

FIWARE iHubs Brand Guidelines

Version 1.1

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Introduction

Welcome to the FIWARE iHubs Brand Guidelines. These guidelines help you to use best our FIWARE iHubs' brand assets and give you valuable tips how to consistently use the logo so people easily identify references to FIWARE iHubs and FIWARE.

These guidelines take you through five sections: logo, color, typography, brand elements and design examples.

Only these elements together create the power of the FIWARE iHubs brand.

Introduction

Why a strong brand identity is needed

**As part of an ecosystem,
iHubs only have a strong
identity if there is a clear
visual consistency within
the FIWARE iHubs Network.**

Introduction

Why a strong brand identity is needed

A strong brand identity

**gives the audience trust
in iHubs, in turn improving
interaction and helping
to build a glocal network.**

Introduction

Why a strong brand identity is needed

A strong brand identity

**reflects the authenticity
of a FIWARE iHub.**

Introduction

Why a strong brand identity is needed

A strong brand identity

**makes an iHub stand out
in the crowd.**

01

Logo iHubs

The logo is the key element of the FIWARE iHubs brand. It's a bold, easy recognizable symbol and must be used on all of your brand expressions. It is important that your marketing materials use the FIWARE iHubs standards and use our approved logo and assets correctly.

1. Logo iHubs

1.1 Introduction

The logo is the brand's most important element. It represents us as a network, the awesome people who form it, the Open Source communities we collaborate with and the FIWARE and iHubs members who support us.

It is a unique “symbol”, modern and bold – a signifier of the FIWARE brand.

The symbol resembles chain elements bringing different contexts together, visualized through rounded squares linked to each other. The filled square represents the FIWARE ecosystem. It can be seen as an incubator and the framework to all iHubs that enable FIWARE technology and business. The stroked square represents a single iHub.



[Download is available here.](#)

1. Logo iHubs

1.2 Primary version

The multi-colored version of the iHubs logo is the primary logo. It is the preferred option for any branded material, no matter if stationery or digital products.

It is preferably used on white or light background, never on photography or colored backgrounds for these reasons:

1. To provide maximum contrast, legibility, on print and digital applications.
2. To guarantee an energetic and vibrant look, communicating the idea of a modern, open brand.



1. Logo iHubs

1.3 Secondary version

The white iHubs logo is the secondary version. It is only used in instances where the primary logo will not be able to display well.

It is e.g. used when photography or colored (dark) backgrounds are required.

You may have noted

FIWARE uses this white version on any of our core FIWARE iHubs branded materials with colored backgrounds.



1. Logo iHubs

1.4 Special usage: Monochrome version

The iHubs logo can also be adapted to a monochromatic version recoloring it with one of the primary colors of the FIWARE iHubs Color Palette.

This exception/special usage is only allowed on certain materials (please, check the “Design Examples” section).

Important

This exceptional version can only be used on a white background.



1. Logo iHubs

1.5 Logo usage: Clear space & minimum sizes

The iHubs logo is best used when protected from infringing elements. Thus, it must have a blank space around it equal to the height of the logo.

Size

The logo must appear at a size appropriate for the application. On letter-size paper the logo must be at least 1 cm in height. On digital version, under no circumstances, the logo can be used smaller than 30px in height.



1. Logo iHubs

1.6 Logo usage: On photography backgrounds

On dark images



The primary iHubs logo with its white background is used against dark image backgrounds to maximize legibility and to stand out.



The secondary iHubs logo is used on dark image backgrounds or as long as enough contrast is guaranteed.

On light images



The primary iHubs logo with its white background is used on light images to maximize legibility and to stand out.



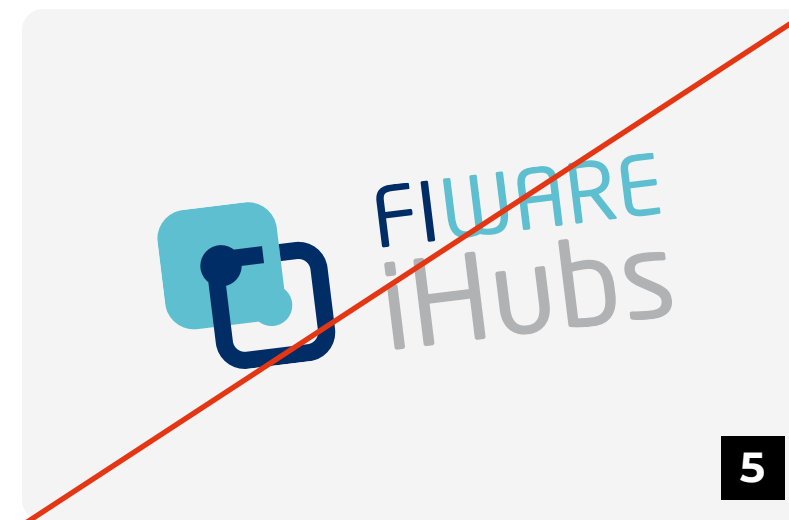
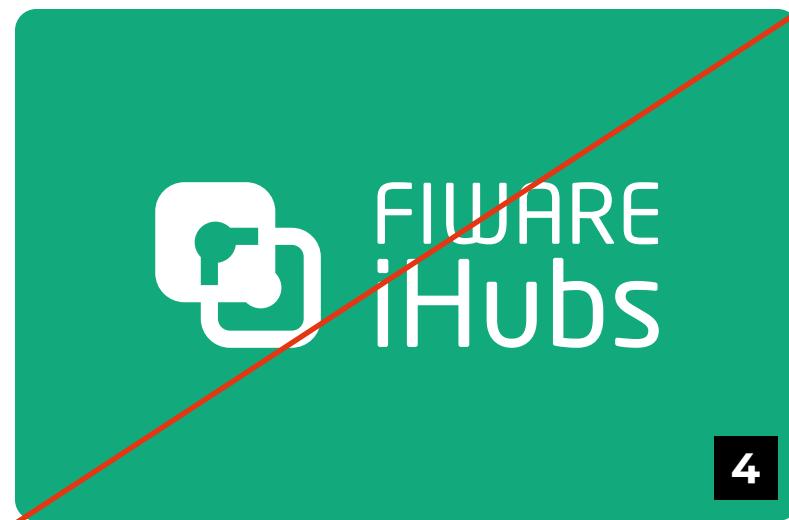
On light photography backgrounds, we recommend the secondary iHubs logo on its colored background (out of our brand colors palette) to make it legible and to display correctly.

1. Logo iHubs

1.7 Logo usage: Dont's

Incorrect use of the iHubs logo compromises its integrity and effectiveness. These examples of logo misuse are not comprehensive, but they are a small sample of cases to avoid:

1. Don't use our primary logo on photography.
2. Don't recreate, add effects or change the colors of our logos.
3. Don't recolor the logo itself – neither with other brand colors.
4. Avoid using our secondary logo on any other color that isn't of our color palette.
5. Don't tilt or angle our logo.
6. Don't stack or reconfigure our logo.



02

Logo individual iHub

Individual iHub logos aren't just embellishments; they concisely represent the FIWARE and FIWARE iHubs brand. This guideline supports you to learn how to use approved logos – and how not to.

