

Branding and corporate design manual

March 2020

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Brand logo

The brand logo for espace consists of two elements which together constitute a unit: the lettering, in lower case set in 90% black; and the figurative mark, symbolising the external shape of the pancreas and replacing the letter “p” in the lettering. The figurative mark in its composition visually communicates the association with the Human Cell Atlas.

The logo is complemented by the subline in capital letters.

The logo must always be used as a unit as shown and may not be modified. Digital templates are available for all online and print applications. Reconstruction is not permitted.

If possible, the logo should be displayed positively in colour against a white background or negatively on an area in the primary colour.



positive in colour on a white background



negative on a background in the primary colour

Brand logo

Furthermore, the logo may also be displayed in greyscale or in monochrome black. This presentation may be used for applications such as fax templates.

For use in print publications, the vector-based file formats AI, EPS or PDF in CMYK colour space must always be used. For digital applications, such as the website, files are available as SVG as well as AI/EPS and PDF in RGB colour space.



positive in grayscale on white background



positive in black on a white background

Logo presentation

Logo protection zone

In order for the logo to have its full effect, a protection zone must always be ensured on all sides. The defined minimum distance to all other elements should be maintained.



Minimum image size

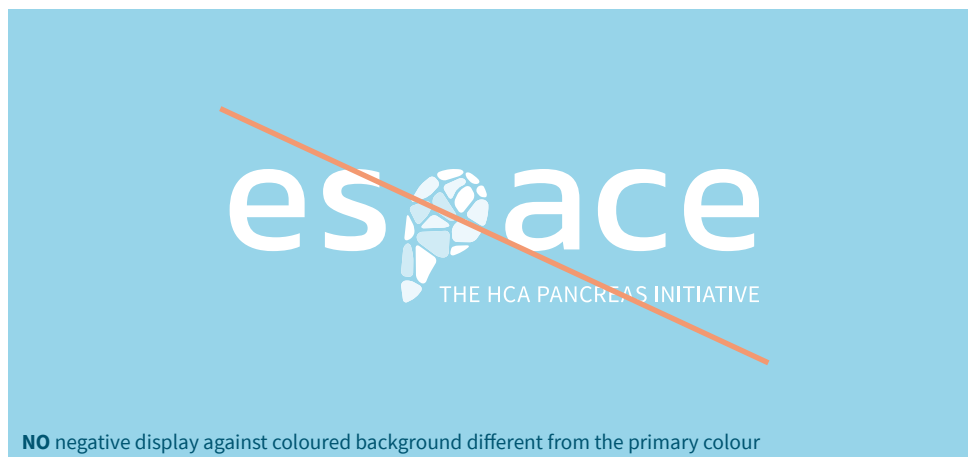
The height of the logo should not be less than 10 mm to ensure acceptable display and legibility.



Logo presentation

Impermissible modifications / displays

Digital templates are available for each use of the logo and may not be modified under any circumstances. Some examples of impermissible displays:



Logo presentation

Size ratio relative to EU emblem

If the logo is displayed together with the EU emblem, a fixed size ratio of 2 : 1 (logo : EU emblem) is defined.

The guidelines of the European Commission regarding the reproduction of the EU emblem must be observed.

height of the
brand logo
20 mm



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 874710

height of the EU emblem: 10 mm

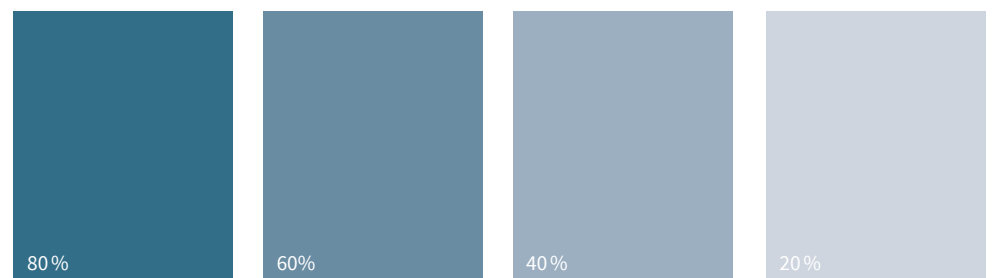
Brand colours

The primary colour highlights the characteristic appearance of espace and supports the colour reference to the Human Cell Atlas. The primary colour represents the basic hue in the corporate design and should therefore be used consistently.

Primary colour

Pantone 7708
CMYK 99 / 51 / 36 / 25
RGB 0 / 86 / 112
HEX #005670

In the design, the primary colour can be used in dithered hues.



Brand colours

In addition to the primary colour, four secondary colours are defined. These can also be used in tonality gradations in the design of graphics and tables.

