

Styleguide

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1. Intro

Welcome to the EGI brandguide. This guide contains a detailed overview of all parts that make up the EGI visual identity. You'll have a basic understanding what the building blocks are, what define them and how to use them in a coherent, uniform and structured way.

This way we protect the already built branding and can strive forward to keep improving on our visual language. Therefore, this guide is meant to be an inspiration, not so much a list of restrictions. There are some basic rules, but they should not be complicated and are not at all restrictive of creativity.

This guide is structured in a way so you can find desired assets easily. In the top left of each

page you will find a link to files (for example logo's or font files) and/or a link to the applicable website pages (for example more information about a certain subject).

Since this guide is quite detailed, we put a lot of thought in the in-guide-navigation. You are able to click on titles on the contents page to instantly jump to the specific page. On every page you are able to instantly go back to the content overview page by clicking on "Back to contents" in the top left. At any time, you are also able to skip ahead to the next chapter by clicking "Next chapter" in the top right. Each chapter page also has all the contents contained in that chapter listed and are clickable here as well.

1.1 Intro to this guide

EGI's design language has been updated to be modern, sophisticated and approachable. The main pillars of our visual identity are a strong uniformity in typography, color, rounded shapes and curated photography or video.

Throughout our brand we use round shapes to represent the approachability and easy of use of our services. This could be rounded corners

for squares, or using our other already created brand elements.

Primarily to create a strong EGI look & feel you should set your typography first. Then, using our brand colors in these fonts. Next, use a lot of white and spacing around your elements. We will go into detail on how to get, install and use our fonts and colors in upcoming chapters.

1.2 Design language

The location of our assets are structured in a coherent overview. Desired assets can be found by clicking on the “Visite site” link in the top left of each page. If there is no link visible, then there are no files applicable on that specific page. If you cannot find your desired asset, please contact press@egi.eu.

1.3 File locations

2. Logos

EGI Main Logo – Full color

The EGI main logo is the core of all of our internal and external communications. It contains the DNA of our way of graphic communication in the form of colors and shapes. Largely consisting of EGI's primary blue, and it's secondary gray

colors. Using round and circular shapes to convey a modern and professional- yet approachable look & feel. This version is to be used primarily when ever possible on a white background.



EGI Main Logo – White

When the full color variant of the EGI logo is not readable, for example on a busy or non-contrasted background, we use the white

variation displayed here on the right. The same values and rules apply to this variant.



2.1 Primary logo

EGI Logo Type – Full color

In some cases, it might be more practical to only apply the EGI Logo Type. This could be when the logo can only be placed very small, where the circular grid above the logo type gets unreadable. This will damage

the overall look & feel of our branding. Therefore, we choose to remove the circular grid and put the Logo Type as large as possible relative to the design.



EGI Logo Type – White

The same applies for the white variant, when the blue Logo Type variant is not readable because of a busy background

or such, we apply the white variant to maximize readability and maintain our strong recognizable logo.



2.2 Secondary logo

EGI Logo – Spacing and alignment

The shape of the EGI logo requires close consideration regarding the amount of whitespace. All though the correct alignment does not differentiate much compared to the wrong alignment, the difference can be massive. This is relative to it's surrounding box. In some cases, the difference is much more obvious.

It is up to the designer to optically align the logo, generally taking an even amount of spacing from the top and left side and adding the difference to the right and bottom side produces the required spacing.

Besides the optical-alignment of the logo in combination with the surrounding whitespace, the actual whitespace itself needs to be sufficient for the logo to breath. Placing elements too close to the logo will cause the design to look busy. Besides that, it will negatively impact the overall look & feel of the EGI brand.

Please review the example on the right to get an idea of the minimum necessary amount of whitespace around the EGI logo. This is a general rule, going for all logos in the EGI visual identity.



2.3 EGI Logo Whitespace

Wrong size & dimensions

Besides using enough white space around all logos in the EGI brand, it is crucial to use correct sizing and dimensions. This means we do not stretch the logo or place it too big or small

relative to other elements in the design. Like in the example on the right, the logo is stretched and too large. Resulting in an unprofessional, out of balance design and no visual hierarchy.



Wrong

Stretched and wrong relative sizing

Compared to the content on the page, the logo is not sized accordingly. On top of that, the aspect ratio is incorrect- or in other words, the logo is 'stretched'.

Correct size & dimensions

Using an appropriate size for the logo has many benefits; such as a more clean, professional, modern look. Often, designers get requests to make the logo bigger, resulting in a design that is out of balance and without the correct hierarchy. The difference between sizing and dimensions is

that sizing refers to the scale of the logo on the page (relative to other elements). Where as the dimensions in this context is used to refer to the width and height needing to be correct. So we will not get stretched logos like in the example in the top right.



Correct

Correct ratio and size

The logo has the correct size relative to the other elements on the page. The logo is not stretched, maintaining our strong and recognizable EGI brand identity.

2.4 Logo Size

Creating logos using the EGI logo

Please follow the guidelines on the right to create new logos in the EGI visual identity. Before using your created logo, please submit it to press@egi.eu for approval. This is to ensure a consistent brand identity. You are not allowed to use the logo until you have our written approval.

For creating logos, only the primary EGI logo is allowed to be used as a base. It is not allowed to use the typographical logo or any other variants of the EGI logos. Of course you can use the white version of the primary logo to maintain contrast on backgrounds such as is explained on 2.1.

