



Brand Guidelines





Brand Guidelines

This document contains the guidelines for a visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Ploto. We invite you to absorb this information and reference it often to become an informed keeper of the brand.



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01 Brand Introduction





Resilient Inland WaterWays

PLOTO aims at increasing the resilience of the Inland WaterWays (IWW) infrastructures and the connected land infrastructures, thus ensuring reliable network availability under unfavourable conditions, such as extreme weather, accidents and other kind of hazards. With the main target to combine downscaled climate change scenarios (applied to IWW infrastructures) with simulation tools and actual data, so as to provide the relevant authorities and their operators with an integrated tool able to support more effective management of their infrastructures at strategic and operational levels.

The River as the beating heart of a civilisation

This option visually captures the river as the engine for mobility and civilisations' prosperity. And it symbolically depicts man's relationship with this irreverent force of nature by showcasing calm waters, when the River is a friend of humans, but also agitated waters, when the River becomes whimsical and mischievous. In those moments, only a Nereid like Ploto could warm up its heart and protect humanity's sailing journeys.

Or, perhaps, in modern times, a modern Ploto: portuar authorities and other expert mobility stakeholders armed with the most advanced Resilient Inland WaterWays infrastructure.

The design visually depicts the agitated waters, the cam waters when the forces of nature are in a benevolent mood. And more importantly, the Port Authorities, strong, equipped, and steady signals along the way, managing the inland waterways as if guided by an unseen Nereid. A very real, effective and impactful foresight, enhanced visualisation interface and an Incident Management System. In this case: the Ploto project.



02

Brand Logo overview





Brand Main logo

Ploto is a combination logo. It comes in single color which make this logo look modern, clean, and professional. There is only one variation of this it can be use logo don't try to alter these logos or change any element.

