EATRIS BRAND MANUAL

Connecting line

Connection line

The connection is the main concept in the brand identity of EATRIS. Different elements of this visual identity incorporate the connection concept in order to create visual coherency. The main visual element is the connection line.

Optimized for symmetry and legibility

Placing the brand mark on imagery
Use the minimum clear space area as a guide to protect the brand mark from distracting elements.

This clear space area is a minimum and should be increased wherever possible.

Logo

The connection line is visible as the horizontal line in the 't'. Optically placed in the center, it connects 2 sides of the logo. The font Avenir bold is used in lowercase to compose the organisation name, giving it an open, sympathetic and reliable touch.

Minimal clear space

Layout
The edges of the bounding box of the 'r' form the base line of the layout. Both horizontal lines and vertical lines are being used as rulers to align other visual elements, like the tagline.

Tagline

European infrastructure
for translational medicine

It is allowed to leave out the tagline when space is limited on the communication item.

Teal
R0 G180 B180
#00b4b4

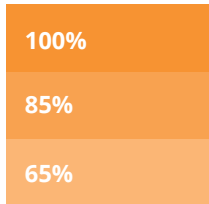**Space Cadet Blue**
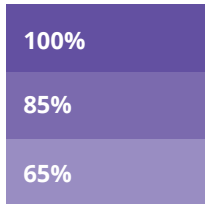R30 G40 B80
#1d2850

Silver
R 210 G210 B210
#d2d2d2

| 100% |
| 85% |
| 65% |

Orange
R250 G150 B50
#fa9632

| 100% |
| 85% |
| 65% |

Purple
R100 G80 B160
#6450a0

Color

Teal is the primary color of EATRIS. Teal organisations are seen as living entities, oriented toward realizing their potential. Self management replaces the hierarchical pyramid (Federic Laloux Reinventing Organisations). Space Cadet Blue and Silver complement the Teal to create a visual balance.

The bright orange, purple and green are being used as secondary colors. These colors are carefully used, not being the dominant colors, but bursting boxes, buttons, and links to create a vivid and interactive world.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz
!@#$%^&*() #Reachtheclinic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz
!@#$%^&() #Reachtheclinic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz
!@#$%^&*() #Reachtheclinic

Typography

The Open Sans was designed by Steve Matteson with an upright stress, open forms and a neutral, yet friendly appearance, optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. This font complements the more striking Sansa bold.

Logo background color combinations
The EATRIS colors are carefully picked with focus on color combinations and contrast.
TEAL and SPACE CADET BLUE can be used in combination with white, for the right amount of contrast the logo can change color if needed.


Photography
The EATRIS photos are clean, open, transparant and white. If possible use images with dots of color to give live and endorse the creativity of EATRIS. Researchers in the laboratory are the most important subjects. Depicting these researchers cater for a unique proposition in a medical world where patients are often seen as the primary subjects.

The accent on people, realistic situations, suttle use of depth of field, bright and fresh colors.

Connection line

Photo, text or color
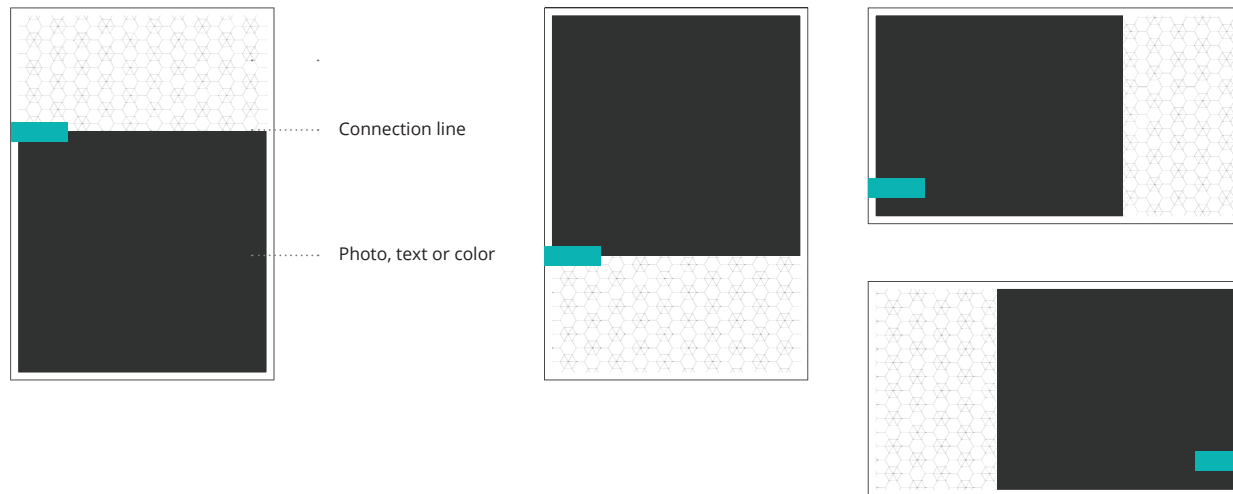
Layout

The Connection Line, coming from outside the page, binds in with outside and must be horizontally aligned with the EATRIS logo.

For more information please contact communications@eatris.eu

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ACADEMIC GMP MANUFACTURING:

ADVANCED THERAPY MEDICINAL PRODUCTS

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EASING THE WAY TO THE CLINICAL PHASE

YOUR GATE WAY TO HIGH-END EUROPEAN ACADEMIC INFRASTRUCTURES

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