2. Logo individual iHub

2.1 Introduction

We provide two versions for your approved individual iHub logo, depending on your preferences. Both logos are stacked, but the two branding lines are exchangeable.

Option 1: Your FIWARE iHub name comes first in the stacked logo.

Option 2: Your FIWARE iHub name comes second in the stacked logo.

The correct logo use is also a reflection of our purpose and professionalism within the iHubs network.

It is important that the logo is always used the right way, so that people are able to identify you and the FIWARE iHubs network at a glance. The logo has two variations.

Download is available here.



iHub Name
FIWARE iHub

Option 1



FIWARE iHub
iHub Name

Option 2

2. Logo individual iHub

2.2 Primary version

The multi-colored version of your individual iHub logo is the primary logo. It is the preferred option for any branded material, no matter if stationery or digital products.

It is preferably used on white or light background, never on photography or colored backgrounds for these reasons:

1. To provide maximum contrast, legibility, on print and digital applications.
2. To guarantee an energetic and vibrant look, communicating the idea of a modern, open brand.



2. Logo individual iHub

2.3 Secondary version

The white version of your individual iHub logo is the secondary version. It is only used in instances where the primary logo will not be able to display well.

It is e.g. used when photography or colored (dark) backgrounds are required.

You may have noted
FIWARE uses white version logos on any of our core FIWARE iHubs branded materials with colored backgrounds.



2. Logo individual iHub

2.4 Special usage: Monochrome version

Your individual iHub logo can also be adapted to a monochromatic version recoloring it with one of the primary colors of the FIWARE iHubs Color Palette.

This exception/special usage is only allowed on certain materials (please, check the “Design Examples” section).

Important

This exceptional version can only be used on a white background.



2. Logo individual iHub

2.5 Logo usage: Clear space & minimum sizes

Your individual iHub logo is best used when protected from infringing elements. Thus, it must have a blank space around it equal to the height of the logo.

Size

The logo must appear at a size appropriate for the application. On letter-size paper the logo must be at least 1 cm in height. On digital version, under no circumstances, the logo can be used smaller than 30px in height.



2. Logo individual iHub

2.6 Logo usage: On photography backgrounds

On dark images



The primary individual iHub logo with its white background is used against dark image backgrounds to maximize legibility and to stand out.



The secondary individual iHub logo is used on dark image backgrounds or as long as enough contrast is guaranteed.

On light images



The primary individual iHub logo with its white background is used on light images as long as it maximizes legibility and stands out.



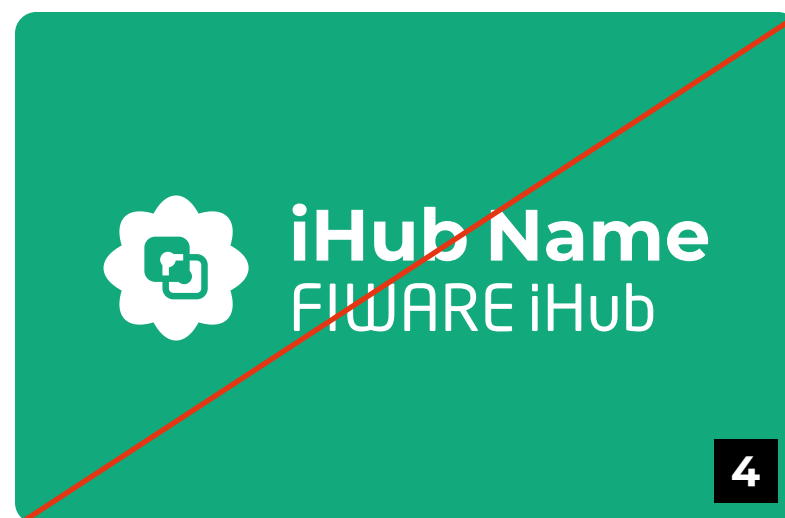
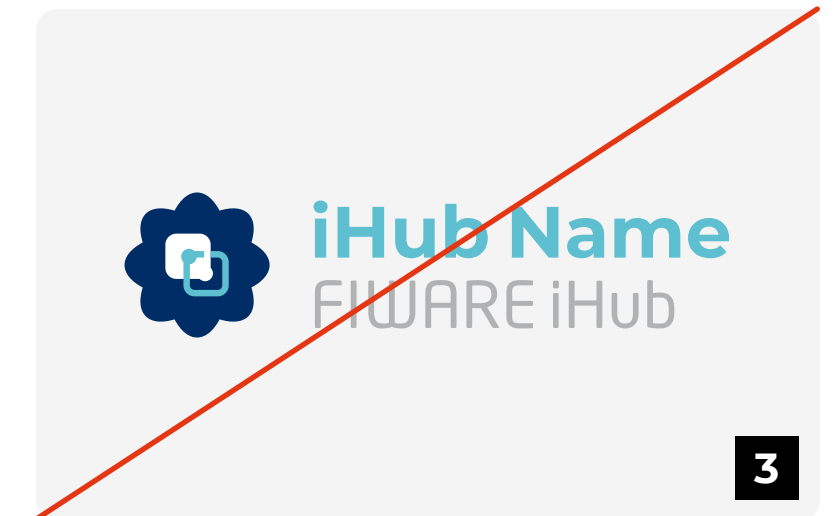
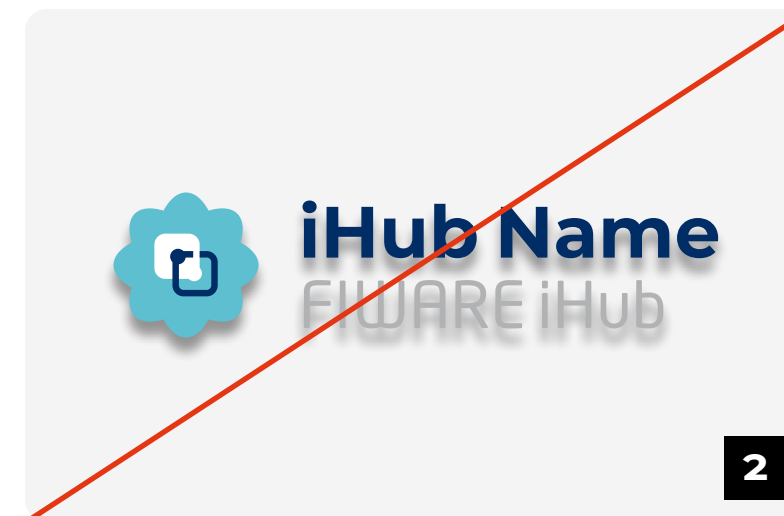
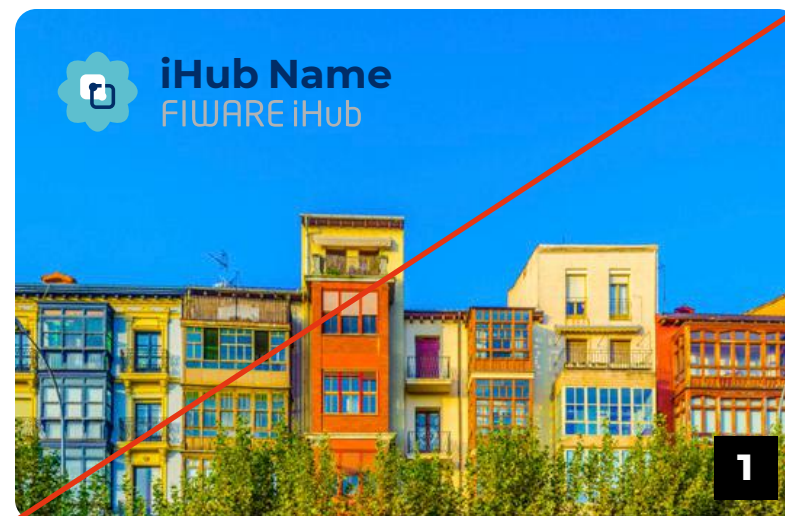
On light photography backgrounds, we recommend the primary individual iHub logo on its colored dark background (out of our brand colors palette) to make it legible and to display correctly.

