

Logo Identity Guideline

May 2018



1 The Logo

- 1.1 Logo
- 1.2 Logo Variations
- 1.3 Logo Variations with Tagline
- 1.4 Colour Palette

2 Family Logos

- 2.1 FIWARE Foundation
- 2.2 FIWARE Accelerator
- 2.3 FIWARE iHubs
- 2.4 FIWARE Mundus
- 2.5 FIWARE Lab

3 Components

- 3.1 Powered by FIWARE
- 3.2 FIWARE IoT Ready
- 3.3 FIWARE IoT Devices and FIWARE Software Enablers
- 3.4 FIWARE Services
- 3.5 FIWARE Training & Coaching and FIWARE Consultancy & Integration

4 Domain Committees

- 4.1 Smart Cities
- 4.2 Smart Industry
- 4.3 Smart Agrifood

1 The Logo

1.1 Logo

The Main Logo should be used whenever possible.

The Secondary Upright Version should be used only when the layout does not allow for the Main Horizontal Logo.

Tagline Logo (combination of the FIWARE logo and its tagline) should be used whenever possible, but only when the layout remains clear and allows easy reading.

Under no circumstances should another element be present in the Clear Zone, both for the Main Logo and the Secondary Upright Version.

Main Logo



Clear Zone



Secondary Upright Version



Clear Zone



Minimum Printed Size



18 mm



12 mm

Minimum Online Size

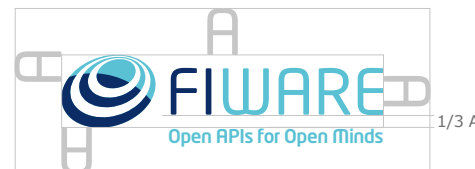


60 px



40 px

Tagline Logo Position



Main Tagline Logo



Secondary Tagline Logo



1.2 Logo Variations

The logo usage over colour backgrounds:

These versions of the logo would only be used over colour backgrounds, as shown in here.

Whenever it is possible, the logo will be applied in its main version. If it is not possible for technical reasons, the white or blue version will be used.

Main Horizontal Version



Secondary Upright Version



1.3 Logo Variations with Tagline

Use of the logo over colour backgrounds.

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Horizontal Version



Secondary Upright Version



1.4 Colour Palette

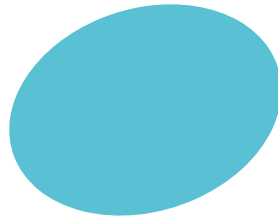
These are the colours that should always be used, employing the proper colour code for each format.

For printed formats, CMYK or PMS should be used. For each printed format only one colour model should be chosen and used, one and one, only for the whole document.

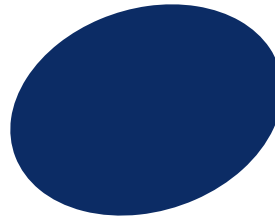
Both CMYK and PMS should nevercoexist in the same printed format.

For digital formats, RGB or HEX should be used. Either of the two colour modes could be applied, interchangeably.

Colour Palette



PANTONE 311C
C62 M0 Y18 K0
R93 G192 B207
#5dc0cf



PANTONE 288C
C100 M78 Y0 K44
R0 G46 B103
#002e67

2 Family Logos

2.1 FIWARE Foundation

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed at the bottom right on the footer.

2.1.1 Logo Variations

Use of the logo over colour backgrounds.

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain White or plain Blue logo should be used, choosing the one that allows the clearest view.

Main Logo



Clear Zone



Minimum Printed Size



18 mm

Minimum Online Size



60 px

Main Logo Version



2.2 FIWARE Accelerator

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed at the bottom right on the footer.

2.2.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in the images.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo



Clear Zone



Minimum Printed Size



18 mm

Minimum Online Size



60 px

Main Logo Version



2.2.2 Colour Palette

These are the colours that should always be used, employing the proper Colour code for each format.

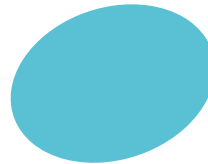
For printed formats, CMYK or PMS should be used.

For each printed format only one colour model should be chosen and used, one and one only for the whole document.

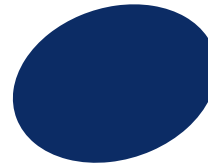
Both CMYK and PMS should never coexist in the same printed format.

For digital formats, RGB or HEX should be used. Either of the two colour modes could be used, interchangeably.

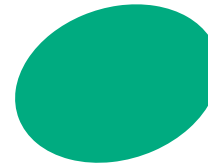
Colour Palette



PANTONE 311C
C62 M0 Y18 K0
R93 G192 B207
#5dc0cf



PANTONE 288C
C100 M78 Y0 K44
R0 G46 B103
#002e67



PANTONE 3268C
C78 M0 Y62 K0
R21 G169 B124
#15a97c

2.3 FIWARE iHubs

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed at the bottom right on the footer.

2.3.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



Main Logo Version



2.3.2 Colour Palette

These are the colours that should always be used, employing the proper colour code for each format.

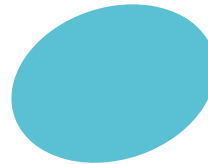
For printed formats, CMYK or PMS should be used.

For each printed format only one colour model should be chosen and used, one and one only for the whole document.