All EGI logo designs need to be consulted with the EGI press (press@egi.eu). You cannot, even if it is a related service based on EGI infrastructure, alternate the EGI logo without our knowledge.



Correct

Guidelines

- Place the primary EGI logo and size it to 90mm width
- Place your text on the right side of the logo
- Set the font to DM SANS Bold
- Set the size of the text to 48pt
- Set the line height of the text to 52pt
- Align the text to the bottom of the EGI logo
- Set the text to the EGI Blue and EGI Grey colors
- Apply 13mm spacing between the logo and text

2.5 Structure guidelines

EGI Tagline logo – Full color

Our tagline is our signature phrase that differentiates our brand and clarify what we do. In cases where you solely use the logo without any additional information, it

is recommended to use the variant with the tagline - that way, you highlight what is our core business while keeping the visual simple and logo-centric.



2.6 EGI Tagline logo

EGI Foundation logo – Full color

In majority of cases, we represent the entire EGI Federation and that is when we use the logo variant on chapter 2.1. There are, however, cases when we communicate only on behalf of the legal entity and not

the entire Federation. In that case, it is advisable to use the EGI Foundation logo. One example for use of this logo is the official EGI Foundation letterhead.



2.7 EGI Foundation logo

EGI-DIH logo – Full color

For all EGI DIH project visuals, we apply the EGI DIH logo variant. Also, the color blue and green are primarily used in these visuals. The green color is chosen to be distinct yet still matching to the already existing EGI brand colors.



2.8 EGI-DIH logo

3. Main colors

Primary Colors

The following shades of blue and orange are the main colors that characterize the EGI brand and consequently its website graphic interface. In particular, blue is used for headings and highlighted texted contents, while orange is used for highlights, accents and elements of interaction (buttons, texted buttons, arrows etc.).



Blue
CMYK: C90 M60 Y0 K0
HEX: #005FAA



Orange
CMYK: C0 M60 Y95 K0
HEX: #EF8200

Secondary Colors

Two shades of blue, deriving from primary EGI Blue, are used for some secondary UI elements. The lighter blue - here referred to as "Ice Blue" - is used for the backgrounds of some particular widgets and containers, while the darker Ice Blue is used for the taxonomic labels.



Ice blue
CMYK: C7 M1 Y0 K0
HEX: #F1F8FF



Dark ice blue
CMYK: C62 M27 Y7 K0
HEX: #669FCC



Dark blue
CMYK: C100 M85 Y35 K25
HEX: #1E325C

3.1 Primary & Secondary Colors

Background colors

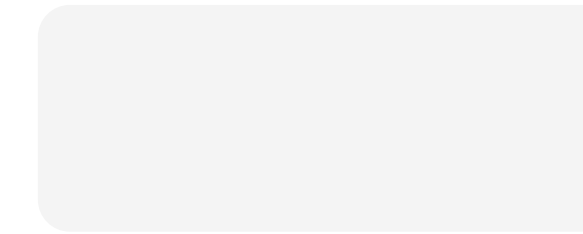
The following colors are those used for the small and larger user interface backgrounds. In particular, the main background is white, while the most part of the highlighted areas

backgrounds are Light Gray. Dark Blue is used for other relevant areas. Dark Gray is used for the footer background. Cards (both interactive and non-interactive) are white with a medium gray border.



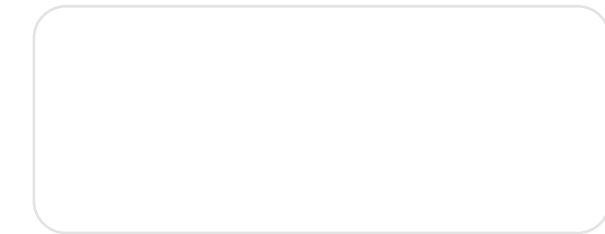
White

CMYK: CO MO YO KO
HEX: #FFFFFF



Light gray

CMYK: CO MO YO K6
HEX: #F7F6F7



Border gray

CMYK: C90 M60 YO KO
HEX: #E4E4E4



Dark gray

CMYK: CO MO YO K50
HEX: #999999



Dark blue

CMYK: C100 M85 Y35 K25
HEX: #1E325C

3.2 Background Colors

4. Typography

Typography colors

For coloring our typography, we primarily use blue for headings and dark gray for paragraphs. Orange is mostly only used in text on our digital platforms such as our website, where it is used for small textual links. When you are placing text on

a background (colored or photograph), we recommend making all your text white, so it remains readable. For more info, please review the backgrounds section in the photography chapter.



Blue

CMYK: C90 M60 Y0 K0

HEX: #005FAA



Orange

CMYK: C0 M60 Y95 K0

HEX: #EF8200



Dark gray

CMYK: C49 M38 Y38 K19

HEX: #999999

4.1 Colors

1. DM Sans

DM Sans is EGI's primary typeface, and it should be used in every design and / or outing. Because EGI maintains a professional look & feel, it relies strongly on its typographic styling.