2. Logo Individual iHub

2.7 Logo usage: Don'ts

These examples of logo misuse are not comprehensive, but they are a small sample of cases to avoid:

1. Don't use our primary logo on photography.
2. Don't recreate, add effects or change the colors of our logos.
3. Don't recolor the logo itself – neither with other brand colors.
4. Avoid using our secondary logo on any other color that isn't of our color palette.
5. Don't tilt or angle our logo.
6. Don't stack or reconfigure our logo.



03

Badge

Our goal is your long-term business success. Because we know how challenging this is, we are equally discerning when it comes to positioning your individual iHub, all our iHubs, and our iHubs network. We value who shares our commitment to optimally fulfilling our branding rules.

Should the implementation of standard branding measures not be possible for demonstrated reasons, we provide a badge approach to meet minimal brand standards as the core of our market positioning.

3. Badge

3.1 Primary Version

The iHub Badge is a symbol of highest quality and optimum performance.

The FIWARE iHubs Program is a trend-setter. All FIWARE iHubs with whom we work in our local and global competence network are certified, systematically trained, and supported with diverse services.

[Download is available here.](#)

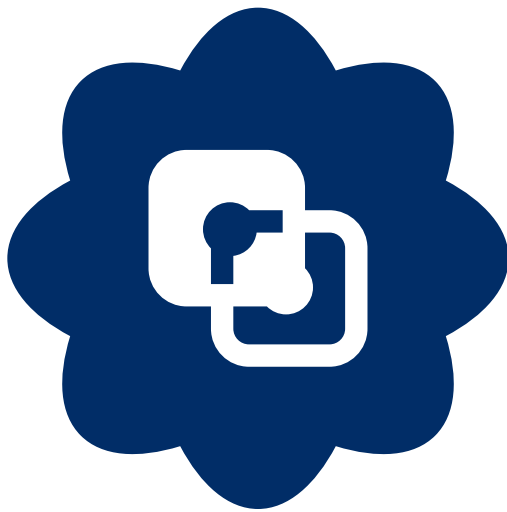


3. Badge

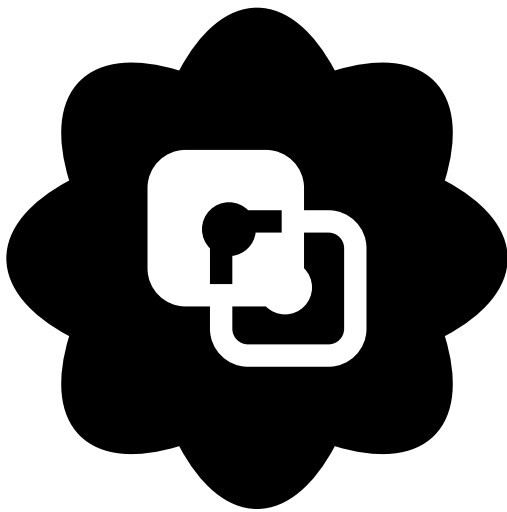
3.2 Alternative versions



Secondary version
White



Monochrome version
Blue



Black

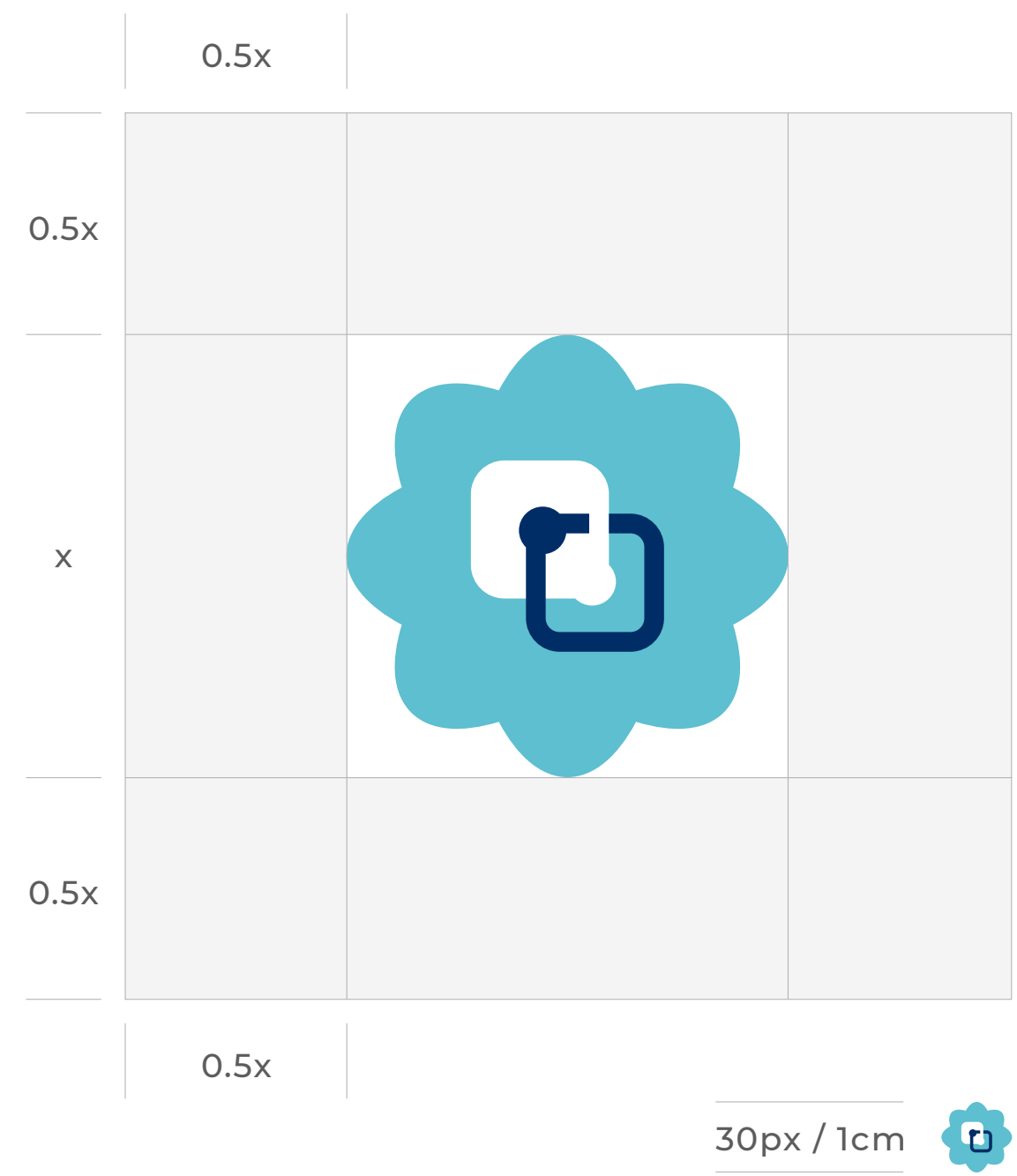
3. Badge

3.3 Badge usage: Clear space & minimum sizes

The badge is best used when protected from infringing elements. Thus, it must have a clear blank space around it with 0.5x for the x high (of the logo).

