

# NUCLEUS

## *Design handbook*

VERSION 1.0  
JULY 2016



Confidential  
For internal  
use only



NUCLEUS



## Habitat arbora

Handbook C1

Handbook C2

Handbook C3

Handbook C4

Handbook C5

Handbook C6

Handbook C7

Handbook C8

Handbook C9

Handbook C10

Handbook C11

Handbook C12

Handbook C13

Handbook C14

Handbook C15

Handbook C16

Handbook C17

Handbook C18

Handbook C19

Handbook C20



NUCLEUS



## NUCLEUS

### *The project's visual identity*

NUCLEUS is a four-year, Horizon 2020 project investigating how to make Responsible Research and Innovation (RRI) a reality in universities and research institutions. Which institutional barriers prevent these organisations from engaging with their stakeholders? And how can these obstacles be overcome in order to align research with society's needs? NUCLEUS will implement new policies and programming in 30 international test sites to understand the DNA of RRI.

The purpose of NUCLEUS' visual identity is to serve as the project's face and to help coordinate all related media. Consistency is of great importance in achieving recognisability, and thus supporting the reach of the project. This handbook aims to support project partners in easily achieving consistency by illustrating and explaining the different elements, their respective purposes and their application.



1	INTRODUCTION		2
2	DATA PACKAGE	<i>Structure, usage</i>	4
4	LOGO	<i>Introduction, application, don'ts</i>	7
5	COLOURS	<i>Introduction, application, don'ts</i>	11
6	DESIGN ELEMENT	<i>Introduction, application, don'ts</i>	15
7	TYPOGRAPHY	<i>Introduction, application, don'ts</i>	19
8	IMAGERY	<i>Introduction, application, don'ts</i>	23
9	COBRANDING	<i>Incorporating the EU funding statement</i>	28
10	CONTACT		29

# DATA PACKAGE

*Structure & usage*



NUCLEUS

## THE DATA PACKAGE

### *Structure & usage*

The data package features a number of templates to assist partners in applying the design consistently. It is highly recommended to make use of these whenever possible. The data package also contains all elements needed to develop NUCLEUS media from ground up, if needed for applications for which there is no template.

The table to the right illustrates the folder structure and brief summaries of the contents of the individual sections.

#### NUCLEUS

*CD Sheet*

#### DATA PACKAGE

*S. 5*

---

##### 01\_Guideline/

– This guideline

---

##### 02\_Logo/

– Two versions of the NUCLEUS logo: The standard version and the small applications version  
– Both logos are provided in the colour spaces: RGB, CMYK, BW and WB  
– Formats: ai, eps, png, svg and pdf

---

##### 03\_Assets/

---

###### ../DesignElement/

– 9 designs to choose from  
– The individual cells to allow for custom designs  
– Provided as png, ai, svg and indd

---

###### ../Imagery/

– Licensed keyvisuals  
– Format: jpg

---

###### ../Stationary/

– docx-template

## APPLICATION

### Templates

The templates should support anybody intending to publish NUCLEUS documents in doing so easily and consistently.

For that purpose, the package contains various ready-made compositions of the design element in different formats (png, ai, svg and indd), which can be used as backgrounds in office and publishing applications. As far as the provided formats allow, the templates also contain prestyled text elements.

The templates come in two aspect ratios:

- A4 (portrait orientation) for print media
- 4:3 (landscape orientation) for presentations

Monochrome backgrounds are to be used for text pages while the multi-colour ones are to be used for cover designs.

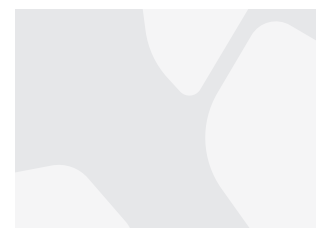
#### PRINT, GRAPHICAL DESIGNS



#### PRINT, PHOTOGRAPHIC DESIGNS



#### PRINT/NONPRINT, BACKGROUNDS



#### NONPRINT, PRESENTATION COVERS



**LOGO**  
*The heart  
of the brand*



## LOGO

### *The heart of the brand*

NUCLEUS is most strongly associated with this part of the visual identity.

The logo comes in two versions. Version 1 is the default logo, recommended for use in most applications. Version 2 is to be used in applications where there is not enough space available to ensure legibility of the name.