Closely consider the size and color guides when setting your type in your design. This way we can maintain our uniform global look.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789("€%&=;,;:_?!*)

2. Open Sans

If for what ever reason you cannot use our primary typeface, please use Open Sans instead. Open Sans should be widely available on most

platforms such as Canva, Webflow or other in-browser design software used by our teams.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789("€%&=;,;:_?!*)

3. Arial

Arial is used as a last resort to maintain a uniform look & feel. It is pre-installed on most computers and supported by all software programs such as

the Microsoft Office suite and in-browser design software.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789("€%&=;,;:_?!*)

4.2 Typefaces

Header

Page header for front covers and such

Font:	DM Sans Bold
Letter size:	110pt
Line height:	120pt
Letter spacing:	-40pt

Medium headers

Medium headers for above small headers

Font:	DM Sans Bold
Letter size:	40pt
Line height:	40pt
Letter spacing:	-30pt

4.3 Offline style

Outline

Outlined header for some variety

Font:	DM Sans Bold
Letter size:	110pt
Line height:	120pt
Letter spacing:	-40pt

Small headers

Small headers for in between paragraphs

Font:	DM Sans Bold
Letter size:	28pt
Line height:	31pt
Letter spacing:	0pt

Sub-header

Sub-headers for title pages and such

Font:	DM Sans Bold
Letter size:	60pt
Line height:	60pt
Letter spacing:	-30pt

Paragraphs

Paragraphs texts

Font:	DM Sans Bold
Letter size:	9pt
Line height:	14pt
Letter spacing:	0pt

5. Elements

Element colors

The following shades are used in the graphical elements of EGI.



Blue

CMYK: C90 M60 Y0 K0

HEX: #005FAA



Orange

CMYK: C0 M60 Y95 K0

HEX: #EF8200



White

CMYK: C0 M0 Y0 K0

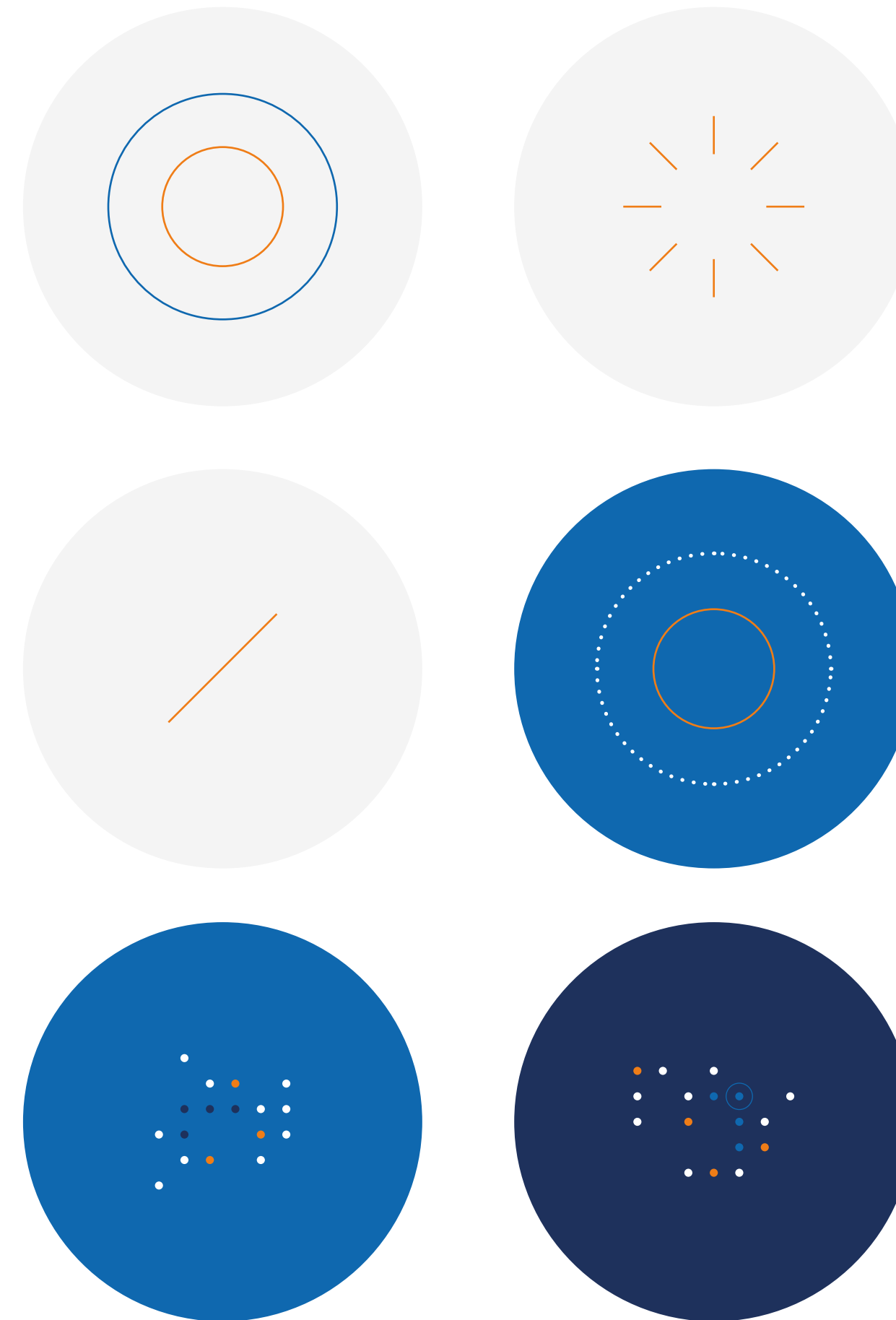
HEX: #FFFFFF

5.1 Colors

The graphic elements that adorn some areas of the new EGI website take inspiration from the EGI logo and its dots. But while the main logo graphic look can be considered bold and thick, these elements are thinner and lighter, in order to find balance and rhythm, but also to give space and breathe to the main amount of contents. The geometric elements are an

