CERIC

Graphic Identity Guidelines

Table of Contents

Introduction

These guidelines have been prepared to ensure that all newly produced communication materials are consistent with the visual identity of CERIC. The guidelines contain an overview of the key graphic elements and directions on how to use them to achieve the distinct CERIC look in every instance of advertising, stationery and more.

The guidelines are intended for anyone producing CERIC communication materials or branded collateral, including external designers and advertising partners. They are to be read carefully and applied conscientiously. It is up to everyone to support and communicate the CERIC brand clearly and consistently in everything that is created.

For templates or any queries that you may have, please do not hesitate to contact the CERIC Communications Office at **press@ceric-eric.eu.**

Key Elements

The key graphic elements play an integral role in expressing the personality of the brand. When they are combined in the correct way, they form the distinctive CERIC look and feel.

CERIC's visual identity has five key elements:

Lettermark

CERIC

Typography

Santral

Tiempos Text

Tahoma

Imagery

Colour palette

Hexagon shape

01 The Lettermark

The lettermark is the signature of CERIC and the foundation of its visual identity. It has been carefully constructed and must never be altered in any way. Use it correctly and consistently in all applications.

The lettermark is set in bold, sans serif typeface Santral. The negative space between the letters C and E forms an arrow that points into the letter C, visually denoting Central Europe, which is – even if not exclusively – the main area in which CERIC operates. Moreover, it denotes the open character of the infrastructure.

Minimum Exclusion Space

The lettermark is surrounded by a minimal amount of space, which is clear of all other graphic elements. It ensures the clarity and visibility of the lettermark and should always be maintained or even increased when possible.

The exclusion space is equal to height to the letter E in the lettermark and is proportional for all sizes of the lettermark.

When placing the lettermark on imagery, use the exclusion space to ensure that the lettermark remains legible and visible.

Recommended

Not recommended

Lettermark and Full Name

The CERIC lettermark can be used independently or in combination with its full name – Central European Research Infrastructure Consortium. The name is set in the primary typeface Santral. The compositions and proportions of the lettermark and the full name are defined by a grid and must not be altered.

Primary horizontal composition

x

Central European   k
Research Infrastructure   k
Consortium   k

x/2
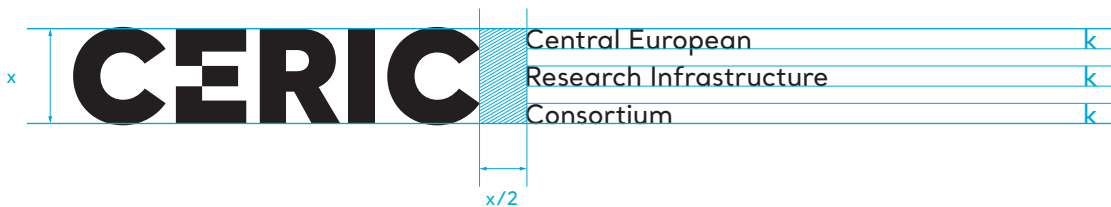
Secondary horizontal composition
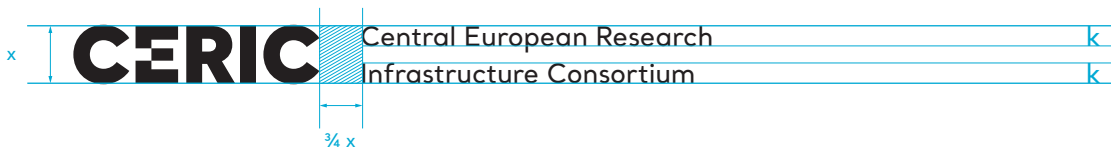
x

