GÉANT

Networks • Services • People

Branding Guidelines

This identity and brand system has been created to help you present GÉANT in a consistent and recognisable way.

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Why have branding guidelines?

The GÉANT graphical guidelines establish the rules that help maintain consistent communication. A well-maintained graphic identity is an important part of GÉANT's branding and its correct application will help strengthen GÉANT's brand recognition and reputation.

When creating or using the GÉANT materials please refer to these guidelines before your design is printed or distributed.

The GÉANT logo is an integral piece of the brand's visual identity. Its correct and consistent use is essential as it increases engagement, raises the credibility and advances brand recall.

GÉANT Red

CMYK | 0 100 55 0
RGB | 237 21 86
Hex | #ed1556

GÉANT Blue

CMYK | 100 11 0 74
RGB | 0 63 95
Hex | #003f5f

Primary colours

GÉANT Red

CMYK | 0 100 55 0
RGB | 237 21 86
Hex | #ed1556

GÉANT Blue

CMYK | 100 11 0 74
RGB | 0 63 95
Hex | #003f5f

Primary colours tints

GÉANT Red	GÉANT Blue
#f05b89	#4d798f
#f38bab	#81a0af
#f8b8cc	#b2c6cf

Secondary colours

GÉANT Purple

PMS | 259 c
CMYK | 67 100 19 6
RGB | 113 33 119
Hex | #6D2077

GÉANT Orange

PMS | 1665 c
CMYK | 6 87 100 1
RGB | 226 67 1
Hex | #e24301

GÉANT Pink

PMS | 233 c
CMYK | 19 100 14 0
RGB | 204 0 123
Hex | #cc007b

GÉANT Grey

PMS | 7543 c
CMYK | 36 22 26 0
RGB | 167 179 180
Hex | #a7b3b4

Secondary colours tints

GÉANT Purple	GÉANT Orange	GÉANT Pink	GÉANT Grey
#9d6aa2	#ea7e66	#d85ea3	#c1cac9
#b894bb	#f1a393	#e38bba	#d4dada
#d5bfd6	#f7cabf	#eeb9d5	#e5e8e8

As the GÉANT primary colours are as much a part of the visual identity as the logo it is essential that they are used appropriately and accurately reproduced. The secondary colours and tints work to support our primary colours and to ensure clarity of hierarchy and information on any piece of communication. However, they should never dominate a page.

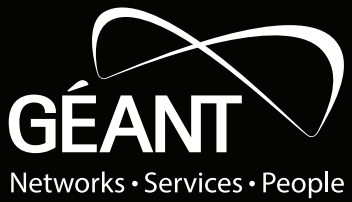
GÉANT colour variations

When the logo is used on corporate background colours follow the examples shown below.
For third-party background colours use only the white version.

White background

GÉANT Blue background

GÉANT Red background



Third-party background

Images should reflect the brand and the experience of GÉANT. Photographs should be professional and of a high quality unless they are being used in a blog or news item. The style should be bright, bold and engaging and feature people, where possible. When used as a background, and in conjunction with the logo a graphical treatment is recommended so that the logo sits on top of the image uninterrupted by tonal changes. The choice of colour overlay is best determined by the image, as shown.

80% white overlay

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Logo options over a light background image

Logo variations

80% GÉANT Blue overlay

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Logo options over a dark background image

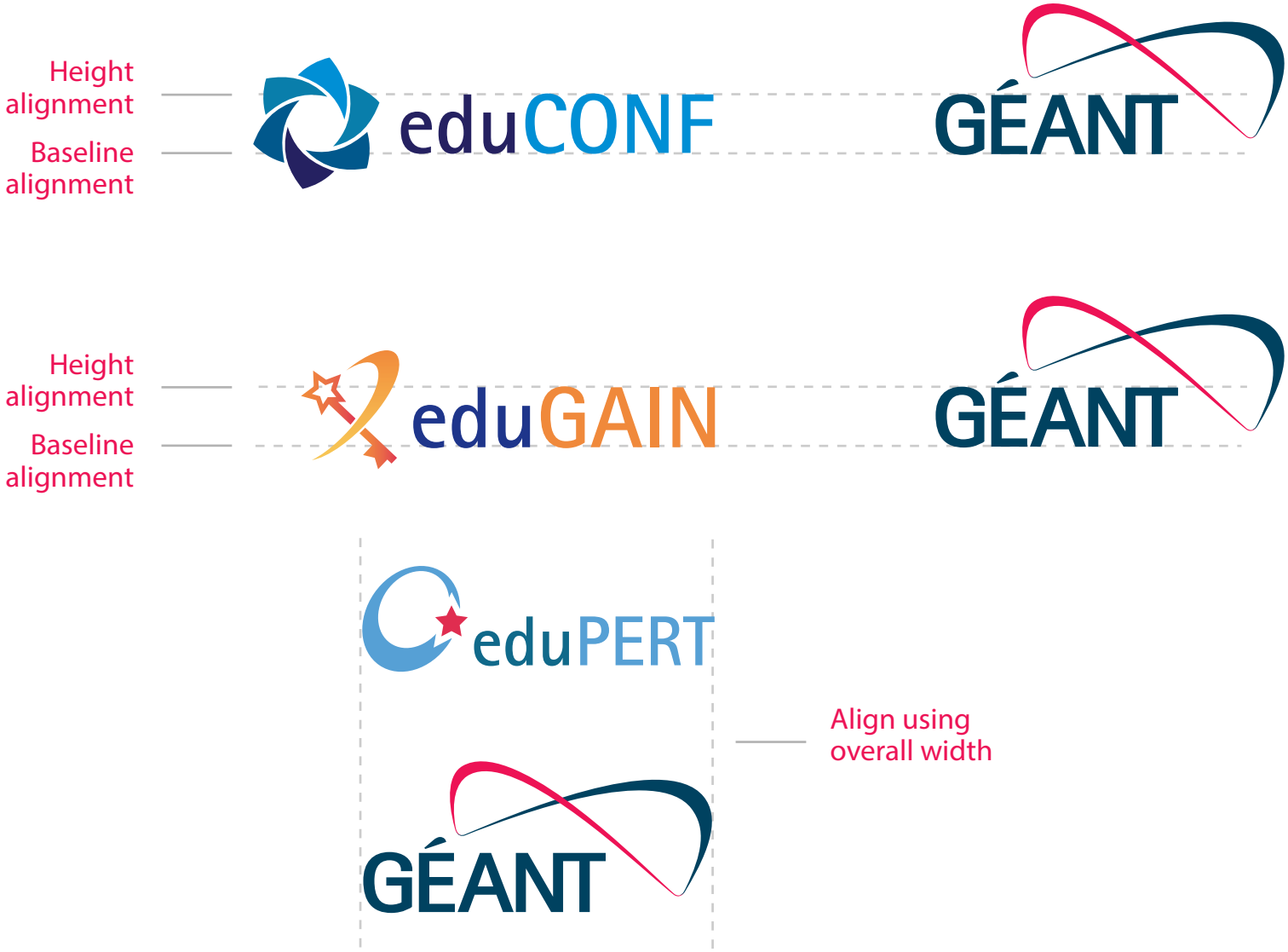
Clear space and minimum size rules ensure that the logo is clearly visible for print and web scenarios.

