

**BEYOND**  **D** BUILDING  
HUMAN  
**2020** SMART  
CITIES

**BRAND MANUAL**

## LOGO. VERSÕES



BEYOND  
2020

TOWARDS  
OPEN  
DATA

The original logo features the word 'BEYOND' in a bold, dark grey sans-serif font. The letter 'O' is replaced by a green line graph icon consisting of a vertical line with a dot at the base and an upward-pointing arrow. Below 'BEYOND' is the year '2020' in the same dark grey font. To the right of this text, the words 'TOWARDS', 'OPEN', and 'DATA' are stacked vertically in a smaller, green, all-caps sans-serif font.

ORIGINAL VERSION



BEYOND  
2020

The short version of the logo consists of the word 'BEYOND' in dark grey, with the 'O' replaced by the green line graph icon, and the year '2020' in dark grey positioned directly below it.

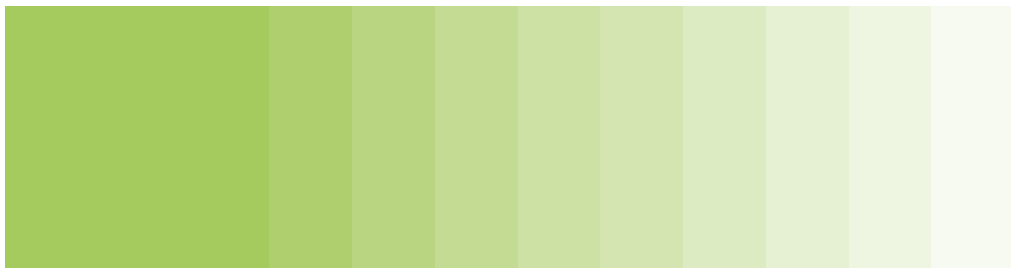
SHORT VERSION



ICON VERSION

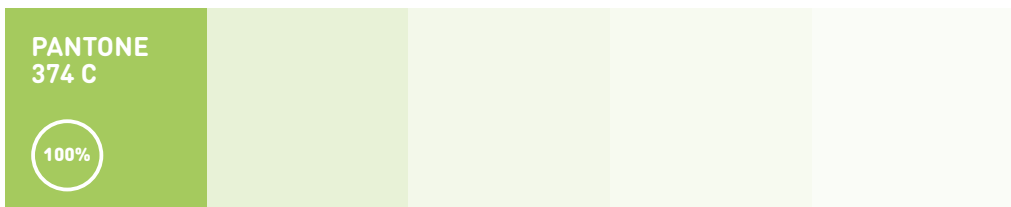


## COLOR A. CHOICE

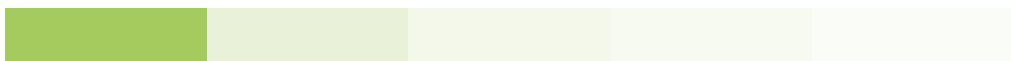


# PANTONE 374 C

## USAGE



## COLOR CONVERSION TABLE



PANTONE

**374 C**

RGB

163.227.94

WEB

#A3E35E

CMYK

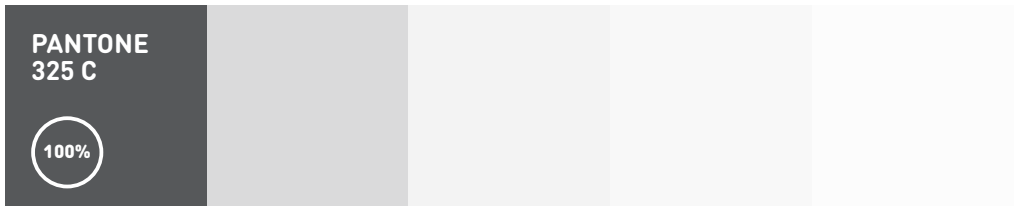
44.0.76.0

## COLOR B. CHOICE



# PANTONE 425 C

### USAGE

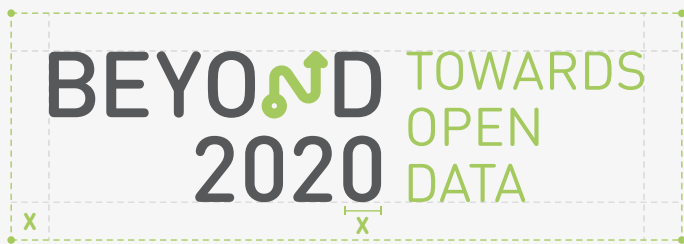


### COLOR CONVERSION TABLE

<b>PANTONE</b> <b>445 C</b>				
<b>RGB</b> 85.88.90				
<b>WEB</b> #55585A				
<b>CMYK</b> 62.50.47.40				



