



GÉANT CORPORATE IDENTITY

GUIDELINES FOR USE



THE LOGO

GÉANT LOGO

The GÉANT logo is the core element within the brand. From printed brochures and datasheets through PowerPoint presentations and web-based applications, it is the signature for the third generation GÉANT network and is a natural progression from the previous GÉANT2.

The GÉANT logo consists of two elements that work together as a whole.



WORDMARK

The wordmark uses an adapted version of the Rotis Sans Serif font. This typeface is strong and friendly, confident and down-to-earth, the sans serif and the geometry of the letters is bold and clear, providing an easily recognisable identity for GÉANT.

STARS SYMBOL

The GÉANT stars element of the logo is the starting point for many graphic elements such as the logo ident and the ident window – see pages 11 to 13 of this document. The stars element has evolved from the GÉANT2 star and was inspired by GÉANT's large scale, global projects as a pan-European organisation. The stars are suggestive of a globe and also of connections and links. In addition, the movement trail visually linking the stars together conveys a global vision of seamless connection, speed, collaboration and innovation, expressing GÉANT's position as a world-leading research and education network. The number of stars is indicative of the third generation of the GÉANT network.

The relationship between the logo elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions or placement of any of the logo elements.

Do not attempt to redraw or adapt the GÉANT logo in any way.



THE LOGO

GÉANT LOGO

CLEAR SPACE AROUND LOGO

A very important part of the GÉANT identity is the space around the logo. Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X", as shown. This measurement is equal to the height of the uppercase 'T' in our wordmark.



X = height of 'T'

SIZE OF LOGO

Logos are often placed too large on the page, especially when there are no space constraints: please resist the urge to fill space with the logo. As a general rule the logo should be approximately 1/6th of the width of the page on which it appears, except where this would create an absurdity e.g. business cards. We have established a minimum size for our logo of 25 mm wide to help it stand out as much as possible. While the minimum size shown here should accommodate most applications and reproduction techniques, make sure that the GÉANT logo is never smaller than what can be clearly executed.



The minimum size for the logo is 25 mm wide.



The logo versions shown on the next few pages cover all potential uses of the GÉANT logo and ideal format to use is explained.

CMYK (FOUR COLOUR PROCESS)

The CMYK logo version should be used for all material being printed using the four-colour process.

When placed on a white background, the standard CMYK logo is the preferred version for use. The CMYK values for the two logo colours are indicated on page 8.

When placed on a dark background, the reverse CMYK version logo is to be used. When using the reverse CMYK colour logo, please ensure the dark background is GÉANT TEAL. Any other colour background will require a single colour logo version.



Standard CMYK and Pantone logo version

TWO COLOUR (PANTONE COLOUR SYSTEM)

The Pantone logo version should be used for all material being printed using the spot-colour process (commonly known as the Pantone Colour system).

When placed on a white background, the two-colour logo uses 100% Pantone 303 (GÉANT TEAL) for the wordmark and 100% Pantone 390 (GÉANT LIME) for the stars symbol. No other Pantone variation may be used.

When placed on a dark background, the two-colour logo uses white for the wordmark and 100% Pantone 390 (GÉANT LIME) for the stars symbol. No other Pantone variation may be used. The dark background for the two-colour Logo is Pantone 303 (GÉANT TEAL). Any other colour background will require a single colour logo version.



Reverse CMYK and Pantone logo version



RGB (RED, GREEN AND BLUE)

The RGB logo version should be used for all electronic media. This includes material being shown on a projector or computer screen. For example, when making presentations using software such as Microsoft Word or PowerPoint.

When placed on a white background, the RGB version logo is to be used. The RGB values for the two logo colours are indicated on page 8.

When placed on a dark background, the reverse RGB version logo is to be used. When using the reverse RGB colour logo please ensure the dark background is GÉANT TEAL. Any other colour background will require a single colour logo version.