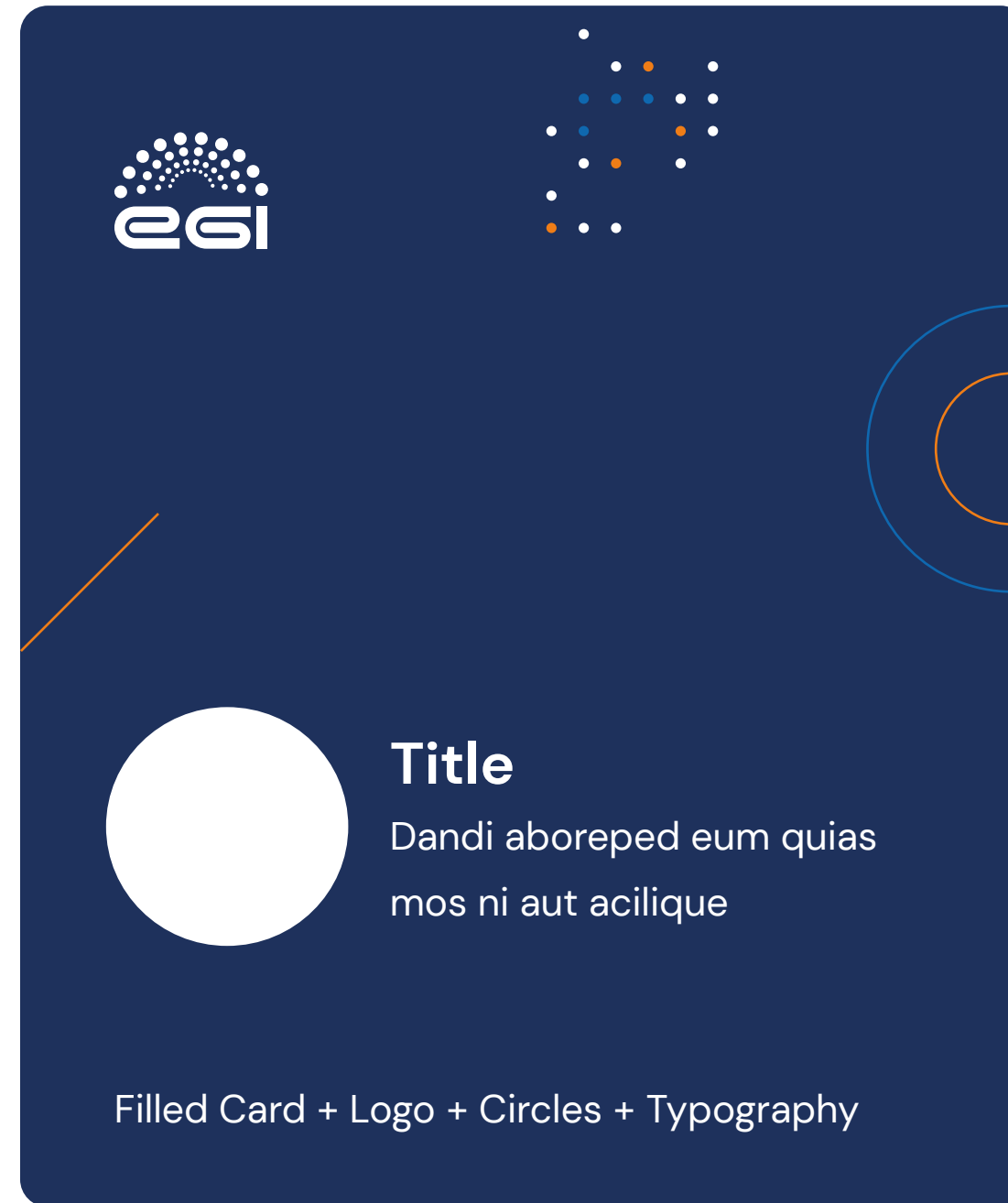
abstract representation of technological structures, data collections and ideal mechanisms, depicted with a minimalistic and modernist touch. These graphics can be used on light and dark backgrounds.

Please review 5.3 to see our graphical elements applied to a couple examples.



5.2 Graphic elements

The overall EGI visual identity is a culmination of round(ed) shapes. Squares are always rounded, for example. In this section, you can find a couple of examples of how design elements can be used in the EGI visual identity. It should show how easy it is to achieve the EGI look & feel by applying our typography, colors and shapes.



