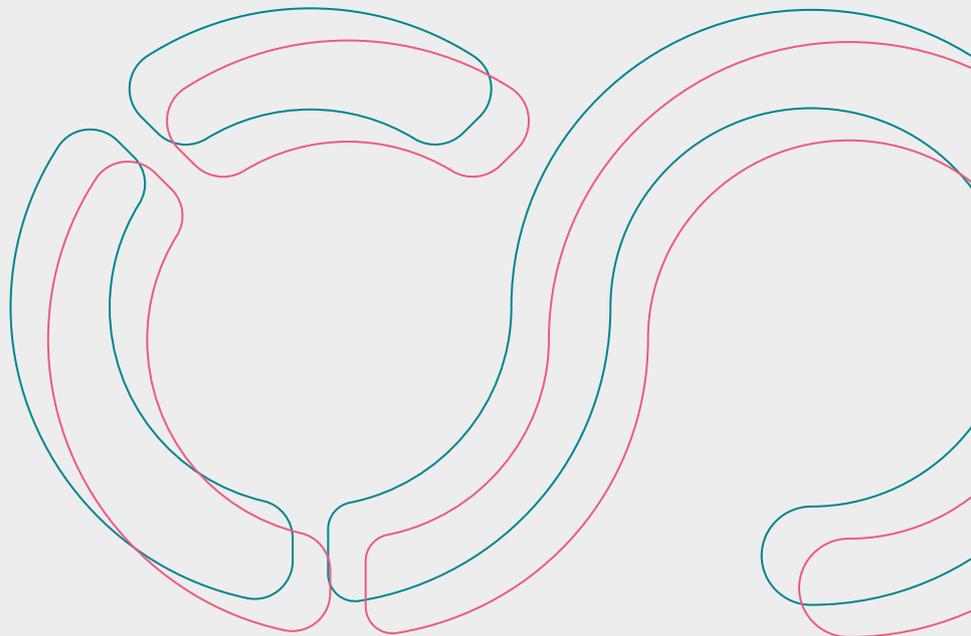


Corporate Design Manual

of the EOSC Association



Welcome

This manual will familiarize you with the ways the EOSC Association presents itself through its design and how the various parts of the Association can optimise their use of the EOSC brand.

Please follow the style indications closely and apply the brand consistently across the relevant communications and promotional materials, documents, presentations, artwork and branding opportunities you have identified: a coherent visual identity ensures that your contribution to EOSC is recognized as such and ultimately helps EOSC to fulfil its mission to advance Open Science in Europe.

Table of contents

Introduction to the EOSC brand	1
Background	1
Understanding the Horizon Europe Co-programmed EOSC Partnership	3
Strategic considerations	4
The EOSC logo	5
Origin of the logo	5
Logo elements: Infinity symbol Lettermark Colours Do's and Don'ts	5
Design elements: Twinfinity symbol Typography Colours Use with imagery	9
How and when to use the EOSC logo	15
Board and Secretariat	15
Members	16
Observers	16
Mandated Organisations	16
Task Forces	17
EOSC Steering Board	18
EOSC-related Horizon 2020 projects	18
Supporting EOSC	18
Trademark and Terms of use for the EOSC logo	19
How to get the EOSC logo	20
Not sure?	21

Introduction to the EOSC brand

Background

The new EOSC logo, established in the spring of 2022, was the result of an initiative by the EOSC Association AISBL (EOSC-A) to address the need for an updated and coherent branding of the implementation phase of the European Open Science Cloud (EOSC).



The first and previous logo for EOSC was in use from 2018 to May 2022, and is now formally deprecated. It was created in the framework of a Horizon 2020 project by EFIS, which handed over the intellectual property rights for the logo to EOSC-A in 2021.



The old logo was used under the previous Research & Innovation Framework Programme to raise awareness for the concept of the European Open Science Cloud among the broader stakeholder community and to popularize the EOSC acronym. The [branding guidelines](#) in relation to this old logo, which expired on 31 December 2020, were broadly defined and unenforced. As a result, use of the official EOSC logo became haphazard and at-will, while in the meantime each EOSC-related H2020 project created its own project-specific logo, often incorporating the EOSC name itself. This regrettable proliferation of EOSC-related logos has cultivated confusion concerning the EOSC mission and the activities directly supporting it. Rather than raising the awareness of EOSC among its stakeholders, this dilution of the brand has left many of them scratching their heads.



The EOSC Association acted to remedy this situation, first by soliciting a new logo and second by adopting new branding guidelines. These include the present document, targeting the EOSC Association, together with the EOSC “Co-branding guidelines for Horizon Europe INFRAEOSC projects”, proposed by the EOSC Association and developed in coordination with the European Commission.