Central European Research   k
Infrastructure Consortium   k

¾ x

Tertiary horizontal composition

2k

Central European Research Infrastructure Consortium   k

1,5 k

CERIC   Central European
         Research Infrastructure
         Consortium

CERIC   Central European Research
         Infrastructure Consortium

CERIC   Central European Research Infrastructure Consortium

8

Lettermark and Full Name

Primary vertical composition

x

x/2

x

Central European   k

Research Infrastructure   k

Consortium   k

Secondary vertical composition
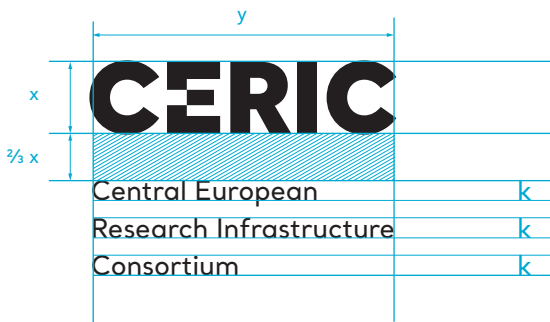
y

x

⅔ x

Central European   k

Research Infrastructure   k

Consortium   k

Central European
Research Infrastructure
Consortium

Central European
Research Infrastructure
Consortium

Lettermark and Slogan

The slogan Open for Science can be used independently or in combination with the lettermark CERIC and its full name. The slogan is set in the primary typeface Santral. The compositions and proportions of the elements are defined by a grid and must not be altered.
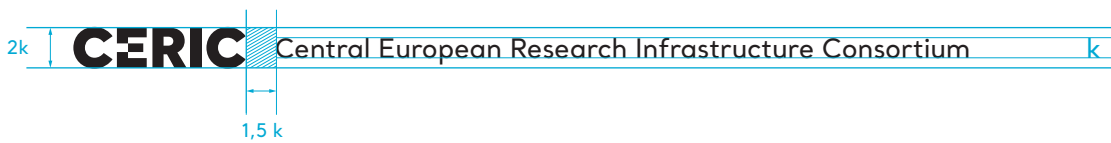
The lettermark in combination with the slogan

Lettermark and Slogan

The lettermark in combination with the full name and slogan

CERIC

Central European
Research Infrastructure
Consortium

Open for
Science

Minimum size

The specified minimum size of the CERIC lettermark is only a recommendation. When using different production processes, proofing stages will help you determine the most appropriate lettermark size for the quality reproduction.

3 mm   **CERIC**

When using the lettermark and its full name, maintain the legibility of the text. The type size of the name should not be smaller than 5.5 points.

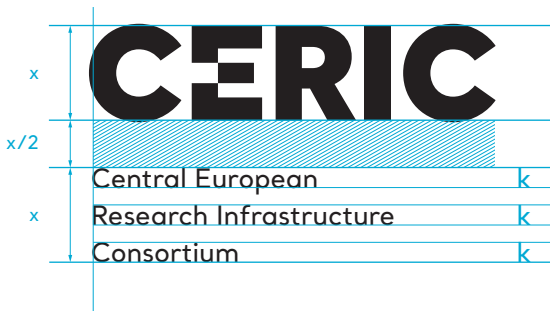7 mm   **CERIC**   Central European Research Infrastructure Consortium   Type size 5.5 points

4 mm   **CERIC**   Central European Research Infrastructure Consortium

3 mm   **CERIC**   Central European Research Infrastructure Consortium

Co-branding

Due to the organisational structure and the collaborative nature of its programmes and projects, CERIC's communication materials frequently need to display one or more additional brand marks. CERIC is co-branded with its partner facilities, projects, cities, regions, the EU and its member-states, other ERIC's and institutions, academic partners and/or industry partners.

The Visual organization of the brand marks must reflect one of the relations between the bodies involved, which is appropriate for a specific project or programme:

- Organizational relation: mother / daughter or sister / sister
- Financial relation: major / equal / minor
- Content input relation: major / equal / minor

The visual hierarchy between the brand marks must not be achieved with size or colour, but with sequence (from major to minor), proximity (equal) and alignment. Sequence and alignment will create order within the design and guide the viewer's eye. Grouping similar brand marks together will give a layout structure. If feasible, use black and white versions of brand marks.