Standard RGB and HEX logo version

WEB FRIENDLY

The HEX logo version should be used for web-based and online material.

When placed on a white background, the HEX version logo is to be used. The HEX values for the two logo colours are indicated on page 8.

When placed on a dark background, the reverse HEX version logo is to be used. When using the reverse HEX colour logo please ensure the dark background is GÉANT TEAL. Any other colour background will require a single colour logo version.



Reverse RGB and HEX logo version



ONE COLOUR (MONO)

The one-colour version of our logo is used for applications and material where the layout needs to be simple and focused without too many colour variations.

The one-colour version may also be used to enhance particular design concepts.

Monochrome version

Only suitable for high quality reproduction when strong colours such as a black, reds, deep blues and greens. If in doubt use the solid version.

Solid version

For single colour use, especially when the single colour is weak e.g. yellow or when the reprographic quality is likely to be poor such as newsprint, photocopying, faxing etc.

Wherever possible observe the clear space rules on previous page.

The Solid black logo can be used to overprint light coloured or multicoloured backgrounds.

Note that although the solid black logo may be visible on many mid-range backgrounds, it is preferred that white be used in those cases.

Reversed out version

When logo needs to be used against dark coloured or multicoloured backgrounds such as photographs. Always reverse white through the background, do not attempt to apply colour to the logo.



Monochrome version



Reverse Monochrome version



Solid version



Reverse Solid version



LOGO TAGLINE

The GÉANT tagline is used to further strengthen the GÉANT brand. It conveys the meaning of GÉANT and describes what GÉANT stands for.

The tagline must always be all lowercase letters. The font Rotis Sans Bold should be used when available. Where Rotis may not be available, such as in applications including Microsoft Word or PowerPoint, Arial should be used.

The colour of the tagline should be GÉANT Teal when used on a white or light tint background or reversed white out of a background colour of GÉANT Teal.

Use of the tagline within a document should ALWAYS be sited below the logo, whether its directly below as part of the logo (as shown on Right) or at the bottom of a document but in strict alignment with the position of the logo.

The tagline should always be used at a size that is easily legible.



WEB ADDRESS LOGO

When using the logo with the URL always use this version.





PRIMARY COLOUR PALETTE

GÉANT COLOURS

The two primary GÉANT colours are strong and straightforward. They represent the GÉANT brand at its most basic level— in the logo. These are the only colours that may be used to reproduce the logo.

GÉANT Lime and GÉANT Teal may be used throughout printed literature and other marketing support material. Try to limit the use of GÉANT Lime in documents. Ideally it should be used as an accent colour. Try to use both GÉANT logo colours at 100% full strength although tints are acceptable in graphs or charts.

By following the branding guidelines for use of these two colours, it will ensure they become core to the GÉANT brand through strong logo association and will help develop the brand recognition.



GÉANT TEAL



GÉANT LIME

GÉANT COLOUR	PANTONE REF NUMBER	CMYK VALUE	RGB VALUE	WEB FRIENDLY HEX
 GÉANT TEAL	PANTONE 303 C	C88 M40 Y30 K51	R0 G67 B89	#004359
 GÉANT LIME	PANTONE 390 C	C25 M0 Y100 K0	R191 G220 B0	#B5D000



SECONDARY COLOUR PALETTE

GÉANT COLOURS

Our secondary colour palette allows some flexibility in brand communications where additional colours are needed alongside the GÉANT Teal and GÉANT Lime. This might be where regional, cultural or product distinction is required, or in graphs, charts or diagrams. The secondary colours should never be used without the two core GÉANT colours.

While any of these colours can be combined, the palette has been designed to help you easily pick successful combinations and any two adjacent colours will work together well.

Unlike the primary palette, colours from the secondary palette can be used as tints. You may use multiple values of any colour.

Do not introduce any colours into GÉANT communications other than those specified.

Do not calculate CMYK/RGB breakdowns by converting Pantone colours in software such as Adobe Illustrator.