Understanding the Horizon Europe Co-Programmed EOSC Partnership

In the framework of the European Union’s Co-programmed European Partnership for EOSC (“the Partnership”), the European Commission has committed to spend up to 490 MEUR on EOSC-related activities through research grants and activities.

The EOSC Association is the legal entity established to represent the EOSC stakeholders and ensure coordination within the Partnership. The EOSC Association runs the EOSC-A Secretariat which serves the EOSC-A Board of Directors and the General Assembly. The Association is one element of the EOSC Tripartite Governance, together with the European Commission and those Member States and Horizon Europe-associated countries participating in the EOSC Steering Board. The Association’s Members and Observers are jointly responsible for delivering the objectives of the Partnership. In this role, EOSC-A serves as the nerve centre for the implementation of the European Open Science Cloud.

Strategic considerations

The use of the EOSC logo and its centrality to EOSC branding practices have broad strategic implications for EOSC-A's operations contributing to the implementation of EOSC. Within EOSC-A, the Association must actively establish what is EOSC and what is not EOSC. The importance of this "family branding" cannot be overstated, as is evident by the strict legal control of the use of logos regularly exercised and enforced by recognizable commercial entities worldwide.

The strategy for EOSC, and positioning EOSC-A relative to that strategy, are on-going processes of which the implementation of the EOSC branding guidelines must be an integral part. EOSC has now reached a critical phase where the first technical components are being deployed and the results of the Horizon 2020 projects are beginning to have their impact. In this moment, there is a need to focus the EOSC community's attention while a new regulatory framework is established. The consistent and persistent pursuit of a robust and coherent family brand for EOSC is an essential element in bringing focus to the community as it develops this framework.

To that end, the Corporate Design Manual provides a style and usage guide for the EOSC logo, together with the terms governing its use, specifically for the benefit of the following EOSC stakeholders:

- EOSC-A Board and Secretariat
- EOSC-A Members
- EOSC-A Observers
- EOSC-A Mandated Organisations
- EOSC-A Task Forces
- EOSC Steering Board
- Horizon 2020 Projects
- Unaffiliated organisations and activities supporting EOSC

For guidance on the appropriate use of the EOSC logo by co-branded Horizon Europe INFRAEOSC projects, please refer to the document, "Co-branding guidelines for Horizon Europe INFRAEOSC projects", published separately.

The EOSC logo

Origin of the logo

The current EOSC logo is the result of a pan-European competition held among design students from across Europe in early 2022. The winning logo design was ultimately chosen by popular vote among the members of the EOSC community. 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.

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

The logo elements

Infinity symbol

The EOSC infinity symbol emphasizes three important characteristics of the European Open Science Cloud, movement, innovation and limitlessness. It is a distinguishing visual element of the EOSC identity, not only as part of the logo but throughout the overall corporate design. It may therefore be used both in combination with the "eos" lettermark and as a standalone design element.



Lettermark

The second part of the logo is formed by its lettermark, which is an acronym of European Open Science Cloud. The lettermark must never be used as a design element separated from the EOSC infinity symbol.

eosC

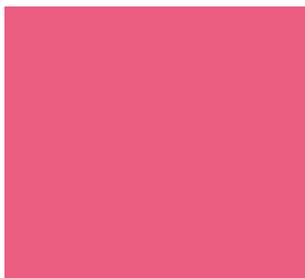
Colours

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



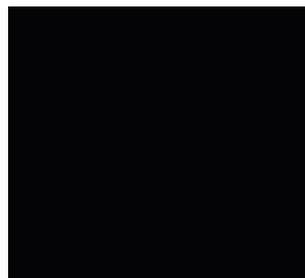
Lively Green

RGB 0/134/145
CMYK 90/0/33/25
#008691



Mild Pink

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



Warm Black

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



Logo do's and don'ts

As a basic rule, the logo should never be altered nor used in any orientation other than horizontal. Here are some examples of correct and erroneous interpretations:

Do



Don't



Don't change the position of the lettermark



Don't use gradients



Don't add a dropshadow



Don't use outlines



Don't change the proportions of the logo



Don't alter the graphical elements

Logo positioning

The EOSC logo is to be placed in the upper left corner of a document or image. Its clearspaces are defined by the height of the EOSC symbol.



Use of EOSC logo with different backgrounds

It is important that a logo gets noticed. Always try to reach the highest contrast between background colour (or image) and logo colour.