Both logos are provided in the colour spaces:

- RGB (screen applications)
- CMYK (print applications)
- BW (black and white applications, i.e. a fax)
- WB (inverted version of the BW logo)

The logo is provided in various formats to allow for documents to be produced in a wide range of media. The formats include: ai, eps, png, svg and pdf.

## VERSION 1

### *Default logo*



NUCLEUS

CMYK



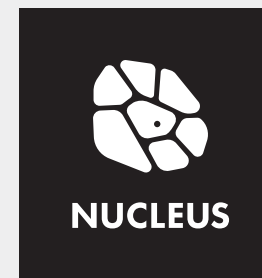
NUCLEUS

RGB



NUCLEUS

BW



NUCLEUS

WB

## VERSION 2

### *Logo for small applications*



NUCLEUS

CMYK



NUCLEUS

RGB



NUCLEUS

BW



NUCLEUS

WB





**NUCLEUS**

**NUCLEUS**  
*CD Sheet*

**LOGO**  
*S. 9*

## APPLICATION

### *How to use the logo correctly*

In conjunction with the design element cells, the logo must be shown within a white cell. One is allowed to choose freely which of the provided cells to use for that purpose, and is also allowed to rotate the individual cells freely.

This makes for a vivid appearance that resonates with the dynamic nature of the project.



**NUCLEUS**



**NUCLEUS**



**NUCLEUS**

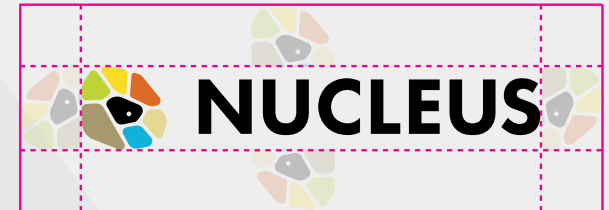
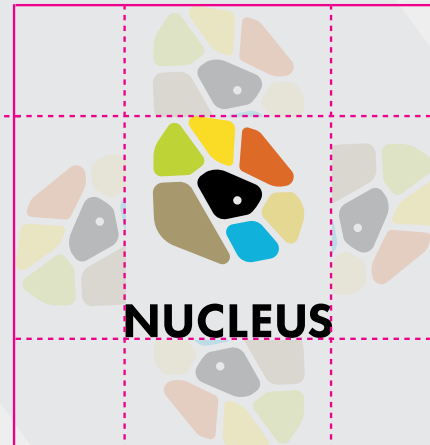
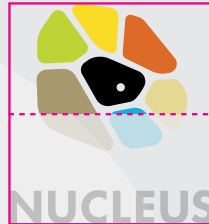


**NUCLEUS**

### *Protected zone*

As the key component, the logo must be shown in a prominent manner that sets it apart from the rest of the design. Therefore, a protected zone is employed to give it space within the design and ensure that the logo won't compete visually with any other elements.

