BRAND IDENTITY MANUAL version 1.0

SOBIGDATA
RESEARCH INFRASTRUCTURE

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This manual was created by **Daniele Fadda** and is a
redesign of the work started by the Declar srl studio.

Concept

SoBigData is an Infrastructure whose task is to strengthen and connect clusters of excellence of research concerning big data, social mining, and artificial intelligence by creating a Pan-European and interdisciplinary community.

To best express, these values, a square, the graphic symbol par excellence of solidity and stability, was chosen as the archetypal shape for the logo.

The squares matrix represents the dynamism and the multiplicity of points of view that meet in SoBigData. Each square differs from the adjacent one by a slight variation in color, opacity, and scale, creating a significant vibration and enhancing the uniqueness of each element.

The variation is not random but follows a precise and reproducible pattern. By interpreting this pattern, it is possible to generate multiple declinations of the logo to identify projects related to SoBigData.
The logo and its declinations were completely generated through an algorithm.

Pictogram construction

Construction of the pictogram.
The construction of the pictogram started with the structure of a squares matrix of 5 x 5. The size of the single square in the matrix is taken as the unit of reference for the construction of the whole logo.

The composition begins in the quadrant center of the matrix, which has the maximum opacity and scale values (100% and 90%).
The composition proceeds toward the outside of the grid, decreasing the opacity and scale values of the elements according to the pattern shown in the adjacent figure.
The two colors chosen were applied according to a checkerboard pattern.

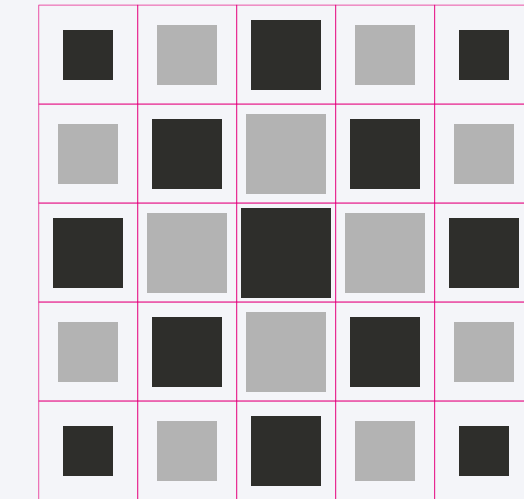The final effect is both very dynamic and strongly textured.
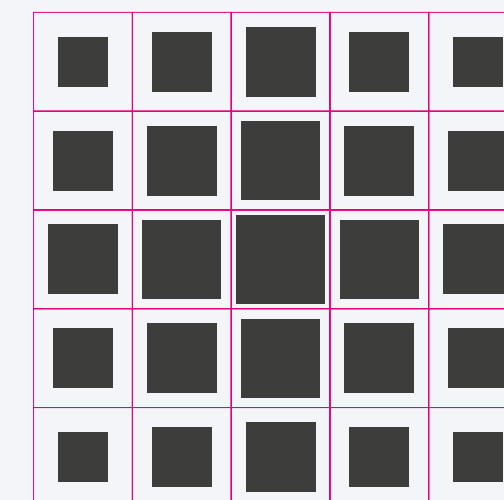
PICTOGRAM
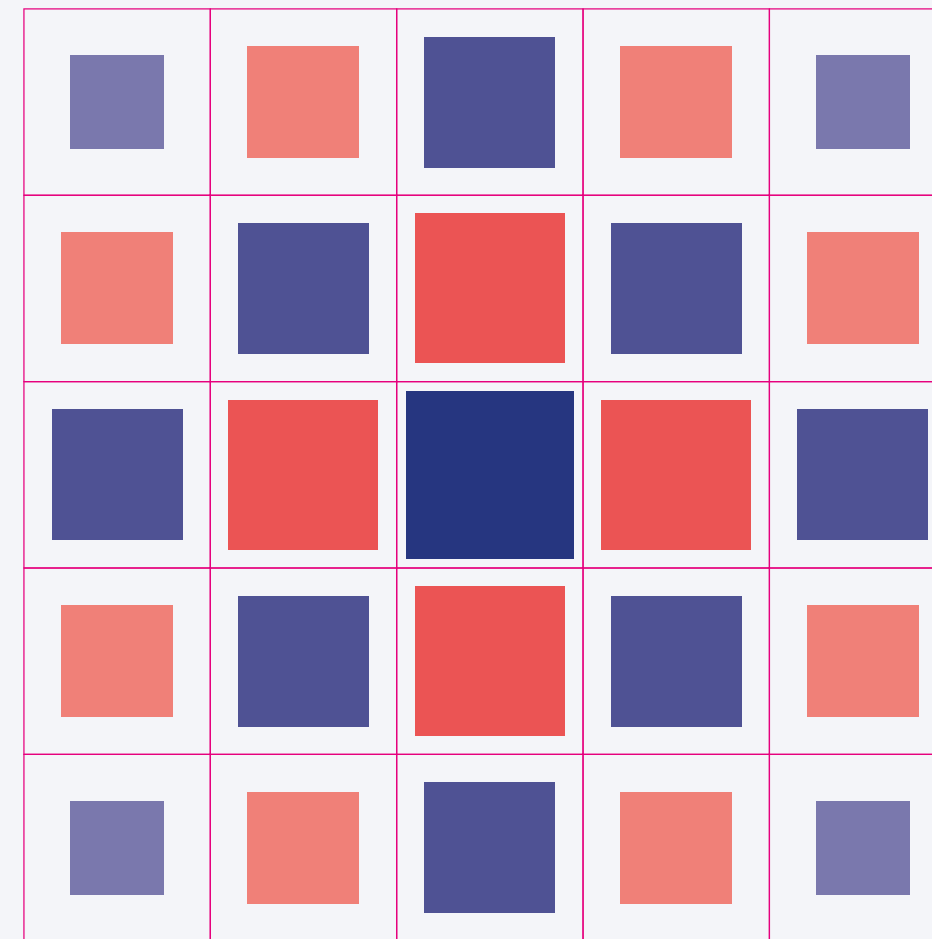
COLOR