White or very light background:
use positive logo



Black or very dark background:
use negative logo



Avoid using the logo on a lively image



Light colour background:
use black logo



Dark colour background:
use white logo



Light image background:
use black logo

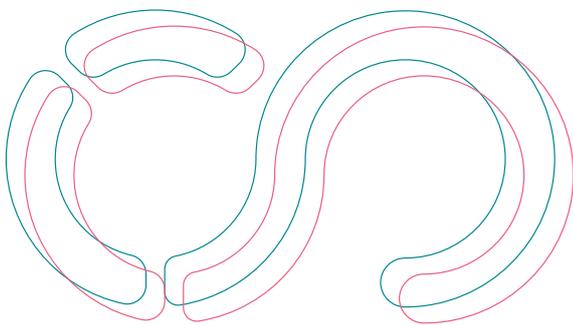


Dark image background:
use white logo

Design elements

Twinfinity symbol

The twinfinity symbol is a recurring element throughout the EOSC corporate design, comparable to a watermark or seal of approval. Its official colours are Lively Green and Mild Pink.



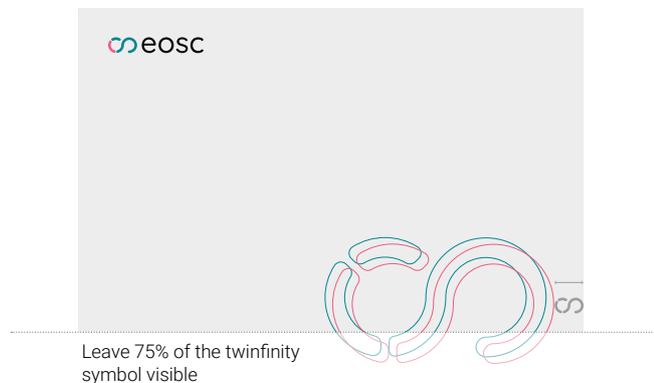
Position

The EOSC twinfinity symbol should always be placed in the lower right corner of a document or image. Its clearspaces are defined by the height of the EOSC symbol. Notice how the position changes according to the orientation of the page layout. When used in combination, the length of the twinfinity symbol should never exceed 2,5 times that of the length of the EOSC logo.

Portrait



Landscape

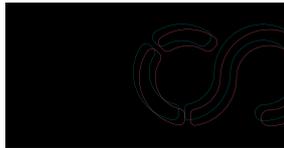


Background

As is the case with the EOSC logo, aim for a high contrast between the twinfinity symbol and its background when deciding which colours to use. This way high visibility is guaranteed.



White or very light background: use color twinfinity symbol



Black or very dark background: use color twinfinity symbol



Images: use color twinfinity symbol



Light colour background: use black twinfinity symbol



Dark colour background: use white twinfinity symbol

Typography

Headlines

The rounded terminals of the Quicksand Light typeface fit well with the circularity of the EOSC symbol and remain readable even in small sizes. On particularly dark backgrounds and images it is allowed to use Quicksand Regular instead of Quicksand Light. Sub-headlines are to be set in Roboto Light.

Quicksand Light

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 the Quicksand typeface [here](#)

Body copy

The Roboto Light typeface has a natural reading rhythm and features friendly and open curves which match the inclusiveness of the main EOSC logo. The colour codes for body copy text on a white or light background are:

RGB 100/99/99 - CMYK 0/0/0/75 - #646363

Never use italics, except for words in a foreign language.

Roboto Light

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 the Roboto typeface [here](#)

Line height & width

The vertical spacing or line height between text lines in a paragraph is approximately 150% of the text size itself. Preferably text boxes are to be kept compact (as for example in this presentation), not wide.

“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.”

text size: 26

line height: 40

Colours

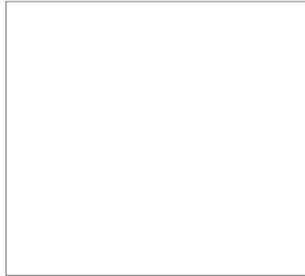
Primary colours

The EOSC go-to colours, particularly when designing without images, are Lively Green or White.



Lively Green

RGB 0/134/145
CMYK 90/0/33/25
#008691



White

RGB 255/255/255
CMYK 0/0/0/0
#ffffff

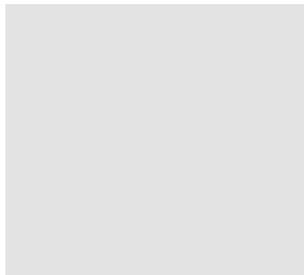
Secondary colours

Mild Pink and Light Grey assist the primary colours: the first as a signal colour, the second as an alternative to white backgrounds.



