



HIDDEN Brand Book-Logo Manual



This guide is designed to help the consortium use the HIDDEN logo correctly and consistently, ensuring the integrity of the project's overall brand identity. Maintaining a strong and cohesive visual identity requires proper application of all elements outlined in the brand book. This guide also serves as a valuable resource for typographers, designers, and other team members involved in creating branded materials and HIDDEN communication assets.

Contents



HIDDEN logo –The concept

4

Colour palette

5

Logo variations

7

Logo usage

9

Logo proper & improper use

10

Social media usage

11

Logo usage on backgrounds

12

HIDDEN typography

13

HIDDEN logo –The concept

The HIDDEN logo is a dynamic and symbolic representation of the project's core mission:

enhancing perception and decision-making in complex urban environments through collective intelligence.

Central Eye: The Eye symbolizes vision, awareness, and perception—core values of the HIDDEN project. It reflects the mission to detect and interpret occluded objects and vulnerable road users within complex urban environments. The Eye also represents collective perception and human-aligned decision-making, aligning with the project's emphasis on ethical, intelligent systems.

Radiating Magenta Nodes: The four vibrant magenta nodes signify connectivity, communication, and collaboration between vehicles, infrastructure, and people. They represent the networked intelligence at the heart of HIDDEN, where AI and human insights converge. These nodes also indicate gaze locations and are closely tied to the project's four main use cases.

The connectivity nodes and lines symbolize real-time, networked collaboration between vehicles, infrastructure, and humans, reflecting the project's core emphasis on collective intelligence and its four primary use cases.

Signal Icon: Positioned within the eye, the antenna signal motif emphasizes the role of real-time data exchange and intelligent communication at the heart of HIDDEN's technology, anchoring the Vehicle-to-Vehicle (V2V) or Vehicle-to-Infrastructure (V2I) communication, Networked intelligence — autonomous systems sharing perception data in real time.

Magenta Typography: The word “HIDDEN” in bold magenta reinforces the project's identity with vibrancy and visibility, echoing its modern and innovative spirit.

Grounding Oval: The grounding shadow beneath the logo adds depth and stability to the design. It symbolizes the project's real-world applicability, reflecting the importance of physical testing and evaluation in ensuring reliability and impact.



Colour Palette (1/2)

HIDDEN logo uses two different colours:

Dark Blue

Technology & Trust: Blue is a classic color in tech and innovation. It suggests precision, data, and intelligence — key pillars of the HIDDEN project.

Reliability: Dark blue implies stability, which reflects the project's alignment with ethical, explainable AI and European standards.

Human-Centric Focus: It grounds the visual identity in seriousness and responsibility, echoing the project's alignment with human behavior and regulations.



Vibrant Magenta

Innovation & Connectivity: This energetic pink-purple tone represents hybrid intelligence, where AI and humans collaborate. It suggests forward thinking, dynamism, and energy.

Visibility of the Invisible: As the project deals with detecting occluded or hidden objects and VRUs, magenta draws attention to connections and perception, symbolizing revelation and awareness.

Disruption: It also hints at challenging the norm — building systems that aren't just smart but ethically and socially aware.

Colour Palette (2/2)

CMYK: 14, 100, 0, 0

RGB: 214, 0, 147

#d60093

90%

80%

70%

60%

50%

CMYK: 100, 92, 28, 23

RGB: 0, 38, 105

#002669

90%

80%

70%

60%

50%

Logo Variations (1/2)



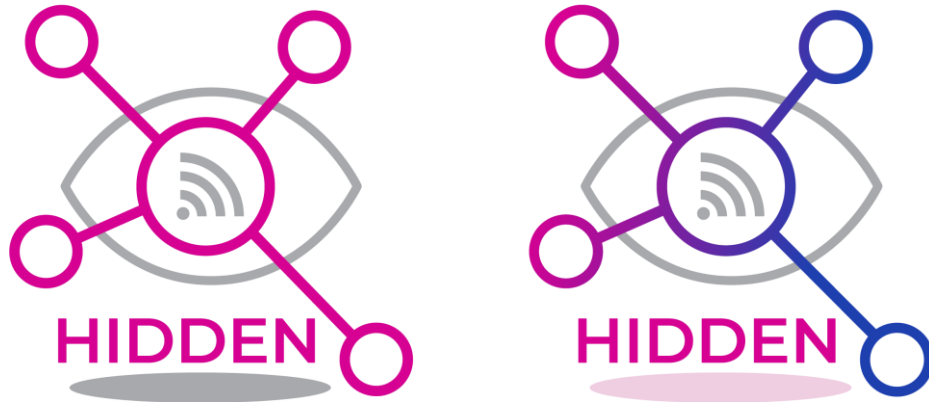
Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on next page are available for usage.