Color assignment scheme

Blue	Red	Blue	Red	Blue
Red	Blue	Red	Blue	Red
Blue	Red	Blue	Red	Blue
Red	Blue	Red	Blue	Red
Blue	Red	Blue	Red	Blue

SCALE

Rescale scheme

50%	60%	70%	60%	50%
60%	70%	80%	70%	60%
70%	80%	90%	80%	70%
60%	70%	80%	70%	60%
50%	60%	70%	60%	50%

OPACITY

Opacity assignment scheme

| 60%	70%	80%	70%	60%
70%	80%	90%	80%	70%
80%	90%	100%	90%	80%
70%	80%	90%	80%	70%
60%	70%	80%	70%	60%
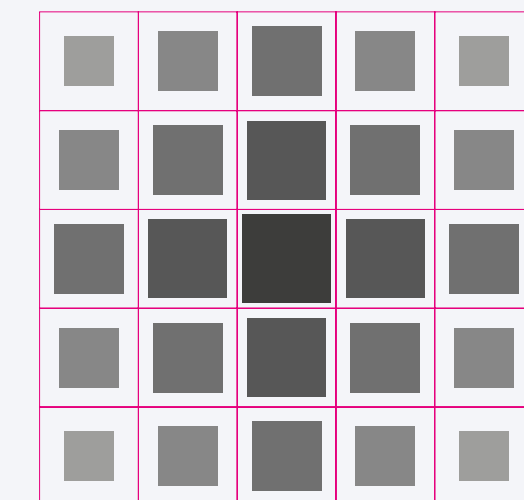
Text composition

Consider x the size of a matrix square 5 x 5 needed to construct the pictogram. Each time the logo is applied, it needs a buffer area equal to 2x, while the distance between the pictogram and the text must equal x. The height of the SoBigData lettering is 3x, while the text underneath must be spaced x apart and x high.

For the realization of the logo, the Rajdhani font family was used.

- Rajdhani Medium used for "SO"
- **Rajdhani Semibold used for "BIG"**
- **Rajdhani Bold used for "DATA"**
- Rajdhani Semibold used for "RESEARCH INFRASTRCUTURE" text

The weight of the text on the right side is balanced by the presence of the pictogram on the left, recreating a balanced situation.

