



Branding
Guidelines

V.1.0 June 2026



Why have branding guidelines?

A well defined and maintained visual identity is an integral part of a brand and helps to strengthen recognition and reputation. These guidelines are intended to ensure correct and consistent application of the main elements of GÉANT's visual identity - the logo and colour palette - to help maintain that visual identity. Please ensure you follow these guidelines when using the GÉANT logo and colour palette in the creation of print or digital materials.

The Logo

The logo is the key element of the brand's visual identity. Its correct and consistent use is essential in strengthening brand recognition and recall, in turn supporting user engagement and acceptance.



Colour Palette - Core Colours

The GÉANT core colours are as much a part of the visual identity as the logo so it is essential that they are used appropriately and are accurately reproduced.



GÉANT Core Colours

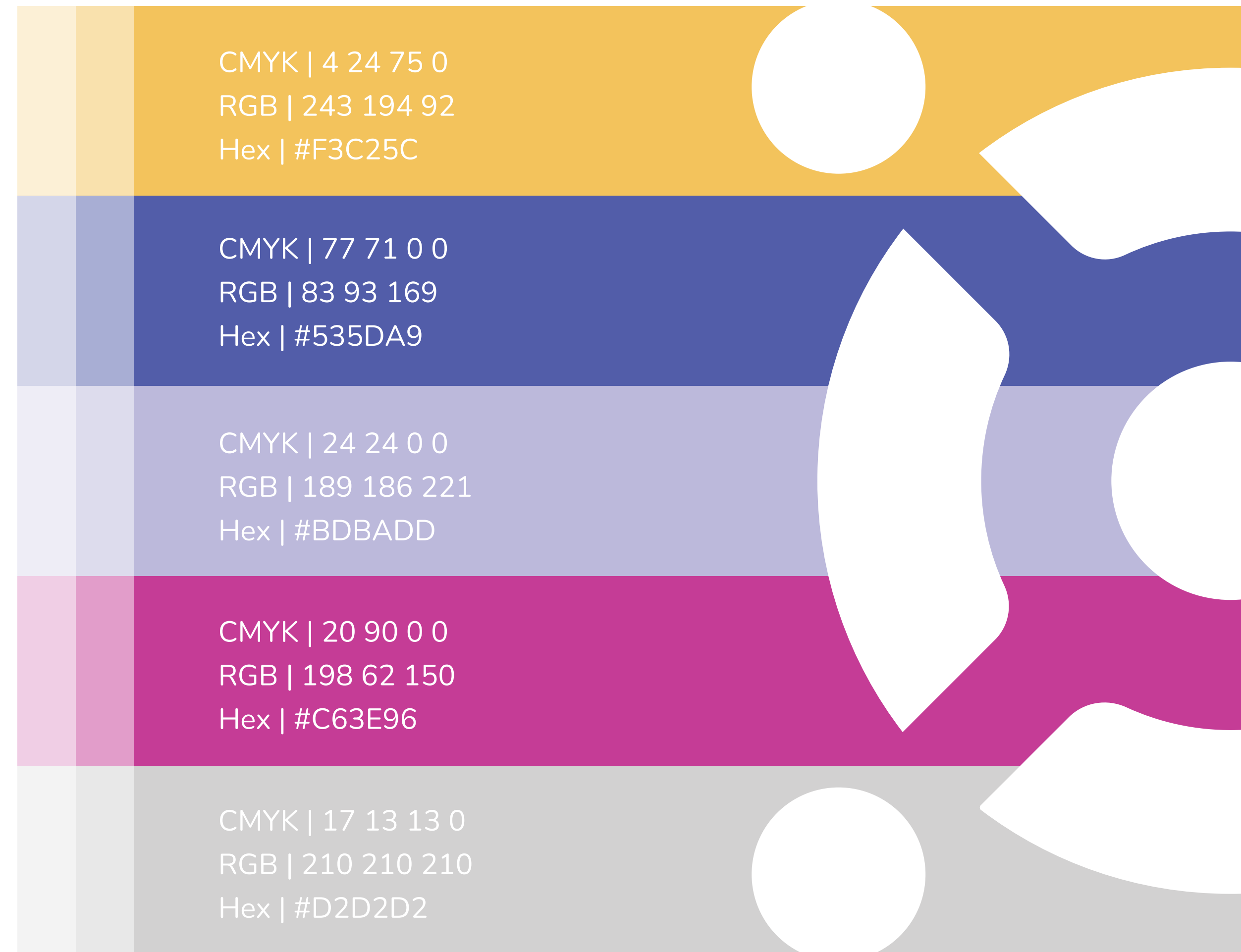


CMYK | 100 99 17 5
RGB | 46 48 124
Hex | #2E307C

CMYK | 70 27 36 2
RGB | 80 148 156
Hex | #50949C

Colour Palette - Supporting Colours

The supporting colours and tints work to support our core colours and to ensure clarity of hierarchy and information on any piece of communication. However, they should never dominate a page.



Colour Palette - backgrounds

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



Logo Integrity

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



GÉANT typeface

GÉANT's primary typeface is Nunito, which is used for headlines, subheads and body copy. It is used in print and digital 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.

Nunito regular

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

Nunito bold

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

Nunito extra bold

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

Misusing the logo

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 tilt the logo



Don't disproportionately scale the logo



Don't put the logo in perspective



Don't put a solid drop shadow behind the logo



Don't use any copy, slogans, symbols or images overlapping 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 EU-funded projects, such as on deliverables or slides, the following funding statement should be used:



**Co-funded by
the European Union**



Finally...

These branding guidelines have been developed to improve awareness, understanding and correct and consistent use of the GÉANT visual identity.

If you are ever in doubt, please contact us at

marcomms@geant.org