Protected zone =  
1/2 logo height



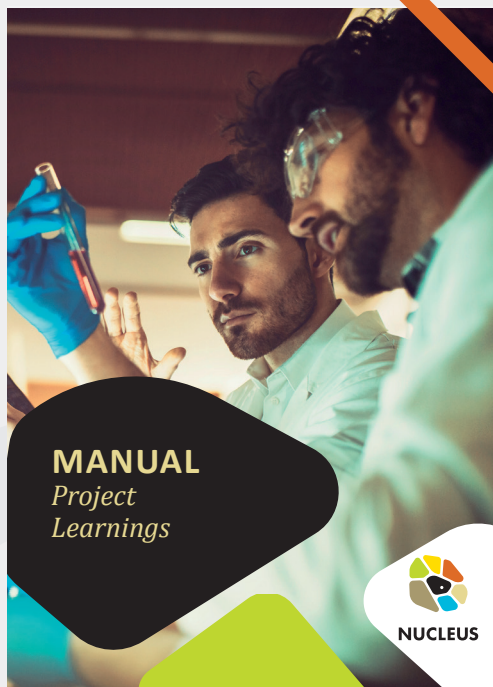


NUCLEUS  
CD Sheet

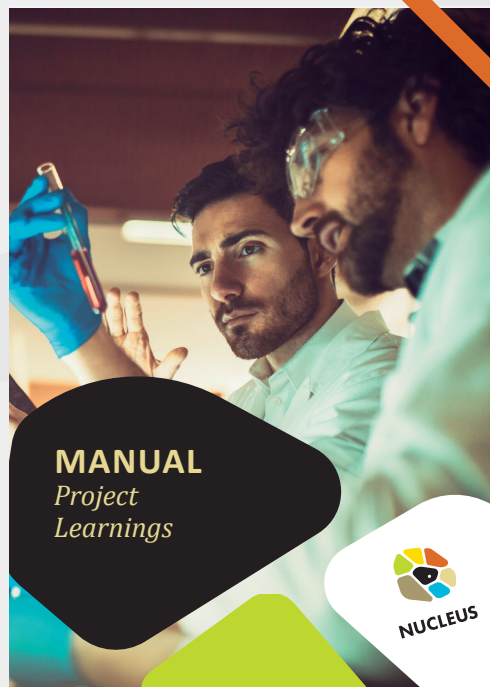
LOGO  
S. 10

## DON'TS

*Common mistakes*



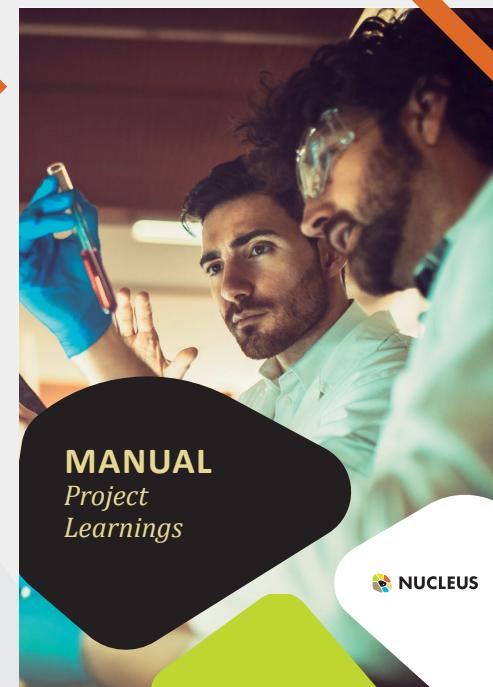
Don't ignore the logo's protected zone.



Don't rotate the logo.



Don't use the black and white version of the logo if possible.



Don't use the small application version of the logo if not necessary.



# COLOURS

*NUCLEUS*  
*at a glance*



## COLOURS

### *NUCLEUS at a glance*

A brand's colour is the quickest part of its identity to grasp. The NUCLEUS logo uses a wide range of colours, but makes use of only a select few (black, green and two brown tones) for the brand.

The remaining colours are assigned different purposes within the system. The various colours and their respective functions are illustrated in detail on the following page.