Relation: equal
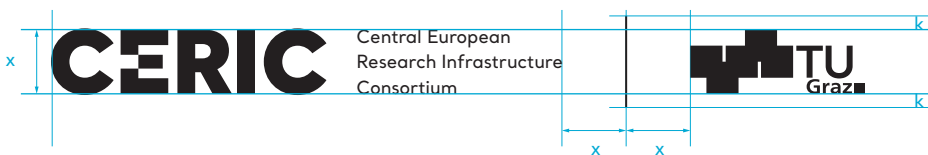
Co-branding

Relation: mother / daughter
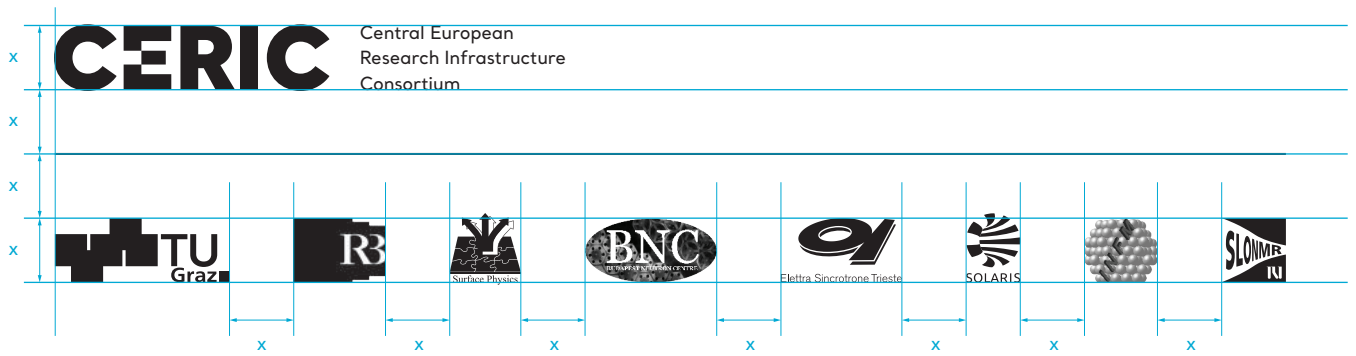
CERIC Central European
Research Infrastructure
Consortium

02

Colour Palette

In addition to black and white, CERIC's palette consists of twelve colours that provide a rich foundation for bringing any communication material to life. Consistent use of colour combinations will ensure brand recognition and help differentiate its materials.

Primary Colours

Primary black is the colour of the CERIC lettermark and text.
The primary hues of blue are to be used for all materials with corporate content.

CMYK	0/0/0/100
Pantone	Process Black
RGB	0/0/0
HEX	000000

CMYK	C100 M80 Y0 K0
Pantone	293 C
RGB	R3 G78 B162
HEX	#034ea2

CMYK	C80 M10 Y10 K0
Pantone	299 C
RGB	R0 G170 B211
HEX	#00aad3

CMYK	C50 M0 Y30 K0
Pantone	563 C
RGB	R124 G204 B191
HEX	#7cccbf

Secondary Colours

Secondary colours are to be used for all materials that communicate projects and programmes. Within a single application, they can classify sections or topics for different target groups. In the context of time, they can differentiate communication materials on a monthly or an annual basis. When using the colours in this way, there should always be a clear and simple logic to any changes of the colours.

CMYK C60 M100 Y20 K0 Pantone 512 C RGB R131 G43 B124 HEX #832b7c	CMYK C10 M100 Y90 K0 Pantone 1797 C RGB R218 G32 B50 HEX #da2032	CMYK C90 M30 Y100 K20 Pantone 356 C RGB R 0 G114 B59 HEX #00723b
CMYK C10 M80 Y40 K0 Pantone 702 C RGB R220 G89 B115 HEX #dc5973	CMYK C0 M70 Y100 K0 Pantone 166 C RGB R243 G112 B33 HEX #f37021	CMYK C70 M0 Y100 K0 Pantone 361 C RGB R80 G184 B72 HEX #50b848
CMYK C0 M40 Y20 K0 Pantone 700C RGB R248 G171 B173 HEX #f8abad	CMYK C0 M20 Y100 K0 Pantone 7406 C RGB R 255 G203 B5 HEX #ffcb05	CMYK C30 M0 Y100 K0 Pantone 382 C RGB R191 G215 B48 HEX #bfd730

The Use of Colour

The key principle when using colours is keeping the design analogous.
CERIC's colours are not meant to be used just as solids, but primarily for
creating gradients, which should always be made with similar hues.
Dissimilar colours should not be seen together in the same gradient.

Darker Colour Gradient

C100 M80 Y0 K0   C80 M10 Y10 K0

Lighter Colour Gradient

C80 M10 Y10 K0   C50 M0 Y30 K0

Colour Gradient With More Contrast

C100 M80 Y0 K0   C50 M0 Y30 K0

When colour gradients are used for graphic patterns and diagrams, and when shapes overlap, you can use multiple blending mode to create new colour shades.

