Visual Guidelines

EUDAT CDI | B2Services | EUDAT Ltd
Visual guidelines

01.2 The logos

01.3 Usage of the logo
01.4 Color palette
01.5 Typography
01.6 Logo applications
Usage of the logo
EUDAT Collaborative Data Infrastructure
Data shared and preserved across borders and disciplines
Color palette
### The EUDAT color palette and color codes

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX/HTML</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Red</strong></td>
<td>194, 47, 25</td>
<td>#C22E18</td>
<td>17, 92, 99, 6</td>
</tr>
<tr>
<td><strong>Orange</strong></td>
<td>230, 82, 25</td>
<td>#E65217</td>
<td>2, 78, 96, 0</td>
</tr>
<tr>
<td><strong>Yellow</strong></td>
<td>245, 166, 7</td>
<td>#F6A506</td>
<td>1, 40, 95, 0</td>
</tr>
<tr>
<td><strong>Dark Blue</strong></td>
<td>17, 33, 69</td>
<td>#112145</td>
<td>100, 89, 43, 46</td>
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<tr>
<td><strong>Blue</strong></td>
<td>38, 72, 153</td>
<td>#264899</td>
<td>95, 76, 1, 0</td>
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<tr>
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<td>106, 115, 131</td>
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Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01  EUDAT CDI
01.2  The logos
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Aa.

PRIMARY TYPEFACE
(EUDAT logo)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Logo applications

Examples of usage of the EUDAT branding on printed and web material
Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

02 B2 Services
02.2 B2Services logos
02.3 B2Services logos (cube)
02.4 Color palette
02.5 Typography
02.6 Web design
B2Services Logos with payoff

B2ACCESS
Identity & Authorisation

B2DROP
Sync and Exchange Research Data

B2FIND
Find Research Data

B2HANDLE
Register your Research Data

B2SAFE
Replicate Research Data Safely

B2SHARE
Store and Share Research Data

B2INST
Register your Instruments

B2Services Logos without payoff

B2ACCESS

B2DROP

B2FIND

B2HANDLE

B2SAFE

B2SHARE

B2INST
B2Services logos (cube)
B2Services
Logos with payoff (Cube)

B2Services
Logos without payoff (Cube)
Web design

An example of a B2Service web layout
Your Gateway to Advanced Research Data Services!
Visual guidelines

03.2 The Logo

03.3 Usage of the logo
03.4 Color palette
03.5 Typography
03.6 Logo applications

The logo
Usage of the logo
Color palette
The EUDAT Ltd color palette and color codes

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Logo applications

Examples of EUDAT Ltd logo usage