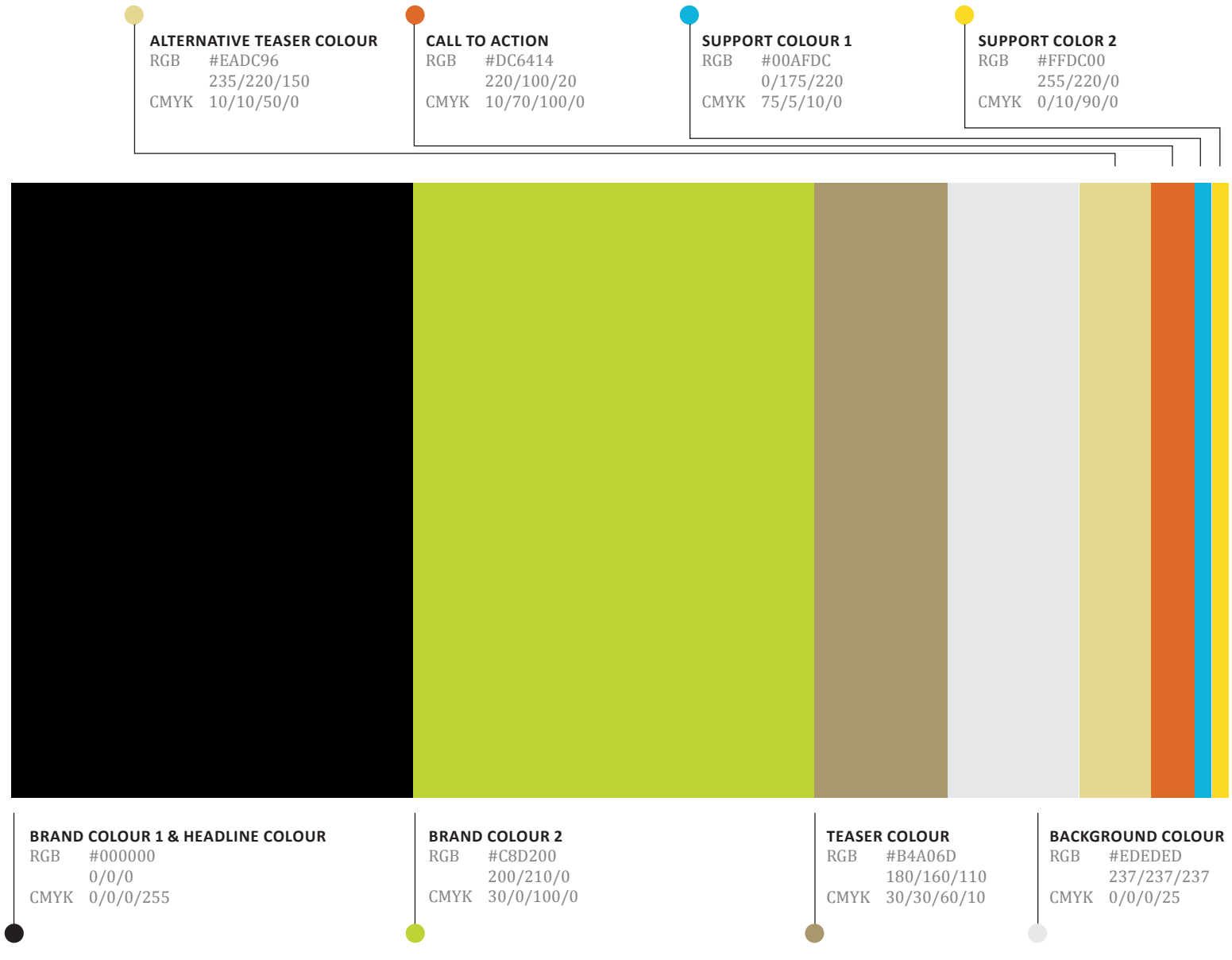


## APPLICATION

### *Definition and assigned functions*

All of the shown colours can be found in the logo. However, the branding consists of only a subset of these.

The chart to the right lists the colours, their respective purposes and their representations in different colour spaces. Additionally, it visualizes the relative weight with which the given colours appear in the design.





