



Branding Guidelines

This identity and brand system has been created to help you present GÉANT in a consistent and recognisable way.



Why have branding guidelines?

The GÉANT graphical guidelines establish the rules that help maintain consistent communication. A well-maintained graphic identity is an important part of GÉANT's branding and its correct application will help strengthen GÉANT's brand recognition and reputation.



When creating or using the GÉANT materials please refer to these guidelines before your design is printed or distributed.



The GÉANT logo is an integral piece of the brand's visual identity. Its correct and consistent use is essential as it increases engagement, raises the credibility and advances brand recall.



GÉANT Red

CMYK | 0 100 55 0
RGB | 237 21 86
Hex | #ed1556



GÉANT Blue

CMYK | 100 11 0 74
RGB | 0 63 95
Hex | #003f5f

Primary colours

GÉANT Red

CMYK | 0 100 55 0
RGB | 237 21 86
Hex | #ed1556



#f05b89

#f38bab

#f8b8cc

GÉANT Blue

CMYK | 100 11 0 74
RGB | 0 63 95
Hex | #003f5f



#4d798f

#81a0af

#b2c6cf

Primary colours tints

GÉANT Purple

PMS | 259 c
CMYK | 67 100 19 6
RGB | 113 33 119
Hex | #6D2077



#9d6aa2

#b894bb

#d5bfd6

GÉANT Orange

PMS | 1665 c
CMYK | 6 87 100 1
RGB | 226 67 1
Hex | #e24301



#ea7e66

#f1a393

#f7cabf

GÉANT Pink

PMS | 233 c
CMYK | 19 100 14 0
RGB | 204 0 123
Hex | #cc007b



#d85ea3

#e38bba

#eeb9d5

GÉANT Grey

PMS | 7543 c
CMYK | 36 22 26 0
RGB | 167 179 180
Hex | #a7b3b4



#c1cac9

#d4dada

#e5e8e8

Secondary colours

Secondary colours tints

As the GÉANT primary colours are as much a part of the visual identity as the logo it is essential that they are used appropriately and accurately reproduced. The secondary colours and tints work to support our primary colours and to ensure clarity of hierarchy and information on any piece of communication. However, they should never dominate a page.

When the logo is used on corporate background colours follow the examples shown below.
For third-party background colours use only the white version.

GÉANT colour variations ✱



White background



GÉANT Blue background



GÉANT Red background



Third-party background

Images should reflect the brand and the experience of GÉANT. Photographs should be professional and of a high quality unless they are being used in a blog or news item. The style should be bright, bold and engaging and feature people, where possible. When used as a background, and in conjunction with the logo a graphical treatment is recommended so that the logo sits on top of the image uninterrupted by tonal changes. The choice of colour overlay is best determined by the image, as shown.

80% white overlay



Logo options over a light background image

80% GÉANT Blue overlay



Logo options over a dark background image

Clear space and minimum size rules ensure that the logo is clearly visible for print and web scenarios.

Integrity of the logo ✱



Clear space around logo



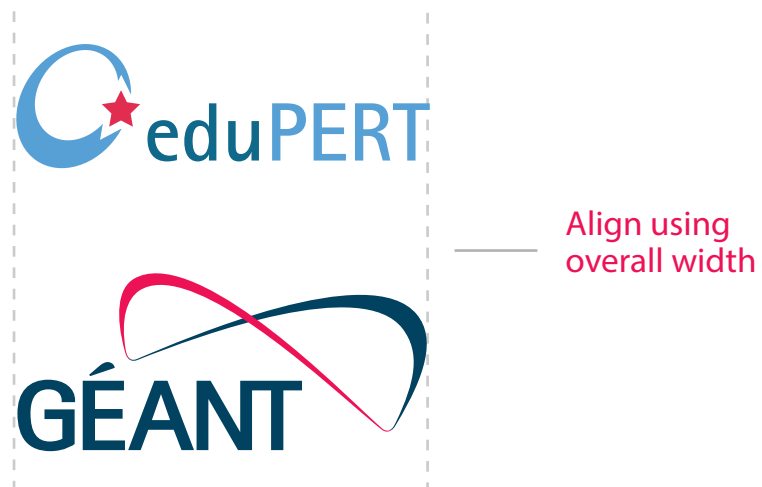
Minimum width of logo
when strapline is included
(No strapline is also optional)



When reproduced at less
than 6 cm, only use the version
of the logo without the strapline

When applying the logo in both print and web scenarios follow the examples given below.

Applying the logo ✱



GÉANT's primary typeface is Myriad, which is used for headlines, subheads and body copy. It is used in print collateral, such as datasheets, case studies and brochures, as it maintains good legibility when used in large amounts of copy at a small point size.

Print Fonts

Myriad Pro Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Myriad Pro Semi Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Myriad Pro Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Microsoft Word

Arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Slide set Presentation Font

Calibri

Body text to be no smaller than 14pt, with line-height not less than 14px

Take care to use the logo without alteration.

Avoid all of the following when using the GÉANT logo:



Don't change any element of the logo



Don't change the logo colours



Don't put a glow behind the logo



Don't use any copy, slogans, symbols or images overlapping the logo.



Don't tilt the logo



Don't disproportionately scale the logo



Don't put the logo in perspective



Don't change the proportion of the logo elements



Don't put a solid drop shadow behind the logo.



Don't put the logo on colours that aren't in the brand palette.



Don't put non-branded graphics behind the logo.

Funding statement

When the GÉANT brand is used in reference to the GN5 Project, such as on deliverables or slides, the following funding statement should be used:



**Co-funded by
the European Union**



A final thought

The branding guidelines have been developed to improve awareness and understanding of the GÉANT identity but if you are ever in doubt please contact us at marcomms@geant.org

The logo is available to download in different formats on the GÉANT public website <https://resources.geant.org>