect uses of the logo

These are the rules of the use of the logo for the different materials. Each one of the rules is followed by its example. Any doubt about the use of the logo should be directed to the graphic designer.

01



02



03



04



05



06



07



1. Don't stretch
2. Don't add effects
3. Don't place over busy backgrounds
4. Don't change the colour
5. Don't rotate
6. Don't flip
7. Don't write words in the style of the logo

Fonts

The following fonts are official selected to represent the PYRAH2 brand. The headings will go in Barlow (Extra Bold preferably) and the texts will go with Fira Sans in any of their versions (regular, bold & italic). Both fonts are accessible to all public and can be found in Google fonts.

Barlow

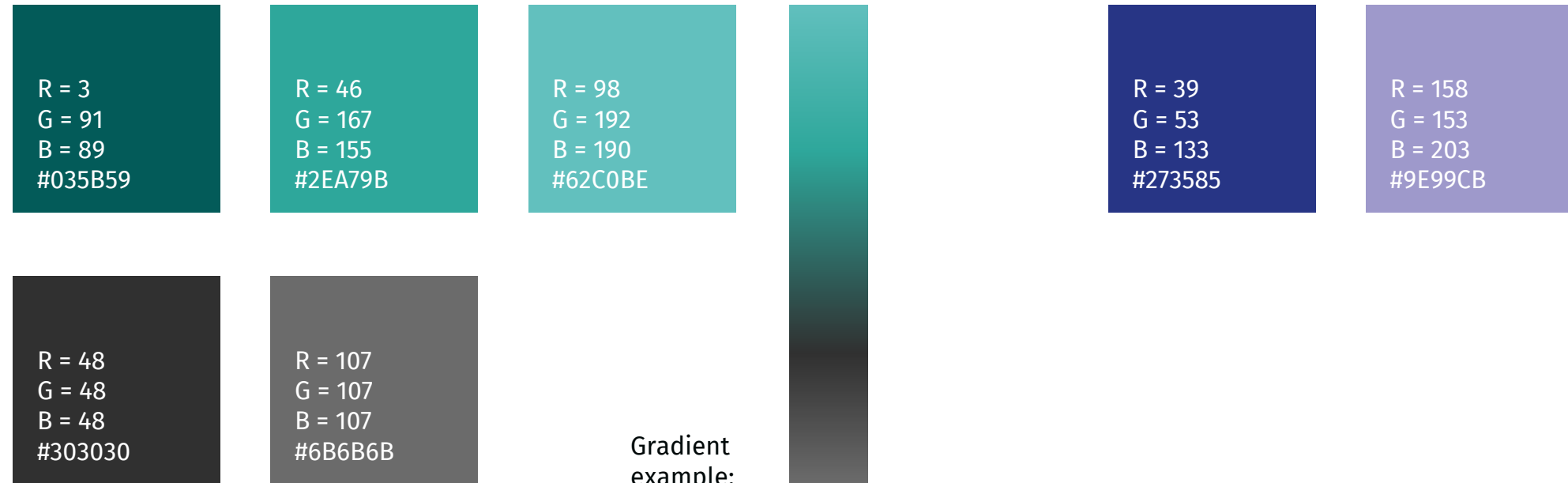
- **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
- **abcdefghijklmnopqrstuvwxyz**
- [Download here](#)

Fira Sans

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Abcdefghijklmnopqrstuvwxyz
- [Download here](#)

Colour palette

The following colours are the only ones which may be used for the PYRAH2 logotype. No other colours may be used or substituted for the PYRAH2 materials.



Stock images

The PYRAH2 brand has a specific kind of images for their materials. In this page you can see some of the examples of the kind of photos that can be used to illustrate the different materials.



Social media

Linkedin





**PYRAH2**

Commercial Real Estate · 6.762 followers
See all 1.239 employees in LinkedIn

[Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

About
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam ... [see more](#)

[See all details](#)

People Highlight

239 employees working in art and design
 +99
Lorem ipsum dolor sit amet, consectetur

761 employees working in New York City
 +99
Lorem ipsum dolor sit amet, consectetur

