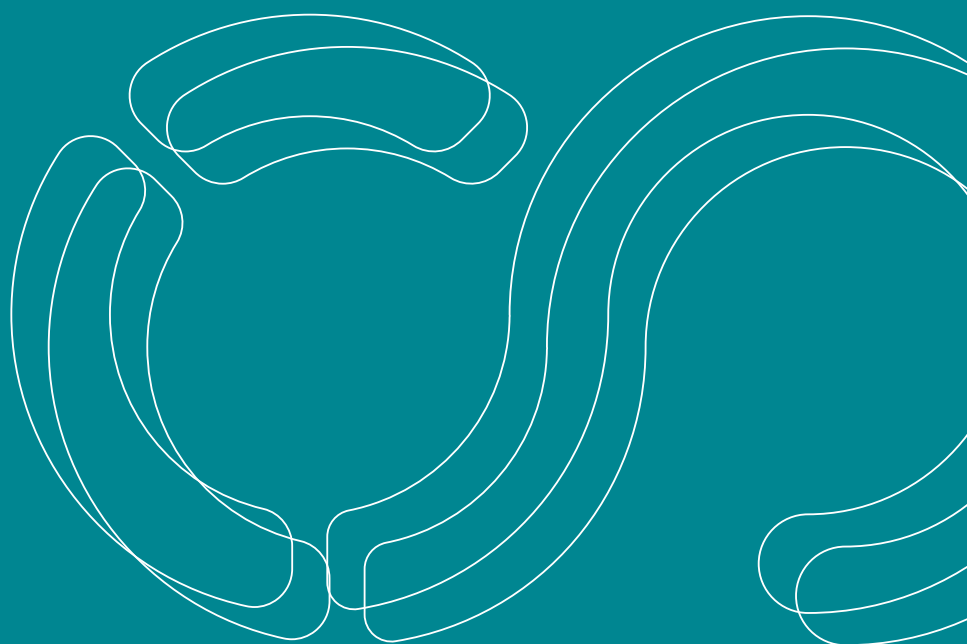




# Co-branding guidelines for Horizon Europe INFRAEOSC projects

Proposed by the EOSC Association



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# EOSC

## The European Open Science Cloud

The ambition of the European Open Science Cloud (EOSC) is to develop a “Web of FAIR Data and services” for science in Europe. EOSC will be a multi-disciplinary environment where researchers can publish, find and re-use data, tools and services, enabling them to better conduct their work.

EOSC builds on existing infrastructure and services supported by the EC, Member States and research communities. It brings these together in a federated ‘system of systems’ approach, adding value by aggregating content and enabling services to be used together.

This environment will operate under well-defined conditions to ensure trust and safeguard the public interest. Expectations of service providers and users will be made explicit to ensure appropriate behaviour.

The EOSC is recognised by the Council of the European Union among the 20 actions of the policy agenda 2022-2024 of the European Research Area (ERA) with the specific objective to deepen open science practices in Europe. It is also recognised as the “science, research and innovation data space” which will be fully articulated with the other sectoral data spaces defined in the European strategy for data. Full deployment of the EOSC will lead to higher research productivity, new insights and innovations, as well as improved reproducibility and trust in science.

The implementation of the EOSC is based on a long-term process of alignment and coordination pursued by the Commission since 2015 with the many and diverse stakeholders of the European research landscape. The current phase of implementation (2021-2030), is taking place in the context of the EOSC European co-programmed partnership launched at the Research and Innovation Days 2021 and according to a Strategic Research and Innovation Agenda (SRIA) which is co-developed with the entire EOSC community.

# The EOSC Association

The nerve centre for the implementation  
of the European Open Science Cloud

The main objectives of the EOSC Association (EOSC-A) are:

- to provide a single voice for advocacy and representation for the broader EOSC stakeholder community,
- to promote the alignment of European Union research policy and priorities with activities coordinated by the EOSC Association,
- to enable seamless access to data through interoperable services that address the entire research data life cycle, from discovery to storage, management, analysis and re-use across borders and scientific disciplines.

The Association membership – more than 240 Members and Observers representing the breadth of the stakeholder community from across Europe – is jointly responsible for delivering the objectives agreed in the Memorandum of Understanding signed by the European Union and EOSC Association to form the official Partnership. In this role, EOSC-A serves as the nerve centre for the implementation of the European Open Science Cloud.