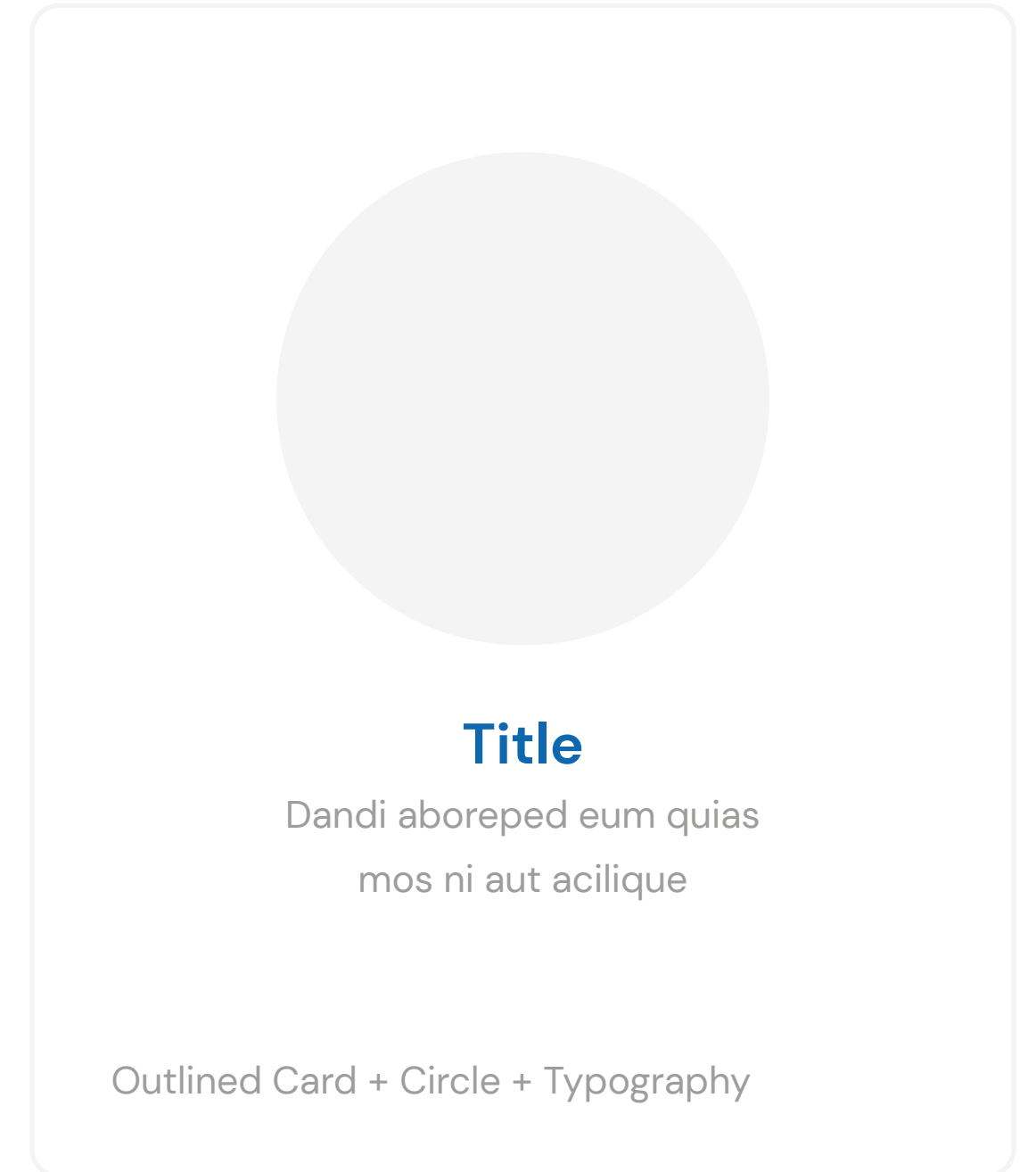
Details

Font:	DM Sans
Background color:	EGI Dark Blue
Text color:	White
Element colors:	EGI Blue, EGI Orange, White
Border radius:	4mm



Details

Font:	DM Sans
Background color:	EGI Blue
Text color:	White
Border radius:	4mm



Details

Font:	DM Sans
Background color:	White
Text color:	EGI Blue, EGI Grey
Border radius:	4mm

5.3 Global elements

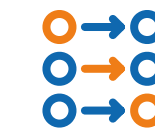
Our services have a coherent and uniform set of scalable and recognizable icons. These icons visualise our services in an abstract way. Though described in this guide, it is not allowed to create your own service icons. Whenever there is a new EGI service created, and it is in need of an icon, please contact press@egi.eu so we can design and develop a fitting icon. This is again to protect our strong visual identity.

The icons all have the same line thickness. Each uses blue primarily and orange as a highlight. All icons use rounded shapes and lines as well.

Each of these characteristics is what makes them unique to the EGI visual identity. The goal is for our target audience to be able to recognize them even if they are not placed in any context.



Datahub



Data Transfer



Online Storage



Software Distribution



Cloud Compute



Cloud Container Compute



High-Throughput Compute



Workload Manager



FitSM Training



ISO 27001 Training



Training Infrastructure



Check-in



Replay



Notebooks

5.4 Service icons

6. Photography

Photography coloring

Photo's used in the EGI brand identity should also represent certain colors. For example; using a picture with a lot of bright red colors will not match our brand identity. Try finding images that use shades of blue, white's, grays, blacks and even light orange.

In some cases you are able to change the color of the images, giving you more freedom in your selection process. To do this, you need some knowledge of Canva, Adobe Photoshop or other design software. For details on how to achieve such effect, review the second page of section 6.4.

6.1 Colors

Using photo's

Photography is as of the same importance as our typographic styling. Please try to find and / or use professional looking pictures. Often finding a good (stock)photo takes considerable time. Though, not putting in the required effort and using non-professional photo's will damage EGI's built brand. Try not to use cliché imaging such as people pointing at a screen or board.