Both CMYK and PMS should never coexist in the same printed format.

For digital formats, RGB or HEX should be used. Either of the two colour modes could be used, interchangeably.

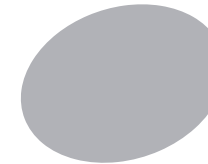
Colour Palette



PANTONE 311C
C62 M0 Y18 K0
R93 G192 B207
#5dc0cf



PANTONE 288C
C100 M78 Y0 K44
R0 G46 B103
#002e67



PANTONE Cool Grey 5C
C36 M27 Y25 K0
R177 G178 B180
#b1b2b4

2.4 FIWARE Mundus

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed at the bottom right on the footer.

2.4.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo



Clear Zone



Main Logo Version



Minimum Printed Size



Minimum Online Size



2.4.2 Colour Palette

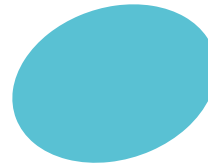
These are the colours that should always be used, employing the proper colour code for each format.

For printed formats, CMYK or PMS should be used. For each printed format only one colour model should be chosen and used, one and one, only for the whole document.

Both CMYK and PMS should never coexist in the same printed format.

For digital formats, RGB or HEX should be used. Either of the two colour modes could be applied, interchangeably.

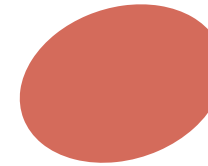
Colour Palette



PANTONE 311C
C62 M0 Y18 K0
R93 G192 B207
#5dc0cf



PANTONE 288C
C100 M78 Y0 K44
R0 G46 B103
#002e67



PANTONE 486C
C15 M68 Y61 K1
R211 G107 B89
#d36b59

2.5 FIWARE Lab

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website the logo should always be placed at the bottom right on the footer.

2.5.1 Logo Variations

Use of the logo over colour backgrounds.

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



Main Logo Version



2.5.2 Colour Palette

These are the colours that should always be used, employing the proper colour code for each format.

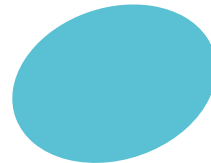
For printed formats, CMYK or PMS should be used.

For each printed format only one colour model should be chosen and used, one and one only for the whole document.

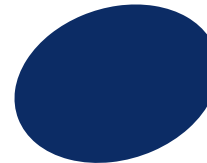
Both CMYK and PMS should never coexist in the same printed format.

For digital formats, RGB or HEX should be used. Either of the two colour modes could be used, interchangeably.

Colour Palette



PANTONE 311C
C62 M0 Y18 K0
R93 G192 B207
#5dc0cf



PANTONE 288C
C100 M78 Y0 K44
R0 G46 B103
#002e67

3 Components

3.1 Powered by FIWARE

The Main Logo should be used whenever possible. The Secondary Upright Version should be used only when the layout does not allow for the Main Logo.

Under no circumstances should another element be present in the Clear Zone, both for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed at the bottom right on the footer.

Main Logo



Clear Zone



Secondary Upright Version



Clear Zone



Minimum Printed Size

Powered by  FIWARE

22 mm

Powered by  FIWARE

12 mm

Minimum Online Size

Powered by  FIWARE

120 px

Powered by  FIWARE

60 px

3.1.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version

Powered by  FIWARE

Powered by  FIWARE

Powered by  FIWARE

Powered by  FIWARE

Powered by  FIWARE

Secondary Upright Version

Powered by  FIWARE

Powered by  FIWARE

Powered by  FIWARE

Powered by  FIWARE

Powered by  FIWARE

3.2 FIWARE Ready

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

Logo usage on a website should always be placed on the footer, specifically at the bottom right.

3.2.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



Main Logo Version



3.3 FIWARE IoT Devices and Software Enablers

In any sense, another elements should be in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

Logo usage on a website should always be placed on the footer, specifically at the bottom right.

Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



3.3.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version



3.4 FIWARE Services

Under no circumstances should another element be present in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

Logo usage on a website should always be placed on the footer, specifically at the bottom right.

3.4.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version



Clear Zone



Main Logo Version



Minimum Printed Size



Minimum Online Size



3.5 FIWARE Training & Coaching and Consultancy & Integration

In any sense, another elements should be in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed on the footer, specifically at the bottom right.

Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



Main Logo



Clear Zone



Minimum Printed Size



Minimum Online Size



3.5.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version



4 Domain Committees

4.1 Smart Cities

In any sense, another elements should be in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed on the footer, specifically at the bottom right.

Main Logo



Minimum Printed Size



Clear Zone



Minimum Online Size



4.1.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version



4.2 Smart Industry

In any sense, another elements should be in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed on the footer, specifically at the bottom right.

Main Logo



Minimum Printed Size



Clear Zone



Minimum Online Size



4.2.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version



4.3 Smart Agrifood

In any sense, another elements should be in the Clear Zone. This is applicable for the Main Logo and the Secondary Upright Version.

On a website, the logo should always be placed on the footer, specifically at the bottom right.

Main Logo



Minimum Printed Size



Clear Zone



Minimum Online Size



4.3.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown in here.

For colour backgrounds not corresponding with the ones shown here, plain white or plain blue logo should be used, choosing the one that allows the clearest view.

Main Logo Version





FIWARE

FIWARE.ORG