# Strong collaboration on the national level

The EOSC Tripartite Collaboration is a concept of strategic coordination between the EU represented by the European Commission, the participating countries represented in the EOSC Steering Board, and the research community represented by the EOSC Association to resource and support the implementation of the EOSC ecosystem in Europe.

This Tripartite Collaboration will ensure dialogue and strategic coordination towards achieving the EOSC policy objectives.

# Why a new logo?

The old logo was perfect to launch the EOSC initiative in 2018, when it was important to make the scientific community familiar with the meaning of the EOSC acronym “European Open Science Cloud.”

With the set-up of the EOSC Association and the establishment of the co-programmed Horizon Europe EOSC Partnership, EOSC has found its centre of gravity. It enables the leveraging of the one billion euro investment of the EOSC Partnership by establishing a powerful brand that is used by all beneficiaries receiving funding in the framework of Horizon Europe INFRAEOSC projects.

The new EOSC logo is the result of a pan-European competition among design students from across Europe. Following a community vote, Joe Parker-Rees’ proposal of a fresh image “emphasizing flow, movement and innovation” was the clear winner out of a field of competitors from more than 30 countries.



Please write to [logo@eosc.eu](mailto:logo@eosc.eu)  
to request the logo

# Intellectual property and usage of the EOSC logo

The new EOSC logo is the exclusive property of the European Open Science Cloud Association AISBL (EOSC-A) with Reg.-No. 0755 723 931, located in 1000 Brussels.

Terms of use for the logo outside the framework of the co-programmed Horizon Europe EOSC Partnership are issued separately by the EOSC Association.

The co-branding guidelines presented here are exclusively for projects funded under the INFRAEOSC destination of the co-programmed Horizon Europe EOSC Partnership. The use of the EOSC logo for co-branding will be an integral part of the “EOSC Vademecum”, which frames the alignment activities between the EOSC Partnership and the INFRAEOSC projects. Consistent use of the new logo will establish a robust, common brand used to promote all Partnership activities contributing to the implementation of EOSC. Adhering to the co-branding guidelines is not mandatory, but strongly encouraged.



# Not sure?

Should you run into any difficulties or if you wish to receive feedback on the co-branded EOSC logo you created, don't hesitate to contact EOSC at [logo@eosc.eu](mailto:logo@eosc.eu).



# The co-branded logo

The co-branded EOSC logo consists of the main EOSC logo joined by the name of a specific EOSC project. This can be added both horizontally and vertically. Here below you'll find two examples:

 eossc | Focus FAIRFOCUS |  eossc  
 eossc  
Focus  
FAIRFOCUS  
 eossc

# Adding your project

The way the co-branded logo is constructed is subject to certain requirements. It is recommended that the name of your EOSC project be placed on the right side (horizontal version) or under (vertical version) the main EOSC logo. Please take into account the measurements of the open spaces to both sides of the central dividing line, as illustrated in the technical schemes below. To ensure a coherent 'EOSC family' brand image it is advised to use text only and no individual project logos. Clearspaces remain the same with Project Names preceding the EOSC logo.

## horizontal



Top element of the EOSC symbol defines clearspace

## vertical



Top element of the EOSC symbol, turned 90°, defines clearspace

# Adding the EU emblem

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem with funding statement in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. The emblem should be displayed ensuring sufficient visibility and prominence as requested in Art.17 of the Horizon Europe model grant agreement.

Please also consult the [Commission guidelines](#) for further design guidance and details on the use of the EU emblem.



**Funded by  
the European Union**

# Typeface

## Roboto Regular

The Roboto Regular typeface, designed by Christian Robertson, has a natural reading rhythm and features friendly and open curves which perfectly match the inclusiveness of the main EOSC logo. It also guarantees a good readability of the names of the various EOSC projects.

### Uppercase

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

### Lowercase

a b c d e f g h i j k l  
m n o p q r s t u v w  
x y z

You can download Roboto Regular [here](#).

# Main colours

The three official brand colours present in the EOSC logo are mild pink combined with lively green and warm black.



## Mild Pink

RGB 255/92/128  
CMYK 0/76/27/0  
#ff5b7f

## Lively Green

RGB 0/134/145  
CMYK 90/0/33/25  
#008792

## Warm Black

RGB 4/3/5  
CMYK 90/80/60/95  
#040204

# Alternative colours

To ensure maximum visibility of the new EOSC logo it is recommended to use the mild pink and lively green colour from page 11 also for your co-branded logo. However, should you feel other colours are more appropriate for your project you might want to consider using the alternative colour combinations below. If you prefer a different set of colours altogether, please contact [logo@eosc.eu](mailto:logo@eosc.eu).



