



Graphic guidelines 2019



ICOS logo can be used either in Color version (see above), in Black, or in Negative (the logo in the picture). The logo can also be used in White Color version, in which the text is white, but the dots are still colored.

White Color and Negative versions are to be used on top of picture background, or on top of dark or bright colour backgrounds. Do not use Black or Color versions on top of pictures or on top of dark or very bright color surfaces.

When using the logo, leave sufficient empty area around the logo. The empty area should be at least half of the height of the large letters ICOS in the logo you are placing.



ICOS colors

All ICOS organisations, such as Central Facilities and National Networks use the same colors and similar logos. Bright Blue and Pink are the main colors. Bright Blue is the dominant color, and Pink may be used as an accent color, in minor areas. Pink should not be used in texts, including headlines or links.

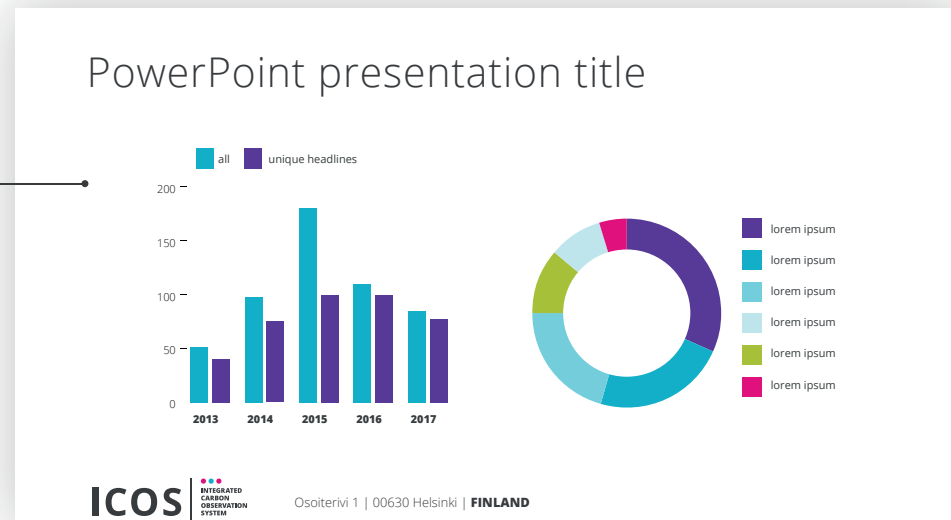


Two extra colors, Violet and Green can be used in the communication as accented extra colors when two main colors and their tints are not enough (for example graphs in powerpoint or printed materials). These two colors should never be used without the main colors: Bright Blue and Pink.

The extra colors must not be used as permanent colors for any single ICOS body or facility.

The extra colors should not be used in text.

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ICOS color codes

Main color: Bright blue
 #00ABC9
 R0 G171 B201
 C75 M8 Y18 K0
 pantone: 312c / 312u

Accent color
 #E41C63
 R228 G28 B100
 C0 M96 Y35 K0
 pantone: 213c / 213u

Extra color 1
 #5C2B93
 R92 G43 B147
 C80 M90 Y0 K0
 pantone: 2725c / 2735u

Extra color 2
 #AEC000
 R174 G192 B0
 C40 M7 Y100 K0
 pantone: 368c / 367u

Headlines and main text
 #414142
 R65 G65 B66
 C0 M0 Y0 K90
 pantone: 7545c / 7546u

Use these colors >



Additional shades only for graphs etc

#80D5E3
 R128 G213 B227
 50%



#F67B94
 R246 G123 B148
 50%



#AF92C9
 R175 G146 B201
 50%



#CED46D
 R206 G212 B109
 50%



#CCEEF3
 R204 G238 B243
 20%



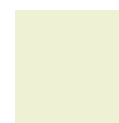
#FFDFE3
 R255 G223 B227
 20%



#E5DAED
 R229 G218 B237
 20%



#F5F4DA
 R245 G244 B218
 20%



+

Darker version to be used in text



#0092B3
 R0 G146 B179
 C80 M20 Y20 K4

Whenever possible, use only the brightest colors here on the topmost row + Black (including grey shades) and White.

The shades presented on the second and third row are only for graphs etc, mostly in printed publications when more than 5 colours are being needed.

The ICOS PowerPoint template also has several "shade colors". Whenever possible, use the ones on the topmost level.

Open Sans: Headlines, Word template main text and short paragraphs of text in other publications

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
ÅåPpQqRrSsTtUuWwXxYyÄäÖö
1234567890+?!"##€%&/('=,.-::"¥¢@¶\

Droid Serif: Long texts in **printed** publications.
Avoid using this font if possible, as its licencing is currently unclear. Do not use in electronic formats.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
ÅåPpQqRrSsTtUuWwXxYyÄäÖö
1234567890+?!"## %&/('=,.-::"¥¢@¶

Examples of how to use the colors

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The Bright blue color is the main color. The Pink color should be used as an accented color in small part of visual materials.



Details:

KATRI AHLGREN

Head of Communications

katri.ahlgren@icos-ri.eu