## LOGO. SECURITY AREA



ORIGINAL VERSION



ICON VERSION

## LOGO. COLOR VERSIONS & BACKGROUNDS

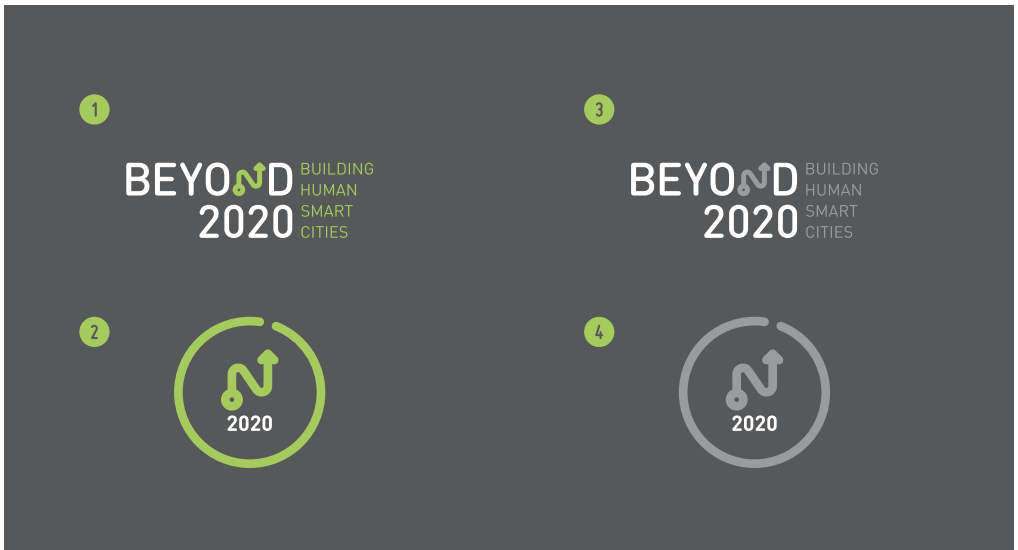


1. 425C - 374C

2. 425C - 374C

3. 425C (100% - 40%)

4. 425C (100% - 40%)



1. WHITE - 374C

2. WHITE - 374C

3. WHITE - 425C (60%)

4. WHITE - 425C (60%)



## LOGO. VERSIONS & BACKGROUNDS

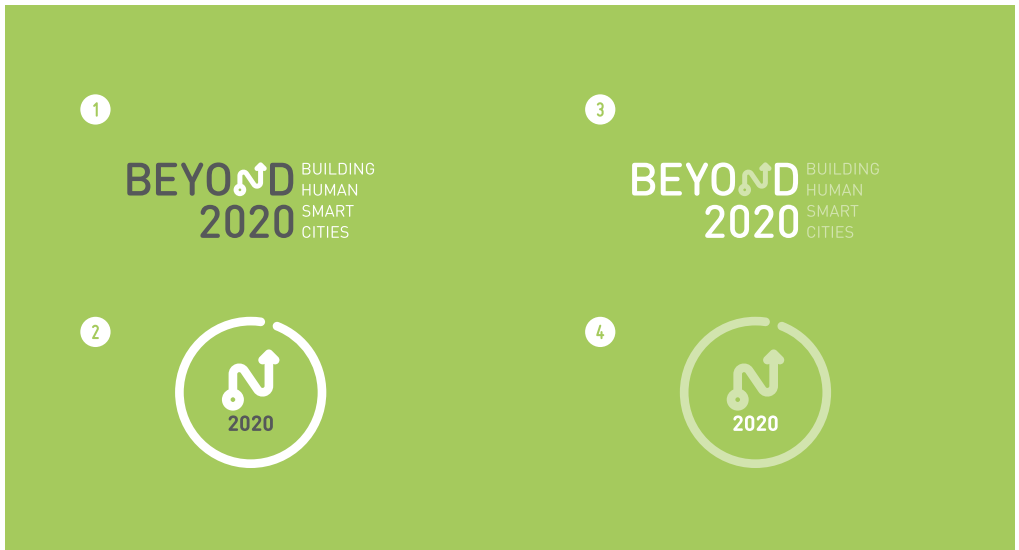


1. 425C - 374C

2. 425C - 374C

3. 425C (100% - 40%)

4. 425C (100% - 40%)



1. 425C - WHITE

2. 425C - WHITE

3. WHITE - 374C (50%)

4. WHITE - 375C (50%)

TYP0. CHOICE

**DIN ROUNDED**

BOLD

**DIN ROUNDED**

BOLD

**DIN ROUNDED**

BOLD

**DIN ROUNDED**

BOLD

**DIN ROUNDED**

BOLD

BY ALBERT-JAN POOL



# BY **BEYOND 2020**

THIS MANUAL PRESENTS THE GRAPHICAL RULES FOR "BEYOND 2020" BRAND USAGE. IT ASSURES A UNIFORM AND COHERENT USAGE OF THE VISUAL IDENTITY. THE CORRECT APPLICATION OF THE BRAND ALLOWS TO CREATE A CLEAR AND COHERENT IMAGE IN ALL THE MULTIPLE APPLICATIONS.