



Style guide

April 2017



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Prepared by
Communications Team
EGI Foundation
press@egi.eu



Black 40%



RGB: 0 103 177

EGI logo

The EGI logo is our primary visual mark and it should be present in all communications.

The EGI logo is available in a several formats from:

<http://go.egi.eu/logo>



Make sure you...

- > Use the colour scheme provided
- > Maintain the aspect ratio
- > Respect the recommended white space around the logo



...and please

- > Don't use different colours
- > Don't change the aspect ratio or the proportions
- > Don't add / remove elements from the logo

Pantone

CMYK

RGB

Hexadecimal

Preferred colours



239C



C100, M57, Y0, K2



R0, G103, B177



#0067b1



Black 40%



Black 40%



RGB 153



#999999



158C



C0, M56, Y100, K0



R230, G130, B0



#ef8200

The standard colours of EGI are the blue and grey specified here.

The 'EGI blue' should always be the dominant colour, with the 'EGI grey' used as a secondary colour.

Orange can be used sparingly as an 'accent colour'.



#4f85c3

R 79, G 133, B 195



Black 60%

RGB 102



#7d9fd2

R 125, G 159, B 210



Black 30%

RGB 179



#89a7d6

R 137, G 167, B 214



Black 20%

RGB 230



#acbfe2

R 172, G 191, B 226



#c6d2eb

R 198, G 210, B 235



#f9a134

R 249, G 161, B 52



#d2dcf0

R 210, G 220, B 240



#ffe6cb

R 255, G 230, B 203



#e0e5f4

R 224, G 229, B 244



#edf0f9

R 237, G 240, B 249

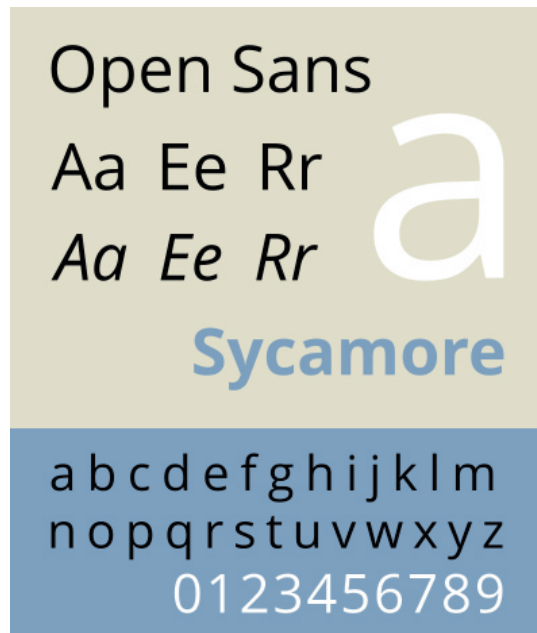


#f7f8fc

R 247, G 248, B 252

Colour scales

If colour scales / gradations are necessary for the design, please consider using these alternatives



Font samples by Gjo / Sbp (Wikimedia Commons)

Fonts

We use **Open Sans** in the EGI website (<http://www.egi.eu>), in our newsletter and here in these guidelines.

Our presentation template and our internal reports use **Segoe UI**.

We welcome suggestions for alternative fonts. The new / suggested font should:

- > be a sans serif typeface similar to the ones we use (we don't like Arial).
- > be classic and readable.



<http://go.egi.eu/cst>



Unsplash photos
<https://unsplash.com/>



<http://go.egi.eu/SCpdf>

Examples of things we like

*No battle plan survives
contact with the enemy.*

military saying often attributed to Karl von Clausewitz

Final remarks

This guide provides the basic colour scheme, font style and generic rules that must be followed to ensure that the EGI image is consistent across our publications, presentations and online.

Having said that, please feel free to use your common sense and your instinct to interpret the rules and create inspiring designs.

And please no photographs of people writing on / pointing to things on boards!