Do not use four-colour breakdowns recommended by Pantone. Use the breakdowns supplied in these guidelines instead.




GÉANT BLUE



GÉANT ORANGE



GÉANT GOLD

GÉANT COLOUR	PANTONE REF NUMBER	CMYK VALUE	RGB VALUE	WEB FRIENDLY HEX
 GÉANT BLUE	PANTONE 3145 C	C100 M0 Y18 K18	R0 G137 B159	#00899F
 GÉANT ORANGE	PANTONE 1665 C	C0 M69 Y100 K0	R238 G80 B25	#EE5019
 GÉANT GOLD	PANTONE 110 C	C10 M25 Y100 K0	R224 G195 B0	#DBAE00



FONT OPTIONS AVAILABLE

The typeface chosen for GÉANT is called Rotis and is available in a wide range weights and styles.

Where Rotis may not be available, such as in applications including Microsoft Word or Powerpoint, Arial should be used.

The best font to use on websites or online material is Verdana. It was commissioned by Microsoft and forms part of the factory default set up of all PCs and Macintosh computers. It performs very well in the optically challenging environment of the Internet.

Rotis Sans Serif Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rotis Sans Serif Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rotis Sans Serif Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rotis Sans Serif Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rotis Sans Serif Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Rotis Sans Serif Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



LOGO ICON

GÉANT LOGO

The logo icon is a device that helps with brand recognition. Along with the logo, colour and typography, the logo icon helps ensure consistency across our communications and keeps the overall look and feel of our brand synchronised.

The logo icon image has enough versatility and flexibility to meet all of our communication needs, both in print and digital media. It gives us the ability to create movement and energy within a design, particularly on documents that don't need the full logo. Although you may use the icon in a variety of creative ways, do not attempt to distort, flip or change the set distances and relationships between the three stars that make up the icon.





ICON WINDOW

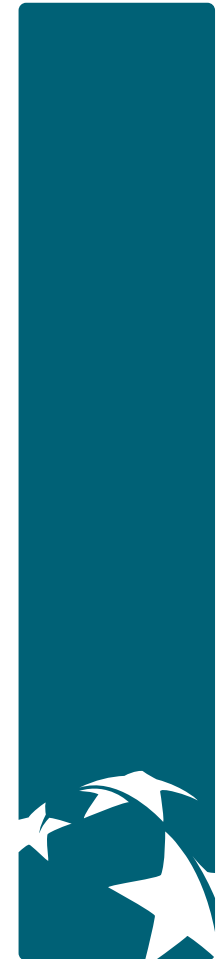
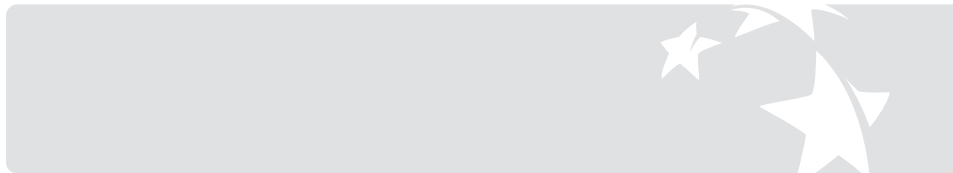
GÉANT LOGO

ICON WINDOW

The icon window is a device to contain the logo icon image. It is a convenient space where you can deposit titles, callouts, and images to associate them with the GÉANT brand.

The icon window should support the logo icon, not overpower it. The icon window can be horizontal or vertical depending on your document. The logo icon image can live anywhere along the icon window, depending on the requirements of the design.

Important: A layout should only have a maximum of one icon window per page.





ICON WINDOW

GÉANT LOGO

ICON WINDOW IMAGERY

Aside from the stars elements, the icon window may also be used to deposit imagery as shown here.

Note that images may only be used within the icon window. Do not attempt to fill the star symbol with colour or imagery.

