ERIC Forum
Implementation Project

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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

Typography

Rounded Elegance
Helvetica
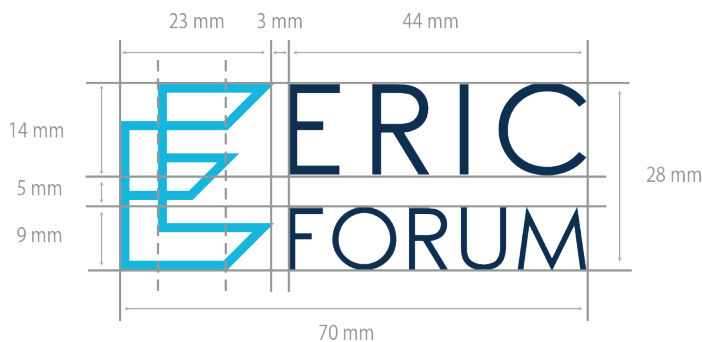## Open Sans

Colour palette

Irregular geometric background pattern

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

01 Project Logo and Lettermark

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.

Primary Colours

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.

CMYK	C71 M5 Y9 K0	
Pantone	306 C	
RGB	R25 G179 B219	
HEX	#19b3db	

CMYK	C99 M82 Y39 K38	
Pantone	533 C	
RGB	R27 G47 B80	
HEX	#1b2f50	

CMYK	C68 M61 Y60 K49	
Pantone	Black 7 C	
RGB	R61 G61 B61	
HEX	#3d3d3d	

CMYK	C0 M0 Y0 K100	
Pantone	Process Black	
RGB	R0 G0 B0	
HEX	#000000	

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.

CMYK	C11 M1 Y0 K0
Pantone	656 C
RGB	R224 G241 B251
HEX	#e0f1b

CMYK	C77 M31 Y7 K0
Pantone	7689 C
RGB	R40 G143 B197
HEX	#288fc5

CMYK	C82 M40 Y15 K2
Pantone	7689 C
RGB	R32 G125 B174
HEX	#207dae

CMYK	C87 M49 Y24 K7
Pantone	647 C
RGB	R26 G106 B148
HEX	#1a6a94

CMYK	C96 M84 Y41 K37
Pantone	7546 C
RGB	R30 G48 B80
HEX	#1e3050

Typography

The ERIC Forum project's main typography rules are:

- Rounded Elegange exclusively fot 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Use of typography in A4 pubblication

Bringing European Research Infrastructures together

Helvetica Bold
Size 36 / Line spacing Auto

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Aenean tristique quam non velit scelerisque molestie. Etiam ac leo ornare, luctus magna non, dapibus urna. Praesent sagittis enim in pharetra.

Helvetica Regular
Size 12 / Line spacing 16

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Helvetica Bold
Size 16 / Line spacing Auto

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Helvetica Regular
Size 09 / Line spacing 14

CONTACTS

Helvetica Bold
Size 12 / Line spacing Auto

ERIC Forum
Lorem ipsum dolor sit amet
8010 Lorem, Duis

Helvetica Regular
Size 10 / Line spacing Auto

Phone: +00 444 33 22 11-0
Fax: +00 111 22 33 44-55
E-Mail: contact@loremipsum.eu

Helvetica Bold and Regular
Size 10 / Line spacing Auto

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Helvetica Light
Size 6 / Line spacing 9

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

Poster

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

Conference Badge

3-fold leaflet

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contact@loremipsumc.eu
www.eric-forum.eu

E ERIC FORUM

Bringing European Research Infrastructures together

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About

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Infrastructures

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04 Graphics Style

Roll-up

Website