NUCLEUS

NUCLEUS

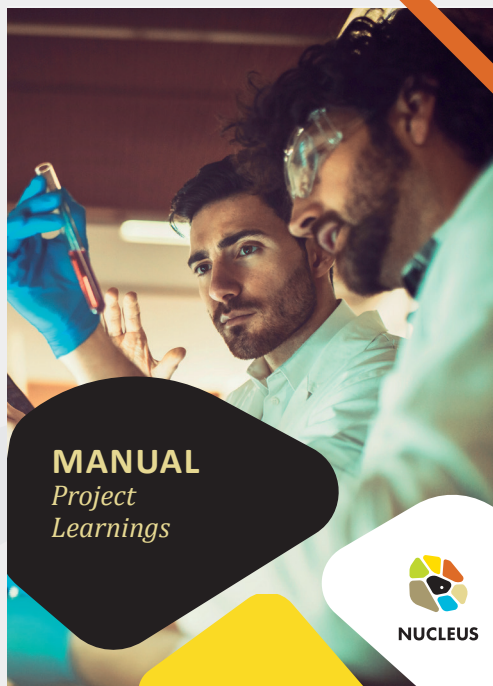
CD Sheet

COLOURS

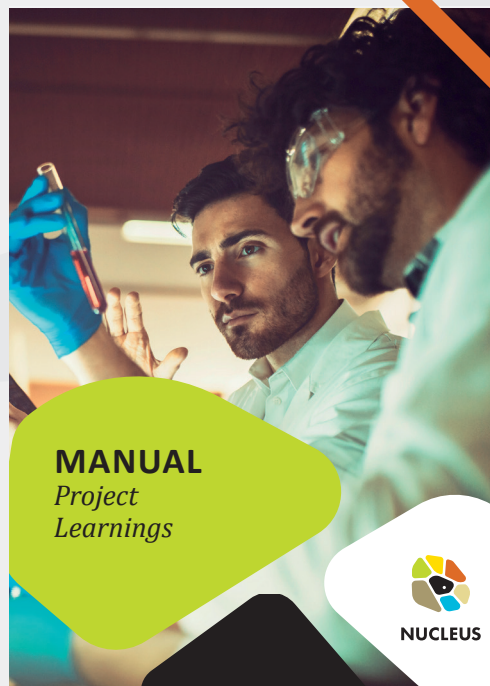
S. 14

## DON'TS

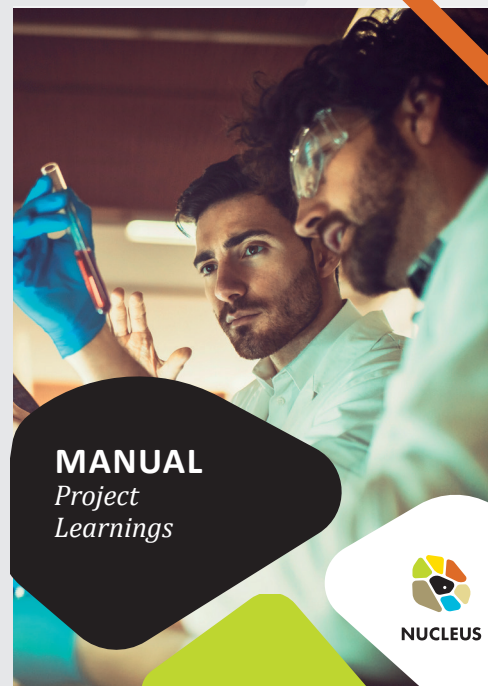
*Common mistakes*



Don't exchange the brand colour green by one of the other colours.



Don't place the headline or teaser on the green cell.



Don't use a different colour than the intended one for the text.

# DESIGN ELEMENT

*The graphic  
system*





## DESIGN ELEMENT

## The graphic system

NUCLEUS' unique graphic system makes the design recognisable independently of the logo. It is composed of three cells: a green one, a black one and a white one. Not only do the cells of the design element brand media – they also carry headlines and teasers.

The cells of the design element do not have one definite arrangement. Rather can they be arranged freely to allow for a dynamic look that reflects the dynamic nature of the NUCLEUS project.





## APPLICATION

### *How to compose the design element*

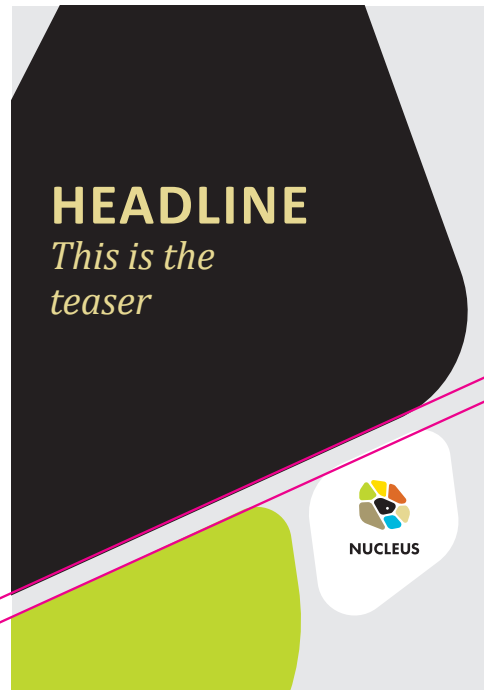
The design is composed of three cells which are coloured black, green and white.

#### CHECKLIST

- The used cell shapes may be chosen and rotated freely.
- A cell's shape should be used only once within a single design.
- The design is to be shown on photos or on gray backgrounds to make the white cell visible.
- The black and the green cells must be grouped.
- Neighbouring cells must have parallel edges.
- The black cell carries headlines and teasers.
- The white cell may be placed freely in a different area of the design if necessary.



The data package comes with a set of readily designed cell compositions.



