



**EUROPEAN OPEN
SCIENCE CLOUD**

BRAND MANUAL

**THE DEFINITION OF OUR COMPANY BRAND
BRAND GUIDELINES V 1.0**



EUROPEAN OPEN
SCIENCE CLOUD

BRAND MANUAL

CREATED FOR :

EUROPEAN OPEN SCIENCE
CLOUD

RESPONSIBLE AGENCY :

FAIRWORKS

CREATION DATE :

SEPTEMBER 2018

EUROPEAN OPEN SCIENCE CLOUD

MANUAL BRAND GUI- DELINES

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DESIGN AND BRAND GUIDELINES

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CORPORATE DESIGN
AND GUIDELINES

EOSC
BRANDING MATERIAL

EOSC BRANDING DESIGN MANUAL
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01 / COR- PORATE LOGO

01.1 / CORPORATE LOGO

THE FULL LOGOTYPE

The European Open Science Cloud Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking open data, cloud system and the European Union.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Teko Bold and it balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The corporate colours are Blue and Yellow. It is a fresh blend of colours chosen for their strong combination - trust - science - modern.

RECOMMENDED FORMATS ARE:
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with European Open Science Cloud if you have any questions or need further help.

1 THE GENERAL LOGO



THE LOGO DARK VERSION



THE LOGO LIGHT VERSION



1 THE GENERAL LOGO

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

2 THE LOGO SYMBOL

Consists of a powerful element evoking open data, cloud system and European Union.

3 THE LOGO TITLE

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is Teko Bold.

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01.2 / LOGO CONSTRUCTION

LOGO CONSTRUCTION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



01.3 / CLEARSPACE AND COMPUTATION

CLEARSPACE AND COMPUTATION

COMPUTATION

To work out the clear-space take the E of the Logotype and position it horizontal on the edges of the logo.

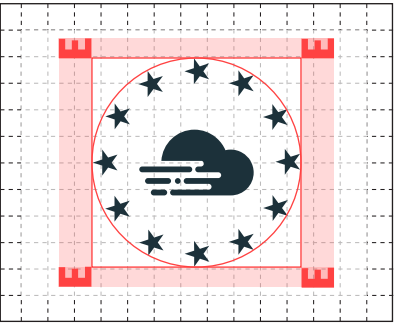
DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

CLEARSPACE Full Logo



CLEARSPACE Logo Symbol



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SECTION ONE :
LOGO AND GUIDELINES

CORPORATE DESIGN
AND GUIDELINES

EOSC
BRANDING MATERIAL

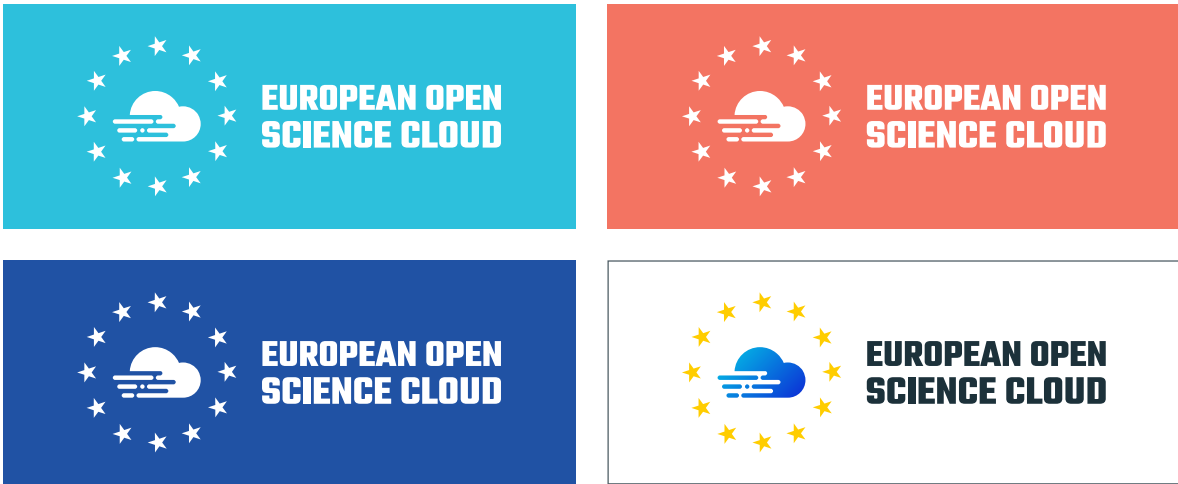
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01.3 / APPLICATION ON A BACKGROUND

