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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.

<table>
<thead>
<tr>
<th>Main Logo</th>
<th>Clear Zone</th>
<th>Minimum Printed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Main Logo" /></td>
<td><img src="image" alt="Clear Zone" /></td>
<td><img src="image" alt="18 mm" /></td>
</tr>
<tr>
<td><img src="image" alt="Secondary Upright Version" /></td>
<td><img src="image" alt="Clear Zone" /></td>
<td><img src="image" alt="12 mm" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tagline Logo Position</th>
<th>Main Tagline Logo</th>
<th>Secondary Tagline Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Tagline Logo Position" /></td>
<td><img src="image" alt="Main Tagline Logo" /></td>
<td><img src="image" alt="Secondary Tagline Logo" /></td>
</tr>
</tbody>
</table>
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.
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.
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 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.
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.
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.
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.
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.
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.

<table>
<thead>
<tr>
<th>Colour Palette</th>
<th>PANTONE 311C</th>
<th>PANTONE 288C</th>
<th>PANTONE Cool Grey 5C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 311C</td>
<td>C62 M0 Y18 K0</td>
<td>C100 M78 Y0 K44</td>
<td>C36 M27 Y25 K0</td>
</tr>
<tr>
<td>R93 G192 B207</td>
<td>R0 G46 B103</td>
<td>R177 G178 B180</td>
<td></td>
</tr>
<tr>
<td>#5dc0cf</td>
<td>#002e67</td>
<td>#b1b2b4</td>
<td></td>
</tr>
</tbody>
</table>

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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 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.
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.
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.
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.
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.
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.
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.
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.
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.
### 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.

<table>
<thead>
<tr>
<th>Main Logo Version</th>
<th>Minimum Printed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Main Logo Version" /></td>
<td><img src="image" alt="18 mm" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clear Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Clear Zone" /></td>
</tr>
</tbody>
</table>

<table>
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<th>Minimum Online Size</th>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Main Logo Version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Main Logo Version" /></td>
</tr>
</tbody>
</table>
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.
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.
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.
4.1.1 Logo Variations

These versions of the logo would only be used over colour backgrounds, as shown 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.
4.2 Smart Industry

In any sense, another element 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.
4.2.1 Logo Variations

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