6.2 How to use

How to find photography

To find new stock photo's we use Envato Elements. In case you are in need, please collect the URL's of all the images and share them with press@egi.eu, so we can acquire these images and share them with you.

6.3 How to find

Backgrounds

Using images or video as a background remains a popular way to make designs in the EGI brand identity. Contrast is one of the most important things to keep in mind while setting up similar layouts using background colors or imaging, as in the examples on the right.

When the background color or photo is dark, you make the text white. When the background color or photo is light, you make the text blue or gray, like in the example.

Like in the background image examples, we also consider the placement of the text. Make sure you do not place text on the busy part of the image. Place it on a calm position where the text remains easily readable.

Light background

Dark gray text on a light gray background.

Light image background

Blue text on a light background.

Dark background

White text on a blue background

Dark image background

White text on a dark background.

6.4 How to apply

Hero backgrounds

Every image of the hero sections is obtained with this method:

- Maintain the photography native colors.
- Add a first #005FAA layer above ('Plus darker' blending mode), 60% to 90% opacity.
- Add a second #005FAA layer above ('Screen' blending mode), 100% opacity.
- Add the graphic elements above (staggered or simply set on the image without exceeding its edges).

These graphic manipulations can also be used in the general branding and communication materials.

6.4 How to apply



7. Website & Development

Feedbacks

A series of basic colors of purely functional derivation are used for the UI feedbacks. The graphic elements can be fully colored or can be white with a colored outline. The alternative buttons are colored in white with the primary orange outline.



Success

CMYK: C0 M0 Y0 K0

HEX: #63C247



Warning

CMYK: C0 M0 Y0 K6

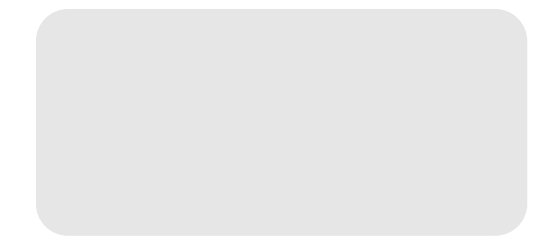
HEX: #FFC000



Error

CMYK: C0 M0 Y0 K50

HEX: #FF000E

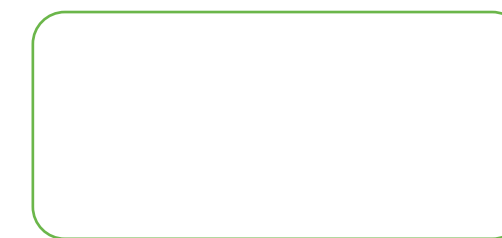


Disabled

CMYK: C0 M60 Y95 K0

HEX: #E6E6E6

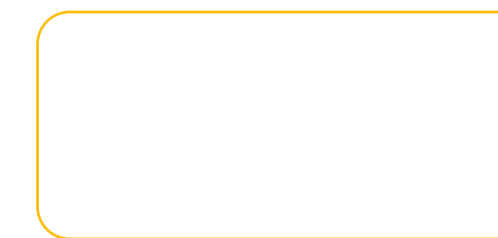
Feedbacks outlined



Success

CMYK: C0 M0 Y0 K0

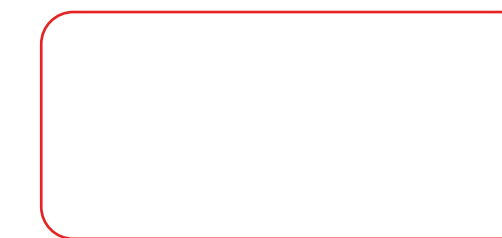
HEX: #63C247



Warning

CMYK: C0 M0 Y0 K6

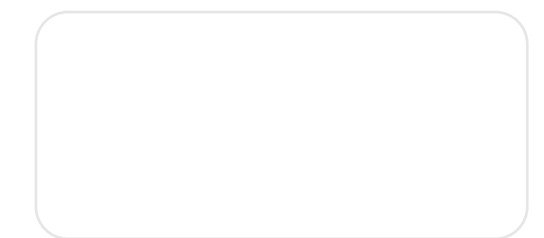
HEX: #FFC000



Error

CMYK: C0 M0 Y0 K50

HEX: #FF000E



Disabled

CMYK: C0 M60 Y95 K0

HEX: #E6E6E6

7.1 Feedback colors

The new EGI UI call-to-action elements rely on the two primary EGI colors (EGI Blue and EGI Orange), plus a basic white.

The buttons corners have a 6px radius value (same as the UI cards).



Normal

Font:	DM Sans Bold
Background color:	#EF8200
Text color:	#FFFFFF
Font size:	16px
Border radius:	6px



Hover/Active

Font:	DM Sans Bold
Background color:	#EF8200
Text color:	#FFFFFF
Font size:	16px
Border radius:	6px



Normal

Font:	DM Sans Bold
Background color:	#FFFFFF
Text color:	#EF8200
Font size:	16px
Border radius:	6px
Border color:	#EF8200



Hover/Active

Font:	DM Sans Bold
Background color:	#FFFFFF
Text color:	#EF8200
Font size:	16px
Border radius:	6px
Border color:	#EF8200

Button

Normal

Font:	DM Sans Bold
Text color:	#EF8200
Font size:	16px

Button →

Hover/Active

Font:	DM Sans Bold
Text color:	#EF8200
Font size:	16px

Menu link

Normal

Font:	DM Sans Bold
Text color:	#005FAA
Font size:	16px

Menu link

Hover/Active

Font:	DM Sans Bold
Text color:	#005FAA
Font size:	16px
Border bottom:	1px
Border color:	#EF8200

Body link

Normal

Font:	DM Sans Bold
Text color:	#454649
Font size:	16px

Body link

Hover/Active

Font:	DM Sans Bold
Text color:	#454649
Font size:	16px
Border bottom:	1px
Border color:	#EF8200

7.2 Buttons

[Visit site](#)

The EGI Check-in Login and Sign-up buttons that come with our Software Development kit, are easy to integrate and include built-in guidelines that ensure a consistent design and experience across different apps and systems using EGI Check-in service.