01.4 / MINIMUM LOGO SIZES

01.5 / INCORRECT LOGO APPLICATIONS

APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES

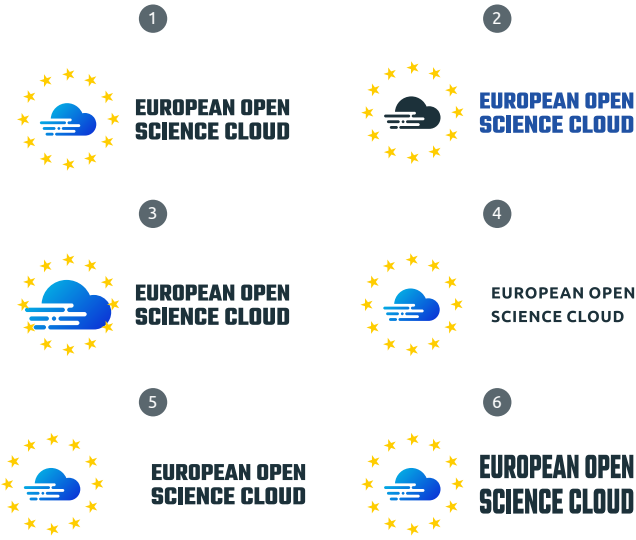
FULL LOGO SIZES
Minimum Size: 36 mm x 13,5 mm



LOGO SYMBOL
Minimum Size: 8 mm x 8 mm



INCORRECT LOGO APPLICATIONS



DONT'S

- 1 Do not delete any portion of it
- 2 Do not use non-approved or altered colours.
- 3 Do not alter the logo symbol
- 4 Do not alter the logo type style
- 5 Don't change size relationship between the logo and logo type.
- 6 No changes the proportions of the logo vertical-ly/horizontally

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02 / CORPORA- TE TYPOGRA- PHY

02.1 / THE PRIMARY FONT

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THE PRIMARY FONT

EXPLANATION AND EXAMPLES

Typography plays an important role in communicating an overall tone and quality. We have selected Teko Bold, which helps inject energy and enthusiasm into the entire European Open Science Cloud communications, as the primary corporate typefaces.

PRIMARY FONT TEKO BOLD

DESIGNER :
Indian Type Foundry

CLASSIFICATION :
Sans Serif

TEKO/0123456

ABCDEF-
GHILMNO

THE FONT

Teko is an Open Source typeface that currently supports the Devanagari and Latin scripts. This font family has been created for use in headlines and other display-sized text on screen. Five font styles make up the initial release.

Display families with extensive character sets are rare for any script. With Indian typefaces, however, large character sets are even less common. ITF's designs are an exception. The Teko typeface features letterforms with low stroke contrast, square proportions and a structure that appears visually simple.

TEKO BOLD

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

FIGURES :

0 1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS :

« » ∑ € © † ‡ “ ” / ø π • ± ‘ ’
æ œ @ Δ ° ª © f ð , ï ¥ ≈ ç

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02.2 / SECONDARY FONT

THE SECONDARY FONT

EXPLANATION AND EXAMPLES

UBUNTU REGULAR :	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	SECONDARY FONT UBUNTU REGULAR DESIGNER : Dalton Maag CLASSIFICATION : Sans Serif
FIGURES :	0 1 2 3 4 5 6 7 8 9 0	
SPECIAL CHARACTERS :	! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] { } ≠ ÷ ' « » Σ € ® † Ω " / ø π • ± ' æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¸	THE FONT The Ubuntu Font Family are a set of matching new libre/open fonts in development during 2010-2011. The development is being funded by Canonical Ltd on behalf the wider Free Software community and the Ubuntu project. The technical font design work and implementation is being undertaken by Dalton Maag. The scope of the Ubuntu Font Family includes all the languages used by the various Ubuntu users around the world in tune with Ubuntu's philosophy which states that every user should be able to use their software in the language of their choice. So the Ubuntu Font Family project will be extended to cover many more written languages.

02.3 / TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for EOSC layouts.