Size

The badge must appear at a size appropriate for the application. On letter-size paper the logo must be at least 1 cm in height. On digital version, under no circumstances, the logo can be used smaller than 30px in height.



3. Badge

3.4 Badge usage: On photography backgrounds

On dark images



The primary badge is used against dark image backgrounds as long as there is enough contrast guaranteed.

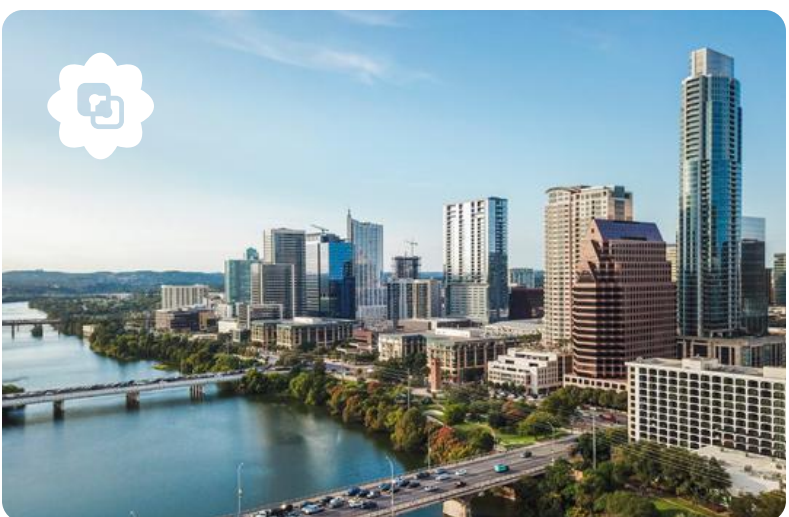


The secondary badge is used on dark image backgrounds as long as enough contrast is guaranteed.

On light images



The primary badge is used on photography backgrounds as long as enough contrast is guaranteed.



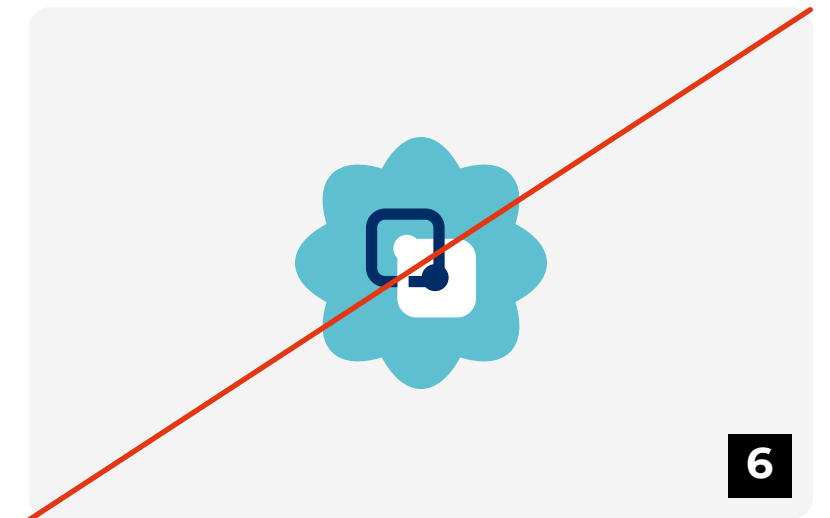
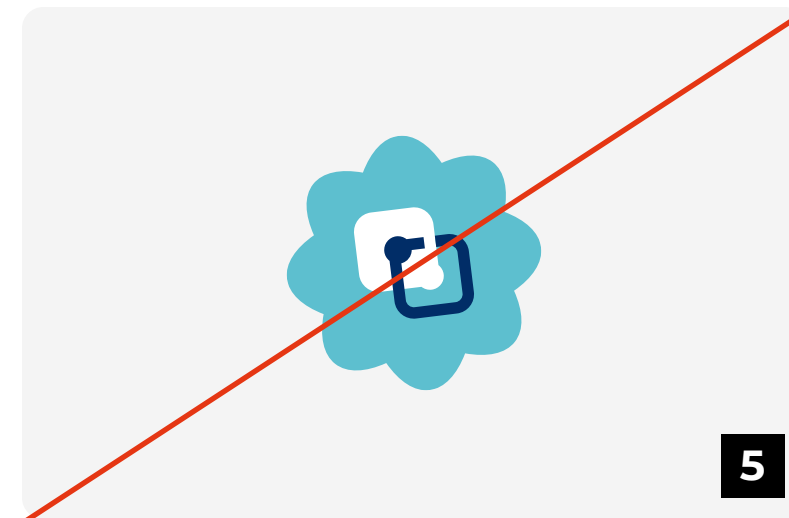
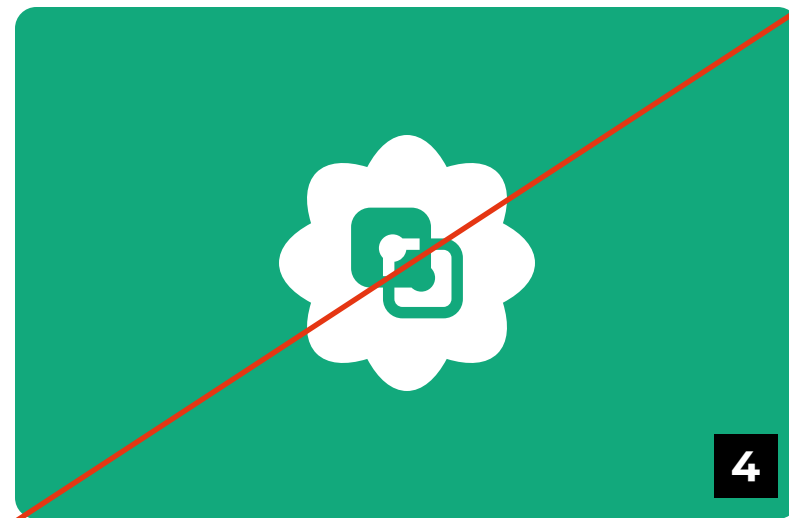
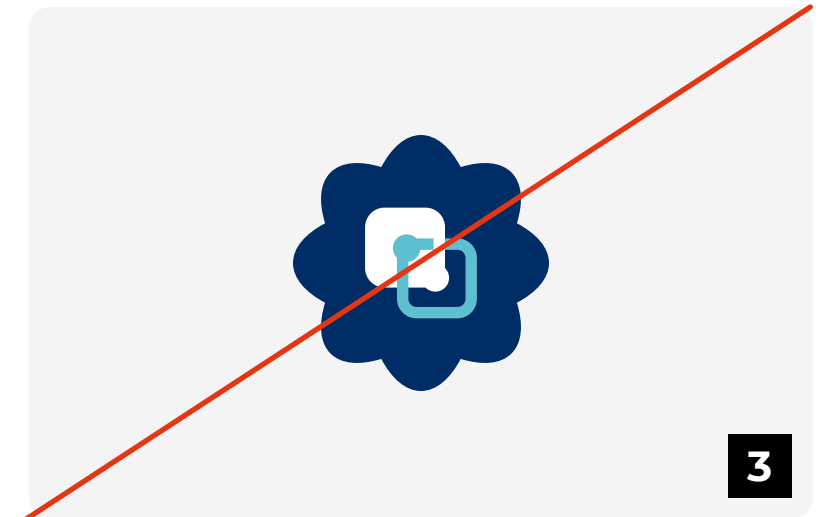
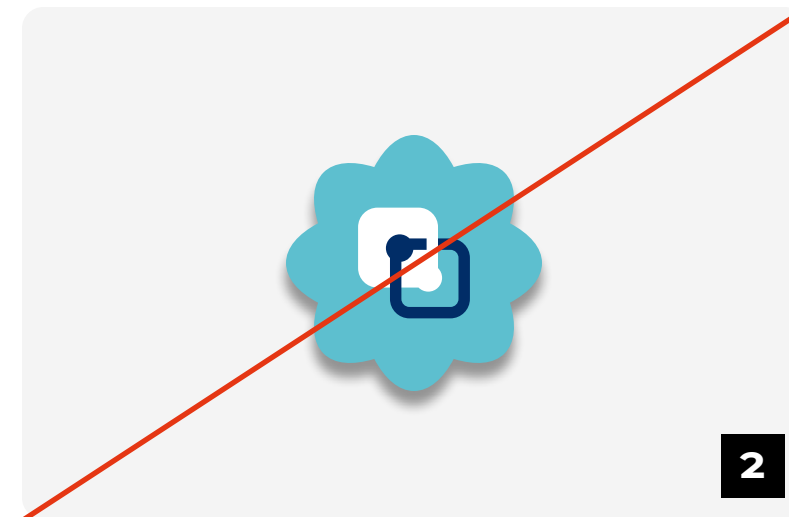
The secondary badge is used on photography backgrounds as long as enough contrast is guaranteed.

