INTRODUCTION

01 PROJECT LOGO AND LETTERMARK
   Logo specification and size
   Logo use and colours
   Page 4

02 COLOUR PALETTE
   Primary colours
   Secondary colours
   Page 8

03 TYPOGRAPHY
   Typography style and usage
   Page 10

04 GRAPHICS STYLE
   Background style
   Templates
   Page 12
Introduction

The ERIC Forum Implementation Project’s visual identity guidelines have been developed to ensure that all project partners use the same visual branding which represents the ERIC Forum.

ERIC Forum’s visual identity has 4 key elements:

**Lettermark**

![ERIC Forum Lettermark](image)

**Typography**

- Rounded Elegance
- Helvetica
- Open Sans

**Colour palette**

![Colour palette](image)

**Irregular geometric background pattern**

![Irregular geometric background pattern](image)
01 Project Logo and Lettermark

**Logo specification and size**

The logo is identified by a stylized and geometric “E” to the left of the lettermark. Its height corresponds to the total height of the lettermark.

The lettermark is set in typeface uppercase Rounded Elegance.

The creation of this logo is inspired by the activity of the ERIC Forum. One of the major objectives of the project is to strengthen the collaboration among the ERIC community. The letter E, in fact, represents the initial of the word ERIC and at the same time of the concept of Europe that is the basis of the acronym and constitutes the very essence of the forum. The three-dimensional structure created by the segments that make up the capital letter E refers to the sense of depth of research activities as well as to the concept of collaboration between the various members of the ERIC Forum, who interact by creating a solid and cohesive system.
Logo use and colours

Standard logo
The standard logo is the full colour version. This version includes the stylized light blue “E” and the blue text, these are the representative colours of all the general graphic styles. Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible. The section below presents the graphic conditions for using the logo on different coloured backgrounds.

Black and white logo / 1-colour logo
For single colour reproductions, it is necessary to use a version with black and white or 1 colour (blue) logo. These versions should only be used when the full colour is not available. These versions are recommended whenever the colour version of the logo cannot be applied.

Black and white logo

1-colour logo
Negative logo
This version of the logo should be used whenever it is necessary to use a dark background, such as black or dark blue or when the combination of the identifying colors of the logo (light blue and blue) with the background are not pleasant. In this case both the logo and the text are white.

Some examples of background colours which are not suitable for the standard version of the logo. In these cases the negative version is required.
Light blue is the branding colour of the ERIC Forum logo. 
Dark blue is the colour of the ERIC Forum lettermark, slogan and titles. 
Black and Dark grey are the colours of the ERIC Forum text. 
Hues of blue are to be used for all materials with corporate content.
Secondary Colours

These colours were mainly used for the website and represent the indication of the chromatic scale to be used for the communication material.
Typography

The ERIC Forum project’s main typography rules are:
- Rounded Elegance exclusively for Lettermark and slogan
- Helvetica for all printed material
- Open Sans for the entire content of the website

Helvetica

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#$%&'()?*

Open Sans

AaBbCc

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Bringing European Research Infrastructures together

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Background Style

The irregular overlap of layers of different shades of blue is the main feature of ERIC Forum’s graphic identity. Its flexible use enables the designer to create numerous compositions.

Below are some layout examples. In some cases it is expected to use a background photo, to be inserted as a base level for the other layers that are solid or transparent. The photo used for the examples is only an indication to show the type of image to choose: an overview from the top of a big city.

Templates

Folder
It is useful to include a QR Code to link all printed material to the reference website www.eric-forum.eu
3-fold leaflet

GET IN TOUCH:

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Infrastructures

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About

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Eric Forum Implementation Project
04 Graphics Style

Roll-up

Website