CONTEXT TEXT AND INNER HEAD- LINES	CAPTION TEXT : EOSC CAPTION - Ubuntu Regular - Capital Letters 6.5 pt Type / 12 pt Leading
	COPY TEXT : EOSC Copy text - Ubuntu Regular 9 pt Type / 12 pt Leading
	SUBLINES SECTIONS : EOSC Headline - Ubuntu Regular 14 pt Type / 18 pt Leading
CONTEXT TEXT AND INNER HEAD- LINES	HEADLINE 01 : EOSC HEADLINE - Teko Bold - Capital Letters 22 pt Type / 22 pt Leading
HEADLINES AND TYPOBREAKS	HEADLINE 02 : EOSC HEADLINE - Teko Bold - Capital Letters 35 pt Type / 35 pt Leading

03 / CORPORA- TE COLOR SYSTEM

03.1 / THE PRIMARY COLOR SYSTEM

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THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the European Open Science Cloud corporate identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the European Open Science Cloud brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

EXPLANATION:

The European Open Science Cloud has three official colors: Gradient Cyan / Persian Blue, Cyan and Persian Blue. These colors have become a recognizable identifier for the company.

USAGE:

Use them as the dominant color palette for all internal and external visual presentations of the company.

EOSC GRADIENT

PRIMARY COLOR GRADIENT CYAN / PERSIAN BLUE

COLOR CODES

CMYK	:	C97 M12 Y0 K9 / C94 M79 Y0 K16
RGB	:	R5 G202 B231 / R12 G43 B213
Web	:	#05CAE7 / #0C2BD5

EOSC CYAN

PRIMARY COLOR CYAN

COLOR CODES

CMYK	:	C97 M12 Y0 K9
RGB	:	R5 G202 B231
Web	:	#05CAE7

EOSC PERSIAN BLUE

PRIMARY COLOR GRADIENT PERSIAN BLUE

COLOR CODES

CMYK	:	C94 M79 Y0 K16
RGB	:	R12 G43 B213
Web	:	#0C2BD5

EOSC

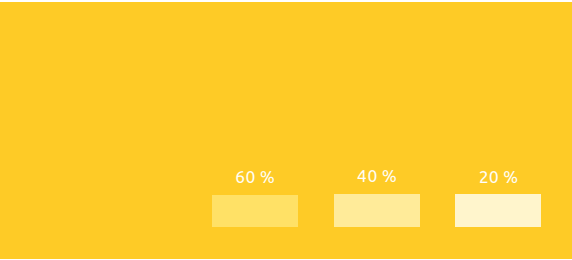
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03.2 /
THE SECONDARY
COLOR SYSTEM

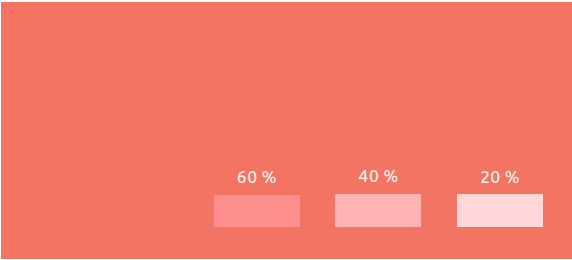
THE SECONDARY COLOR SYSTEM
AND COLOR CODES

EXPLANATION:
The Secondary colors are complementary to our official colors.
Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

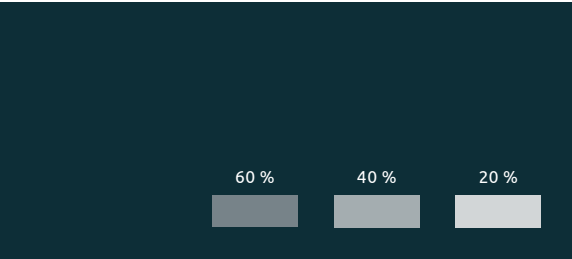
USAGE:
Use them to accent
and support the pri-
mary color palette.



COLOR CODES		
CMYK	:	C0 M19 Y100 K0
RGB	:	R255 G205 B0
Web	:	#FFCD00



COLOR CODES		
CMYK	:	C0 M55 Y64 K0
RGB	:	R255 G113 B91
Web	:	#FF715B



COLOR CODES		
CMYK	:	C51 M15 Y0 K77
RGB	:	R28 G49 B58
Web	:	#1C313A

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04 / BRAND APPLICA- TION

04.1 / BUSINESS CARDS

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BUSINESS CARDS

EXPLANATION:

This shows the approved layouts with the primary elements of the EOSC stationery system for business cards.

