TABLE OF CONTENTS

Sec. 01 | Corporate Logo ............................................................ 04
Sec. 02 | Corporate Typography ................................................... 10
Sec. 03 | Corporate Color System ................................................. 06
Sec. 04 | Brand applications ........................................................ 14
Sec. 05 | Impress ....................................................................... 22
01 / CORPORATE 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 an unofficial 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.

THE GENERAL LOGO

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

THE LOGO SYMBOL

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

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.
01.2 / 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 symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

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.

**CLEARSPACE**
- Full Logo
- Logo Symbol

**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.

---

**EUROPEAN OPEN SCIENCE CLOUD**
**CREATED FOR:**
**EUROPEAN OPEN SCIENCE CLOUD**
**RESPONSIBLE AGENCY:**
**FAIRWORKS**
01.3 / APPLICATION ON A BACKGROUND

01.4 / MINIMUM LOGO SIZES

01.5 / INCORRECT LOGO APPLICATIONS

APPLICATION ON A BACKGROUND

MINIMUM LOGO SIZES

INCORRECT LOGO APPLICATIONS

DONT’S

1. Do not delete any portion of it
2. Do not use non-approved or altered colors.
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 vertically/horizontally
SECTION TWO: CORPORATE TYPOGRAPHY

02.1 / THE PRIMARY FONT

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.

THE PRIMARY FONT
EXPLANATION AND EXAMPLES

The primary font
Teko Bold

Designer:
Indian Type Foundry

Classification:
Sans Serif

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.

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.

TEKO/0123456

ABCDEF-GHILMNO

02 / CORPORATE TYPEGRAPHY

EUROPEAN OPEN SCIENCE CLOUD
BRAND MANUAL

CREATED FOR:
EUROPEAN OPEN SCIENCE CLOUD

RESPONSIBLE AGENCY:
FAIRWORKS

01234567890

∑ €®†Ω¨⁄øπ•±'
æœ@
∆ºª©ƒ∂⌴ō

SPECIAL CHARACTERS:
**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
0 1 2 3 4 5 6 7 8 9 0

**SECONDARY FONT**

**UBUNTU REGULAR**

**DESIGNER**:

Dalton Maag

**CLASSIFICATION**:

Sans Serif

**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 HEADLINES**

**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

**HEADLINES AND TYPOBREKS**

**HEADLINE 01**:

TEKO BOLD - Capital Letters

22 pt Type / 22 pt Leading

**HEADLINE 02**:

TEKO BOLD - Capital Letters

35 pt Type / 35 pt Leading
03 / CORPORATE COLOR SYSTEM

03.1 / THE PRIMARY COLOR SYSTEM

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.

PRIMARY COLOR
GRADIENT CYAN / PERSIAN BLUE

COLOR CODES
CMYK : C97 M12 Y9 K9 / C94 M79 Y0 K16
RGB : R5 G202 B231 / R12 G43 B213
Web : #05CAE7 / #0C2BD5

PRIMARY COLOR
CYAN

COLOR CODES
CMYK : C97 M12 Y9 K9
RGB : R5 G202 B231
Web : #05CAE7

PRIMARY COLOR
GRADIENT PERSIAN BLUE

COLOR CODES
CMYK : C94 M79 Y9 K16
RGB : R12 G43 B213
Web : #0C2BD5

EOSC GRADIENT
EOSC CYAN
EOSC PERSIAN BLUE
THE SECONDARY COLOR SYSTEM

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 primary color palette.

COLOR CODES
CMYK : CM19 M100 Y64 K0
RGB : R255 G113 B91
Web : #FF715B

60% 40% 20%

COLOR CODES
CMYK : CM105 Y64 K77
RGB : R28 G49 B58
Web : #1C313A

60% 40% 20%

COLOR CODES
CMYK : CM51 M15 Y0 K77
RGB : R28 G49 B58
Web : #1C313A

60% 40% 20%

03.2 / THE SECONDARY COLOR SYSTEM

EUROPEAN OPEN SCIENCE CLOUD
BRAND MANUAL

CREATED FOR:
EUROPEAN OPEN SCIENCE CLOUD

RESPONSIBLE AGENCY:
FAIRWORKS
04 / BRAND APPLICATION

04.1 / 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

FRONTSIDE:

BACKSIDE:

EUROPEAN OPEN SCIENCE CLOUD
CREATED FOR:
FAIRWORKS
RESPONSIBLE AGENCY:
04.2 / BANNERS AND POSTERS

EXAMPLES FOR EOSC BRANDING SYSTEM, APPLIED TO BANNERS MATERIALS

WE ESTABLISH GLOBAL STANDARDS FOR INTEROPERABILITY FOR SCIENTIFIC DATA

04.3 / COMPANY HALL

EXAMPLES FOR EOSC HALL

WE ESTABLISH GLOBAL STANDARDS FOR INTEROPERABILITY FOR SCIENTIFIC DATA
05 / THE IMPRESS.

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

IMPRESS

AGENCY:
Fairworks

CONTACT:
Antonella Tezza
Co-Founder & Designer

Irini Koutava
Co-Founder & Designer

E: info@fairworks.design
T.: +49 17644422146

Made in Berlin.
© 2018 Fairworks