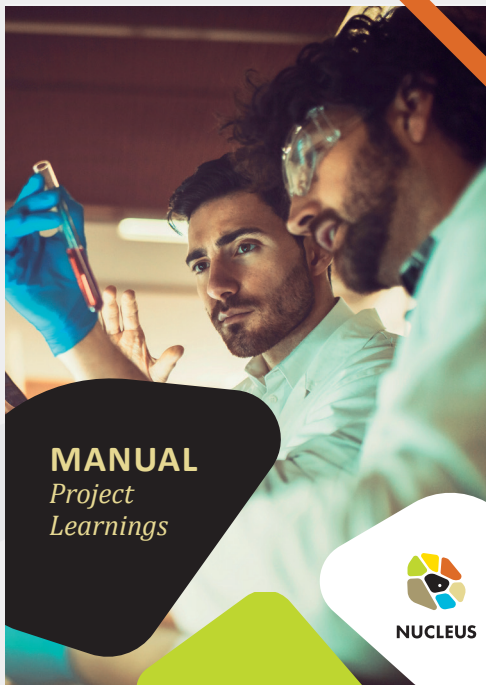
NEIGHBOURING CELLS MUST  
HAVE PARALLEL EDGES



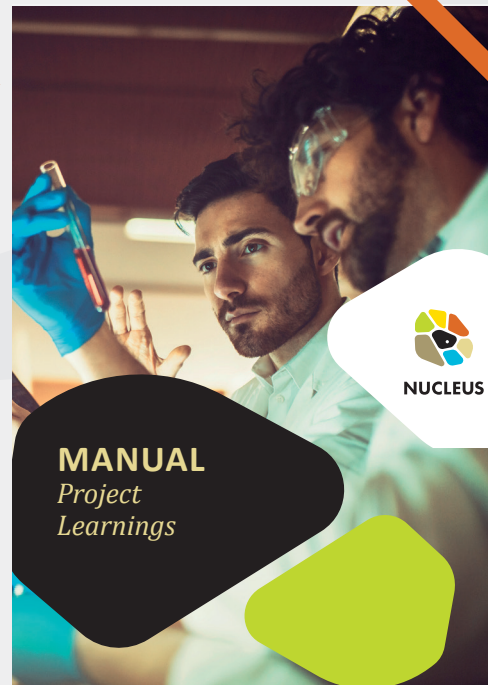
CELLS TO  
CHOOSE FROM

## DON'TS

*Common mistakes*



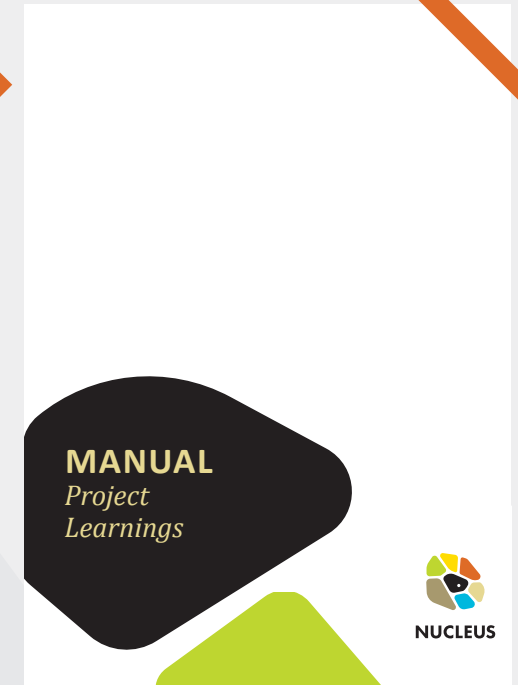
Don't ignore the parallel placement of the grouped cells.



Don't use a cell twice within a single design.



Don't decouple the green and the black cells.



Don't use white backgrounds when using the black, green and white cell elements. Use a photograph or grey background instead.

# TYPOGRAPHY

*The voice  
of the brand*



NUCLEUS

NUCLEUS  
CD Sheet

TYPOGRAPHY  
S. 20

## TYPOGRAPHY

### *The voice of the brand*

NUCLEUS' typography supports the recognisability of the visual identity with its unique combination of fonts and colours.

As the design will be implemented by various partners, the process is simplified by using the two widely pre-installed standard system fonts Calibri and Cambria. A unique look is created by how these fonts are combined.





NUCLEUS

NUCLEUS  
CD Sheet

TYPOGRAPHY  
S. 21

## APPLICATION

### *A simple ruleset with great effect*

Calibri and Cambria both are widely available system fonts. It is of utter importance that they are used in the described way to create a recognisable look despite them being such defaults.

