

BRAND GUIDELINE

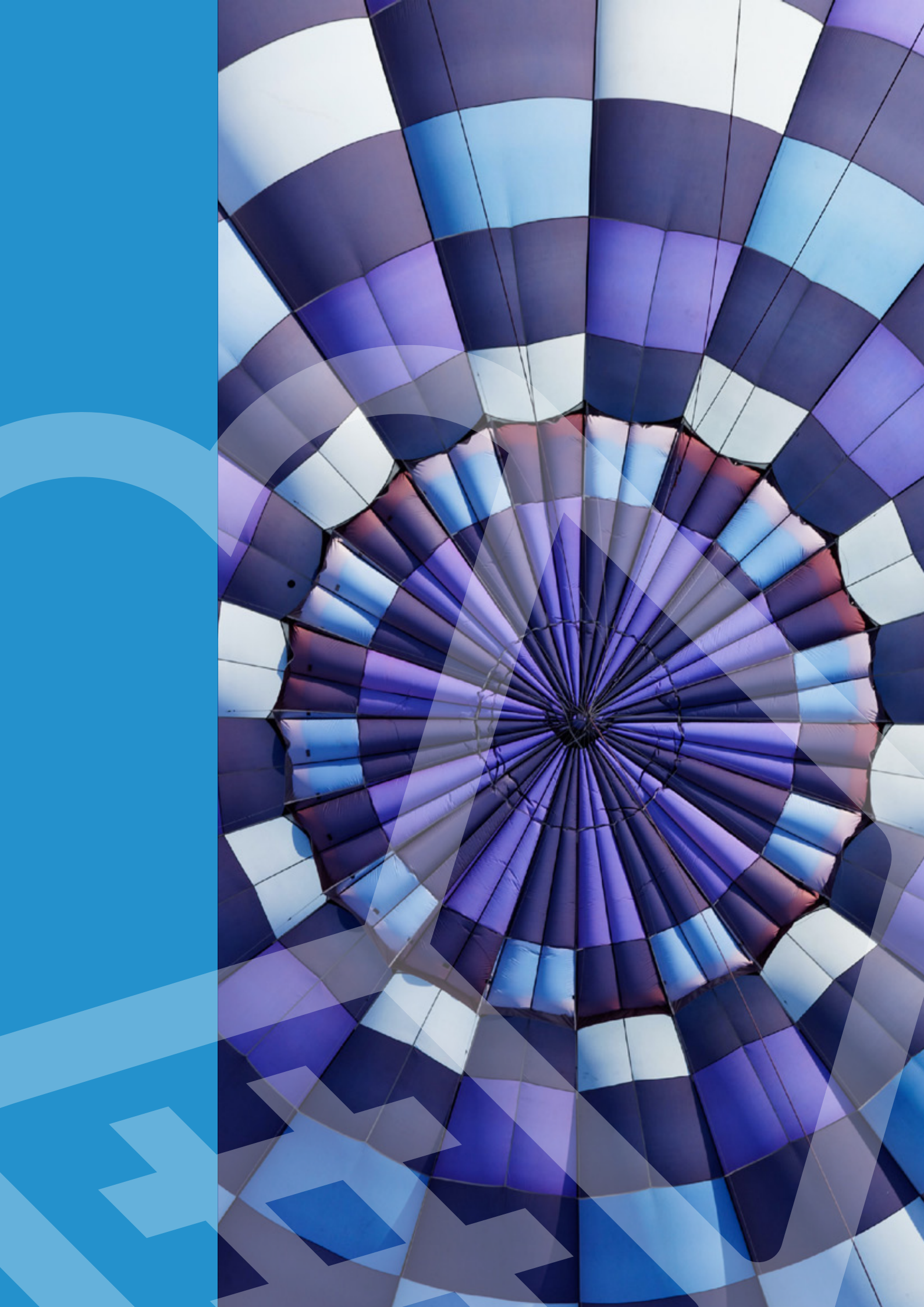
THE DEFINITION OF THE BRAND
BRAND GUIDELINES V1.0 2020

CS3MESH4EOSC

FRAGMENTATION OF FILE AND
APPLICATION SERVICES, DIGITAL
SOVEREIGNTY AND THE APPLI-
CATION OF FAIR PRINCIPLES IN
THE EVERYDAY PRACTICE OF
RESEARCHERS.