RAJDHANI MEDIUM

RAJDHANI SEMIBOLD

RAJDHANI BOLD
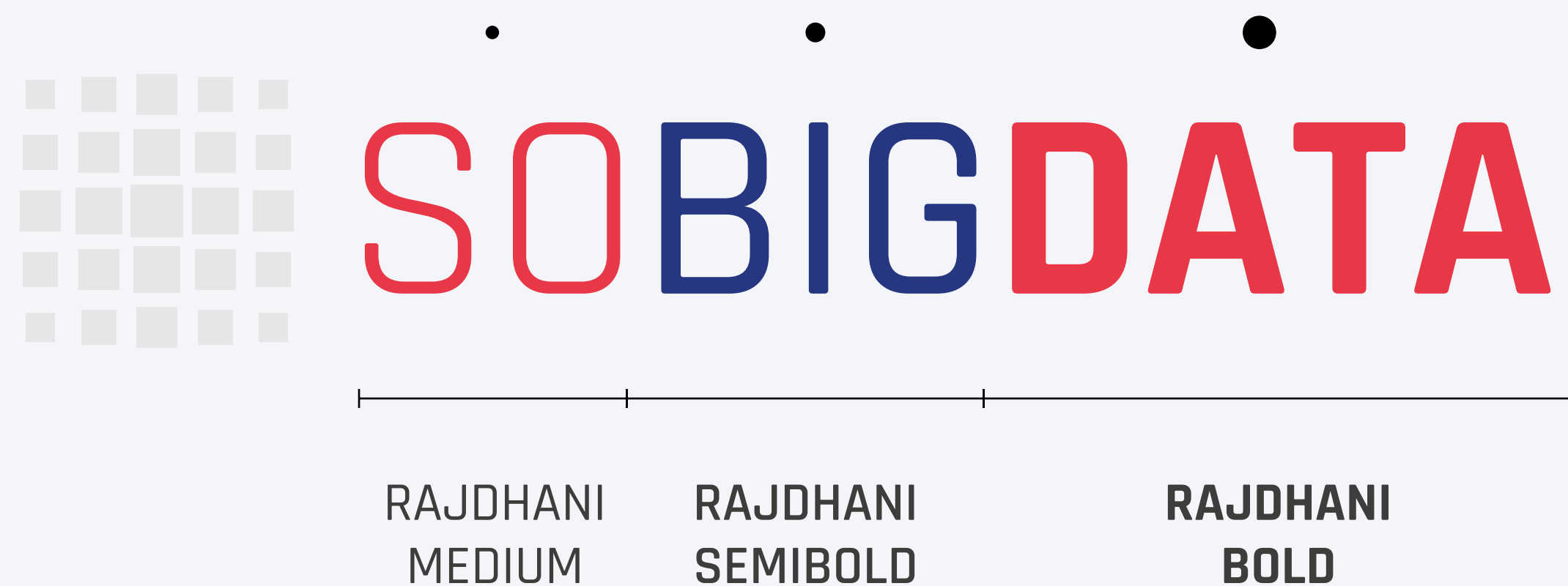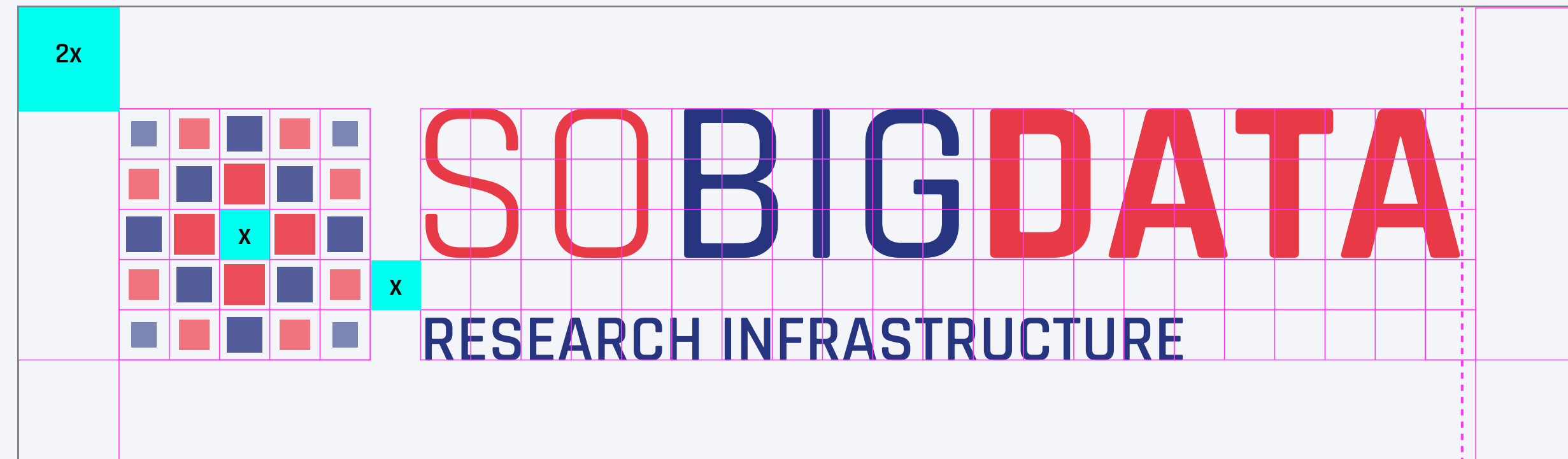
Black and white variant

It is preferable to use the black-and-white variant of the logo in which the pictogram transparencies are retained. However, the logo still has clear legibility even if a solid color without transparency is used. This allows the logo to be applied to many pics media and printed with different techniques.
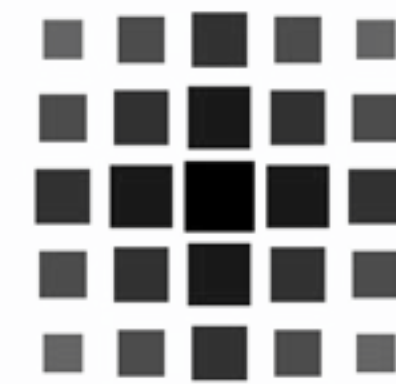
Minimal reduction

Print

The size of the logo may vary from the exact ratio of proportions in all the elements that compose it. The minimum allowable reproduction size is 50mm; this must allow for clear legibility at all times.
A simplified version without the text RESEARCH INFRASTRUCTURE has been created and can be reduced to 30mm.
Given the wide variety of media and techniques of display, it will be necessary to verify from time to time if the distinctive elements of the logotype are preserved.

Web

The minimum allowable reproduction size is 120px; this must allow for clear legibility at all times.
A simplified version without the text RESEARCH INFRASTRUCTURE has been created and can be reduced to 80px.

