



EBRAINS

Visual Identity Guide



Co-funded by
the European Union

VISUAL IDENTITY
GUIDE

Visual Identity



GENERAL LOGO — LANDSCAPE

Versions



EBRAINS

Full color

GENERAL LOGO — LANDSCAPE

Versions

Coloured background

Black and white

Dark background



GENERAL LOGO — LANDSCAPE

Specifications



Exclusion zone

Minimum size for Print

0.75 cm  EBRAINS

Minimum size for Web

29 px  EBRAINS

GENERAL LOGO — PORTRAIT

Versions



EBRAINS

Full color

GENERAL LOGO — PORTRAIT

Versions

Coloured background

Black and white

Dark background



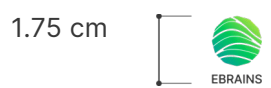
GENERAL LOGO — PORTRAIT

Specifications

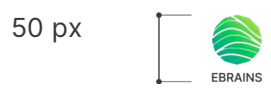


Exclusion zone

Minimum size for Print



Minimum size for Web



GENERAL LOGO — APPLICATION

Do not

						
Do not use with backgrounds that make legibility difficult	Do not apply other colors	Do not deform the logo	Do not apply a pixelated or blurred logo	Do not apply outlines	Do not use the old logo	Do not change the position of the elements of the logo
						
Do not use the a specific background for the logo	Do not use the green version of the logo with backgrounds with the same tones	Do not apply effects	Do not change the font	Do not rotate the logo	The use of the EBRAINS icon is limited to profesional communication material. All EBRAINS pieces must incorporate the general logo. Therefore, this icon does not replace the logo with typography.	

VISUAL IDENTITY
GUIDE

Colour palette



COLOUR PALETTE

Primary palette

R156 G225 B66 C52 M0 Y98 K0 #9CE142	PANTONE 367 C PANTONE 374 U
R0 G201 B89 C75 M0 Y80 K0 #00C959	PANTONE 7480 C PANTONE 7481 U
R0 G165 B149 C78 M8 Y49 K0 #00A595	PANTONE 3272 C PANTONE 3275 U

Secondary palette

R63 G169 B245 C68 M13 Y0 K0 #3FA9F5	PANTONE 298 C PANTONE 298 U
R6 G68 B244 C92 M60 Y0 K0 #0644F4	PANTONE 2728 C PANTONE 2935 U
R196 G97 B255 C52 M67 Y0 K0 #C461FF	PANTONE 252 C PANTONE 252 U
R93 G61 B249 C83 M78 Y0 K0 #5D3DF9	PANTONE 266 C PANTONE 2735 U
R255 G165 B67 C0 M43 Y76 K0 #FFA543	PANTONE 804 C PANTONE 136 U
R255 G77 B104 C0 M81 Y42 K0 #FF4D68	PANTONE 1785 C PANTONE 185 U

Support palette

R20 G20 B20 C78 M69 Y61 K87 #141414	
R56 G56 B56 C68 M58 Y55 K63 #383838	PANTONE 447 C PANTONE Neutral Black U
R204 G204 B204 C23 M17 Y18 K0 #CCCCCC	PANTONE Cool Gray 2 C PANTONE Cool Gray 2 U
R230 G230 B230 C12 M8 Y9 K0 #E6E6E6	PANTONE 663 C PANTONE 649 U
R255 G255 B255 C0 M0 Y0 K0 #FFFFFF	