RESPONSIBLE AGENCY :
TRUST-IT Services

CREATION DATE :
SEPTEMBER 2020





BRAND MANUAL

CS3MESH4EOSC

FRAGMENTATION OF FILE AND APPLICATION SERVICES, DIGITAL SOVEREIGNTY AND THE APPLICATION OF FAIR PRINCIPLES IN THE EVERYDAY PRACTICE OF RESEARCHERS.

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CORPO- RATE LOGO

Brand Logo

SEC.01

01. CORPORATE LOGO

COMPACT VERSION



EXTENDED VERSION



DARK GREY BACKGROUND



LIGHT GREY BACKGROUND



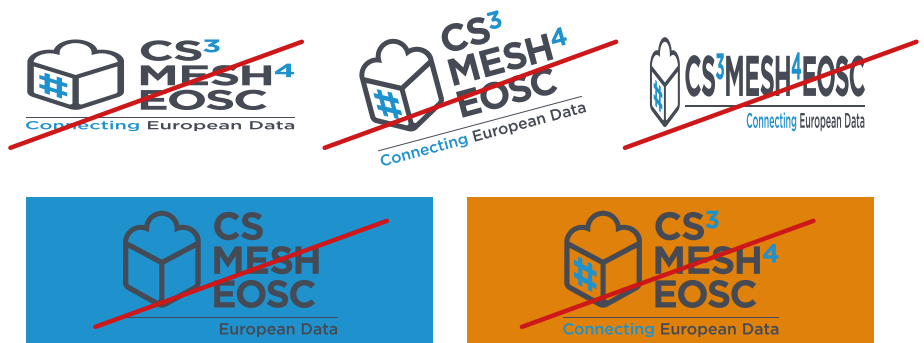
PRIMARY COLOR BACKGROUND



SECONDARY COLOR BACKGROUND



01.2 INCORRECT LOGO APPLICATIONS





COLOR PALETTE

Brand Color

SEC.02

02

THE PRIMARY COLORS



LIGHT BLUE

PANTONE	109-14 C
RGB	R31 G145 B204
HEX/HTML	#1F91CC
CMYK	C77 M30 Y3 K0



COLD GREY

PANTONE	174-15 C
RGB	R69 G74 B84
HEX/HTML	#454A54
CMYK	C71 M58 Y56 K42

02.1

THE SECONDARY COLORS



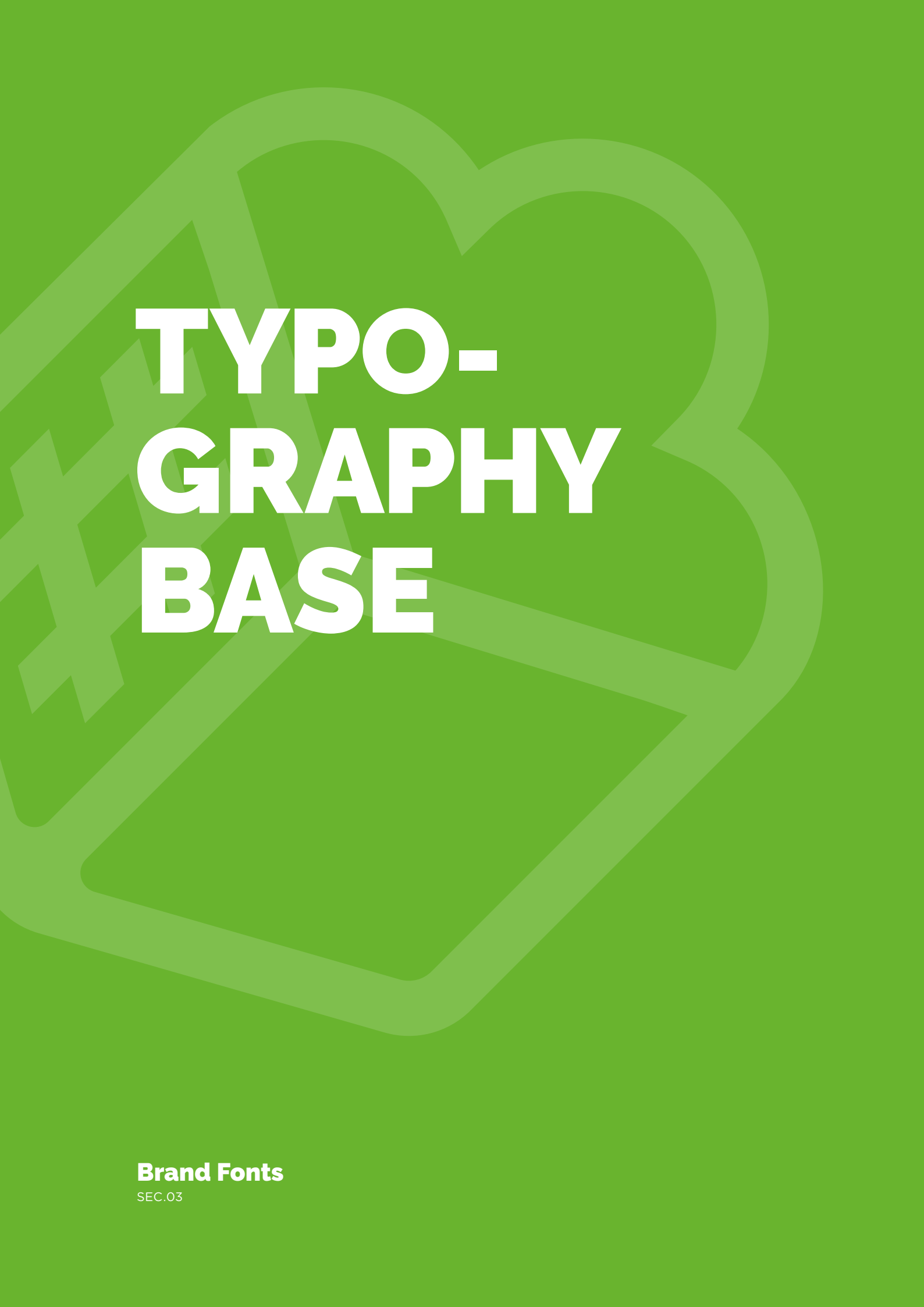
ORANGE

PANTONE	20-16 C
RGB	R223 G129 B10
HEX/HTML	#DF810A
CMYK	C10 M56 Y100 K1



DARK HOT GREY

PANTONE	178-15 C
RGB	R85 G79 B69
HEX/HTML	#554F45
CMYK	C56 M50 Y58 K50



TYPHO- GRAPHY BASE

Brand Fonts

SEC.03

03

MAIN FONT (TITLES)

Aa.

Avant Garde // 0123456789

REGULAR

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

03.1

SECONDARY FONT (DESCRIPTIONS)

Aa.

Calibri // 0123456789

REGULAR

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ



SOCIAL NET- WORK

Brand Social

SEC.04

04

NEW SOCIAL NETWORK IDENTITY

LINKEDIN COVER



TWITTER COVER



LINKEDIN & TWITTER POST



PRESENTATION TEMPLATE

Brand Presentation

SEC.05

05

POWER POINT MASTER TEMPLATE

FIRST SLIDE



CS³ MESH⁴ EOSC
Connecting European Data

CS3MESH4EOSC has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No. 863353.

CONTENTS SLIDE



CS³ MESH⁴ EOSC
Connecting European Data

END SLIDE



CS³ MESH⁴ EOSC
Connecting European Data

Thank you!
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