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.
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.

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

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

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
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.
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.
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

Clear space and minimum size rules ensure that the logo is clearly visible for print and web scenarios.
When applying the logo in both print and web scenarios follow the examples given below.
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.

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<th>Print Fonts</th>
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<th>Slide set Presentation Font</th>
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<td></td>
<td>Body text to be no smaller than 14pt, with line-height not less than 14px</td>
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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 GNS 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