



Inria

HOW WE LOOK.

Brand Guidelines for inEurHeart.



If science were a living being,
mathematics would be the heart.

Appolinaire



IT IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR PROJECT. IT WILL GET YOU TO KNOW US BETTER.

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YOU NEED TO UNDERSTAND THE REASONS FOR OUR LOGO, GET TO KNOW US, **IT WILL HELP YOU TO TRANSMIT OUR IDENTITY.**

What is a brand identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and perception of the organization in its chosen market.

This brand identity must be represented graphically and typically includes elements such as logos and supporting graphics, color palette, typography and photographic choices. It may, as part of its guidelines, use examples to visualize how a brand should be represented in different visual media.



Why use these guidelines?

inEurHeart must manage how its project is represented across all visual media in different situations.

The project identity system presented in this document was created for this purpose and the guidelines contained within it explain how to properly represent and embody our project ethos consistently across different applications and markets in order to maintain the integrity of InEurHeart.

OUR LOGO IS VERY PRECIOUS. WE TOOK OUR TIME TO DEVELOP IT SO PLEASE BE NICE TO IT.

Justification

Our logo has been developed to reflect our project, i.e. medical and innovative. It highlights the artificial intelligence that allows to model the human heart to obtain a digital twin in 3D. inEurHeart is a collaborative project, funded by EIT Health co-funded by the European Union.

Construction

The main graphic element of our logo is the heart, built on its entire composition. With the left and right ventricle, left and right atrium as well as the aorta and pulmonary arteries. We have put forward the heart, central subject of the inEurHeart project, with the representation of the model that clearly shows, in the center, the different areas of myocardial scars intended for ablation.

The chosen font is singular, the typeface of the writing and the thickness of it reflects the imposing character that inEurHeart transmits to us in this innovative project.



- 01 This is the normal version of the logo. It is the preferred version when space is not limited in a layout, such as on graphics or website banners. It is a form of presentation and is used as a form of signature.
- 02 If the standard version cannot be used on colored background adaptations, use the version with white background. It can be used for a printed or digital version that respects the original logo.
- 03 This exceptional version can only be used for avatars and online applications where a small and square version is required.

It's like a dream. Everything is ecstasy, INSIDE.
We don't know it because of our thinking.

Identity rules

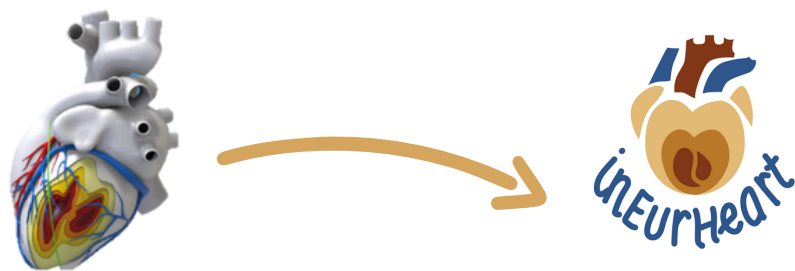
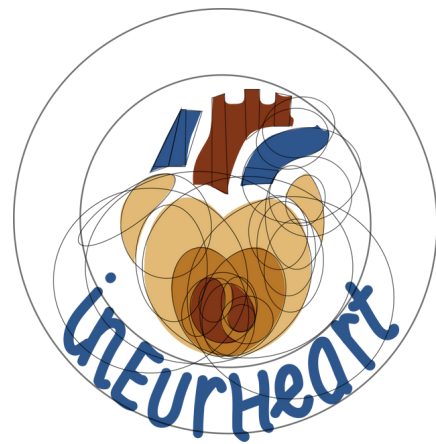
Using the InEurHeart brand implies basic respect for our identity.

The goal of our project is to transfer academic results into clinical practice in order to unleash their full potential and disseminate advances in imaging and cardiac modeling.

Thanks to these technological advances we can process data much faster and reduce the duration of an intervention in a more controlled way.

The Logo has been designed to mimic the 3D model of the heart generated from the CT image showing the targets to be ablated, represented by the brown spots in the logo. The technological solution is provided by the company InHEART: a 3D digital twin of the patient's heart, including detailed anatomy, myocardial scars, *i.e.* ablation targets.

The signs of our identity are significant colors that are specific to the 3D model of the project. The Basic Identity Standard as defined in this chapter is essential to maintain consistency across the different applications of the project.