New Colour Shades
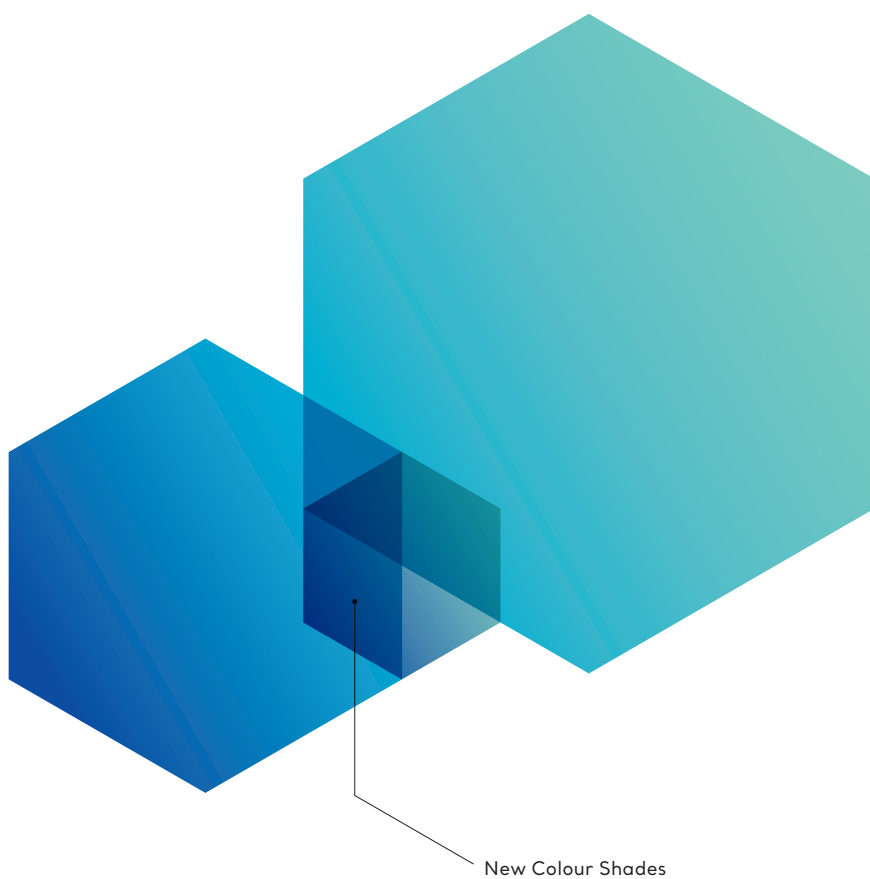
03

Typography

Different typographies have different uses within the graphic identity. They are chosen to make typeset texts clear and easy to read and to give CERIC's materials a distinctive look and feel. It is vital that they are used consistently across all communication materials.

Primary Typography

CERIC's primary typography is Santral, a sans serif typeface that dominates the brand's typographic style. It is to be used for all headlines, marginal notes, captions, diagrams and other short length texts in printed materials.
On the CERIC website it is to be used for the entire content.

The family contains multiple weights that help establish a clear text hierarchy to draw the reader's attention to the message.

Please note that fonts are subject to license. If you do not already have the Santral typography, you will need to purchase it.

It is available at **www.myfonts.com**

Santral

AaBbCc

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

Secondary Typography

CERIC's secondary typography is the serif typeface Tiempos Text. This is to be used for setting all long-form, running texts in printed materials.

Please note that fonts are subject to license. If you do not already have the Tiempos Text typography, you will need to purchase it.

It is available at **www.klim.co.nz**

Tiempos Text

AaBbCc

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

Typical use of typography in CERIC A4 publications

Open access for researchers

Santral Extrabold
Size 11 / Leading 14

A european facility for multi-technique research

Santral Extrabold
Size 36 / Leading Auto

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

Santral Regular
Size 11 / Leading 17

Lorem ipsum dolor sit amet

Santral Extrabold
Size 16 / Leading 19

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Santral Regular
Size 6,5 / Leading 10

Tiempos Text
Size 8,5 / Leading 14

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Santral Extrabold
Size 9,5 / Leading 14

Office Use Typography

When Santral and Tiempos Text typefaces are not available or when their use is not recommended, for instance as part of correspondence to external partners that do not have these typographies on their computers, the fallback typeface is Tahoma, which is available on all operating systems.

The typeface Tahoma should already be installed on your computer.

Tahoma

AaBbCc

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

04

Graphics Style

Graphics, such as patterns, diagrams and icons are constructed from hexagons, a shape that is all-present in nature and as such used for drawing skeletal formulas that represent organic compounds.

The text accompanying graphics is always set in the Santral typeface. The use of colours is limited to three similar hues, unless you are working with graphs and charts, where care should be taken to sufficiently diversify the colours.

Patterns

The hexagonal pattern is an essential part of CERIC's graphic identity. It brings colour into communication materials and makes them impactful, distinctive and diverse. Its flexible use enables the designer to create numerous compositions.