Logo Variations (2/2)

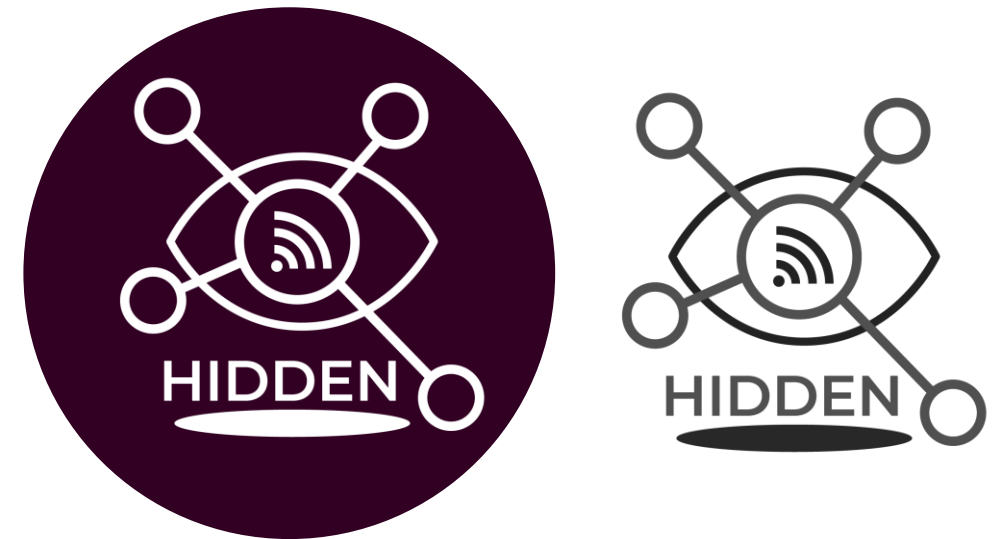
Negative Format

These formats of HIDDEN logo are only used when placing the logo on an image, on a coloured background or on a pattern.



BW/Grayscale Format

This logo variation is meant to be printed in a grayscale or in black and white format (i.e. newspapers, internal memos).



Logo Usage

The clear space zone around the logo has been determined to ensure the proper visibility of the HIDDEN logotype. Maintaining the clear space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that HIDDEN logo always appears unobstructed and distinctly separate from any other visuals.

To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screen printing), the usage of the logo in a larger size is strongly recommended.



Print Size

2 cm X 1,9 cm



Screen size

94 px X 90 px

Logo Proper & Improper use



- ✓ Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.



- ✗ Never stray from the color palette



- ✗ Never rearrange elements of the design



- ✗ Never stretch or distort the Logo



- ✗ Never change or alter any fonts.



- ✗ Never change the orientation of the logo with angles different than 0 or 90

Display the HIDDEN logo only in the formats that are specified in this guide.

HIDDEN logo may not appear in any other colours than the already specified in this guide. Do not rotate, skew, scale, redraw, alter or distort the HIDDEN logo in any way.