Mild Pink

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



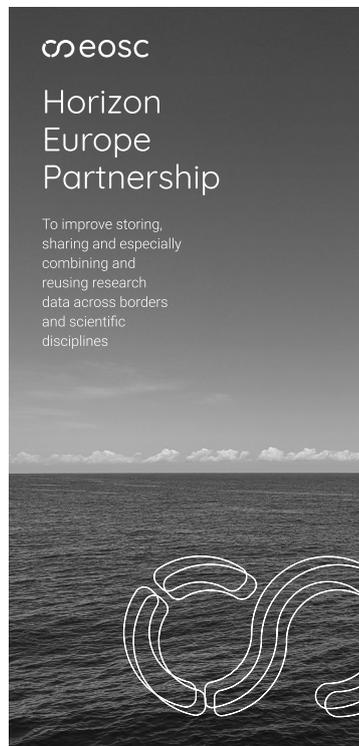
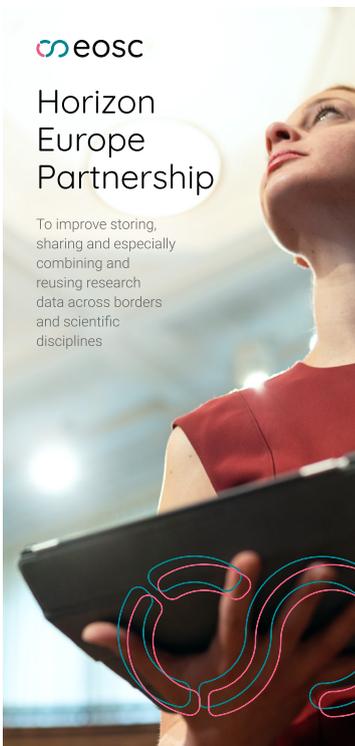
Light Grey

RGB 228/227/227
CMYK 0/0/0/15
#e4e4e3

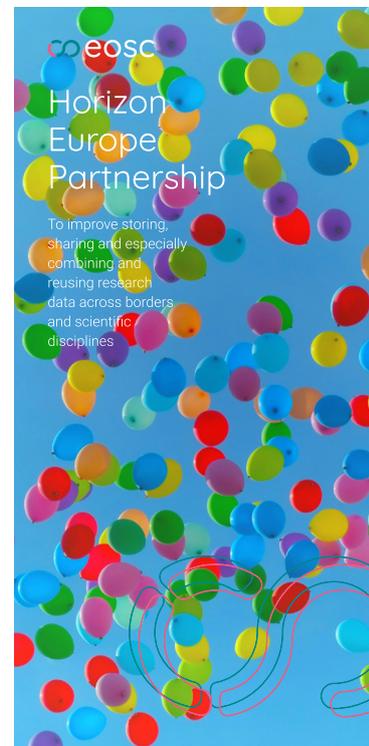
Use of design elements with imagery

Images should fit the narrative and message of the page. They can be in colour or greyscale and should be in tone with the colour palette. Try to avoid busy and very colourful images, preferring images with people and empty spaces for text instead.

Do



Don't



How and when to use the EOSC logo

The standalone EOSC logo and design elements are reserved for the exclusive use of the EOSC Association and should always be used by the various parts of EOSC-A to identify their affiliation with the Association. Guidelines for co-branded use of the EOSC logo by Horizon Europe INFRAEOSC projects are handled separately in the handbook, “Co-branding guidelines for Horizon Europe INFRAEOSC projects”, available from EOSC-A.

EOSC-A Board and Secretariat

The EOSC-A Board and Secretariat will be the primary users of the plain, or “blank”, version of the EOSC logo.



The logo must be used to identify all official internal and external communications, including but not limited to:

- Communication materials, print and digital
- Document and presentation templates
- Letterhead
- Website pages
- Social media accounts
- Newsletters
- The EOSC Forum (Plek)
- Business cards
- Etc.