A pattern can cover the entire surface/background or just part of the application.

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European science to improve the quality of life

A single entrypoint for
multidisciplinary research in
all fields of material science.

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Open access for researchers

CERIC provides open access to complementary research facilities in Central and Eastern Europe

CERIC enables the delivery of innovative
solutions to societal challenges in the fields
of energy, health, food, cultural heritage
and more.

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Patterns

A pattern can be "freestanding"
or cropped into a small field (print
border for desktop printers).

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euismod tincLorem ipsum dolor sit amet,
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autem vel eum iriure dolor in hendrerit in
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blandt laort dolore magna aliqu.

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vel illum dolore eam erat , consectetuer
adipiscing elit, sed am nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat. u feugiat nulla fac elit, sed
diam nonummy nibh euismod.

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Open access for researchers

A European facility for multi-technique research.

We provide scientific and industrial users a single entry point
to cutting-edge research infrastructures and knowledge in
Central and Eastern Europe.

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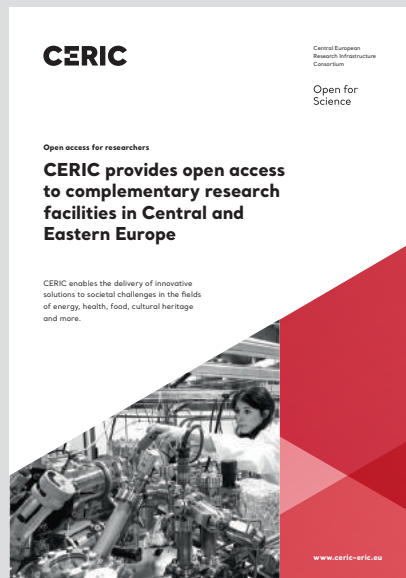
Patterns

A pattern can also incorporate images in various ways.

Diagrams

Statistically, people remember more of what they see than what they read, so if you want to make information memorable, turn it into something the audience can see. CERIC's diagrams are characterized by a single and coherent message and have a clear and orderly appearance.

New proposals

FIRST
DEADLINE

Pre-evaluation

Editing

New   Improved proposals   New

SECOND
DEADLINE
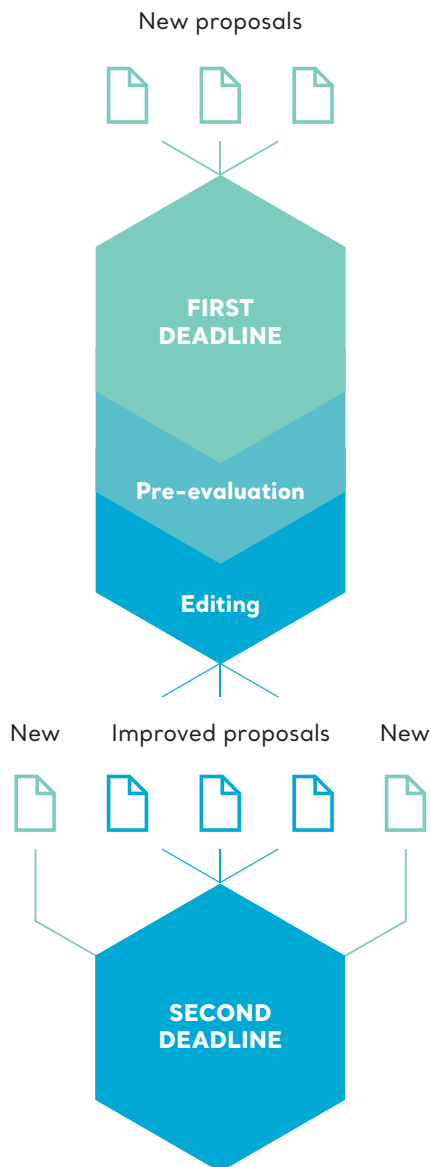
A diagram of CERIC's open access for researchers through two calls for proposals per year.

Icons

When using icons, make sure they are line-style and preferably based on the hexagon. They should always be easy to understand (they do not require subtitling).

For smaller projects, you can use a free pack of 100 monoline style icons, which you can download at **http://ego-icons.com/free-pack.html**. If the pack does not contain the icons you need, you can purchase the complete set here: **http://ego-icons.com/preview.html.**

Ego icons – free pack
Always make sure you use mono-line or line-style icons.