Stampa > 50mm

Monitor > 120px

Stampa > 30mm

Monitor > 80px

Disallowed uses

1. Do not deform, cut or rotate the logo

2. Do not add effects

3. Do not change the position of the elements

4. Do not use other colors

5. Do not recombine logo colors (the proposed solutions Fails WCAG 2.0 and 2.1, too low contrast ratio)
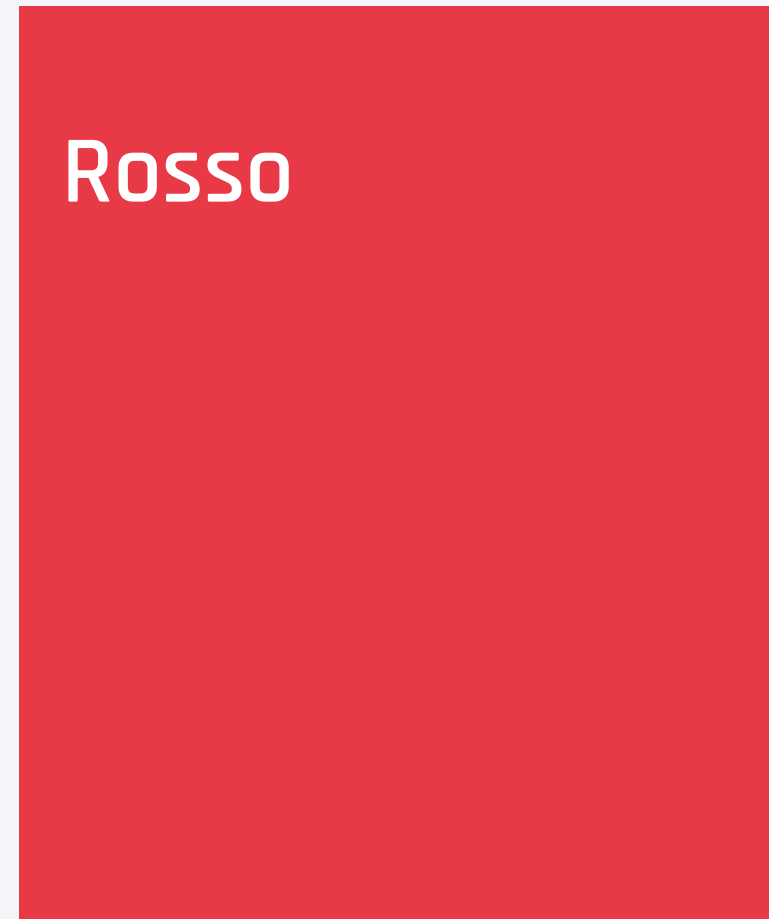
Colors (1)

Since the consortium partners are many and it isn't easy to completely control the production of images and graphic visualizations, the proposal of a solid visual identity is helpful to increase the sense of consistency, regardless of the tool used to create them.

The two chosen colors have bold hues, not primaries, but they are very saturated and far apart, creating a strong contrast. The pure white background also contributes to the increased difference.

The goal is to convey a sense of balance and simultaneously vibrant energy.

The work's immediate consequence is providing the SoBigData team with guidelines that will allow you to think less about colors when creating graphic content. In addition, people without specific visual design training will be able to create visualizations and images consistent with SoBigData's brand identity.

Also, with this in mind, colors that are easy to refer to during presentations (blue, red) and far apart have been selected. This choice should simplify the dialogue with interlocutors while referring to the visualizations presented.
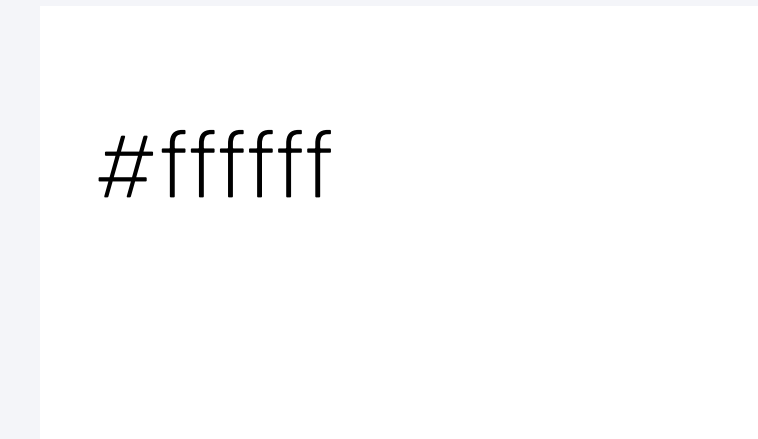
Rosso

#e83947

C: 0%	R: 232
M: 88%	G: 57
Y: 65%	B: 71
K: 0%	

Blu

#273580

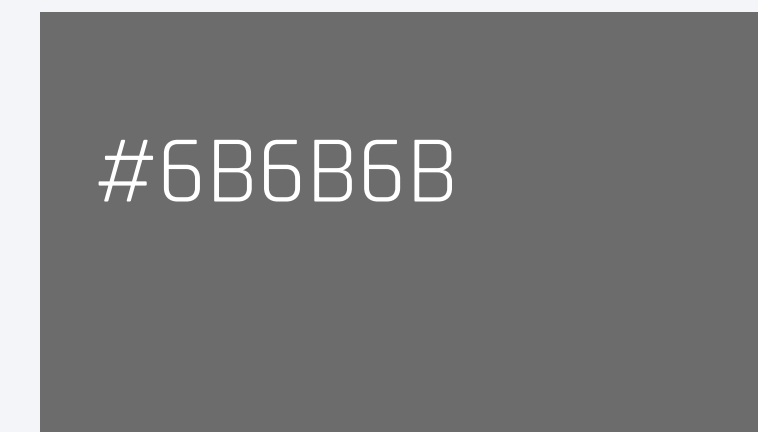| C: 100% | R: 39 |
M: 90%	G: 53
Y: 12%	B: 128
K: 2%	

