**Connection line**

The connection line 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.

**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.

**Tagline**

European infrastructure for translational medicine

It is allowed to leave out the tagline when space is limited on the communication item.
EATRIS brand and corporate Identity in graphics, image and text

**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.

**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.

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**Photography**

The EATRIS photos are clean, open, transparent 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, subtle use of depth of field, bright and fresh colors.
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