Do not combine HIDDEN logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

Logo usage on social media

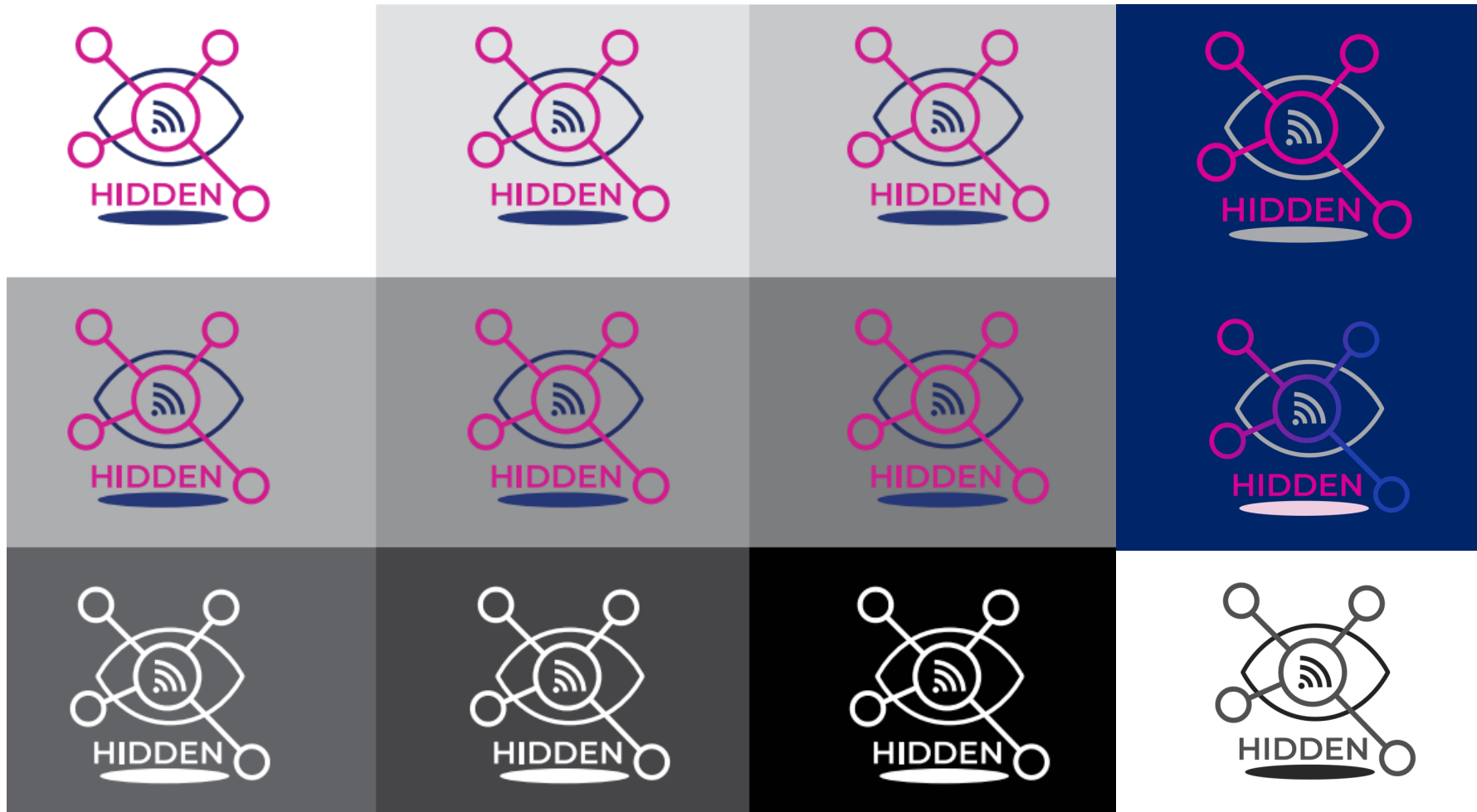
Logo use on social media: the logo should be used in a white background.



Logo usage on backgrounds

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



HIDDEN typography (1/2)

For Posters, flyers, Roll-ups and other external printed materials use Montserrat typeface.

HIDDEN logo typeface is Montserrat.

This typeface has been carefully selected to give prominence to the brand image and must be always used to retain consistency – especially within the logo graphical elements.

Replacing fonts with alternatives should not be done under any circumstances.

Montserrat

AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

£!@#\$%^&*()_+~[]{};'\"./:~|<>?

Light AaBbCcDdEe123

Book AaBbCcDdEe123

Medium AaBbCcDdEe123

Bold AaBbCcDdEe123

Typo
gra
phy
BRAND

HIDDEN typography (2/2)

For Word documents and Power Point presentation use Calibri typeface.

HIDDEN documents and presentations typeface is Calibri.

This typeface has been carefully selected to give our materials a clean, modern, and highly readable appearance. Calibri is available on most computers, as it is a system font. Calibri supports most of the languages

Replacing fonts with alternatives should not be done under any circumstances.

Calibri fonts family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Regular</i> <i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>



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HIDDEN EU PROJECT



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