

CREATING



VISUAL IDENTITY

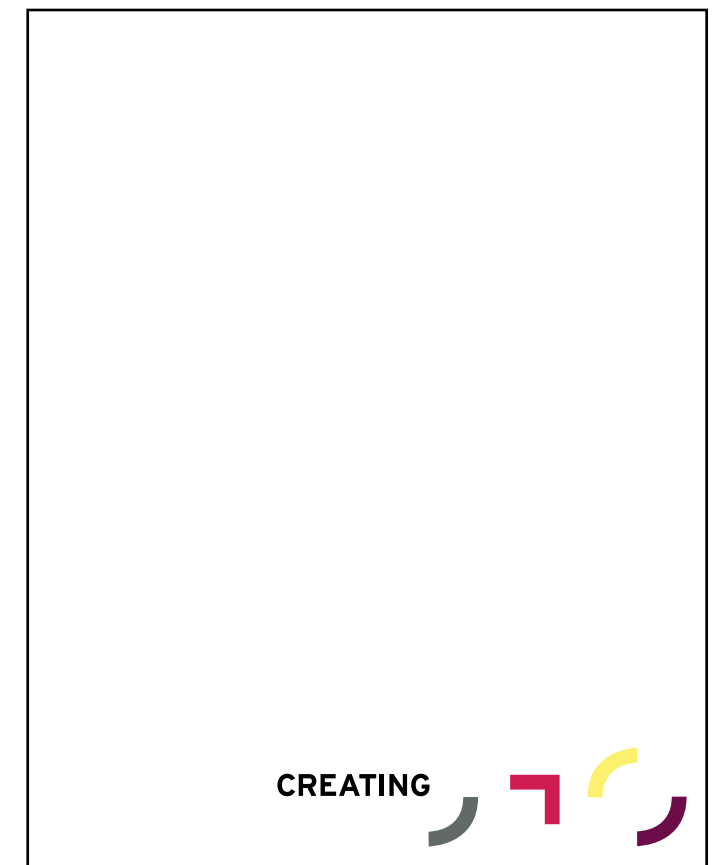
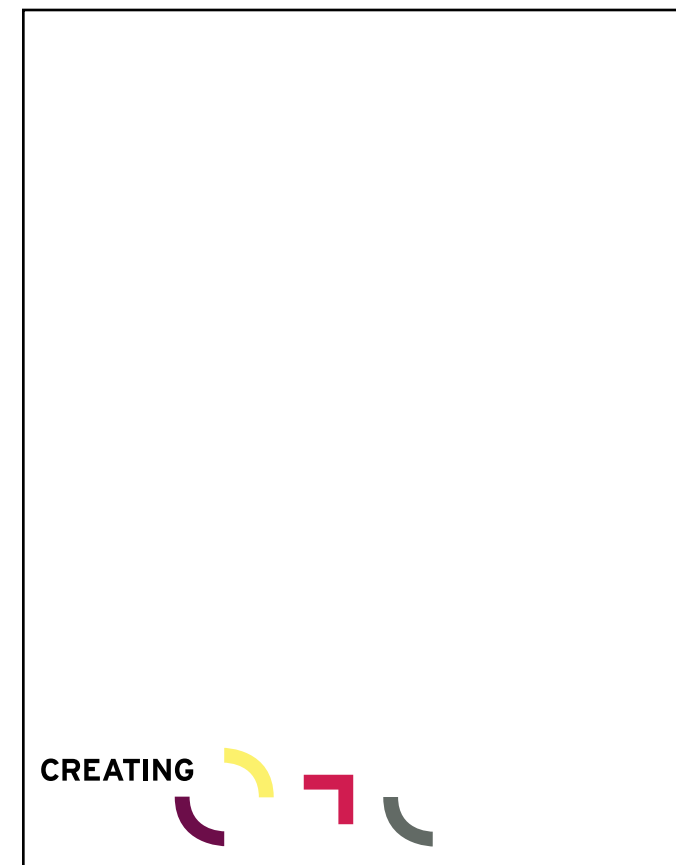
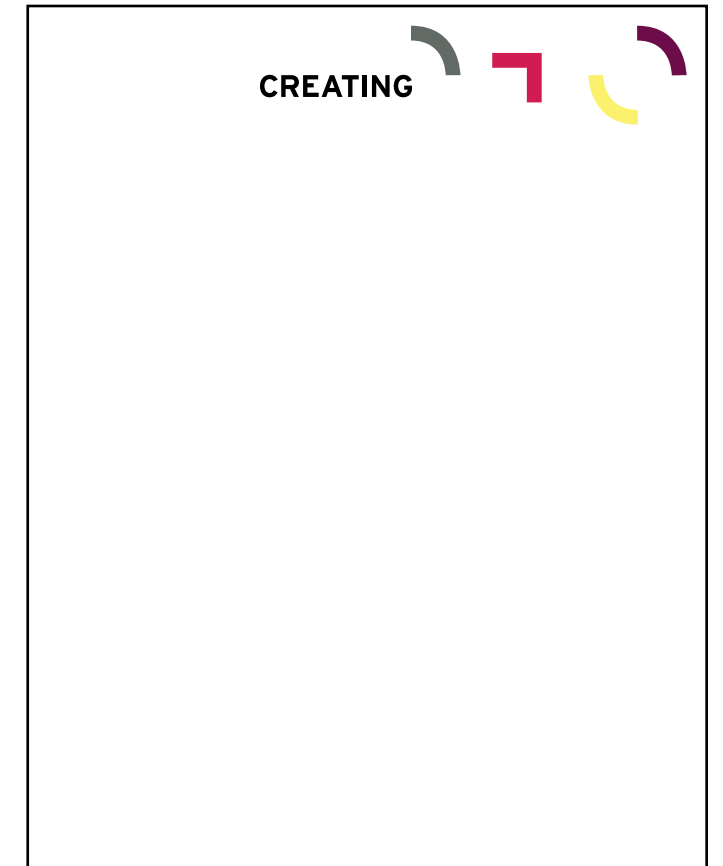
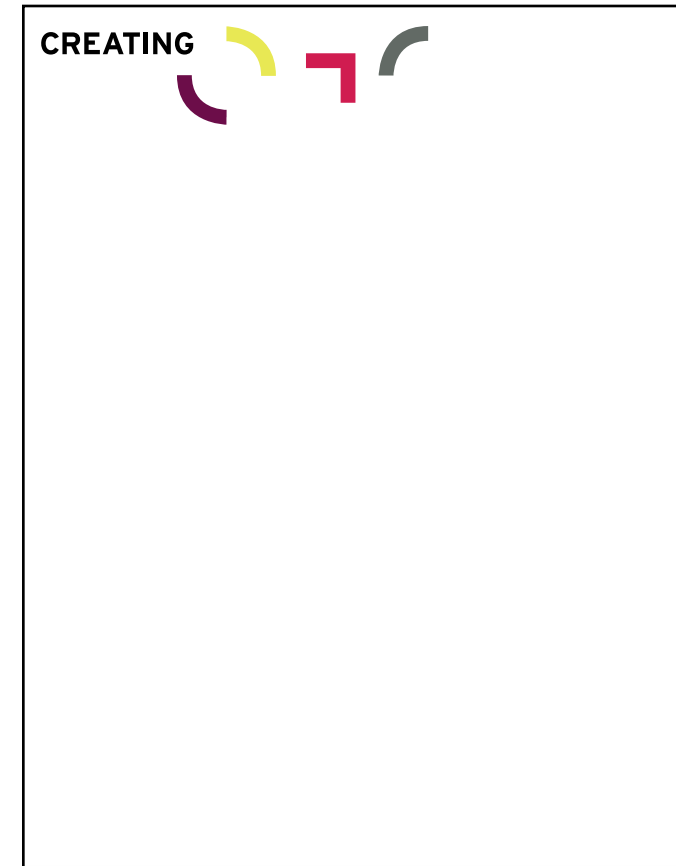
Introduction

