Graphic Identity Guidelines
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEY ELEMENTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>01</td>
<td>THE LETTERMARK</td>
<td>05, 15</td>
</tr>
<tr>
<td></td>
<td>Minimum Exclusion Space</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lettermark and Full Name</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lettermark and Slogan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minimum Size</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Co-branding</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>COLOUR PALETTE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Primary Colours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Secondary Colours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Use of Colour</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>TYPOGRAPHY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Primary Typography</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Secondary Typography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office Use Typography</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>GRAPHICS STYLE</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Patterns</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Diagrams</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Icons</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>IMAGERY</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Black and White Photography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Colour Photography</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>GRID SYSTEM</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>Hexagonal Grid</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text Grid</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Formats and the Grid</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>BRINGING IT ALL TOGETHER</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Stationery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visibility Kit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publications</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>LEGAL DISCLAIMER</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>CONTACT FOR FURTHER INFORMATION</td>
<td></td>
</tr>
</tbody>
</table>
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.
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 Logo](image)

**Typography**

- Santral
- Tiempos Text
- Tahoma

**Colour palette**

![Colour Palette](image)

**Hexagon shape**

![Hexagon Shape](image)

**Imagery**

![Imagery](image)
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.
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**

```
CERIC
```

```
Central European Research Infrastructure Consortium
```

**Secondary horizontal composition**

```
CERIC
```

```
Central European Research Infrastructure Consortium
```

**Tertiary horizontal composition**

```
CERIC
```

```
Central European Research Infrastructure Consortium
```

---

CERIC

Central European Research Infrastructure Consortium

CERIC

Central European Research Infrastructure Consortium

CERIC

Central European Research Infrastructure Consortium
Lettermark and Full Name

Primary vertical composition

x
x/2
x

Central European
Research Infrastructure
Consortium

Secondary vertical composition

y
0.5x

Central European
Research Infrastructure
Consortium

CERIC
Central European
Research Infrastructure
Consortium
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:

![Combination of Lettermark and Slogan]
Lettermark and Slogan

The lettermark in combination with the full name and slogan:

- CERIC
- Flexible Spacing
- Central European Research Infrastructure Consortium
- Open for Science

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.
Co-branding

Relation: mother / daughter

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.
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.
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.
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.
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.

Santral

AaBbCc

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

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](http://www.myfonts.com).
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!"#$%&'()=?*

abcdefgghijklmnopqrstuvwxyz
Open access for researchers

A european facility for multi-technique research

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

www.ceric-eric.eu
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.

Tahoma

AaBbCc

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

European science to improve the quality of life

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

A single entry point to cutting edge research infrastructures and knowledge.

A European facility for multi-technique research.

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

A pattern can also incorporate images in various ways.
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.
**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](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](http://ego-icons.com/preview.html).
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 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.).
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.
The rectangular text grid is based on the hexagon grid. It defines the lettermark height and the margins and columns for text setting.
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.
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
Dear Mr. Ferguson


Kind Regards,
Amelia Rossi

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

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

Business card
85 x 55 mm
Dear Mr. Ferguson


Kind Regards,

Amelia Rossi

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

Basovizza

12. 4. 2017

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

Central European Research Infrastructure Consortium
S.S. 14 - km 163,5 in AREA Science Park
34149 Basovizza - Italy
T +39 040 375 8953
E info@ceric-eric.eu
W www.ceric-eric.eu

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.

---

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.

---

Central European Graphic Identity Guidelines

47

Stationery

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

CERIC-ERIC Graphic Identity Guidelines

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.

---

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.

---

Central European Graphic Identity Guidelines

47

Stationery

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

CERIC-ERIC Graphic Identity Guidelines

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.
Visibility kit

To maintain consistent CERIC presentations, always use the available materials or graphic templates.
CERIC is a distributed research infrastructure providing open access to some of the best facilities in Central and Eastern Europe to help science and industry advance in all fields of materials, biomaterials and nanotechnology.

www.ceric-eric.eu

Open access based on peer-review
Integrated techniques for advanced materials
Expertise and resources for research and innovation

Central European Research Infrastructure Consortium

For the updated partners’ list, visit the “About us” section of the CERIC website.

Light scattering at the TU Graz Graz (Austria) and Trieste (Italy)
www.portal.tugraz.at

Surface analysis at the Charles University Prague (Czech Republic) and Trieste (Italy)
http://physics.mff.cuni.cz

Neutrons at the Budapest Neutron Centre Budapest (Hungary)
www.bnc.hu

Synchrotron light at Elettra Trieste (Italy)
www.elettra.eu

Synchrotron light at Solaris Krakow (Poland)
www.synchrotron.uj.edu.pl

Electron microscopy and EPR at the National Institute of Materials Physics Magurele (Romania)
http://lab50.in/f_im.ro

NMR at the National Institute of Chemistry Ljubljana (Slovenia)
www.nmr.ki.si

Find more details about the available techniques on the CERIC website.

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.
1. Terms and Conditions of Use

1.1 CERIC grants the use of the CERIC lettermark to its Partner Facilities and Representing Entities.

1.2 In addition to Partner Facilities and Representing Entities, the CERIC lettermark may be used by third parties subject to the following terms and conditions.

   The lettermark may only be used if:
   • Permission is requested and granted in writing before the lettermark is used;
   • It is not used in connection with objectives or activities that are incompatible with the aims and principles of CERIC;
   • It is not used to imply or suggest the unintended endorsement or promotion of the objectives and activities of the user of the lettermark by CERIC.

1.3 The lettermark shall be used in its entirety without distorting, modifying or separating its component elements. Permission to use the CERIC lettermark does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the lettermark, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the CERIC lettermark is used in conjunction with a company’s own lettermark, name or trademark.

2. Request for Permission to use the CERIC Lettermark

Requests for permission should be submitted to CERIC. The Communications Office is authorized to give permission to third parties to use the CERIC lettermark subject to the terms and conditions described above.

Requests for permission can be submitted by email to press@ceric-eric.eu

3. Downloading the CERIC Lettermark

Third parties can download, copy and store the CERIC lettermark in various formats and versions from the press kit page of the CERIC website: http://www.ceric-eric.eu/index.php?n=Media.Logo
Contact for Further Information

CERIC is always happy to help if you have specific design-related questions or if you need access to CERIC master files and templates.

Communications Office
CERIC-ERIC - Statutory Seat
S.S. 14 - Km 163.5 in AREA Science Park
34149 - Basovizza, Trieste
Italy

E press@ceric-eric.eu
T +39 040 375 8953