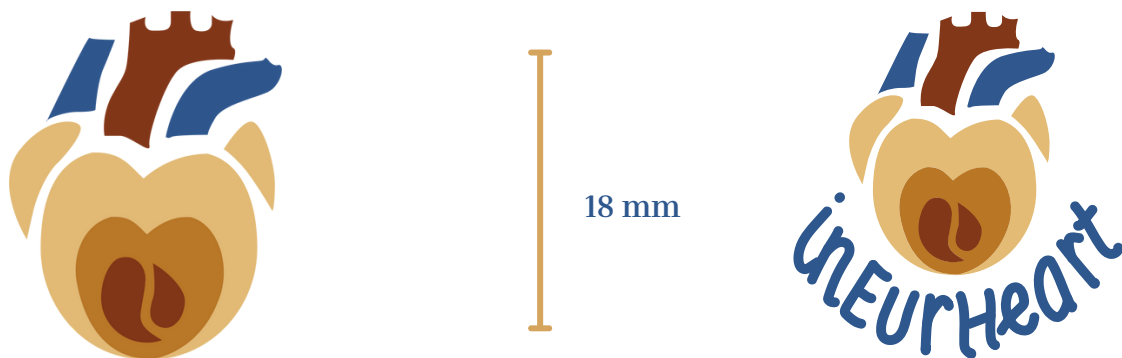


JUST GIVE A BREATH SPACE, we need fresh air to see our logo better.

a little leeway to help us stand out

Minimum size, more is better.

The regular logo should not be reproduced at a size smaller than 18 mm in height.



For the avatar version, the size must fit the requirements.

WE ALWAYS WANT TO LOOK GOOD ALL THE TIME, SO PLEASE TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

There is a right and wrong way to present our logo.

01 Space around logo

Always leave the logo some room to breathe.

Try to use white or neutral backgrounds.

✓ 01



02 If you need to...

If it is unavoidable to sit the logo on a color or photo, use the B&W logo. Either way, if you need to put it on a partner list, you can use gray as a complementary color, but don't forget to give us a chance to display our full colors when the user interacts with us (on mouseover).

✗ 02



03 No thanks

Do not rotate the logo.

Do not use the negative version on backgrounds that are too light or cluttered.

Do not place the logo on the wrong colors.

Do not add embellishments such as drop shadows on our logo

✗ 03



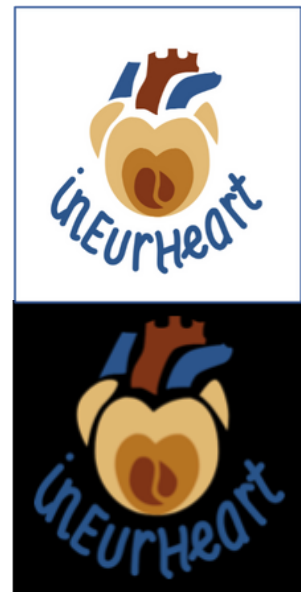
Say hello to everyone in the inEurHeart family. If you can't find it here, we don't want you to use it.

There is only one version of the logo. The placement of the typography remains unchanged.

It is not recommended that the icon be used as a default identifier in place of the full logo, but it can be used in its avatar version just for copyright or stamp purposes.

There is a full color option for our logo. For dark backgrounds, it is recommended to use the B&W version.

Logo version



B&W version

Avatar version

Bright color





OUR COLORS DEFINE OUR BRAND. We are bold, bright and confident. SIMPLE AND TO THE POINT.

The corporate color palette includes three shades of color: red, blue and yellow.

The colors correspond to CMYK, RGB and HEX references for consistency across different media. Whenever possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the included RGB and HEX references when the logo is used digitally.

Color Palette | Primary

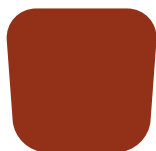


Blue

*CMYK 70 : 46 : 0 : 52

*RGB 36 : 66 : 122

*HEX# 24427A



Red

CMYK 0 : 66 : 84 : 43

RGB 146 : 49 : 23

HEX# 923117



Yellow

CMYK 0 : 22 : 55 : 14

RGB 220 : 172 : 99

HEX# DCAC63

Color Palette | Secondary



Noir

CMYK 100 : 61 : 32 : 96

RGB. 16 : 24 : 32

HEX # 101820

*CMYK: Cyan (C), Magenta (M), Yellow (J), Key (K)

*RGB: Red (R), Green (G), Blue (B)