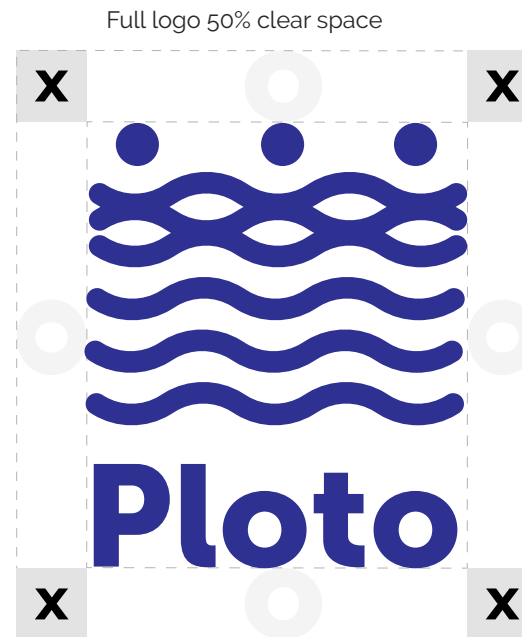


Primary Logo Design



Logo Clearspace

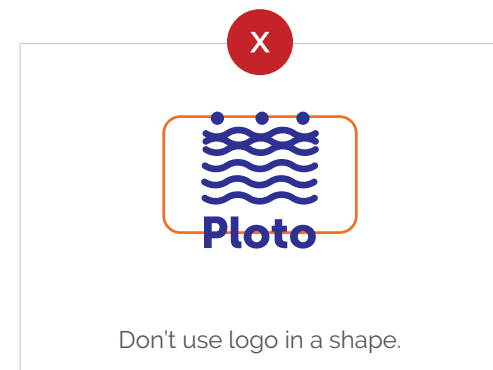
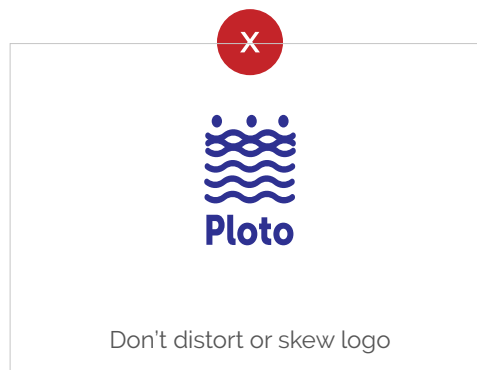
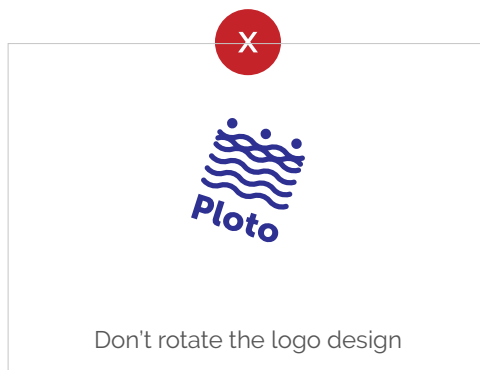
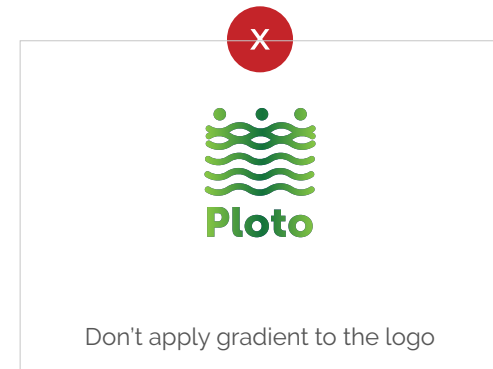
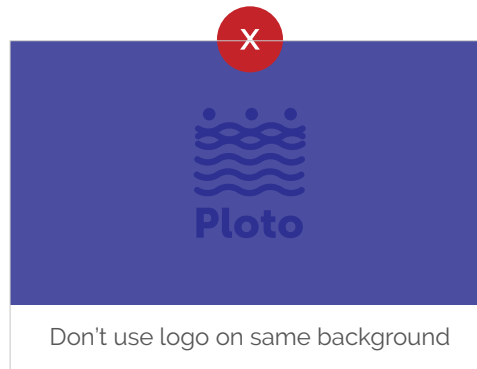
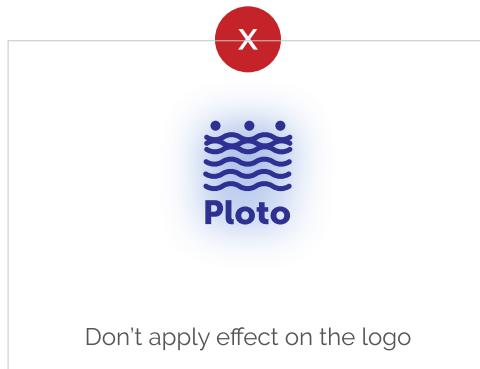
Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. When using the logo, maintain a clear space the same size as the "X" all the way around and the letter "X" represents letter "M".





Brand Logo Misuse

The following images are examples of wrong usages and alterations that aren't accepted and must be avoided. Proper usage of the logo ensures to maintain the integrity of the design and brand unity and may not be altered.





Logo Color Variation





03

Brand Typography





Brand Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

The Raleway typeface family will be used for communication materials (brochures/posters/leaflets/roll-up banners), meaning everything that can be considered as "external communications"

Corporate Typeface

RALEWAY

EXTRABOLD

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9																

BOLD

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9																

Corporate Typeface

RALEWAY

REGULAR

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9																

LIGHT

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9																



Brand Typography

Calibri typeface family will be used for all working documents as word or PPT templates, for internal and official documents.

Office Documents Typeface

CALIBRI

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Office Documents Typeface

CALIBRI

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Decorative wavy lines in dark blue and light blue, located on the left side of the page.

Typography Font usage

Headlines

It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text.

Heading

It should be used in multipage documents and websites to denote a new section.