3. Badge

3.7 Logo usage: Dont's

These examples of badge misuse are not comprehensive, but they are a small sample of cases to avoid:

1. Don't use our primary logo on photography.
2. Don't recreate, add effects or change the colors of our logos.
3. Don't recolor the logo itself – neither with other brand colors.
4. Avoid using our secondary logo on any other color that isn't of our color palette.
5. Don't tilt or angle our logo.
6. Don't stack or reconfigure our logo.



04

Color Palette

FIWARE color palette simply refers to our well known color scheme. These are the colors our brand chooses to use to represent ourselves, such as in our logo and badge, on our website, or in our or your marketing materials.

4. Color Palette

4.1 Primary colors

The FIWARE iHubs colors palette is made by three distinct colors.

These colors are supported by black and white. The palette should be used consistently across all of the FIWARE iHubs communication material.

[Download is available here.](#)

FIWARE Blue Primary

RGB
0; 46; 103

CMYK
100; 78; 0; 44

HEX
#002E67

PANTONE
288C

FIWARE Blue Secondary

RGB
93; 192; 207

CMYK
62; 0; 18; 0

HEX
#5DC0CF

PANTONE
311C

FIWARE Grey

RGB
177; 178; 180

CMYK
36; 27; 25; 0

HEX
#B1B2B4

PANTONE
COOL GREY 5C

4. Color Palette

4.2 Tints

Colors have different combinations and relationships with one another and we need to make sure that we're putting them together in a way that just looks right.

FIWARE uses colors that are distinct enough to warrant the inclusion. The primary and secondary colors are a mere extension of the basic color scheme.

FIWARE Blue Secondary

RGB 229; 245; 247
CMYK 13; 0; 5; 0
HEX #E5F5F7

RGB 229; 245; 247
CMYK 13; 0; 5; 0
HEX #A9DDE5

FIWARE Grey

RGB 237; 237; 238
CMYK 8; 6; 6; 0
HEX #EDEDEE

RGB 207; 208; 209
CMYK 22; 16; 16; 0
HEX #CFD0D1

05

Typography

Typography is the art and technique of arranging types to make written language legible, readable and appealing when displayed.

Typography expresses hierarchy and brand presence.

5. Typography

5.1 Primary typeface

Montserrat is a geometric sans-serif typeface family, consisting of 9 styles, ranging from Thin to Black. Originally designed in 2017 by Julieta Ulanovsky, and since then continuously developed, the low stroke contrast, closed apertures and several angular details define its distinctive characteristics. All of the 9 weights are available to use, including italics. This font family is licensed under the Open Font License. It is allowed to use freely in products & projects - print or digital, commercial or otherwise.

[Download is available here.](#)

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

5. Typography

5.2 Secondary typeface

Arial is our secondary typeface (system font). It should only be used for communications when it is not possible to use the primary typeface.

Arial Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

06

Image style

A good first impression is essential for a business. Targeted customers can create an impression of FIWARE business based on several factors such as logo, website, business card, and the most important image personality. Image personality refers to the way in which FIWARE

iHubs employ images to mold and shape the way in which people perceive their products, services or their general mission. Images matter because they're immediate and they tell important things about our business and what it's trying to achieve.

6. Image style

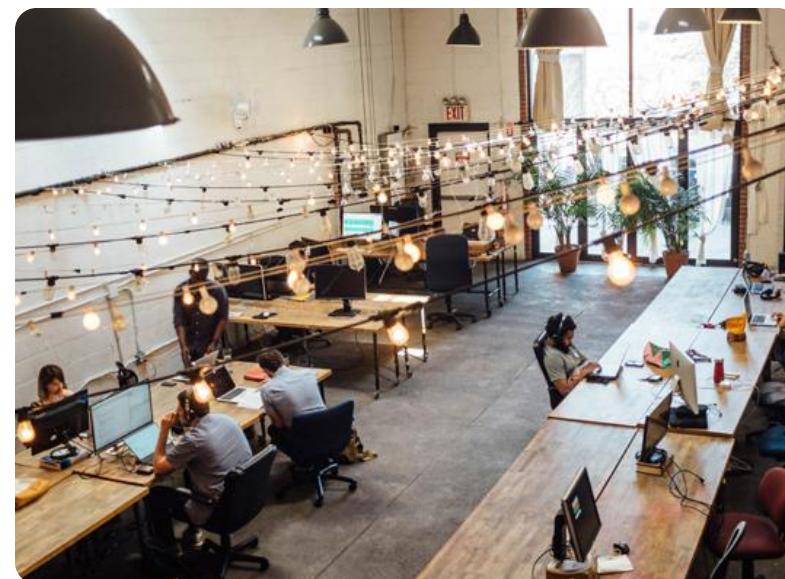
6.1 Approach and style

Usage

Images should be used to support and illustrate a story. People are used to see context and life scenarios.