PARAMETER:

DIMENSIONS

85 x 55 mm
DIN A4

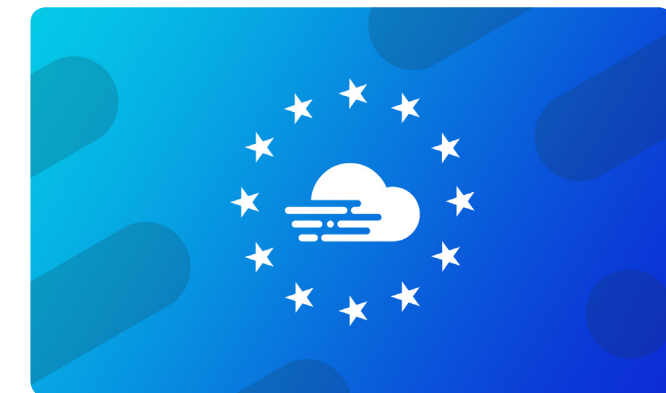
WEIGHT

400g/m Uncoated
white

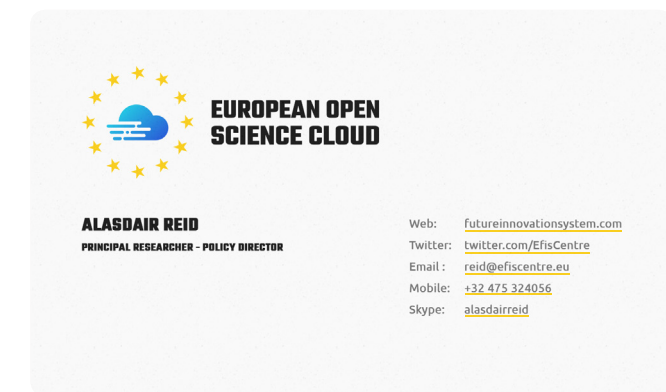
PRINT

CMYK

BACKSIDE:

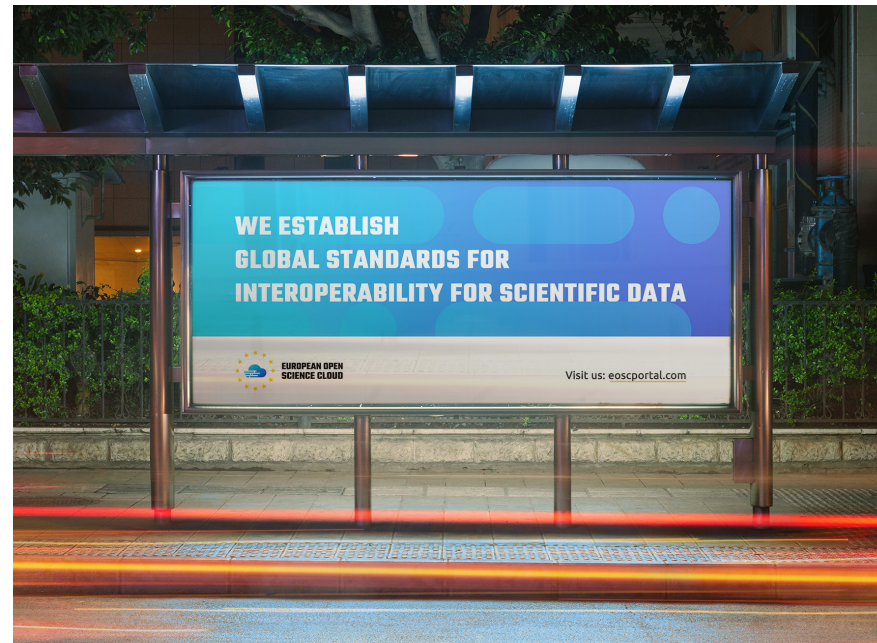


FRONTSIDE:



04.2 / BANNERS AND POSTERS

EXAMPLES FOR
EOSC BRANDING SYSTEM, APPLIED
TO BANNERS MATERIALS



04.3 / COMPANY HALL



EXAMPLES FOR
EOSC HALL

05 / THE IM- PRESS.

FINAL WORDS / THANK YOU FOR YOUR AUDIENCE TO THIS MANUAL GUIDE.



IMPRESS

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Made in Berlin.
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