05

Imagery

CERIC's goal is to visualize the world of scientists, the collaborative dimensions of their work and how they bridge the divide between basic research and the practical, industrial application of their findings.

The imagery used must have a strong focal point. When people are portrayed, they should not be posing for the camera. They are engaged in authentic moments that are part of their professional lives.

If you have the choice, always go for original, professional photos instead of photos from image banks. When briefing the photographer, insist on journalism quality: you do not need talking heads, you need pictures that tell a story. Also, bear in mind that one good image is better than many mediocre ones.

Black and White Photography

Black and white photography is to be used primarily for corporate materials. It is always a good choice for portraits and when you are trying to achieve a consistent look in a number of photographs from different sources and with different colour styles.
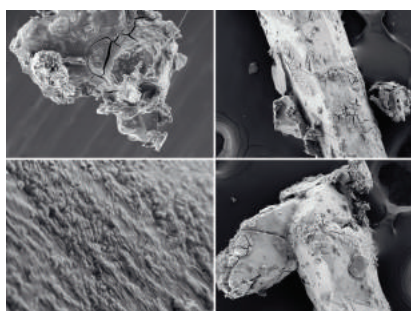
Colour Photography

Colour is of great importance when it comes to science images. It is also to be used when communicating projects and events, especially on social media.

When you are using colour photography, always make sure that the colours of the images correspond to the colours used in the accompanying graphic elements (patterns, diagrams, etc.).
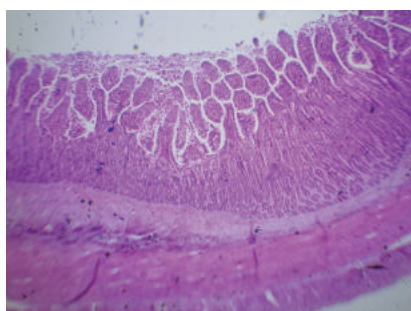
06

Grid System

Grids are a tool that helps organise all the graphic elements in a way that makes the content more accessible to the viewer. They are also indispensable when building visual consistency across all communication materials.

Hexagonal Grid

As the name states, this grid is made of hexagons and intended to be used as a guideline when designing patterns, diagrams or organising other graphic elements in CERIC's layouts.