#ffffff

#c1c1c1

#989898

#6B6B6B

Colors (2)

Color Theme Swatches in Hex

.SoBigData-color-theme-1-hex { color: #E83947; }

.SoBigData-color-theme-2-hex { color: #273580; }

.SoBigData-color-theme-3-hex { color: #C1C1C1; }

.SoBigData-color-theme-4-hex { color: #989898; }

.SoBigData-color-theme-5-hex { color: #6B6B6B; }

Color Theme Swatches in RGBA

.SoBigData-color-theme-1-rgba { color: rgba(232, 57, 71, 1); }

.SoBigData-color-theme-2-rgba { color: rgba(39, 53, 128, 1); }

.SoBigData-color-theme-3-rgba { color: rgba(193, 193, 193, 1); }

.SoBigData-color-theme-4-rgba { color: rgba(152, 152, 152, 1); }

.SoBigData-color-theme-5-rgba { color: rgba(107, 107, 107, 1); }

Color Theme Swatches in HSLA

.SoBigData-color-theme-1-hsla { color: hsla(355, 79, 56, 1); }

.SoBigData-color-theme-2-hsla { color: hsla(230, 53, 32, 1); }

.SoBigData-color-theme-3-hsla { color: hsla(0, 0, 75, 1); }

.SoBigData-color-theme-4-hsla { color: hsla(0, 0, 59, 1); }

.SoBigData-color-theme-5-hsla { color: hsla(0, 0, 41, 1); }

Colors (3)

1. Linear color gradient

2. Discrete color gradient

3. Color Blindness test

Simulations regarding visual accessibility showed that the chosen samples are suitable for color-blind vision. This is true for the three main types of color blindness: deuteranopia, protanopia, and tritanopia.
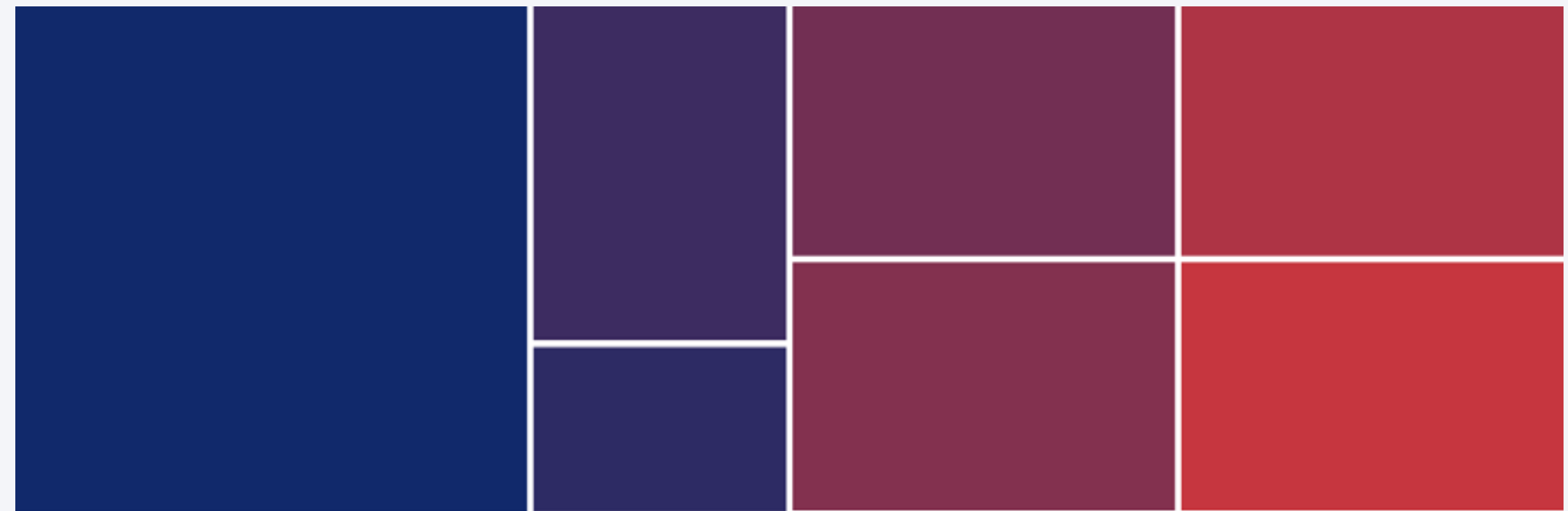
1

Linear color gradient
/* Gradient in Hex */
linear-gradient(to right, #273580 0%, 50%, #E83747 100%);
/* Gradient in RGBA */
linear-gradient(to right, rgba(39, 53, 128, 1) 0%, 50%, rgba(232, 55, 71, 1) 100%);

2

3

SIMULATION

Deuteranotopia

Protanopia

Tritanopia

Logo declination (1)

Instead of creating a single logo, we have created a system that allows one to create through moving over a matrix, 25 unique but related logos.

