

Visual Guidelines

EUDAT CDI | B2Services | EUDAT Ltd

BRAND MANUAL

RESPONSIBLE AGENCY :

TRUST-IT Services

CREATION DATE :

JULY 2020





Collaborative
Data Infrastructure

Data shared and preserved across borders and disciplines

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01 EUDAT CDI

01.2 The logos

01.3 Usage of the logo

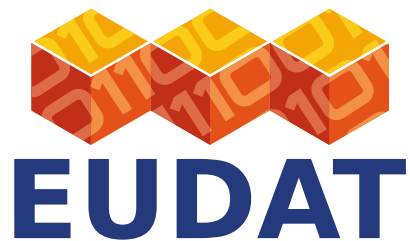
01.4 Color palette

01.5 Typography

01.6 Logo applications

The logos

EUDAT



Logo type

Clear space



PNG: <https://b2drop.eudat.eu/apps/files/?dir=/Logos/PNG&openfile=45354258>

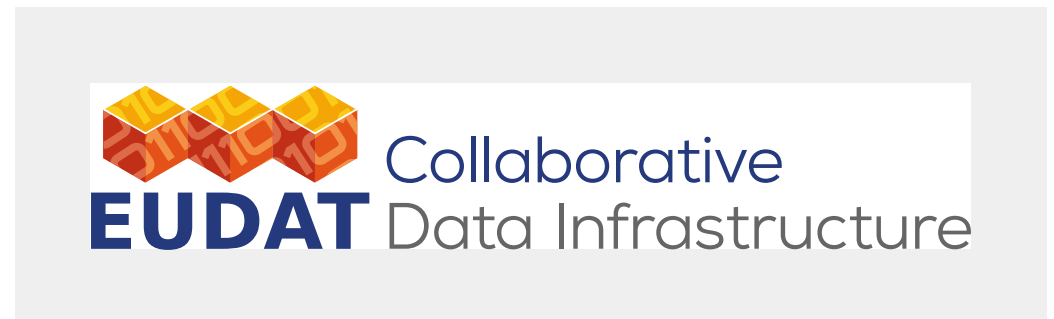
SVG: <https://b2drop.eudat.eu/apps/files/?dir=/Logos/SVG&openfile=45354319i>

EUDAT CDI



Logo type

Clear space



PNG: <https://b2drop.eudat.eu/apps/files/?dir=/Logos/PNG&openfile=45354255>

SVG: <https://b2drop.eudat.eu/apps/files/?dir=/Logos/SVG&openfile=45354316>

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01 EUDAT CDI

01.2 The logos

01.3 Usage of the logo

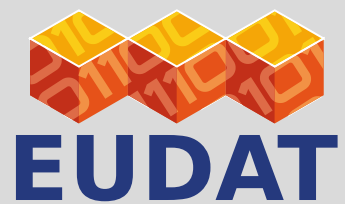
01.4 Color palette

01.5 Typography

01.6 Logo applications

Usage of the logo

Color



Grayscale



Black & White



Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01 EUDAT CDI

01.2 The logos

01.3 Usage of the logo

01.4 Color palette

01.5 Typography

01.6 Logo applications

01.4 Color palette

The EUDAT color palette and color codes



Dark Orange

RGB	194 47 25
HEX/HTML	#C22E18
CMYK	16,57 92,37 99,5 6,45



Orange

RGB	230 82 25
HEX/HTML	#E65217
CMYK	2,19 78,34 96,37 0,23



Bright Orange

RGB	245 166 7
HEX/HTML	#F6A506
CMYK	1,15 40,04 95,67 0,02



Blue

RGB	38 56 128
HEX/HTML	#26377F
CMYK	99,52 85,96 17,22 3,67



Grey

RGB	63 63 62
HEX/HTML	#3F3F3E
CMYK	0 0 0 89



Grey bright

RGB	185 205 212
HEX/HTML	#B9CDD4
CMYK	24 4 8 13

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01 EUDAT CDI

01.2 The logos

01.3 Usage of the logo

01.4 Color palette

01.5 Typography

01.6 Logo applications

01.5 Typography

Vera Sans//0123456789

Aa.

PRIMARY TYPEFACE
(EUDAT logo)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans //0123456789

Aa.

SECONDARY TYPEFACE
(Printed and web material)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01 EUDAT CDI

01.2 The logos

01.3 Usage of the logo

01.4 Color palette

01.5 Typography

01.6 Logo applications

Logo applications

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





B2Services

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

02.2 B2Services logos

B2Services Logos with payoff



Download: <https://wiki.eduuni.fi/pages/viewpage.action?spaceKey=EUDATCDI&title=B2Services>

B2Services Logos without payoff



Download: <https://wiki.eduuni.fi/pages/viewpage.action?spaceKey=EUDATCDI&title=B2Services>