Style

Natural lighting without any extensive postproduction, stage setting or dramatic colors. Should the image involve people, it should feature them acting naturally, not posed. The use of depth of field when capturing people or products in relation to their surroundings can also help to add visual interest to the image.



6. Image style

6.2 Special usage

Pictures can be given an image personality. Different colors can create different tones and moods in the imagery as well. Warm colors and its different shades can help to create images that feel welcoming, vibrant and exciting to target customers.

There are cool colors that can be seen as refreshing or replenishing, sometimes very relaxing.

To create additional image personality, Blue Secondary and FIWARE Grey can be used.

FIWARE Grey



FIWARE Blue Secondary



07

Brand elements

Using brand elements like badges and icons are important. Using them, it's key to keep the relationship between iHubs products and services truthful and clear. As brand elements are components of your visual brand, they add to your brand communication and expression, support clarity and provide further guidance.

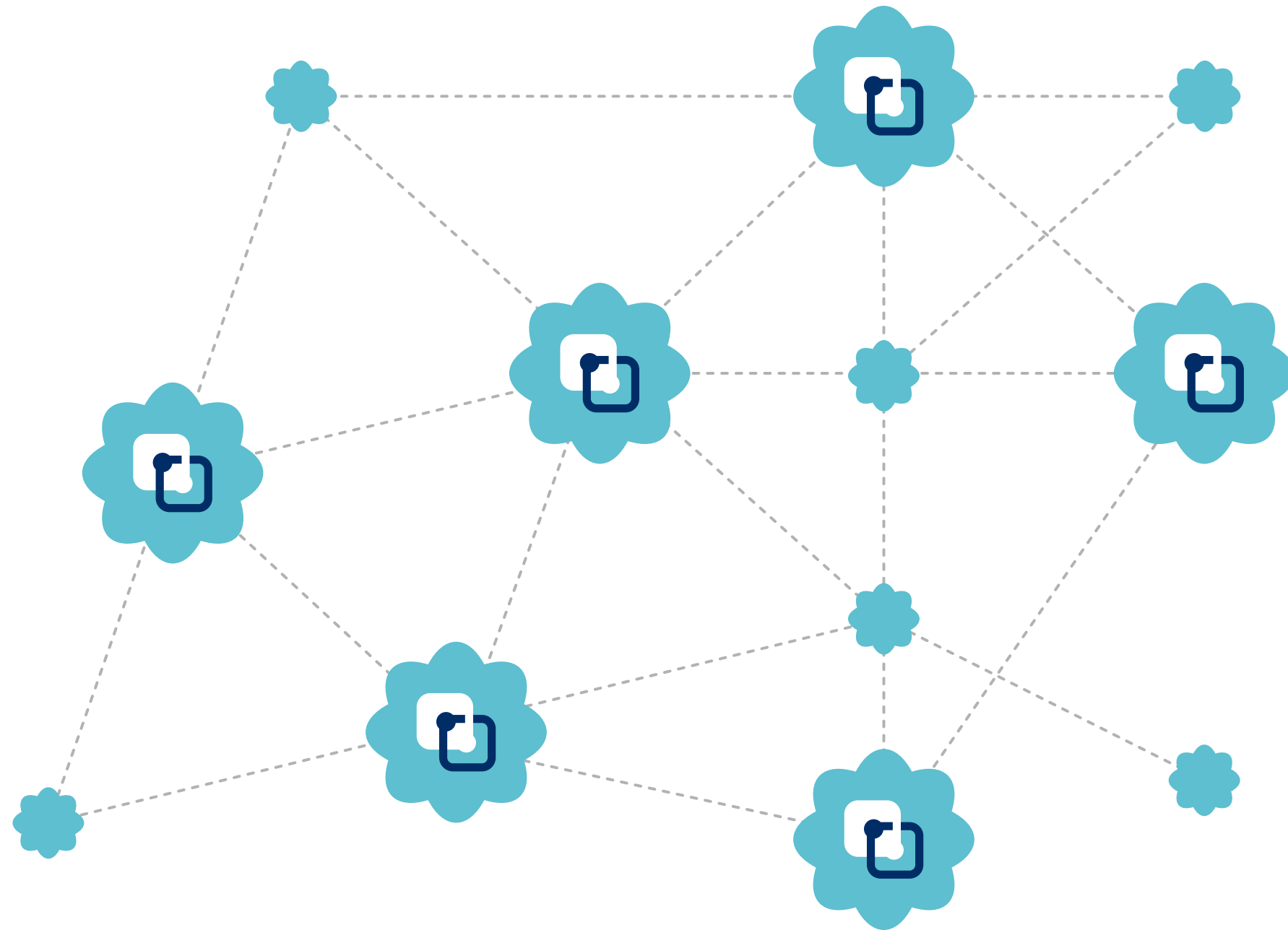
7. Brand Elements

7.1 iHubs network

The FIWARE iHubs is a network of innovation engines for the digital economy. By accessing the iHubs' services companies benefit from regional multi-partner cooperation towards innovation, as well as building strong connections, which may help to bring results outside the boundaries of their given region.

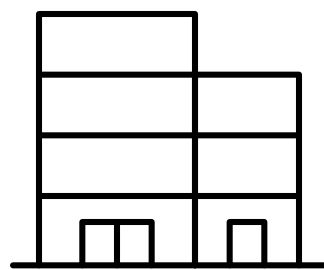
That's why the "main corporate image" represent a network through the use of the FIWARE iHubs Badge.

[Download is available here.](#)

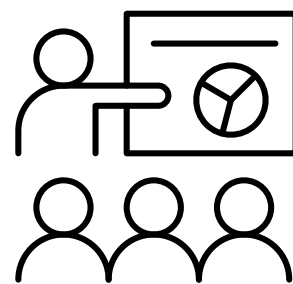


7. Brand Elements

7.2 iHubs icons



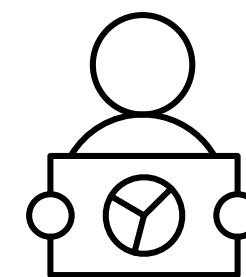
iHub Center



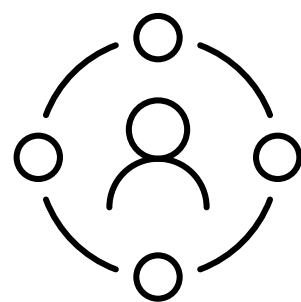
iHub School



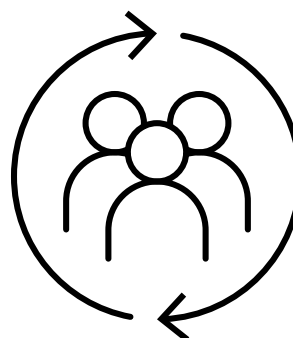
iHub Lab



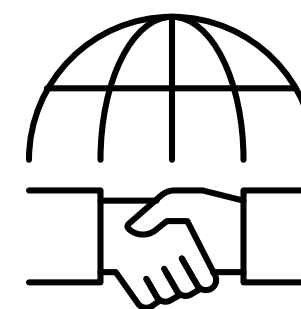
iHub Business Mentor



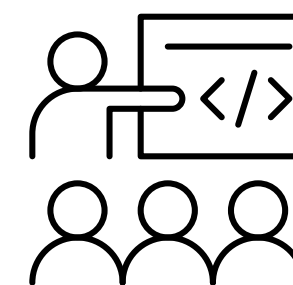
iHub Community
Creator



iHub Community



iHub Partnership



iHub Training

[Download is available here.](#)