The central position of the matrix is the primary Research Infrastructure logo. Projects related to the Research Infrastructure (++ or PPP) or national nodes that are linked into the Research Infrastrcture will be able to have their customized logos.

PITTOGRAMMA BASE
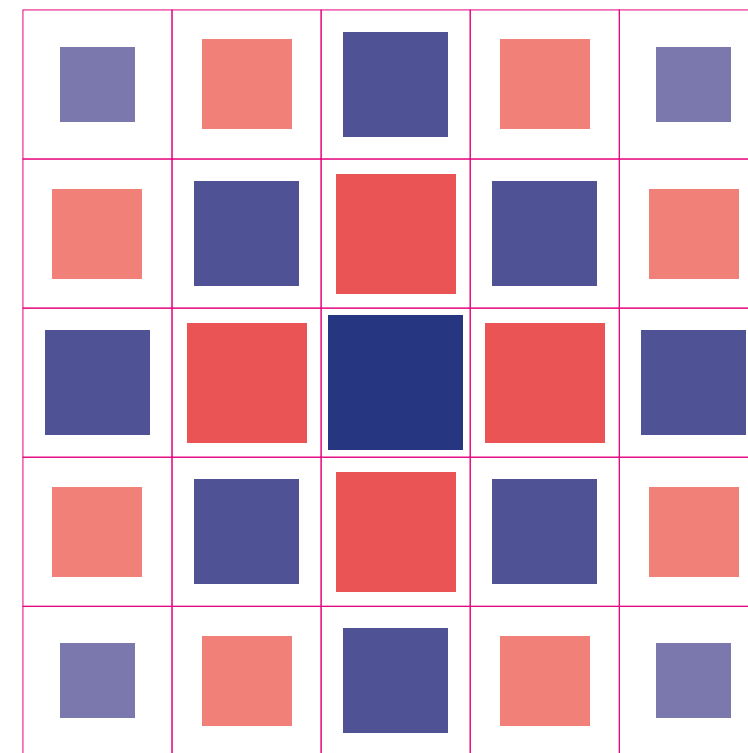
PITTOGRAMMA ESPANSO
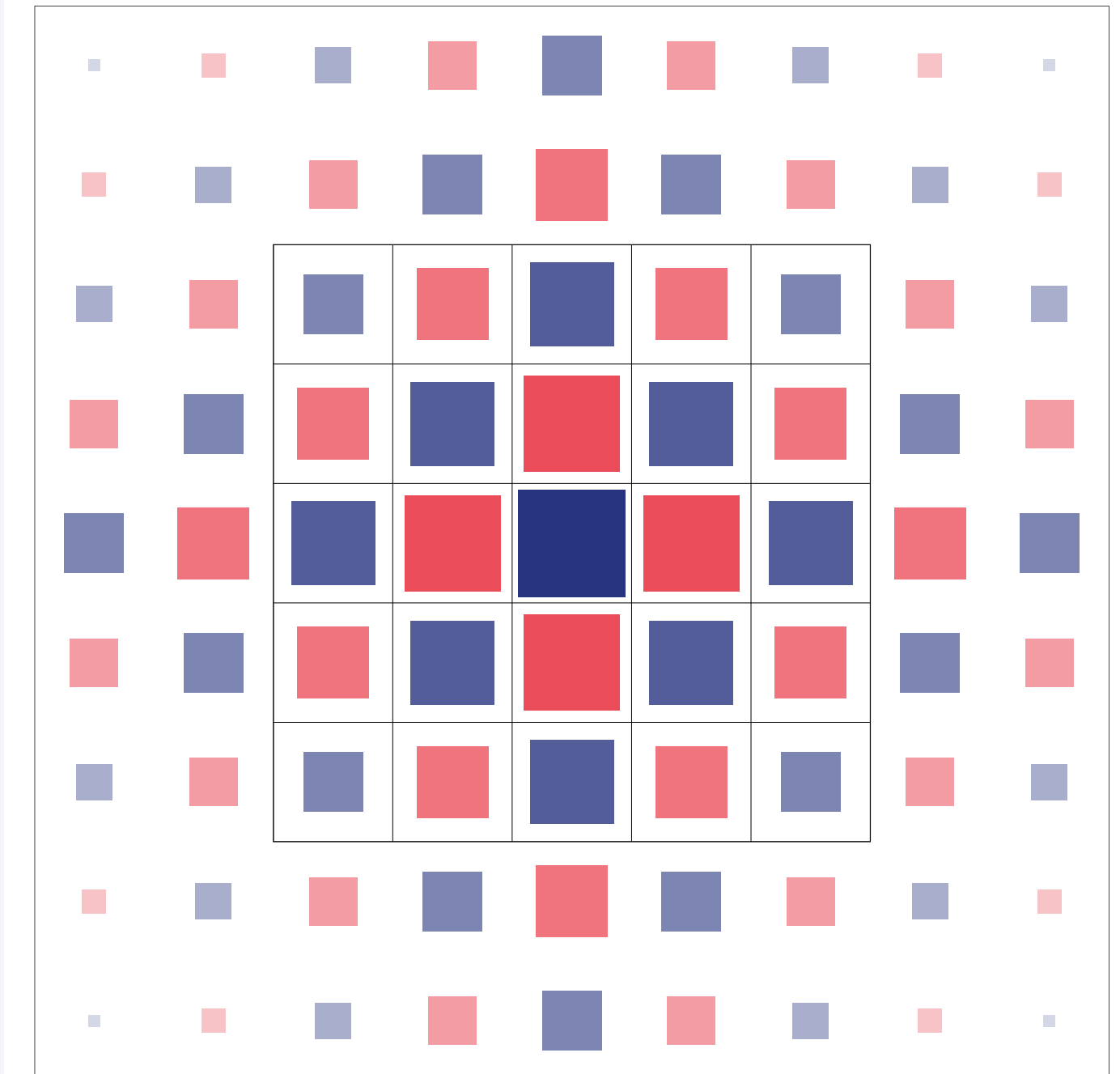
Logo declination (2)