Please review the website by clicking on ["Visit site"](#) in the top left to gain access to the assets, code and guidelines needed to implement them in your project.



7.3 EGI Branded Check-in

CATEGORY					CSS CLASS / SIZE
Font weight	All-Capitals	Letter spacing	Line spacing	Size	Text example
CAPTION_03					.TEXT-XS / FONT-SIZE: 0.75REM
DM Sans Bold	Yes	1	18	10	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
CAPTION_02					.TEXT-XS / FONT-SIZE: 0.75REM
DM Sans Bold	Yes	1	18	10	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
CAPTION_01					.TEXT-SM / FONT-SIZE: 0.875REM
DM Sans Regular	No	0,5	21	14	The quick brown fox jumps over the lazy dog.
BODY_02					.TEXT-BASE / FONT-SIZE: 1REM
DM Sans Regular	No	0,5	30	18	The quick brown fox jumps over the lazy dog.
BODY_01					.TEXT-BASE / FONT-SIZE: 1REM
DM Sans Bold	No	0,5	30	18	The quick brown fox jumps over the lazy dog.
PRE-TITLE					.TEXT-BASE / FONT-SIZE: 1REM
DM Sans Regular	No	0,5	30	18	The quick brown fox jumps over the lazy dog.
SUBHEADING					.TEXT-XL / FONT-SIZE: 1.25REM
DM Sans Bold	No	0,5	32	20	The quick brown fox jumps over the lazy dog.

7.4 Digital style

CATEGORY					CSS CLASS / SIZE
Font weight	All-Capitals	Letter spacing	Line spacing	Size	Text example
H5					
DM Sans Bold	No	0,5	6	22	<code>.TEXT-2XL / FONT-SIZE: 1.5REM</code> The quick brown fox jumps over the lazy dog.
H4					
DM Sans Bold	No	0,5	40	28	<code>.TEXT-3XL / FONT-SIZE: 1.875REM</code> The quick brown fox jumps over the lazy dog.
H3					
DM Sans Bold	No	0,5	48	36	<code>.TEXT-4XL / FONT-SIZE: 2.25REM</code> The quick brown fox jumps over the lazy dog.
H2					
DM Sans Bold	No	0,5	56	44	<code>.TEXT-5XL / FONT-SIZE: 3REM</code> The quick brown fox jumps over the lazy dog.
H1					
DM Sans Bold	No	0,5	66	54	<code>.TEXT-6XL / FONT-SIZE: 4REM</code> The quick brown fox jumps over the...

7.4 Digital style

CATEGORY					CSS CLASS / SIZE
Font weight	All-Capitals	Letter spacing	Line spacing	Size	Text example
LINK_O2					
DM Sans Bold	No	0,5	30	18	.TEXT-LG / FONT-SIZE: 1REM The quick brown fox jumps over the lazy dog.
TAXONOMY					
DM Sans Regular	No	0,5	30	18	.TEXT-BASE / FONT-SIZE: 1REM The quick brown fox jumps over the lazy dog.
MENU LINK_O1					
DM Sans Bold	No	0,5	30	18	.TEXT-LG / FONT-SIZE: 1REM The quick brown fox jumps over the lazy dog.
SMALL_QUOTE					
DM Sans Bold	No	0,5	40	28	.TEXT-3XL / FONT-SIZE: 1.875REM The quick brown fox jumps over the lazy dog.
MAIN_QUOTE					
DM Sans Regular	No	0,5	48	36	.TEXT-4XL / FONT-SIZE: 2.25REM The quick brown fox jumps over the lazy dog.
NUMERAL					
DM Sans Bold	No	0,5	56	44	.TEXT-5XL / FONT-SIZE: 3REM The quick brown fox jumps over the lazy dog.

7.4 Digital style

Please follow these guides when you're developing an EGI digital platform. We set up a simple-to-follow structure for our User Interface design, which should be coherent across our platforms.

This structure includes guides for logo placement, navigation, and banners.

For all typography, color and button settings, please follow the earlier sections in this chapter.

7.5 Structuring UI

Navigation

Navigation is an important element in every User Interface. We have set up a simple and responsive system for ours.