08

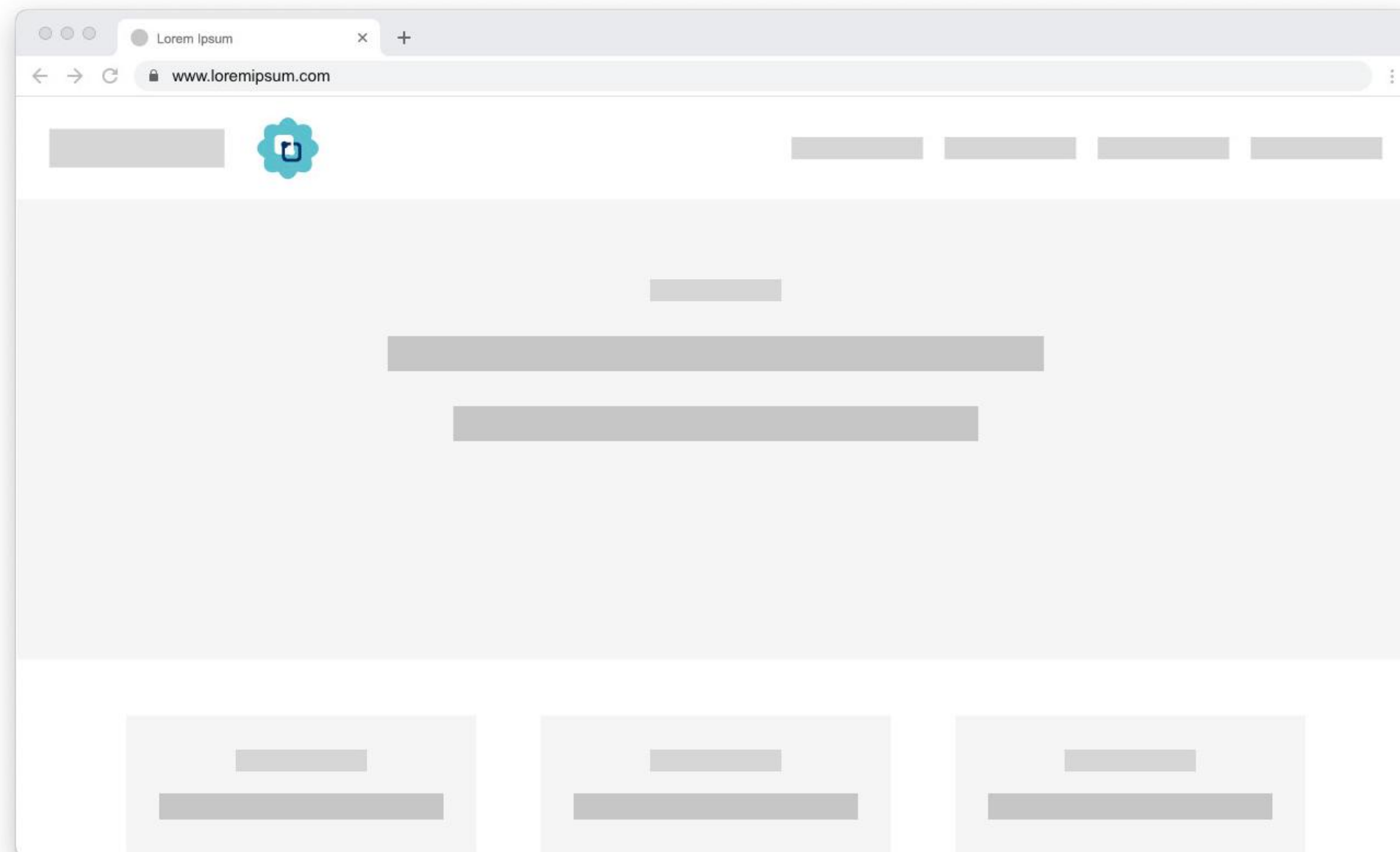
Design examples

8. Design examples

8.1 Web specific elements

Each iHub's website must clearly and visibly indicate it's belonging to the FIWARE iHubs network. Therefore, the FIWARE iHubs badge must be placed at the page main header of the iHub's website, best next to the specific iHubs logo, to be visible on each site during navigation.

The site should feel like the brand just as much as anything else that is produced. The elements used for print will mostly translate just fine over to the web.



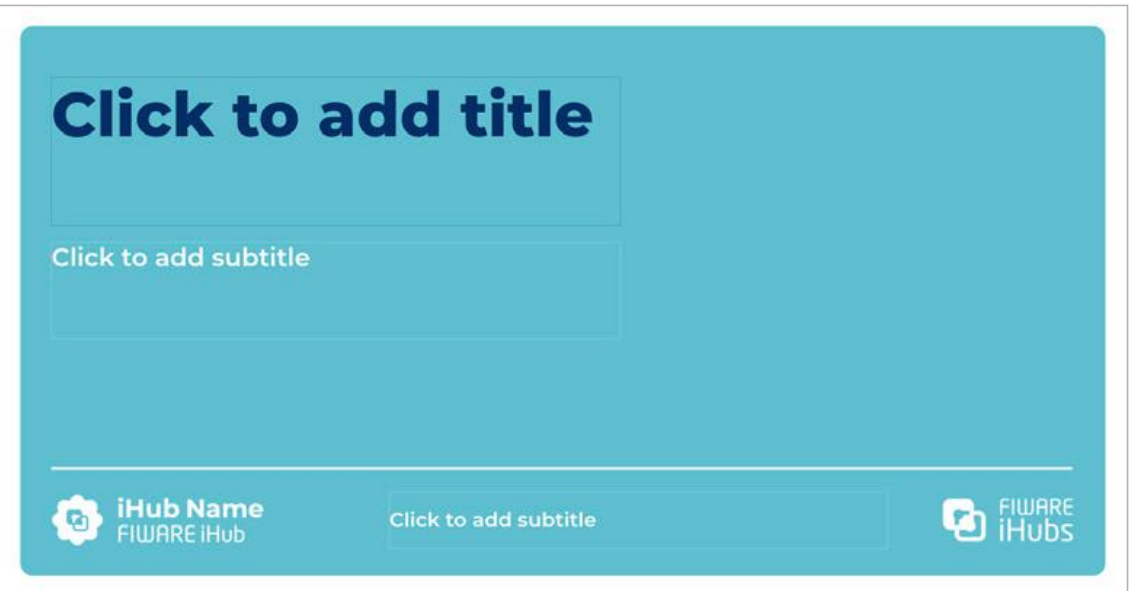
8. Design examples

8.2 Social Media

For Social Media channels like LinkedIn, Facebook or Instagram, it is equally important to establish a base style and build up from there.

