

# BRAND GUIDELINE

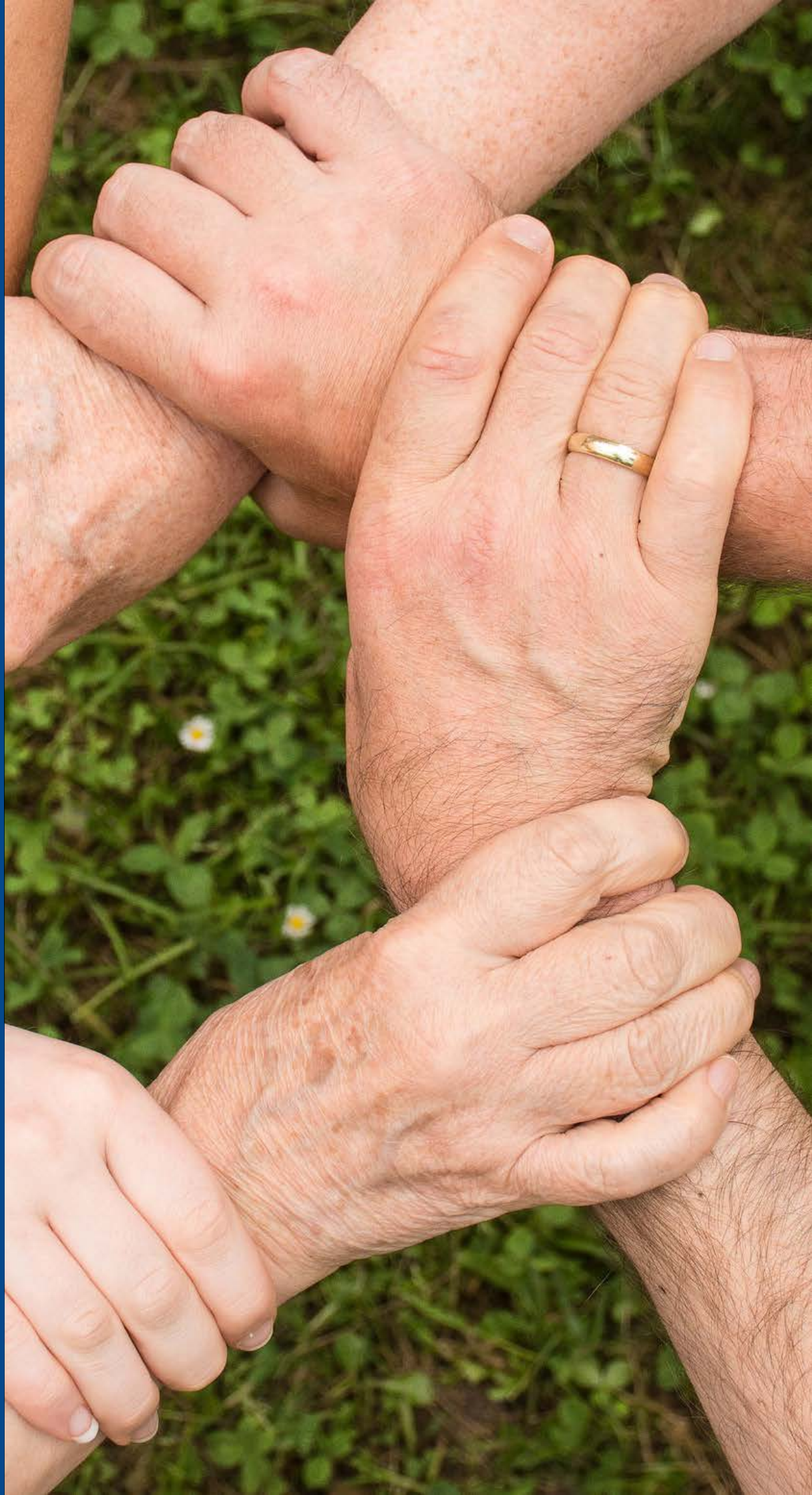
THE DEFINITION OF THE BRAND  
*BRAND GUIDELINES V1.0 2020*

## **EOSC Secretariat**

SETUP AND MANAGEMENT OF THE  
EOSC SECRETARIAT SUPPORTING  
THE EOSC GOVERNANCE

RESPONSIBLE AGENCY :  
TRUST-IT Services

CREATION DATE :  
FEBRUARY 2020



# BRAND MANUAL

**EOSC Secretariat**

SETUP AND MANAGEMENT OF THE  
EOSC SECRETARIAT SUPPORTING  
THE EOSC GOVERNANCE

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# CORPO- RATE LOGO

**Brand Logo**

SEC.01

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

# 01. CORPORATE LOGO



LIGHT GREY BACKGROUND



DARK GREY BACKGROUND



YELLOW BACKGROUND



BLUE BACKGROUND



# 01.2 INCORRECT LOGO APPLICATIONS



# COLOR PALETTE

**Brand Color**

SEC.02

## 02 THE PRIMARY COLORS



### STANDARD BLUE

RGB R5 G72 B139  
HEX/HTML #05488B  
CMYK C100 M75 Y14 K2



### YELLOW

RGB R254 G235 B23  
HEX/HTML #FEEB17  
CMYK C4 M0 Y89 K0

## 02.1 THE SECONDARY COLORS



### DARK GREY #1

RGB R60 G60 B59  
HEX/HTML #3C3C3B  
CMYK C0 M0 Y0 K90



### DARK GREY #2

RGB R87 G87 B86  
HEX/HTML #575756  
CMYK C0 M0 Y0 K80



### MIDDLE GREY

RGB R112 G112 B111  
HEX/HTML #706F6F  
CMYK C0 M0 Y0 K70



### LIGHT GREY

RGB R197 G197 B199  
HEX/HTML #C5C5C7  
CMYK C26 M19 Y19 K2



# TYPHO- GRAPHY BASE

**Brand Fonts**

SEC.03

03  
MAIN FONT (TITLES)

Aa.

Gotham // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BOLD**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**