Subheadlines

It should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

Bodycopy

It should be used for supportive messaging

This is headlines

Raleway- ExtraBold | 32 pt type and 42 pt leading

This is heading

Raleway- ExtraBold | 24 pt type and 28 pt leading

This is for Subheadlines

Raleway- Bold | 13 pt type and 14 pt leading

This is for body copy

Raleway - Regular | 10 pt type and 14 pt leading



04

Brand Color system





Color System



Color plays an important role in the Ploto brand identity. These colors are recommendations for various media. These colors are the core color of this brand which must be used across all digital and marketing material.



Color code

HEX : #2e3191
 RGB : 46,49,145
 CMYK : 68,66,0,43



Color code

HEX : #2a57a6
 RGB : 42,87,166
 CMYK : 91,73,1,0



Color code

HEX : #89cdee
 RGB : 137,205,238
 CMYK : 42,4,2,0



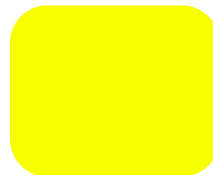
Color code

HEX : #048dca
 RGB : 4,141,202
 CMYK : 80,33,2,0



Color code

HEX : #fc436
 RGB : 255,196,54
 CMYK : 0,24,89,0



Color code

HEX : #ff00
 RGB : 247,255,0
 CMYK : 9,0,98,0



Color code

HEX : #7384a4
 RGB : 115,132,164
 CMYK : 60,44,21,0



Color code

HEX : #4c526e
 RGB : 76,82,110
 CMYK : 76,67,37,19



05

Brand Imagery





Brand Imagery

These are the approved photo/images that we can use on our marketing materials, like website, flyers, Billboards and Social medias etc





Brand Imagery usage





Brand Iconography



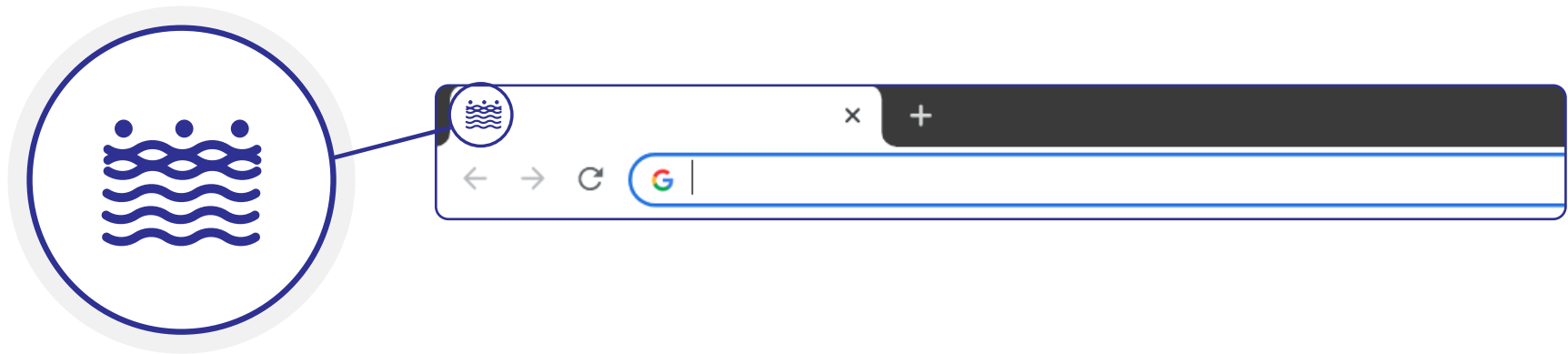


Brand Social Media





Brand Favicon





06

Brand Summary



Decorative wavy lines in dark blue and light blue.

Brand Summary

Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations. everything because your brand represents you.

The Ploto brand, including the logo, name, colors and identifying elements, are valuable company assets. The company brand is an important element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity.

The guidelines set in this document are no meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

A decorative graphic element on the left side of the page consisting of two wavy lines, one dark blue and one light blue, stacked vertically.

Brand glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

LOSSY

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

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ploto-project.eu



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Design: [alchemiser.com](https://www.alchemiser.com)