

MAIA



PROJECT IDENTITY STYLE GUIDE



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This document outlines the design guidelines for the MAIA project identity.

The contents of the guidelines cover all elements of the visual identity required for its consistent and most expressive application.

TABLE OF CONTENTS

LOGO AND USAGE GUIDELINES 4	THE KEY VISUAL AND ITS APPLICATION 11
Logo	The key visual
Logo – Clear space	The key visual and its application
Logo – Minimum size	
Logo – Color versions and backgrounds	
Logo – Improper use	
COLOR PALETTE 9	USE AND APPLICATION OF DISCLAIMER 2
TYPOGRAPHY 10	

LOGO AND USAGE GUIDELINES

LOGO

The MAIA logo is a vital component of the MAIA project identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications.

In order to preserve consistency with the identity, never attempt to recreate the logo.

The following guidelines should be followed whenever creating printed or on-screen media for the MAIA project.



MAIA

LOGO – CLEAR SPACE

The MAIA logo should always be surrounded by a **minimum area of space** – the clear space.

The recommended clear space is defined by half the height of the logo on each side of the logo.



LOGO – MINIMUM SIZE

There are no predetermined sizes for the MAIA logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility.

There is no preset maximum size for the MAIA logo.

The **minimum size** is as shown on the right.

MAIA



Print: 20 mm
Digital: 110px

LOGO – COLOR VERSIONS AND BACKGROUNDS

To maintain consistency across all media, the logo should always be used in full color on a white background or as a white logo version.

The white logo version may be used on MAIA deep blue, yellow and turquoise.

The logo may be positioned on photos. However, legibility must be ensured. On dark photos, the white logo version should be used, and on light photos, the colored logo version should be used.

Full color version on white background

The word "MAIA" is displayed in a bold, blue, sans-serif font against a plain white background.

Color logo version on MAIA yellow background.

The word "MAIA" is displayed in a bold, blue, sans-serif font against a solid yellow background.

Color logo version on MAIA turquoise background.

The word "MAIA" is displayed in a bold, blue, sans-serif font against a solid turquoise background.

White logo version on MAIA deep blue background.

The word "MAIA" is displayed in a bold, white, sans-serif font against a solid deep blue background.

Color logo version on a light photo background.

The word "MAIA" is displayed in a bold, blue, sans-serif font against a light, textured background that transitions from light blue to light orange.

White logo version on a light photo background.

The word "MAIA" is displayed in a bold, white, sans-serif font against a dark, textured background that transitions from dark blue to dark grey.

LOGO – IMPROPER USE

The MAIA logo **must not be altered or modified in any way.**

The following are some examples of situations to avoid.



Never stretch or skew the logo out of proportion.



Never change the orientation.



Never change the color of the logo.



Do not use the full color version logo on any other color than white.



Do not use the white color version logo on any other color than MAIA primary colors (see color palette).



Do not use the white color version logo on photos with light colors.



Do always respect the clear space.

On **external media**, the **full color logo** must be used. The logo must always be placed on white background or in a white box. The **clear space** must be maintained (see Logo – clear space)

Use on external media



COLOR PALETTE

MAIA has a distinctive palette of colors.

Here you find the MAIA **corporate colors** with CMYK, RGB and Hex values.

Primary colors

The primary colors should make up most of the color expression in MAIA communications.