On this page, you can explore all pictograms generated on the 5 x 5 matrix. Pictograms already selected for projects/nodes have been highlighted.
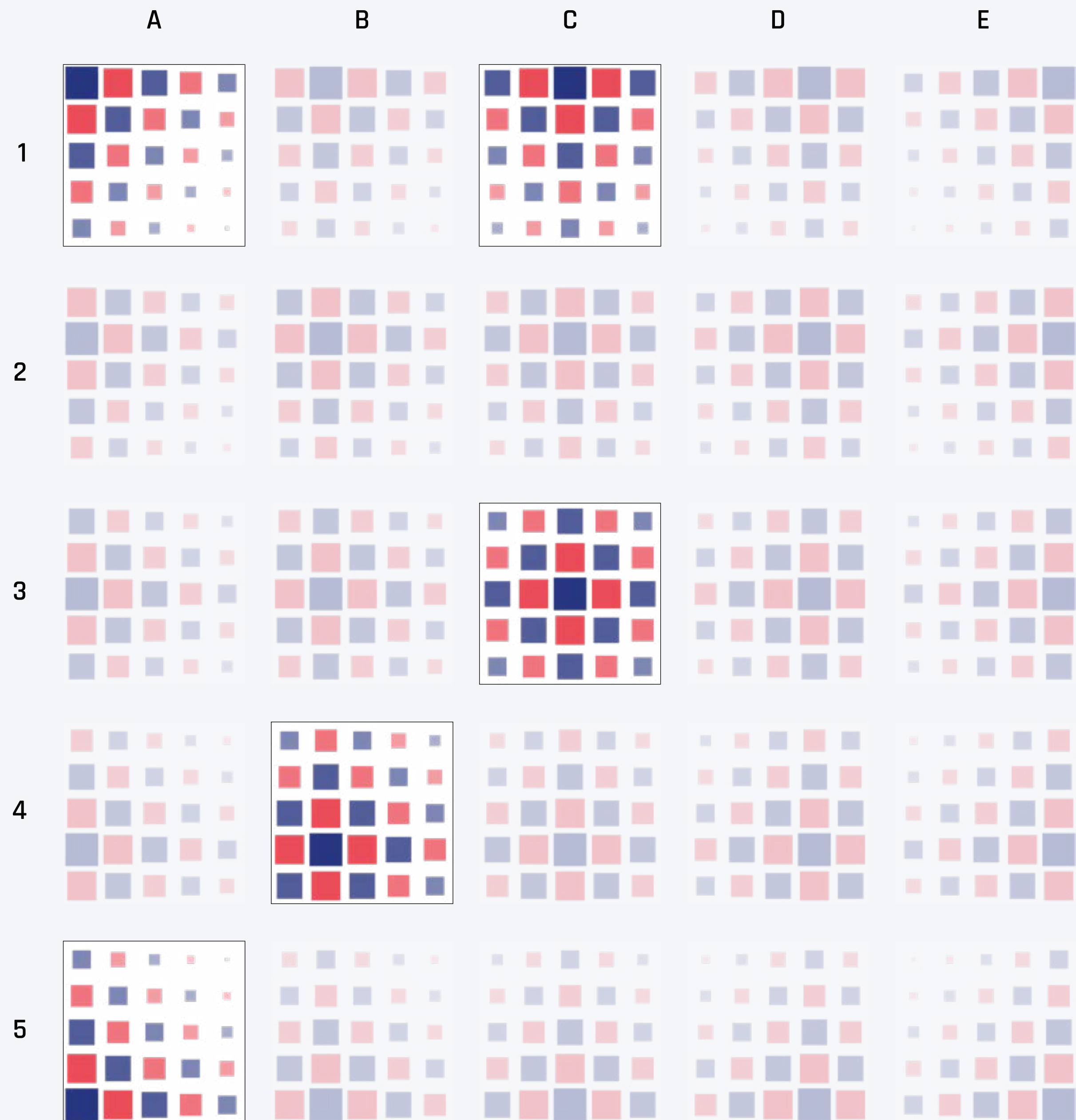
1A - **SoBigData++**
1C - **SoBigData.it**
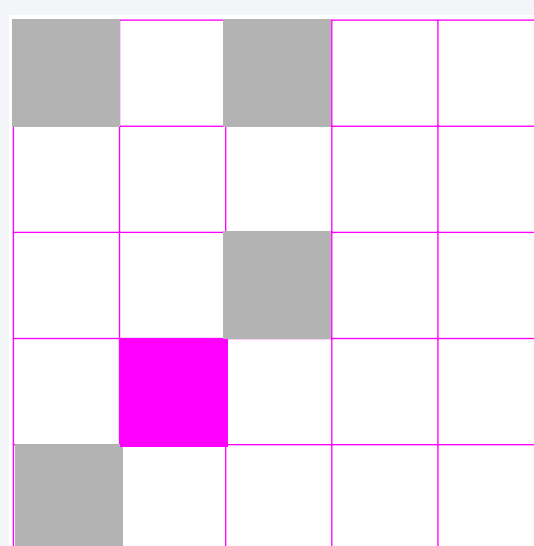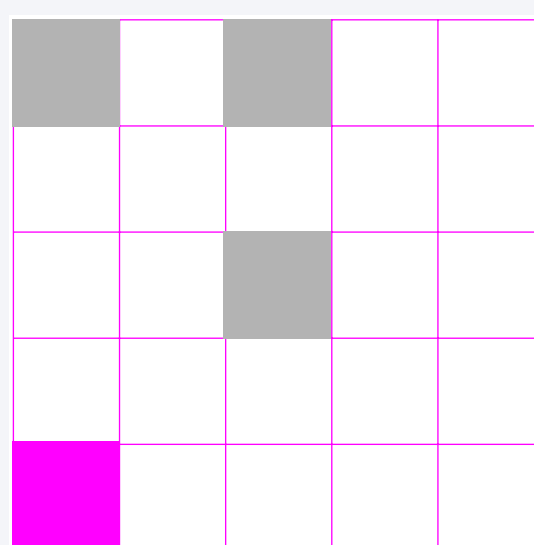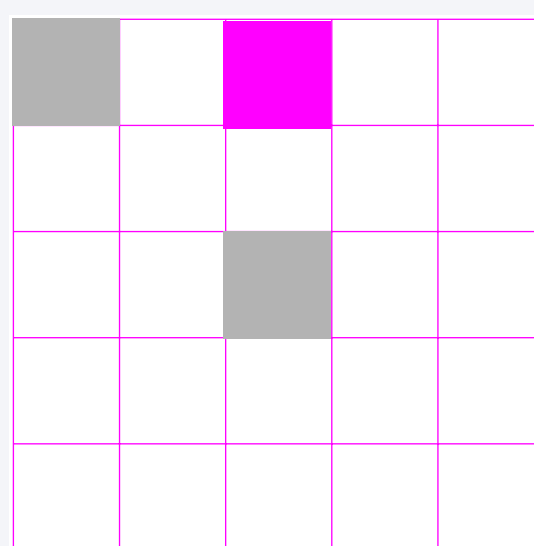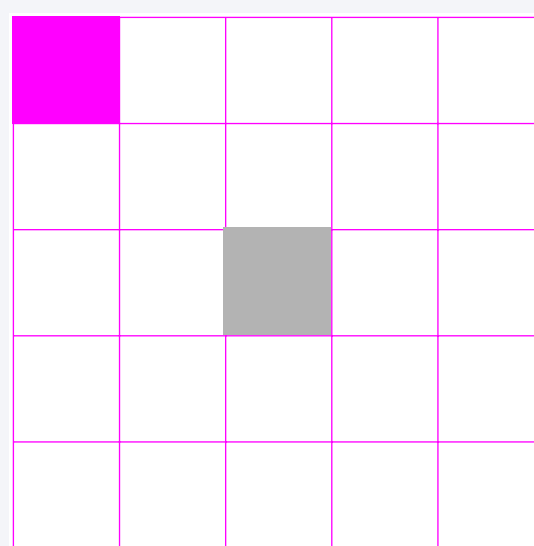3C - **SoBigData Research Infrastructure**
4B - **SoBigData IPP**
5A - **SoBigData PPP**