Legend



Logo



Navigation menu link



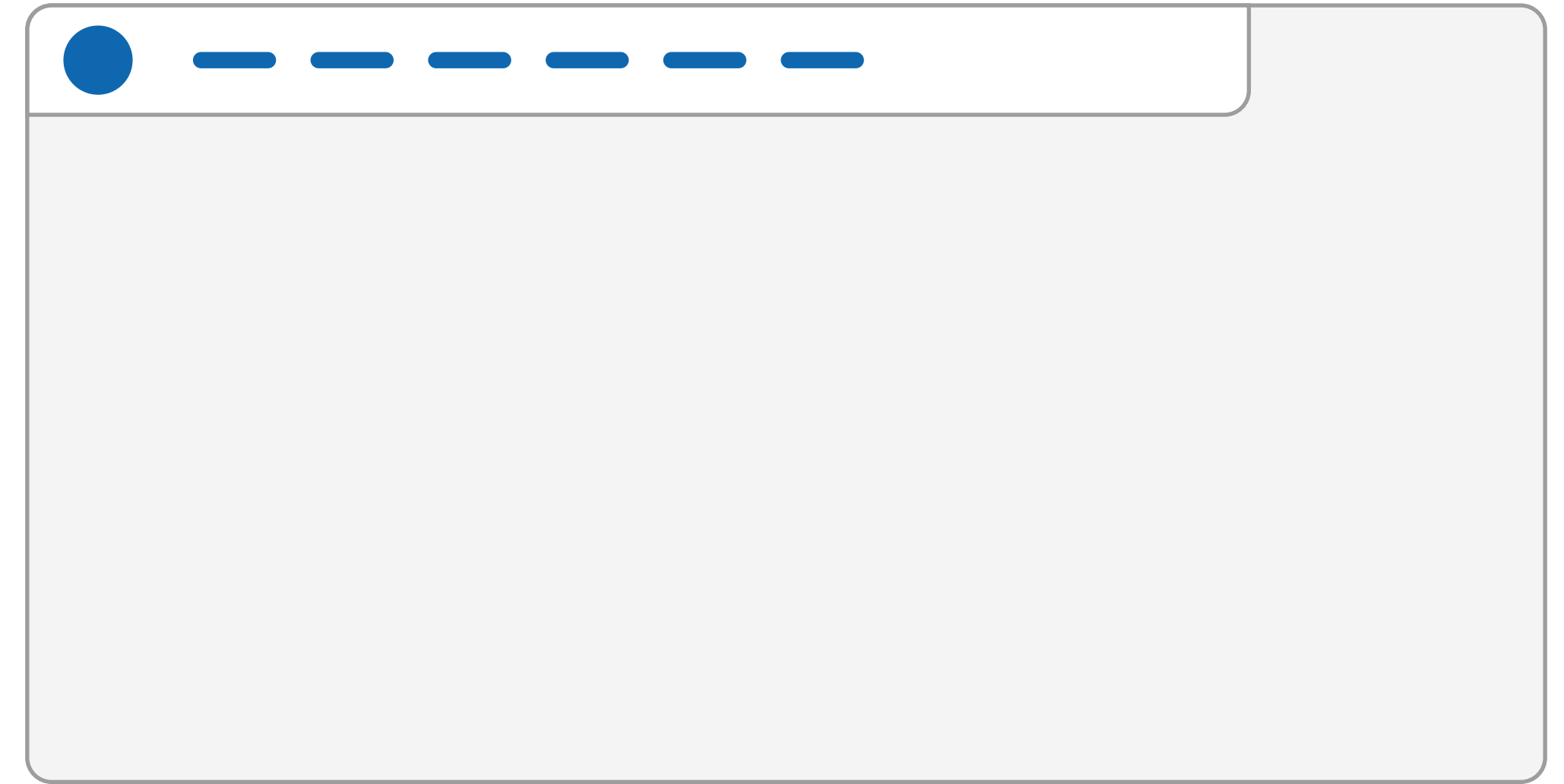
Hamburger menu icon

Desktop guidelines

- The navigation bar is placed in the top left corner of the screen. It has a width of 75% of the screen size
- The navigation bar has a white background with no outlines. The logo should be the primary EGI logo in full-color and shown 1st all the way in the left
- The navigation links are second, right next to the logo and are colored blue, review the button section for more information
- Make sure there is enough padding / whitespace on the top and bottom inside the navigation bar

Mobile guidelines

- On mobile, the navigation bar is a lot smaller. The width is 100%, but the height is about 50% of the desktop height
- The logo is not placed centered inside the navigation bar instead of left
- The navigation links are replaced with a hamburger menu icon and placed on the left side of the navigation bar
- When someone taps on the hamburger icon, the mobile navigation menu opens in 100% of the page height. This screen is scrollable since there are a lot of menu links







7.6 Structuring UI

Banners

Banners are used to group important information. Generally they have a light gray background and 2 columns of content which can be text or text + imagery.

Legend

-  Logo
-  Header
-  Text
-  Image or video

Desktop guidelines

- The banner uses the same padding all around, which means there is equal spacing top and bottom, as well as left and right
- Content is placed in 2 columns each 50% width, with enough space in between columns
- The banner uses EGI Light Grey as background and EGI Blue + black text
- For the imagery guidelines, please review the photography chapter. In banners, we allow imagery to overlap the bounding banner it is placed in. Just make sure it is aligned evenly

Mobile guidelines

- On mobile the columns are placed under each other, so it is responsive to the device width
- If possible, place the imagery above the textual content as this is often visually the most balanced
- Where on desktop the image can overlap the bounding banner, on mobile we place it back in. It remains to be wider than the textual content



7.6 Structuring UI

8. Outro

Thank you for reviewing our brandguide and making an effort of keeping our visual language uniform. If you have any questions regarding this guide or designing EGI work, please contact press@egi.eu.

8.1 Outro