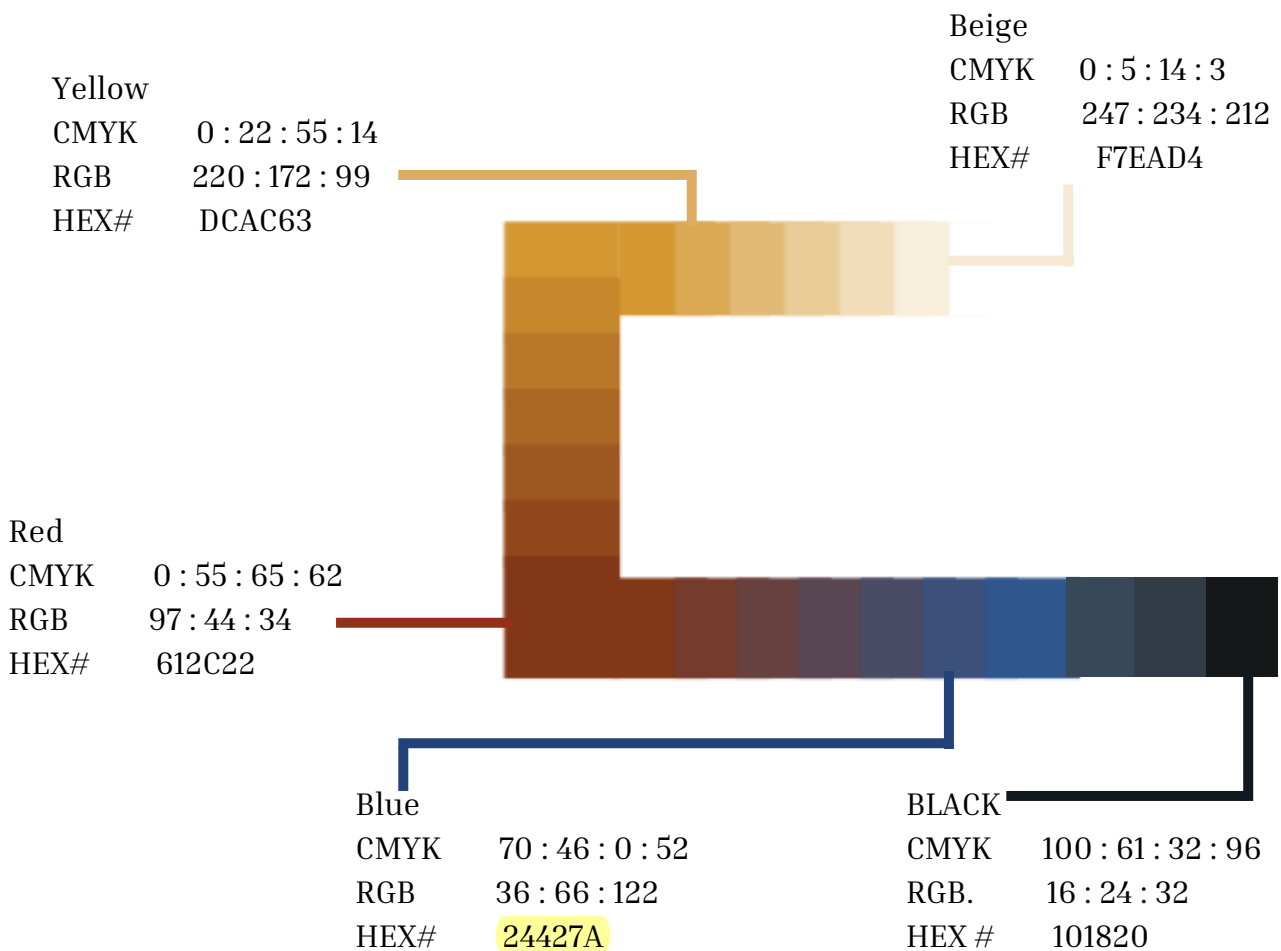
*HEX : Hexadecimal code



GRADIENT FLOW CHART PALETTE. THE COMBINATION OF COLORS IS REALLY THE MOST IMPORTANT PART OF THE COLOR THEORY.

We love our colors

Our gradient diagram is a solution to play with our beautiful color palette.





TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT.

Typefaces. **Print.**

Our project typeface is **Palatino**, a modern font with a mechanical skeleton and geometric shapes that allow the letters to be anchored in their natural width. This makes for a more natural reading rhythm.

Typefaces. **Online.**

Where technology permits, **Inria** should be used in all web applications. The default enterprise font is Palatino, which should be used to ensure acceptable degradation when the Inria font is not available.

Typography. **Style.**

Text for correspondence and publications should preferably be placed in upper and lower case, and left aligned with the right jagged. Capitalization should never be used for body text, but is acceptable for headings.

Polices de titres : **Headline fonts: Candara bold/regular**

Body Copy Fonts : **Palatino or Inria serif**

Aa
abcdefghijklmnopqrstuvxyz
ABDCEFGHIJKLMNOPQRSTUVWXYZ
//Inria serif

Aa
abcdefghijklmnopqrstuvxyz
ABDCEFGHIJKLMNOPQRSTUVWXYZ
//Palatino bold //Palatino regular

Candara

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

1 2 3 4 5 6 7 8
9 0 (! @ # \$ %
? & [* ^ ; = +
- / . , :])

fontsforyou.com

Best to have a checklist. Then you know that everything is done right.

The Checklist...

01 The logo

Use only complete logos in an appropriate version, created from original digital works. Please check that you have met the minimum size requirement.

02 Backgrounds

The logo should not appear on bright or cluttered images without being inverted.

03 Graphics

Make sure that the graphic elements do not marginalize, obscure or overload the inEurHeart logotype.

04 Typography

Check that our fonts have been used appropriately, if applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborative partners.

One final thought.

Ok in doubt, take a look back through this document, all the answers are there. Do your best and try to respect our brand.

Thank you !

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. PLEASE CONTACT INRIA.