Primary colors

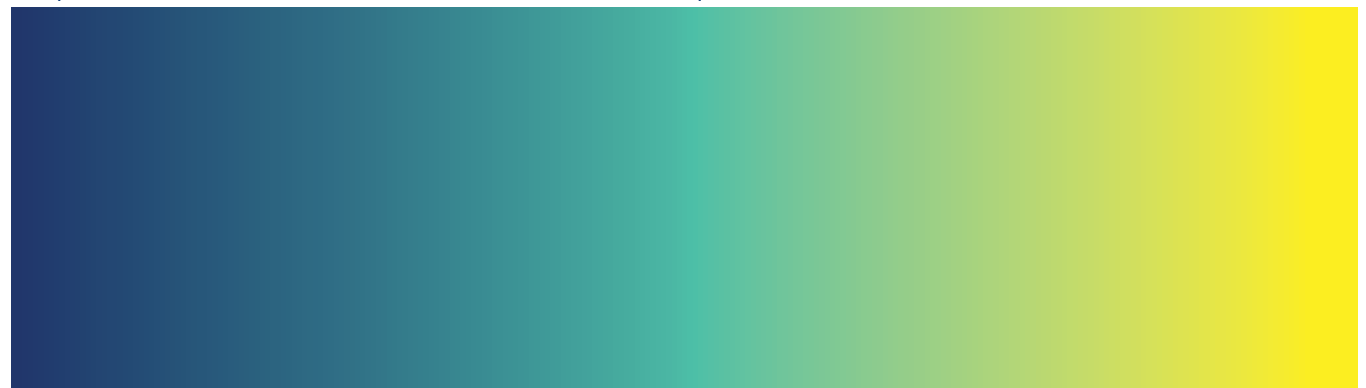
Deep blue #00306F CMYK 100, 89, 29, 17 RGB 0, 48, 111	Turquoise #4BBFA7 CMYK 65, 0, 44, 0 RGB 75, 191, 167	Yellow #FFF200 CMYK 4, 0, 93, 0 RGB 255, 242, 02
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

Gradient

Deep blue

Turquoise

Yellow



TYPEFACE

The main typeface in the MAIA identity is Titillium. It can be downloaded for free from Google Fonts.

The Titillium typeface should be used for all main headlines and body text in all official MAIA print and online communication media.

Titillium Regular

AB

ABCDEFGHIJKLM
NOPQXYZ

Titillium Bold

AB

ABCDEFGHIJKLM
NOPQXYZ

Alternative typeface

CALIBRI is a good option when Titillium is unavailable, and a standard system typeface must be used. In MS Word and PPT templates, we suggest using Calibri.

Calibri Regular

Aa

ABCDEFGHIJKLMNOPQXYZ
abcdefghijklmnopqxyz
123456789!@#%\$

Calibri Italic

Aa

*ABCDEFGHIJKLMNOPQXYZ
abcdefghijklmnopqxyz
123456789!@#%\$*

Calibri Bold

Aa

**ABCDEFGHIJKLMNOPQXYZ
abcdefghijklmnopqxyz
123456789!@#%\$**

KEY VISUAL AND ITS APPLICATION

THE KEY VISUAL

The key-visual depicts an airport as a multimodal, and intelligent hub, connected with the city through EVTOLs, unmanned buses, and trains.

The image resembles an electronic motherboard with chips and conductors, symbolizing its advanced and interconnected infrastructure.

The key visual is composed of the following elements:

- A photograph depicting an airport.
- Electronic conductors encircling the photo, symbolizing an electronic microprocessor.
- Pictograms representing an unmanned bus, an unmanned train, and an EVTOL (electric vertical take-off and landing aircraft).
- A city map in the background.

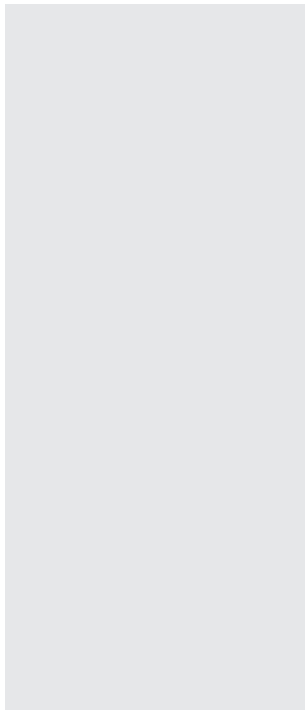
Depending on the medium and layout, the design of the key visual may be modified.



THE KEY VISUAL AND ITS APPLICATION

Examples of media showcasing the integration of the key visual with the logo and text on various formats.

Roll up banner



Website banner



X banner



USE AND APPLICATION OF DISCLAIMER

USE AND APPLICATION OF DISCLAIMER

Each MAIA medium should contain a disclaimer that includes the **Funded by the European Union** logo.

For more information on how to apply the **Funded by the European Union** logo, please refer to the [guidelines](#).



X banner



MAIA

If you have questions about use of this project identity guide, and questions relating to design and the practical application please contact:

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