EOSC-A Members

All Members of the EOSC Association should identify themselves as such by use of the Member logo:



EOSC-A Observers

All Observers of the EOSC Association should identify themselves as such by use of the Observer logo:



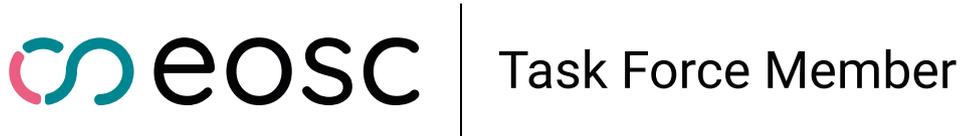
EOSC-A Mandated Organisations

All Mandated Organisations of the EOSC Association should identify themselves as such by use of the MO logo:



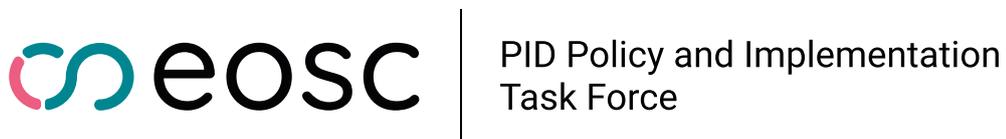
EOSC-A Task Forces

Individual members of the EOSC Task Forces may use the Task Force Member logo to identify their affiliation with EOSC.



Specific Task Force

The work and communications of the individual Task Forces should be identified by use of the relevant EOSC Task Force logo:



EOSC Steering Board

Members of the EOSC Steering Board should identify their EOSC affiliation and their related work and communications by use of the EOSC Steering Board logo:



EOSC-related Horizon 2020 projects

EOSC-related Horizon 2020 projects may identify their affiliated work and communications with the EOSC Horizon 2020 logo:



Supporting EOSC

For unaffiliated actions taken in support of EOSC, or for unaffiliated organisations wishing to show support for EOSC, please use the Supporting EOSC logo:



Trademark and Terms of use for the EOSC logo

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

Permission to use the EOSC logo and design elements in any of their configurations is at the sole discretion of the EOSC Association.

Trademarking of the logo is in progress. This document will be updated with trademark details when they become available.

How to get the EOSC logo

Logo, design element and template files will be distributed to the EOSC-A membership and Task Forces through the community engagement platform, EOSC Forum. Other requests for these files should be made in writing to the EOSC Association at logo@eosc.eu.

Not sure?

If you wish to receive feedback on the designs you have incorporated into your print or digital materials, please do not hesitate to contact the EOSC Association at logo@eosc.eu.

EOSC Association AISBL

Rue du Luxembourg 3
BE-1000 Brussels, Belgium
+32 2 537 73 18
info@eosC.eu | www.eosC.eu
Reg. number: 0755 723 931
VAT number: BE0755 723 931

Thank you

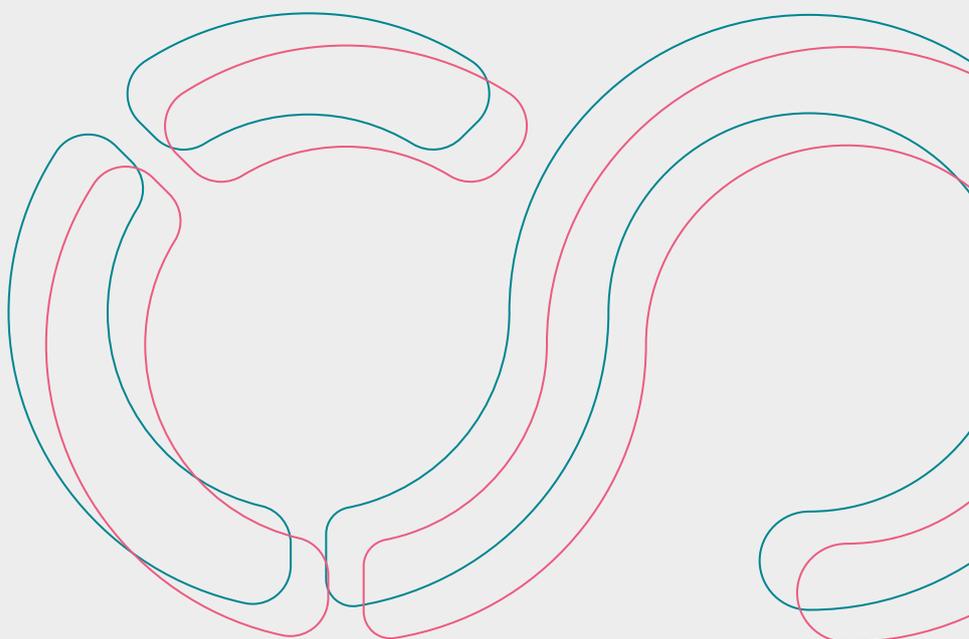


Photo credits

Pages 8 (upper) and 10: Christophe Licoppe
Page 8 (below): Shane Rounce / Unsplash
Page 14 (left): Thisisengineering / Unsplash
Page 14 (middle): Thaynara Campos / Unsplash
Page 14 (right): Luca Upper / Unsplash