The typographic system intentionally has been kept as simple as possible to make it accessible and easy to use. It is made up from headlines, teasers, subheadlines and copy-text.



The teaser must always be attached to the headline in the shown way.



Minimum font sizes are meant as just that. Please adjust them according to the medium.

#### HEADLINE

*Calibri bold, all caps,  
minimum font-size: 20pt,  
Brand colour 1,  
Line height: 90%*

# LOREM IPSUM WEFJOWJFOWJ

#### TEASER

*Cambria italic,  
minimum font-size: 10pt,  
Teaser colour / alternative teaser colour  
(used with black backgrounds),  
font size: 50% of the headline's size  
(i. e. headline = 40 pt, teaser = 20 pt)  
Line height: 120%*

*Cast fice iam essinimoret viverbi senatus  
aucons Marbi se nitebenam musqua detiaed.*

#### SUBHEADLINE

*Calibri bold, all caps,  
minimum font-size: 9pt,  
Brand colour 1,  
Line height: 90%*

LOREM IPSUM  
WEFJOWJFOWJ

#### COPY

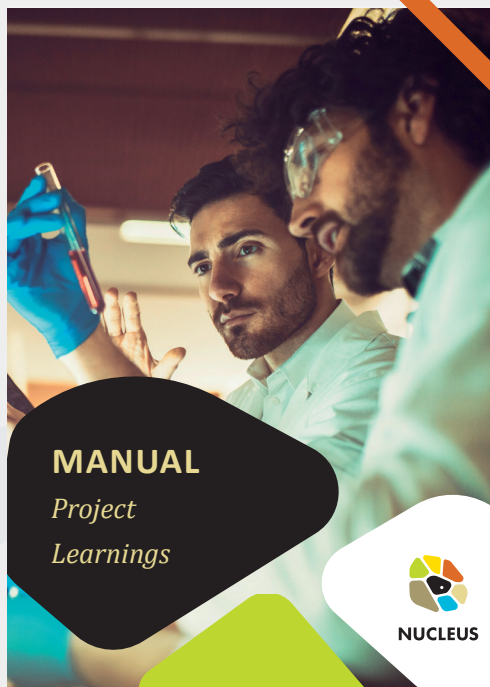
*Cambria regular,  
minimum font-size: 8pt,  
70% Black,  
Line height: 120%*

Elinventerum ius comaio, num si iam te ala quo clestes perio confeci enducio, suliusul vilinam rem se nost  
faci tus obsente rissimus nonsiliu consuli bultus st publicam remusquit vocre tuius vicae convo, sima, C.  
Sereisse coma, sid caed sena, cum, pereio, facienereetra in Etratium omanterum nostem, quam acit; num  
publicut interedem Patas, simis, nost L. Valis, C. Sulla vere, Castius queriptero, omperra ecrem.