Logo declination (3)

This image shows the template to create the complete logo for each new project or node.

SOBIGDATA++
PLUS PLUS

SOBIGDATA.it
ITALIAN RESEARCH INFRASTRUCTURE

SOBIGDATA PPP
PREPARATORY PHASE PROJECT

SOBIGDATA IPP
IMPLEMENTATION PHASE PROJECT

Do your SoBigData logo yourself

The logo is based on a visual system coded through an algorithm that can reproduce a symbol for each project. The developed algorithm will be released as open-source code to allow each person in SoBigData to get his own logo for each project.
Finally, a script has been created to make custom animations to generate video content from the logos.
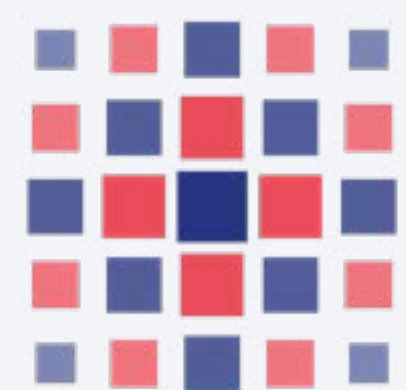

https://observablehq.com

This manual was created by Daniele Fadda
and is the redesign of the work started by the
Declar srl studio.
The javascript implementation of the logo was
realized with the support of Salvatore Rinzivillo.

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