Your Social Media visuals need to be part of that consistent approach, too. Be ensured your Instagram stories are aligned to their Instagram feed squares, which are aligned to their Twitter and Facebook posts.

Download is available here.



8. Design examples

8.3 Presentation

These templates are provided to assist FIWARE iHubs’ employees and representatives in creating presentations and electronic communications that are consistent with FIWARE iHubs branding.

The PPT templates are provided in 16:9 format. If the presentation will be displayed on a device that does not have brand fonts installed, please use the template labeled “default system fonts.”

[Download is available here.](#)





8. Design examples

8.4 Layouts and Grids

To make daily work with layouts and grids quicker, as simple and error-proof as possible, FIWARE provides layout examples and masters, and supports decision making on common uses of brand elements like iHub logos and badges.

Any type of stationary like letter paper, minutes, iHub specific market communication material or co-branded advertising etc. shall include the iHubs name & logo and the FIWARE iHubs badge.

[Download is available here.](#)



Heading 1 – Lorem ipsum dolor sit amet, consectetur adipiscing.

Normal text – Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Heading 2 – Aenean leo ligula, porttitor eu, consequat vitae.

Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui.

Heading 3 – This is a Quote. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar.

Heading 4 – Name Surname, Role / Position, Company

Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero. Fusce vulputate eleifend sapien. Vestibulum purus quam, scelerisque ut, mollis sed, nonummy id, metus. Nullam accumsan lorem in dui. Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In ac dui quis mi consectetur lacinia. Nam pretium turpis et arcu.

Duis arcu tortor, suscipit eget, imperdiet nec, imperdiet iaculis, ipsum. Sed aliquam ultrices mauris. Integer ante arcu, accumsan a, consectetur eget, posuere ut, mauris. Praesent adipiscing. Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus. Vestibulum volutpat pretium libero. Cras id dui. Aenean ut eros et nisl sagittis vestibulum. Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede. Sed lectus. Donec mollis hendrerit risus. Phasellus nec sem in justo pellentesque facilisis. Etiam imperdiet imperdiet

iHub Name FIWARE iHub – [www.fiwareihubdomain.org](#)





Heading 6 – This is a caption. We recommend a 16:9 aspect ratio.

Heading 5 – EYELET HERE

Title – lorem ipsum dolor sit amet, consectetur adipiscing patulae

Subtitle – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis.

iHub Name FIWARE iHub – [www.fiwareihubdomain.org](#)



Address
City, Country
Email
Website

Heading 6 – Dear Name Surname,

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Date

Signature

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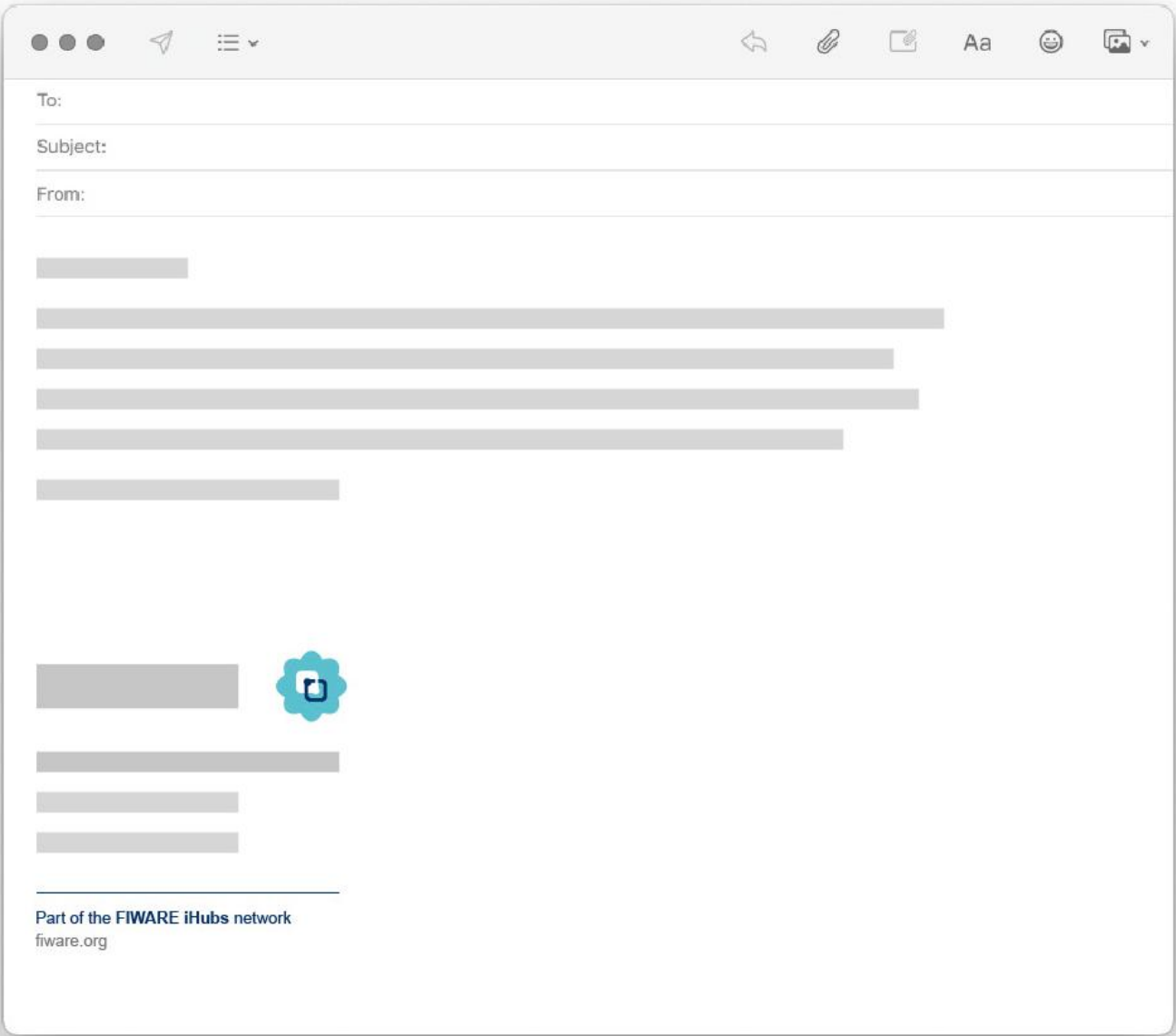


8. Design examples

8.5 Email signature

Email signature is a small but important part of building a business, brand, and professional identity. Not only can it provide the email recipients with valuable information and links, but it's also a way to visually showcase the brand.

FIWARE provides here a sample on how to design it and make an iHub parts of the FIWARE iHubs network.



8. Design examples

8.5 Rollup

These rollup templates, featuring our motto and highlighting core focus areas, are designed to create maximum impact at meetings and events.

Two versions, including a customizable one, are provided in vector format, allowing iHubs to adjust the design to specific dimensions or formats for printing.

[Download is available here.](#)



Thanks.