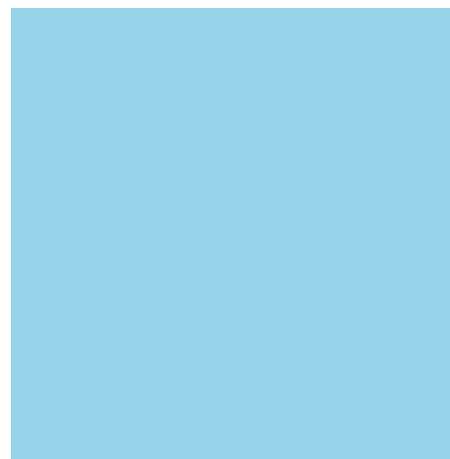
Pantone 163
CMYK 0 / 44 / 57 / 0
RGB 255 / 157 / 110
HEX #FF9D6E



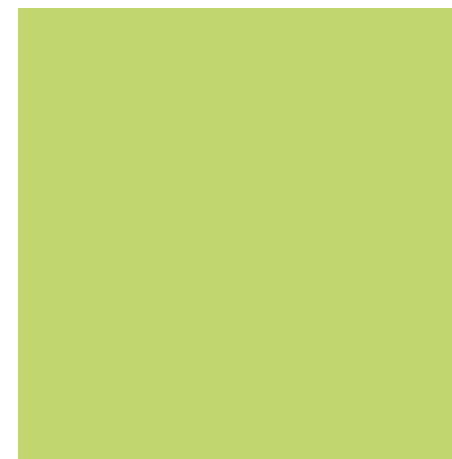
Pantone 129
CMYK 0 / 10 / 80 / 0
RGB 243 / 208 / 62
HEX #F3D03E



Pantone 2975
CMYK 37 / 0 / 0 / 0
RGB 153 / 214 / 234
HEX #99D6EA



Pantone 374
CMYK 23 / 0 / 69 / 0
RGB 197 / 232 / 108
HEX #C5E86C

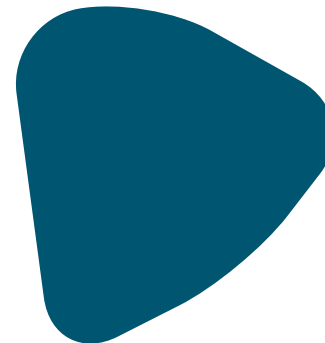
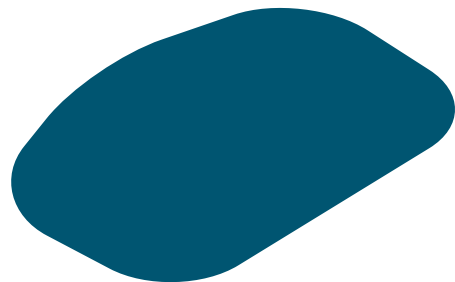
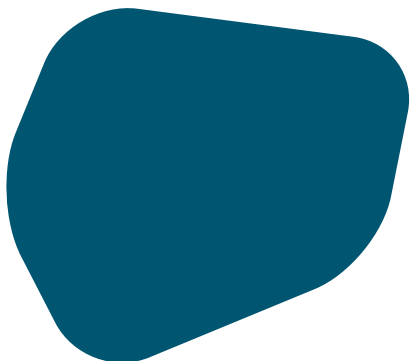


Design element

A secondary design element are the four depicted versions of the espace figurative mark, which can be used variably in the design. The following rules must be observed:

- ! always scale proportionally
- ! use only in primary colour or white (opaque or transparent)
- ! do not modify basic versions

Appropriate templates (primary colour or white) in various file formats are available for all applications in digital or print publications.



Typography

Along with the brand logo and the brand colours, the **Source Sans Pro** font family creates the modern and characteristic appearance of espace

The fonts of this family should be used for all online and offline publications (exception: see p. 12).

Source Sans Pro Regular

aAbBcCdDeEfFgGhHiI

jJkKlLmMnNoOpPqQrR

sStTuUvVwWxXyYzZ

0123456789

,;.:_-#+*!?\$%&/()

Source Sans Pro Semibold

aAbBcCdDeEfFgGhHiI

jJkKlLmMnNoOpPqQrR

sStTuUvVwWxXyYzZ

0123456789

,;.:_-#+*!?\$%&/()

Source Sans Pro Bold

aAbBcCdDeEfFgGhHiI

jJkKlLmMnNoOpPqQrR

sStTuUvVwWxXyYzZ

0123456789

,;.:_-#+*!?\$%&/()

Typography

For digital applications, such as PowerPoint, the **Calibri** font family with its **Regular** and **Bold** fonts may also be used.

Calibri is available as a system font on both the Windows and Apple platforms, and ensures barrier-free display of text elements in PowerPoint when sharing documents.

Calibri Regular

aAbBcCdDeEfFgGhHil
jJkKlLmMnNoOpPqQrR
sStTuUvVwWxXyYzZ
0123456789
,;.:_-#+*!/?\$%&/()

Calibri Bold

aAbBcCdDeEfFgGhHil
jJkKlLmMnNoOpPqQrR
sStTuUvVwWxXyYzZ
0123456789
,;.:_-#+*!/?\$%&/()



Made by Remy&Remy
March 2020