Hexagonal Grid
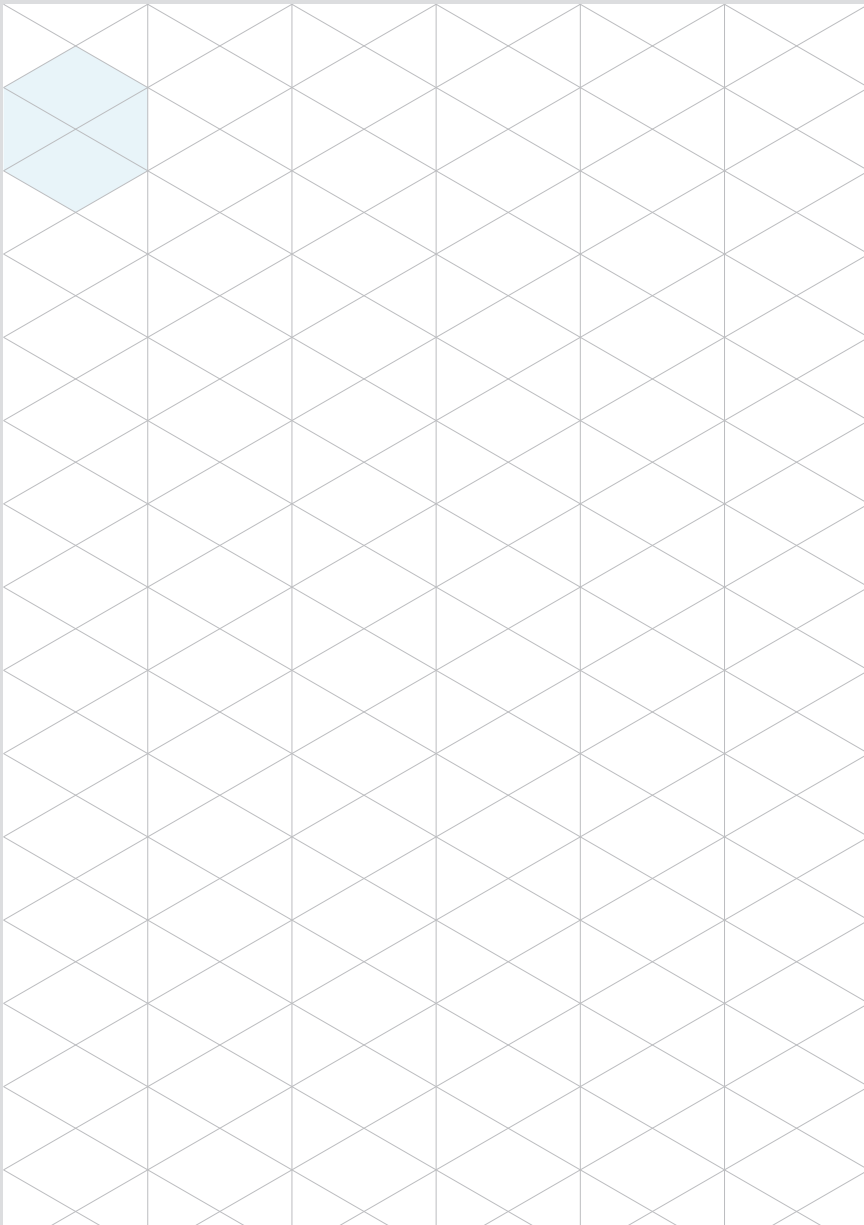
Text grid

The rectangular text grid is based on the hexagon grid. It defines the lettermark height and the margins and columns for text setting.

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Formats and the Grid

When setting up the grid, always consider the size of the available space and the volume and complexity of the content, to help you determine the right density for the grid.

Below are two examples of setting up a hexagon grid for the brochure format, which uses six hexagons across its width, and for a leaflet, which uses 4 hexagons across its width.

Examples of setting up a hexagon grid for the brochure format (165 x 240 mm), which uses six hexagons across its width, and for a leaflet format (100 x 210 mm), which uses 4 hexagons across its width.

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07

Bringing it all Together

Now you are familiar with CERIC's graphic design system, you can start working with CERIC's communication materials. To maintain a high level of consistency, some of the materials are already prepared and available in the form of templates. When designing new ones, always use the official graphic elements and design principles for combining them.

Design layers:

1. The Grid
2. Lettermark and Text
3. Imagery
4. Hexagonal Pattern

Stationery

Pre-printed letter paper is intended for formal documents. When setting text, always use the available template.

Letter paper
A4 (210 x 297 mm)

For Word documents, always use the typeface Tahoma in the recommended styles:

- Title/headline: size 16 pt
- Sub-headline: size 14 pt
- General text: size 11-12 pt
- Footnotes: size 9 pt

CERIC

Central European
Research Infrastructure
Consortium

Anthony Ferguson
Politecnico Di Milano
Piazza Leonardo da Vinci 32
20133 Milano, Italy

Statutory Seat
S.S. 14 - km 163,5 in
AREA Science Park
34149 Basovizza
Trieste - Italy

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E   info@ceric-eric.eu
W www.ceric-eric.eu

Basovizza
12. 4. 2017

Dear Mr. Ferguson

Duis at tortor maximus nulla scelerisque condimentum. Nam eu porttitor nullaeu facsis leo. Nunc ipsum neque, elementum at tortor ut, rutrum euismod turpis. Suspendisse rutrum blandit placerat. Praesent arcu purus, ornare gravida eros vitae, molestie scelisque nunc. Donec leo leo, gravida vitae sodrtis metus mnec ultricies tellus lacmet. Nam quam dui, pulvinar vitae arcu ac, vestibulum molestie risus. Fusce ornare nisl viverra, pharetra orci quis, ornare erat. Morbi ornare, arcc, vestibulum molestie risus. Fu vitae fermentum auctor, libero erat sagittis enim.

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Kind Regards,
Amelia Rossi

Established by the European Commission Implementing Decision of June 24th 2014 - 2014/392/EU
F. C. 90143090323, VAT No.: 01278610322

1/2

Stationery

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Statutory Seat
S.S. 14 - km 163,5 in
AREA Science Park
34149 Basovizza
Trieste - Italy

Envelope
230 x 110 mm
Also available in size 330 x 230 mm

Business card
85 x 55 mm

CERIC

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Consortium

Name Surname
Legal Officer and Secretary
of the General Assembly

T   +39 040 375 8507
M   +39 040 558 5485
E   amelia.rossi@ceric-eric.eu

Statutory Seat
S.S. 14 - km 163,5 in
AREA Science Park
34149 Basovizza
Trieste - Italy

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Stationery

To prepare consistent Word documents, always use the available templates.