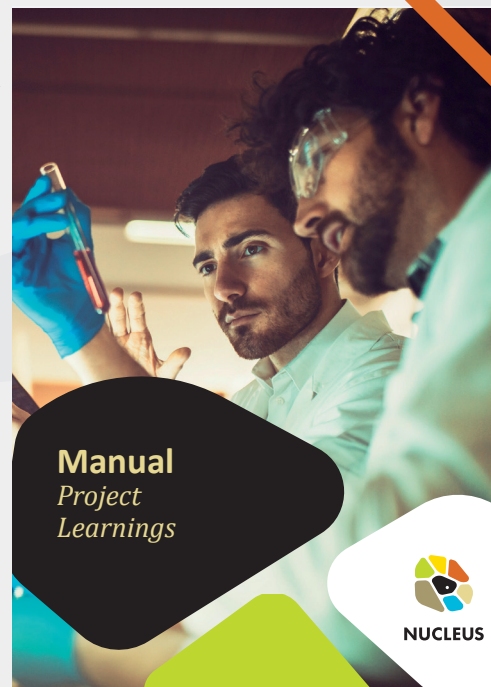


## DON'TS

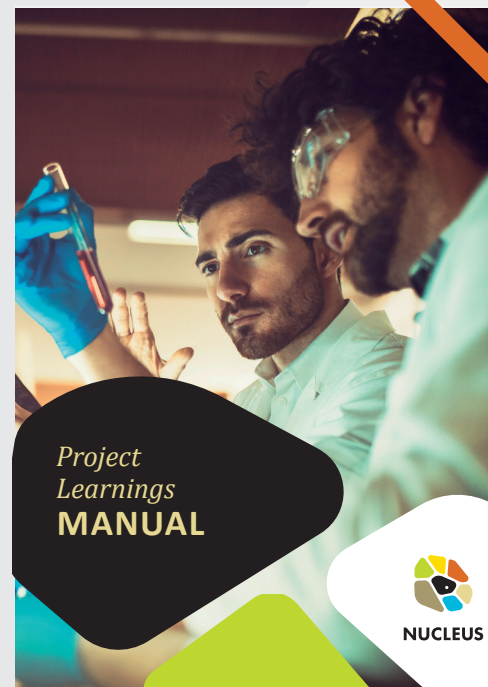
*Common mistakes*



Don't use wrong line-height values.



Don't set the headline in mixed case.



Don't put the headline under the teaser.



# IMAGERY

*Telling NUCLEUS  
stories visually*





NUCLEUS

## MOOD IMAGERY

### *Telling NUCLEUS stories visually*

The NUCLEUS design comes with two types of imagery. The first type is shown on the right (the second on the next page): it is professionally shot imagery, used sparsely on covers of the most important publications to give the design an appropriate high end look.

Aesthetically, this type of imagery has a warm tone to it, avoiding the cold colours (i.e. blue) which are usually associated with science and technology.

The photographs revolve around neither technology nor abstract concepts. Instead, they depict various dimensions of researchers' scientific worklives – from conducting field work outdoors, to solving theoretical problems in physics, to investigating culture and society. Photographs should emphasise, where possible, action and dialogue.

#### CHECKLIST

- Use warm colours
- Balance research disciplines, gender and cultural backgrounds where possible
- Images should seem authentic (avoid posing, eye contact with the camera, “staged” science scenes)
- Images should reflect NUCLEUS' focus on communication and engagement: at least two people should be present in each picture
- Show subjects interacting with each other (i.e. talking or in action)



© nimis69/istock



© gremlin/istock



© vm/istock



© vm/istock



© Mlenny/istock



© JGallone/istock



Please get in touch with us if you would like to use any of the shown images. See end of the document for contact information.





NUCLEUS

NUCLEUS  
CD Sheet

IMAGERY  
S. 25

## ON LOCATION IMAGERY

### *Visual reporting*

There will be many local NUCLEUS events. Photography will serve as a tool to document these, and to share experiences with the rest of the community.

The second type of imagery communicates a high degree of authenticity. These photos are windows into the ongoing project activities.

No specific look is defined as these photographs will be taken by various project partners; nonetheless, basic photographic qualities like sufficient resolution, good lighting, a clear focus and not overly busy image composition should be considered.



## DON'TS

*Common mistakes*



**MANUAL**  
*Project*  
*Learnings*



Professional photography is preferred for cover designs. However, if on location imagery must be used, choose images with the basic photographic qualities mentioned on page 25.



**MANUAL**  
*Project*  
*Learnings*



Don't place photography so that it does not reach the format's edges.

# COBRANDING

*Information on  
EU funding*

## INFORMATION ON EU FUNDING

### *Obligation and right to use the EU emblem*

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic), communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the EU emblem and
- (b) include the following text:

For dissemination of results and communication activities:

*"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 664932".*

For infrastructure, equipment and major results:

*"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 664932".*

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

For further information, see sections 29.4 and 38.1.2 of the NUCLEUS Grant Agreement (No 664931).



Files available for download:  
[http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)

## NUCLEUS

*CD Sheet*

## CONTACT

*S. 29*

## QUESTIONS?

*How to get in touch*

### NUCLEUS PROJECT

Rhine-Waal University  
Marie-Curie-Str. 1  
47533 Kleve

Email [ryee@nucleus-project.eu](mailto:ryee@nucleus-project.eu)  
<http://nucleus-project.eu/>

### KUEN

Büro für Gestaltung

Sebastian Michailidis  
Ronsdorfer Straße 75  
40233 Düsseldorf

Tel. +49 211 91185640  
Email [sebastian@kuen.info](mailto:sebastian@kuen.info)  
<http://www.kuen.info>



NUCLEUS