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

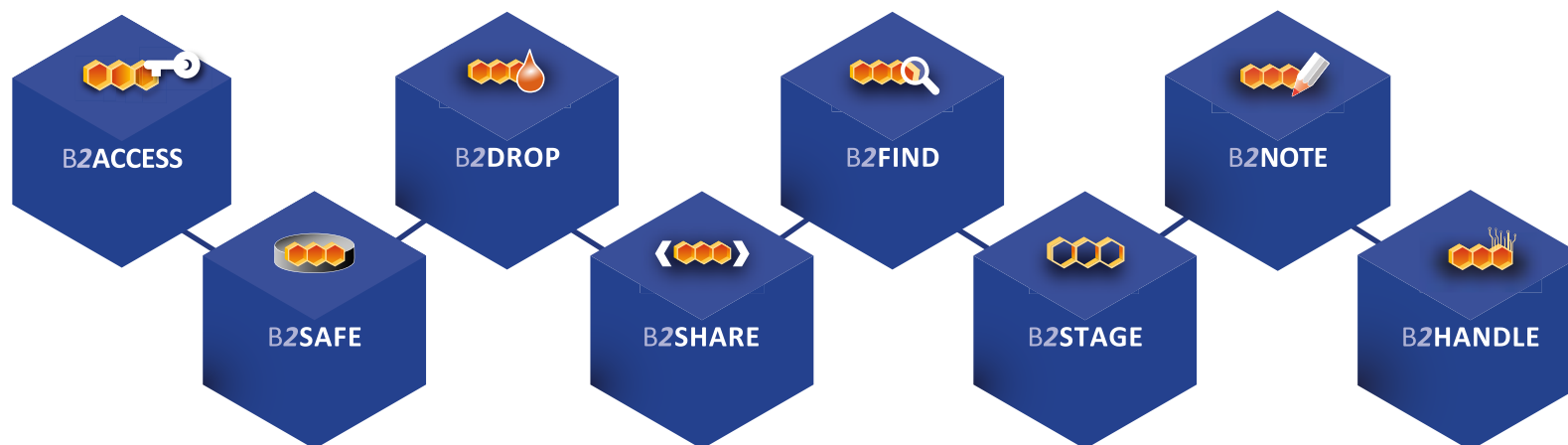
B2Services logos (cube)

B2Services Logos with payoff (Cube)



Download: <https://wiki.eduuni.fi/pages/viewpage.action?spaceKey=EUDATCDI&title=B2Services>

B2Services Logos without payoff (Cube)



Download: <https://wiki.eduuni.fi/pages/viewpage.action?spaceKey=EUDATCDI&title=B2Services>

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

02.4 Color palette

The B2 Services color palette and color codes



Dark Orange

RGB	194 47 25
HEX/HTML	#C22E18
CMYK	16,57 92,37 99,5 6,45



Orange

RGB	230 82 25
HEX/HTML	#E65217
CMYK	2,19 78,34 96,37 0,23



Bright Orange

RGB	245 166 7
HEX/HTML	#F6A506
CMYK	1,15 40,04 95,67 0,02



Blue

RGB	38 56 128
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Grey bright

RGB	185 205 212
HEX/HTML	#B9CDD4
CMYK	24 4 8 13

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

Typography

Calibi //0123456789

Aa.

PRIMARY TYPEFACE
(B2Services logo)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway //0123456789

Aa.

SECONDARY TYPEFACE
(B2Services payoff)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

Open Sans //0123456789

Aa.

SUPPORTING TYPEFACE
(Printed and web material)

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

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

Web design

An example of a B2Service web layout

GO TO EUDAT WEBSITE



[WHAT IS B2ACCESS](#) [USER GUIDE](#) [FAQS](#) [CONTACT](#)



User name
Password
Sign in

Search

- A*STAR - Agency for Science, Technology and Research
- A. T. Still University
- AAF Virtual Home
- aal.lab.maaen.sa
- AAI@EduHr Single Sign-On Service
- Aalborg University
- Aalto University
- Aarhus School of Marine and Technical Engineering
- Aarhus University
- AARNet

Collaborative
EUDAT Data Infrastructure
Data sharing and processing services for research and innovation

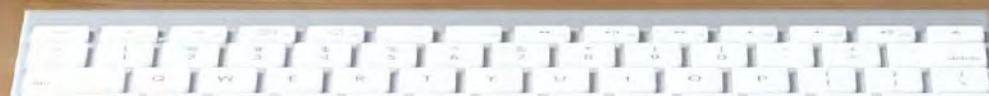
© 2019 EUDAT Collaborative Data Infrastructure



Co-funded by the EOSC-hub project (Horizon 2020) under Grant number 777536

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Powered by Unity-IdM





Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

03 EUDAT Ltd

03.2 The Logo

03.3 Usage of the logo

03.4 Color palette

03.5 Typography

03.6 Logo applications

The logo

EUDAT Ltd



Logo type

Clear space



Download: <https://wiki.eduuni.fi/display/EUDATCDI/EUDAT+Ltd>

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

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Usage of the logo

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Black & White



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EUDAT CDI | B2SERVICES | EUDAT Ltd

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03.4 Color palette

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03.6 Logo applications

Examples of EUDAT Ltd logo usage





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