Ads

Add to your feed

**The Company**
Real Estate
78.292 Followers
[+ Follow](#)

**The Company**
Digital Agency
108.273 Followers
[+ Follow](#)

**The Company**
Insurance
49.532 Followers
[+ Follow](#)

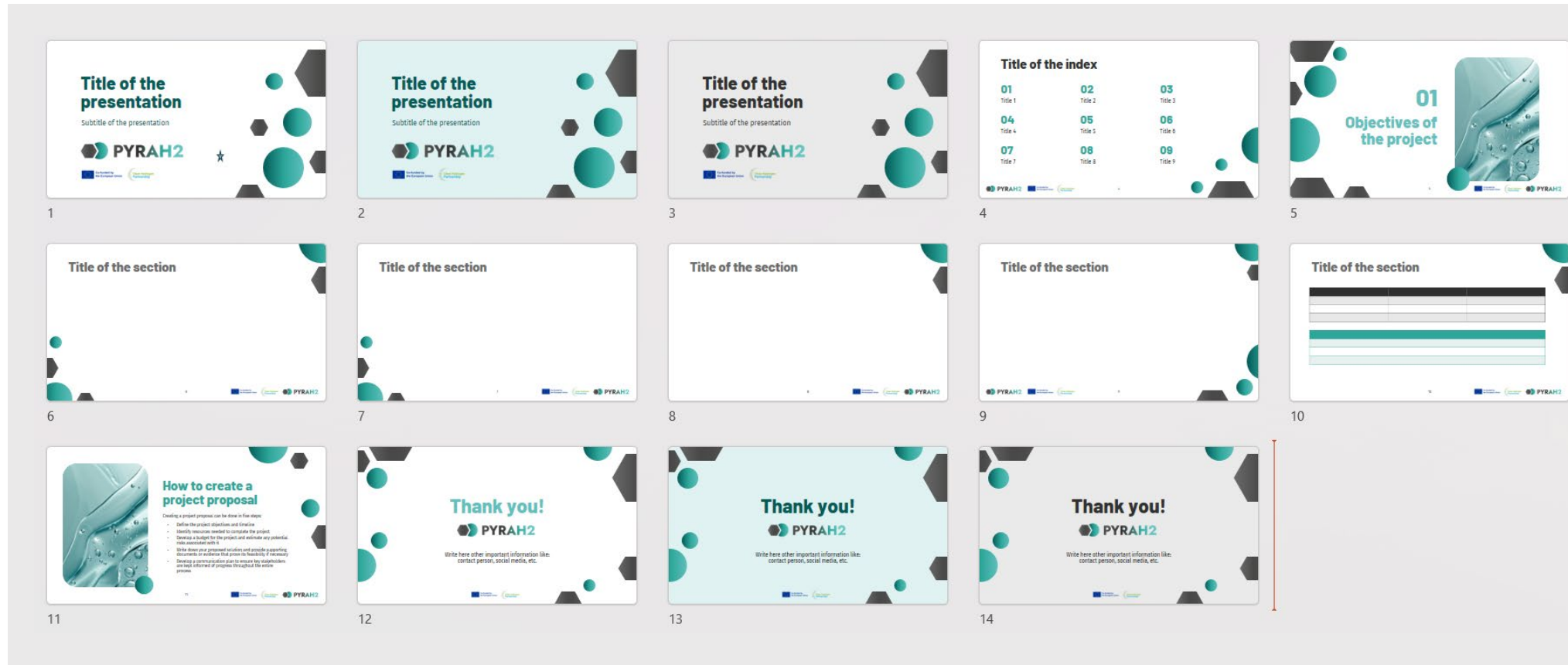
[View all recommendation](#)

Word template

The image displays a sequence of seven Word document templates for the PYRAH2 project. Each template features the PYRAH2 logo and a header section. The templates are as follows:

- Template 1:** Project Information. Includes fields for Project Title, Project Description, Project Lead, Project Start Date, Project End Date, Project Budget, and Project Status. It also has a section for Deliverable Information with fields for Deliverable ID, Title, and Description.
- Template 2:** Document Log. Includes a table for Document Log with columns for Version, Date, Author, and Description of Change. It also has a Declaration section with a text area for the project lead to declare the accuracy of the information provided.
- Template 3:** Table of Contents. Includes a table of contents with columns for Page Number, Page Title, and Page Content. It also has a section for Annexes with a table for Annex Information.
- Template 4:** Annexes. Includes a section for Annexes with a table for Annex Information.
- Template 5:** Co-funded by the European Union. Includes the European Union flag and the text "Co-funded by the European Union". It also has a section for Annexes with a table for Annex Information.
- Template 6:** Annexes. Includes a section for Annexes with a table for Annex Information.
- Template 7:** Annexes. Includes a section for Annexes with a table for Annex Information.