This document is intended as a guideline for the visual identity of CreatingO10. Because it is made with open design principles it is still in the process of being defined. Using the visual identity, means also experimenting with the visual identity. Because of this the document will be updated regularly as we encounter design obstacle along the process of using the visual identity.

Guidelines - Logo

The logo has a set of rules in which it can be used.

- The logo is based by three elements: element one is the squared corner, element two is the single curve, element third is the opposed curves.
- The open point (curve / grey) element of the logo is positioned towards the content near which the logo is placed.
- Creating is always on the left side of the '010'.
- The square corner (1) is always red.
- The curve elements can rotate (90 degrees) or be reflected.
- Creating is always black.
- The visual is always on a white background.
- The two zeros are always aligned at the top or at the bottom based on the orientation of the one which is made only by one segment.
- The vertical alignment of element one can be changed as well as the spacing since every configuration needs to be optically balanced.



Guidelines - Visual Applications

The visual identity can also be applied to titles of project and such.

- The curve segments represent the number of fields within the research group with a maximum of three curves.
- The red one is always present on the left side of the typo.
- The curves colors are random however no shades/ monochromatic/ tint/ compound. Use triad or complementary colors.
- The curve elements can rotate (90 degrees) or be reflected.
- The visual is always on a white background.
- The elements should never intersect.



Guidelines - Artwork

There is also the possibility to create art work out of the visual identiy.

- Patterns are permitted.
- The square corner is always red and never rotated.
- Patterns only primary (palette) colors.