GRADIENT PALETTE

Primary palette

R156 G225 B66
C52 M0 Y98 K0
#9CE142
PANTONE 367 C
PANTONE 374 U

R0 G201 B89 C75
M0 Y80 K0
#00C959
PANTONE 7480 C
PANTONE 7481 U

R0 G165 B149
C78 M8 Y49 K0
#00A595
PANTONE 3272 C
PANTONE 3275 U

Secondary palette

R63 G169 B245
C68 M13 Y0 K0
#3FA9F5
PANTONE 298 C
PANTONE 298 U

R6 G68 B244
C92 M60 Y0 K0
#0644F4
PANTONE 2728 C
PANTONE 2935 U

R196 G97 B255
C52 M67 Y0 K0
#C461FF
PANTONE 252 C
PANTONE 252 U

R93 G61 B249
C83 M78 Y0 K0
#5D3DF9
PANTONE 266 C
PANTONE 2735 U

R255 G165 B67
C0 M43 Y76 K0
#FFA543
PANTONE 804 C
PANTONE 136 U

R255 G77 B104
C0 M81 Y42 K0
#FF4D68
PANTONE 1785 C
PANTONE 185 U

Support palette

R20 G20 B20
C78 M69 Y61 K87
#141414
PANTONE 447 C
PANTONE Neutral Black U

R56 G56 B56
C68 M58 Y55 K63
#383838
PANTONE Cool Gray 2 C
PANTONE Cool Gray 2 U

R204 G204 B204
C23 M17 Y18 K0
#CCCCCC
PANTONE 663 C
PANTONE 649 U

R230 G230 B230
C12 M8 Y9 K0
#E6E6E6
PANTONE 663 C
PANTONE 649 U

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

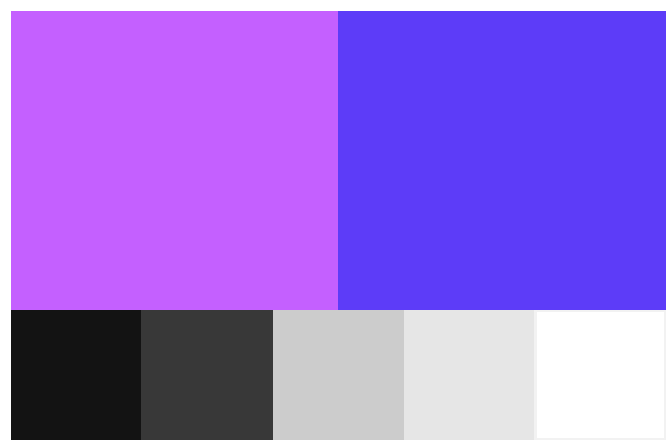
USE OF COLOUR

Correct use

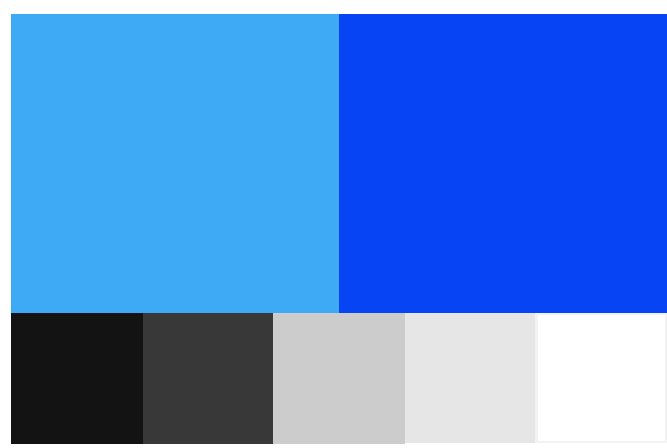
Green



Purple



Blue

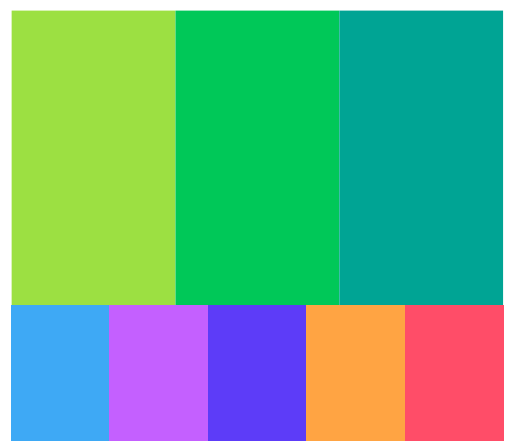


Red



Incorrect use

Green, blue, purple and red



Each of the four colour tones cannot be mixed in the same composition.