Power Point template



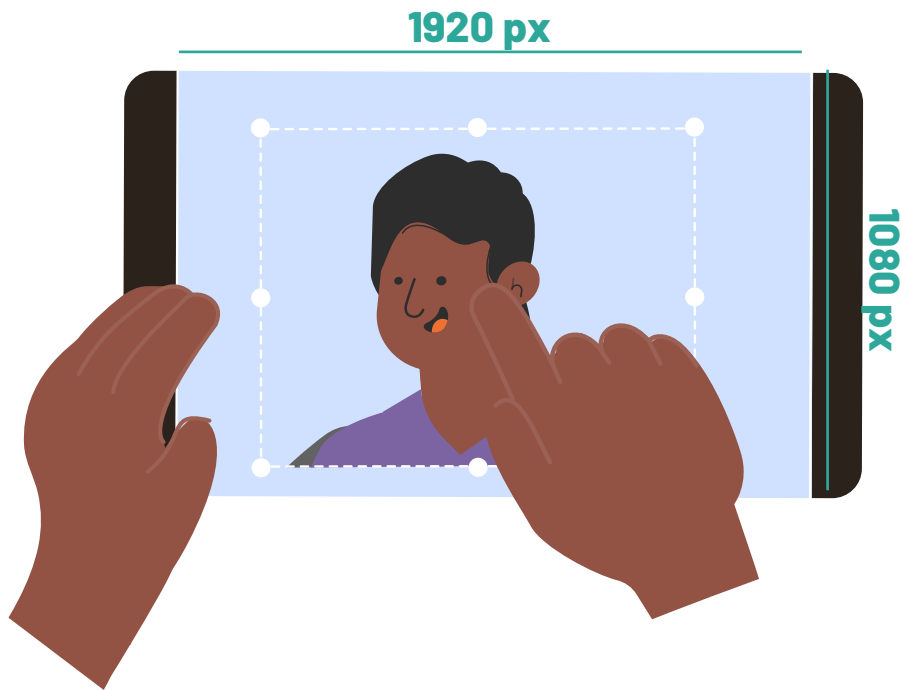
Tables example



Guidelines for producing

As part of the brand manual it's important to talk about the guidelines to follow in order to create a professional and useful content. Some of these tips may be quite basic or obvious but its important to always keep them in mind. The list includes some things to keep in mind when creating content (photos and videos) to be used for the communication and dissemination of the PYRAH2 project.

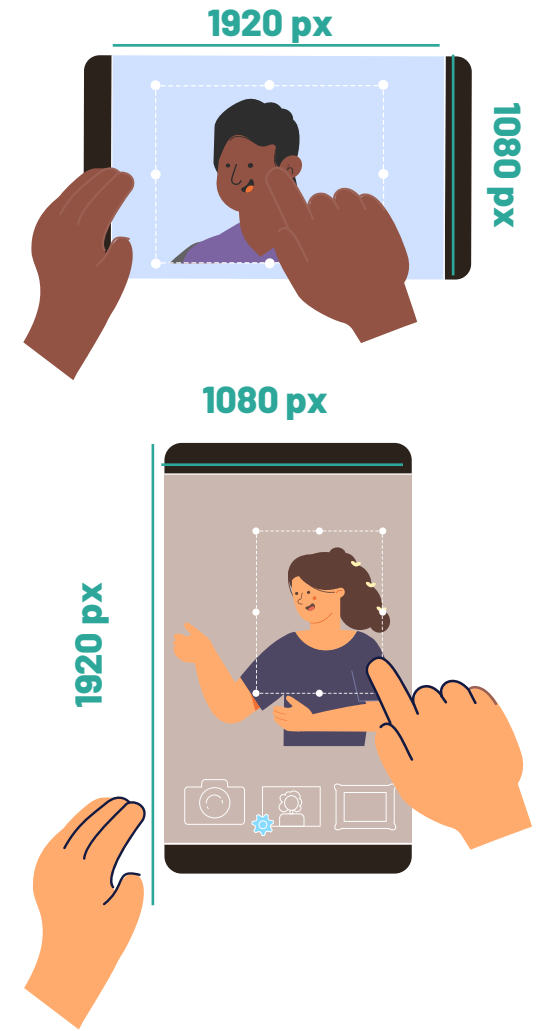
Video production



1. All videos should be horizontal.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to record in well lit place. Avoid recording in dark rooms.
4. Record only on quiet places and where there are not many people passing by.
5. Choose an appropriate background, nothing distracting. Avoid excessive light on the back.
6. Before start recording make sure that the subject is in focus and with the right light adjustment by clicking on the person face.

Photo production

1. Photos can be both horizontal and vertical.
2. Resolution should be HD (1920 x 1080) minimum. You can check this in the settings of your phone camera app.
3. Make sure to make photos with the right lightning. Quality may decrease in dark places.
4. Do not make photos of people with a strongly illuminated background, place the subject or the focus on the areas being illuminated and not the direct source of the light.
5. Before taking the photo make sure that the subject is in focus and with the right light adjustment by clicking on the person face.





Guidelines for blog post

The creation of content is an important part of the communication and dissemination task. All the consortium members will be asked to create some content at some point during the project. In the next page we can find some relevant points that should be part of the format and the content of those articles.

Blog post

Content

- Articles should be relevant to the PYRAH2 project or relate directly to the project.
- Avoid political jargon and academic theory. If needed, there should be a clear explanation.
- If there are references being used we need to add the bibliography and links

Format

- Blogs may have a minimum of 350-500 words.
- Name of the author, roll* and institution* (optional)
- Title, no more than 50 characters. Using keywords that will help promote in social media.
- First paragraph should be a small sum up of the article. (3 or 4 sentences, max 20 words)
- An image or a photo to illustrate. (event, participants, speakers). If it is a stock image it is important to know if the image is free of use.

Thank you!



If there are any doubts or comments on how to apply PYRAH2 corporate image, please refer it to: anna.marti@inveniam-group.com