Clear space around logo

Minimum width of logo when strapline is included (No strapline is also optional)

When reproduced at less than 6 cm, only use the version of the logo without the strapline

When applying the logo in both print and web scenarios follow the examples given below.



Each of the GÉANT services has its own unique branding. The branding of materials and online content for each of the services will be based primarily on the colours used in the logo. If further colours are needed then they need to be complimentary to the primaries and should only be used as secondary supporting colours. If imagery or photos are required then they should reflect the audience and the users of the service.

eduroam

eduOER

eduGAIN

WISE COMMUNITY

eduPERT

eduTEAMS

InAcademia ONLINE STUDENT VALIDATION

eduCONF

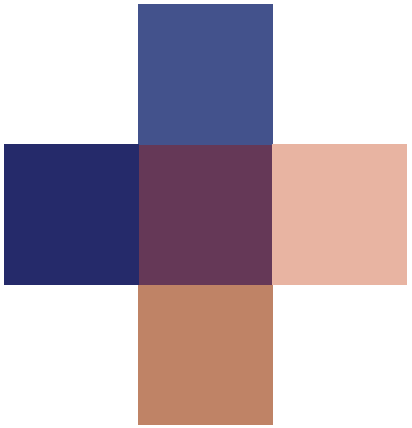
eduGAIN

Primary colour and tints

CMYK | 100 92 0 10
RGB | 33 54 139
Hex | #21368b

CMYK | 2 56 86 0
RGB | 240 137 59
Hex | #f0893b

Complimentry Colours



GÉANT's primary typeface is Myriad, which is used for headlines, subheads and body copy. It is used in print collateral, such as datasheets, case studies and brochures, as it maintains good legibility when used in large amounts of copy at a small point size. Open Sans is our web-safe typeface to be used for online purposes, as well as any external communication in MS formats.

Print Fonts

Myriad Pro Roman

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

Myriad Pro Semi Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

Myriad Pro Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

Web Font

Open Sans

Body text to be no smaller than 14px, with line-height not less than 1.6 em

Slide set Presentation Font

Calibri

Body text to be no smaller than 14pt, with line-height not less than 14px

Misusing the logo

Take care to use the logo without alteration.

Avoid all of the following when using the GÉANT logo:

Don't change any element of the logo

Don't change the logo colours

Don't put a glow behind the logo

Don't use any copy, slogans, symbols or images overlapping the logo.

Don't tilt the logo

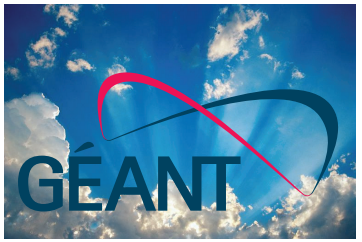
Don't disproportionately scale the logo

Don't put the logo in perspective

Don't change the proportion of the logo elements

Don't put a solid drop shadow behind the logo.

Don't put the logo on colours that aren't in the brand palette.



Don't put non-branded graphics behind the logo.

Funding statement

When the GÉANT brand is used in reference to the GN4-3 Project, such as on deliverables or slides, the following funding statement should be used:

As part of the GÉANT 2020 Framework Partnership Agreement (FPA), the project receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 856726 (GN4-3).

Other projects will have a similar statement, please check this before using.

The EC flag is used on externally-facing, project-specific materials, such as brochures and presentation slides.

For correct placement and treatment of the EC flag, please see:
https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

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A final thought

The branding guidelines have been developed to improve awareness and understanding of the GÉANT identity but if you are ever in doubt please contact us at marcomms@geant.org

The logo is available to download in different formats on the GÉANT public website at www.geant.org/resources