

CESSDA ERIC

Consortium of European Social Science Data Archives
European Research Infrastructure Consortium

Design Guide

November 2017

Logo

The CESSDA ERIC logo comes in black and white versions for use on light and dark backgrounds, respectively.

The black version may be given a grey tone depending on the background or intent (for example, 100% black if it is set against a light tinted grey background, or 80% black against a pure white background).

The white version should always be pure white.

The logo may be used standalone or with the full name as text below the logo.

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Typography

The font family used by CESSDA ERIC is Open Sans. It is available for free from [Google Fonts](#) and may be freely embedded in PDFs.

If you are producing documents or presentations for CESSDA, Open Sans must be downloaded and installed.

There are no fixed font size/weight constraints, but sample font variants and weights are given below:

Main heading - Open Sans Light 24pt

Subheading - Open Sans Regular 18pt

Paragraph heading - Open Sans Regular/semibold 12pt

Body text - Open Sans Light 12pt



Text box - Open Sans Regular 11pt

Font colors

Body text color should be 100% black on tinted backgrounds (letterhead) and 80-100% black on white backgrounds, or pure white on dark backgrounds.

Heading colours follow the same pattern but may be given a tint on pure white backgrounds (for example Pantone 169-12 C or CMYK 43% 36% 41% 30% - see colour samples further on).

Colours and shapes

CESSDA ERIC uses blue as a primary colour and a slightly tinted grey as a secondary/contrast colour. These are reflected in Word, PowerPoint and Keynote templates.

The graphic theme is built on a combination of 2-4 quadrilateral shapes in various tints. In print, the entire ranges of Pantone 109 Coated (blue) and Pantone 169 Coated (tinted grey) are used.

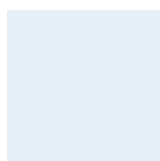
Each colour range may be used to combine quadrilateral shapes or as solid background / highlight elements.



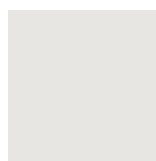
CESSDA ERIC's logo comes in both dark and light versions that can be used with dark or light backgrounds.

See the next page for colour samples and codes for print/screen.

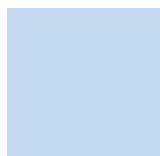
Colour samples



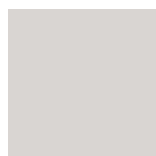
P 109-1 C
#e3ecf8 / rgb(227,236,248)
CMYK: 9% 3% 0 0



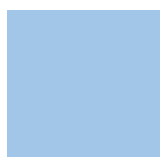
P 169-1 C
#e7e4e2 / rgb(231,228,226)
CMYK: 8% 7% 8% 0



P 109-2 C
#c4daf1 / rgb(196,218,241)
CMYK: 21% 7% 0 0



P 169-2C
#d8d5d3 / rgb(216,213,211)
CMYK: 14% 12% 13% 0



P 109-3 C
#a2c6e9 / rgb(162,198,233)
CMYK: 34% 12% 0 0



P 169-3 C
#cdcac5 / rgb(205,202,197)
CMYK: 19% 16% 19% 0



P 109-4 C
#83b7e3 / rgb(131,183,227)
CMYK: 46% 16% 0 0



P 169-4 C
#c0bcb9 / rgb(192,188,185)
CMYK: 25% 21% 23% 0



P 109-5 C
#5aa6db / rgb(90,166,219)
CMYK: 61% 21% 0 0



P 169-5 C
#b5b2ac / rgb(181,178,172)
CMYK: 30% 25% 29% 0



P 109-6 C
#2798d5 / rgb(39,152,213)
CMYK: 74% 26% 0 0



P 169-6 C
#aba8a2 / rgb(171,168,162)
CMYK: 35% 29% 33% 0



P 109-7 C
#008cce / rgb(0,140,206)
CMYK: 88% 31% 0 0



P 169-7 C
#a29f99 / rgb(162,159,153)
CMYK: 39% 33% 37% 0



P 109-8 C
#0083ca / rgb(0,131,202)
CMYK: 100% 35% 0 0



P 169-12 C
#73736d / rgb(115,115,109)
CMYK: 43% 36% 41% 30%



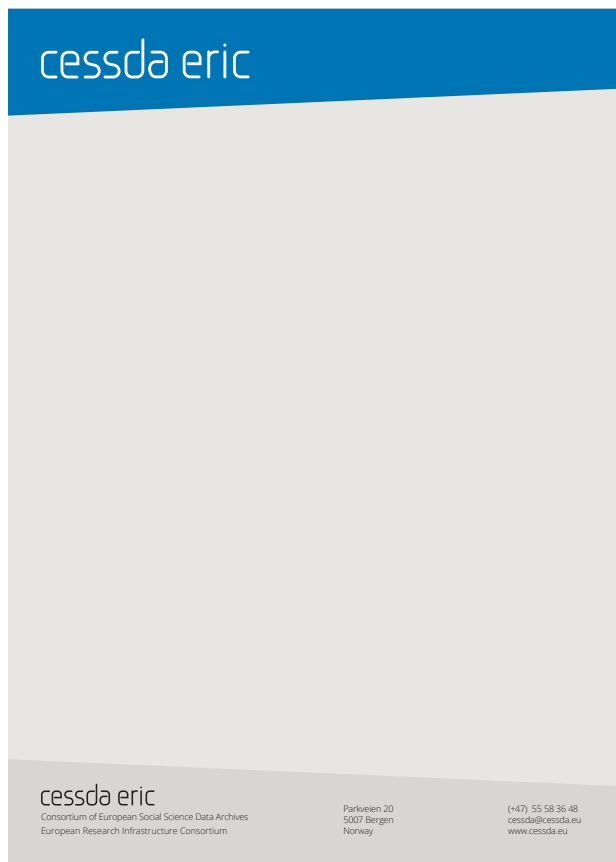
P 109-16 C
#0075b5 / rgb(0,117,181)
CMYK: 100% 35% 0 12%



P 169-15 C
#555652 / rgb(85,86,82)
CMYK: 43% 36% 41% 53%

Examples

Letterhead / digital document



Business card



Page from NDP



Presentations