The template with a print border is intended for use on a day-to-day basis when documents are reproduced on desktop printers.

The black and white template is intended for use on a day-to-day basis when colour reproduction is not available.

Letter paper with print border
A4 (210 x 297 mm)

Black and white letter paper
A4 (210 x 297 mm)

For Word documents, always use the typeface Tahoma in the recommended styles:

- Title/headline: size 16 pt
- Sub-headline: size 14 pt
- General text: size 11-12 pt
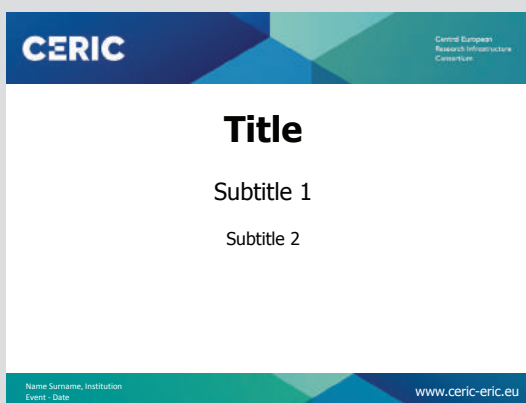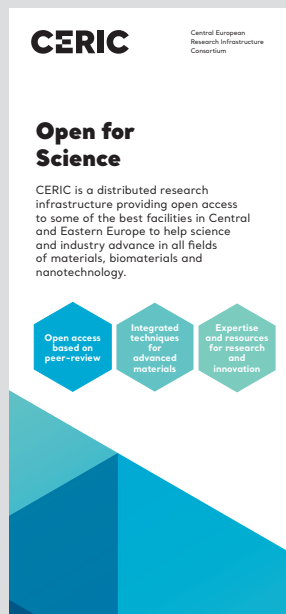- Footnotes: size 9 pt
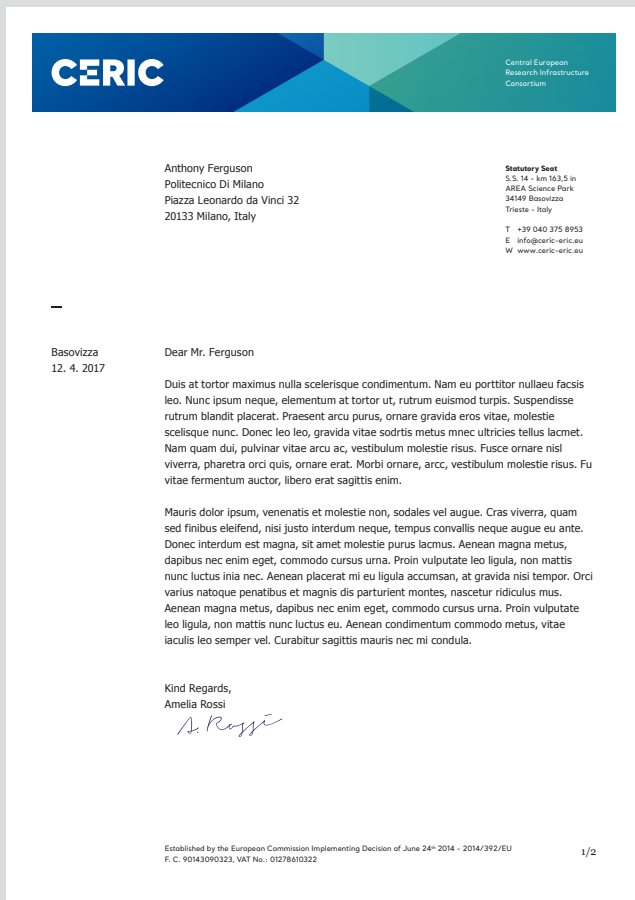
Visibility kit

To maintain consistent CERIC presentations, always use the available materials or graphic templates.

Rollup
86 x 200 cm

PowerPoint® presentation
4:3

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Research Infrastructure
Consortium

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A single entry point to
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for multidisciplinary
research in the fields of
materials, biomaterials
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Open access
based on
peer-review

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techniques
for
advanced
materials

Expertise
and resources
for research
and
innovation

Notebook
165 x 240 mm

Leaflet
297 x 210 mm (open format)

Folder
220 x 310 mm (closed format)

USB key
Micro Twist Black

Publications

Each cover, page or spread brings together combinations of key elements that form the distinctive CERIC look.

Annual report
A4 (210 x 297 mm)

Brochure
165 x 240 mm

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