## Orange

RGB 238/116/68  
CMYK 0/65/75/0  
#ee7444



## Green

RGB 118/184/42  
CMYK 60/0/100/0  
#76b82a



## Light purple

RGB 174/83/142  
CMYK 25/75/0/15  
#ae538e

## Purple

RGB 115/91/163  
CMYK 65/70/0/0  
#735ba3

## Dark blue

RGB 51/99/172  
CMYK 85/60/0/0  
#3363ac

## Light blue

RGB 50/146/208  
CMYK 75/30/0/0  
#3292d0

# Applying the logo / 1

On a white background

 eosC | Project

On a light coloured background

 eosC | Project

On a black background

 eosC | Project

On a dark coloured background

 eosC | Project

# Applying the logo / 2

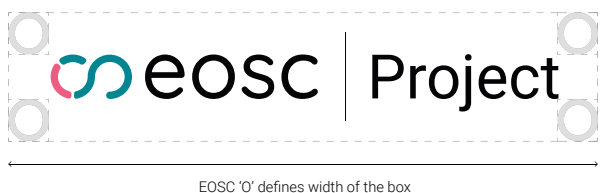
On a light image (colour or bw)



On a dark image (colour or bw)



Exceptionally, and only on images with contrasting light and dark backgrounds (colour or bw), a white rectangular box may be added.



EOSC 'O' defines  
height of the box



# Starter Kits / 1

To facilitate the implementation of your co-branded logo throughout your communication material, Starter Kits with templates of basic branding material are available. They consist of:

- Guidance on how to create your co-branded logo
- Logo usage specifications
- Colour palette
- Typeface specifications
- Indications on the use of images
- Template design of:
  - Poster
  - Brochure
  - Business cards
  - Letterhead
  - Social media image
  - Social media profile icon
  - PowerPoint presentation (cover / text page / text + image page)

You can find examples of templates on the next page.

Please contact [logo@eossc.eu](mailto:logo@eossc.eu) for further information and pricing.

# Starter Kits / 2



Example of a poster template



Example of a business card template



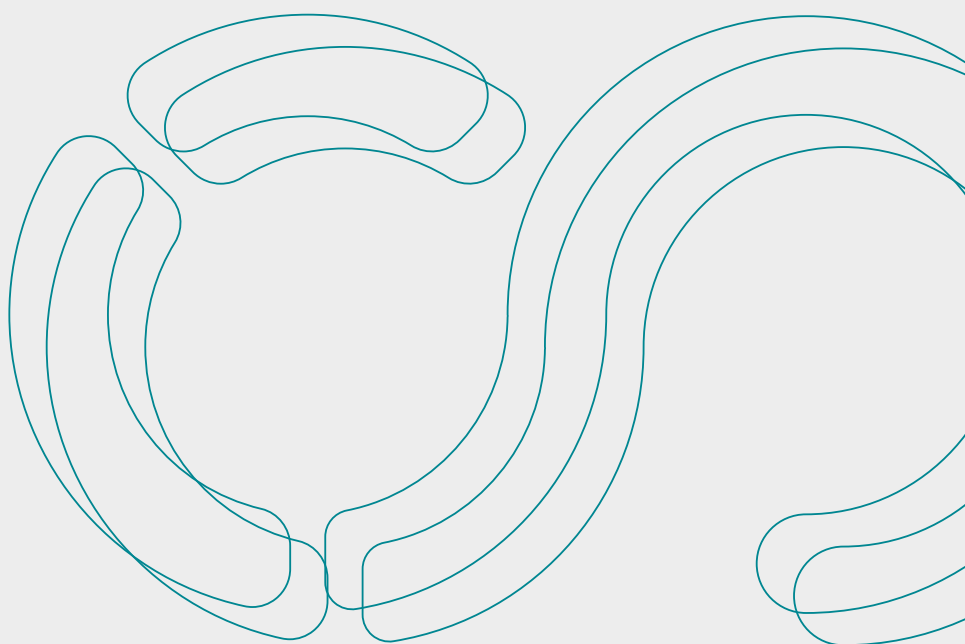
Example of a social media image



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# Thank you



### **Photo credits**

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